2020 UEFA Europa League Fan Festival and/or Celebration Party

Invitation to Tender
1. GLOSSARY OF TERMS

Standard terms in this ITT will be as follows:

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreement</td>
<td>means the long form agreement which shall be entered into between UEFA and the Successful Applicant to confirm and formalise the appointment of the Successful Applicant, as provided by UEFA upon provisional selection.</td>
</tr>
<tr>
<td>Applicable Law</td>
<td>means all applicable laws, regulations, rules, codes of practice, guidelines, directions, licences, certificates and decrees imposed or issued by law or any competent authority.</td>
</tr>
<tr>
<td>Applicant</td>
<td>means any legal entity that submits a Proposal in response to this ITT.</td>
</tr>
<tr>
<td>Celebration Party</td>
<td>means the celebration party which shall take place on 26 May 2020 in Gdańsk at the official venue which location will be decided ultimately by UEFA at its own discretion and will be communicated in due course.</td>
</tr>
<tr>
<td>Competition/UEL</td>
<td>means the UEFA Europa League™.</td>
</tr>
<tr>
<td>Commercial Partners</td>
<td>means any persons appointed from time to time by UEFA whether as sponsors, broadcasters, suppliers, licensees or otherwise officially associated with the Competition, through any designation granted by UEFA or any other persons granted commercial rights in respect of the Competition, by UEFA.</td>
</tr>
<tr>
<td>Confidential Information</td>
<td>means any information, data or material of a confidential or proprietary nature, relating to the business and affairs of UEFA, the Competition, the Final or any other UEFA's events of activities, or to the identity, business and affairs of the Commercial Partners, suppliers, agents or subcontractors which comes into the possession or knowledge of the Applicant as a consequence of, or in connection with the Services and which UEFA regards, or could reasonably be expected to regard, as confidential, whether or not such information is reduced to a tangible form or marked in writing as &quot;confidential&quot;, and any and all information which has been or may be derived or obtained from any such information.</td>
</tr>
<tr>
<td>Deal Principles</td>
<td>means the fundamental and non-negotiable provisions listed in Section 8 of this ITT which shall be included in the Agreement entered into between UEFA and the Successful Applicant, and which the Applicant, by submission of its Proposal and the Statement of Undertaking, confirms that it is capable of complying with.</td>
</tr>
</tbody>
</table>
Final means the final match of the UEFA Europa League™ 2019/20 due to be held in Gdańsk on Wednesday 27 May 2020.

Intellectual Property means any and all intellectual property rights of any nature anywhere in the world related to UEFA or any of its competitions, whether registered, registrable or otherwise (including but not limited to patents, trademarks, registered designs and domain names, applications for any of the foregoing, trade names, goodwill, copyright and rights in the nature of copyright, design rights, rights in databases, moral rights and know how).

ITT means this Invitation to Tender and all of its appendices.

LOC means ‘Local Organising Committee’ which consists of the Polish Football Association, the City of Gdańsk and any and all relevant local authorities.

Proposal means the binding offer made by the Applicant with the documentation submitted by the Applicant in response to this ITT in order to be considered in the Tender.

Services means the services to be provided by the Applicant in accordance with the information and rules set out in this ITT.

Statement of Undertaking means the Statement of Undertaking in the form provided in Appendix 1 of this ITT, which shall be signed by the duly authorised representative(s) of each Applicant and submitted with its Proposal.

Successful Applicant means the Applicant(s) appointed by UEFA for the provision of all or part of Services pursuant to the Agreement to be executed between such Successful Applicant(s) and UEFA.

TEAM means TEAM Marketing AG, UEFA’s marketing agency for club competition commercial matters.

Tender means the tendering process for the Services, in accordance and as set forth in this ITT.

UEFA means the Union des Associations Européennes de Football whose registered office is at Route de Genève 46, 1260 Nyon, Switzerland and shall include all of its subsidiaries including but not limited to UEFA Events S.A.

UES Fan Festival means the UEL Fan Festival which can take place at one of the two following locations in Gdańsk:

option 1: Targ Weglowy Street; or

option 2: Ołowianka;

and all relevant installation and dismantling dates, which is designed to provide a focal point for fans and visitors to
promote and celebrate the Final. The location will be decided ultimately by UEFA at its own discretion.

**UEFA Events S.A.** means the wholly-owned subsidiary of UEFA whose registered office is at Route de Genève 46, 1260 Nyon, Switzerland.

**UEFA Health & Safety Guide** means the standards contained at Appendix 6 in respect of health and safety which must be adhered to by the Successful Applicant during the provision of the Services and which shall be included in the Agreement entered into between UEFA and the Successful Applicant. The Applicant, by submission of its Proposal and the Statement of Undertaking, confirms that it is capable of complying with the UEFA Health and Safety Guide.

**UEFA Subsidiaries** means any entity formed or used by UEFA to assist in the organisation and/or administration of its events.

### 2. INTRODUCTION

The UEFA Europa League (UEL) is organised and administered by UEFA, the governing body for European football.

The purpose of this ITT is to identify and appoint one or two entity-ies to produce, provide, organise, operate and manage the UEL Fan Festival (A) and/or the Celebration Party (B), on a full-service solution basis resulting in the Successful Applicant(s) being considered as the production manager(s) of such events.

Therefore, the Applicants are requested to stipulate in their submission of proposal whether they are applying for the UEL Fan Festival, the Celebration Party or both events.

#### A. UEL Fan Festival

The UEL Fan Festival is the focal point of UEFA’s promotional activities for the two days it is open. It is made up of a number of football related exhibits, interactive activities and information displays that create a festive atmosphere to celebrate the final being in town. It plays a key role in taking the UEL beyond its traditional audience and in enhancing the experience of the travelling fans but mostly the local community. The UEL Fan Festival has been included to the 2015 UEL final programme and is now considered a major event in its own right. It is viewed by UEFA, the host city and the Commercial Partners as an opportunity for a new audience to engage with the brand – whether they have a ticket for the Final or not.

The main activities of the UEL Fan Festival will be located at one of these two possible locations that UEFA will ultimately decide at its own discretion:
- option 1: Targ Węglowy, Long market street where the annual Christmas market takes place; or
- option 2: Ołowianka (Open space next to Polish Baltic Frédéric Chopin Philharmonic centre).

All Applicants applying for the UEL Fan Festival are requested to submit a proposal for each location.
The Successful Applicant shall be responsible for obtaining and complying with any licence conditions or other conditions of use in respect of the proposed site for the UEL Fan Festival, in order that all Services can be provided as anticipated by this ITT.

- **Suggested Opening Times (to be ultimately approved by UEFA)**

  Tuesday 26 May 2020: 11.00 – 21:00;
  Wednesday 27 May 2020: 11.00 – 18.00.

The elements of the UEL Fan Festival to be taken into consideration by the Applicant are to be found below. The Successful Applicant will be asked to design, set-up, manage, operate, maintain and dismantle the various elements. Key information on the UEL Fan Festival site is detailed in Appendix 3 to this ITT.

- **Infrastructure:**

- **Trophy Booth**

  The UEL trophy will be on display for fans to view and get their picture taken with, and this is traditionally one of the biggest attractions at the UEL Fan Festival.

- **Main Pitch**

  The Proposal must include the installation of a 5 or 7-a-side pitch with temporary artificial turf safely and securely laid with a minimum of 30m x 20m in playing surface. The pitch should include 7-a-side goals, a safety net behind the goals, and pitch boards for Commercial Partners’ advertising with a minimum height of 900mm. Full specifications for the perimeter board advertising layout will be provided by UEFA by the deadline required by the Applicant.

  Pitch activities will include:
  - Skills sessions;
  - Community Football;
  - Grassroots tournaments;
  - Autograph signing sessions (if applicable);
  - Potential evening concept lounge with DJ and bar.

- **Commercial Partner Areas**

  The official sponsors of the UEL Final are: FedEx, Amstel, Enterprise, Hankook and Kia; that have full exclusivity in the UEL Fan Festival area. Each Commercial Partner will be invited, but is not obliged, to participate in the UEL Fan Festival and develop ideas and activities to enhance the overall feel of the UEL Fan Festival itself in accordance with the stipulated local health and safety regulations. In addition, UEFA will engage the host broadcaster of the Final to participate to the UEL Fan Festival for content and exposure of the activities.

