



WE CARE ABOUT FOOTBALL

Bid Regulations

UEFA EURO 2024

Contents

Preamble	6
I - Definitions	7
Article 1 Definitions	7
II - Bidding Procedure	10
Article 2 Overview	10
Article 3 Eligibility of Bidders	10
Article 4 Initiating Phase	10
Article 5 Bid Dossier Development Phase	10
Article 6 Evaluation Phase	11
Article 7 Timeline	12
III - General Provisions	13
Article 8 Good faith	13
Article 9 Liability	13
Article 10 Intellectual property	13
Article 11 Communication	13
Article 12 Termination	14
Article 13 Disciplinary measures	14
Article 14 Third parties	14
Article 15 Amendments	15
Article 16 Decisions	15
IV - Principles	16
Article 17 Treatment of Bidders	16
Article 18 Ethics	16
Article 19 Financial moderation	16
Article 20 Gifts	16
Article 21 Promotions	17
Article 22 Sponsorship	17
Article 23 Digital platforms	18
Article 24 Visits	18
Article 25 Commitments	19
Article 26 Income and accounts	19
Article 27 Confidentiality	19

V - Closing Provisions	20
Article 28 Closing provisions	20
Annex A - UEFA Executive Committee Voting Procedure	21
A.1 General	21
A.2 Voting procedure	21
A.3 Procedure with three (3) or more Bidders	22
A.4 Procedure with two (2) Bidders	22



Preamble

The following regulations have been adopted on the basis of Article 50(1) of the *UEFA Statutes* and are aimed at setting a clear and open bidding procedure to select the UEFA member association, or two or more UEFA member associations that submit a joint bid, to host UEFA EURO 2024, the final tournament of the 2022–24 UEFA European Football Championship.

I – Definitions

Article 1 Definitions

1.01 In these Bid Regulations (as defined below) the following terms have the following meanings:

Bid Agreements

the agreements duly signed and based on the templates provided by UEFA to the Bidders as part of the Bid Requirements, which include:

- a. the Staging Agreement;
- b. the Stadium Agreements; and
- c. the Host City Agreements.

Bid Dossier

the documents completed by the Bidders and returned to UEFA as part of the Bidding Procedure, being a formal offer of the Host Association to host the Tournament in accordance with the Bid Requirements.

Bid Dossier Development Phase

the period commencing with the delivery of the Bid Requirements to the Bidders by UEFA and ending on the Bid Dossier submission deadline.

Bid Dossier Template

the document provided by UEFA to the Bidders as part of the Bid Requirements setting out the guidelines on how each Bid Dossier shall be formatted, how the provided forms shall be completed, which supplementary documents shall be provided and how the agreements shall be presented.

Bid Regulations

these regulations including their annex, which govern the Bidding Procedure and appointment of the Host Association.

Bid Requirements

the documents provided by UEFA to the Bidders setting out the requirements that the Host Association must satisfy to host the Tournament and the basis upon which the Bid Dossiers will be evaluated by UEFA for the selection and appointment of the Host Association which comprise:

- a. the Tournament Requirements;
- b. the Bid Dossier Template, with the Guarantees; and
- c. the Bid Agreement templates.

Bidder

each UEFA member association or group of UEFA member associations bidding to host the Tournament, from the time such UEFA member association declares its interest to bid.

Bidding Procedure

the entire procedure conducted by UEFA to appoint the Host Association as outlined in these Bid Regulations. It is divided into an Initiating Phase, a Bid Dossier Development Phase and an Evaluation Phase.

Evaluation Phase

the period commencing on the Bid Dossier submission deadline and ending with the appointment of the Host Association by the UEFA Executive Committee.

Guarantees

written guarantees from the Host Association and/or third parties as required by UEFA in connection with the Tournament Requirements for the successful hosting of the Tournament.

Host Association

the Bidder that is appointed by the UEFA Executive Committee to host the Tournament.

Host City Agreement

any of the separate agreements concluded with the host city public authorities based on the Host City Agreement template provided by UEFA.

Initiating Phase

the period commencing with the official invitation to declare an interest in bidding sent to each UEFA member association and ending with the delivery of the Bid Requirements to the Bidders by UEFA.

Site Visit

a visit conducted by UEFA to the territory of a Bidder to meet any bodies relevant to its bid, if UEFA considers it appropriate for the evaluation of the Bid Dossier of such Bidder.

Stadium Agreement

any of the separate agreements concluded with the stadium owner and operator based on the Stadium Agreement template provided by UEFA.

