



*Ambasciata d'Italia
Helsinki*



Embassy of Italy – Italian Institute of Culture Helsinki

NOTICE OF SPONSORSHIP

SUBJECT: REQUEST FOR SPONSORSHIPS AIMED AT PROMOTING CULTURAL AND COMMERCIAL EVENTS IN FINLAND IN 2019

The Ambassador of Italy in Finland,

- given the opportunity to proceed with the sponsorship of events organized by the Embassy of Italy and the Italian Institute of Culture in Finland, due to the interest expressed by various companies to collaborate in the organization of promotional initiatives, with the possibility to promote image, name/brand or other distinctive elements in specific, predefined spaces for publicity;
- given the intention to offer to the interested parties an opportunity to conclude sponsorship agreements with the Italian Embassy and the Italian Institute of Culture in Finland, with the main purpose to promote their logo/brand or a promotional message on advertising related to organized events;

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to have organized also for the year 2019 initiatives and cultural, scientific and commercial events to promote Italy in Finland.

1. GENERAL REQUISITES FOR SPONSORSHIP

Enterprises (also individual ownership), companies, associations, foundations and institutions interested to promote their brand or logo on the occasion of the events organized by the Italian Embassy and the Italian Institute of Culture are allowed to submit a sponsorship proposal.

One or more sponsorships can be accepted in case of convenient opportunities (also economic). The Italian Embassy and the Italian Institute of Culture will decide, at their discretion, to award sponsorship to one or more subjects.

2. PURPOSE

There are four typologies of sponsorship, for each of which it is possible to name one or more sponsors:

- **“GOLDEN SHARE”** – deadline for the submission of offers **30.6.2019**
Sponsorship fee 10.000 € annual, that provides:

Image and visibility benefits

- a) logo visibility on web-page and social media channels of the Embassy of Italy and the Italian Institute of Culture in Helsinki for 2019;
- b) logo visibility on promotional multimedia and electronic material, as well as on printed material (i.e. invitations, catalogue, banner), related to events organized by the Embassy of Italy and the Italian Institute of Culture during 2019. A sufficient number of copies will be sent to the sponsor;
- c) possibility to expose company’s promotional material during events organized by the Embassy of Italy or by the Italian Institute of Culture;
- d) visibility logo and company profile during business missions/institutional visits in Finland;

Public relations benefits

- a) usage of the Residence of the Italian Ambassador to Finland for the organization of one event, according to modalities to discuss;
- b) invitations to cultural and promotional events organized by the Embassy of Italy or by the Italian Institute of Culture;

- **“SILVER SHARE”** – deadline for the submission of offers **30.6.2019**
Sponsorship fee 5.000 € annual, that provides:

Image and visibility benefits

- a) logo visibility on web-page and social media channels of the Embassy of Italy and the Italian Institute of Culture in Helsinki for 2019;
- b) logo visibility on promotional multimedia and electronic material, as well as on printed advertising/press material (i.e. invitations, catalogue, banner), related to events organized by the Embassy of Italy and the Italian Institute of Culture during 2019. A sufficient number of copies will be sent to the sponsor;
- c) possibility to expose company’s promotional material during events organized by the Embassy of Italy or by the Italian Institute of Culture;
- d) visibility of logo and company profile during business missions/institutional visits in Finland;

Public relations benefits

- a) invitations to cultural and promotional events organized by the Embassy of Italy or by the Italian Institute of Culture;

- **OPEN SHARE**

Financial aid to support one or more events organized by the Embassy of Italy and the Italian Institute of Culture during 2019 and with a fee to be arranged according to the importance of the initiative. The deadline for the submission of offers is established at 30 (thirty) days before the date of the event.

Image and visibility benefits

- a) logo visibility on promotional multimedia and electronic material, as well as on advertising/press material, that will be realized and distributed by the Embassy of Italy and/or the Italian Institute of Culture for the promotion of the initiative;

Public relations benefits

- b) possibility of co-organizing social events or meetings at the Residence of the Italian Ambassador in Finland.

- **“RESTORATION OF THE RESIDENCE”**

The Embassy of Italy in Helsinki (promoter) offers to public or private entities to apply for a call for the restoration of the Italian Residence, located in Tehtaankatu 32 c-d (00150 Helsinki). It is a building of high historical, cultural and architectural value, under the protection restriction of the Superintendence of Finnish Heritage Agency (Museovirasto).

Work concerns special intervention features, such as the replacement of the plaster of the outdoor walls and their painting, substitution of some windows and their frames, renovation of the obsolete electrical system, sanitary and operational adjustment of the obsolete toilettes, renovation of the heating system (especially of lines and radiators), sewers for wastewater and replacement of the pipes until the municipal sewer.

Considering the importance of the work, the fulfillment of the venture will happen through the recourse of financial contribution, based on the activity, of one or more sponsors. To this end, the Embassy, against payment, in toto or partially, of the restoration work, offers the opportunity to public or private entities interested in promoting their image through publication of their logo and distinguishing marks, and promotional messages, together with economic-commercial and cultural promotional ventures realized by the Embassy itself.