  These activities will be designed to interact with the fans and shall be themed by the Commercial Partners to link their brand with the image of the UEL and the spirit of football. One of the Commercial Partners will create a merchandise concept for the UEL Fan Festival which will include the set-up of sales booths.
The Successful Applicant shall be the main point of contact for all Commercial Partners and their agencies with regards to production and onsite operations. The Successful Applicant will be the official event production manager to the local authorities, and be responsible for managing all licence submissions, insurances and permit requirements for all construction or installations and design proposed by the Commercial Partners as required by the city licensing department. The Successful Applicant will collect all Commercial Partner proposals in English or any other required language and submit these as part of the overall UEL Fan Festival licence application as required by any relevant local authorities.

As a minimum level of service to the Commercial Partners, the Successful Applicant will be responsible for the following:

- **Pre-production responsibilities**
  The Successful Applicant will be required to develop and present as soon as appointed a detailed project plan and related production and concept information to allow the Commercial Partners to develop their activities accordingly. Once the Commercial Partner concepts are approved by UEFA, the Successful Applicant shall manage the communication during the pre-production stage with all Commercial Partners/agencies to ensure all onsite requirements for Commercial Partner activations have been pre-ordered and available upon the Commercial Partners’ arrival onsite.

  More specifically, the Successful Applicant shall:
  - Review all Commercial Partner activation proposals with UEFA and TEAM;
  - Set up and communicate a rate card of costs of onsite services including:
    - Power (generators, transport, diesel, cabling);
    - Plant (forklift, cherry picker); and
    - Private security (if required for individual Commercial Partner activations);
  - Deliver and update regularly a master document for deliveries and production timelines for Commercial Partners in the timeframe specified by UEFA;
  - Provide on-going communication with Commercial Partners to ensure deadlines set are being met and provide the necessary support for the implementation of their activities; and
  - Report regularly to UEFA project team.

  Appendix 4 contains examples for reference of Commercial Partner activations from the UEL Fan Festivals held in Stockholm (2017) and Lyon (2018) respectively.

- **Onsite responsibilities**
  Once onsite the Successful Applicant will be required to manage the Commercial Partners’ requests for additional services and resolve any Commercial Partner issues with regards to technical or production concerns. This will require both a production management and client servicing approach.

- **Post Production**
  The Successful Applicant will be responsible for following up on any post event invoicing and administration directly with the Commercial Partners/agencies regarding any additional services provided to them via the rate card. UEFA will not be involved in these discussions.
- **Interactive Finalists’ areas**

The Successful Applicant should anticipate that both finalist teams should be represented at the UEL Fan Festival with their own dedicated area, comprising of team graphics. The area(s) should be interactive in order that fans of each club can get close to their team, take photos and enjoy being in their team’s environment. UEFA will be able to support the excitement of these areas with events such as club ambassador guest appearances, autograph sessions and distribution of club-branded items (if possible). Videos and club-specific music can add to the atmosphere.

However, in the event that the finalist teams are deemed as high risk following an evaluation by the Successful Applicant and the relevant host city authorities, they reserve the right to cancel or adapt any finalist-specific activities and inform UEFA accordingly. In such case, only neutral branding shall be used in the UEL Fan Festival.

- **Main Stage**

The Applicant must include in their Proposal a location for a main entertainment stage, including a standard festival lighting spec, audio and rigging together with general backline, monitors, microphones, DJ rig and all front of house technical equipment and crew as required by the spec.

The main stage must be a minimum of 9m x 7m and hold a prominent position within the overall UEL Fan Festival concept.

The Applicant should demonstrate in the Proposal exactly what type of stage, and all the technical audio and sound equipment that is being included in the budget as a basic music package including make and model numbers of each system. The below table is a guide to the basic equipment list required and event day crew. The Applicant should budget for the following items or as close to this basic set up as possible:

<table>
<thead>
<tr>
<th>STAGE</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Roofed stage</strong> (can be mobile) stage floor, min 9m00 wide x 7m00 deep, 1m80 height</td>
<td></td>
</tr>
<tr>
<td>Truck loading ramp attached to backstage</td>
<td></td>
</tr>
<tr>
<td>2 Portals left-right of stage for 2 - 5x3 m LED screen</td>
<td></td>
</tr>
<tr>
<td><strong>Roofed FOH</strong> position, min 4m00 wide x 4m00 deep</td>
<td></td>
</tr>
<tr>
<td>Mojo-barriers in front of the stage and around FOH position</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>SOUND</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PA Systems -preferred D&amp;B or similar</strong></td>
<td></td>
</tr>
<tr>
<td>D&amp;B Y8 NLT4</td>
<td>8</td>
</tr>
<tr>
<td>D&amp;B Y12 NLT4</td>
<td>4</td>
</tr>
<tr>
<td>D&amp;B Ysub NLT4</td>
<td>6</td>
</tr>
<tr>
<td>D&amp;B B6 NLT4</td>
<td>4</td>
</tr>
<tr>
<td>Rigging Systems</td>
<td>2</td>
</tr>
<tr>
<td>Chain Hoists 1t</td>
<td>4</td>
</tr>
<tr>
<td><strong>Fill</strong></td>
<td></td>
</tr>
<tr>
<td>D&amp;B Y10P NLT4</td>
<td>2</td>
</tr>
<tr>
<td>Category</td>
<td>Item Description</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-------------------------------------------------------</td>
</tr>
<tr>
<td><strong>FOH Console - preferable Yamaha</strong></td>
<td>Yamaha QL5 32/16 - or similar</td>
</tr>
<tr>
<td></td>
<td>Local digirack</td>
</tr>
<tr>
<td></td>
<td>Stage digirack</td>
</tr>
<tr>
<td></td>
<td>BNC Snake to link FOH &amp; Stage Racks</td>
</tr>
<tr>
<td><strong>Wedges</strong></td>
<td>D&amp;B M4</td>
</tr>
<tr>
<td><strong>Guitar Amplification</strong></td>
<td>Mesa Boogie Dual Rectifier Head</td>
</tr>
<tr>
<td></td>
<td>Mesa Boogie 4x12 Cabinet</td>
</tr>
<tr>
<td></td>
<td>Fender Twin Reverb</td>
</tr>
<tr>
<td><strong>Bass Amplification</strong></td>
<td>AMPEG SVT- 4 Pro</td>
</tr>
<tr>
<td></td>
<td>AMPEG SVT 8x10 Bass Cabinet</td>
</tr>
<tr>
<td><strong>Drums</strong></td>
<td>Yamaha Maple Custom</td>
</tr>
<tr>
<td></td>
<td>Cymbal stands</td>
</tr>
<tr>
<td></td>
<td>SABIAN Cymbals</td>
</tr>
<tr>
<td></td>
<td>Drum Carpet</td>
</tr>
<tr>
<td></td>
<td>Drum shield</td>
</tr>
<tr>
<td><strong>Dj set local</strong></td>
<td>CDJ-2000NXS2</td>
</tr>
<tr>
<td></td>
<td>DJM-900NXS2</td>
</tr>
<tr>
<td><strong>Wireless UHF (set)</strong></td>
<td>Shure / SM58</td>
</tr>
<tr>
<td></td>
<td>Shure / dual receiver</td>
</tr>
<tr>
<td><strong>Wire, Microphone Stands</strong></td>
<td>Mic set Big (Band)</td>
</tr>
<tr>
<td></td>
<td>Microphone stand</td>
</tr>
<tr>
<td></td>
<td>Power, Cables set</td>
</tr>
<tr>
<td><strong>LIGHTS</strong></td>
<td>Martin Rush MH3 beam or similar</td>
</tr>
<tr>
<td></td>
<td>Martin Rush MH 1spot or similar</td>
</tr>
<tr>
<td></td>
<td>Martin Rush MH6/MH2/LED wash or similar</td>
</tr>
<tr>
<td></td>
<td>Blinder 4x650W</td>
</tr>
<tr>
<td></td>
<td>Fresnel 1000w or similar</td>
</tr>
<tr>
<td></td>
<td>Led flood light, set (for backstage)</td>
</tr>
<tr>
<td></td>
<td>Light Mixer Chamsys MQ 80 or similar</td>
</tr>
<tr>
<td></td>
<td>HES, HOG 4</td>
</tr>
</tbody>
</table>
HES, F-100 Performance Smoke Generator | 1
Diffusion, Reel EFX DF-50 Hazer | 1
JEM, High Power Fan DMX 512 AF-2 | 2
DIMMER 24 Ch x 5 kW | 1
Vertical construction for lighting equipment | 4
All necessary cables, set | 2
Weatherproof fixture protector | set
Rigging equipment for lighting, set | 1

**VIDEO**

2piece x 5.00m x 3.00m outdoor LED screens, 5,2mm, res 960x540pixels
MediaServer
ChainMaster, Electric Chain Hoists, 1t 6

**SHOW DAY CREW**

<table>
<thead>
<tr>
<th>Role</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage Manager</td>
<td>1</td>
</tr>
<tr>
<td>Stage crew</td>
<td>1</td>
</tr>
<tr>
<td>Rigger</td>
<td>1</td>
</tr>
<tr>
<td>Sound Engineer</td>
<td>1</td>
</tr>
<tr>
<td>Sound technician</td>
<td>1</td>
</tr>
<tr>
<td>Light Engineer</td>
<td>1</td>
</tr>
<tr>
<td>Light technician</td>
<td>1</td>
</tr>
<tr>
<td>Video Engineer</td>
<td>1</td>
</tr>
</tbody>
</table>

- **General Facilities and responsibilities**

A range of services and operational areas will also need to be set up and managed by the Successful Applicant:

  - Public toilets, toilet maintenance and cleaning services based on the estimated number of visitors to the UEL Fan Festival across the two days (taking also into account the days required for load-in & out).

