



Invitation to express interest

UEFA EURO 2020
Corporate Hospitality Programme

1. Introduction

UEFA EURO 2020™ will take place in the summer of 2020 and will be hosted by 13 Host Cities across Europe. Building on the success of previous UEFA European Championships, UEFA is looking to provide corporations, businesses and individuals with a high quality and attractive hospitality offering at UEFA EURO 2020™ matches.

UEFA wishes to select one company to assist UEFA in its global Corporate Hospitality Sales and Marketing Programme for UEFA EURO 2020™. For such purposes, UEFA intends to organise a tendering process (“Tender”) covering two different possibilities for such assistance. These two different possibilities for the UEFA EURO 2020™ Corporate Hospitality Sales and Marketing Programme are:

- 1) Global Exclusive Sales and Marketing Rights; or
- 2) Global Exclusive Sales, Marketing and Production (including the organisation and provision of catering services) Rights.

Please note that candidates can express interest in one or both possibilities above.



2. The Selection Process

The process for the selection of a company to assist UEFA in its UEFA EURO 2020™ Corporate Hospitality Programme as outlined above, as currently planned, is divided into two-phases:

- Phase 1 – Invitation to Express Interest: the initial, pre-Tender 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 Tender: the tender 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.

All participants in the Tender will receive the Invitation to Tender document (“ITT”), which will set forth all applicable terms and conditions for the Tender.

To give each candidate(s) an overview of the timing and further proceedings, UEFA has put into place the following tender process plan (which may be subject to change at any time, as deemed necessary by UEFA):

Invitation to Express Interest published and/or sent to entity(ies)	07/09/2017
	
Deadline for entity(ies) to submit declaration of interest	20/09/2017
	
Selected entity(ies) receive the ITT and an invitation to an information session	22/09/2017

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Information session for selected entity(ies)	29/09/2017
Deadline for the selected entities to submit their offer to UEFA	02/11/2017
Potential presentations, in NYON, for shortlisted entities	14/11/2017
Potential appointment of entity(ies)	20/12/2017

3. Submissions of Expression of Interest

In order to be considered to participate in the Tender, interested candidate(s) shall respond to this Invitation to Express Interest 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 Tender and requesting the ITT. The Letter shall include the following supporting information:

- full details of the return address and contact person for all matters in connection with this Invitation to Express Interest;
- all of the information/documents (in English only) 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 from the interested entity.

The Letter with all supporting information and documentation must be sent by post and email to the following address and email addresses by no later than **6:00PM (CEST) on 20 September 2017**

MAGDALENA MAZANY / SEBASTIEN KLOTZ

UEFA

Route de Genève 46 – CH 1260 NYON 2

Magdalena.mazany@uefa.ch and Sebastien.klotz@uefa.ch

For general queries, please contact:

MAGDALENA MAZANY

UEFA Route de Genève 46 – CH 1260 NYON 2

Magdalena.mazany@uefa.ch

or

SEBASTIEN KLOTZ

UEFA Route de Genève 46 – CH 1260 NYON 2

Sebastien.klotz@uefa.ch

Incomplete submissions which do not include all of the above information and/or documentation will not be considered 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 Tender and such qualified candidate(s) will receive the ITT. 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 Tender and receive the ITT, UEFA shall evaluate the eligibility of the candidate(s) based on the review of the following information and documentation (all documentation must be provided in English):

- annual reports or key accounting figures from the last three years;
- proof of strong financial standing with up-to-date declarations from the inland revenue, national treasury department or other relevant governmental body;
- description of proven experience in the provision of:
 - Hospitality Sales and Marketing in connection with large international events; or
 - Hospitality Sales, Marketing and Production (including the organisation and provision of catering services) in connection with large international events.
- evidence of sufficient resources and appropriate infrastructure to provide the services;
- organisational chart with key personnel (must be English-speaking and adequately trained);

NOTE: During any part of the Tender, UEFA reserves the right to request additional information/documentation as deemed necessary, including but not limited to any guarantees.

5. Legal Provisions

1. This Invitation to Express Interest does not constitute an invitation to make offers or an invitation to participate in the Tender, nor does it constitute the basis of any contract which may be concluded upon conclusion of the Tender.
 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 and/or cancel part of or the entire selection process (and/or the Tender). 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 Invitation to Express Interest, the Tender and/or the ITT 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 Invitation to Express Interest and any information relating to the affairs or business of UEFA which comes into its possession in relation to this Invitation to Express Interest and/or the Tender;
 - 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 Tender; and
 - d) it shall not discuss the financial terms of the Tender 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 ITT 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 Invitation to Express Interest, the Tender, UEFA, and/or any UEFA competition (whether it is invited to participate in the Tender or not) without the prior written consent of UEFA, which may be given or withheld in its absolute discretion.
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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 with the submission of information and documentation related to this Invitation to Express Interest.

Appendix 1:

Phase 1 - Statement of Undertaking

Name of company: _____

Tax number: _____

Address: _____

Referred to hereinafter as the "Company", hereby expresses interest in participating in the Tender for the Corporate Hospitality Programme of UEFA EURO 2020™ 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 Tender 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 Invitation to Express Interest and any information relating to the affairs or business of UEFA which comes into its possession in relation to this Invitation to Express Interest and/or the Tender, 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 Tender;
4. all intellectual property and commercial rights in relation to UEFA, the Invitation to Express Interest and/or the Tender belong exclusively to UEFA;
5. it is capable of and shall comply with all legal provisions contained in the Invitation to Express Interest 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 or its competitions and events 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 Tender and reserves the right to re-organise any services related to the Tender, to re-open part of or the entire tendering process at a later stage and/or cancel part of or the entire selection process (and/or the Tender);
9. this Statement of Undertaking and any related documentation shall be governed by and construed in accordance with the substantive laws 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 selection of a candidate(s) to assist UEFA in the provision of the Corporate Hospitality Programme for UEFA EURO 2020™ and agree that the Company which I/we duly represent is bound by such terms and conditions.

Signature: _____

Name and Title: _____ Date: _____

Place: _____ Official Stamp: _____



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WE CARE ABOUT FOOTBALL