



Invitation to Express Interest  
Corporate Hospitality Sales Agent –  
United Kingdom

1. Introduction.....	3
2. The Selection Process .....	3
3. Submissions of Expression of Interest .....	3
4. Required Information and Documentation.....	4
5. Legal Provisions .....	5
Appendix 1: Statement of Undertaking .....	7

## 1. Introduction

UEFA EURO 2020™ will be held in twelve (12) host cities across Europe in June and July 2020. UEFA, together with any of its subsidiaries, wishes to select a company(ies) to act as its sales agent(s) for the UEFA EURO 2020™ official corporate hospitality programme in the United Kingdom. For such purposes, UEFA intends to issue a request for proposal ("RFP").

## 2. The Selection Process

The process for the selection of a company(ies) to act as UEFA's sales agent(s) for the UEFA EURO 2020™ official corporate hospitality programme in the United Kingdom, as currently planned, is divided into two-phases:

- ✳ Phase 1 – Invitation to Express Interest: the initial, pre-RFP phase during which UEFA collects information regarding the candidate(s) based on which it evaluates eligibility of such candidate(s) to participate in Phase 2;
- ✳ Phase 2 – The RFP: the RFP process for the selected candidate(s) and/or any other entities invited by UEFA, during which UEFA will evaluate proposals and subsequently select and appoint a qualified company to provide the required services for UEFA EURO 2020™.

All participants in the RFP will receive the RFP document, which will set forth all applicable terms and conditions for the RFP. To give each candidate(s) an overview of the timing and further proceedings, UEFA has put into place the following RFP process plan (which may be subject to change at any time, as deemed necessary by UEFA):

Publication of this invitation to express interest	29.03.2018
↓	
Candidate(s) express interest	16.04.2018
↓	
Selected entity(ies) receive the RFP document	20.04.2018
↓	
Selected entity(ies) submit their offers	07.05.2018
↓	
Evaluation and selection of successful candidate	June 2018

## 3. Submissions of Expression of Interest

In order to be considered eligible to participate in the RFP, interested candidate(s) shall respond to this ITEI by submitting the relevant information and documentation as set out below.

Candidate(s) shall submit to UEFA an official letter, on headed notepaper and in English (the "Letter") expressing their interest in participating in the RFP process and requesting the RFP document, no later than on 16 April 2018. The Letter shall include the following supporting information:

- ✧ Full details of the return address and contact person for all matters in connection with this ITEI;
- ✧ All of the information/documents (in English) required in Section 4 below entitled "Required information and documentation"; and
- ✧ The "Statement of Undertaking" in the form provided in Appendix 1 below, duly signed by an authorised representative.

The Letter with all supporting information and documentation must be sent by email to the following addresses by no later than **17.00 CEST on 16 April 2018**:

[hospitalityrfp@uefa.ch](mailto:hospitalityrfp@uefa.ch)

For general queries, please contact:

Magdalena Mazany

[Magdalena.mazany@uefa.ch](mailto:Magdalena.mazany@uefa.ch)

+41 22 707 26 12

Incomplete submissions which do not include all of the above information and/or documentation will be rejected by UEFA. Upon receipt of the Letter with all required supporting information and documentation, UEFA shall determine, at its sole discretion, if it requires further information/documentation or clarification from any or all of the candidate(s).

In such cases, UEFA reserves the right to contact the relevant candidate accordingly and to request that they provide such additional information/documentation.

UEFA, at its sole discretion, will decide which candidate(s) are qualified to participate in the RFP process and such qualified candidate(s) will receive the RFP document. Unsuccessful candidate(s) will be informed accordingly and UEFA shall not be obliged to give any reason for its selection or rejection.

#### **4. Required Information and Documentation**

Before selection of the candidate(s) that may participate in the RFP process and receive the RFP document, UEFA shall evaluate the eligibility of the candidate(s) based on the review of the following information and documentation (all documentation must be returned in English):

- ✧ Description of proven experience in the provision of the sales of hospitality packages in the United Kingdom;

NOTE: During the RFP process, UEFA reserves the right to request additional information/documentation as deemed necessary.