- **Optional facilities and responsibilities (depending on programme and Commercial Partner requests / involvement)**

  - Food and beverage concessions programme: The Successful Applicant shall source and contract a sufficient number of food and beverage concessionaires for the 2 live days. The agreement with the concessionaires shall integrate UEFA’s obligations towards its Commercial Partners and deliver an appropriate level of service to the spectators/visitors. UEFA will approve the list of concessionaires based on quality, variety and prices charged by the concessions. The Successful Applicant and UEFA shall agree on the cost for the F&B Concessions programme and the services provided for this cost. The Successful Applicant shall be responsible for all
administrative and financial tasks related to sourcing and contracting the concessions. Depending on the locality and the market for food and beverage in and around the UEL Fan Festival site, the Successful Applicant will request a fee to the concessionaires and re-inject this money in the project towards the programme of entertainment.

- Changing rooms shall be provided back of house at the main pitch for children and participants using the main pitch. This should be a minimum of 4 dressing rooms of “portacabin” format, with benches and lockers for up to 20 pax each. Showers are not necessary.

- Storage facilities for UEFA and the Commercial Partners shall be provided upon request. A solution used in the past could be of using sea-containers (40 foot in length). These should be lockable, secure, and clean.

- Office space and furniture for the Commercial Partners: The Successful Applicant shall upon request be required to provide office space for up to 10 Commercial Partners and production team staff onsite. These shall include:
  - Desks for 10 pax;
  - Internet connection;
  - Chairs for 10 pax;
  - Air conditioning;
  - Serviced refreshments stations with snacks, tea and coffee and water;
  - Up to 10 lockers for staff for valuable items;
  - Small storage area in the office space;
  - Working space for event control: police, private security, fire, ambulance, first aid.

- The Successful Applicant shall provide upon request a UEFA information booth (size would be suitable to accommodate up to 4 people).

➢ Services:

• Safety and Security

The Successful Applicant will be responsible for organising and managing the security requirements for all temporary assets and events at the UEL Fan Festival. These assets include the following:

- The UEFA Trophy display
- UEFA Ambassadors and VIPs
- UEFA Commercial Partner installations (as booked through the rate card by the Commercial Partners)
- All office spaces and back of house areas
  - UEFA and production offices (compounds)
  - Storage compound
  - Artists green rooms and technical areas
  - Main stage and stage pit
  - Main Pitch and back of house areas of the pitch
  - Finalists Area
  - Main and relay screens where applicable
  - Public and staff toilets
The Successful Applicant shall carry out the following specific tasks;

a) Carry out the guarding of fixed assets (and other elements of infrastructure) throughout the period of occupation of the site.

b) 24hr site security from start of build to de-rig for all assets and installations. Commercial Partner specific security will require the Commercial Partners to hire their own private security via the rate card provided by the Successful Applicant.

c) Manage public flow and activity within the activations and skills stations in particular the UEL Trophy.

d) Management of access to the main football pitch and its changing rooms.

e) In conjunction with the host city and LOC Mobility Manager, implement the traffic plan for access to the Site for production vehicles only.

The Successful Applicant will be responsible for drafting and implementing a suitable Health and Safety strategy for the UEL Fan Festival. This will include writing all risk assessment plans, traffic management and implementing all necessary rules and regulations as required by the LOC and any relevant authorities to ensure a safe operational event site throughout the build, event and de-rig periods.

For the avoidance of doubt, the LOC shall be responsible for, and shall cover the costs of, all other safety and security matters relating to the UEL Fan Festival, however the Successful Applicant shall be required to work closely with the LOC in this respect, and shall accommodate and implement any and all requirements of the LOC as instructed in order to fit in with the general production and management obligations of the Successful Applicant.

The Successful Applicant shall provide to the LOC any and all information required in relation to safety and security matters at the UEL Fan Festival arising from any of the activities which are within the scope of the Services.

- **Consents, licences and event permissions**

The Successful Applicant shall be responsible for applying for and securing all relevant event licenses and permissions for the Services required at UEL Fan Festival from the relevant host city authorities. The Successful Applicant shall provide all documents relating to Health and Safety risk assessments, temporary construction, fire safety, food hygiene, noise pollution and any and all other information required in respect of the Services to the relevant host city authorities (whether directly or via the Host Association in accordance with the procedures to be identified and agreed between the Successful Applicant and the Host Association) no later than 1 April 2020.

- **Evening festival**

The UEL Fan Festival might be open to visitors until “late” evening (i.e. on MD-1) to continue to
enhance the concept. The Applicant is required to design a concept that supports this platform and present its ideas on how to bring the UEL Fan Festival to life during the agreed opening hours. Ideas should centre around music, dance, lighting and content using the UEL Fan Festival main assets (trophy booth, pitch and stage). These ideas need to be in line with any restrictions the area may have (maximum noise level, etc.).

- **Design the concept for the UEL Fan Festival**

  The Successful Applicant shall design, produce and install the event branding (a.k.a look & feel of the venue) based on the official final design/brand developed by UEFA. The relevant access to that portal will be granted by UEFA in due course.

  The following elements and any other additional elements should include UEL branding (at least the Final logo):
  - Main pitch (inside sponsor perimeter board artworks as well as outside boards to be provided by UEFA);
  - Trophy booth;
  - Finalists areas;
  - Stage;
  - Any additional elements included in the concept.

- **Additional UEL Fan Festival ideas**

  The Proposal should also include any new creative ideas, entertainment programme and possible opportunities to bring a new dimension to the UEL Fan Festival, maintaining a focus on the Final theme and target audience.
  - Objectives: interaction of visitors and maintain attractiveness of the UEL Fan Festival;
  - Target groups during the day: families, teenagers, young children, boys and girls, local community and team supporters;
  - Target group in the evening: teenagers, young adults and after work audience.

  The aim is to drive as many people to the UEL Fan Festival site and to engage them at the UEL Fan Festival with the football activities, inspirational content and the attraction of the UEFA brand.

  Should the budget outlined in Section 5 below not be sufficient to cover additional ideas please list them and put a detailed quote on each of them as UEFA may add budget to any new creative ideas that come on top of the 2 main attractions (pitch and trophy booth) that have to be included in the Proposal.
B. Celebration Party

Introduction

The evening before the Final, guests from the Polish Football Association, the City of Gdańsk and the UEFA Football Family are invited to the Celebration Party. The dinner is hosted by the LOC and UEFA together and is a celebration of the Final and consequently of both finalist teams.

Venue Location

The Celebration Party will ideally be hosted in one of the most iconic venues of the city (or less than half an hour drive from the UEFA HQ hotel in Sopot), and should be able to accommodate up to 350 guests for a seated 3-course meal. The venue must be able to seat all guests in one room/dining area, taking the average space required for one guest as 1.5 square meters (minimum total of 525 sqm).

The venue not being currently decided yet, the Applicant can suggest a venue of their choosing that they believe can fit the required criteria, and propose their concept in that venue. When proposing a venue, the Applicants must check its availability for the event day as well as one day prior to it for the set up and rehearsals to take place. In any case, the Applicant will be judged on the concept they provide and not on the selection of their venue and the venue will be decided ultimately by UEFA at its own discretion and it can be a venue that was not part of the Proposals of the Applicants.

