



## **PUBLIC NOTICE FOR THE SEARCH OF SPONSORS FOR THE PROJECT OF NAMING RIGHTS SINGLE BUS LINE PORTOFINO**

### **1. Promoter**

**Azienda Mobilità e Trasporti S.p.A.**, having its registered office in via Leonardo Montaldo 2, 16137 Genova – Tax code, VAT and registration number in the Business Register of Genova 037 839 30 104 – Telephone number: 010 5582205 – PEC:

[garecontratti@pec.amt.genova.it](mailto:garecontratti@pec.amt.genova.it)

This notice, in no way binding on the administration, is intended to verify the existing availability of public or private entities.

Sole Project Manager Vania Gallione C.F. GLLVNA68B64D969E

### **2. Definitions**

‘Sponsorship contract’ means a bilateral contract in which the promoter (AMT) offers, as part of its initiatives, to a third party (sponsor), who agrees to pay a certain amount of money, the opportunity to publicize its corporate name, logo and brand.

‘Sponsorship’ means any contribution of money from a third party, free of charge, for the purpose of promoting its corporate name, logo, brand, products and services in order to promote the customization project of the 782 line Portofino Santa Margherita Ligure that AMT S.p.A. undertakes to complete within the time frame and as set out in Chapter 4 of this notice.

‘Sponsor’ means the entity that intends to enter into a sponsorship contract.

Art. 19 of the Contract Code shall apply.

### **3. Subject of the sponsorship**

The sponsorship, on an exclusive basis, will concern the project of the entire decoration of all electric vehicles on the 782 Line Portofino - Santa Margherita Ligure as well as the naming of the line which will become line 782 “sponsor or brand name”. Enclosed is the explanatory document of the sponsorship.

### **4. General commitments of AMT**

To the entity identified as the sponsor, AMT guarantees in general terms:

(a) Acquisition of Project Partner status: AMT shall mention the sponsor as a Project Partner in press releases, presentations and when the Project is discussed. The sponsor may refer to itself as a Partner of AMT in its own communications concerning the Project.

(b) Logo Presence:

- AMT shall include the sponsor’s logo in the information materials created in which the 782 Line is mentioned (e.g. brochures)

- AMT shall insert the sponsor's logo within the ADV campaigns (internal external bus posters, web, App) created to make its passengers aware of the 782 Line.
- (c) Press Conference:
- Sponsor's presence as a Partner at the press conference launching the Project.
  - Inclusion of its own press release in the press kit.
- (d) Publicity activities on the line:
- For the duration of two years, the partner will have the opportunity to fully set up all electric vehicles on Line 782 (Portofino – Santa Margherita Ligure). All expenses of setting up and dismantling shall be borne by AMT. The layout will need to be approved by AMT.
- (e) Communication:
- Announcements will be made in underground stations and on AMT vehicles about the initiative.
  - Communication campaign on all AMT vehicles (approximately 800 vehicles)
  - Communication campaign on vertical systems and at company ticket offices
  - Radio commercials
- (f) AMT social channel:
- AMT shall inform its passengers of the initiative also by means of its social channel Youtube, FB and Telegram

AMT commits to:

- (g) Launch Line 782 with electric vehicles only (8 vehicles with a length of 8 metres) as per attached documentation;
- (h) Conclude the customizations by December 2023 or first quarter of 2024 (to be agreed with the Partner);
- (i) Customize a 24-metre long carriage of the underground in Genoa with the visual materials of the sponsor by December 2023 or first quarter of 2024 (to be agreed with the Partner);

## 5. Elements of the sponsorship agreement

The relationship between AMT and the sponsor shall be governed by separate contracts entered into in accordance with the current regulations.

The consideration to be guaranteed by the sponsor to AMT is a minimum of 950.000,00 EUR + VAT, subject to a better bid; the duration of the sponsorship agreement shall be for 24 months from the time of completion of the decorations of the vehicles of Line 782.

The consideration is to be paid to AMT in four tranches as follows:

- 1<sup>st</sup> tranche at the project go-live;
- 2<sup>nd</sup> tranche after 4 months from go-live;
- 3<sup>rd</sup> tranche after 8 months from go-live;
- 4<sup>th</sup> tranche after 12 months from go-live;

Any other elements not provided for in this notice may be defined between the sponsor and AMT S.p.A.

## 6. Categories of eligible entities

Public and private entities, individually or collectively, are eligible to submit sponsorship proposals, according to the procedures detailed in this notice.

