



Consolato Generale d'Italia
Hong Kong

PUBLIC CALL

FOR THE SPONSORSHIP OF CULTURAL AND PROMOTIONAL EVENTS TO CELEBRATE THE ITALIAN SPORT DAY 2025

The Consulate General of Italy in Hong Kong and Macau,

- Considered the art. 43 of the Italian Law no. 449 of 27th December 1997, (sponsorship contracts and collaboration 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 no. 54 of 1st February 2010 (which allows diplomatic and consular Missions to sign sponsorship contracts with public or private entities, enterprises, associations, foundations, citizens and in general with any party, Italian or foreign, that is 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 (sponsorship contracts);
- Considered the articles no. 94 and following of the Italian Legislative Decree no. 36 of March 31st 2023 (exclusions reasons);
- Considered the art. no. 120 and following articles of Law no. 689 of 24th November 1981 and its following changes and modifications;
- Considered the art. 6 of the Ministerial Decree no. 192 of 2nd November 2017, (collaboration with private entities), Regulation that contains general guidelines to regulate the procedures for the selection 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 Italian Sport Day 2025. 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 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 Sport Day 2025;

2. Aim

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

- a) a semi agonistic swimming competition in free waters that will take place at Victoria Recreation Club located at Deep Water Bay the 14th of September 2025, in occasion of the Italian Sport Day 2025, a promotional sporting festival promoted by the Consulate General of Italy on 13th and 14th September 2025;

3. Modalities of Sponsorship

- A. **Financial sponsorships** – with no limits of contribution;
- B. **In-kind sponsorships** - by presenting the offer of sponsorship, the Sponsor commits itself to provide, free of charge, goods 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 Italian Sport Day 2025. The Sponsor should submit to the Consulate General of Italy in Hong Kong and Macau a clear proposal of goods and services included in the sponsorship, indicating the quantities and the estimated value.

The following benefits/services will be offered to the Sponsors

1. visibility of the sponsor's logo on the Consulate General website and social media (Instagram, X and Facebook),
 2. visibility of the sponsor's logo in the inviting tickets at the sport event;
 3. visibility of the sponsor's logo on other promotional means that the Consulate General will consider as suitable;
- The graphic output file for point 2 must be sent to the Consulate General of Italy in Hong Kong and Macau **by and no later than 29th August 2025** at the e-mail address hongkong.events@esteri.it.

4. Submission of sponsorship offers

The sponsorship offers by interested parties:

- must be submitted in 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, and sent **no later than 22nd August 2025** via email (with attachments in PDF format not exceeding 2.5 Mb), to the following mailbox of the Consulate General of Italy in Hong Kong: amm.hongkong@esteri.it;

- must be accompanied by a declaration under their own responsibility confirming there are no adverse or restrictive conditions to the sponsor's contractual capability, according to articles 94 and following of the Italian Legislative Decree no. 36 of March 31st, 2023;
- must contain the sponsor's commitment to take upon itself all the responsibilities and obligations related to and following its own brand display.

Interested parties consent to the processing of their data, including personal data, according to the Italian Legislative Decree no. 196 of 30th June 2003 for all procedural means.

5. Exclusion from the evaluation procedure

Conditional or incomplete offers, offers without signature or submitted after 22nd August 2025 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. Evaluation of the sponsorship offers

The sponsorship offers, sent to the Consulate General by the deadline mentioned earlier in this Notice, are evaluated by the Consulate General according to the principles of cost, effectiveness, fairness, equal treatment, transparency, and proportionality. In consideration of the particular nature of the events covered by the Public Call, the Consulate General may accept several sponsorships.

If the amount of financial sponsorship is higher than the actual costs that will be necessary to organize the above mentioned events, the Consulate General reserves the right to use the exceeding amount for further events promoting Italy in Hong Kong and Macao during the year 2025.

The in-kind sponsorship 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 goods and services that will be provided, free of charge, for the Italian Sport Day 2025;

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

The Consulate General of Italy in Hong Kong and Macau is entitled to reject sponsorships 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 grounds for exclusion based on the provisions of articles 94 and following of the Italian Legislative Decree no. 36 of March 31st, 2023;
- c) the Consulate General deems the offer could create conflict of interest with the activities carried out and if it is believed that there is a law or principle violation of the Italian legislative system;
- d) the Consulate General deems the advertising message to be potentially detrimental or damaging to its image and/or initiatives;

- e) there are some insolvency and bankruptcy proceedings or there are impediments deriving from [anti-mafia] precautionary measure, according to the Italian law which regulates the same type of public contracts;
- f) it is believed to be not receivable for general reasons;
- g) it includes elements of political, syndicalist, philosophical or religious propaganda.

8. Conclusion of the sponsorship contract

The sponsorship contract is signed between the Sponsor, which has agreed to the above conditions, and the Consulate General. Under no circumstances may another party subsequently replace the Sponsor in the contract signed between the Consulate General and the Sponsor – unless there is a written authorization from the Consulate General.

Pursuant to article 6, paragraph 2 of the M.D. 2nd November 2017, no. 192, a specific clause is inserted in the sponsorship contract that allows withdrawal for foreign policy reasons, by simple request, without conditions or limitations of any kind, free of charge and without prejudice to the right to repayment of advances prices previously paid and exceeding the consideration for services already rendered and acquired. If the contractor does not accept the inclusion of the clause, the sponsorship contract cannot be concluded.

If the content of the offers and the related self-declarations is found to be untruthful, the interested party will incur in the penal sanctions provided for, decaying immediately from any benefits obtained on the basis of untruthful declarations.

If, due to reasons beyond the control of the Consulate General, the event does not take place, the parties will decide by mutual consent the terms of reimbursement of the advance payments previously made and exceeding the consideration for services already rendered and acquired.

Hong Kong, 6th of August 2025

Signed by the Consul General of Italy
Carmelo Ficarra

This Call was displayed on the Notice Board of the Consulate General on 6th of August, 2025 and on the same day was also published on the official website of the Consulate General (<https://conshongkong.esteri.it>)