



PG 21872/2016

**PUBLIC NOTICE FOR THE ACQUISITION OF EXPRESSIONS OF INTEREST FOR THE PURPOSES OF FINDING PROPOSALS FOR FINANCIAL SPONSORSHIP TO SUPPORT THE INITIATIVES OF "MANTUA ITALIAN CAPITAL OF CULTURE 2016"**

**INTRODUCTION**

The municipality of Mantua, with the aim of developing the planning capacity of the city of Mantua during its year as Italian Capital of Culture 2016, has defined a precise marketing strategy and approved the territorial marketing plan with decision n. 63 of 31/03/2016 of the Municipal Executive Committee Board. Through a system of strategic alliances and precise forms of sponsorship, the Marketing Plan offers companies and private individuals the opportunity to support the initiatives of **Mantua Italian Capital of Culture 2016** while increasing and promoting their own images in the reference market, thus strengthening the perception of shareholders, customers and employees of their commitment to cultural marketing.

The identification of the brand **Mantua Italian Capital of Culture 2016** offers supporters the opportunity to build incisive *viral* and *social media marketing messages* to create and consolidate contacts and relations with the media and reach new markets and broader target groups.

Sponsors will find that their support is an important opportunity to create strong links with the institutions and the public administration, highlighting their connections to their home territory.

Associating their image to the city of **Mantua**, which is a top ranking city for quality of life, environmental sustainability, and produced and distributed wealth, can turn into additional added value for national sponsors.

**CHARACTERISTIC PROFILES OF EXPRESSIONS OF INTEREST**

It shall hereby become known that the Municipality of Mantua intends to involve public and private operators to support the initiatives related to **Mantua Italian Capital of Culture 2016** with the publication of this notice for the acquisition of expressions of interest for the purposes of seeking proposals for financial sponsorship and to support the initiatives of "Mantua Italian Capital of Culture 2016".

This notice, approved with resolution n.983 of 16/05/2016, is in no way binding on the administration but is understood to be aimed at receiving expressions of interest from operators who are potentially interested in purchasing appropriate spaces, not in an exclusive way, to advertise their name, logo or brand.

This notice does not mark the launch of any award proceedings and, therefore, no rankings, points systems or other classifications of merit are planned.

Interpreting the needs of every single possible partner has led to the identification of specific forms of customised sponsorship, listed below:

Main Sponsor Formula

Grande Sostenitore Formula

Sostenitore Formula

For each of the formulas, depending on the degree of the sponsor's involvement, we identified several image dividends, which are described in the following paragraphs.

Sponsorship option

## MAIN SPONSOR FORMULA

This formula involves the possibility of a **contribution exceeding € 100,000.00** (VAT INCLUDED)

Businesses that decide to enter this category will play a leading role in the project to promote the visibility of Mantua Italian Capital of Culture 2016.

A MAIN SPONSOR will have the possibility of:

- promoting their image in the local and national community; reinforcing their brand due to visibility and credits on all institutional communication, videos, and materials produced, as well as in the communication for the main events;
- strengthening their advertising messages using the brand Mantua Capital of Italian Culture 2016 on its image and institutional communication;
- strengthening the perception of its commitment to cultural marketing with shareholders, customers and employees;
- reaching new and broader target groups;
- associating its corporate philosophy to the contents and the values promoted by Mantua Capital of Italian Culture 2016.

### Visibility and Benefits

The contribution entitles the sponsor to visibility during the institutional campaign of the entire initiative MANTUA ITALIAN CAPITAL OF CULTURE 2016, for the entire duration of the event until December 2016, and in promotional campaigns of all official events of MANTUA ITALIAN CAPITAL OF CULTURE 2016. Here are some examples, intended as indications and not exhaustive:

Great summer concert season in Piazza Sordello and Piazza Castello di Mantova  
Archipelago of Ocno by Joseph Grima  
Museo Urbano Diffuso in the city of Mantua  
Festival of Music 2016  
Main events at Palazzo Te (Brian Eno installation and concert, etc. )

In particular, MAIN SPONSORS will be counted among the partners who contributed to making the initiative successful on the national level, working alongside the Municipality of Mantua for each institutional and promotional communication on a national scale, using the following instruments:

- presentation of the Main Sponsor's brand during institutional communication
- the brand's presence on the billboards and street furniture in the city of Mantua during "MANTUA CAPITAL OF ITALIAN CULTURE 2016" [signs, banners, billboards, etc.]
- the brand's presence on all institutional materials
- the brand's presence on promotional materials of all official events for MANTUA ITALIAN CAPITAL OF CULTURE 2016
- a banner on the home page and the sponsor page of the official web site [www.mantova2016.it](http://www.mantova2016.it)
- a short spot 3/5" on TV commercials
- spot section of 5" in the Internet campaign video
- presence of the sponsor, with its own space, materials and products, in institutional information places (Info points, IAT).

