

UEFA EURO 2012 - BID REGULATIONS

UEFA plans to organise the UEFA European Football Championship 2012, the final tournament of which will be hosted by one or more UEFA member associations. These regulations set out the procedure by which the host association or associations will be selected for the final tournament of the UEFA European Football Championship 2012.

1. Definitions

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

Bid Contracts: the documents provided by UEFA to the Bidders as part of the Phase II Bid Requirements, which shall include the Staging Agreement and the Stadium Agreements.

Bidder: each member association or, in the case of a joint bid, team of member associations bidding to host UEFA EURO 2012. Each member association or team of member associations shall be considered a Bidder from receipt of written confirmation of interest in accordance with Article 3.2 until the involvement of the relevant member association(s) in the Selection Procedure terminates in accordance with Article 6.12 or Article 6.13.

Bid Dossier: a Bidder's Phase I Bid Dossier together with its Phase II Bid Dossier.

Bid Logo: the logo developed by each of the Bidders to promote its involvement in the Selection Procedure.

Bid Regulations: these regulations, which govern the selection and appointment of the Host Association.

Bid Requirements: Phase I Bid Requirements and Phase II Bid Requirements.

Host Association: the member association or team of member associations appointed by UEFA in accordance with these Bid Regulations to host UEFA EURO 2012.

Phase I Bid Dossier: the documents completed by the Bidders and returned to UEFA in Phase I, which shall include the completed Phase I Questionnaire, the Phase I Guarantees and such other written documents and/or information that may be requested by UEFA from the Bidders or third parties in Phase I.

Phase I Bid Requirements: the documents sent by UEFA to the Bidders in Phase I, which shall include the Schedule of Conditions, the Phase I Questionnaire, the Phase I Guarantees and such other documents and/or information provided by UEFA in Phase I.

Phase I Guarantees: written guarantees requested by UEFA from the Bidders or third parties in connection with Phase I which UEFA determines necessary or desirable for the successful staging and organisation of UEFA EURO 2012.

Phase I Questionnaire: a list of questions with respect to UEFA EURO 2012, which shall be distributed to Bidders at the commencement of Phase I of the Selection Procedure and which each Bidder must complete in accordance with UEFA's guidelines.

Phase II Bid Dossier: the documents completed by the Bidders and returned to UEFA in Phase II, which shall include the Phase II Questionnaire, the Phase II Guarantees and the Bid Contracts, each duly completed and executed, and such other written documents and/or information that may be requested by UEFA from the Bidders or third parties in Phase II.

Phase II Bid Requirements: the documents sent by UEFA to the Bidders in Phase II, which shall include the Bid Contracts, the Phase II Questionnaire, the Phase II Guarantees and such other documents and/or information provided by UEFA in Phase II.

Phase II Guarantees: written guarantees requested by UEFA from the Bidders or third parties in connection with Phase II which UEFA determines necessary or desirable for the successful staging and organisation of UEFA EURO 2012.

Phase II Questionnaire: a list of questions supplemental to the Phase I Questionnaire which shall be distributed to Bidders at the commencement of Phase II of the Selection Procedure and which each Bidder must complete in accordance with UEFA's guidelines.

Schedule of Conditions: the document provided by UEFA to the Bidders as part of the Phase I Bid Requirements, which shall set out the requirements for hosting UEFA EURO 2012 including (without limitation) organisational, commercial, infrastructure, facilities and financial requirements.

Selection Procedure: the entire procedure conducted by UEFA to appoint the Host Association as outlined in these Bid Regulations.

Stadium Agreements: separate agreements with the owners and/or operators of each of the stadia that a Bidder proposes to use in connection with UEFA EURO 2012 in the form of the standard stadium agreement provided to the Bidders by UEFA.

Staging Agreement: the agreement between the Host Association and UEFA for staging and organising UEFA EURO 2012 in the form provided to the Bidders by UEFA, which shall govern the relationship between UEFA and the Host Association with respect to UEFA EURO 2012.

UEFA EURO 2012: the final tournament of the UEFA European Football Championship 2012 including all official events and activities related thereto.

