



*Ambasciata d'Italia  
Helsinki*



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

### **NOTICE OF SPONSORSHIP**

#### **SUBJECT: CALL FOR SPONSORSHIP FOR THE PROMOTION OF CULTURAL AND COMMERCIAL EVENTS IN FINLAND IN 2026**

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 some companies to collaborate in the organization of promotional initiatives, with the possibility of promoting their image, name/brand or other distinctive corporate elements in specific, predefined advertising spaces;
- given the intention to offer interested parties an opportunity to conclude sponsorship agreements with the Embassy of Italy and the Italian Cultural Institute in Helsinki, aimed at promoting their logo/brand or a promotional message on advertising spaces related to such events;

### **HEREBY NOTIFIES**

that also in 2026, as every year, the Embassy of Italy and the Italian Cultural Institute will organize initiatives and cultural, scientific and trade promotion events to promote Italy in Finland.

#### **1. GENERAL REQUIREMENTS FOR SPONSORSHIP**

Enterprises (including individual firms), companies, entities, foundations and institutions interested in promoting their brand or logo on the occasion of events organized by the Italian Embassy and the Italian Cultural Institute are eligible to submit sponsorship proposals.

Multiple sponsorships may be accepted, if deemed opportune (also economically). The Italian Embassy and the Italian Cultural Institute reserve the right, at their sole discretion, to award sponsorships to multiple entities.

## 2. PURPOSE

There are three types of sponsorship, that can be awarded to multiple sponsors:

- **“GOLDEN SHARE”** (the offer must be submitted well in advance)  
Annual sponsorship fee 10.000 €, which includes:

Image and visibility benefits

- a) logo visibility on the website and social media channels of the Embassy of Italy and the Italian Cultural Institute in Helsinki for 2026;
- b) logo visibility on promotional multimedia and electronic material, as well as on printed material (i.e. invitations, catalogue, banner), in relation to events organized by the Embassy of Italy and the Italian Cultural Institute during 2026. A sufficient number of copies will be sent to the sponsor;
- c) possibility to display the company’s promotional material at events organized by the Embassy of Italy or by the Italian Cultural Institute;
- d) visibility of the logo and company profile during business missions/institutional visits in Finland;

Public relations benefits

- a) possible use of the Residence of the Italian Ambassador to Finland for the organization of one (1) event, taking into account also the type of event and subject to the Embassy activities program;
- b) invitations to cultural and promotional events organized by the Embassy of Italy or by the Italian Cultural Institute;

- **“SILVER SHARE”** (the offer must be submitted well in advance)  
Annual sponsorship fee 5.000 €, which includes:

Image and visibility benefits

- a) logo visibility on the website and social media channels of the Embassy of Italy and the Italian Cultural Institute in Helsinki for 2026;
- b) logo visibility on promotional multimedia and electronic material, as well as on printed material (i.e. invitations, catalogue, banner), in relation to events organized by the Embassy of Italy and the Italian Cultural Institute during 2026. A sufficient number of copies will be sent to the sponsor;
- c) possibility to display the company’s promotional material at events organized by the Embassy of Italy or by the Italian Cultural Institute;
- d) visibility of the 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”**

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Financial contribution to support one or more events organized by the Embassy of Italy and the Italian Cultural Institute during 2026 and with a fee to be arranged according to the importance of the initiative. The offer must be submitted in advance.

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, subject to the Embassy activities program.

### **3. SUBMISSION OF SPONSORSHIP OFFERS**

Offers of sponsorship by companies or interested institutions:

- must be submitted in writing, by completing the attached form, and must be addressed – by mail or certified email – to the Italian Embassy in Helsinki (Itäinen Puistotie 4C 00140 Helsinki - amb.helsinki@cert.esteri.it) or to the Italian Cultural Institute (Vuorimiehenkatu 11 B 10, 00140 Helsinki - iic.helsinki@cert.esteri.it), within the deadlines mentioned above;
- must indicate the type of sponsorship for which the company intends to apply, according to the information mentioned above;
- for the “Open share” sponsorship type, must indicate the amount the company intends to offer or the activity the company wishes to do and its value;
- must include the commitment of the sponsor to assume all responsibilities and obligations in any way pertaining to the distribution of advertising messages as well as the related authorizations. Each sponsor must also assume all responsibilities for covering any damages caused during the events to the movable and immovable property contained in the Residence.
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### **4. EXCLUSION FROM THE EVALUATION PROCEDURE**

Conditional or indefinite offers, or offers not compliant with the provisions of this notice, will be excluded.

### **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 non-binding to the Embassy or to the Italian Cultural Institute for the purpose of formalizing the contract.

## 6. RIGHT TO REFUSE SPONSORSHIPS

The Embassy of Italy or the Italian Cultural Institute reserve the right to refuse the sponsorship offer if 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 prejudice or damage to their image or their initiatives;
- c) consider the offer unacceptable because of its inadequacy;

Moreover, all sponsorships related to following themes will be excluded:

- a) political, trade 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 reserve the right to withdraw from the sponsorship for foreign policy reasons upon simple notification, without any conditions or limitations and free of charge.

## 7. CONCLUSION OF A SPONSORSHIP AGREEMENT

The sponsorship will be regulated by a specific contract.

The sponsorship contract is signed by the selected sponsor and by the Embassy of Italy or by the Italian Cultural Institute. In case subsequent checks reveal that the content of the offer and of its related self-certification is inaccurate or incorrect, the concerned company will incur in civil and criminal penalties, losing immediately any benefits that may be earned on the basis of false declarations.

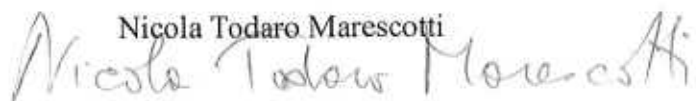
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According to Art. 13 of General Data Protection Regulation (EU) 2016/679, it is pointed out that:

- a) personal data provided and collected during this procedure will be used solely for the purpose of this procedure and will also be retained until the conclusion of the procedure by the responsible of the procedure itself;
- b) the processing of personal data will be lawful and fair, fully respecting the rights of the competitors and their confidentiality;
- c) referring to the above-mentioned data, the subject involved may exercise the rights provided by the aforementioned General Regulation;
- d) The Embassy will be the only collector of such data.

Helsinki, 21<sup>st</sup> April 2026

The Ambassador

Nicola Todaro Marescotti  


THIS NOTICE WAS POSTED ON THE REGISTER OF THIS EMBASSY ON THE 21<sup>st</sup> OF APRIL 2026 AND ON THE SAME DAY PUBLISHED ON THE OFFICIAL HOMEPAGE OF THE EMBASSY (<https://ambhelsinki.esteri.it/it/> ) AND OF THE ITALIAN CULTURAL INSTITUTE (<https://iichelsinki.esteri.it/it/> ).

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Information and contacts

Embassy of Italy in Helsinki:

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Ambassador's secretary

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