



Embassy of Italy
Kuala Lumpur

PUBLIC CALL

**FOR THE SPONSORSHIP OF CULTURAL AND PROMOTIONAL EVENTS TO CELEBRATE THE ITALIAN
NATIONAL DAY 2026**

The Embassy of Italy in Kuala Lumpur,

- Considered the art. 43 of the Italian Law no. 449 of 27th December 1997, (sponsorship contracts and collaboration agreements, agreements with public and private entities, user contributions for non-essential public services and productivity incentive measures);
- Considered the art. 29 of the Italian Presidential Decree no. 54 of 1st February 2010 (which allows diplomatic and consular Missions to sign sponsorship contracts with public or private entities, enterprises, associations, foundations, citizens and in general with any party, Italian or foreign, that is not involved in activities in conflict with the public interest);
- Considered the art. no. 134, paragraph 4, of the Italian Legislative Decree no. 36 of April 31st 2023 (sponsorship contracts);
- Considered the articles no. 94 and following of the Italian Legislative Decree no. 36 of March 31st 2023 (exclusions reasons);
- Considered the art. no. 120 and following articles of Law no. 689 of 24th November 1981 and its following changes and modifications;
- Considered the art. 6 of the Ministerial Decree no. 192 of 2nd November 2017, (collaboration with private entities), Regulation that contains general guidelines to regulate the procedures for the selection of the contractor and the execution of the contract to be carried out abroad.
- Considered 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;

ANNOUNCES

the intention to identify public and private companies - the ***Sponsor*** - interested in sponsoring the Embassy of Italy in Kuala Lumpur - the ***Sponsored party***, for the event planned on the occasion of the Italian National Day 2026 (2nd June 2026. Tentative date for the celebration: 4th June 2026) as well as other initiatives aimed at fostering the economic, trade and networking opportunities, with the modalities described as follows

**Article 1
SUBJECTS**

1. It is possible to participating as a sponsor with a financial contribution, in the form of funding or assumption of the debt or other methods of covering the payments due from the Embassy (pure sponsorship), and/or with the provision of goods and/or services (technical sponsorship) related to the organization of the events (for example: setups, musical performances, catering, food products, Italian brand wines and spirits, or other Made in Italy goods, etc.).



Embassy of Italy
Kuala Lumpur

2. Approximately 1000 guests are expected to attend, from the Italian community in Malaysia, from the institutional, entrepreneurial, cultural, academic and media sectors, as well as from the accredited consular corps in Kuala Lumpur.

3. A Sponsorship aims to make available the resources for implementing the planned initiatives on the occasion of the anniversary of the Italian National day 2026, 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.

4. All the above mentioned activities will be promoted by the Embassy through its website and social media, as well as the local press. The Embassy and the sponsors will preliminary agree on the modalities of the use of the logos in the public promotion.

5. 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.

6. 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**

1. 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 2026 or any given institutional and/or any other promotional and networking event.

2. 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.

3. 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.*

Article 3



Embassy of Italy
Kuala Lumpur

MODALITIES OF SPONSORSHIP

1. As mentioned above of the present public call, sponsorship offers from interested party may consist in:

- A. Financial contribution (pure sponsorship);
- B. Contribution in kind such as contributions in terms of goods, services and products to be provided for the event (technical sponsorship);
- C. Mist which includes both of the contributions of letters A and B;

2. In relation to the offer, the following types of sponsorship are available:

- "**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";
- "**TECHNICAL SPONSOR**": considered on case by case for technical sponsorship and will ensure adequate visibility.

Article 4 SUBMISSION OF SPONSORSHIP OFFERS

1. The sponsorship offers by interested parties:

- must be submitted in written form, signed by the company's legal representative (according to the sample form attached to this Notice), along with his/her copy of a valid ID, and sent no later than **19th April 2026** via email (with attachments in PDF format not exceeding 2.5 Mb), to the following mailbox: ambkualalumpur.amministrazione@esteri.it.
- must be accompanied by a declaration under their own responsibility confirming there are no adverse or restrictive conditions to the sponsor's contractual capability, according to articles 94 and following of the Italian Legislative Decree no. 36 of March 31st, 2023;
- must contain the sponsor's commitment to take upon itself all the responsibilities and obligations related to and following its own brand display.
- Interested parties consent to the processing of their data, including personal data, according to the Italian Legislative Decree no. 196 of 30th June 2003 for all procedural means.

Article 5 EXCLUSION FROM THE EVALUATION PROCEDURE

1. Conditional or incomplete offers, offers without signature or presented after the above mentioned date will be excluded.



Embassy of Italy
Kuala Lumpur

Article 6

EVALUATION OF THE SPONSORSHIP OFFERS

1. The sponsorship offers, sent by the deadline mentioned in article 4, are evaluated by Embassy according to the principles of cost, effectiveness, fairness, equal treatment, transparency, and proportionality.
2. In consideration of the particular nature of the events covered by the Public Call, the Embassy may accept several sponsorships.
3. The Embassy of Italy in Kuala Lumpur is entitled to reject sponsorships if:
 - a) there are conditions preventing the signing of contracts with the Public Administration in accordance with art. 120 and following articles of Law no. 689 of 24th November 1981, and any other prejudicial or restricted regulation of contractual capacity;
 - b) there are grounds for exclusion based on the provisions of articles 94 and following of the Italian Legislative Decree no. 36 of March 31st, 2023;
 - c) the Embassy deems the offer could create conflict of interest with the activities carried out and if it is believed that there is a law or principle violation of the Italian legislative system;
 - d) the Embassy deems the advertising message to be potentially detrimental or damaging to its image and/or initiatives;
 - e) there are some insolvency and bankruptcy proceedings or there are impediments deriving from [anti-mafia] precautionary measure, according to the Italian law which regulates the same type of public contracts;
 - f) it is believed to be not receivable for general reasons;
 - g) it includes elements of political, syndicalist, philosophical or religious propaganda.

Article 7

CONCLUSION OF THE SPONSORSHIP CONTRACT

1. The sponsorship contract is signed between the Sponsor, which has agreed to the above conditions, and the Embassy.
2. Under no circumstances may another party subsequently replace the Sponsor in the contract signed between the Parties – unless there is a written authorization from the Embassy.
3. The following shall constitute essential and, therefore, non-negotiable elements of the sponsorship contract:
 - a) the obligations of the Embassy with respect to each category of sponsorship;
 - b) the thresholds associated with each category of sponsorship;
 - c) the so-called “foreign policy clause,” according to article 6, par.2, of the D.M. 2 November 2017 n.192, which allows the Embassy to terminate the contract for foreign policy reasons, without any conditions or limitations whatsoever, without the payment of any penalty and subject to the return of contributions already paid;
 - d) (for economic sponsorships) the entry in the Embassy’s accounts of the entire contribution, even if the total cost for the organization of the Event turns out to be less than the overall amount received in order to be used for further events promoting Italy in Malaysia during the year 2026.
4. If the content of the offers and the related self-declarations is found to be untruthful, the interested party will incur in the penal sanctions provided for, decaying immediately from any



Embassy of Italy
Kuala Lumpur

benefits obtained on the basis of untruthful declarations.

5. If, due to reasons beyond the control of the Consulate General, the event does not take place, the parties will decide by mutual consent the terms of reimbursement of the advance payments previously made and exceeding the consideration for services already rendered and acquired.

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

Kuala Lumpur, 27th January 2026

Amb. Raffaele Langella