## 5. Legal Provisions

1. This ITEI does not constitute an invitation to make offers or an invitation to participate in the RFP, nor does it constitute the basis of any contract which may be concluded upon conclusion of the RFP process.
2. Information collected through this Invitation to Express Interest will be used by UEFA solely for its analysis and will not be disclosed to the public.
3. UEFA reserves the right to reject any and all submissions of expression of interest, amend or supplement any rules set up herein as well as to cancel part of or the entire selection process (and/or the RFP). If part of or the entire selection process is cancelled, it may be restarted at any time and any given interested candidate may or may not be invited to participate in the new selection process, at UEFA's absolute discretion.
4. UEFA has taken all reasonable care to ensure that any information provided by UEFA in relation to this ITEI, the RFP and/or the RFP document is accurate in all material respects. However, any such information is provided solely by way of explanation of the services which UEFA intends to use, and neither UEFA nor any of its representatives, agents or employees make any representation or warranty or accept any responsibility for the accuracy or completeness of any such information. Nor shall they be liable for any loss or damage suffered by any applicants in reliance on such information or any subsequent communication made by UEFA.
5. The candidate agrees that:
  - a. it (and its officers, employees, agents and advisers) shall keep confidential the terms of this ITEI and any information relating to affairs or business of UEFA which comes into its possession in relation to this ITEI and/or the RFP;
  - b. it shall not disclose confidential information (or any parts of it) to any third party without the prior written consent of UEFA, which may be given or withheld in its absolute discretion (save, where required by law);
  - c. it shall only be entitled to use confidential information for the purpose of the RFP; and
  - d. it shall not discuss the financial terms of the RFP with rival candidates.
6. Each candidate is responsible for all costs, expenses and liabilities incurred in the preparation of its Letter, any responses to requests for further information by UEFA and any negotiation with UEFA following receipt by UEFA of its Letter (whether or not an invitation to participate in the RFP is issued). UEFA shall bear no liability whatsoever in this respect.
7. Each candidate is strictly prohibited from making any form of public announcement or statement relating directly or indirectly to this ITEI, the RFP, UEFA, and/or any UEFA competition (whether it is invited to participate in the RFP or not) without the prior written consent of UEFA, which may be given or withheld in its absolute discretion.

8. The appointment of the company to provide the Services will be subject to such selected company and UEFA or any of its subsidiaries entering into a long-form agreement(s) provided by UEFA in due course, which shall contain the full terms and conditions of such appointment.
9. UEFA shall not be liable to any interested candidate for any costs or losses arising in connection the submission of information and documentation related to this Invitation to Express Interest.



## Appendix 1: Statement of Undertaking

Name of company: \_\_\_\_\_

Tax number: \_\_\_\_\_

Address: \_\_\_\_\_

Referred to hereinafter as the "Company", hereby expresses interest in participating in the RFP for a sales agent(s) for the UEFA EURO 2020™ official corporate hospitality programme in the United Kingdom and requests the RFP document from UEFA, and undertakes that:

1. No information provided nor representations made to UEFA are false, inaccurate or misleading;
2. None of the Company's representatives or employees shall make any form of public announcement or statement relating directly or indirectly to UEFA, the Invitation to Express Interest and/or the RFP to any media without the prior written approval of UEFA and that any non-compliance will lead to the penalty of being held responsible for any damages caused;
3. It (and its officers, employees, agents and advisers) shall keep confidential the terms of this ITEI and any information relating to the affairs or business of UEFA which comes into its possession in relation to this ITEI and/or the RFP, it shall not disclose confidential information (or any parts of it) to any third party without the prior written consent of UEFA, which may be given or withheld in its absolute discretion (save, where required by law) and it shall only be entitled to use confidential information for the purpose of the RFP;
4. All intellectual property and commercial rights in relation to UEFA, UEFA EURO 2020™, this Invitation to Express Interest and/or the RFP document belong exclusively to UEFA;
5. It is capable of and shall comply with all legal provisions contained in the ITEI or otherwise agreed in writing with UEFA;
6. UEFA shall not be held responsible for any costs, expenses and/or liabilities incurred in by the Company in the preparation and submission of the information and/or documentation in response to the Invitation to Express Interest and/or any responses to requests for further information by UEFA;
7. Any association with UEFA and/or UEFA EURO 2020™ in any manner whatsoever without UEFA's prior written approval is strictly prohibited;

8. UEFA shall not be required to invite the Company to participate in the RFP and reserves the right to organise any services related to the RFP itself, to re-open part of or the entire RFP process at a later stage or to cancel the RFP in its entirety;
9. This statement of undertaking and any related documentation shall be governed by and construed in accordance with the law of Switzerland. The place of jurisdiction shall be Nyon, Switzerland;

By submitting this Statement of Undertaking (where capitalised terms shall have the meaning as defined in the Invitation to Express Interest, unless otherwise defined herein), I/we confirm that I/we have read and understood the foregoing terms and conditions issued by UEFA regarding the process for the selection of a candidate(s) to provide sales agency services for the UEFA EURO 2020™ official corporate hospitality programme, and agree that the Company that I/we duly represent is/are bound by such terms and conditions.

Signature: \_\_\_\_\_

Name and Title: \_\_\_\_\_ Date: \_\_\_\_\_

Place: \_\_\_\_\_ Official Stamp: \_\_\_\_\_





UEFA  
ROUTE DE GENÈVE 46  
CH-1260 NYON 2  
SWITZERLAND  
TELEPHONE: +41 848 00 27 27  
TELEFAX: +41 848 01 27 27  
[UEFA.com](http://UEFA.com) [UEFA.org](http://UEFA.org)

---

WE CARE ABOUT FOOTBALL