

ATTENTION TO RESEARCH OF TECHNICAL SPONSORIZATIONS SUPPORTING THE SETUP AND IMPLEMENTATION OF AN INNOVATIVE CHRISTMAS TREE IN OCCASION OF THE 2018 CHRISTMAS FESTIVITIES.

OBJECT

The Christmas Tree is, together with the tradition of the Nativity scene, one of the most widespread Christmas customs. For the current year, the objective of Fondazione per la Cultura Torino is to evaluate the possibility of introducing innovations in the traditional Christmas Tree.

The innovative aspect has to be based on the valorization of the aspects related to the interactivity, the integrated use of social networks and the versatility of the lighting system.

The concept of the installation, while enhancing the aspects of innovation, must be in line with the theme of the festivities, and must respect the surrounding environment in the name of elegance and sobriety, so as to emphasize in a fully harmonious way the architectural characteristics of the spaces and places identified. The proposed aesthetic and lighting characteristics must be able to guarantee the elegance, sobriety and usability of the interactive features of the installation even during the daytime.

In order to cover any economic and/or technical needs, with the publication of this announcement, all citizens and the productive activities of the city's and national economic network are made aware that a sponsorship search has been activated with the aim of supporting this activity.

This notice is not mandatory for the Fondazione per la Cultura Torino, but it is intended to verify the availability of public and private entities to offer themselves as sponsors in support of the preparation of an Innovative Christmas Tree for the 2018 Christmas Festivities.

With these subjects, upon conclusion of the procedure provided for in this notice, the Administration may conclude a sponsorship contract.

The sponsorship contract will regulate the relations between the parts and will have a maximum duration until 10 January 2019, different durations may be agreed between the parties.

Fondazione per la Cultura Torino has identified the following form of sponsorship called technique, through which the applicant is responsible for the installation and possible collection of subscriptions by third parties and companies interested in supporting the initiative (sponsors).

TECHNICAL SPONSORSHIP

The proposer must provide Fondazione per la Cultura Torino with the attached forms (Annex A):

a) Overall summary report of the project that includes and describes:

1. concept of the installation, artistic/creative value, in accordance with the theme of the festivities, with respect for the surrounding environment and in the name of elegance and sobriety, in such a way as to emphasize in a fully harmonic way the architectural characteristics of the spaces and places used. The project must comply with the characteristics required in the market consultation published on the website of Fondazione per la Cultura Torino under the heading "Tenders and Notices";
2. an indication of the materials that will be used;
3. implementation times (time schedule);
4. the size of the installation and the relative technical structures and their positioning;

5. the value of the sponsorship, to be quantified using the economic framework attached to the application, including the amount of the installation, the cost of assembly / disassembly, surveillance and any other macro item related to the implementation of the project.
6. the sketches/renderings of the luminous installation inserted in the urban context, which shows in particular the respect and enhancement of the architectural characteristics of the sites involved, the use of its logo / brand / social region in the name of urban decorum, elegance and sobriety;
7. the indication of the sponsors who will contribute to the realization of the installation and description of the return of the image and visibility agreed.

In return for the technical sponsorship, Fondazione per la Cultura Torino guarantees an exploitation through the following communication and benefit plan.

IMAGE AND VISIBILITY RETURN

Inclusion of Logo/Brand in the whole Plan dedicated to the Christmas Project:

- Affixing the Sponsor's mark on all communication and advertising tools and materials produced during the validity and effectiveness of the Contract (for example: website, posters, posters, totems, etc.);
- The presence of an advertising page on the paper program printed and distributed in 40,000 copies;
- The presence of the Sponsor in press releases and the presence of the brand on the website dedicated to the event using banners/pop-ups and links to the company website;
- Logo insertion on roll-up/backdrop/cap/totem and any other communication tools in the venue of the event and press conference.

In addition to the above-mentioned, the sponsor will have the following opportunities:

• Presence / Interventions representatives

- Intervention of an institutional representative of the company at the Press Conference;
- Insertion of an institutional page of the company in the Press Kit;
- Intervention of an institutional representative of the company, next to the Mayor and/or representatives of the city administration at the lighting of the Tree;

• Activities on Social Media

- Realization of a social campaign with the publication of dedicated messages;

• Tree visibility

- Possibility of displaying the logo/brand on the installation, cyclically and with a guaranteed number of daily steps. Times and methods to be agreed upon.

