



Ambasciata d'Italia
Mascate

DECISIONE 39/2026

**PUBLIC NOTICE FOR SPONSORSHIP OFFERS FOR THE ORGANIZATION OF 2026
PROMOTIONAL PROGRAM AND/OR FOR THE CELEBRATION OF THE 2026 ITALIAN
NATIONAL DAY OF
THE EMBASSY OF ITALY TO THE SULTANATE OF OMAN**

The Italian Ambassador to the Sultanate of Oman

- Considering art. 43 of the Italian law n. 449 of December 27th 1997, (Sponsorship contracts and cooperation agreements, agreements with public and private subjects, user contributions for non-essential public services and productivity incentive measures);
- Considering art. 29 of the Italian Presidential Decree n.54 of February 1st 2010 allowing diplomatic and consular Missions to sign sponsorship contracts with public or private entities, enterprises, associations, foundations, citizens and in general any subject, Italian or foreign, not involved in activities in conflict with the public interest;
- Taking into account Art. 6 of Decree n. 192 dated November 2, 2017 (cooperation with private entities), Regulation that contains general guidelines to regulate the procedures for the choice of the contractor and the execution of the contract to be carried out abroad;
- Considering the Italian Legislative Decree 36/2023;
- Given the Formal Authorization n. 26 issued on March 11, 2026 in order to start the sponsorships selection process for the 2026 Italian National Day and for the events and activities planned in the 2026 promotional program by the Italian Embassy to the Sultanate of Oman, which will be done through a simplified public process;
- Considering the opportunity to allow private entities, in cooperation with the Embassy, to support and sponsor such an initiative while promoting their image;

OFFERS

The opportunity to sign Sponsorship contracts with this Embassy in order to support the celebration of:

- 1) the **events organized in the framework of the 2026 Promotional Program** of the Embassy of Italy to the Sultanate of Oman.

and/or

- 2) the **celebration of the 2026 Italian National Day** of the Embassy of Italy to the Sultanate of Oman.

1.Subject

1.1 The National Day is foreseen to take place in Muscat on June 2, 2026. The venue is currently under selection and will be communicated in due time. The reception will see the participation of invited guests and will host Italian citizens living in the consular district as well as representatives of the Omani community (from institutional, entrepreneurial, cultural, academic and media) and the diplomatic corps.

1.2 During the National Day, there will be promotional stands and banners. The event will be promoted through the Embassy website and its social media accounts.

1.3 In the context of the National Day, the Embassy offers the sponsors the possibility of highlighting their brands, logos and activities in accordance with the modalities and conditions reported under point 3 of this Notice.

1.4 The indicative **2026 Promotional Program**, organized by the Embassy of Italy in Muscat, will be divided into an articulated program of events throughout the year, including the following (exact dates and organization to be confirmed):

- 1) “Sustainability and Made in Italy”, side event, consisting in a conference or panel, that will involve the participation of Italian companies in the Omani Exhibition, that will take place between the 17th and the 21st of May, aimed at promoting synergies and the use of Italian technologies for within the suitability and green transition field, promoting Italian excellence in the sector.
- 2) “Italian Sport Day in Muscat” (September): an event celebrating the diversity of Italian culture through sporting values, as well as the Italian productions and technologies associated with them.
- 3) “*Settimana della lingua*” (October): events to promote the Italian language and culture in Oman, in collaboration with Omani professionals, institutional and cultural bodies, so as to create potential synergies with the possible participation of experts from Italy - Italianisms in the World Initiative. For this year, the celebration of this event will be merged with the Italian participation to the “EU Film Festival”, third edition of the film festival and related activities in synergy with other European Embassies in Muscat. In that frame, the Embassy will organize, as for the 2nd edition, side events consisting in conferences, panels and educational events promoting and showcasing Italian Cinema and Italian movie industry in the Sultanate of Oman.

