



UEFA EURO 2020™ OFFICIAL HOSPITALITY SALES AGENT SERVICES FOR
TERRITORIES OUTSIDE OF ENGLAND, WALES, SCOTLAND, NORTHERN
IRELAND AND THE REPUBLIC OF IRELAND

Invitation to express interest

1. Introduction

UEFA EURO 2020™ will be held in twelve (12) host cities across Europe in June and July 2020.

Out of the fifty one (51) matches of UEFA EURO 2020™, seven (7), including the two semi-finals and the final, will be hosted at Wembley Stadium in London. The 11 other host cities will each stage 4 matches (three group matches and one round of 16 or quarter-final). The opening match will be hosted in Rome.

Building on the success of previous UEFA European Championships, UEFA is looking to provide corporations, businesses and individuals with a high quality and attractive hospitality offering at UEFA EURO 2020™ Matches.

UEFA wishes to select one or several company(ies) with whom to market and sell the UEFA EURO 2020™ Official Hospitality Packages in the territories outside of England, Wales, Scotland, Northern Ireland and the Republic of Ireland.

The selected company(ies) will be responsible for marketing the UEFA EURO 2020™ Official Hospitality Packages on an exclusive or non-exclusive basis in the country/countries (Territory) for which it is appointed, including providing the following key elements (for its Territory):

- Promote the UEFA EURO 2020™ Official Hospitality Packages;
- Use UEFA's appointed IT system to provide UEFA with details of clients wishing to purchase Official Hospitality Packages and to provide administrative assistance and support to UEFA in respect of the same;
- Provide post sales customer service;

For such purposes, UEFA intends to organise a tendering process ("Tender").

2. The Selection Process

The process for the selection of company(ies) for the UEFA EURO 2020™ Official Hospitality Sales Agent Services in the territories outside of England, Wales, Scotland, Northern Ireland and the Republic of Ireland, as currently planned, is divided into two-phases:

- Phase 1 – Invitation to Express Interest: the initial, pre-Tender phase during which UEFA collects information regarding the candidate(s) based on which it evaluates eligibility of such candidate(s) to participate in Phase 2;
- Phase 2 – The Tender: the tender for the selected candidate(s) and/or any other entities invited by UEFA, during which UEFA will evaluate proposals and subsequently select and appoint a qualified company(ies) for the UEFA EURO 2020™ Official Hospitality Sales Agent Services in the territories outside of England, Wales, Scotland, Northern Ireland and the Republic of Ireland.

All participants in the Tender will receive the Request for Proposal ("RFP"), which will set forth all applicable terms and conditions for the Tender.

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

INVITATION TO EXPRESS INTEREST

Publication of this Invitation to Express Interest	08/11/2018
↓	
Expressions of Interest to be received by UEFA	22/11/2018
↓	
Selected entity(ies) receive the RFP	29/11/2018
↓	
Selected entity(ies) submit their proposals for the Tender	17/01/2019
↓	
Evaluation, clarification and selection of proposal(s)	28/03/2019
↓	
Supplier(s) appointment	From 01/06/2019 onwards

3. Submissions of Expression of Interest

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

Candidate(s) shall submit to UEFA an official letter, on headed notepaper and in English (the "Letter") expressing their interest in participating in the Tender and requesting the RFP, by no later than **22/11/2018**. The Letter shall include the following supporting information:

- full details of the return address and contact person for all matters in connection with this Invitation to Express Interest;
- all of the information/documents (in English only) required in Section 4 below entitled "Required Information and Documentation"; and
- "Statement of Undertaking" in the form provided in Appendix 1 to this Invitation to Express Interest, duly signed by an authorised representative from the interested entity.

The Letter with all supporting information and documentation must be sent in PDF format by email to hospitalityRFP@uefa.ch by no later than **18h00 CET on 22/11/2018**.

For general queries, please contact:

Leo Monnier
Hospitality Sales Admin Manager

hospitalityRFP@uefa.ch
Direct Tel: +41 (0)22 707 22 32
Mobile Tel: +41 (0)79 829 22 32
Main Tel: +41 (0)848 00 27 27

Incomplete submissions which do not include all of the above information and/or documentation will not be considered by UEFA.

Upon receipt of the Letter with all required supporting information and documentation, UEFA shall determine, at its sole discretion, if it requires further information/documentation or clarification from any or all of the candidate(s). In such cases, UEFA reserves the right to contact the relevant candidate accordingly and to request that they provide such additional information/documentation.

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

4. Required Information and Documentation

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

- description of proven experience in selling and/or marketing hospitality packages for sporting events;
- examples and references of previous sales of hospitality packages managed by the candidate;
- evidence of sufficient resources and appropriate infrastructure to provide the UEFA EURO 2020™ Official Hospitality Sales Agent Services;
- evidence of the ability of the company to reach an important number of clients in its chosen Territory;
- annual reports or key accounting figures from the last three years;
- proof of strong financial standing with up-to-date declarations from the inland revenue, national treasury department or other relevant governmental body;
- organisational chart with key personnel (must be English-speaking and adequately trained).