When proposing a venue, the Applicants shall disregard the following venues from their proposal as they have been visited and assessed by UEFA:

<table>
<thead>
<tr>
<th>Venue</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gdańsk Shakespeare Theatre</td>
<td>Wojciecha Bogusławskiego 1, 80-818 Gdańsk, Poland</td>
</tr>
<tr>
<td>European Solidarity Centre</td>
<td>pl. Solidarności 1, 80-863 Gdańsk, Poland</td>
</tr>
<tr>
<td>Polish Baltic Philharmonic Centre</td>
<td>Ołowianka 3A, 80-751 Gdańsk, Poland</td>
</tr>
</tbody>
</table>

Concept

The idea behind the dinner is for the LOC to showcase its cultural identity through the food served and entertainment proposed. Overall the dinner should not last more than 2h30 and should include a minimum of 3 speeches (UEFA, host national association and host city), 1-2 performed acts, 1-2 videos as well as a question and answer session on stage with representatives from both finalist teams. Entertainment acts can range from symphonic orchestras to famous singers, from dancing acts to artistic performances such as UV light shows all in line with the cultural identity of the LOC with a UEL touch.

The key for hosting a successful dinner is of course the quality of the food and the professionalism of the production agency but what makes a real difference is the originality of the concept and the ability of surprising guests that are used to traditional dinners. Taking guests through a special and unexpected experience by using the venue appropriately and integrating the performances in a smart way around the 3-course meal and the speeches will guarantee a successful event.
The Celebration Party should be conducted by a master of ceremony (provided by Successful Applicant). The evening’s main language is English, but translation(s) may be needed for certain parts of the evening.

Programme Schedule
Overall length of the event should not be more than two and a half hours:
- Arrival of guests and invitation check (take place in the Welcome Area);
- 30 min cocktail reception (Space required for a cocktail for 350pax separate from the dining hall);
- Commercial Partners’ gift exchange - (during cocktail reception) to take place in a separate room (but close to Cocktail area) between Commercial Partners and UEFA. Refreshments to be provided;
- 120 min dinner (starters, main course & desert) and entertainment programme (main dining hall);
- Official gift exchange - to take place in a very informal way following the dinner between UEFA President, Polish Football Association President, City Mayor, stadium representative and finalists' teams' presidents (can take place in same room as Commercial Partners gift exchange);
- Departure to hotel.

Specific role of the Successful Applicant
Refer to Part B (Celebration Party) of Section 4 of this ITT (Key Requirements).

Venue areas
The following areas will be used for the Celebration Party
- Welcome area;
- Cocktail reception area;
- Commercial Partners gift exchange area/room;
- Main dining hall;
- UEFA office/storage room;
- Drop off and pick up areas close to entrance/exit of venue for buses and VIP cars;
- Parking.

Split of Responsibilities
The below table gives a good overview of who is responsible of which main tasks. For the avoidance of doubt this list is not exhaustive and may be subject to change by UEFA.

<table>
<thead>
<tr>
<th>Activities Tasks</th>
<th>Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regulations and contractual obligations of the venue</td>
<td>City/LOC</td>
</tr>
<tr>
<td>Contractual obligations for and provision of the overall catering</td>
<td>City/LOC</td>
</tr>
<tr>
<td>(food, drink and service)</td>
<td></td>
</tr>
<tr>
<td>Furniture (tables, chairs)</td>
<td>City/LOC</td>
</tr>
<tr>
<td>Appointment of Master of Ceremony</td>
<td>Successful Applicant*</td>
</tr>
<tr>
<td>Security</td>
<td>City/LOC</td>
</tr>
<tr>
<td>Liaison with venue authorities re parking and any dispensations</td>
<td>City/LOC</td>
</tr>
<tr>
<td>required for President’s car, coaches, etc.</td>
<td></td>
</tr>
<tr>
<td>Design, print and distribution of guests invitation (in cooperation with</td>
<td>UEFA or Successful Applicant*</td>
</tr>
<tr>
<td>the Polish Football Association and the city of Gdańsk)</td>
<td></td>
</tr>
<tr>
<td>Running Order</td>
<td>UEFA</td>
</tr>
<tr>
<td>Transport of UEFA guests</td>
<td>UEFA</td>
</tr>
</tbody>
</table>
Welcome desk management (supported by the Polish Football Association and the city of Gdańsk) | UEFA
---|---
Gift exchange management (supported by the Polish Football Association and the city of Gdańsk) | UEFA
Event management | UEFA
Guests seating plan | UEFA
Briefing of Master of Ceremony | UEFA
Video and screen content production | UEFA
Provision of welcome desk(s), branded backdrop / fabric frames | UEFA
Planning of overall production and operation for the dinner | Successful Applicant*
Creation of event concept | Successful Applicant*
Production set-up and de-rig (screen, AV system, lights, microphones, mixing desk, amplifiers…) | Successful Applicant*
Final venue layout and visualisation (stage, screen, table,… | Successful Applicant*
Final venue branding and decoration (artwork design and production) | Successful Applicant*
Sourcing and liaising with service providers and contracting them on UEFA’s behalf | Successful Applicant*
Quality control and time management | Successful Applicant*

* in consultation with LOC

Split of costs

Costs to be split according to the below breakdown.

**Successful Applicant will select and contract the following services and UEFA will cover the costs:**
- Production (including stage and screens);
- Branding;
- Entertainment;
- Decorations;
- Concept and Design;
- Translators (if required);
- Hostesses.

**The LOC will select and cover the costs for:**
- Venue;
- Security;
- Catering
- Entertainment (may contribute, in addition to any entertainment provided by the Successful Applicant).
## Example of Running Order

### UEFA Europa League Final

#### Celebration Party

#### Running Order

<table>
<thead>
<tr>
<th>Cue</th>
<th>Start Time</th>
<th>Duration</th>
<th>End Time</th>
<th>Action</th>
<th>Screens</th>
<th>Light</th>
<th>Sound</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Official Dinner</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>19:10:00</td>
<td></td>
<td>19:00:00</td>
<td>Finalist guests leave the respective hotels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>19:00:00</td>
<td></td>
<td>19:10:00</td>
<td>UEFA guests leave their hotel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>19:10:00</td>
<td></td>
<td>19:10:00</td>
<td>UEFA guests leave the HQ hotels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>19:10:00</td>
<td></td>
<td>19:10:00</td>
<td>UEFA sponsor guests leave the Radisson Blu hotel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>19:00:00</td>
<td>00:30:00</td>
<td>19:30:00</td>
<td>Broadcasters’ VIP guests leave the hotel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>19:30:00</td>
<td></td>
<td>20:00:00</td>
<td>Welcome drinks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>19:30:00</td>
<td></td>
<td>20:00:00</td>
<td>Entertainment: live background music</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:00:00</td>
<td>00:05:00</td>
<td>20:05:00</td>
<td>Guest management to invite guests to go upstairs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:05:00</td>
<td>00:08:00</td>
<td>20:13:00</td>
<td>Seating</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:13:00</td>
<td>00:01:00</td>
<td>20:14:00</td>
<td>MC to invite guests to their seats and introducing the evening</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:14:00</td>
<td>00:01:00</td>
<td>20:15:00</td>
<td>MC to introduce the evening and introduce UEFA President</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:15:00</td>
<td>00:03:00</td>
<td>20:18:00</td>
<td>UEFA President enters stage; speech</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:18:00</td>
<td>00:00:30</td>
<td>20:18:30</td>
<td>MC to thank UEFA President &amp; introduce the Host City video</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:18:30</td>
<td>00:01:00</td>
<td>20:19:30</td>
<td>VT1 Host City video</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:19:30</td>
<td>00:03:00</td>
<td>20:22:30</td>
<td>Mayor of Host City enters stage; speech</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:22:30</td>
<td>00:00:30</td>
<td>20:23:00</td>
<td>MC to thank Mayor of Host City and announce start of dinner</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:25:30</td>
<td>00:25:00</td>
<td>20:47:30</td>
<td>Starters served</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:47:30</td>
<td>00:00:30</td>
<td>20:48:00</td>
<td>MC to introduce FA President</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:48:00</td>
<td>00:03:00</td>
<td>20:51:00</td>
<td>FA President enters stage; speech</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:51:00</td>
<td>00:01:00</td>
<td>20:52:00</td>
<td>MC to thank FA President &amp; introduce &quot;Road to the Final&quot; video</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:52:00</td>
<td>00:02:36</td>
<td>20:54:36</td>
<td>FILM: Road to the final video</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:54:36</td>
<td>00:00:30</td>
<td>20:55:06</td>
<td>MC to invite the 2 club presidents on stage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:55:06</td>
<td>00:04:00</td>
<td>20:59:06</td>
<td>Interview with club presidents of Both Finalists</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:59:06</td>
<td>00:00:30</td>
<td>20:59:36</td>
<td>MC thanks the club presidents (back to their seats) and invite guests to main course</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20:59:36</td>
<td>00:40:00</td>
<td>21:39:36</td>
<td>Main Course is served</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>21:39:36</td>
<td>00:20:00</td>
<td>21:59:36</td>
<td>Entertainment: Closing act</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>21:59:36</td>
<td>00:00:00</td>
<td>22:24:36</td>
<td>Dessert and coffee served</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>22:24:36</td>
<td></td>
<td>22:24:36</td>
<td>Informal gift exchange when relevant persons from the Head table are finished with dessert &amp; coffee</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>22:24:36</td>
<td>00:01:00</td>
<td>22:25:36</td>
<td>MC to conclude the evening and wishes the guest a safe trip back</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>22:25:36</td>
<td>00:00:00</td>
<td>22:25:36</td>
<td>END</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3. SCHEDULE OF KEY DATES

