



Consolato Generale d'Italia
Shanghai

(Abstract)

ITALIAN NATIONAL DAY 2026

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 on 5th June 2026.

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

24th May 2026

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.

The *sponsorship offer form* will be countersigned by the Consulate General after the offer submission deadline.

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

For financial sponsorship, the sponsorship amount shall be clearly stated in the *sponsorship offer form* (page 1), and shall be transferred by the Sponsor to the bank account as indicated in the service agreement, within the deadline.

For in-kind sponsorship, the value of the goods/services provided shall be in accordance to local market prices as attested by a quotation-like document (“pro-forma invoice”) to be attached to the *sponsorship offer form*.

Sponsorship packages

Bronze Sponsor (fee/value from renminbi 5,000 to renminbi 9,999)

Sponsorship benefits:

- Exposure on the banners at the event location;

Silver Sponsor (fee/value from renminbi 10,000 to renminbi 19,999)

Sponsorship benefits:

- Exposure on the banners at the event location;

- Exposure on the post dedicated to the Italian National Day 2026 (post-event report of general contents), to be published on the Consulate General's official website and *WeChat* account.

Gold Sponsor (fee/value from renminbi 20,000 to renminbi 39,999)

Sponsorship benefits:

- Exposure on the banners at the event location;
- Exposure on the post dedicated to the Italian National Day 2026 (post-event report of general contents), to be published on the Consulate General's official website and *WeChat* account.
- Exposure on the post especially dedicated to the *Gold Sponsorship* category, including short introduction of each Sponsor, drafted in the cooperation with the Consulate General's Press Office with materials (text, pictures etc.) provided by the Sponsor, to be published on the Consulate General's official website and *WeChat* account.

Platinum Sponsor (renminbi 40,000 or more)

Sponsorship benefits:

- Exposure on the banners at the event location;
- Exposure on the post dedicated to the Italian National Day 2026 (post-event report of general contents), to be published on the Consulate General's official website and *WeChat* account;
- Dedicated post for each Platinum Sponsor, to showcase the brand's history and highlight its presence in China, drafted in the cooperation with the Consulate General's Press Office with materials (text, pictures etc.) provided by the Sponsor, to be published on the Consulate General's official website and *WeChat* account.

The content of the advertising message 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.