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

5. Legal Provisions

1. This Invitation to Express Interest does not constitute an invitation to make offers or an invitation to participate in the Tender, nor does it constitute the basis of any contract which may be concluded upon conclusion of the Tender.
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INVITATION TO EXPRESS INTEREST

2. Information collected through this Invitation to Express Interest will be used by UEFA solely for its analysis and will not be disclosed to the public.
 3. UEFA reserves the right to reject any and all submissions of expression of interest, amend or supplement any rules set up herein and/or cancel part of or the entire selection process (and/or the Tender). If part of or the entire selection process is cancelled, it may be restarted at any time and any given interested candidate may or may not be invited to participate in the new selection process, at UEFA's absolute discretion.
 4. UEFA has taken all reasonable care to ensure that any information provided by UEFA in relation to this Invitation to Express Interest, the Tender and/or the RFP is accurate in all material respects. However, any such information is provided solely by way of explanation of the services which UEFA intends to use, and neither UEFA nor any of its representatives, agents or employees make any representation or warranty or accept any responsibility for the accuracy or completeness of any such information. Nor shall they be liable for any loss or damage suffered by any applicants in reliance on such information or any subsequent communication made by UEFA.
 5. The candidate agrees that:
 - 5.1. it (and its officers, employees, agents and advisers) shall keep confidential the terms of this ITEI and any information relating to the affairs or business of UEFA which comes into its possession in relation to this ITEI and/or the Tender;
 - 5.2. 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);
 - 5.3. it shall only be entitled to use confidential information for the purpose of the Tender; and
 - 5.4. it shall not discuss the financial terms of the Tender with rival candidates.
 6. Each candidate is responsible for all costs, expenses and liabilities incurred in the preparation of its Letter, any responses to requests for further information by UEFA and any negotiation with UEFA following receipt by UEFA of its Letter (whether or not an invitation to participate in the ITT is issued). UEFA shall bear no liability whatsoever in this respect.
 7. Each candidate is strictly prohibited from making any form of public announcement or statement relating directly or indirectly to this ITEI, the Tender, UEFA, and/or any UEFA competition (whether it is invited to participate in the Tender or not) without the prior written consent of UEFA, which may be given or withheld in its absolute discretion.
 8. UEFA shall not be liable to any interested candidate for any costs or losses arising in connection with the submission of information and documentation related to this Invitation to Express Interest.
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Appendix 1:

Phase 1 - Statement of Undertaking

Name of company: insert Name of Company

Tax number: insert tax number

Address: insert Street Postal Code City Country

referred to hereinafter as the "Company", hereby expresses interest in participating in the Tender for the provision of Official Hospitality Sales Agent Services for UEFA EURO 2020™ for territories outside of England, Wales, Scotland, Northern Ireland and the Republic of Ireland, and undertakes that:

1. no information provided nor representations made to UEFA are false, inaccurate or misleading;
2. none of the Company's representatives or employees shall make any form of public announcement or statement relating directly or indirectly to UEFA, the Invitation to Express Interest and/or the Tender to any media without the prior written approval of UEFA and that any non-compliance will lead to the penalty of being held responsible for any damages caused;
3. it (and its officers, employees, agents and advisers) shall keep confidential the terms of this ITEI and any information relating to the affairs or business of UEFA which comes into its possession in relation to this ITEI and/or the Tender, it shall not disclose confidential information (or any parts of it) to any third party without the prior written consent of UEFA, which may be given or withheld in its absolute discretion (save, where required by law) and it shall only be entitled to use confidential information for the purpose of the Tender.
4. all intellectual property and commercial rights in relation to UEFA, the Invitation to Express Interest and/or the Tender belong exclusively to UEFA;
5. it is capable of and shall comply with all legal provisions contained in the ITEI or otherwise agreed in writing with UEFA;
6. UEFA shall not be held responsible for any costs, expenses and/or liabilities incurred in by the Company in the preparation and submission of the information and/or documentation in response to the Invitation to Express Interest and/or any responses to requests for further information by UEFA;
7. any association with UEFA or its competitions and events in any manner whatsoever without UEFA's prior written approval is strictly prohibited;
8. UEFA shall not be required to invite the Company to participate in the Tender and reserves the right to re-organise any services related to the Tender or to re-open part of or the entire tendering process at a later stage;
9. this Statement of Undertaking and any related documentation shall be governed by and construed in accordance with the substantive laws of Switzerland. The place of jurisdiction shall be Nyon, Switzerland.

By submitting this Statement of Undertaking (where capitalised terms shall have the meaning as defined in the Invitation to Express Interest, unless otherwise defined herein), I/we confirm that I/we have read and understood the foregoing terms and conditions issued by UEFA regarding the process for selection of a candidate(s) for the provision of Official Hospitality Sales Agent Services for UEFA EURO 2020™ for territories outside of England, Wales, Scotland, Northern Ireland and the Republic of Ireland, and agree that the Company which I/we duly represent is bound by such terms and conditions.

Signature: _____

Name and Title: _____ Date: _____

Place: _____

Official Stamp:



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WE CARE ABOUT FOOTBALL