The timeline anticipated by UEFA in relation to the ITT is as follows:

Publishing of ITT: 19 February 2019
Submission of Proposals by Applicants: 29 March 2019
Review of submitted Proposals: 1–15 April 2019
UEFA Site Visit 2 in Gdańsk – meetings with interested Applicants: 26 February – 1 March 2019
Appointment of Successful Applicant(s) subject to signing of Agreement: 15 June 2019
UEFA Site Visit 3 in Gdańsk: 24 – 28 June 2019
Commercial Partner Site Visit 1 in Gdańsk with Successful Applicant(s): 7 - 8 November 2019
Successful Applicant(s) to submit all licence applications to local authorities: 1st April 2020

These dates are indicative only and are subject to change, at any time, at UEFA’s sole discretion.
4. KEY REQUIREMENTS

A. UEL Fan Festival

1. The Successful Applicant shall implement, construct, install, operate, maintain and dismantle, in consultation with UEFA and subject to UEFA's instructions, the requisite staging, including temporary structures and materials, technical set-up, lighting and audio equipment for the UEL Fan Festival at the site as follows:

   **Set-up period** – exact dates to be confirmed together with the city of Gdańsk and the Successful Applicant once the programme of events is confirmed but anticipated to be from Saturday 23 May 2020 to Monday 25 May 2020.

   **Event period** – Tuesday 26 May 2020 to Wednesday 27 May 2020 (inclusive).

   **Dismantling period** – exact dates to be confirmed together with the city of Gdańsk and the Successful Applicant once the programme of events is confirmed but anticipated to be overnight to Thursday 28 May 2020 at the end of the day.

2. The Successful Applicant shall be responsible for the following:

   a. provision of adequate number of staff required for the provision of all services required by UEFA. The Applicant shall include in its Proposal a full overview of the planned staffing for pre-production and onsite delivery of the UEL Fan Festival;

   b. attending regular meetings with UEFA, LOC and the relevant authorities as required in person or on video conference or conference call;

   c. obtaining all necessary information from relevant sources to complete and obtain any licence applications required for any of the elements of the UEL Fan Festival to take place;

   d. by virtue and nature of its status as the event production manager, liaising with the local authorities in order to manage all contractual obligations and being responsible for the application and obtaining of all permits and necessary licences and insurances for delivering the project and all Services;

   e. provision and set-up/installation of any structures and/or temporary constructions required for the UEL Fan Festival unless agreed otherwise with UEFA;

   f. working with UEFA, the LOC and the Commercial Partners to deliver the infrastructure needed for the UEL Fan Festival. The Successful Applicant will have to collect all the necessary documentation from the individual parties involved in the project, namely UEFA, the LOC and the Commercial Partners;

   g. managing the access to and implementation of sufficient amenities at the UEL Fan Festival site including water supply, drainage, electricity and waste removal for UEFA, the LOC and the Commercial Partners;

   h. on-going and regular management of the project budget, milestones and planning documentation;
i. providing specific site plans, safety certification for all installations, health and safety documentation as required by local authorities, and ensuring suitable resource is provided to manage this process;

j. provision and set-up of any audio-visual and lighting equipment required for the running of the UEL Fan Festival unless agreed otherwise between UEFA and the Successful Applicant;

k. production and installation of branding elements, decoration and cover-up materials as required by UEFA;

l. transportation of any necessary equipment to and from the UEL Fan Festival site;

m. UEL Fan Festival site management on-site for all UEFA owned installations and coordinating and liaising in relation to Commercial Partner activities;

n. coordination of the global installation and dismantling plan for all installations planned by UEFA; and

o. assumption of responsibility as the overall producer, organiser, manager and owner of the UEL Fan Festival, in accordance with UEFA's guidelines and instructions. All city licenses and event applications need to be requested in the name of the Successful Applicant on behalf of UEFA.

B. Celebration Party

1. The Successful Applicant shall be responsible for the overall provision, production, staging, management of the caterer appointed by UEFA and management of the Celebration Party at the Celebration Party venue.

2. The Successful Applicant shall appoint a contact person for UEFA to act as account manager for the Celebration Party and who shall provide regular project and budget updates as per the project timeline to be agreed with UEFA and as often as requested by UEFA.

3. The Successful Applicant shall design all draft visuals and technical drawings related to the Celebration Party and submit them to UEFA for approval as per the project timeline to be agreed with UEFA.

4. The Successful Applicant shall develop a Celebration Party production concept on an on-going basis in consultation with UEFA and shall submit to UEFA for review any and all proposed revisions to the concept as a result of any decisions made together with UEFA at any Celebration Party venue visits and/or any meetings at which the concept is reviewed and modified in accordance with UEFA's requirements.

5. The Successful Applicant shall determine the final version of the implementation concept as well as a final budget at a date to be fixed by UEFA.

6. The Successful Applicant acknowledges and agrees that UEFA shall retain final approval in respect of the final implementation concept and the Successful Applicant shall ensure that any
changes or modifications are undertaken promptly and strictly in accordance with the instructions and guidelines of UEFA.

7. The Successful Applicant shall produce and deliver to UEFA for review any materials to be used in the Celebration Party in the form and format specified by UEFA, and according to the project timeline to be agreed with UEFA.

8. UEFA will secure all necessary space at the Celebration Party venue for the production of the Celebration Party. The Successful Applicant shall obtain and pay for any and all consents required in connection with the installation, exhibition and transportation of any temporary structures and materials, lighting and audio visual equipment at the Celebration Party venue including (without limitation) as necessary to comply with any safety, security and technical requirements or regulations in Poland and at the Celebration Party venue in particular, as well as any custom clearances and documentation required for the transportation of any structures and materials.

9. The Successful Applicant shall conduct a formal handover procedure with the owner and/or operator of the Celebration Party venue in order to inspect and record in writing the general condition of the relevant facilities and premises at the Celebration Party venue prior to entry and the state in which such facilities and premises are expected to be returned to the owner and/or operator after the implementation of the Celebration Party. The Successful Applicant shall ensure that it returns such facilities and premises in as good a condition as they were received upon entry. For the avoidance of doubt, UEFA shall bear no responsibility whatsoever in this respect.

10. The Successful Applicant shall provide, install, operate and remove all technical equipment, including audio visual equipment, lighting, projection, staging, screen rigging and decoration in accordance with the final implementation concept and those items contained in the budget.

11. The Successful Applicant shall design and produce all artwork required for the Celebration Party, subject in each case to UEFA’s final approval. The Successful Applicant shall make such modifications or amendments to such artwork as reasonably required by UEFA.

12. The Successful Applicant shall provide, manage and supervise all necessary crew and personnel required for the installation, operation and removal of any and all equipment and services required for the Celebration Party, including the technical crew required for delivery of the Celebration Party content.

13. The Successful Applicant shall contract, manage and co-ordinate all entertainers, performers and artists performing at the Celebration Party in accordance with the final implementation concept and budget and ensure that they execute the relevant release form to be provided by UEFA prior to the Celebration Party.

14. The Successful Applicant shall obtain and pay for any and all consents required in connection with the musical performances that shall be played at the Celebration Party.

15. The Successful Applicant shall implement and organise the appointed caterer based on the menu agreed with UEFA.
C. Sustainability

The Applicant shall give due consideration to the sustainability requirements as described in Appendix 2. When preparing its Proposal, each Applicant shall describe in what ways it could enhance sustainability when providing the Services. UEFA encourages Applicants to propose, where appropriate, alternative options where such options allow for greater sustainability consideration.

