



Ambasciata d'Italia  
Pretoria

## **CALL FOR SPONSORSHIP PROPOSALS** **OF THE ITALIAN PROMOTIONAL ACTIVITIES** **PLANNED IN 2026**

### **THE EMBASSY OF ITALY IN PRETORIA**

**CONSIDERING THAT** the Embassy of Italy in Pretoria is finalizing a multifaceted official program unfolding over the entire year 2026 with the primary goal of promoting Italian culture and products

**RECALLING THAT** 2026 will still experience the positivity of the Presidency of South Africa for the 20, consequently the activities carried out by the Embassy will enhance an exceptional exposure and strengthen the diplomatic relations between Italy and South Africa

**IN COMPLIANCE WITH** the relevant Italian law, namely: Law No. 449 dated 27.12.1997; Legislative Decree No. 50 dated 18.04.2016; Presidential Decree No. 54/2010; Legislative Decree No. 33 dated 14.03.2013; Ministerial Decree No. 192 dated 02.11.2017, Legislative Decree No. 36 dated 31.03.2023; Ministerial Decree No. 32 dated 17.01.2024,

### **ANNOUNCES THAT**

a public call for sponsorship is launched as per the following terms and regulations:

#### **1. REQUIREMENTS FOR ADMISSION**

Sponsorship applications may be submitted by any public or private party (companies, associations, foundations and any other subject), Italian or foreign, provided that its activities do not collide with the public interest.

## **2. SUBMISSION OF SPONSORSHIP OFFERS**

Offers must be sent by mail to: [amministrazione.pretoria@esteri.it](mailto:amministrazione.pretoria@esteri.it)

Offers shall be submitted in written form, signed by the legal representative, filling up the Sponsorship Offer Form (Annex 1), along with the copy of a currently valid identity document of the above mentioned representative.

Sponsorship offers must include and state:

- acceptance of the clauses contained in the notice;
- compliance with the general requirements referred to in Article 80 of the Italian Legislative Decree n. 50/2016 for qualifying to contracting with the Public Administration;
- absence of adverse or restrictive conditions which limit the capability to sign the contract with a foreign Public Administration;
- non-existence of bankruptcy proceedings;
- non-affiliation to political, trade-union, philosophical or religious organizations;
- in case of a legal entity, name of the legal representative;
- offered amount of the sponsorship;
- optional selection of one or more specific events for which the sponsorship is intended.

## **3. SELECTION CRITERIA**

The Embassy will assess, at its discretion, the sponsorship offers on the basis of the quality of the offered service/goods.

In order to differentiate the benefits granted to each sponsor, the Embassy will assess offers on the basis of their monetary value within 4 categories as per attached table (Annex 1 – *Sponsors' benefits*)

Should no adequate offers be received or should no bids be made on or before the deadline specified herein, the Embassy reserves the right to reopen the terms of this Public Notice as well as to accept additional sponsorships during the year.

The sponsorship offers are not binding for the Embassy until a sponsorship agreement is concluded.

Besides, those companies willing to cooperate with the Embassy on specific events are encouraged to express their interest accordingly.

## **4. SPONSORS' OBLIGATIONS**

After being selected, the Sponsors shall sign a sponsorship contract with the Embassy of Italy and transfer the agreed amount, as indicated in article 2. In case of technical sponsorship, the sponsorship contract will define the delivery terms and conditions.

After signing the sponsorship contract, the Sponsors shall send their logo via email to the following address: [amministrazione.pretoria@esteri.it](mailto:amministrazione.pretoria@esteri.it)

## **5. EMBASSY'S OBLIGATIONS**

The Embassy will grant the benefits as indicated in Annex 1.

Furthermore, the Embassy will ensure that all sponsors are duly recognized during the official celebrations, also through the adequate visibility of their logos.

The full implementation of the cultural program described in Annex 2 depends on the amount of funds specifically allocated by the Italian Ministry of Foreign Affairs and of those raised through this call. Moreover, changes might be related to the agenda of the artists involved, as well as to the evolution of the pandemic and of the international situation.

The Embassy will inform all sponsors about the implementation process.

## **6. RIGHT OF REFUSAL**

The Embassy shall refuse a sponsorship offer should the latter represent a risk of conflict of interest with the Embassy's activities or cause damage to its image or to the image of the Italian Republic. The Embassy of Italy will not accept offers favoring:

- a) political, philosophical, religious or trade-union related propaganda;
- b) offensive messages, including threats, expressions of fanaticism, racism or hate and generally not abiding by the legal requirements of the Italian juridical system;
- c) any other reason under the Embassy discretionary judgement

## **7. SPONSORSHIP CONTRACT TERMS**

Following the communication of the results of the call, a contract will be drawn up, setting out the full terms and conditions between the sponsoring party and the Embassy.

Within the agreed deadline and in compliance with the required conditions, the sponsor will transfer the due amount to the Embassy of Italy in Pretoria.

The sponsor shall remain liable for the expenses related to the payment of any taxes, fees or charges, however denominated, under any Italian or South African laws or regulations, arising from this contract.

## **8. PERSONAL DATA PROTECTION**

Pursuant to Italian Legislative Decree 2003/196 as modified by decree 101/2018, and the EU Regulation 2016/679, applicant entities give their consent to the processing of personal data for the sole purpose of administrative and accounting management. The "Data Controller" is the Embassy of Italy in Pretoria.

## **9. CONTRACT RESOLUTION**

Should the sponsor fail to respect its obligations, the Embassy can terminate the sponsorship agreement without any obligation to compensate the sponsor.

According to the relevant Italian laws, the Embassy has also the right to terminate the contract due to foreign policy reasons.