- 4) “Italian Culinary Showcase”, in the occasion of the HORECA trade fair, the main local event dedicated to the food and beverage sector, the aim is to organize a promotional event involving Italian food producers and institutions such as Chambers of Commerce and regional governments. This event will also include the presentation of the participating region, possibly to promote food and wine tourism. To maximize the promotional impact, local distributors, supermarkets, and local Italian restaurants will be involved to encourage the export of food and beverage products.
- 5) “*Missioni archeologiche italiane in Oman*” (May), Conference on the impact of archaeology as a driver of tourism and cultural identity.
- 6) Italian Cuisine Week in the World (November): organization of events focused on the promotion of Italian agricultural and food products and Italian cultural and eno-gastronomic traditions, also through digital communication initiatives, including a reception at Ambassador Residence with a well-known chef coming from Italy (TBD), collaboration with Italian local restaurants and selected hyper markets, lecture on Italian Cuisine and products at local College(s);
- 7) Concert with artists from Italy to enhance and promote the Italian artistic-cultural heritage (musical group TBD), to be combined with any other promotional event or during thematic reviews.
- 8) "Pinocchio" film screening (November): to mark the 200th anniversary of the birth of writer Carlo Collodi, a screening of the animated film "Pinocchio" is planned for children. This will be followed by educational activities and games aimed at introducing children to the Italian language and culture, starting with the story of the famous puppet.

1.5 The various initiatives will be promoted and highlighted on the Embassy's website, social media accounts and through further communication actions targeting Omani media and relevant Omani stakeholders.

1.6 In the context of the above-mentioned events, the Embassy offers the sponsors the possibility of highlighting their brands, logos and activities in accordance with the modalities and conditions reported under point 3 of this Notice.

2. General requirements for the Sponsorship

Public and private subjects are eligible to submit sponsorship offers, subject the absence of conditions prejudicing or limiting their contractual capacity (Artt. 94 - 95 of of the Italian Legislative Decree 36/2023).

3. Ways of Sponsorship

3.1 Sponsorship offer from interested parties may consist of:

- A. financial contribution;
- B. contribution in kind, such as contributions in terms of services, goods, and products to be provided for the events.

The Embassy may allow the presence of several sponsors for the financing of the Event, ensuring the simultaneous presence of the logos and/or brands of each on the graphic and promotional material.

3.2 In relation to the celebration of the “National Day”, the following categories of sponsorship are provided for:

A - **PLATINUM SPONSOR** - minimum contribution OMR 1.500,00 (one thousand five hundred):

- opportunity to set up one promotional stand during the reception;
- maximum graphic dimension on banners to be setup at the entrance and in other locations during the reception;
- preemption right for sponsoring special artistic events and other forms of entertainment during the reception;
- opportunity to run, upon request, one video (maximum length: 3 minutes) on screens placed within the Embassy during the reception (video contributions must be provided to the Embassy before May 20th, 2024);
- opportunity to distribute their own products to the guests;
- 10 invitations available;
- Mention in the communication material, press release and speech

B – **GOLDEN SPONSOR** - minimum contribution OMR 1.000,00 (one thousand):

- medium graphic dimension on banners to be setup at the entrance and in other locations during the reception;
- opportunity to run, upon request, one video (maximum length: 1 minute) on screens placed within the Embassy during the reception (video contributions must be provided to the Embassy before May 20th , 2024);
- opportunity to distribute their own products to the guests.
- 8 invitations available
- Mention in the communication material, press release and speech

C – **SILVER SPONSOR** - minimum contribution OMR 500,00 (five hundred):

- space - with graphic dimensions inferior to the previous categories - on banners to be setup at the entrance and in other locations during the reception;
- opportunity to distribute their own products to the guests
- 5 invitations available
- Mention in the communication material and press release

D - Other forms of sponsorship will also be considered on a case by case basis, such as **contributions in terms of services, cultural performances, goods and products** to be provided during the reception. In this case too, the sponsor(s) will receive adequate visibility.

3.3 In relation to the events of the 2026 Promotional Program, the visibility and the communication related to the Sponsor will be evaluated by the Embassy case by case, according to the contribution.