D. UEFA Health and Safety Guide

The Successful Applicant shall be required to adhere to the UEFA Health and Safety Guide during the provision of the Services, as referred to at Appendix 6.

5. COST INFORMATION REQUIRED

Based on the requirements described in Sections 2 and 3 of this ITT, as well as the key information contained in Appendix 3 and 4 of this ITT the Applicant must provide a detailed budget in € (euros) to cover the different elements required for the concepts of the UEL Fan Festival and/or the Celebration Party. All costs within the Budget need to be shown as exclusive of VAT, with any and all applicable VAT rates to be identified in order to assist UEFA with VAT recovery.

UEFA’s anticipated budgets for those concepts are €180’000 for the UEL Fan Festival and €70’000 for the Celebration Party. The Applicants are invited to submit Proposals in the region of the above mentioned figures. For the avoidance of doubt, the Applicants interested to submit a Proposal for the UEL Fan Festival shall submit Proposals for the 2 proposed locations and in the region of the above mentioned figure for each location.

However, Applicants are also free to submit other optional ideas and concepts which would require a departure from this budget, provided that such proposals are explained and justified in detail.

An “open book policy” will apply when it comes to budget management. An initial approved version of the budget for the Services shall be contained in the Agreement. The Successful Applicant shall update the budget and submit it to UEFA for approval on a weekly basis from September 2019 to December 2019 and thereafter every two weeks from January 2020 to May 2020. Nevertheless any significant change (>1,000EUR) should be submitted to UEFA for a prompt approval. The Successful Applicant acknowledges and agrees that any change to the budget must be approved by UEFA in advance and in writing (including by way of email) in order to become effective. No costs or expenses should be incurred without the authorisation of UEFA.

6. SUPPLIER INFORMATION REQUIRED

6.1. The Applicant is asked to provide the following information:

a. Company form and ownership;

b. References of the company of comparable performances last three years (incl. name and contact details at reference customer);
c. References of the contact person (main contact) of comparable performances of last three years;

d. Number of employees (administration, full employee drivers);

e. Copies of its current professional indemnity and third party indemnity insurance, and any other insurance policies which the Applicant has in place which may be relevant to the provision of the Services. Please note that the Successful Applicant will be required to obtain and maintain insurance coverage with a reputable insurer against and any all of its potential liabilities in connection with the provision of the Services in accordance with the provisions contained in the Deal Principles.

7. SUBMISSION OF PROPOSALS

7.1. To submit its Proposal, Applicants should email their full and complete Proposals to:

Aftab Dere  email: aftab.dere@uefa.ch

UEFA will also accept proposals sent on USB or other external storage device to the following address:

UEFA Events SA
Att: Aftab Dere
Route de Genève, 46
CH-1260 Nyon 2
Switzerland

7.2. In order to be considered, each Proposal must contain a signed copy of the Statement of Undertaking contained at Appendix 1.

7.3. For any questions or further information regarding the Tender please contact:

Aftab Dere  email: aftab.dere@uefa.ch

7.4. Proposals must be received by no later than 12.00pm CET on Monday 29th March 2019.

7.5. UEFA may contact Applicants for further information and/or invite selected Applicants to make a presentation.

7.6. The Proposals will be evaluated in accordance with the following (non-exhaustive) criteria:

a. Quality of the services offered;

b. The acceptance of the Deal Principles contained at Section 8 of this ITT;

c. Expertise of the Applicant company;

d. The submission by the Applicant of the Statement of Undertaking attached at Appendix 1 of this ITT;
e. The competitiveness of the estimated fee for the provision of the Services (to be expressed in Euros);

f. Compliance with sustainability requirements and Proposals which enhance sustainability in accordance with the principles contained in Appendix 2; and

g. The financial standing of the Applicant and/or the ability of the Applicant to fulfil the contractual commitments.

7.7. The quality of the documentation received will also be a factor in the service provider selection.

8. DEAL PRINCIPLES

The following table highlights the fundamental Deal Principles which UEFA requires the Successful Applicant to adhere to, and which will be included key terms of the Agreement which shall be provided by UEFA entered into with the Successful Applicant:

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>DEAL PRINCIPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Status of Successful Applicant</td>
<td>The Successful Applicant will be appointed as the Event Production and Site Manager of the UEL Fan Festival and/or Celebration Party. This means that the Successful Applicant shall be the entity which shall obtain and manage all relevant and necessary licences, consents and permissions required to provide the Services contained in this Tender for the UEL Fan Festival and/or Celebration Party at the relevant site(s), whether directly or via the Host Association, in accordance with the procedures identified between the Successful Applicant and the Host Association.</td>
</tr>
<tr>
<td>Contractual parties</td>
<td>UEFA may determine that certain rights and obligations in relation to the Services are granted, assigned or transferred to any UEFA Subsidiaries., including but not limited to the payment obligations and to be appointed as the contracting party. The Successful Applicant shall, in such cases, treat all references to UEFA contained in this ITT or any subsequent Agreement, to include UEFA Events S.A.</td>
</tr>
<tr>
<td>Costing and budget</td>
<td>An “open book policy” will apply when it comes to budget management. An initial approved version of the budget for the Services shall be contained in the Agreement. The Successful Applicant shall update the budget and submit it to UEFA for approval on a weekly basis from September 2019 to December 2019 and thereafter every two weeks from January 2020 to May 2020. Nevertheless, any significant change (&gt;1,000EUR) should be submitted to UEFA for a prompt approval. The Successful Applicant acknowledges and agrees that any change to the budget must be approved by UEFA in advance and in writing (including by way of email) in order to become effective. No costs or expenses should be incurred without the authorisation of UEFA.</td>
</tr>
</tbody>
</table>
**Liability & Insurance**  
The following terms will be included in the Agreement executed with the Successful Applicant, and shall be non-negotiable. Applicants should only submit Proposals if they agree to and can comply with these terms:

1. The Successful Applicant shall obtain and maintain for the duration of the term of the Agreement appropriate insurance coverage in respect of its potential liabilities in connection with the agreement. Such insurance coverage shall contain an endorsement of the interest of UEFA and the Successful Applicant shall, if requested by UEFA, supply UEFA with a copy of the relevant insurance certificates.

2. The Successful Applicant shall provide the Services at its own risk and maintain and replace all elements of the Services as necessary.

3. The Successful Applicant shall defend, hold harmless and indemnify UEFA at all times from and against any and all claims, costs, proceedings, demands, damages, losses, expenses and liabilities (including legal expenses) suffered or incurred by UEFA resulting from a breach by the Successful Applicant (or the Successful Applicant’s employees, agents and/or representatives) of any of the terms of the Agreement for any reason whatsoever, including but not limited to:
   a. any claim by any third party (including any Commercial Partners, the clubs or governmental authority) of whatsoever kind or nature by or against UEFA (including UEFA’s affiliates, licensees and assignees) arising from the provision of the Services;
   b. any breach or non-performance by the Successful Applicant of any provision of the agreement;
   c. any negligent act or omission of the Successful Applicant whether or not such claim arises during or after the term of the Agreement;
   d. any failure by the Successful Applicant to secure, pay for and maintain any applications, permits and/or licenses;
   e. any claim, loss or damage arising from or in connection with the death or personal injury to any person caused by or in connection with the provision of the Services; and/or
   f. any failure by the Successful Applicant to provide the Services in the agreed and timely manner or perform the Services for any reason whatsoever.

**Applicable laws**  
The Successful Applicant shall be responsible for compliance with any and all national and local applicable laws which relate to or may affect the provision of the Services.
| Consent, permits and licences | The Successful Applicant shall obtain, manage and include in the budget any and all consents, permissions and licences required in connection with the provision of the Services (including for the use and occupation of any land required and any fire, health, safety, security and technical requirements or regulations in the respective country where the sites of the Services to be provided are located) and any inspections and/or tests required by any relevant authorities. Any such additional costs, if not known at the time of submission of the Proposal by the Applicant, will be reimbursed by UEFA, once agreed to in advance in writing, and on reception of relevant valid invoices.  