**It should be noted that the participation of economic operators from non-EU countries is ruled by Art. 49 of Legislative Decree No. 50/2016.**

## 7. Participation requirements

- Subjective requirements of a general nature pursuant to Art. 80 of Legislative Decree 50/2016.
- CCIAA registration for the activities covered by the procedure. A citizen of another Member State not residing in Italy is required to provide proof of registration, in accordance with the procedures in force in the State of residence, in one of the professional or commercial registers referred to in Annex XVI of the Code, either by means of affidavit or in accordance with the procedures in force in the Member State in which he/she is established or by means of a certification, under his/her own responsibility, that the certificate produced has been issued by one of the professional or commercial registers set in the country in which he/she is resident. *In the case of a Temporary Grouping of Companies or other forms of association as listed above, this requirement is to be possessed individually by each grouping.*

## 8. DOCUMENTS REQUIRED FOR EXPRESSING INTEREST and TERMS OF SUBMISSION

Interested economic operators are invited to express interest by submitting via the online Platform the following documents, duly completed and signed:

1. **Application for expression of interest** written on the attached form or otherwise containing the same information;
2. **Technical Report**, from which a complete and detailed description of the sponsorship project offered is presented, in accordance with the stated requirements, with a maximum of 4 pages
3. **Substitutive declaration made pursuant to Articles 46 and 47 of Presidential Decree 445/2000 certifying:**
  - i. Registration in the Business Register at the Chamber of Commerce or in a similar register of the State of residence (if foreign entrepreneur) showing at least: the names of the representatives of the entity, their powers, the duration of their office, the corporate purpose of the entity and the date of incorporation. This declaration may be made in accordance with the contents of the attached form "SUBSTITUTE DECLARATION OF CCIAA".
  - ii. The non-existence of the causes of exclusion referred to in art. 80 of Legislative Decree 50/2016 with reference to all the entities indicated in art. 80, paragraph 3, of the same Legislative Decree 50/2016, with an indication by name of the entities to whom the declarations refer. To this end, the completion of the attached model "DGUE" and "INTEGRATIVE DECLARATIONS TO THE DGUE" is requested.

## 6. Exclusions and rejection of sponsorships

1. Private entities/businesses/companies/associations/bodies that do not meet the requirements of Article 89 of the Code are excluded from sponsorship contracts.
2. Also excluded are those who have ongoing disputes of a legal or judicial nature with AMT SPA.
3. The absence of grounds for exclusion referred to in the preceding paragraphs shall be ascertained during the bidding process on the basis of the substitute declarations attached to the bid as well as verified against the successful bidder prior to the signing of the relevant contract, by the Person in charge of the procedure.
4. AMT SPA, in its sole discretion, reserves the right to reject any offer of sponsorship if, also as a result of subsequent verifications:
  - A. it perceives a conflict of interest, even potential, between the public activity of AMT SPA and that of the sponsor;
  - B. it perceives potential harm or damage to its image or to its own initiatives or activities.
5. Also excluded, in addition to sponsorships having as their object publicity, even in an indirect form, prohibited in whole or in part according to the regulations in force, those having as their object the purposes listed below by way of indication and not exhaustive:
  - A. of propaganda of a political, trade-union, philosophical or religious nature;
  - B. of spreading offensive messages, or expressions of bigotry, racism, hatred or threats;
  - C. of promotion, marketing and/or use of weapons;
  - D. of messages pertaining to gambling or the production, distribution and consumption of tobacco or drugs, pornographic or otherwise sexually oriented material, medicines or medical treatment;
  - E. of messages harmful to the right to privacy and health, human dignity, workers' rights and consumer protection or environmental protection.

#### **7- Evaluation of the proposals**

The sponsorship bids received will be evaluated, in a confidential manner, by a committee expressly established.

The sponsor will be identified from among the participants who have offered the highest consideration to be paid to AMT. In the event of a tie between two or more participants, a further bid will be made with respect to the consideration offered in the first instance. In the outcome of the evaluation of the bids, AMT will proceed to invite the entity identified as a sponsor and to the drafting of the sponsorship contract.

The performance of this search procedure shall not constitute an obligation for AMT to enter into a contract, and under no circumstances shall applicants be entitled to any compensation, remuneration, reimbursement or allowance for submitting the proposal.