2. Selection Procedure

The Selection Procedure shall be conducted in two phases. Phase I shall consist of a technical evaluation of the Bidders based on the Phase I Bid Requirements, after which UEFA's Executive Committee shall select three (3) Bidders to progress to Phase II of the Selection Procedure. During Phase II the Bidders shall be required to elaborate upon and substantiate their bids as described in their Phase I Bid Dossiers, provide more specific guarantees and submit the duly executed Bid Contracts. Detailed discussions regarding the requirements for UEFA EURO 2012 may be held with Bidders during Phase II.

3. Phase I of the Selection Procedure

- 3.1 The UEFA Administration shall send out on or about 16 December 2004 a circular letter inviting each of its member associations to bid to host UEFA EURO 2012.
- 3.2 Any member association which is interested in hosting UEFA EURO 2012 shall confirm its interest by signing the circular letter and returning it to UEFA no later than midnight (CET) on 31 January 2005. Any member association submitting its confirmation of interest in any other form or after such deadline shall not be considered eligible for the Selection Procedure.
- 3.3 The UEFA Administration shall distribute the Phase I Bid Requirements to Bidders on or about 8 February 2005.
- 3.4 Within approximately three (3) weeks of the distribution of the Phase I Bid Requirements, the UEFA Administration shall organise, and Bidders shall attend, a workshop in order to discuss the contents of the Phase I Bid Requirements and to clarify any doubts, queries or concerns regarding the Selection Procedure.
- 3.5 Bidders shall submit the Phase I Bid Dossier to UEFA by no later than midnight (CET) on 21 July 2005. Any Bidder submitting its Phase I Bid Dossier after such deadline shall no longer be considered eligible for the Selection Procedure. Bidders may not submit any additional document and/or information or make any amendment to their Phase I Bid Dossiers after this deadline unless specifically requested to do so by UEFA.
- 3.6 The UEFA Administration and certain members of UEFA's National Teams Committee shall examine the Phase I Bid Dossiers and prepare a written evaluation report concerning each Bidder for the approval of UEFA's National Teams Committee. The approved written evaluation report shall be submitted to UEFA's Chief Executive, who shall review and present the report to UEFA's Executive Committee.
- 3.7 Based on the Phase I Bid Dossiers and the evaluation report presented to it in accordance with Article 3.6, UEFA's Executive Committee shall on or about 10 November 2005, select three (3) Bidders to progress to Phase II of the Selection Procedure which it considers would be capable of acting as host association(s) for UEFA EURO 2012. This selection shall take place in accordance with the detailed voting mechanism set out in paragraph 2 of Appendix A.
- 3.8 Promptly after the final decision of UEFA's Executive Committee in accordance with Article 3.7, the UEFA Administration shall notify all Bidders in writing as to whether they have been selected by UEFA's Executive Committee to progress to Phase II of the Selection Procedure.

4. Phase II of the Selection Procedure

- 4.1 The UEFA Administration shall distribute the Phase II Bid Requirements to the Bidders progressing to Phase II of the Selection Procedure on or about 17 November 2005.

- 4.2 Within approximately three (3) weeks of the distribution of the Phase II Bid Requirements, the UEFA Administration shall organise, and Bidders shall attend, a workshop in order to clarify any doubts, queries or concerns regarding the Phase II Bid Requirements and Phase II of the Selection Procedure.
- 4.3 Commencing in February 2006, the UEFA Administration may conduct preliminary site visits to the Bidders in order to meet representatives from the Bidders and other relevant officials, to be exposed to the Bidder's infrastructure and proposed facilities and to clarify any issues a Bidder may have regarding the Bid Requirements or its Bid Dossier.
- 4.4 Bidders shall be given the opportunity to set up promotional stands at the UEFA Congress due to be held on 23 March 2006 in accordance with the guidelines to be provided by the UEFA Administration in due course.
- 4.5 Bidders shall submit to UEFA the Phase II Bid Dossier no later than midnight (CET) on 31 May 2006. Any Bidder submitting its Phase II Bid Dossier after such deadline shall no longer be considered eligible for the Selection Procedure. Bidders may not submit any additional document and/or information or make any amendment to the Phase II Bid Dossier after this deadline unless specifically requested by UEFA.
- 4.6 In September 2006 UEFA shall conduct official site visits with each of the Bidders whereupon the Bidders shall be given the opportunity to show representatives of UEFA the relevant infrastructure and facilities described in their Bid Dossiers including, without limitation, the relevant stadia, host cities, hotels and training centres as well as the opportunity to introduce each of the key contacts in the proposed host country (including public authorities) to UEFA. The UEFA Administration shall provide detailed information to each of the Bidders regarding the requirements and format of the site visits in due course.
- 4.7 The UEFA Administration and certain members of UEFA's National Teams Committee shall examine the Phase II Bid Dossiers and prepare a written evaluation report concerning Phase II for approval by UEFA's National Teams Committee. This written evaluation shall provide an overall evaluation of each Bid Dossier taking into account any information gathered in accordance with Articles 6.9 and 6.11. The approved written evaluation report shall be submitted to UEFA's Chief Executive, who shall review and present the report to UEFA's Executive Committee.
- 4.8 Bidders shall be required to make a presentation to UEFA's Executive Committee about the content of their respective Bid Dossiers on or about 7 December 2006 in accordance with guidelines to be provided by the UEFA Administration in due course.
- 4.9 UEFA's Executive Committee shall, on or about 8 December 2006, select a Bidder to be the Host Association based on the Bid Dossiers, the written evaluation report presented to it in accordance with Article 4.7 and the Bidders' presentations to it in accordance with Article 4.8. This selection shall take place in accordance with the detailed voting mechanism set out in paragraph 3 of Appendix A. Thereafter, UEFA shall countersign the Bid Contracts of the relevant Bidder and officially appoint such Bidder as the Host Association.