Staging Agreement

the agreement between UEFA and the Host Association concluded for the hosting of the Tournament which: (i) is based on the template provided by UEFA; (ii) governs the relationship between UEFA and the Host Association with respect to the Tournament; and (iii) comes into force when countersigned by UEFA.

Tournament Requirements

the operational, administrative, financial, legal, commercial, infrastructure, facilities and logistical requirements for hosting the Tournament provided by UEFA to the Bidders as part of the Bidding Procedure.

UEFA EURO 2024 or Tournament

the final tournament of the 2022–24 UEFA European Football Championship, including all official events and activities related thereto.

- 1.02** Headings used in these Bid Regulations are for convenience only and shall not affect the interpretation of these provisions.

II – Bidding Procedure

Article 2 Overview

- 2.01 The Bidding Procedure will be conducted in accordance with the timeline laid out in Article 7. It consists of:
- a. an Initiating Phase, during which each of the UEFA member associations can declare their interest to bid;
 - b. a Bid Dossier Development Phase, during which each Bidder develops its Bid Dossier based on the Bid Requirements; and
 - c. an Evaluation Phase, during which the Bid Dossiers submitted by Bidders are evaluated by UEFA. Bidders may be required by UEFA to elaborate upon and substantiate their bids as described in their Bid Dossiers, and provide more specific guarantees from time to time throughout the Evaluation Phase.

Article 3 Eligibility of Bidders

- 3.01 Only UEFA member associations (as specified in the *UEFA Statutes*) that are not suspended may bid to host the Tournament.
- 3.02 Joint bids by several UEFA member associations are permitted but only if they are from neighbouring countries.

Article 4 Initiating Phase

- 4.01 UEFA will send out a circular letter on or around 9 December 2016 inviting each of its member associations to declare their interest to bid to host the Tournament.
- 4.02 Any UEFA member association that is interested in hosting the Tournament and fulfils the requirements provided in Paragraph 3.01 shall declare its interest by duly completing, signing and returning the declaration of interest form referred to in the circular letter mentioned in Paragraph 4.01 to UEFA by no later than 3 March 2017, 18.00CET. Any UEFA member association submitting its declaration of interest in any form other than required by UEFA in its circular letter or after the deadline imposed by UEFA will not be considered eligible for the Bidding Procedure.
- 4.03 After the deadline of the declaration of interest to bid, UEFA will review the list of applicants and decide which UEFA member associations are eligible to bid to host the Tournament in accordance with Paragraph 3.01.
- 4.04 UEFA will notify the relevant UEFA member associations accordingly on or around 10 March 2017.

Article 5 Bid Dossier Development Phase

- 5.01 After the Bidders have been announced, the Bid Requirements will be made available to them, on or around 17 March 2017.

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- 5.02 UEFA will organise an opening workshop at its headquarters in Nyon, which Bidders must attend, on or around 27/28 April 2017 in order to discuss the contents of the Bid Requirements, explain any information required within the Bid Requirements or the format of the Bid Dossier Template, and clarify any doubts, queries or concerns regarding the Bidding Procedure.
 - 5.03 UEFA may organise further meetings or technical working sessions with some or all Bidders at its headquarters in Nyon or in the national territory/ies of (a) relevant Bidder(s) as deemed necessary by UEFA during the Bid Dossier Development Phase.
 - 5.04 Any reply from UEFA to a request for further information from a Bidder will be provided to the Bidder in such manner as is deemed appropriate by UEFA.
 - 5.05 Bidders shall submit their Bid Dossiers to UEFA by no later than 27 April 2018, 18.00CET. Any Bidder submitting its Bid Dossier after such deadline will not be considered eligible to progress to the Evaluation Phase. Bidders may not submit any additional documents and/or information, or make any amendment to their Bid Dossiers after this deadline, unless specifically requested to do so by UEFA.

Article 6 Evaluation Phase

- 6.01 UEFA may at its own discretion and at any time, conduct a Site Visit to the national territory of a Bidder. UEFA will provide in advance to the Bidders concerned detailed information regarding the requirements and format of this Site Visit in due course. UEFA may organise further meetings or technical working sessions with Bidders as it deems necessary.
- 6.02 UEFA and any experts it may appoint will examine the Bid Dossiers and prepare a written evaluation report on each bid in September 2018.
- 6.03 The UEFA National Team Competitions Committee will assist in the process of selecting the Host Association.
- 6.04 At the meeting of the UEFA Executive Committee in September 2018, the Bidders may be given the opportunity to present the content of their Bid Dossiers to the UEFA Executive Committee before the vote. UEFA will provide the Bidders with guidelines in due course. During this meeting, the UEFA Executive Committee shall appoint a Bidder to be the Host Association based on an overall analysis of the Bid Dossiers by the UEFA administration and in accordance of the voting procedure set out in Annex A. Thereafter, UEFA will countersign the Bid Agreements.

