



## ***Embassy of Italy – Italian Cultural Institute Helsinki***

### **NOTICE OF SPONSORSHIP**

#### **SUBJECT: OFFER OF SPONSORSHIP TO PROMOTE CULTURAL AND COMMERCIAL EVENTS IN FINLAND IN 2021**

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 Cultural Institute in Helsinki, 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 Embassy of Italy and the Italian Cultural Institute in Helsinki, with the main purpose to promote their logo/brand or a promotional message on advertising related to organized events;

### **ANNOUNCES**

that also for the year 2021, subject to the pandemic evolution, the Embassy of Italy and the Italian Cultural Institute intend to organize 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 in promoting their brand or logo on the occasion of the events organized by the Italian Embassy and the Italian Cultural Institute 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 Cultural Institute 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 **31.5.2021**  
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 Cultural Institute in Helsinki for 2021;
- 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 Cultural Institute during 2021. 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 Cultural Institute;
- 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, subject to the pandemic evolution and in respect of the Finnish Authorities’ dispositions in view of Coronavirus mitigation;
- b) invitations to cultural and promotional events organized by the Embassy of Italy or by the Italian Cultural Institute;

- **“SILVER SHARE”** – deadline for the submission of offers **31.5.2021**  
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 Cultural Institute in Helsinki for 2021;
- 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 Cultural Institute during 2021. 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 Cultural Institute;
- 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 Cultural Institute;

• **OPEN SHARE**

Financial aid to support one or more events organized by the Embassy of Italy and the Italian Cultural Institute during 2021 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 Cultural Institute 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, subject to the pandemic evolution and in respect of the Finnish Authorities' dispositions in view of Coronavirus mitigation.

### **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 Cultural Institute 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 Italian Cultural Institute for the formalization of the contract.

## **6. RIGHT TO REFUSE SPONSORSHIP**

The Embassy of Italy or the Italian Cultural Institute 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.

The Embassy and the Italian Cultural Institute have the right to recede from the sponsorship for foreign policy reasons upon simple notification, without any conditions or limitations whatsoever.

## **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 Cultural Institute. 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 General Data Protection Regulation (EU) 2016/679, 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 the abovementioned Regulation;
- h) The Embassy will be the and only collector of the data.

Helsinki, February 3, 2021



The Ambassador

Sergio BAGANO

A handwritten signature in black ink, appearing to read 'Sergio Bagano', written over the printed name.

THIS NOTICE WAS POSTED ON THE REGISTER OF THIS EMBASSY ON FEBRUARY 3<sup>rd</sup>, 2021 AND ON THE SAME DAY PUBLISHED ON THE OFFICIAL HOMEPAGE OF THE EMBASSY ( [www.ambhelsinki.esteri.it](http://www.ambhelsinki.esteri.it) ) AND OF THE ITALIAN CULTURAL INSTITUTE ( [www.iichelsinki.esteri.it](http://www.iichelsinki.esteri.it) ).

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#### Information and contacts

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