



*Ambasciata d'Italia  
Kuala Lumpur*

**PUBLIC NOTICE**

**FOR THE SPONSORSHIP OF THE ITALIAN NATIONAL DAY 2025  
AND OF INSTITUTIONAL, ECONOMIC-TRADE AND NETWORKING EVENTS  
ORGANISED BY THE EMBASSY OF ITALY IN KUALA LUMPUR**

**Prot. n. 753-I**

**THE HEAD OF MISSION, AMB. MASSIMO RUSTICO**

WITH REFERENCE to the Italian Law n. 449 dated 27 December 1997, n. 296 dated 27 December 2006, and to Italian inter-ministerial Decree MAE-MEF n. 642/164 dated 5 October 2007;

WITH REGARD to the Italian Presidential Decree of 1 February 2010, n.54;

HAVING REGARD to Article 6 of Italian Ministerial Decree n. 192 dated November 2<sup>nd</sup> 2017, and to Article 134 of the Italian Legislative Decree n. 36/2023 dated 31<sup>st</sup> March 2023;

CONSIDERING the role of the Embassy as a key promoter of the activities of the Italian/Malaysian/International institutions and companies operating with Italy, also through the organization of promotional events with an "Italian dimension" such as institutional, economic, trade, cultural and networking events focused, in particular, in the "*brand recognition*" and "Made in Italy", and considering the interest of the above mentioned institutions and companies to support the aforementioned events with a view of promoting their activities, name, logo, brand and products;

**INFORMS THAT**

with this public notice, the Embassy of Italy in Kuala Lumpur - the **Sponsored party** - invites public and private companies - the **Sponsor** - interested in sponsoring the organization of the event planned on the occasion of the Italian National Day 2025 (2<sup>nd</sup> June 2025, which will be likely be celebrated on 14<sup>th</sup> May 2025) as well as other initiatives aimed at fostering the economic, trade and networking opportunities, with the modalities described as follows:

**Article 1**

**CHARACTERISTICS AND KEY ELEMENTS OF SPONSORSHIP DEALS AND  
CONTRACT**

The sponsorship is of **financial nature**.

A sponsorship offer is not considered binding for the *Sponsored Party* until the *Sponsored party* approves it. The approval of the offer will be followed by the signature of a contract between the two parties.



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A Sponsorship aims to make available the resources for implementing the planned initiatives on the occasion of the anniversary of the Italian National day 2025, as well as other Italian promotional and networking initiatives organized by the Embassy of Italy in Kuala Lumpur. The relationships between the Embassy, as Sponsored Party, and Sponsors, are regulated by a separate contract, as a.m., which will be finalized in accordance with the Italian law.

All the expenditures related to the payment of any taxes, charges or fees however denominated, provided by laws or regulations of local or national law, deriving from the execution of the sponsorship contract, are at the charges of the Sponsor.

**Article 2**

COMMITMENTS OF THE *SPONSOR* AND THE *SPONSORED  
PARTY*

Companies and/or public or private entities, wishing to promote their image and brand recognition through the collaboration with the Embassy of Italy in Kuala Lumpur, are welcomed to submit a sponsorship offer to support the organization of the Italian National Day 2025 or any given institutional and/or any other promotional and networking event.

The Embassy, with respect to the *Sponsors*, is committed to ensure the promotion of their image and of their activities by ensuring Brand awareness and recognition.

In particular:

- *Sponsors'* logo/brand can be placed on the promotional and advertising material concerning the event (such as, for example, roll-ups, totems, product displays, showings, flyers, invitations, posters, news on website/social network etc.);
- *Sponsors* will have an adequate number of invitations to the event to be offered to their customers/contacts. The *Sponsors* will be required to provide the Embassy with the list of names of their invited guests, in accordance with the security and access procedures;
- *Sponsors*, in coordination with the Embassy, will showcase institutional/advertising videos, and work out together the best ways to ensure proper brand recognition;
- during the ceremony and/or other initiatives of promotion and networking, *Sponsors* will be publicly recognized and thanked for their significant support.





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**Article 3 [1 - 2]**

**SELECTION AND RIGHT OF REFUSAL OF OFFERS**

The sponsorship offers received by the Embassy will be evaluated by the Head of Mission, assisted by Directors and/or officers of the Embassy of Italy in Kuala Lumpur.

Further to the offers received, once approved, a contract will be signed between the Embassy and companies and/or individuals.

**The sponsorship levels are as follows:**

- "**DIAMOND SPONSOR**": equal to or higher than **MYR 50,000** and will ensure the visibility of the logo of "Diamond Sponsor".
- "**GOLD SPONSOR**": equal to or higher than **MYR 35,000** and will ensure the visibility of the logo of "Gold Sponsor".
- "**SILVER SPONSOR**": equal to or higher than **MYR 25,000** and will ensure the visibility of the logo of "Silver Sponsor".

