

**PUBLIC NOTICE FOR EXPRESSIONS OF INTEREST FOR SPONSORSHIP OF THE  
1<sup>st</sup> EDITION OF THE ITALIAN LITERATURE FESTIVAL IN SAN FRANCISCO  
“LA PIAZZA”**

**April 10-13, 2026**

**1. Subject of the Sponsorship**

The Italian Cultural Institute of San Francisco, with this public notice, opens the call for expressions of interest to sponsor the first edition of **La Piazza**, the Italian Literary Festival in San Francisco, which will be held April 10 - 13 in San Francisco, Davis, Berkeley, and Stanford.

Presented by the Italian Cultural Institute of San Francisco and Librai in Corso, under the auspices of the Consulate General of Italy in San Francisco and with the support of CEPELL – Centro per il libro e la lettura, **La Piazza** is the first Italian literary festival in San Francisco, dedicated to the promotion of new Italian writers to the Bay Area audience, contributing to the dissemination of contemporary Italian literary culture, thus celebrating the country's rich literary tradition.

**La Piazza** is aimed at a diverse audience that includes professionals and scholars in the field and, as well as the ever-growing number of international enthusiasts of Italian culture.

Expressions of interest may concern sponsorships of a **financial nature** (in the form of economic contributions) and of a **technical nature** (direct provision of services and supply of goods). It is also possible to submit applications that include both forms (partly financial and partly technical).

**Four sponsorship opportunities are available:**

SPONSOR BENEFITS	FRIEND \$500-\$999	DONOR \$1,000-\$2,499	PARTNER \$2,500-\$4,999	SPONSOR \$5,000 +
Recognition on the event pages on <a href="http://www.lapiazzasanfrancisco.com/">http://www.lapiazzasanfrancisco.com/</a> and <a href="https://iicsanfrancisco.esteri.it/en/">https://iicsanfrancisco.esteri.it/en/</a>	•	•	•	•
Recognition on digital promotional channels (e-newsletters & social media)	•	•	•	•
Company logo on event signage (roll ups, step and repeat, flyers, posters, postcards)	•	•	•	•
Acknowledgement on all press releases	•	•	•	•
Company logo on <a href="http://www.lapiazzasanfrancisco.com/">http://www.lapiazzasanfrancisco.com/</a> and <a href="https://iicsanfrancisco.esteri.it/en/">https://iicsanfrancisco.esteri.it/en/</a>		•	•	•
Company logo on event interstitials projected on stage		•	•	•

Five social media mentions during the festival			•	•
Recognition from the podium at all events			•	•
Exhibit space for company-branded giveaways or membership materials			•	•
Brand reel played at the start of each event				•
Recognition at all receptions				•
Invitation to a private dinner event with writers				•

## 2. General Participation Requirements

All public or private entities, professional firms, companies and businesses, associations, foundations, and any other entity wishing to promote their image through collaboration with the Italian Cultural Institute San Francisco by sponsoring the festival are eligible to submit a sponsorship offer.

## 3. Sponsor Requirements

- Consistency with public interests;
- Absence of conflict of interest between the public and the private activity subject to sponsorship or advertising;
- Absence of prejudice or damage to the image of the Italian Cultural Institute San Francisco and/or its initiatives;
- Absence of disputes with the proposing administration;
- Absence of prejudicial or limiting situations that are detrimental to or limit contractual capacity.

## 4. Terms and Conditions for Submitting Expressions of Interest

Interested parties should submit their expression of interest to the Italian Cultural Institute San Francisco at the following email address: [iicsanfrancisco.eventi@esteri.it](mailto:iicsanfrancisco.eventi@esteri.it) with the subject line: *Expression of interest in sponsoring "La Piazza 2026,"* preferably by **February 15, 2026**.

For further information and clarification on the initiative, please contact the sponsorship coordinator at +1 415-788-7142 or at the following email address: [iicsanfrancisco.eventi@esteri.it](mailto:iicsanfrancisco.eventi@esteri.it).

The expression of interest, duly signed, must include:

- The full name of the applicant and/or the company/association/foundation name;
- An indication, even general or approximate, of the goods and/or financial contribution that the applicant intends to offer to the Italian Cultural Institute San Francisco for the purpose of the sponsorship;
- A declaration of having read and accepted the sponsorship conditions set out in this notice;

- A declaration that there are no conditions preventing the applicant from contracting with the Public Administration, nor any other situation considered by law to be prejudicial or limiting of contractual capacity, and the absence of grounds for exclusion of an economic operator from participation in a procurement or concession procedure as provided for in Article 94 of Legislative Decree 36/2023.

## **6. Evaluation of Expressions of Interest**

Expressions of interest for sponsorship will be evaluated by a special commission composed of officials from the Italian Cultural Institute San Francisco and the Consulate General of Italy in San Francisco.

Expressions of interest for sponsorship are not to be considered binding for the Italian Cultural Institute San Francisco (spousee) for the purpose of formalizing the contract. In particular, the Institute reserves the right, at its sole discretion, not to accept proposals that, due to the nature of the sponsorship or if the sponsor's activities, are deemed incompatible with the institutional role of the Institute itself. The Institute also reserves the right to refuse any sponsorship that is not considered consistent with the purposes of the initiative.

## **7. Sponsorship contract**

The director of the Italian Cultural Institute San Francisco, after evaluating the applications received, will propose the signing of specific sponsorship contracts for those deemed most suitable.

## **8. Personal data processing**

Pursuant to EU Regulation 2016/279, Legislative Decree 196/2003 and subsequent amendments and additions, the applicants consent to the processing of their personal data exclusively for administrative and accounting management purposes. The data controller is the Italian Cultural Institute San Francisco.

San Francisco, December 17, 2025

CONSUL GENERAL  
Massimo CARNELOS