



AMBASCIATA D'ITALIA

DOHA

PUBLIC NOTICE

SEARCH AND SELECTION OF SPONSORS FOR EVENTS PROMOTED BY THE EMBASSY OF ITALY IN QATAR IN 2024

The Ambassador of Italy in Qatar,

- having seen the Law n. 296/2006, art 1, c. 1318 e 1320;
- considering the opportunity of selecting sponsorships for cultural and promotional initiatives – including virtual events- as well as for activities and communication campaigns on traditional and digital media organized by the Embassy of Italy in Qatar;
- considering the interest shown by several public and private organizations to support these initiatives, which offer the possibility to promote their brand, business name and other distinctive elements in specific and predetermined advertising spaces;
- considering the possibility to conclude with the Embassy of Italy in Qatar sponsorship contracts aimed at promoting the visibility of their names, logos, products and promotional messages on advertising spaces related to these initiatives, including those held online;

ANNOUNCES

that the Embassy has planned in 2024 a series of cultural, social and scientific events – including virtual events – aimed at promoting the Italian presence in Qatar.

1. GENERAL REQUIREMENTS TO PARTICIPATE IN THE SELECTION

Public and private organizations having the following requirements are admitted to submit an expression of interest:

- a. They must not be disqualifiable for any of the reasons described in art. 80 of Legislative Decree no. 50/2016;
- b. Absence of insolvency or bankruptcy proceedings (in case of companies or enterprises).

2.OBJECT

Interested subjects can apply for financial sponsorships (in the form of provision of funds) or technical sponsorships (in the form of provision of goods or services) or a combination of the two.

The Italian Embassy may appoint more than one sponsor for a single initiative. No sponsor may claim exclusivity. Submission of expressions of interest does not oblige the Embassy to enter into a contract with the applicant and cannot be considered binding in any other way.

There are three levels of sponsorship. The Italian Embassy may appoint more than one sponsor for every type of sponsorship.

"PLATINUM sponsor" sponsorship of at least 40.000 QAR for one year or equivalent supply of goods/services...

For a period of 12 months from the date both Parties sign the contract in 2024:

- a) Display of the logo of the company, referred as "Platinum Sponsor", in a specific section of the Embassy of Italy;
- b) Publication of the company logo, in a position of maximum visibility, on paper or digital advertising material (ex. invitations, catalogues, roll-ups, panels) possibly realized, with specimens to be sent in an adequate number to sponsors, in connection with events- including virtual events- organized by the Embassy of Italy, such as the Italian National Day, exhibitions, concerts and webinars;
- c) Projection of the company logo, in a position of maximum visibility, on screens, panels or posters placed in the area that will host the events or in virtual platforms;
- d) Special mention of the sponsor in the Head of Mission's speeches during the events organized by the Embassy, including virtual events, as well as the possibility to project promotional videos;
- e) Possibility to display promotional material and/or products of the sponsor at events organized by the Embassy of Italy;
- f) Invitations to cultural and promotional events organized by the Embassy of Italy;
- g) Use of the logo of the sponsor in graphic material or videos for social campaigns produced by the Embassy of Italy;

"GOLD sponsor" - sponsorship from 20.000 to 39.999 QAR for one year or equivalent supply of goods/services.

For a period of 12 months from the date both Parties sign the contract in 2024:

- a) Display of the logo of the company, referred as "Platinum Sponsor", in a specific section of the Embassy of Italy;
- b) Publication of the company logo, in a position of maximum visibility, on paper or digital advertising material (ex. invitations, catalogues, roll-ups, panels), with specimens to be sent in an adequate number to sponsors, in connection with events –including virtual events - organized by the Embassy of Italy, such as the Italian National Day, exhibitions, concerts and webinars;
- c) Projection of the company logo, in a position of maximum visibility, on screens, panels or posters placed in the area that will host the events or in virtual platforms;
- d) Invitations to cultural and promotional events organized by the Embassy of Italy;

e) Use of the logo of the sponsor in graphic material or videos for social campaigns produced by the Embassy of Italy;

"SILVER sponsor"- sponsorship up to 19.999 QAR per year or equivalent supply of goods/services.

For a period of 12 months from the date both Parties sign the contract in 2024:

a) Display of the logo of the company, referred as "Platinum Sponsor", in a specific section of the Embassy of Italy;

b) Publication of the company logo, in a position of maximum visibility, on paper or digital advertising material (ex. invitations, catalogues, roll-ups, panels), with specimens to be sent in an adequate number to sponsors, in connection with events – including virtual events - organized by the Embassy of Italy, such as the Italian National Day, exhibitions, concerts and webinars;

c) Projection of the company logo, in a position of maximum visibility, on screens, panels or posters placed in the area that will host the events or in virtual platforms;

d) Use of the logo of the sponsor in graphic material or videos for social campaigns produced by the Embassy of Italy;

The Embassy has at any time the right to withdraw, upon simple request by the Embassy, from signed sponsorship contracts due to reasons of foreign policy, without conditions or limitations of any kind, at no charge and without prejudice to the right of the sponsor to be refunded of the amounts already deposited.

The Embassy will not be held liable for the cancellation of the events due to exceptional circumstances or force majeure.

Considering that, due to exceptional factors, Qatari Authorities might decide to cancel without notice public initiatives and events, the Embassy of Italy reserves the right to increase at any time the organization of virtual events, including communication campaigns on social networks, in order to integrate or fully replace – depending on the restrictions in place – the program of physical events, ensuring continuity in promoting sponsors.

3. SUBMISSION OF EXPRESSIONS OF INTEREST

Expressions of interest from public and private organizations will be submitted by e-mail to the mailbox doha.ambasciata@esteri.it using the specific form duly filled, dated and signed:

Attachment A – Expression of interest

4. ASSESSMENT OF EXPRESSIONS OF INTEREST

Expressions of interest will be assessed by the Embassy according to regulations in force, in a procedure based on legal, non-discriminatory, transparent and sound administration practices. Sponsorship proposals are not binding for the Embassy and do not oblige the Embassy to enter into a contract.

The Embassy reserves the right to decline proposals when the Embassy:

- a) deems there is a potential risk of conflict of interest created by the activities carried out by the organization;
- b) deems the advertising message compromising for the Embassy's image or activities;
- c) deems the sponsorship proposal not compliant with the Italian Law;
- d) deems the sponsorship proposal not acceptable for reasons of general advisability. The Embassy will decline sponsorship proposals which includes:
 - a) elements of political, commercial, philosophic or religious propaganda;
 - b) offensive messages, including expressions of extremism, racism, hate, threat or intolerance and, in general, all messages deemed not compliant with the law and the general principles of Italian legal system.

5. SPONSORSHIP CONTRACT

A sponsorship contract is signed between the Embassy and the selected sponsors.

6. PROCESSING OF DATA

According to the General Data Protection Regulation (EU) 2016/679 (GDPR), applicants give their consent to the processing of their personal data, solely for administrative and accounting purposes. The Data Controller is the Embassy of Italy.

Doha, March 14, 2024

The Ambassador
(Paolo Toschi)

This public notice has been posted to the bulletin board of the Embassy of Italy in Doha on January 23rd 2024, and published in the same date on the Embassy's official website (<https://ambdoha.esteri.it/it/>) and posted on the social network pages of this Embassy.

For information: doha.ambasciata@esteri.it