Article 7 Timeline

	Timeline	Activity	Relevant Article
Initiating Phase	9 December 2016	Official invitation to bid sent out	See Paragraph 4.01
	3 March 2017, 18.00CET	Deadline of the declaration of interest to bid	See Paragraph 4.02
	10 March 2017	Announcement of the Bidders by UEFA	See Paragraph 4.04
Bid Dossier Development Phase	17 March 2017	Bid Requirements made available to the Bidders	See Paragraph 5.01
	27/28 April 2017	Opening workshop for the Bidders	See Paragraph 5.02
	27 April 2018, 18.00CET	Bid Dossier submission deadline	See Paragraph 5.05
Evaluation Phase	September 2018	Appointment of the Host Association for UEFA EURO 2024 by UEFA Executive Committee, counter-signature of the relevant Bid Agreements	See Paragraph 6.02

7.01 The above timeline is subject to change by UEFA at any time. As a general rule, bidders must comply with the various deadlines imposed by UEFA throughout the Bidding Procedure; exceptions to this rule may be decided by UEFA if required by the circumstances.

III – General Provisions

Article 8 Good faith

- 8.01 Each party involved in the Bidding Procedure (including representatives of UEFA and the Bidders) shall uphold the general principles listed in Chapter IV and ensures that each of its employees, representatives, agents, partners, contractors (including experts) and associates upholds such principles.
- 8.02 Bidders shall ensure that all information provided and representations made to UEFA during the course of the Bidding Procedure (including all information and representations contained in the Bid Dossiers) are true, accurate and not misleading. No Bidder shall withhold from UEFA any material information relating to its Bid Dossier and/or its bid to host the Tournament of which it is aware at any time during the course of the Bidding Procedure. UEFA relies fully on any information, representations, warranties, assurances and other promises included in a Bid Dossier as binding upon the relevant Bidder.

Article 9 Liability

- 9.01 Bidders are, and remain at all times, fully responsible for costs, charges and expenses of whatever nature incurred in connection with the Bidding Procedure. Each Bidder acknowledges and agrees that UEFA will not cover or repay any such costs, charges and/or expenses under any circumstances (whether or not UEFA appoints the Bidder as the Host Association).

Article 10 Intellectual property

- 10.01 All intellectual property rights for all purposes throughout the world relating to UEFA, UEFA EURO 2024, the Bidding Procedure, the Bid Regulations, the Bid Requirements and the Bid Dossier, including any request for clarification (together with any concept developed during the Bidding Procedure), belong solely and exclusively to UEFA. All concepts or parts of them developed by the Bidders in response to the Bid Requirements shall be assigned to and shall become the property of UEFA. Bidders shall execute such further documentation required by UEFA in order to give full effect to the terms of this assignment.

Article 11 Communication

- 11.01 The entire Bidding Procedure is conducted in English. UEFA provides the Bid Requirements and all other communications and documents related to the Bidding Procedure in English. Bidders shall submit the Bid Dossiers and all other communications and documents related to the Bidding Procedure to UEFA in English. If UEFA and/or the Bidders prepare translations of any such communications and documents into another language, the English version prevails.

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- 11.02** UEFA may ask for any additional information, guarantees and/or documents it deems necessary to complete its evaluation of a Bid Dossier at any time, and any such information, guarantees or documents may be used at any point in the Bidding Procedure.
- 11.03** UEFA, and the Bidders subject to approval by UEFA, may make certain documents public (which may include posting them on its/their website(s) or any other online platforms) following their finalisation or their distribution to the UEFA member associations or the Bidders (as applicable), such as:
- a. the Tournament Requirements ;
 - b. the Bid Dossier Template;
 - c. the final evaluation report prepared and presented to the UEFA Executive Committee in accordance with Paragraph 6.02; and
 - d. other bid documents.

