



**EMBASSY OF ITALY
OFFICE OF THE DEFENCE ATTACHÉ
AMMAN**

**SPONSORSHIP NOTICE FOR COLLABORATION IN CONNECTION WITH
THE ARMED FORCES DAY – 4 NOVEMBER 2026**

The Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan

HAVING REGARD TO Article 43 of Law No. 449 of 27 December 1997, which establishes the general principles governing sponsorship agreements entered into by Public Administrations;

HAVING REGARD TO Article 134, paragraph 4, of Legislative Decree No. 36 of 2023;

HAVING REGARD TO the Decree of the President of the Republic of 15 November 2012, entitled “Regulation governing the activities of the Ministry of Defence concerning works, services and supplies”;

WHEREAS

- the Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan in Amman operates in a favourable environment in a country where wholly or partially Italian-owned companies, or Italian brands, are present and active in various strategic sectors, including banking, insurance, automotive, infrastructure, energy, textiles and food;
- in view of the interest expressed by several Italian companies in participating in promotional initiatives in cooperation with the Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan in Amman, it is considered appropriate to seek sponsorships for the reception celebrating Armed Forces Day, which will take place in November 2026 at a venue located in Amman (Jordan), to be confirmed upon conclusion of the tender procedure;
- since sponsorships, like all activities carried out by Public Administrations, must pursue a public interest, identified by Article 43 of Law No. 449/1997 as follows:
 - a) promoting innovation in administrative organisation;
 - b) achieving greater savings;
 - c) improving the quality of services; the following limitations shall therefore apply to sponsorship arrangements:
 - they must exclude any form of conflict of interest between public and private activities;
 - they may not contravene the general principles of the Italian constitutional legal order or otherwise be prohibited by law;
 - they must not cause prejudice to, or damage the reputation or initiatives of, the Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan in Amman.

HEREBY GIVES NOTICE

That it intends to offer the possibility of entering into sponsorship agreements in connection with the reception celebrating National Unity Day and Armed Forces Day, to be held in November 2026 at a venue located in Amman (Jordan), to be confirmed upon conclusion of the tender procedure, with public or private entities interested in promoting their image through financial, technical or mixed sponsorship contributions, in exchange for publication of their logo or through other appropriate communication methods.

Article 1 – GENERAL REQUIREMENTS FOR SPONSORSHIP

Public or private entities, manufacturers or providers of goods and services, associations and foundations, and temporary groupings of companies interested in promoting their image, company name or other distinctive elements in connection with the Armed Forces Day celebration organised by this Office in November may submit sponsorship proposals, provided that their fundamental “values” are not in conflict with those of the Institution and that the messages conveyed are not contrary to the nature and image of the celebration, as further specified below.

Article 2 – ELEMENTS OF THE SPONSORSHIP AGREEMENT

The sponsorship is intended to provide the resources necessary for the implementation of the activity described in the preamble.

The Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan in Amman may accept sponsorship from multiple sponsors. Relations between the Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan in Amman and the sponsors shall be governed by separate agreements entered into in accordance with applicable Italian legislation and local practices.

The sponsor shall bear all costs relating to any supplies and the payment of any taxes, duties, fees or other charges, however denominated, provided for by national or local laws or regulations and arising from the performance of the agreement.

The sponsors selected shall undertake to provide a financial, technical or mixed sponsorship contribution, either by directly paying invoices issued by event suppliers, supplying goods, providing services, or through a combination of the above, in exchange for the promotion of the sponsor’s brand, company name, logo or other distinctive signs during the sponsored event.

For the purposes of this Notice:

- **financial sponsorship** means the direct payment, in whole or in part, of invoices issued by event suppliers;
- **technical sponsorship** means the direct provision of goods or services necessary for the organisation of the event;
- **mixed sponsorship** means a combination of the above forms of contribution.

