



ITALY–INDIA YEAR OF CULTURE AND TOURISM 2027

At the initiative of the Hon’ble President of the Council of Ministers of Italy, Giorgia Meloni, and the Hon’ble Prime Minister of India, Narendra Modi, 2027 will officially be celebrated as the Italy–India Year of Culture and Tourism,

Within this framework, the Embassy of Italy in New Delhi, as part of its cultural diplomacy and integrated promotion of Italy in India, is promoting a program of events throughout 2027 dedicated to this special occasion.

Therefore, the Embassy intends to invite expressions of interest from public and private entities willing to contribute to the implementation of the planned initiatives through sponsorship agreements, pursuant to Article 43 of Law No. 449/1997, Article 6 of M. D. No. 192/2017, Article 134 c. 4 of the Public Contracts Code 36/2023 as well as any other applicable legislation and regulations in force on the matter.

This Exploratory Notice is not binding on the Administration, and it does not entail any obligation to award sponsorship agreements to participating entities.

1. SUBJECT OF THE SPONSORSHIP

The sponsorship is intended to support the official initiatives¹ organized by the Embassy of Italy in New Delhi as part of the “Italy–India Year of Culture and Tourism 2027”, to be held in various cities across India.

Activities may include, by way of example and without limitation:

- Cultural and artistic events;
- Festivals, showcases and exhibitions;
- Tourism promotion initiatives;
- Activities enhancing the Made in Italy;
- Events dedicated to design, fashion, cinema, music, and food and wine;
- Economic and academic meetings;
- Institutional communication and promotional activities (such as invitations, brochures, catalogues, banners, posts on official social media channels, newspaper supplements, etc.).

¹ “Official Initiatives” are intended to be the ones solely organized or proposed by the Embassy of Italy, the Consulates General and the Italian Cultural Institutes. The Embassy, however, is entitled to share the logo of the “Italy-India Year of Culture and Tourism 2027” for “non-official” initiatives of particular relevance.

2. SPONSORSHIP CATEGORIES AND VALUE

The Embassy provides for the following categories of financial sponsorship:

a) Silver Sponsor

Financial contribution: €10,000.00

Deliverables:

- Inclusion of the sponsor's logo in the communication materials for all official events included in the Year's calendar, under the Silver Sponsor category;
- Acknowledgement of the sponsor on the dedicated digital and promotional channels;
- 20 (twenty) invitations for clients/suppliers/employees, to be distributed across the various events organized, subject to actual availability and upon prior submission of the invitees' personal details to the Embassy. Each invitation admits 2 people, for a total of 40 attendees.

b) Gold Sponsor

Financial contribution: €35,000.00

Deliverables:

- Inclusion of the sponsor's logo in the communication materials for all official events included in the Year's calendar, under the Gold Sponsor category;
- Acknowledgement in press releases and institutional communication activities;
- Possibility of distributing promotional materials, subject to the Embassy's prior authorization.
- 50 (fifty) invitations for clients/suppliers/employees, to be distributed across the various events organized, subject to actual availability and upon prior submission of the invitees' personal details to the Embassy. Each invitation admits 2 people, for a total of 100 attendees.

c) Platinum Sponsor

Financial contribution: €70,000.00

Deliverables:

- Inclusion of the sponsor's logo in the communication materials for all official events included in the Year's calendar, under the Platinum Sponsor category;
- Acknowledgement in press releases and institutional communication activities;
- Placement of the sponsor's own banner at event venues;
- Possibility of distributing promotional materials, subject to arrangements to be agreed upon and the Embassy's prior approval;
- 100 (one hundred) invitations for clients/suppliers/employees to be distributed across the various events organized, subject to actual availability and upon prior submission of the invitees' personal details to the Embassy. Each invitation admits 2 people, for a total of 200 attendees.

d) **Diamond Sponsor**

Financial contribution: €100,000.00

Deliverables:

- Placement of the sponsor's own banner at event venues;
- Inclusion of the sponsor's logo in the communication materials for all official events included in the Year's calendar, under the Diamond Sponsor category;
- Acknowledgement in press releases and institutional communication activities;
- Possibility of distributing promotional materials, subject to arrangements to be agreed upon and the Embassy's prior approval;
- 150 (one hundred and fifty) invitations for clients/suppliers/employees, to be distributed across the various events organized, subject to actual availability and upon prior submission of the invitees' personal details to the Embassy. Each invitation admits 2 people, for a total of 300 attendees;
- The sponsor will have the opportunity to participate, under dedicated and exclusive arrangements, in an event or reception organized by the Embassy during 2027, for example through the presence of a promotional stand or other mutually agreed forms of visibility. The specific arrangements for participation will be defined in collaboration with the Embassy.

e) **Main Sponsor**

Interested companies wishing to make a financial contribution exceeding €120,000.00 may apply for designation as the **Main Sponsor** of an event included in the program of the Year of Culture and Tourism. The designation will be awarded on the basis of the highest financial offer.

