



Consolato Generale d'Italia
Hong Kong

PUBLIC CALL

FOR SPONSORSHIP OF THE ITALIAN NATIONAL DAY 2024 AND FESTIVAL ITALIA ON STAGE 2024 BY SUPPLYING GOODS AND SERVICES FOR THE ABOVE MENTIONED EVENTS ORGANIZED BY THE CONSULATE GENERAL OF ITALY IN HONG KONG AND MACAU

The Consulate General of Italy in Hong Kong and Macau

- Considered the art. 43 of the Italian law n. 449 of December 27th 1997, (Sponsorship contracts and cooperation agreements, agreements with public and private entities, user contributions for non-essential public services and productivity incentive measures);
- Considered the art. 29 of the Italian Presidential Decree n. 54 of February 1st 2010 allowing diplomatic and consular Missions to sign sponsorship contracts with public or private entities, enterprises, associations, foundations, citizens and in general any entities, Italian or foreign, not involved in activities in conflict with the public interest;
- Considered the art. no. 134, paragraph 4, of the Italian Legislative Decree no. 36 of April 31st 2023 (Sponsorships contracts);
- Considered the art. n. 94 and following of the Italian Legislative Decree n. 36 of March 31st 2023 (Exclusions reasons);
- Considered the art. n. 120 and following articles of Law n. 689 on November 24th 1981 and its following changes and modifications
- Considered the art. n. 6 of the Ministerial Decree n. 192 of November 2nd 2017, (Cooperation with private entities), Regulation that contains general guidelines to regulate the procedures for the choice of the contractor and the execution of the contract to be carried out abroad;

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the intention to sign in-kind sponsorship contracts for the supply of goods and services in the framework of the organization of the following initiatives in 2024: a) Italian National Day and b) the Autumn festival "ITALIA on Stage". To this end, the Consulate General of Italy in Hong Kong and Macau commits to offer to interested parties a number of benefits aimed at ensuring visibility (display of logos and mentions in public occasions) and at promoting the initiatives, which will be implemented in partnership with the sponsors as specified below.

1. General requirements for the sponsorship

This call is addressed to companies which produce goods and offer services, as well as entities, associations, companies and temporary entrepreneurial groups that are interested in advertising their brands on the occasion of the celebration of the Italian National Day 2024 and of the Festival "ITALIA on Stage" 2024.

2. Aim

The Consulate General of Italy in Hong Kong and Macau plans to organize:

a) The Italian National Day 2024 on the 5th June 2024 at the Hong Kong City Hall - Concert Hall (5 Edinburgh Place Central, Hong Kong).

The participation to the celebration events is by invitation. Approximately 1000 guests are expected to attend, from the Italian community in Hong Kong and Macau, from the institutional, entrepreneurial, cultural, academic and media sectors, as well as from the accredited consular corps in Hong Kong and Macau.

b) the second edition of the Autumn Festival focused on Italy, “ITALIA on Stage”, scheduled to take place between mid-October and mid-December 2024 in Hong Kong. The Festival consists of a series of culture, commercial/business and social (sport) initiatives, aimed at promoting relations between Italy, Hong Kong and Macau.

All the above mentioned activities will be promoted through the Consulate General website and social media (Instagram, X and Facebook), as well as by the local press, when agreed. The Consulate General and the sponsors will preliminary agree on the modalities of the use of the logos in the public promotion. Each sponsor will act in full compliance with the requirements and indications provided by each party in respect of the specific offer.

3. Sponsorship terms of reference *(contribution of products and services)*

By accepting the sponsorship, the Sponsor commits itself to provide, free of charge, products and services instrumental to the organization of the events organized by the Consulate General of Italy in Hong Kong and Macau in the framework of the Italian National Day 2024 and of the Festival ITALIA on Stage 2024. The Sponsor should submit to the Consulate General of Italy in Hong Kong and Macau a clear proposal of products and services included in the sponsorship, indicating the quantities and the estimated value. The equivalent value should be not less than the minimum sponsorship of 30.000 HKD.

By accepting the sponsorship, the Consulate General of Italy commits itself to offer to the Sponsor:

- the opportunity to set up one promotional stand during the Italian National Day reception;
- the visibility of the Sponsor logo on the billboards placed at the entrance area of the Hong Kong City Hall – Concert Hall on the day of Italian National Day (the logo must be sent to the Consulate General of Italy in Hong Kong and Macau by and no later than May 2nd, 2024 at the email address hongkong.events@esteri.it);
- the visibility of the Sponsor's logo in an advertising space purchased by the Consulate General of Italy in Hong Kong and Macau in a high-circulation newspaper in Hong Kong, prior to the celebration of the Italian National Day and associated with it (the logo must be sent to the Consulate General of Italy in Hong Kong and Macau by and no later than May 2nd, 2024 to the e-mail address hongkong.events@esteri.it);
- the visibility of the logo of the Sponsor in the booklet of the Festival “ITALIA on Stage” which will be available in digital and hard copies.

By accepting the sponsorship general conditions, the Sponsor is aware that its logo will be displayed in a group of logos, together with those of other Sponsors.

