



Consolato Generale d'Italia  
Dubai

Prot. **XXX**

**PUBLIC ADVERTISEMENT  
FOR THE RESEARCH AND SELECTION OF SPONSORS FOR EVENTS  
ORGANIZED BY THE CONSULATE GENERAL OF ITALY IN DUBAI  
IN 2024-2025**

The Consulate General of Italy in Dubai,

- considered the opportunity of proceeding to the research of sponsorships for cultural and/or promotional initiatives organized by the Consulate General of Italy in Dubai (here below: the Consulate General), with the aim of increasing the number and the impact of the above mentioned initiatives;
- perceiving the interest shown by several Italian and local companies in being connected with the institutional activities of the Consulate General, and in collaborating with the organization of the said initiatives (with the possibility of promoting the brand, business name or other distinctive elements of the company in special and predetermined advertising spaces);

**ANNOUNCES**

its intention to plan also for 2024-2025 a series of initiatives and cultural, promotional and scientific events to promote Italy in Dubai and Northern Emirates.

**1. GENERAL REQUIREMENTS FOR THE PARTICIPATION IN THE SELECTION**

Public and private subjects having the following requirements are admitted to submit the expression of interest for the sponsorship:

1. Inexistence of conditions of impossibility to bargain with the Public Administration as well as inexistence of any other situation considered by law detrimental or limitative of the bargaining capacity (art. 80 D.Lgs. 50/2016);
2. Inexistence of insolvency or bankruptcy proceedings (in case of companies or enterprises).

**2. OBJECT**

Applications can regard sponsorships of financial nature (in terms of economic delivery) and technical nature (direct delivery of services or furnishing of goods), and it is also possible to submit applications providing both forms.

The Consulate General may consent the presence of different sponsors to finance each initiative. The sponsorships offers are not to be considered binding for the Consulate General for the purposes of formalization of the contract.

Four types of sponsorships are provided, for which it is considered the possibility of adjudication to more than one sponsor:

- **“DIAMOND SPONSOR”**

Sponsorship **starting from 30,000 AED** yearly or equivalent value of services and/or goods provision, which provides:

- a) Visibility for the company logo, with the qualify of “Diamond Sponsor”, in a specific section of the Consulate General’s website between the 2024 Italian National Day and the one in 5
- b) Insertion of the company logo, in the maximum graphic dimension, on paper or digital advertising material (e.g. invitations, catalogues, roll-ups, calendars), at events organized by the Consulate General during 2024, and particularly during the Italian National Day celebrations;
- c) Opportunity to expose company’s promotional material during the events organized by the Consulate General, particularly during the Italian National Day celebrations and in compliance with health conditions and precautionary measures in force;
- d) Special mention of the sponsor in the Consul General’s speech during the Italian National Day celebrations;
- e) Entitled to ten (10) invitations for the event
- f) Invitations to cultural and promotional events organized by the Consulate General.

- **“PLATINUM SPONSOR”**

Sponsorship **starting from 20,000 AED** yearly or equivalent value of services and/or goods provision, which provides:

- a) Visibility for the company logo, with the qualify of “Platinum Sponsor” in a specific section of the Consulate General’s website between the 2024 Italian National Day and the one in 2025;
- b) Insertion of the company logo, in the medium graphic dimension, on paper or digital advertising material (e.g. invitations, catalogues, roll-ups, calendars), at events organized by the Consulate General during 2024, and particularly during the Italian National Day celebrations;
- c) Opportunity to expose company’s promotional material during the events organized by the Consulate General, particularly during the Italian National Day celebrations and in compliance with health conditions and precautionary measures in force;
- d) Mention of the sponsor in the Consul General’s speech during the Italian National Day celebrations;
- e) Entitled to seven (7) invitations for the event
- f) Invitations to cultural and promotional events organized by the Consulate General.