They can also obtain up to ten gift tickets or invitations for major events (confirm within 3 days of the event)

Presence and opportunity to speak at press conference for event launches.

### **GRANDE SOSTENITORE FORMULA**

This formula involves the possibility of a **contribution exceeding € 50,000.00 INCLUDED** and **up to € 100,000.00 (VAT and up to € 100,000.00 (VAT**

A GRANDE SOSTENITORE will have the possibility of:

- promoting its image with the local and national community, thanks to the brand's presence during the year of MANTUA CAPITAL OF CULTURE 2016;
- strengthening the perception of its commitment to cultural marketing with shareholders, customers and employees;
- reaching new and broader target groups;
- associating its corporate philosophy to the contents and the values promoted by Mantua Capital of Italian Culture 2016.

#### Visibility and Benefits

The contribution entitles the sponsor to visibility during the institutional campaign of the entire initiative MANTUA ITALIAN CAPITAL OF CULTURE 2016, for the entire duration of the event until December 2016, and in promotional campaigns of all official events of Mantua ITALIAN CAPITAL OF CULTURE 2016.

Here are some examples, intended as indications and not exhaustive:

- Great summer concert season in Piazza Sordello and Piazza Castello di Mantova
- Archipelago of Ocno by Joseph Grima
- Museo Urbano Diffuso in the city of Mantua
- Festival of Music 2016
- Main events at Palazzo Te (Brian Eno installation and concert, etc.)

In particular, GRANDE SOSTENITORE sponsors will be counted among the partners who contributed to making the initiative successful on the national level, working alongside the Municipality of Mantua in institutional and promotion communication with the label and position of "GRANDE SOSTENITORE" in the following instruments:

- presentation of the brand during institutional communication
- the brand's presence on the billboards and street furniture in the city of Mantua during "MANTUA CAPITAL OF ITALIAN CULTURE 2016" [signs, banners, billboards, etc.]
- the brand's presence on all institutional materials
- the brand's presence on promotional materials of all official events for MANTUA ITALIAN CAPITAL OF CULTURE 2016
- presence on the sponsor page of the official site [www.Mantova2016.it](http://www.Mantova2016.it)
- presence of the sponsor, with its own space, materials and products, in institutional information places (Info points, IAT).

They can also obtain up to ten gift tickets or invitations for major events (confirm within 3 days of the event)

Presence and opportunity to speak at press conference for event launches.

### **SOSTENITORE FORMULA**

This formula involves the possibility of a **contribution from € 10,000.00 to € 50,000.00 (VAT INCLUDED)**

Businesses that decide to be placed in this category are those who choose to be involved in the project Mantua Italian Capital of Culture 2016 with targeted forms of sponsorship targeted that constitute an intelligent opportunity aimed at communication toward well-defined targets.

A SOSTENITORE sponsor will have the possibility of:

- associating its philosophy and brand with the content and values promoted by Mantua Capital of Italian Culture 2016;
- promoting its image locally and nationally, thanks to the presence of the brand during the year of MANTUA CAPITAL OF CULTURE 2016;
- strengthening the perception of its commitment to cultural marketing with shareholders, customers and employees;
- reaching new and broader target groups;

### Visibility and Benefits

The contribution entitles the sponsor to visibility during the institutional campaign of the entire initiative MANTUA ITALIAN CAPITAL OF CULTURE 2016, for the entire duration of the event until December 2016, and in promotional campaigns for the main events of MANTUA ITALIAN CAPITAL OF CULTURE 2016.

Here are some examples, intended as indications and not exhaustive:

Great summer concert season in Piazza Sordello and Piazza Castello di Mantova  
Archipelago of Ocno by Joseph Grima  
Museo Urbano Diffuso in the city of Mantua  
Festival of Music 2016  
Main events at Palazzo Te (Brian Eno installation and concert, etc.)

In particular, SOSTENITORE sponsors will be counted among the partners who contributed to making the initiative successful on the national level, working alongside the Municipality of Mantua in institutional and promotion communication with the label and position of "SOSTENITORE" in the following instruments:

- the brand's presence on the billboards and street furniture in the city of Mantua during "MANTUA CAPITAL OF ITALIAN CULTURE 2016" [signs, banners, billboards, etc.]
- the brand's presence on all institutional materials
- the brand's presence on promotional materials of the main events for MANTUA ITALIAN CAPITAL OF CULTURE 2016
- presence on the sponsor page of the official site [www.Mantova2016.it](http://www.Mantova2016.it)

They can also obtain up to five gift tickets or invitations for main events (confirm within 3 days of the event)

Presence and opportunity to speak at press conference for event launches.

### **SPONSOR COMMITMENTS AND THE MUNICIPALITY OF MANTUA**

Subjects who present an expression of interest for one of the sponsorship formulas described will have as only one obligation: presenting the contribution offered.