• Additional activities

- Possibility of studying and developing customized initiatives to promote the visibility of the Sponsor (for example: opening organization with the production of a dedicated event);
- Possibility to realize interactive activities dedicated to the Sponsor through the technology that will be used.
- Distribute information material, promotional or commercial during the event with your own staff (brochures, paper material, gadgets ...)

MODALITIES AND SUBMISSION TERMS

The sponsorship proposal(s) drawn up in Italian according to the scheme prepared by Fondazione per la Cultura Torino (Annex A of this notice), signed by the proposer or their legal representative and accompanied by a copy of the applicant's identity document pursuant to Presidential Decree 445/2000, must be sent in a sealed envelope to Fondazione per la Cultura Torino no later than 12.00 of 14/10/18 by certified mail of the National Postal Service or by an authorized delivery agency or other suitable means or delivered by hand on working days from 10.00 a.m. to 1.00 p.m. and from 2.00 p.m. to 4.00 p.m. (Monday to Thursday) in via Meucci, 4 - 10121 Turin - office 313 THIRD FLOOR.

The envelope with the protocol number and the date and time of receipt shall be considered authentic.

The delivery of the package remains at the exclusive risk of the sender, if for any reason, the package should not reach its destination within the time limit.

In the case of sponsorship, the envelope must bear the following wording:

"PROPOSAL ECONOMIC and/or TECHNICAL SPONSORIZATIONS SUPPORTING THE SETUP AND IMPLEMENTATION OF AN INNOVATIVE CHRISTMAS TREE IN OCCASION OF THE 2018 CHRISTMAS FESTIVITIES".

EVALUATION OF SPONSORSHIP PROPOSALS

The proposals received will be evaluated by a Commission composed of at least three members. The evaluation will consider the conditions provided for by art. 119 of Legislative Decree 267/2000 (pursuit of public interests, exclusion of conflicts of interest between public and private activities and achievement of cost savings). The proposals will be evaluated on the basis of their consistency with the public interest pursued by Fondazione per la Cultura Torino.

The Foundation reserves the right to request clarifications and additional information. In particular, Fondazione per la Cultura Torino reserves the right not to accept proposals in the event of situations of conflict of interest between public and private activities, possible damage to its image or activities, or for reasons of general inconvenience.

In any case, sponsorships concerning the following will be excluded:

- political, trade union, philosophical and religious propaganda;
- direct advertising or advertising related to the production or distribution of tobacco or alcohol;
- pornographic or sexually oriented material and gambling that generates disease or addiction;
- offensive messages, including expressions of fanaticism, racism, hatred or threats.

SPONSORSHIP AGREEMENT

The successful tenderer, by participating in this Notice, commits himself to signing the sponsorship contract within the term indicated by the Fondazione per la Cultura Torino in the communication letter. Any form of transfer, even partial, of the contract will be prohibited.

PROCESSING OF PERSONAL DATA

Pursuant to and in accordance with REGULATION (EU) 2016/679 in force since 25 May 2018, Fondazione per la Cultura Torino informs you that in this Foundation there are paper and/or computerised databases in which your personal data are stored and that this collection is exclusively for the purpose of fulfilling contractual obligations following the provision of services. Furthermore, for this purpose, this Foundation uses the services of CSI Piemonte as the data centre of the City of Torino. The data provided will not be transferred to third parties except as indicated below and their treatment remains within the EU.

The FCT also declares that the personal data will not be communicated to third parties; the interested may avail themselves, where applicable, of the rights of access (art. 15), rectification (art. 16), cancellation (art. 17), limitation (art. 18), notification (art. 19), portability (art. 20), opposition (art. 21). The FCT does not use modalities of treatment based on automatic decision-making processes (Art. 22). All rights can be exercised at any time using the contact details below.

The Data Controller is Fondazione per la Cultura via Meucci 4, 10122 Torino. It is possible to contact the Data Protection Manager - e-mail rpdp-privacy@comune.torino.it. As a last resort, in addition to the administrative or jurisdictional safeguards provided, a complaint to the Guarantor Authority is also admissible, in the event that the treatment is deemed to be in violation of the Regulation cited.

RESPONSIBLE OF PROCESSING

The Process Manager is Dott.ssa Angela La Rotella, Secretary General for Fondazione per la Cultura Torino

INFORMATION

Interested parties may obtain further information on the procedure by contacting Fondazione per la Cultura Torino - at the following telephone numbers 011/01133915 – 011/01134408 at the following e-mail address fondazioneperlaculturatorino@comune.torino.it

DISPUTES

All disputes shall be settled by the Court of Torino.

Fondazione per la Cultura Torino

