



Embassy of Italy
Stockholm

CORPORATE SPONSORSHIP OF EVENTS OF CULTURAL, SCIENTIFIC, MARKETING, CELEBRATORY OR BUSINESS NATURE ORGANIZED BY THE EMBASSY OF ITALY IN STOCKHOLM

1) GENERAL TERMS

Business organization, even of personal character, corporations, associations, non-profit organizations and institutions can offer to sponsor events or activities set up by the Embassy of Italy in Stockholm.

Multiple, non-exclusive sponsorships can be accepted in case of economic convenience of the proposals.

2) SPONSORSHIP CONTENT

Paid sponsorships could be executed in various forms, to be decided on a one-time basis. Here follows a non-exhaustive list:

- a) Printing of the corporate logo on marketing multimedia or digital material, and on paper-printed items (i.e. invitations, catalogues, banners and so on) relative to the Embassy event;
- b) Opportunity for direct advertising by the sponsor during the Embassy events;
- c) Public display of corporate logo and corporate profile and info during business visits and meetings in Sweden;
- d) Invitations to cultural and marketing events set up by the Embassy of Italy;
- e) Delivery of goods and services or performing of specific activities (in-kind sponsorship) by the sponsor.

3) SPONSORSHIP OFFER DELIVERY

The sponsorship offer by the interested parties must include the sponsor's pledge to undertake all duties required by law and customs involved and related to the advertising procedure, and the obtaining of required authorizations.



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The Embassy is the sole decider on the sponsorship appropriateness in relation to its institutional scope.

The sponsor will undertake all expenses for damages to the Ambassador's Residence furniture and structures incurred during the event.

4) EVALUATION OF SPONSORSHIP OFFER

Sponsorship proposals do not bound the Embassy of Italy in relation to the agreement finalization.

5) RIGHT TO REFUSE SPONSORSHIP

The Embassy of Italy reserves itself the right not to accept offers of sponsorship in the case of:

- a. Conflict of interest with its activities
- b. The advertising message can be construed as prejudicial or damaging to its image or its activities
- c. The offer is considered unacceptable due to opportunity reasons.
- d. Sponsorship proposals of the following nature will be excluded:
 - 1) Religious, philosophical, labour relations or political propaganda;
 - 2) Advertising directly or indirectly linked to the spreading of sexual content material;
 - 3) Offensive messaging, including any messaging with integralist, racial, hate, threatening or discriminatory content and in general contrary to the laws and principles of the Italian and Swedish Law.

6) SPONSORSHIP AGREEMENT

The sponsorship will be regulated by a specific written agreement undersigned by the Sponsor and the Embassy of Italy in Stockholm.

7) INFORMATION AND PROPOSAL OFFER

For more information and for offering a proposal, please write an e-mail to: trade.stockholm@esteri.it or phone +46 (0) 8 545 67 105