Article 3 – SPONSOR REQUIREMENTS

Sponsors must meet the following requirements:

- consistency with the public interest and no affiliation with political, trade-union or religious organisations;

- absence of any conflict of interest between the public activity and the private activity subject to sponsorship or advertising;
- absence of any prejudice to or damage to the reputation of the Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan or its initiatives;
- absence of pending litigation with the proposing Administration;
- absence of circumstances prejudicial to or limiting contractual capacity; absence of insolvency, bankruptcy or equivalent proceedings.

Article 4 – SPONSORSHIP CATEGORIES

The Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan intends to make use of four sponsorship categories, referred to as the following levels:

“BRONZE”, “SILVER”, “GOLD” and “PLATINUM”.

Article 5 – SUBJECT AND VALUE OF THE SPONSORSHIP

The purpose of this Notice is to obtain sponsorships aimed at organising the Armed Forces Day celebration, which will take place in November 2026 at a venue located in Amman/Dead Sea (Jordan), to be confirmed upon conclusion of the tender procedure.

The sponsorship shall entitle the sponsor to appropriate visibility of its logo (“advertising space”) during the event.

The value of the sponsorship shall be determined on the basis of the total economic contribution made by the sponsor to the event, whether through the direct payment of invoices issued by event suppliers, the provision of goods or services, or mixed forms of contribution.

In the case of technical or mixed sponsorships, the value of the sponsorship shall be determined on the basis of the commercial value of the goods or services provided or the portion of the cost actually borne by the sponsor and validated by the Office of the Defence Attaché.

For the purpose of assigning the sponsorship level (Bronze, Silver, Gold or Platinum), the total economic value of the contribution made to the event, as specified in the Annex, shall be taken into consideration.

The financial thresholds indicated shall constitute solely criteria for classifying sponsorship levels. The value of the contribution shall be determined on the basis of the actual economic contribution made to the event, regardless of the form in which such contribution is provided.

The sponsor shall remain responsible for any bank charges, tax liabilities, duties or other ancillary costs associated with the sponsorship.

Article 6 – SUBMISSION OF SPONSORSHIP OFFERS

Sponsorship offers from the entities referred to in Article 1 must be submitted in writing and must reach the following address by postal service, registered mail or authorised courier, or by hand delivery:

- **Embassy of Italy – Office of the Defence Attaché to the Hashemite Kingdom of Jordan in mman – 5 Hafeth Ibrahim Street, P.O. Box 980011191**

- no later than 20 October 2026.
- Alternatively, the offer may be submitted by email to:
- **difeitalia.amman@smd.difesa.it**
- by the same deadline of 20 October 2026.

A copy of the identity document of the legal representative must be attached where the offer is not signed using a digital signature.

Sponsorship offers, signed by the legal representative in the case of legal entities, must contain the following:

- the sponsor's details (individual or legal entity);
- a detailed description of the goods/services offered;
- acceptance of the clauses contained in this Notice;
- confirmation of possession of the general requirements set out in Articles 94 to 98 of Legislative Decree No. 36/2023 for entering into contracts with Public Administrations;
- confirmation that there are no impediments arising from anti-mafia legislation or from being subject to preventive measures;
- confirmation that no insolvency or bankruptcy proceedings are pending;
- confirmation of non-membership of political, trade-union or religious organisations;
- the sponsor's undertaking to assume all responsibilities, obligations and any local costs relating to and arising from the advertising message;
- authorisation for the processing of personal data: pursuant to Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, applicable as of 25 May 2018 (hereinafter the "Regulation"), and Italian implementing legislation under Legislative Decree No. 196/2003, insofar as not inconsistent with the "Regulation", the parties undertake to comply with the legislation in force in Italy concerning the processing of personal data. The applicants give their consent to the processing of personal data exclusively for administrative and accounting purposes. The data controller is the Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan, Amman;
- a specific self-certification, using the attached "Single Requirements Declaration" form, certifying the absence of circumstances prejudicial to or limiting the sponsor's contractual capacity pursuant to Articles 94 to 98 of Legislative Decree No. 36/2023.

Applications may concern financial sponsorships (in the form of participation in expenses through payment of invoices), technical sponsorships (direct provision of services or goods), or both forms combined (partly financial and partly technical).