3.4 **Sponsorship Package:** The Sponsor may choose to participate in a sponsorship package for multiple initiatives organized throughout 2026 by the Italian Embassy in Muscat. The Sponsor must indicate in the file below attached (Annex 1) which initiatives it intends to support, quantifying the contribution for each.

By participating in the Sponsorship Package, the Sponsor is entitled to the visibility of its logo in communications relating to all the initiatives selected by signing Annex 1.

4. Submission of sponsorship offers

The sponsorship offers (template as an example in annex 1) by interested subjects:

- must be signed by the company legal representative, along with his/her copy of a valid ID and be sent: a) by registered mail or by other authorized delivery agent or delivered by hand to the Embassy of Italy in Muscat; b) by e-mail (with PDF attachments under 2.5 MB) to the following e-mail addresses of the Embassy: commerciale.mascate@esteri.it ; contabilita.mascate@esteri.it;
- must be delivered at least 15 days prior the scheduled event in order to allow the Embassy to implement the sponsorship agreements and guarantee that the sponsors' names are included in the event promotional materials; - must indicate, as stated in point 3, the amount or the kind of good/service intended to be offered to the Embassy as sponsorship; - must indicate the event(s) that the offeror(s) aims to sponsor; - must be accompanied by the declaration under their own responsibility confirming there are no adverse or restrictive conditions to the sponsor's contractual capability, according to art. 94-95 of the Italian Legislative Decree 36/2023 (Annex 2);
- must contain the offeror(s) consent to the processing of their data, as well as personal data, according to the Italian Legislative Decree no. 196/2003 and the General Data Protection Regulation / GDPR (EU) 2016/679, for all procedural means (Annex 3).

5. Exclusion from the evaluation procedure

Conditional, incomplete or unsigned offers will be excluded. Offers presented after the deadline will be considered only exceptionally and may not guarantee a full image presence in the event's promotional material. The date of receipt, excluding communications sent by e-mail, will be attested only by the Embassy stamp. The timely delivery of the offers is exclusive responsibility of the senders. The Embassy declines any responsibility regarding delays related to the delivery agents.

6. Sponsorship offers evaluation procedures

Sponsorship bids are evaluated by the Embassy according to the criteria of the sponsorship project and the principles of cost, effectiveness, fairness, equanimity, transparency, proportionality. In consideration of the special nature of the object of this Notice, the Embassy can accept more than one sponsorship.

7. Right to reject sponsorship offers

Any sponsorship can be rejected if:

- a) there are grounds for exclusion based on the provisions of articles 94-95 of the Italian Legislative Decree 36/2023;
- b) the Embassy deems the offer could create conflict of interest with the activities of the Embassy and if it is believed there is a law violation of the Italian legislative system;
- c) the Embassy deems the advertisement could be any damage for its image and/or initiatives;
- d) there is insolvency, fraud and bankruptcy proceedings or proceedings deriving from precautionary measures against mafia;

- e) it is not receivable for general opportunity reasons according to the sole judgment of the Embassy;
- f) it includes political, syndicalist, philosophical or religious propaganda.

8. Sponsorship contract

The sponsorship contract is signed between the Sponsor and the Embassy. In no case another subject could replace the Sponsor in the contract signed between the Embassy and the Sponsor — unless there is a written authorization from the Embassy.

Pursuant to article 6, paragraph 2 of the D.M. 2 November 2017 n. 192, a specific clause is inserted in the sponsorship contract that allows withdrawal for reasons of foreign policy, by simple request, without conditions or limitations of any kind, free of charge and without prejudice to the right to the refund of payment installments previously paid and exceeding the consideration for services already rendered and developed. If the contractor does not accept the inclusion of the clause, the sponsorship contract cannot be engaged.

If, for any reason not dependent on the Embassy, the event(s) were not to take place, the Parties will decide by mutual agreement on modalities for reimbursement of funds already disbursed to the Embassy.

Muscat, 8 aprile 2026

The Ambassador
Pierluigi D'Elia