- **“GOLD SPONSOR”**

Sponsorship **starting from 10,000 AED** yearly or equivalent value of services and/or goods provision, which provides:

- a) Visibility for the company logo, with the qualify of “Gold Sponsor” in a specific section of the Consulate General’s website between the 2024 Italian National Day and the one in 2025;

- b) Insertion of the company logo, with graphic dimensione inferior to the previous categories, on paper or digital advertising material (e.g. invitations, catalogues, roll-ups, calendars), at events organized by the Consulate General during 2024, and particularly during the Italian National Day celebrations;
- c) Opportunity to expose company's promotional material during the events organized by the Consulate General, particularly during the Italian National Day celebrations and in compliance with health conditions and precautionary measures in force;
- d) Entitled to five (5) invitations for the event
- e) Invitations to cultural and promotional events organized by the Consulate General.

- **“SILVER SPONSOR”**

Sponsorship of **6,000 AED** yearly or equivalent value of services and/or goods provision, which provides:

- a) Visibility for the company logo, with the qualify of “Silver Sponsor in a specific section of the Consulate General’s website between the 2024 Italian National Day and the one in 2025;
- b) Insertion of the company logo, with graphic dimension inferior to the previous categories, on paper or digital advertising material (e.g. invitations, catalogues, roll-ups), at events organized by the Consulate General during 2024, and particularly during the Italian National Day celebrations;
- c) Opportunity to expose company's promotional material during the events organized by the Consulate General, particularly during the Italian National Day celebrations and in compliance with health conditions precautionary measures in force.
- d) Entitled to three (3) invitations for the event

The Consulate General, upon request, reserves itself the right to withdraw at any time from the signed sponsorship contracts due to foreign policy reasons, without conditions or limitations of any kind, free of charge and without prejudice to the right for the sponsor to receive refund of the contributions already paid.

For further information we invite you to contact the Commercial Office of the Consulate General at the following address: [dubai.commercial@esteri.it](mailto:dubai.commercial@esteri.it).

### **3. PRESENTATION OF SPONSORSHIP OFFERS**

Expressions of interest might be submitted, **by 5<sup>th</sup> April 2024**, by e-mail to the address [dubai.commercial@esteri.it](mailto:dubai.commercial@esteri.it), using the specific forms duly filled, dated and signed:

- [Attachment A – Expression of interest](#)

along with

- [Attachment B – Sponsorship contract of financial nature](#)

or

- [Attachment C – Sponsorship contract of technical nature](#)

### **4. SPONSORSHIP OFFERS EVALUATION**

Sponsorship offers will be evaluated by the Consulate General’s staff in compliance with criteria required by current law, in a framework of legality, efficiency and transparency of the administrative action. Therefore, sponsorship offers should be considered not binding for the Consulate General for the purposes of formalization of the contract.

The Consulate General reserves the faculty not to accept sponsorship offers when:

- a) considers that it could generate a conflict of interest with its activity;
- b) recognizes in the advertising message a possible prejudice or harm to its image or to its initiatives;
- c) considers that the offer is contrary to the general principles of Italian legal system or forbidden by the Italian law;
- d) recognizes the offer as unacceptable due to reasons of unsuitability.

Furthermore, sponsorship will be deemed excluded when concerning:

- a) propaganda of political, trade, philosophic or religious nature;
- b) advertisements aimed at or linked to the production or distribution of pornographic material or material with a sexual background;
- c) offensive messages, including expressions of fanaticism, racism, hate, threat or intolerance and, in general, all the messages considered contrary to the law and the general principles of Italian legal system.

## **5. SIGNING OF THE SPONSORSHIP AGREEMENT**

Sponsorship contract, duly signed by the sponsor company's representative, will be formalized upon the countersign by the Responsible of the procedure.

## **6. TREATMENT OF DATA**

All the proposers, in accordance with D. Lgs. n. 101/2018, give their consent to the treatment of personal data for the exclusive purpose of administrative and accounting management. The responsible for data treatment is the Consulate General of Italy in Dubai.

Dubai, 7 February 2024

*The Consul General  
(Giuseppe Finocchiaro)*

This advertisement, **that will remain published until 5<sup>th</sup> April 2024**, has been affixed to the bulletin board of this Consulate General on 7<sup>th</sup> February 2024. On the same day it has been published on the official website (<http://www.consudubai.esteri.it>) and posted on the social network pages of the Embassy.

*or informations and contacts:*

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