Article 12 Termination

- 12.01** The involvement of any UEFA member association in the Bidding Procedure automatically terminates upon:
- a. the exclusion, dissolution and/or suspension of such UEFA member association in accordance with the relevant provisions of the *UEFA Statutes*;
 - b. the voluntary withdrawal of such Bidder from the Bidding Procedure;
 - c. the failure of such Bidder to comply with any deadline or condition specified in the Bid Regulations in particular Paragraph 4.02 or Paragraph 5.05; or
 - d. the appointment by UEFA of the Host Association.

Article 13 Disciplinary measures

- 13.01** Any UEFA member associations in breach of the provisions of these Bid Regulations may be disqualified from the Bidding Procedure by the UEFA Executive Committee and, in addition, may be sanctioned by the UEFA disciplinary bodies in accordance with the *UEFA Disciplinary Regulations*.

Article 14 Third parties

- 14.01** UEFA reserves the right to appoint independent consultants and/or to collect such other information as it deems necessary to analyse and supplement each of the Bid Dossiers at any time during the Bidding Procedure. The opinion of such consultants and/or such other information may be used by UEFA at any point in the Bidding Procedure to evaluate any Bid Dossier.

Article 15 Amendments

- 15.01 UEFA reserves the right to make amendments to any aspect of these Bid Regulations and/or the Bidding Procedure for any reason whatsoever, including any procedural element of the Bidding Procedure or any of the requirements set out in the Bid Requirements. UEFA will notify the Bidders of such amendments in written form.

Article 16 Decisions

- 16.01 Any decisions made in accordance with these Bid Regulations are final and binding.

IV – Principles

Article 17 Treatment of Bidders

- 17.01** UEFA shall ensure that Bidders are treated in a fair, transparent and consistent manner throughout the Bidding Procedure.
- 17.02** Bidders shall ensure that they treat all other Bidders fairly and with respect throughout the Bidding Procedure. In particular, no Bidder may:
- a. make any comparison between its own bid and the bid of any other Bidder;
 - b. make any written or oral comment on any other Bidder or any other bid; or
 - c. enter into any arrangement relating to the Bidding Procedure with any Bidder including any sub-party which would be prejudicial to the interests of any other Bidder or any other bid.

Article 18 Ethics

- 18.01** UEFA, including any representative of UEFA, and the Bidders undertake to conduct themselves in a dignified and ethical manner throughout the Bidding Procedure.
- 18.02** Each Bidder shall ensure that it does not act in a manner that could bring UEFA, UEFA EURO 2024, any other Bidder (or any employee, officer or representative of any of the foregoing), the Bidding Procedure or European football into disrepute.

Article 19 Financial moderation

- 19.01** Each Bidder shall approach the Bidding Procedure with a sense of financial moderation and avoid incurring any excessive expenses in all aspects of its involvement therein.

Article 20 Gifts

- 20.01** UEFA member associations are prohibited from offering, making or conferring any gift or benefit (whether direct or indirect) to or upon UEFA, including any representatives of UEFA, agents or partners during or in connection with the Bidding Procedure other than gifts which such persons are permitted to accept in accordance with Paragraph 20.03.
- 20.02** UEFA, including any representative of UEFA, agents and partners are prohibited from soliciting any gift or benefit (whether direct or indirect) from or on behalf of any UEFA member association in connection with the Bidding Procedure.
- 20.03** UEFA, including any representative of UEFA, agents and partners are prohibited from receiving any gift or benefit (whether direct or indirect) from or on behalf of any UEFA member association in connection with the Bidding Procedure, with the exception that they may accept non-cash gifts having only a token value (not

exceeding EUR 300) as a mark of respect and friendship. If requested by UEFA, a UEFA member association must declare and substantiate the value of any gift made or offered during or in connection with the Bidding Procedure.

- 20.04** UEFA, including any representative of UEFA, agents and partners who are offered any gift or benefit that are not permitted under Paragraph 20.03 by or on behalf of any UEFA member association at any point in the Bidding Procedure must report the offer to UEFA.