The participation of one or more Sponsors to the initiative and other promotional and networking events, organized by the Embassy, does not provide exclusive rights to any of the sponsors. The Embassy has not set a maximum number of sponsorships.

The Embassy of Italy, at its incontestable discretion, may accept or reject the offers received.

**Article 4**

**SUBMISSION OF SPONSORSHIP OFFERS**

The sponsorship offers (a form is attached to this Public Notice) - which implies the acceptance by the Sponsor of the terms and conditions set by this Public Notice, shall be received – in written form – possibly not later than Monday, **15th April, 2025** through email, at the following address: [cont1.kualalumpur@esteri.it](mailto:cont1.kualalumpur@esteri.it).

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<sup>1</sup> Note to article 3: Sponsors' support to the Sponsored Party shall take place in accordance with the following requirements, as provided by the Italian law:

- coherence with public interests;
- absence of conflict of interest between public and private activities;
- absence of prejudice or damage to the image of the Embassy or its initiatives;
- absence of disagreement with the proponent Administration;
- absence of adverse or limiting conditions of contractual capacity of any nature.

<sup>2</sup> Sponsorship proceeds become part of the budget of the Embassy (if any remains, will be used for the institutional needs of the Embassy)



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For further clarifications and information about the initiative, the Administrative Office of the Embassy (which is reachable at the e-mail [cont1.kualalumpur@esteri.it](mailto:cont1.kualalumpur@esteri.it)) will be at the full disposal of the esteemed Sponsors.

Processing of personal data in accordance with D.Lgs. n. 196/2003 ss.mm.ii.: *Sponsors* give their consent to the processing of personal data for the sole purpose of the administrative and accounting management. The data controller is the Embassy of Italy in Kuala Lumpur.

The Embassy of Italy express its full appreciation for the support granted by its esteemed Sponsors.

Kuala Lumpur, 19<sup>th</sup> March 2025



  
The Ambassador  
Massimo Rustico

\*This Public Notice has been posted on the Bulletin Board of the Embassy of Italy in Kuala Lumpur (printed and electronic) on 19<sup>th</sup> March 2025.

To the Embassy of Italy  
KUALA LUMPUR  
[cont1.kualalumpur@esteri.it](mailto:cont1.kualalumpur@esteri.it)

**SPONSORSHIP OFFER**

**FOR THE ITALIAN NATIONAL DAY CELEBRATION 2025 AND OTHER ISTITUTIONAL, BUSINESS,  
NETWORKING EVENTS ORGANIZED BY THE EMBASSY OF ITALY**

I, the undersigned, \_\_\_\_\_,

in capacity as the legal representative of the company/association \_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

E-mail \_\_\_\_\_ /Tel. \_\_\_\_\_

\_\_\_\_\_

Tax number (if applicable) \_\_\_\_\_

with reference to the public notice concerning the  
SPONSORSHIP OF THE ITALIAN NATIONAL DAY CELEBRATION 2025 AND OTHER ITALIAN  
PROMOTIONAL EVENTS SUCH AS ISTITUTIONAL, TRADE, CULTURAL AND NETWORKING ONES  
ORGANIZED BY THE EMBASSY OF ITALY

declares that the aforementioned company intends to support with its sponsorships the Italian  
National Day 2025 event celebration and other promotional activities organized by the Embassy of  
Italy.

In this respect, I declare that the company \_\_\_\_\_,

offers a FINANCIAL sponsorship of MYR \_\_\_\_\_ (MYR \_\_\_\_\_)



Under my responsibility, I hereby certify to have understood and accept the sponsorship conditions of the present notice.

**I hereby also declare:**

- to have acknowledged and accepted the sponsorship conditions fully and without reservations in compliance with the attached Public Notice for Sponsorship circulated by the Embassy of Italy in Kuala Lumpur;
- that there are no legal conditions impeding to deal with the Italian Public Administration;
- that no prejudicial or limiting conditions exists as to my contractual capacity;
- the non-existence of impediments and non-existence of judiciary measures - including any related to organized crime – which would preclude dealing with the Italian Public Administration;
- the non- existence of bankruptcy proceedings;
- to give the consent for the use of my personal data related to this event in compliance with Italian Law n. 196/2003.

Place & Date: \_\_\_\_\_

Signature of the representative: \_\_\_\_\_

Contact person: \_\_\_\_\_

E-mail of the contact person: \_\_\_\_\_

Telephone of the contact person: \_\_\_\_\_