This Notice does not in any way bind the Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan, Amman, which reserves the right to contact interested parties for the organisation of the event in accordance with the arrangements described above.

Article 7 – EXCLUSION FROM THE EVALUATION PROCEDURE

Offers that are conditional or expressed in an indeterminate manner, that lack the signature of the legal representative, affixed either by hand or by digital signature or other qualified electronic signature where permitted by applicable legislation, or that are submitted after the deadline specified in this Notice shall be excluded.

The date of receipt of the package or any electronic correspondence shall be evidenced exclusively by the relevant stamp affixed by the Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan, Amman.

The timely delivery of packages shall remain entirely at the sender's risk. The Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan, Amman shall bear no responsibility for delays caused by service failures on the part of delivery providers.

Article 8 – EVALUATION OF OFFERS AND RIGHT TO REJECT SPONSORSHIPS

The Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan, Amman, at its sole discretion and in compliance with the principles of economy, effectiveness, impartiality, equal treatment, transparency and proportionality, reserves the right to assess and, where appropriate, reject any sponsorship offer if it is deemed inconsistent with the institutional purposes of the event, the interests of the Administration or the principles set out in this Notice, including where any of the following circumstances apply:

- the Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan, Amman, considers that the sponsorship could give rise to a conflict of interest with the activities it carries out;
- the Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan, Amman, identifies in the advertising message a possible prejudice to or damage to its reputation or initiatives;
- the Embassy of Italy to the Hashemite Kingdom of Jordan, Amman, considers the offer unacceptable on grounds of general unsuitability or because it is contrary to Italian legislation governing public contracts;
- the Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan, Amman, considers that, due to the nature of the sponsorship or the sponsor's activities, the offer is contrary to the general principles of the Italian or Jordanian legal system or prohibited by law, or is incompatible with the institutional role of the Embassy or inconsistent with Italian foreign-policy guidelines;
- the sponsorship concerns political, trade-union, philosophical or religious propaganda; direct or indirect advertising of tobacco products; pornographic or sexually explicit material; unlawful activities or activities contrary to public order; offensive, discriminatory or degrading messages; including expressions of fanaticism, racism, hatred or threats; or, more generally, content contrary to the laws and principles of the Italian and Jordanian legal systems.

The Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan, Amman, reserves the right to withdraw unilaterally for reasons of foreign policy, upon simple request, without any condition or limitation and free of charge, without prejudice to the right to reimbursement of any advance payments made.

Article 9 – SUBSEQUENT IMPOSSIBILITY OF PERFORMANCE

Any subsequent impossibility of holding the reception for the celebration of Armed Forces Day due to organisational, institutional or security reasons, force majeure, or subsequent measures adopted by the Italian or Jordanian Authorities, which shall be communicated to the sponsors as soon as they become known to the Administration, shall result in the termination of the effects of the sponsorship agreement insofar as concerns services or obligations not yet performed.

In such circumstances, the Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan, Amman, may propose that the sponsor transfer the sponsorship to the subsequent edition of the event or to another compatible institutional initiative.

This shall be without prejudice to the parties' mutual agreement on the use, compensation or recognition of the value of any services or contributions already provided.

Article 10 – EXECUTION OF THE SPONSORSHIP AGREEMENT

The sponsorship shall be governed by a specific agreement signed by the parties, which shall expressly incorporate, as binding provisions, all the contents of this Notice.

The sponsorship agreement shall authorise the use of the spaces and visibility arrangements provided for in this Notice.

Subsequent substitution of another party in the sponsorship agreement entered into by the Office of the Defence Attaché of the Embassy of Italy to the Hashemite Kingdom of Jordan, Amman, with the sponsor shall not be permitted.

Should subsequent checks reveal that the information contained in the offers and the relevant self-certifications is untrue, the sponsor concerned shall be subject to the criminal penalties provided for by law and shall immediately forfeit any benefit obtained on the basis of false declarations.

Amman, 5 October 2026

THE DEFENCE ATTACHÉ

Col. Carlo COLANERI