Article 21 Promotions

- 21.01** Bidders are entitled to promote their involvement in the Bidding Procedure as well as key aspects of their Bid Dossiers provided that, no Bidder:
- a. promotes its involvement in any way outside of its country including in any publication or broadcast which is generally available outside of its country;
 - b. targets any promotion at persons who are not normally resident in its country, including at any international event held in its country or in or at any area aimed to be international by nature such as airport(s);
 - c. adopts or uses any mark, drawing, symbol, emblem, designation or name which incorporates, or is confusingly similar to, or is a simulation or colourable imitation of, the name "UEFA EURO 2024" or any UEFA mark, nor develops or uses any logo for the purpose of promoting its bid; or
 - d. promotes its involvement in any way at or in connection with any event organised by UEFA.
- 21.02** Bidders may use the designation "candidate for" or "bidding for" alongside "UEFA EURO 2024" (or any other term chosen by UEFA (and notified to the Bidders) to designate the Tournament) in promoting their involvement in the Bidding Procedure, provided that in any such use "UEFA EURO 2024" or any other such term is not given greater prominence than the relevant designation. Each Bidder shall ensure that its use of such designation conforms to any guidelines that UEFA may issue from time to time.
- 21.03** Bidders shall cease to promote their involvement in the Bidding Procedure from the date on which their involvement in the Bidding Procedure terminates, which is the date of the host appointment. After this date, all Bidders (including the Host Associations) must cease to use, and must ensure that all third parties cease to use, any and all of the promotional material created and/or developed in connection with their involvement in the Bidding Procedure (including any permitted designation).

Article 22 Sponsorship

- 22.01** A Bidder may enter into sponsorship arrangements or otherwise grant rights of association with its involvement in the Bidding Procedure to third parties only with UEFA's prior written consent.

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- 22.02** Any sponsorship arrangement or rights of association entered into or granted by a Bidder to a third party must be limited to the Bidder's involvement in the Bidding Procedure. Any such third party is prohibited from making any other association with, or implying any association with, UEFA, any UEFA competition (including UEFA EURO 2024) and/or any UEFA mark. Bidders shall take all measures necessary to ensure that such third parties comply with such prohibition.
- 22.03** Bidders shall ensure that all sponsorship arrangements and all rights of association which they have entered into or granted, and all other commercial partnerships, agreements or arrangements in relation to the Bidding Procedure, terminate automatically on the date on which their involvement in the Bidding Procedure terminates for any of the reasons listed in Article 12, including the appointment of the Host Association. Bidders shall take all measures necessary to ensure compliance with such termination.

Article 23 Digital platforms

- 23.01** A Bidder may create, develop, exploit and/or host a digital platform or a section of such a platform relating to its involvement in the Bidding Procedure for information purposes only.
- 23.02** Each Bidder must ensure that the creation, development, exploitation and use of such a platform (or section of such a platform) conforms to any guidelines that UEFA may issue from time to time.
- 23.03** UEFA has the right to require any Bidder to modify its digital platform (or section of such a platform) relating to its involvement in the Bidding Procedure.

Article 24 Visits

- 24.01** No Bidder is entitled to invite any representative of UEFA to its national territory in connection with the Bidding Procedure other than for a Site Visit or other official working session or meeting organised by UEFA in accordance with Paragraph 5.02, with Paragraph 5.03 or with Paragraph 6.01.
- 24.02** If a representative of UEFA visits the national territory of any Bidder for any reason unrelated to the Bidding Procedure at any time during the Bidding Procedure, such Bidder shall not promote its involvement in the Bidding Procedure during such visit or derive any other benefit in relation to the Bidding Procedure from such visit. Bidders shall not cover any of the travel and accommodation costs or expenses related to any such visit.
- 24.03** Subject to Article 21, Bidders may organise visits for representatives of the media in order to promote their involvement in the Bidding Procedure, if such representatives bear their own costs and expenses in relation thereto.

Article 25 Commitments

- 25.01** Each Bidder shall ensure that it can fulfil any commitment or undertaking included in any aspect of its Bid Dossier in accordance with these Bid Regulations. If any such commitment or undertaking is, in the judgment of UEFA, unlawful, misleading or disproportionate, then this may be specified in the evaluation reports presented to the UEFA Executive Committee, and UEFA may request further explanations and guarantees in relation thereto from the relevant Bidder.

Article 26 Income and accounts

- 26.01** Bidders shall provide UEFA, upon request, with a summary of the identity of third parties from which they have received financial support in connection with their involvement in the Bidding Procedure, and the value of such contributions. UEFA acknowledges and agrees that this information is confidential unless made public by the relevant Bidder.
- 26.02** Bidders shall maintain complete and accurate accounts of all costs that they incur with respect to the Bidding Procedure and shall share such accounts with UEFA upon request.

Article 27 Confidentiality

- 27.01** Subject to Paragraph 11.03, Bidders shall treat all aspects of the Bidding Procedure as confidential, and acknowledge and agree that UEFA may make any information disclosed to it in connection with the Bidding Procedure public in accordance with these Bid Regulations.