4. Submission of offers of sponsorship

The offer of sponsorship (products and services) by interested parties:

- should be submitted in the written form, signed by the company's legal representative (according to the sample form attached to this Notice), along with his/her copy of a valid ID;
- should be delivered in a closed envelope with the title: "*Sponsorizzazione Festa della Repubblica 2024 a Hong Kong/Festival ITALIA on Stage 2024*" and be received by 7:00pm of the 26th-April, 2024, without delay, specifying for which of the two events the offer is presented, alternatively: a) by registered mail or by other authorized delivery agent or delivered by hand to the Consulate General of Italy in Hong Kong and Macau (Suite 3201, Central Plaza, 18 Harbour Road, Wanchai, Hong Kong); b) by email, (with attachments in PDF format not exceeding 2.5 Mb), to the following mailbox of the Consulate General of Italy in Hong Kong and Macau: commerciale.hongkong@esteri.it. By the deadline mentioned above the presentation of the offers is exclusive responsibility of the senders;
- should indicate type, quantity and any other useful detail of the product or service that the sponsor intends to offer to the Consulate General for the purpose of the event;
- should indicate the economic value of the product that the sponsor intends to offer to the Consulate General for the purpose of the event;
- should be accompanied by the declaration under their own responsibility confirming there are no adverse or restrictive conditions to the sponsor's contractual capability, according to art. n. 94 and following of the Italian Legislative Decree n. 36 of March 31st 2023;
- should contain the sponsor's commitment to take upon itself all the responsibilities and obligations related to and following its own brand display.

With their submissions, the sponsorship's offeror(s) consent to the processing of their data, including personal data, according to the Italian Legislative Decree no. 196/2003 and for all procedural means.

5. Exclusion from the evaluation procedure

Conditional or incomplete offers, offers without signature or submitted after the deadline will be excluded. The date of receipt, excluding communications sent by e-mail, will be certified only upon official stamp of the Consulate General of Italy in Hong Kong and Macau. The delivery by the deadline of the offers is a sole responsibility of the senders. The Consulate General of Italy in Hong Kong and Macau declines any responsibility regarding delays related to the delivery agents.

6. Sponsorship offers evaluation procedures

The offers, sent to the Consulate General by the deadline set in the present Call are evaluated by a special Commission composed of employees of the Consulate General of Italy in Hong Kong and Macau according to the following criteria:

- a) Quality of products and services – in compliance with the standards of quality typical of the Italian tradition - that will be provided, free of charge, for the Italian National Day 2024 and the Festival "ITALIA on Stage" 2024.
- b) The amount of food and beverages provided in relation to the expected attendance for the Italian National Day 2024;
- c) The variety of food and beverage offered in relation to all other offers received for the Italian National Day 2024;

- d) The correct balance between the offer and the main goal of promoting Italian brands and services;

The commission set up by the Consulate General of Italy in Hong Kong and Macau will accept the offers according to the criteria of the principles of cost, effectiveness, fairness, equal treatment, transparency, proportionality and rotation and within the limit of maximum 10 stands as per venue availability.

Sponsorship offers are not binding on the Consulate General of Italy in Hong Kong and Macau until the relevant contract is signed.

7. Right to reject sponsorship offers

Any sponsorship can be rejected by the Consulate General of Italy in Hong Kong and Macau if:

- a) there are conditions preventing the signing of contracts with the Public Administration in accordance with art. 120 and following articles of Law no. 689 of 24th November 1981, and any other prejudicial or restricted regulation of contractual capacity;
- b) there are reasons to be disqualified as per articles n. 94 and following of the Italian Legislative Decree n. 36 of March 31st 2023;
- c) the Consulate General deems that the offer could create conflict of interest with its activities and if it is believed that there is a violation of the Italian legislation;
- d) the Consulate General deems that in the advertisement there could be any damage for its image and/or initiatives;
- e) there are some insolvency and bankruptcy proceedings or there are proceeding deriving from Precautionary measure according to the Italian law which regulates the same type pf public contracts;
- f) it is considered to be not receivable for general reasons;
- g) it refers to political, syndicalist, philosophical or religious propaganda.

8. Sponsorship contract

The sponsorship contract is signed between the Consulate General of Italy in Hong Kong and Macau and the Sponsor. In no case another party could replace the Sponsor in the contract signed between the Consulate General of Italy in Hong Kong and Macau and the Sponsor unless there is a written authorization from the Consulate General of Italy in Hong Kong and Macau.

As per article 6, comma 2 of the Ministerial Decree n. 192 of 2 November 2017, in the sponsorship contract there is a specific clause that allows the Consulate General of Italy in Hong Kong and Macau the possibility to revoke the contract, by simple request and without conditions or limitations of any kind, for foreign policy reasons. If the interested party does not accept this clause, the contract cannot be signed.

The interested party could be sanctioned if the Consulate General of Italy in Hong Kong and Macau should verify its offer and related declarations be false. Any benefits coming thereof would cease to exist.

The Consulate General of Italy in Hong Kong and Macau reserves the right to withdraw unilaterally and at any time from the sponsorship contract, with no compensation to the Sponsor if, for any reason not depending from the Consulate General, the events are canceled.

Hong Kong, 16th of February 2024

Signed by the Consul General of Italy
Carmelo Ficarra

This Notice was displayed on the Notice Board of the Consulate General on 21st of February 2024 and on the same day was also published on the official website of the Consulate General (<https://conshongkong.esteri.it>)