Deliverables:

- Designation as "Main Sponsor" of the selected initiative, together with the display of the sponsor's logo at all other official events held as part of the Year, under the Diamond Sponsor category;
- Maximum brand visibility across all official and institutional communication materials;
- Acknowledgement in press releases and institutional communication activities;
- Placement of the sponsor's own banner at event venues;
- Possibility of screening a short institutional video before the event begins or during intervals, subject to prior approval;
- Possibility of developing an exclusive communication campaign for the selected event, subject to terms and costs to be agreed upon with the Embassy;
- 200 (two hundred) invitations for clients/suppliers/employees, to be distributed across the various events organized, subject to actual availability and upon prior submission of the invitees' personal details to the Embassy. Each invitation admits 2 people, for a total of 400 attendees;
- Possibility of requesting the exclusive use of the Embassy's premises for a sponsor-organized event, subject to terms and costs to be agreed upon by the parties.

This sponsorship category entails that, exclusively in respect of the event awarded, the Administration shall not accept sponsorships from entities operating in the same business sector as the Main Sponsor, without prejudice to agreements already concluded as of the date of the request and to institutional or technical sponsorships deemed essential for the organization of the event.

Should the requested event no longer be available, or should it not be possible to grant this sponsorship category due to duly justified public-interest, organizational or contractual requirements, the Administration shall propose an alternative event of comparable significance from among those still available.

Should, following the evaluation of the offers, two or more proposals be found to be tied, the parties concerned shall be invited to submit an **improved offer** within the deadline set by the Administration.

Should a tie persist even after submission of the improved offers, the Administration shall proceed with the award by means of a **public draw**, following prior notification to the parties concerned and in compliance with the principles of transparency, impartiality and equal treatment.

4. ELIGIBLE APPLICANTS

The following entities may submit sponsorship offers:

- Italian or foreign companies;
- Public and private entities;
- Foundations;
- Associations;
- Cultural and academic institutions;
- Other interested parties, provided that they meet the general eligibility requirements laid down by the applicable legislation.

5. PROCEDURE FOR SUBMISSION OF OFFERS

Sponsorship offers shall be drawn up in Italian or English, on the letterhead of the proposing entity, and shall include the following:

- Identification details of the offering entity;
- A brief description of its activities;
- The proposed sponsorship category;
- The amount of the financial contribution offered;
- A declaration accepting the terms and conditions of this Notice;
- A declaration confirming the absence of any grounds that would preclude the entity from entering into contracts with public authorities.

Offers shall be submitted to the following email address: ambnewdelhi.culturale@esteri.it, specifying the following subject line: “Sponsorship – Italy–India Year of Culture and Tourism 2027”.

6. EVALUATION OF OFFERS

The offers received shall be evaluated by the Embassy on the basis of the following criteria:

- The consistency of the sponsor’s activities with the values and institutional image of Italy;
- The amount of the proposed financial contribution;
- The national and international standing of the sponsoring entity;
- Compatibility with the objectives of the initiative.

The Embassy reserves the unconditional right to:

- Accept or reject any offers received;
- Request additional information or clarifications;
- Negotiate specific aspects of the proposals;
- Decide not to proceed with the conclusion of any sponsorship agreement.

7. EXCLUSIONS

Sponsorships relating to the following shall not be accepted:

- Political, trade union or religious propaganda;
- Offensive or discriminatory messages, or messages contrary to public order;
- Activities incompatible with the values and institutional image of the Italian Republic;
- Products or services prohibited under the applicable legislation.
- Conflict of interest’s situations.

8. SPONSORSHIP AGREEMENT

The relationship between the Embassy and the selected sponsors shall be governed by a specific sponsorship agreement, which shall define the rights and obligations of the parties.

The agreement shall include a specific clause granting the Embassy the right to withdraw from the agreement on foreign policy grounds, upon simple request, without any conditions or limitations, free of charge, without prejudice to the right to reimbursement of any advances paid in respect of supplies that may have been provided. Services already rendered and/or debt obligations incurred shall not, however, give rise to any claim for reimbursement against the Embassy.

The Embassy shall bear no liability where exceptional circumstances and/or force majeure events, or circumstances otherwise beyond its control, prevent the events covered by the sponsorship agreement from taking place.

9. ADMINISTRATION'S RESERVATION OF RIGHTS

The Embassy reserves the right to revoke, amend, suspend or cancel this Notice at any time, without this giving rise to any claims or demands by interested parties.

10. PROCESSING OF PERSONAL DATA

The proposing entities consent to the processing of their personal data exclusively for the purpose of the administrative and accounting management of matters relating to the sponsorship procedure.

Accordingly, sponsorship proposals must be accompanied by an acknowledgement of having read and accepted the privacy notice concerning the protection of natural persons with regard to the processing of personal data, pursuant to Article 13 of Regulation (EU) 2016/679, as set out in Annex 2 to this Notice.

This Notice is published on the official website of the Embassy: www.ambnewdelhi.esteri.it



Antonio Bartoli
Ambassador