



**PUBLIC NOTICE
FOR SPONSORSHIP BID
OF THE 80th ITALIAN NATIONAL DAY**

The Consul General of Italy in Miami

- Taking into account Art. 134 of D.Lgs. 36/2023, governing sponsorship agreements and the simplified selection of economic operators in accordance with the principles of proportionality and impartiality.
- According to Art. 29 of Presidential Decree No. 54 of February 1, 2010 (which allows Diplomatic and Consular Representations to enter into sponsorship contracts with public or private entities, companies, associations, foundations, citizens and in general with any entity, Italian or foreign, that does not carry out activities in conflict with the public interest);
- according to Art. 6 of Decree No. 192 of November 2, 2017 (Collaborations with Private Parties);
- considering the interest expressed by several Italian and foreign companies in supporting commercial and cultural promotion initiatives in collaboration with this Consulate General of Italy in Miami with the possibility of promoting its image and proceeding with the sponsorship of events and reviews of events of an institutional nature organized by this Headquarters;

TAKES NOTICE

That intends to offer interested parties the opportunity to enter into sponsorship contracts with this Consulate General on the occasion of the 80th Italian National Day - year 2026

1 - SUBJECT.

- 1.1 In the Southeastern United States, and especially in Florida and the metropolitan city of Miami, the *brand Italy* is characterized by the presence and action of Italian companies active in various productive sectors. Urban development and construction, precision machinery manufacturing, recreational boating, cruising, classical and contemporary art, information technology, fashion, design, and hospitality industry are just few sectors that register the representation of the Italian excellence. This growing presence, increasingly strengthened by the contribution of entrepreneurs, researchers and professionals, contributes decisively to the consolidation of the extraordinary bond that exists between Italy and the United States: moreover, in the consular district of Miami alone there are about 67,000 Italian citizens, two million Italian-Americans, 12,500 Italian language students, and the value of the trade between Italy and the Southeastern United States has reached over \$8 billion.
- 1.2 On the occasion of the 80th Italian Republic Day, the Consulate General of Italy in Miami intends to present to the local community the quality of the Italian entrepreneurial system, in which Italian companies, expressing the excellence of *Made in Italy*, can participate as diamond, platinum, gold or silver sponsors. The event will take place on May 28, 2026 in Miami, at the Coral Gables Biltmore Hotel (1200 Anastasia Ave, Coral Gables, FL 33134) and will rely on the collaboration of some of the most important firms of *Made in Italy*.
- 1.3 The Consulate General of Italy in Miami is therefore enabling the sponsors (according to the terms and conditions set out in point 3 of this Notice) to enhance their brand, image and their initiatives during the scheduled event. The sponsors' visibility will be promoted based on the level of contribution chosen.

- **Invitations and publicity materials:** sponsor logos and images will be featured on our invitations and promotional materials for the event;
- **inputs:** based on the level of contribution, sponsors will have a certain number of admissions available to be assigned to their VIPs;
- **professional video of the event:** companies that contribute at the highest level will appear in the professional video made at the event.

2 - GENERAL REQUIREMENTS FOR SPONSORSHIP

2.1 Public and private entities for which there are no conditions detrimental or limiting the ability to contract under articles 10, 94, 95 of Legislative Decree No. 36/2023 are eligible to submit their sponsorship bids.

3.1 "DIAMOND SPONSOR"

In case of contributions equivalent to or over \$20,000.00 (twenty thousand USD)

- **Essential Partner Recognition:** exclusive public acknowledgement of our Diamond Partner's contribution during the 80th National Day Official Ceremony
- **Diamond Social Spotlight:** bespoke content across our official channels, aligning your brand with our institution's primary digital audience
- **Tailored Corporate Video Spotlight:** premium promotional placement featuring a custom-produced video segment, strategically broadcast to guarantee maximum engagement and brand resonance within the institutional framework
- **Elite Brand Positioning:** Absolute priority placement and Superior Scale visibility for logos and imagery on all formal event invitations.
- **Signature Exposure Dominance:** Primary Tier visibility of logos and brand assets across the full spectrum of event publicity and commemorative materials.
- **Commemorative Film Integration:** Exclusive brand presence and recognition within the official professional video production documenting the 80th Anniversary.
- **Diamond Hospitality Package:** Fifteen (15) dual-entry VIP admissions (accommodating 30 guests total), providing unparalleled access for the sponsor's most high-level stakeholders.

3.2 "PLATINUM SPONSOR"

In case of contributions equivalent to or over \$15,000 (fifteen thousand USD):

- **Premier brand placement** of logos and images in the events' invitations;
- **Dominant exposure** of logos and images in the events' publicity materials;
- **Cinematic integration:** presence in the professional video production made for the event;
- **Elite VIP allotment:** availability of 10 admissions – each valid for two people – to be distributed to their VIPs.

3.3 "GOLDEN SPONSOR"

In case of contributions equivalent to or over \$10,000 (ten thousand USD):

- **Prominent visibility** of logos and images on event invitations;
- **Prominent exposure** of logos and images on event publicity materials;
- **Enhanced access package** of 6 admissions – each valid for two people – to be distributed to their VIPs.