#### **8. Method of submission of the sponsorship proposal**

The procedure will be carried out entirely online (pursuant to Article 58 of the Public Contracts Code) through the e-procurement platform "Ongoing Public Notices" established by AMT and available at the web address:

<https://appalti.amt.genova.it/>

Bidders are invited to read the manual for the use and submission of electronic applications and bids available in the "instructions and manuals" section and in the

[https://appalti.amt.genova.it/PortaleAppalti/it/ppgare\\_doc\\_accesso\\_area\\_riserv.wp](https://appalti.amt.genova.it/PortaleAppalti/it/ppgare_doc_accesso_area_riserv.wp) section of the online platform

1. **Registration manual**

[https://appalti.amt.genova.it/PortaleAppalti/resources/cms/documents/Modalita\\_tecni\\_che\\_utilizzo\\_piattaforma\\_e\\_accesso\\_Area\\_Riservata.pdf](https://appalti.amt.genova.it/PortaleAppalti/resources/cms/documents/Modalita_tecni_che_utilizzo_piattaforma_e_accesso_Area_Riservata.pdf)

2. **Bid submission manual**

[https://appalti.amt.genova.it/PortaleAppalti/resources/cms/documents/Presentazione\\_Offerte\\_Telematiche.pdf](https://appalti.amt.genova.it/PortaleAppalti/resources/cms/documents/Presentazione_Offerte_Telematiche.pdf)

For the use of the online mode of submission of applications, it is necessary for the Economic Operator:

- ✓ To be in possession of a valid digital signature of the entity signing the application and bid;
- ✓ To be in possession of a certified electronic mail (PEC) box;
- ✓ To register with the online bidding platform that can be reached at the following address:  
[https://appalti.amt.genova.it/PortaleAppalti/it/ppgare\\_doc\\_accesso\\_area\\_riserv.wp](https://appalti.amt.genova.it/PortaleAppalti/it/ppgare_doc_accesso_area_riserv.wp) thus obtaining a username and password to access the economic operator's reserved area;
- ✓ once the credentials to access the online platform have been obtained, access the restricted area and from the section "tenders and procedures in progress", select the **Notice** of interest and select the item "submit application"

Warning regarding access to the online portal.

- ✓ In order to best upload documentation to the Procurement Portal only one computer station must be connected using one browser at a time. At the end of each session remember to "logout";
- ✓ All files are uploaded in session (a kind of "temporary memory" of the server) and are not saved permanently until the "Save Documents" key is pressed;
- ✓ In the case of temporary groupings, at least the group leader must be registered on the portal, but it is necessary that both agent and principal(s) enter their tax identification number and PEC in the appropriate field.

**Only applications received no later than**

12:00 p.m. on July 31, 2023

**will be taken into consideration.**

**Information:** Information pertaining to this procurement should be requested through the online portal.

Clarifications made by the contracting station, as well as answers to questions of particular interest to all participants will be announced on the portal by public notice provided they are received within six day prior to the deadline for submission of applications.

It shall be therefore the responsibility of the competitors to access the platform periodically to check for any updates, without being able to object if they are not consulted.

Requests for clarification shall be made exclusively in Italian. Telephone clarifications are not permitted.

Any temporary problems in the use of the online platforms shall be promptly reported to the contracting station; otherwise, the contracting station declines all responsibility for late or non/delivery of communications.

**Acceptance of this notice shall not constitute a commitment on the part of the candidate and shall not bind AMT in any way**

**AMT may also refrain from sending requests for bids**

**Outcome:** the outcome of the procedure will be published on the AMT website

[https://appalti.amt.genova.it/PortaleAppalti/it/ppgare\\_bandi\\_scaduti\\_lista.wp](https://appalti.amt.genova.it/PortaleAppalti/it/ppgare_bandi_scaduti_lista.wp)

**This notice was published on:**

(a) AMT Customer profile

[https://appalti.amt.genova.it/PortaleAppalti/it/ppgare\\_avvisi\\_lista.wp](https://appalti.amt.genova.it/PortaleAppalti/it/ppgare_avvisi_lista.wp)

(b) [appaltiliguria.regione.liguria.it](http://appaltiliguria.regione.liguria.it)

[www.appaltiliguria.regione.liguria.it](http://www.appaltiliguria.regione.liguria.it) – in the public section “Notices”

(c) online public notice board of the City Council of Genoa

<http://www.comune.genova.it/pages/albo-pretorio-line-pubblicazione-e-consultazione-atti-e-provvedimenti>

(d) one national daily newspaper;

(e) four international newspapers: The New York Times, Wall Street Journal, The Times, Khaleej Time.

#### **FINAL PROVISIONS**

AMT reserves the right not to follow up on the procedure for the service assignment in question without the applicants having any claim for compensation or indemnity for expenses incurred, not even for loss of earnings or costs related to the submission of the expression of interest.

**Adherence to this notice shall not constitute a commitment on the part of the applicant and shall not bind AMT in any way.**

Interested parties, in their direct interest, are invited to view and visit the above-mentioned Principal’s website periodically for any “erratum” and/or clarification and/or information related to this notice.

