



Consolato Generale d'Italia
Shanghai

(Abstract)

ITALIAN NATIONAL DAY 2024

CALL FOR SPONSORSHIP

The Consulate General of Italy in Shanghai invites public and private organizations to express their interest in sponsoring the Italian National Day celebration event, that will be held in Shanghai at the beginning of June 2024.

Sponsors will have the opportunity to promote their brand at the event, in accordance with the provisions set forth in the sponsorship agreement attached to the *sponsorship offer form*.

To submit an offer, simply download the *sponsorship offer form* and fill it out by typing the information directly into the form.

The form shall be sent via e-mail to shanghai.sponsor@esteri.it or delivered to the Consulate General of Italy in Shanghai, by:

20th May 2024

By signing and stamping the *sponsorship offer form*, the Sponsor acknowledges and fully accepts the terms and conditions set forth in the sponsorship agreement; acknowledges the contents of the self-declaration form for public procurement procedures, and assumes responsibility for what is stated therein based on the answers provided; acknowledges the contents of the notice on data protection and privacy and gives its consent to the processing of personal data.

The Sponsor authorizes the Consulate General to make all necessary enquiries with the relevant authorities to verify the information provided.

Sponsorship can be both financial and/or in-kind.

For cash sponsorship, the sponsorship fee is fixed at the value stated in the *sponsorship offer form* on page 1, and shall be paid by the Sponsor to the to the bank account indicated in the service agreement.

For in-kind sponsorship, the value of the goods/services proposed shall be attested by a pro-forma invoice in accordance to local market prices.

Sponsorship packages

Bronze Sponsor

Cash or in-kind sponsorship, valued at 5,000.00 renminbi and below 10,000.00 renminbi; the sponsor receives in return:

- Exposure on the banners at the event location;

Silver Sponsor

Cash or in-kind sponsorship, valued at 10.000,00 renminbi and below 20.000,00 rennminbi; the sponsor receives in return:

- Exposure on the banners at the event location;
- Exposure on the homepage of the institutional website of the Consulate General dedicated to

the Italian National Day 2024;

- Exposure on the post published on the Consulate General's official WeChat account dedicated to the Italian National Day 2024.

Gold Sponsor

Cash or in-kind sponsorship, valued at 20.000,00 renminbi and below 40.000,00 rennminbi; the sponsor receives in return:

- Exposure on the banners at the event location;
- Exposure on the homepage of the institutional website of the Consulate General dedicated to the Italian National Day 2024;
- Exposure on the post published on the official WeChat account and other official social media platforms of the Consulate General dedicated to the Italian National Day 2024;
- Exposure on the post published on the official WeChat account and other official social media platforms of the Consulate General dedicated to the National Day 2024 exclusively for Gold and Platinum Sponsors.

Platinum Sponsor

Cash or in-kind sponsorship, valued more than 40.000,00 renminbi; the sponsor receives in return:

- Exposure on the banners at the event location;
- Exposure on the homepage of the institutional website of the Consulate General dedicated to the National Day 2024;
- Exposure on the post published on the official WeChat account and other official social media platforms of the Consulate General dedicated to the Italian National Day 2024;
- Exposure on the post published on the official WeChat account and other official social media platforms of the Consulate General dedicated to the National Day 2024 exclusively for Gold and Platinum Sponsors.
- Dedicated post on the Consulate General's official WeChat account to showcase the band's history and highlight its presence in China.

The content of the advertising message, the characteristics of the logo and, in general, all advertising material shall require the prior consent of the Consulate General before being reproduced.

The Consulate General reserves the right to refuse to display any material which, in its unquestionable judgement:

- it considers to be contrary and detrimental to its institutional image or its initiatives;
- it considers contrary to public order;
- it believes that the display of advertising material may be in conflict with its own activity;
- does not comply with Italian foreign policy guidelines.