The Successful Applicant shall arrange and be responsible for all customs clearance, shipping documentation, import duties if applicable, ATA carnets, customs licenses and/or any other clearances necessary for the provision of the Services. |
|---|---|
| Insufficient Performance | If the Successful Applicant’s performance in respect of a specific part of the Services is not (in UEFA’s reasonable opinion) of the highest industry standards in accordance with the terms of the agreement then UEFA may:  
  - request immediate remedy or rectification;  
  - request replacements;  
  - reduce the fees due to the Successful Applicant if remedy, rectification or replacement does not sufficiently solve the problem, or reduce the scope of the Services to exclude such sufficient part; or  
  - ultimately terminate the Agreement with the Successful Applicant. |
| UEFA Health and Safety Guide | The Successful Applicant shall provide the Services in accordance with the terms contained in the UEFA Health and Safety Guide. |
| Termination | UEFA may terminate the Agreement with immediate effect by written notice to the Successful Applicant if:  
  - the Successful Applicant’s performance of the Services is, following the exhaustion of the process described in the insufficient performance clause, still considered not to be of the required standard;  
  - the Successful Applicant breaches any provision of the Agreement, which makes it unreasonable for UEFA to continue as agreed with the Successful Applicant;  
  - there is a substantial change in the ownership of the Successful Applicant which adversely affects the ability of the Successful Applicant to perform its obligations under the Agreement or which is detrimental to the legitimate interests of UEFA; or  
  - the Successful Applicant becomes bankrupt or insolvent or enters into liquidation (other than a voluntary liquidation for the purpose of reconstruction, amalgamation or similar reorganisation) or enters into any arrangement or composition with its creditors or any of them, or has a receiver or an administrator appointed over a portion or all of its property or assets. |
| Governing Law | The Agreement between UEFA and the Successful Applicant will be governed by Swiss law. |
Any dispute between the parties arising under or relating to the Agreement shall be submitted exclusively to the courts of Nyon, Switzerland.

| Announcements & Publicity | The Successful Applicant shall not make, and shall ensure that none of its employees, agents or representatives make, any public statements or announcements regarding the existence of or terms of the Agreement, its association with UEFA and/or the Competition without the prior written consent of UEFA both as to the making of that statement and its content. The Successful Applicant acknowledges and agrees that neither it nor any of its affiliates shall have any right:
|▪| either to associate it or themselves with UEFA and/or the Competition (including, without limitation, through the use of the materials or any Intellectual Property); or
|▪| to use the materials in any manner whatsoever (including, without limitation, for the purposes of marketing its or their products or services) without the prior written consent of UEFA. |

| Damage to venue(s) | The Successful Applicant shall take all necessary precautions to avoid any damage to any surfaces, infrastructure, facilities or pre-existing material at the venue(s) as a result of the performance of the Services. The Successful Applicant shall be responsible for all liabilities howsoever arising from any damage caused to any of the foregoing by its employees, agents, partners, sub-contractors or suppliers.
| | The Successful Applicant shall be responsible for obtaining any relevant indemnities required from any third parties using land or facilities at the venues in order to pass on any liabilities in this respect to the relevant third party, however shall remain fully liable towards UEFA or any relevant party for any and all damage or loss which occurs during the provision of the Services. |

| Intellectual Property | The Successful Applicant shall expressly acknowledge and agree that:
|▪| any and all rights (including Intellectual Property and/or rights of commercial exploitation) relating to UEFA and/or the Competition belong solely and exclusively to UEFA and the Successful Applicant agrees not to challenge UEFA's ownership thereof; and
|▪| it shall not use trademarks or other Intellectual Property of or related to UEFA, the Competition or any other UEFA's events other than as permitted by UEFA strictly for the performance of the Services.
| | The Successful Applicant shall not, by virtue of the Agreement or otherwise, obtain or claim any right, title or interest in or to any rights of Intellectual Property and/or commercial exploitation in connection with UEFA or the Competitions. If and to the extent that the Successful Applicant acquires any such right, title or interest, pursuant to the Agreement or otherwise, the Successful Applicant:
|▪| shall assign to UEFA any and all such intellectual property throughout the world, free of any third-party rights and for the full duration of such rights (including any and all renewals and extensions thereof throughout the world); and |
• acknowledges and agrees that the benefit of all such rights will at all times accrue to and inure to the benefit of UEFA.

### Sustainability reporting

The Successful Applicant shall perform the Services in accordance with the sustainability requirements as specified in the ten principles of the United Nations Global Compact (published at the time of this ITT at the link [https://www.unglobalcompact.org/what-is-gc/mission/principles](https://www.unglobalcompact.org/what-is-gc/mission/principles)) and enhance sustainable solutions when providing the Services.

The Successful Applicant shall, if requested by UEFA, deliver data on the Services provided for the Competitions, including the date required for a complete report based upon the Global Reporting Initiatives (GRI) guidelines (www.globalreporting.org).

### 9. LEGAL PROVISIONS

9.1. Nothing in this ITT, nor any communication made by UEFA or its representatives, agents or employees shall constitute a contract between UEFA and any Applicant, nor shall it be taken as constituting any representation that an Applicant will be appointed in accordance with this ITT or at all.

9.2. UEFA does not undertake to accept any Proposal submitted in response to this ITT and reserves the right to organise and/or re-package the Services in a different way. UEFA reserves the right to change any aspect of this ITT at any time or to issue an amended ITT for all or part of the Services.

9.3. The Applicants may be shortlisted and/or rejected by UEFA at any time and/or asked to clarify or re-submit any Proposal which fails to meet the requirements of UEFA as set out in this document. UEFA is under no obligation to give any reasons for any rejection or for any other decision made in connection with this ITT or the Tender. UEFA reserves the right to enter into negotiations with one or more Applicants on such a basis as may be determined by UEFA at its sole discretion.

9.4. UEFA has taken all reasonable care to ensure that this ITT is accurate in all material respects. This ITT 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 responsibilities for the accuracy or completeness of any of the information contained in this ITT; nor shall they be liable for any loss or damage suffered by any Applicants in reliance on this ITT or any subsequent communication.

9.5. The Applicant agrees that:

   a. it (and its officers, employees, agents and advisers) shall keep confidential the terms of this ITT and any information relating to affairs or business of UEFA which comes into its possession in relation to this ITT;

   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 this ITT; and

d. it shall not discuss the financial terms of this ITT with rival Applicants.

9.6. By the submission of a Proposal, the Applicant warrants and represents to UEFA that:

a. its expression of interest and all related elements of the Proposal do not infringe any third party rights;

b. it owns all rights of any nature in the Proposals submitted;

c. it shall not use any UEFA Intellectual Property except as permitted by UEFA;

d. it shall not claim any association with UEFA or any UEFA competition in relation to its Proposals or otherwise;

e. it will accept its designation as the owner, organiser and manager of the UEFA Fan Festival and or Celebration Party, and fulfil any and all responsibilities that arise as a result thereof;

f. it will observe all statutory and competition-related provisions of UEFA, as well as specific instructions and all applicable national and international laws;

g. it warrants to UEFA that the information contained in its Proposal shall not be false or misleading and that if, following submission of the Proposal, there is any change in the Applicants’ circumstances which may adversely affect such information, the Applicant shall promptly notify UEFA in writing setting out the relevant details in full; and

h. it shall comply with these terms and conditions and the Deal Principles.

9.7. If UEFA considers that any Applicant is or is likely to be in breach of any of these terms and conditions, then UEFA shall (without prejudice to its rights and/or remedies arising under law) be entitled to withdraw from any co-operation with the Applicant without any requirement to give such Applicant notice and without any further liability to such Applicant.

9.8. The Applicant is responsible for all costs, expenses and liabilities incurred in the preparation of its Proposal, any responses to requests for further information by UEFA, meetings with UEFA and any negotiation with UEFA following receipt by UEFA of its Proposal (whether or not an Agreement is entered into with such Applicant).

9.9. The Applicant acknowledges that all Intellectual Property rights and all commercial rights in relation to UEFA’s competitions including but not limited to their names, logos and trophies, remain the exclusive property of UEFA.

9.10. Once received by UEFA, each document submitted as part of a Proposal shall become the physical property of UEFA. Irrespective of whether any Proposal is successful or not, UEFA shall be entitled to use (free from any payment or restriction) all ideas, concepts, Proposals, recommendations or other materials (save for trademarks and copyrighted materials) contained in such Proposal or otherwise communicated to UEFA during the Tender. The Applicant waives and shall not make any claim against UEFA in respect of any use made by UEFA of any intellectual property or other similar rights relating to the ideas, concepts or any
other materials (save for any trademarks or copyrighted materials of the Applicants) contained in their Proposals.

9.11. Applicants who have not been selected will be informed in writing by UEFA. UEFA shall not be obliged to give any reason for making any selection and/or rejection.

