



Segnatura di Protocollo dell'Istituto

Prot. n. 77 del 23 gennaio 2026

PUBLIC NOTICE

**for the search and selection of sponsors for the opening event of Cinema Made in Italy
(04 March 2026 at BFI Southbank)**

THE DIRECTOR OF THE ITALIAN CULTURAL INSTITUTE IN LONDON

CONSIDERING that, in view of the public interest inherent in fulfilling the institutional mandate of the Institute, it is intended to organize the opening event of the “Cinema Made in Italy” festival, to be held on 04 March 2026 at BFI Southbank;

DEEMING IT APPROPRIATE, for this purpose, to seek technical and/or financial sponsorships, offering the possibility to promote the image, trade name, or other distinctive business elements of the sponsors in specific and predetermined spaces;

HEREBY ANNOUNCES

its intention to offer interested parties the opportunity to enter into sponsorship agreements with the Italian Cultural Institute in London under the conditions and terms set forth in this public notice.

1 – GENERAL PARTICIPATION REQUIREMENTS

Eligible to submit expressions of interest are public and private entities possessing the following requirements:

- a) absence of the exclusion grounds referred to in Articles 94, 95, and 98 of Legislative Decree 31 March 2023, No. 36, as well as of any other circumstances deemed detrimental or restrictive of contractual capacity by law;
- b) for legal entities, in addition to point (a), the absence of insolvency or bankruptcy proceedings;
- c) non-affiliation with organizations of a political, trade union, philosophical, or religious nature.

2 – OBJECT AND NATURE OF THE SPONSORSHIPS

This notice concerns financial and/or technical sponsorships aimed at organizing the opening event of the “Cinema Made in Italy” festival, to be held on 04 March 2026 at BFI Southbank;

This notice does **not** constitute an invitation to tender nor a public offer under Article 1336 of the Italian Civil Code, nor a public promise under Article 1989. It does **not** initiate a procurement procedure, nor will it result in rankings, scores, or merit-based classifications.

The Institute may accept multiple sponsors to achieve the objectives described herein.

The sponsorship is intended to support the organization and execution of the event, particularly covering services such as: catering, food provision (including delivery), and beverage provision (including delivery);



Contributions will be recognized in **three levels** – *Gold*, *Silver*, and *Basic* – each offering visibility and benefits proportional to the contribution amount.

SPONSORSHIP CATEGORIES

	CATEGORY	TYPE OF SPONSORSHIP	CONTRIBUTION/SERVICES
1	Gold Sponsor	In-kind sponsorship or financial contribution of £15,000	<ul style="list-style-type: none">- catering;- food provision (including delivery);- beverage provision (including delivery);
2	Silver Sponsor	In-kind sponsorship or financial contribution equivalent to £2,000	
3	Basic Sponsor	In-kind sponsorship or financial contribution up to £600	

3 – SPONSOR BENEFITS

1. Gold Sponsor

- **High visibility:** Company logo displayed in high-traffic areas.
- **Branding:** Logo featured on selected promotional materials.
- **VIP Access:** Invitations and priority access to cultural and promotional events organized by the Italian Cultural Institute for 6 months from contract signing.
- **Press Mentions:** Acknowledgment in press releases and on the Institute's official social media channels.

2. Silver Sponsor

- Logo on selected promotional materials.
- Recognition on the Institute's website and digital channels related to the event.
- Invitations to selected official events, with networking opportunities with key cultural figures from Italy and the UK.

3. Basic Sponsor

- Recognition on the Institute's website and digital channels in the list of event sponsors.

The Institute reserves the right to specify and adjust the visibility and benefits related to each sponsorship category, based on the overall evaluation of received proposals.



4 – SUBMISSION OF EXPRESSIONS OF INTEREST

Expressions of interest must be submitted using the attached **Form A – Expression of Interest**, signed by the sponsor's legal representative, and must include:

- a) details of the applicant;
- b) type of sponsorship (financial or technical), category, and description/value of the proposed contribution;
- c) declaration of acceptance of all conditions contained in this public notice.

The application must be accompanied by:

- **Form B – Declaration of Eligibility**, confirming compliance with Articles 94, 95, and 98 of Legislative Decree 36/2023, social security obligations, and suitability to perform the proposed service.
- **Form C – Data Protection Notice**.

Applications may be submitted from the date of publication of this notice until **12:00 (GMT) on 20 February 2026**, unless extended.

Submissions must be sent electronically to: **icilondon@esteri.it**, with the subject line: *“Sponsorship for the opening event of Cinema Made in Italy”*

5 – EVALUATION AND SELECTION

The selection of sponsors will be based on the principles of transparency, competition, publicity, impartiality, efficiency, cost-effectiveness, and proportionality.

Applications will be evaluated according to their suitability to meet the project's needs. Submissions are **non-binding** and do not automatically result in a sponsorship contract.

The Institute reserves the right to reject proposals that:

- a) present a conflict of interest;
- b) may harm or prejudice the Institute's image or activities;
- c) conflict with the principles of Italian law;
- d) are deemed generally inappropriate.

Proposals involving political, religious, or ideological propaganda; pornographic or offensive content; or messages of hatred, racism, or intolerance will not be considered.

6 – SPONSORSHIP AGREEMENT

Sponsorships will be formalized through specific contracts based on **Form D – Sponsorship Contract Template** attached to this notice.

- Essential and non-negotiable elements include:
- a) the Institute's obligations corresponding to each sponsorship category;



- b) the financial ranges for each category;
- c) the “foreign policy clause,” allowing the Institute to withdraw at any time for foreign policy reasons without penalties, except for refunding contributions already received;
- d) for financial sponsorships, the full accounting of the contribution, even if total expenses are lower than the sponsorship received.

7 – PROJECT OFFICER

The officer responsible for this procedure is the undersigned Director.

8 – CONTACT INFORMATION

For further details, please contact the Italian Cultural Institute in London at:
icilondon@esteri.it

9 – DATA PROTECTION

The data controller is the Italian Cultural Institute in London, which ensures compliance with the EU General Data Protection Regulation (GDPR – EU 679/2016) and Italian Legislative Decree 196/2003, as amended.

By signing **Form C**, applicants consent to the processing of their personal data for the purposes of this notice.

10 – PUBLICATION

This notice will be posted on the notice board of the Italian Cultural Institute in London and published in the “Sponsorships” section of the official website:
<https://iiclondra.esteri.it/it/amministrazione-trasparente/avvisi-evidenza-pubblica/sponsorizzazioni/>

11 – ATTACHMENTS

- **Attachment A** – Expression of Interest
- **Attachment B** – Declaration of Eligibility
- **Attachment C** – Data Protection Notice
- **Attachment D** – Sponsorship Contract Template

Francesco Bongarrà
Director