V – Closing Provisions

Article 28 Closing provisions

- 28.01** The UEFA administration is entrusted with the operational management of the Bidding Procedure and is therefore entitled to take the decisions and adopt the detailed provisions necessary for implementing these regulations.
- 28.02** All annexes form an integral part of these regulations.
- 28.03** If there is any discrepancy in the interpretation of the English, French or German versions of these regulations, the English version prevails.
- 28.04** These regulations were adopted by the UEFA Executive Committee at its meeting on 9 December 2016 and come into force on 10 December 2016.

For the UEFA Executive Committee:

Aleksander Čeferin
President

Theodore Theodoridis
General Secretary

Nyon, 9 December 2016

Annex A – UEFA Executive Committee Voting Procedure

A.1 General

- A.1.1 The voting procedure shall be governed by the following provisions and, where necessary, the relevant provisions of the *UEFA Statutes* apply.
- A.1.2 Only Bidders that the UEFA administration judges to have fulfilled the Bid Requirements shall be admitted in the voting procedure.
- A.1.3 Voting shall be conducted by secret ballot.
- A.1.4 Votes by proxy shall not be permitted.
- A.1.5 The UEFA President or a member of the UEFA Executive Committee shall not take part in any part of the deliberations or the voting procedure if he or she is associated with a Bidder or in the case where a conflict of interest exists.
- A.1.6 The UEFA President or, in his absence, the highest-ranked UEFA Vice-President shall chair the meeting of the UEFA Executive Committee at which the voting takes place.
- A.1.7 There shall be no obligation for a member of the UEFA Executive Committee to use the vote allocated to him or her in any ballot (i.e. abstentions are permitted), save that the chair of the meeting cannot abstain when exercising his casting vote pursuant to this Annex A (in such circumstances, the chair of the meeting may decide to exercise his casting vote by way of a drawing of lots).
- A.1.8 Abstained votes and spoiled ballots shall not be counted.
- A.1.9 The results of the voting procedures shall be made publicly available by UEFA. Such results shall identify the number of ballots and, in respect of each ballot, the number of points awarded to each Bidder as well as the number of abstentions and the number of spoiled ballots.

A.2 Voting procedure

- A.2.1 Each member of the UEFA Executive Committee entitled to take part in the voting procedure shall rank the Bidders in order of preference. The preferred Bidder is given rank one (1), the second choice is given rank two (2), and so on up to the least preferred Bidder. Points will then be allocated by the scrutineers based on each voter's ranking preference in each ballot, starting with one (1) point for the least preferred Bidder and increasing by one point for each directly higher rank, with the exception of the most preferred Bidder who shall be attributed a number of points equal to the total number of Bidders in the concerned ballot, plus two (2).

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- A.2.2** A vote shall be valid if and only if:
- a. a rank between one (1) and the relevant number of Bidders has been attributed to each of the Bidders; and
 - b. different ranks have been attributed to each of the Bidders.

A.3 Procedure with three (3) or more Bidders

A.3.1 If a Bidder obtains an absolute majority (i.e. more than half) of points deriving from the valid votes cast in the first round of ballots, that Bidder shall be selected as the Host Association.

A.3.2 If no Bidder obtains an absolute majority (i.e. more than half) of points deriving from the valid votes cast in the first round of ballots, the two (2) Bidders having scored the highest number of points during such first round shall be admitted to the second round of ballots. If the two (2) Bidders to be admitted to such second round cannot be determined during the first round, then an intermediate round of ballots involving only the Bidders with a number of points equal to the second-ranked Bidder of the first round will take place to identify the two Bidder(s) to be admitted to the second round; if, in this intermediate round of ballots, all Bidders receive an equal number of points, then the chair of the meeting shall determine which Bidder(s) shall be admitted to the next round of ballots by means of a casting vote.

A.3.3 The Bidder that obtains the highest number of points during the second round of ballots shall be selected as the Host Association.

A.3.4 In the event of a tie during the second round of ballots, the chair of the meeting shall determine which Bidder shall be selected as the Host Association by means of a casting vote.

A.4 Procedure with two (2) Bidders

A.4.1 The Bidder that obtains the highest number of points deriving from the valid votes cast shall be selected as the Host Association.

A.4.2 In the event of a tie, the chair of the meeting shall determine which Bidder shall be selected as the Host Association by means of a casting vote.



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