9.12. UEFA shall select the Applicant(s), whose Proposal(s) and subsequent presentations(s), in UEFA's sole opinion, most closely satisfy the scope of the task described. The Applicant(s) shall, however, be bound under all circumstances to the declaration of interest submitted.

9.13. The completion of the acceptance shall be subject to UEFA and the Successful Applicant signing the Agreement. The Agreement shall contain the detailed terms and conditions of such appointment and, inter alia, include the Deal Principles contained at Section 8 of this ITT. By submitting a Proposal, the Applicant confirms that it is able to comply with all Deal Principles.

9.14. The Successful Applicant will immediately inform UEFA of any change in the ownership or senior management of the Successful Applicant. UEFA reserves the right to reallocate the award of any and all aspects of the Project if the ownership or senior management of the appointed Applicant changes.

9.15. Successful Applicants shall obtain and maintain appropriate insurances with regard to their own or sub-contracted staff, public liability as well as indemnities and warranties in regard to UEFA as more fully described in the Deal Principles contained at Section 10 of this ITT as part of the standard terms and conditions of the Agreement.

9.16. The Applicant is strictly prohibited from making any form of public announcement or statement relating directly or indirectly to this ITT, the Tender, UEFA, any UEFA competition and/or its Proposals (whether appointed or not) without the prior written consent of UEFA, which may be given or withheld in its absolute discretion. Each Applicant acknowledges and agrees that UEFA shall have the sole right to make any announcement in relation to this ITT, the Tender and the selection and/or appointment of any Applicant(s) (if at all).

9.17. Neither UEFA nor any of its representatives, agents or employees shall be responsible for any loss, damage, liability or expense that may be suffered or incurred in relation to this ITT and/or subsequent negotiations. The Applicant expressly waives any right of action it may have against UEFA with regards to the Tender.

9.18. The Applicant must provide confirmation that its Proposal for the provision of the Services complies with any and all applicable national and local laws.

9.19. UEFA may determine that certain rights and obligations in relation to the Services are granted, assigned or transferred to any UEFA Subsidiaries. The Successful Applicant shall, in such cases, treat all references to UEFA contained in this ITT or any Agreement, to include UEFA Events S.A.

9.20. This ITT and all related documentation pertaining to the Proposals and Tender (including any contracts) shall be governed and interpreted in accordance with Swiss law without regard to choice of law principles. The exclusive place of jurisdiction shall be Nyon.
Appendix 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 Production and Management of the (please cross out the options that do not apply) [UEL Fan Festival] OR [Celebration Party] OR [UEL Fan Festival and Celebration Party] for the UEFA Europa League™ Final 2020 in compliance with the requirements set forth in the Invitation to Tender, and hereby acknowledges, undertakes, warrants and represents 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 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 ITT and any information relating to affairs or business of UEFA which comes into its possession in relation to this ITT 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. it shall obtain and manage any and all required consents, permissions and licences required for the provision of the Services, and shall provide any and all information and assistance required by the LOC in relation to safety and security arrangements for the provision of Services;

5. all intellectual property and commercial rights in relation to UEFA, the ITT and/or the Tender belong exclusively to UEFA;

6. it is capable of and shall comply with all legal provisions and the Deal Principles contained in the ITT or otherwise agreed in writing with UEFA;

7. UEFA shall not be held responsible for any costs, expenses and/or liabilities incurred by the Company in the preparation and submission of the information and/or documentation in response to the ITT and/or any responses to requests for further information by UEFA;

8. any association with UEFA or its competitions and events in any manner whatsoever without UEFA’s prior written approval is strictly prohibited;

9. UEFA shall not be required to invite the Company to participate in the Tender and reserves the right to organize any services related to the Tender or to re-open part of or the entire tendering process at a later stage;

10. 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 ITT, unless otherwise defined herein), I/we confirm that I/we have read and understood the foregoing terms and conditions issued by UEFA regarding the Tender (whether set forth in this ITT or any other document), and agree that the Company which I/we duly represent is bound by such terms and conditions.

Signature: ____________________________________________

Name and Title: ___________________________ Date: ___________________________

Place: ___________________________
Appendix 2 – SUSTAINABILITY

UEFA is committed to a sustainable development long-term strategy, ensuring that its business is conducted in a way that is environmentally sound, economically viable, and socially responsible. UEFA aims to encourage high standards of environmental and social performance amongst its suppliers and their supply chains, particularly in the organisation of UEFA events.

As a result, UEFA requires that the Successful Applicant gives due regard to the following principles, extracted from the United Nations Global Compact (www.unglobalcompact.org), in connection with the products and services they supply:

- **Human Rights**: The Successful Applicant should support and respect the protection of internationally proclaimed human rights and make sure that they are not complicit in human rights abuses.
- **Labour**: The Successful Applicant should uphold the freedom of association and the effective recognition of the right to collective bargaining, the elimination of all forms of forced and compulsory labour, the effective abolition of child labour, and the elimination of discrimination in respect of employment and occupation.
- **Environment**: The Successful Applicant should support a precautionary approach to environmental challenges, undertake initiatives to promote greater environmental responsibility and encourage the development and diffusion of environmentally friendly technologies.
- **Anti-Corruption**: The Successful Applicant should work against corruption in all its forms, including extortion and bribery.

The Successful Applicant also agrees to inform UEFA about:

- any demand or act when providing the Services that would not be consistent with these principles; and
- every initiative undertaken by the Successful Applicant aiming to promote and respect these principles.

Moreover, all Applicants are required to present information regarding sustainable development strategy or initiatives regarding environmental protection and social responsibility already implemented within its organisation.

**Each UEFA event is organised with the following priorities:**

- Optimise transport operations (general public, logistic and officials) to reduce carbon emissions;
- Enhance local employment (specifically in regions with high unemployment rate);
- Ensure optimal waste management through 3R strategy – reduce, reuse, recycle – in stadiums and venues;
- Reduce energy consumption and promote use of greener energies;
- Promote a responsible sourcing of products and services;
- Ensure accessibility of the event for disabled persons;
- Deploy anti-racism measures; and
- Implement a tobacco-free policy within stadia and venues.

UEFA events may be evaluated through the Sustainable Development project by producing a ‘one-year-to-go’ report before each event, and a complete reporting post-event based on the Global
Reporting Initiatives (GRI) Guidelines (www.globalreporting.org). In this regard, the Successful Applicant may be requested to deliver data on the service or products which it provides for an event.

Applicants shall provide appropriate information setting out how they will comply with the above requirements and any sustainable requirements specific to their industry and services.

Any additional item suggested by Applicants, in line with the current ITT and that could facilitate achieving these priorities during the event, will be taken into consideration by UEFA and be considered as important assets in the selection process.
Appendix 3 – UEL FAN FESTIVAL KEY INFORMATION

Location 1: Targ Weglowy

Option 1: Using the highlighted area of the street/square
Option 2: Using highlighted area of the same street, but not using the narrow street to the city centre

**Key Statistics**

Targ Weglowy, Long Street, and Long Market Street

The total area of 15,555 m² (3,755 m² + 5,800 m² + 6,000 m²).
The maximum capacity of 21,500 people (7,500 + 6,000 + 8,000).
Distance from the airport is 15 km, from the stadium – 5 km, from the main railway station Gdańsk Główny – 900 m.
Availability of the power grid, access roads and escape routes.
Iconic location in the very centre of historic Gdańsk with many museums, places of interests, restaurants, pubs and cafeterias.
Very good direct communication with all public transport (tram and bus stops Brama Wyzynna, Hucisko, Gdańsk Dworzec Główny, Gdańsk Główny PKP railway station, SKM Śródmieście and Gdańsk Główny station, PKS bus station).
The experience of organizing many mass events, festivals, concerts.
Previous Events held here:
- Yearly three weeks long open-air St Dominic Fair.
- The Official UEFA Euro 2012 Trophy Presentation and Host City Media Centre and unofficial football fans’ gathering place during the tournament.
Location 2: Ołowianka
Overview Stockholm 2017
Commercial Partner Areas

FedEx Performance Zone challenge - (169m2)
- Hankook Brand World / car ball (130m2)
Enterprise car display / photo booth (50m2)
• Merchandise official shop (40m2)
Main Pitch (30x20m)
Trophy booth (50m²)
Finalist photo wall
Foot air entertainment (100m2)
Permanent Stage

USCUP 2014 Cardiff
UELF 2017 Stockholm
Appendix 6 – UEFA HEALTH & SAFETY GUIDE

Applicants are referred to the separate document entitled “Appendix 6 – UEFA Health and Safety Guide”