5. Selection Procedure Timeline

	Timeline	Activity	Relevant Article
Phase I	16 Dec 2004	Official invitation to bid to all UEFA member associations	3.1
	31 Jan 2005	Interested member associations to confirm interest	3.2
	08 Feb 2005	Distribution of Phase I Bid Requirements (including the Schedule of Conditions, Phase I Questionnaire and Phase I Guarantees)	3.3
	2-3 weeks later	Workshop for Bidders	3.4
	21 July 2005	Submission of Phase I Bid Dossiers (including completed and executed Phase I Questionnaire and Phase I Guarantees)	3.5
	10 Nov 2005	Selection of three (3) Bidders by UEFA's Executive Committee to proceed to Phase II Unsuccessful Bidders excluded from Selection Procedure	3.7
Phase II	17 Nov 2005	Distribution of Phase II Bid Requirements (Bid Contracts, Phase II Questionnaire and Phase II Guarantees) to progressing Bidders	4.1
	2-3 weeks later	Workshop for Bidders	4.2
	From Feb 2006	Preliminary site visits	4.3
	23 Mar 2006	Opportunity for promotional stands at UEFA Congress	4.4
	31 May 2006	Submission of Phase II Bid Dossier (including completed and executed Bid Contracts, Phase II Questionnaire and Phase II Guarantees)	4.5
	September 2006	Official site visits	4.6
	7 Dec 2006	Final presentation by Bidders to UEFA's Executive Committee	4.8
	8 Dec 2006	Selection and appointment of Host Association for UEFA EURO 2012 by UEFA's Executive Committee Countersignature of Bid Contracts	4.9

6. General Provisions

- 6.1 Each party involved in the Selection Procedure (including representatives of UEFA and the Bidders) shall uphold the General Principles listed in Appendix B and shall ensure that each of its employees, representatives, agents, partners and associates upholds such General Principles.
- 6.2 Only member associations of UEFA (as specified in the UEFA Statutes) that are not suspended may bid to host UEFA EURO 2012.
- 6.3 Joint bids to host UEFA EURO 2012 are permitted provided that no more than two (2) member associations make up such a joint bid.