The municipality of Mantua will contact potential sponsors who have submitted expressions of interest directly to define and formalise the sponsorship contract

### **SUBJECTS TO WHOM THIS NOTICE IS DESTINED AND CHARACTERISTICS OF THE EXPRESSION OF INTEREST**

Subjects to whom this notice for expressions of interest is addressed are businesses and individuals, companies, associations, institutions, foundations, cooperatives, and consortia (also temporary) that are interested in promoting their image through collaboration with the Municipality of Mantua in the manner indicated above.

Said subjects must have the general requirements pursuant to art. 38 Leg. D. n. 163/2006 to stipulate a contract with the

Public Administration.

Expressions of interest must be drawn up on headed paper and contain the following elements:

(a) contact details of the proposer (identification and fiscal information of the juridical subject proposer: company -

name, registered office, tax domicile, fiscal code/ VAT number, registration number in the business register, any administrative headquarters different from the registered office, addresses (including fax number and email address where all communications relating to the notice will be sent);

(b) personal identification data, tax code and position of the company's legal representative and of any signatory of the proposal if it should be a different person;

(c) a brief illustration of the business;

D) the commitment to assume all responsibilities and obligations set forth in current legislation in force regarding sponsorship;

e) acceptance of a formula of sponsorship reported in this notice (Main Sponsor-

Grande Sostenitore- Sostenitore) with the amount that the business intends to offer written in figures and words;

f) a statement (**using annex 1 to this notice**) wherein the legal representative declares that the proposing subject:

1. Possesses the general requirements to stipulate contracts with the PA established by Art. 38 of the Leg. D. 163/2006 by the sponsor;

2. Has fully complied with all fiscal obligations and tax measures set forth by current legislation;

3. Has fully complied with rules governing the employment of people with disabilities;

4. Is not subjected to insolvency procedures and is not in a state of liquidation;

5. Is not affected by impediments arising from anti-mafia legislation or by submission to prevention measures

The application must contain a photocopy of the identification document of the legal representative or of the person undersigning the proposal, if it is a different person.

#### **HOW TO SUBMIT EXPRESSIONS OF INTEREST**

Expressions of interest should be sent through the postal service or with similar services, or may be hand delivered to the Contracts Office of the Municipality of Mantua, Via Roma 39, ground floor, (Opening hours: 9am-12pm from Monday to Friday, 2 to 4pm Monday, Tuesday and Thursday).

The delivery of the application by post remains at the sole risk of the sender.

The sealed envelope must bear on the outside the name of the applicant and its address with the words:

**"PUBLIC NOTICE FOR THE EXPRESSION OF INTEREST FOR FINANCIAL SPONSORSHIP PROPOSALS TO SUPPORT THE INITIATIVES OF "MANTUA ITALIAN CAPITAL OF CULTURE 2016"**

#### **PRIVACY POLICY**

Pursuant to for the effects of Art. 13 of Law 196/03, personal data will be processed, also with computer tools, exclusively within the framework of the procedure for which they are collected. Process manager: Dr. Annamaria Sposito, Director of the General and Institutional Affairs Sector of the Municipality of Mantua.

#### **ADVERTISING**

This notice is published in the Albo Pretorio Comunale and on the organisation's institutional website.

Mantua 16/05/2016

IL DIRIGENTE  
Dott.ssa Annamaria Sposito



Annex n. 1

Dear

Municipality of Mantua

**SUBJECT: SEARCH FOR FINANCIAL SPONSORSHIP PROPOSALS TO SUPPORT THE INITIATIVES OF "MANTUA ITALIAN CAPITAL OF CULTURE 2016"**

I, the undersigned ....., born  
in.....on.....in my quality  
of.....(possibly) full/special power of attorney n.....of  
....., authorised to legally represent the  
Company....., legal  
form.....tax code .....

VAT number ..... with main offices in .....

Street/P.zza.....n.....phone.....

.....Fax (mandatory)  
.....

With regard to the public notice of the Municipality of Mantua, for the acquisition of expressions of interest for proposals for financial sponsorship referred to the subject, in accordance with the provisions of Presidential Decree n. 445/2000, including art. 47 sub-paragraph 2, *and* aware of the criminal penalties provided for by art. 76 of the same Decree for the hypotheses of forgery *and* false declarations specified therein and, also aware that benefits resulting from the measures may be revoked on the basis of untruthful declarations,

**HEREBY DECLARE**

1. that I do not find myself in any of the causes of exclusion from general award procedures provided for by art. 38 of Leg. Decree 163/2006 ( possible annotations: \_
2. that I am not in debt with the Municipality of Mantua;
3. that I have complied with the rules governing the recruitment of disabled people (possible annotations: \_
4. that I am not subjected to insolvency procedures and not in a state of liquidation;
5. that I am in the condition of absence of obstacles arising from anti-mafia legislation from submission to preventive measures;

Date\_ \_

**Signature  
of the Legal Representative**

Enclosures:

unauthenticated photocopy of the applicant's valid identification document.