The relationship between the promoter and the chosen entity whose sponsorship will be organized, based on a specific contract, by the Italian regulation only if not incompatible with the local regulation. Within the contract rights and duties of both sides, the parties will agree on the following: way of promoting the logo and other distinguishing marks of the sponsor; surveillance of the Embassy if sponsor fails in performing its duties as agreed; the contract can be rescissioned if damage to the image of the Embassy or to the Italian State will occur; duration of the contract, responsibility of the promoter, responsibility of the sponsor, causes of rescission and competent court.

Additional specific clauses regarding technical details will be applied to the sponsor if its participation to the venture would be achieved through partial or complete realization of the works, referring to every relevant part within the organization and the safety of the construction site, including the adoption of risk management prevention measures, suitability of used materials and technologies, the certification of engaged employees, the surveillance of the activities, the

supervision of work, the request of compulsory permissions according to the local legislation and the respect of every further local regulations of the sector.

3. SUBMISSION OF OFFERS OF SPONSORSHIP

Offers of sponsorship from companies or interested institutions:

- must be submitted in a written form and must be addressed – by mail – to the Italian Embassy in Helsinki (Itäinen Puistotie 4C 00140 Helsinki) or to the Italian Institute of Culture (Vuorimiehenkatu 11 B 10, 00140 Helsinki), within the deadlines mentioned above;
- must indicate the typology of sponsorship for which the company would like to participate, according to the information mentioned above;
- must indicate the amount the company wants to offer for the typology “Open share”;
- must contain the commitment of the sponsor to assume all the responsibilities and obligations in any way pertaining the distribution of advertising messages as well as the related authorizations.

Each sponsor must also assume all the responsibility of damages caused to movable or immovable property contained in the Residence during the events.

4. EXCLUSION FROM THE EVALUATION PROCEDURE

Conditional, indeterminately expressed offers or offers submitted after the deadline indicated above will be excluded. The requests are considered presented on time if sent within the deadline indicated. In this case, the date on the postal stamp determines the date of submission.

5. EVALUATION OF SPONSORSHIP OFFERS

Offers of sponsorship – addressed to the Italian Embassy or to the Italian Institute of Culture within the deadline indicated in this Notice – are evaluated by a Committee appointed for that purpose by the Head of Mission in accordance with the statutory criteria.

Sponsorship proposals are therefore to be considered not binding to the Embassy or to the Institute of Culture for the formalization of the contract.

6 RIGHT TO REFUSE SPONSORSHIP

The Embassy of Italy or the Italian Institute of Culture reserve the right to refuse the sponsorship offer in case they:

- a) consider that it might cause a conflict of interest with activities carried out by them;
- b) recognize that an advertisement could cause possible injury or damage to its image or its initiatives;
- c) consider the offer unacceptable because of its inadequacy;

Moreover, all the sponsorships regarding the following themes will be excluded:

- a) political, union, philosophical or religious propaganda;

- b) advertising directly or linked to the production or distribution of pornography or sexual material;
- c) offensive messages, including expressions of fanaticism, racism, hatred, intolerance or threat and, more generally, all those contrary to the law or the principles of the Italian legal system.

7. CONCLUSION OF A SPONSORSHIP AGREEMENT

The Sponsorship will be regulated by a contract.

The sponsorship contract is signed by the sponsor and by the Embassy of Italy or by the Italian Institute of Culture. If controls carried out subsequently should bring out that the content of the offer and of its related self-certification is not accurate and correct, the interested company will incur in civil and criminal penalties, losing immediately any benefits that may be earned on the basis of false declarations.

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According to Art. 13 of Legislative Decree n. 196/2003, it is pointed out that:

- e) personal data provided and collected during this process will be exclusively used for the goal of the process itself and they will also be saved until the end of the procedure by the responsible of the process itself;
- f) treatment of the personal data will be handled according GDPR;
- g) referring to the above-mentioned data the person involved will be allowed to use the rights according to art. 7 of Legislative Decree n. 196/2003;
- h) The Embassy will be the and only collector of the data.

Helsinki, December 12, 2019



The Ambassador

Gabriele ALTANA

A handwritten signature in blue ink, appearing to read "Gabriele Altana", is written over the printed name.

THIS NOTICE, THAT WILL BE PUBLIC UNTIL DECEMBER 31ST, 2019, HAS BEEN POSTED ON THE REGISTER OF THIS EMBASSY ON DECEMBER 12, 2018 AND IN THE SAME DAY PUBLISHED ON THE OFFICIAL HOMEPAGE OF THE EMBASSY (www.ambhelsinki.esteri.it) AND OF THE ITALIAN INSTITUTE OF CULTURE (www.iichelsinki.esteri.it).

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Information and contacts

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