3.4 "SILVER SPONSOR"

In case of contributions equivalent to or over \$5,000 (five thousand USD):

- **Essential visibility** of logos in the program of referenced events;
- **Standard visibility** of logos and images on event publicity materials;
- **Standard access package:** availability of 3 admissions – each valid for two people – to be distributed to their VIPs.

3 - SUBMISSION OF SPONSORSHIP BIDS

3.1 The offer of sponsorship by the interested parties as per Annex 4:

- must be submitted in writing, signed by its legal representative (according to the forms attached to this Notice), accompanied by a photocopy of a valid ID and must be received by email no later

than **April 30, 2026**. Please address the above to the email address segreteria.miami@esteri.it (in copy: amm.miami@esteri.it) with attachments in PDF format not exceeding 2.5 MB;

- must indicate the financial consideration to be offered to the Consulate General for the sponsorship;
- must be accompanied by appropriate self-certification stating that there are no conditions detrimental or limiting to the sponsor's ability to contract pursuant to Articles 10, 94, 95 of Legislative Decree No. 36/2023;
- must, under penalty of exclusion, contain the following: a) legal and fiscal data of the proposing firm; b) personal and fiscal data and position held by the legal representative and the proposal signatory, if any; c) brief illustration of the activity, its economic dimension and marketing policies; d) the type of sponsorship for which the bid is being made.
- must contain the sponsor's commitment to assume all inherent responsibilities/liabilities and consequent fulfillments of the brand display;
- it must also be accompanied by the self-certification/declaration in lieu of affidavit as per Annex 2 - single document of requirements and the acknowledgement and acceptance of the information on the protection of individuals/corporations with regard to the processing of personal data as per EU Regulation 2016/679, Article 13 and the attached forms.

3.2 Bidders consent to the processing of their data, including personal data, pursuant to Legislative Decree No. 196/2003 and the General Data Protection Regulation / GDPR (EU) 2016/679, for all procedural needs as per Annex 3.

3.3 Bids that are conditional or expressed in an indeterminate or incomplete manner (e.g., lacking a handwritten or digitally signed signature) will be excluded.

4 - EVALUATION OF SPONSORSHIP BIDS

5.2 Evaluation criteria and late Submission > Sponsorship bids submitted to the Consulate General within the deadlines stipulated in Section 4 of this Notice shall be evaluated in accordance with the principles of efficiency, effectiveness, impartiality, equal treatment, transparency, and proportionality. Exceptionally, for reasons not attributable to the conduct of the Applicant, a sponsorship application may be deemed admissible even after the deadline set forth in Section 4.1.

4.1 Due to the special nature of the timeline covered by this Notice, the Consulate General may receive multiple sponsorships.

6 - TRANSMISSION OF DOCUMENTARY MATERIAL TO THE CONSULATE GENERAL FOR THE PLANNED ADVERTISEMENTS

6.1 Public and private entities, whose sponsorship bids will be accepted by the Consulate General, shall transmit to the Consulate General all documentary material (logos, images, etc.) related to the advertisements stipulated in point 3 of this Notice by **April 30, 2026**.

7 - RIGHT OF REFUSAL

7.1 The Consulate General is entitled to reject the sponsorship offer if:

- considers that a conflict with the institutional and diplomatic activity carried out may result, or if it constitutes a violation of the laws or principles of the Italian legal system;
- sees possible harm or damage to its image and/or initiatives in the advertising message;
- deems it inadmissible for reasons of general expediency;
- contains elements of propaganda having political, trade union, philosophical or religious purposes;
- contains offensive messages (including displays of bigotry, racism, hatred, threats or intolerance).

7.2 However, a specific clause must be included in the contract allowing the Consulate General to withdraw for foreign policy reasons, upon simple request, without any conditions or limitations whatsoever, free of charge and without prejudice to the right to the refund of sponsorship contribution previously paid in advance excluding the services already rendered and acquired by the Consulate General.

8 - SPONSORSHIP CONTRACT

- 8.1 The sponsorship contract is signed by the chosen sponsor and the Consulate General.
- 8.2 Under no circumstances shall third parties be allowed to take over the sponsorship contract unless authorized in writing by the Consulate General.
- 8.3 If the contents of the bids and related self-certifications are found to be untrue, the person concerned will incur in the prescribed criminal penalties, immediately forfeiting any benefits that may have been obtained on the basis of the untrue statements.
- 8.4 If the program, for reasons beyond the control of the Consulate General, does not take place, the Parties will mutually agree on the manner of reimbursement in the event that the payment has been already processed into the Consulate General's account.
- 8.5 It is also noted that it is necessary to refer to Article 6 of Decree No. 192 of November 2, 2017 (Collaboration with Private Parties), paragraph 2 of which stipulates that a specific clause shall be included in sponsorship contracts that allows termination for foreign policy reasons, upon simple request, without any conditions or limitations whatsoever, free of charge and without prejudice to the right to the refund of sponsorship contribution previously paid in advance, excluding the services already rendered and acquired by the Consulate General. If the sponsor does not agree to the inclusion of the clause as mentioned above, the sponsorship contract cannot be finalized.

Miami, February 6, 2026

The Consul General of Italy in Miami

(Michele Mistò)