



Ambasciata d'Italia
Beirut

PUBLIC NOTICE FOR SPONSORSHIP
CALL FOR EXPRESSION OF INTEREST FOR EVENT SPONSORSHIP
The Ambassador of Italy to Lebanon

CONSIDERING art. 43 of Law n. 449 of 27 December 1997 (Sponsorship contracts and collaboration agreements, agreements with public or private entities, user contributions for non-essential public services and productivity incentive measures);

CONSIDERING art. 29 of the Decree of the President of the Republic of 1 February 2010, n. 54, laying down rules on the management and financial autonomy of diplomatic representations and consular offices of Category A of the Ministry of Foreign Affairs and International Cooperation, which provides that offices abroad may enter into sponsorship contracts with public or private entities, companies, associations, foundations and citizens, and in general, with any person, Italian or foreign, who does not carry out activities in conflict with the public interest, provided that these contracts exclude forms of conflict of interest between public and private activity;

CONSIDERING art. 19 of Legislative Decree n. 50 of 2016 (Sponsorship contracts);

CONSIDERING art. 6 of Ministerial Decree n. 192 of 2 November 2017 (Collaborations with private individuals) containing the general directives governing the procedures for choosing the contractor and the execution of the contract to be carried out abroad;

DECLARES

That, with this public notice, the Embassy of Italy in Lebanon intends to propose to interested parties, public and private, the possibility of entering into sponsorship contracts with the Embassy, whose object is the realization of activities related to the celebration of the National Unity and Armed Forces Day 2026 and further events and event reviews organized by the Embassy of Italy in Lebanon scheduled during 2026.

Art. 1 - Object of sponsorship

1.1 On the occasion of the celebration of the National Unity and Armed Forces Day 2026, the Embassy of Italy in Beirut plans to organize an institutional and promotional event. During 2026, the Embassy plans as well to carry out a series of events among which the events identified below for the purposes of this notice:

- Organization of exhibitions, concerts, film screenings;
- Italian Language Week (October 2026);
- Italian Cuisine Week (November 2026);

- 1.2 All initiatives are promoted and valorized through communication actions addressed to Italian and Lebanese media and through the Embassy's social profiles (Twitter, Instagram, etc.).
- 1.3 In exchange for sponsorship, the Embassy offers to the sponsors the opportunity to promote and enhance their brands, image and activities, according to procedures to be agreed between the parties at the time of the conclusion of the sponsorship contract also in light of the level of economic participation in the event.
- 1.4 For instance, such promotion may consist of:
 - a) diffusion of the brand/logo in communications relating to the event, through the website of the Embassy and the institution profiles on social networks;
 - b) inclusion of the sponsor's brand/logo in official invitations, brochures, flyers, posters, promotional kits or communication campaigns relating to the sponsored events;
 - c) participation of a representative of the sponsor in any press conferences relating to the events under the sponsorship contract and organized by the Embassy;
 - d) insertion of the sponsor's brand/logo in the exhibition spaces of the events under the sponsorship contract organized by the Embassy.

Art. 2 - Requirements for sponsorship

- 2.1 The persons to whom the notice of call for expression of interest is addressed, are public or private bodies, companies and other categories that intend to promote their image through a collaboration with the Embassy of Italy in Lebanon, by contributing to the realization of the purposes set in this notice.
- 2.2 Persons with no prejudicial or limiting conditions of contractual capacity as per art. 80 of Legislative Decree n. 50/2016 are admitted to submit a sponsorship offer.
- 2.3 The requirements are as follows:
 - to be consistent with public interests and not belonging to any political, trade union or religious organizations;
 - absence of conflict of interest between the public and private activities subject to sponsorship or advertising;
 - absence of prejudice or damage to the image of the Embassy in Beirut or to any of its initiatives;
 - absence of dispute with the proposing Administration;
 - non-existence of bankruptcy proceedings.

Art. 3 - Type of sponsorship

- 3.1 This Embassy is willing to consider both financial sponsorships (such as money disbursement or participation to the expenses through invoice payments), and technical ones (through direct provision of services or supply of goods) or mixed ones.
- 3.2 The Embassy may allow the presence of different sponsors for the same event.

Art. 4 - Submission of tenders

4.1 The offer of sponsorship by interested parties:

- shall be submitted in writing, by filling in the forms attached to this notice duly signed by the legal representative, together with a photocopy of a valid identity document and received by e-mail no later than October 26, 2026. Bids shall be sent to the electronic post address segreteria.beirut@esteri.it, with all attachments in PDF of a dimension not exceeding 2.5 MB.
- A specific self-certification certifying the absence of prejudicial conditions or limitations of the contractual capacity of the sponsor shall be submitted as well, as per art. 80 of Legislative Decree 50/2016 (Annex 2);
- An authorization to process personal data (Annex 3), as per Legislative Decree 190/2003 and General Data Protection Regulation/RGPD (EU) 2016/679. The owner of data processing is the Embassy of Italy in Lebanon.

4.2 The presentation of the sponsorship offer does not in any way bind the Embassy, which - once the 30-day deadline as of the date of publication on the site, required by law, has elapsed and the necessary assessments have been made - will contact the interested parties, communicating the procedures necessary for the effective conclusion of the sponsorship contract.

Art. 5 - Selection of offers and right of refusal

5.1 The Embassy will assess the received sponsorship offers as well as their compliance with the provisions of this notice, and will identify the appropriate persons for the stipulation of sponsorship contracts.

The communication by the embassy of its will to entrust the sponsorship, will be followed by the stipulation of the actual contract governing the relations between the Embassy and the sponsor.

5.2 The submission of sponsorship offers is in no way binding for the Embassy of Italy in Lebanon for formalizing the contract.

In particular, the Embassy, at its sole discretion, is entitled to refuse any offer that, due to the nature of the sponsorship or the activities of the sponsor:

- is considered contrary to the general principles of the Italian legal system or prohibited by law;
- may cause, by virtue of the advertising message conveyed, a possible prejudice or damage to the image or initiatives of the Embassy, or is considered incompatible with the institutional role of the Embassy itself;
- is deemed not compliant with Italian foreign policy guidelines;
- is considered inadmissible on grounds of general expediency;
- contains elements of propaganda with political, trade union, philosophical or religious aims;
- contains offensive messages (including bigotry, racism, hatred, threats or intolerance).

5.3 The Embassy of Italy in Lebanon also reserves the right to terminate the sponsorship agreement for reasons of foreign policy, upon simple request, without any condition or limitation, free of charge except for the right to refund the advanced sums. A specific clause

shall always be included in the sponsorship contract stating such form of right for contract termination.

- 5.4 The public and private entities, whose sponsorship offers are accepted by the Embassy, shall commit themselves to transmit to the Embassy, according to the terms that will be agreed on later, all the material (logos, images, etc.) necessary for advertisement purposes.

Beirut, 05th October 2026



The Ambassador
Fabrizio Marcelli

