

CALL FOR SPONSORS FOR NATIONAL DAY EVENT

Publication date: *19 February 2024*

Type: News

UNDER art. 29 of Presidential Decree no. 54 of 1 February 2010, Diplomatic and Consular Representations are permitted to establish sponsorship agreements with public or private bodies, companies, associations, foundations, citizens and, in general, with any Italian or foreign entity that does not carry out activities in conflict with the public interest.

UNDER art. 6 of Legislative Decree No. 192 of 2 November 2017, which establishes general guidelines for selecting contractors and executing contracts abroad.

CONSIDERING the potential interest of Italian and foreign companies in supporting economic, commercial, cultural, and scientific initiatives in collaboration with this Embassy, with the opportunity to promote their image and sponsor institutional events organized by this Embassy.

The Embassy of Italy in Dar Es Salaam is inviting interested parties to sign sponsorship agreements for the National Day event organized by the Embassy.

1. The addressees of the offer and the structure of the sponsorship proposals:

This notice is aimed at public and private bodies, companies and other organizations that wish to promote their image by collaborating with the Embassy of Italy in Dar Es Salaam and by taking part in initiatives and activities.

Sponsorship proposals of a financial or technical nature may be submitted. Requests that include both financial and technical modes can be submitted.

The Italian Embassy allows different sponsors to finance initiatives.

2. Subject of the sponsorship agreement:

The sponsorship aims to raise resources for the full or partial funding of the National Day organized by the Embassy of Italy in Dar Es Salaam, to be held at the Residency of the Ambassador on 5th June 2024;

3. General requirements of the sponsor:

The requirements for the sponsor are as follows:

- absence of conflicts of interest between the public and private activities being sponsored;
- absence of damage to the image of the Embassy of Italy or to its initiatives in the multilateral sphere
- absence of disputes with the Administration;
- absence of harmful situations or situations limiting contractual capacity.

4. Identification of the sponsor's obligations

By signing the sponsorship contract, the company agrees to take on all responsibilities, obligations, and costs associated with organizing events and tasks related to promotional activities coordinated by the Embassy. The company also agrees to comply with the Embassy's directives regarding the dissemination of the advertising message.

The sponsor is responsible for paying any taxes required by local or national regulations as a result of executing the contract. Sponsors should provide funding or services/goods to the Embassy.

If the sponsor is a technical sponsor, they must have adequate insurance coverage.

5. Embassy Performances:

The Embassy of Italy will promote the various sponsored initiatives on its website, on its social profiles (Facebook, Twitter, Instagram, Telegram) and through other media present in Tanzania.

The Embassy of Italy will guarantee the sponsor:

- The sponsor has the right to display its logo, brand name, image, activities and products in the media (including digital media) associated with the event;
- The sponsor shall be given visibility as a sponsor of the event on the institutional website and other tangible and intangible media.
- The sponsor shall be mentioned in a press release.
- The sponsor may produce communication materials at their own expense for distribution during sponsored events, subject to review and approval by the Embassy.
- The sponsor may use the Embassy's sponsorship status in their own communication campaigns for up to one year after the event has ended.

- The sponsor is responsible for any communication materials it wishes to distribute, which will be distributed only after approval by the Embassy of Italy in Dar Es Salaam.
- Any other modifications to the sponsorship, which are compatible with the criteria established in this notice, may be agreed upon on a case-by-case basis.

6. Submission of proposals:

Interested parties mentioned in point 1 must submit a sponsorship proposal signed by the legal representative using the respective form in 'Annex A'. The offer should indicate, the amount and/or the service or supply of goods offered. Additionally, the offer must be accompanied by a photocopy of a valid identity document indicating the personal data of the applicant. Please send the required documents to amm.dar@esteri.it in PDF format, with a size not exceeding 2.5 MB.

7. Duration of the announcement and examination of proposals:

This announcement will remain valid until 30th April 2024. Sponsorship proposals received within this deadline will also be considered in the event that some activities scheduled for 2024 are postponed to 2025 for reasons of force majeure.

The received sponsorship proposals will be evaluated by a special commission composed of officials of the Embassy of Italy in Dar es Salaam.

Based on the offers received, the parties involved will be identified, and contracts will be signed by the Ambassador of Italy in Dar es Salaam and the legal representative of the sponsor.

The Embassy will evaluate the sponsorship proposals on the basis of the principles of legality, good practices and transparency of administrative action, according to the principle of the most economically advantageous proposal or the one considered most appropriate to the sponsored activity.

For technical sponsorship, the evaluation criteria will take into account the nature of the product/service offered, its feasibility and the originality of the product/service proposed.

Sponsorship proposals do not create a binding contract with the sponsored entity. The Embassy of Italy reserves the right to reject proposals that are incompatible with its institutional role. The sponsoring body also reserves the right to reject any offer that is inconsistent with the initiative's objectives.

Lastly, will not be taken into consideration initiatives that are prohibited by the Code of Conduct of the Ministry of Foreign Affairs and International Cooperation (art. 22 of Ministerial Decree no. 1600/1759 of 18 September 2014), which can be found at

www.esteri.it, as the section 2 states: "Forms of publicity are prohibited that are harmful to the image of Italy and the Italian foreign affairs and cooperation administration; of a political, trade union, sectarian or religious nature; characterized by obscene, offensive, fanatical or racist messages, or whose content is in conflict with mandatory rules; susceptible to a conflict of interest between the public activity of employees and their private sphere; contrary to reasons of general coexistence".

Dar Es Salaam, 19/02/2024

The Ambassador of Italy

Marco Lombardi