## **10. COMPETENT FORUM**

The South African Court is competent for the settlement of any controversial legal disputes that may arise in connection with the implementation of the present public notice or the execution of the sponsorship contract.

## **11. ADDITIONAL INFORMATION**

The R.U.P. of the entire procedure is the Head of Administrative Section, Mrs Anna Quattrone.

For further information and clarification on the initiative, please address your questions to:  
[amministrazione.pretoria@esteri.it](mailto:amministrazione.pretoria@esteri.it)

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This Public Notice is affixed on the Embassy's notice board and published on its website in the section dedicated to the announcements.

Attachments:

*Annex 1 – Sponsors' benefits*

*Annex 2 – Cultural program*

*Annex 3 – Sponsorship offer form*

Hanoi, 2/2/2026

## **SPONSORS' BENEFITS**

**SUBJECT: BENEFITS GRANTED TO EACH SPONSOR ACCORDING TO THE AMOUNT OF THE CONTRIBUTION\***

<b><u>BRONZE SPONSOR</u></b> (up to 4.000 RAND)	1) Display of company's logo on advertisement banners.
<b><u>SILVER SPONSOR</u></b> (4.001 RAND to 10.000 RAND)	1) Display of company's logo on advertisement banners. 2) Display of company's logo on the Embassy's website. 3) 5 complimentary tickets/invitations for promotional events.
<b><u>GOLDEN SPONSOR</u></b> (10.001 RAND to 200.000 RAND)	1) Display of company's logo on advertisement banners. 2) Display of company's logo on the Embassy's website. 3) 10 complimentary tickets/invitations for promotional events. 4) Participation in press conferences organized during the year on cultural and commercial issues. 5) Distribution of gadgets or promotional materials in compliance with the event guidelines established by the Embassy. 6) Invitation of company's representatives and 10 selected guests to exclusive dinner with any artist involved in the various activities (if foreseen).
<b><u>PLATINUM SPONSOR</u></b> (more than 200.001 RAND)	1) Display of company's logo on advertisement banners. 2) Display of company's logo on the Embassy's website. 3) 20 complimentary tickets/invitations for all promotional events. 4) Participation in press conferences organized during the year on cultural and commercial issues. 5) Distribution of gadgets or promotional materials in compliance with the event guidelines established by the Embassy. 6) Invitation of company's representatives and 20 selected guests to exclusive dinner with any artist involved in the various activities.

\*IT MIGHT HAPPEN THAT SOME EVENTS MAY NOT ALLOW FOR GRANTING OF THE BENEFITS OR THAT THE BENEFITS MAY BE REDUCED.

## **TENTATIVE PROGRAM OF MAIN CULTURAL AND COMMERCIAL ACTIVITIES PLANNED IN 2026**

MONTH	DATE	EVENT	VENUE	DESCRIPTION
<i>FEBRUARY</i>		Italian Design Day	Pretoria/Johannesburg	Conference with an Italian “Ambassador of Design”
<i>MARCH</i>		Dolce Vita – Invest in Italy	Pretoria/Johannesburg	Seminars to attract investors followed by a golf tournament
<i>APRIL</i>		Research day	Pretoria	Workshop in collaboration with the University
<i>MAY</i>	9-15	Italian style (sport diplomacy)	Pretoria – Loftus Stadium	Promozione del made in Italy in collaborazione con Vodacom Bulls
<i>JUNE</i>	2	Italian Republic Day	Pretoria	Celebration of the Italian National Day
<i>SEPTEMBER</i>	15	Italian Sport Day	Pretoria	Initiatives to promote the legacy with Italian sports and athletes
<i>OCTOBER</i>		Piazza Italia	Pretoria	Outdoor exhibition focused on Made in Italy products
<i>NOVEMBER</i>	TBD	Italian Cuisine Week	Country	Activities to promote the Italian cuisine in South Africa
<i>NOVEMBER</i>	TBD	National Space Day	Pretoria	Event to promote the excellences of Italian space industry

## **SPONSORSHIP OFFER FORM**

**SUBJECT: EXPRESSION OF INTERESTS IN SPONSORING THE ITALIAN PROMOTIONAL ACTIVITIES PLANNED BY THE EMBASSY OF ITALY IN PRETORIA DURING 2026**

I, the undersigned, \_\_\_\_\_

born in \_\_\_\_\_, on \_\_\_\_\_, Legal Representative of the following Company

/ Society / Association: \_\_\_\_\_

legally registered at (address): \_\_\_\_\_

City \_\_\_\_\_ Country \_\_\_\_\_ Tel. \_\_\_\_\_

E-mail \_\_\_\_\_,

### **DECLARE**

the interest in partnering with the Embassy of Italy in Pretoria, in accordance with the modalities established in the Public Notice published on 2 February, 2026, through:

*(please specify in detail the content of the offer)*.....

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### **I hereby also declare:**

- to have acknowledged and accepted the sponsorship conditions fully and without reservations in compliance with the Public Notice published by the Embassy of Italy in Hanoi;
- to assume all the responsibilities and the obligations related to the brand display;
- to comply with the general requirements referred to in Article 80 of the Italian Legislative Decree n. 50/2016 for qualifying to contracting with the Public Administration;
- to have no adverse or restrictive conditions which limit the capability to sign the contract with a foreign Public Administration;
- not to be under bankruptcy proceedings;
- not to belong to any political, religious, philosophical organizations or trade unions;
- not to be subject to any penal, civil, administrative precautionary or final injunction, decided by any court recognized by the Italian and Vietnamese judicial system;
- to give the consent for the use of my personal data in compliance with the current Italian Law and EU Regulation 2016/679, for all procedural requirements.

I attach herewith copy of my identity document.

Place and date:

\_\_\_\_\_  
Signature of the Legal Representative