



Public Screening Programme
Partner Contacts

Introduction

In this document, you will find the contact details and product categories for UEFA's official UEFA EURO 2020™ Partners. If you have been granted a licence for a commercial public screening event, you may approach our Partners with concrete proposals to get involved in the event(s) you are organising. The exact offer procedure is described in Clause 4.1(b) of the UEFA EURO 2020™ Public Screening Programme - Terms and Conditions document. Regardless of the outcome of the offer to Official Partners, you are required to respect the exclusivity of the product category of Official Partners and you shall not offer any commercial opportunities to third parties who are competitors of any of the Official Partners.

UEFA has asked each Partner to create a (generic) email address for you to submit a sponsoring proposal. It is at the discretion of each Partner to react to your proposal or not. If the Partner does not react within 30 days following your proposal, please consider the relevant Partner not to be interested.

On behalf of the Partners, UEFA requests you to:

- ✿ Only submit clear and reasonable proposals
- ✿ Make sure that the offer contains all necessary information for the Partners to make an initial assessment, including:
 - ✿ Nature of the event - e.g.: location and size (expected number of visitors), duration of event (e.g. selected matches only or whole tournament), whether an entry fee will be charged, etc.
 - ✿ Nature of proposed sponsor involvement - e.g.: brand exposure, business terms (fees, expectations, guarantees, etc.) and proposed involvement of other Partners, etc.
- ✿ Allow the Partners to make their own assessment of the proposals. Please refrain from sending each Partner more than one proposal or asking for a response on your submitted proposals. You will be contacted if a Partner is interested in your proposal.

NOTE: All arrangements must be conducted between you and the respective Partner(s). UEFA will not be a party in any negotiation or contract or in the delivery of agreed services, goods or otherwise.










Further useful information

- [UEFA EURO 2020™ Public Screening Programme - Terms and Conditions](#)
- [UEFA EURO 2020™ Public Screening Programme - Licence Fees](#)
- [UEFA EURO 2020™ Public Screening Programme - Frequently Asked Questions](#)

Contact details UEFA

For any question on the UEFA EURO 2020™ Public Screening Programme, please send an email to publicscreeningEURO2020@caa11.com. Please allow our staff the time to respond to your query.

Sponsor contacts





	Alipay	shawn63.liu@antfin.com
	Booking.com	uefaeuro2020@booking.com
	Coca-Cola	schick@coca-cola.com
	Fedex	lkoehnen@fedex.com
	Heineken	carla.gendre@heineken.com please copy: thomas.mulders@heineken.com
	Hisense	hisenseuefa@hisense.com
	Socar	ayaz@sportmarketing.az
	Takeaway.com	euro2020offers@takeaway.com
	Volkswagen	euro2020-publicviewing@volkswagen.de

Super-licensee contacts


	adidas	EURO2020_PublicViewing@adidas.com
	Hublot	euro2020@hublot.com
	Konami	kde_eeuro_team@konami.com
	Panini	infolicensing@panini.it



Kindly note that more Partners may be announced closer to the UEFA EURO 2020™ tournament. Please check regularly for updates.



Sponsor product categories and sub-brands

	<p>Product category:</p> <ul style="list-style-type: none"> • Payment method and technology <hr/> <p>Sub-brands:</p> <ul style="list-style-type: none"> • Alipay • Ant Forest • Ant Financial • Alipay Connect
	<p>Product category:</p> <ul style="list-style-type: none"> • Travel and accommodation services <hr/> <p>Sub-brands:</p> <ul style="list-style-type: none"> • Booking • BookingSuite • BookingHome • Booking.com for Business
	<p>Product category:</p> <ul style="list-style-type: none"> • Non-alcoholic beverages <hr/> <p>Sub-brands:</p> <ul style="list-style-type: none"> • Coca-Cola's local sub-brands may be activated
	<p>Product category:</p> <ul style="list-style-type: none"> • Logistics supply and services


	<p>Sub-brands:</p> <ul style="list-style-type: none"> • FedEx Express • FedEx Ground • FedEx Freight • FedEx Office • FedEx Custom Critical • FedEx Trade Networks • FedEx Supply Chain • TNT
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	<p>Product category:</p> <ul style="list-style-type: none"> • Alcoholic and low-alcohol beverages
	<p>Sub-brands:</p> <ul style="list-style-type: none"> • Beerwulf.com • Local Heineken-owned brands (e.g. Affligem, Amstel, Desperados, Sol, Strongbow) <p>For the full list of Heineken sub-brands in a specific territory, please contact: thomas.mulders@heineken.com</p>

	Product category: <ul style="list-style-type: none">• Domestic appliances and electronics
	Sub-brands: <ul style="list-style-type: none">• Ronshen• Kelon• Gorenje
	Product category: <ul style="list-style-type: none">• Oil and gas
	Sub-brands: <ul style="list-style-type: none">• SOCAR Gas

	<p>Product category:</p> <ul style="list-style-type: none"> • Ordering and delivery of ready-to-eat food <p>Sub-brands:</p> <ul style="list-style-type: none"> • Lieferando • Lieferando.at • Lieferando.de • Thuisbezorgd.nl • Pyszne.pl • 10bis • 10bis.co.il
	<p>Product category:</p> <ul style="list-style-type: none"> • Automobiles and all mobility services <p>Sub-brands:</p> <ul style="list-style-type: none"> • Volkswagen Commercial Vehicles • MAN (trucks)

Super-licensee product categories

	<p>Product category:</p> <ul style="list-style-type: none"> • Official Match Ball, branded licensed products and EURO apparel
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	<p>Product category:</p> <ul style="list-style-type: none">• Wristwatches
	<p>Product category:</p> <ul style="list-style-type: none">• Interactive games
	<p>Product category:</p> <ul style="list-style-type: none">• Stickers, albums and trading cards