- 6.4 The entire Selection Procedure shall be conducted in English. UEFA shall provide the Bid Requirements and all other communications and documents related to the Selection Procedure in English. Bidders shall submit the Bid Dossiers and all other communications and documents related to the Selection Procedure to UEFA in English. If UEFA and/or the Bidders prepare translations of any such communications and documents into another language, then the English version shall be the prevailing text.
- 6.5 Bidders shall be, and shall remain at all times, fully responsible for all of their costs, charges and expenses of whatever nature in connection with the Selection Procedure. The Bidders acknowledge and agree 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).
- 6.6 Bidders shall ensure that all information provided and representations made to UEFA during the course of the Selection Procedure (including without limitation 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 UEFA EURO 2012 of which it is aware at any time during the course of the Selection Procedure. All information, representations, warranties, assurances and other promises included in a Bid Dossier shall be relied upon by UEFA and shall be binding upon the relevant Bidder.
- 6.7 Each of the relevant member associations involved in a joint bid shall be jointly and severally liable for all of the representations, undertakings and obligations given, made or entered into as part of the Selection Procedure by the Bidder of which it is a member.
- 6.8 Bidders shall comply fully with the various deadlines imposed by UEFA throughout the Selection Procedure (unless otherwise approved by UEFA on a case-by-case basis).
- 6.9 UEFA may ask for such further information, guarantees and/or documents it deems necessary to complete a Bid Dossier at any time and any such further information, guarantee or document may be used at any point in the Selection Procedure in evaluating the relevant Bidder's bid to host UEFA EURO 2012.
- 6.10 UEFA shall make the following documents publicly available (which may include posting on its website) as soon as practicable following their finalisation or their date of distribution to Bidders (as applicable):
- (a) the Schedule of Conditions;
 - (b) the Phase I Questionnaire;
 - (c) the Phase I evaluation report prepared and presented to UEFA's Executive Committee each in accordance with Article 3.6;
 - (d) the Phase II Questionnaire; and
 - (e) the Phase II evaluation report prepared and presented to UEFA's Executive Committee each in accordance with Article 4.7.

- 6.11 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 (including, without limitation, public opinion polls) at any time during the Selection Procedure and the opinion of such consultants and/or such other information may be used by UEFA at any point in the Selection Procedure in evaluating any Bidder's bid to host UEFA EURO 2012.
- 6.12 The involvement of any Bidder in the Selection Procedure shall automatically terminate upon:
- (a) withdrawal, termination, exclusion, dissolution and/or suspension of such Bidder or, in the case of a joint bid, any member association comprised in such Bidder in accordance with the relevant provisions of the UEFA Statutes;
 - (b) the voluntary withdrawal of such Bidder from the Selection Procedure;
 - (c) the failure of such Bidder to comply with any deadline specified in Article 3.5 or 4.5;
 - (d) the failure of such Bidder to be selected by UEFA's Executive Committee to progress to Phase II of the Selection Procedure; or
 - (e) appointment by UEFA of the Host Association.
- 6.13 The UEFA disciplinary bodies may impose disciplinary measures on Bidders (including without limitation disqualification from the Selection Procedure) for any breach of the provisions of these Bid Regulations.
- 6.14 UEFA reserves the right to make amendments to any aspect of the Bid Regulations and/or the Selection Procedure, including, without limitation, any of the requirements set out in the Bid Requirements. In particular, the timing of decisions of UEFA's Executive Committee and other elements of the Selection Procedure which are dependent on such decisions may be changed as a result of unforeseen changes in the meeting schedule of UEFA's Executive Committee.
- 6.15 The decisions of UEFA's Executive Committee are final and binding.

Appendix A

Executive Committee Voting Procedure

1. General

- 1.1 The voting procedure shall be governed by the following provisions and, where these provisions are not conclusive, by the UEFA Statutes.
- 1.2 Voting shall be conducted by secret ballot.
- 1.3 Votes by proxy shall not be permitted.
- 1.4 A member of UEFA's Executive Committee or the President of UEFA shall not take part in any part of the deliberations or the voting procedure at Phase I or Phase II if he is associated with one of the member associations which is a Bidder or is comprised in a Bidder in respect of such Phase or in any case in which a conflict of interest exists. For the avoidance of doubt, the President of UEFA or a member of UEFA's Executive Committee shall not be excluded from the deliberations or voting procedure at Phase II solely because he is associated with one of the member associations which was a Bidder or was comprised in a Bidder at Phase I if that Bidder was not selected to progress to Phase II of the Selection Procedure.
- 1.5 UEFA's Executive Committee shall have a quorum of eight (8) voting members, which shall include the President or, in his absence, a Vice-President.
- 1.6 The results of the voting procedures shall be made publicly available. Such results shall identify the number of ballots and, in respect of each ballot, the number of votes cast in respect of each Bidder and the number of abstentions but shall not identify the votes cast by any member of UEFA's Executive Committee.
- 1.7 Abstained votes and spoiled ballots shall not be counted in determining whether a majority has been obtained in any ballot.
- 1.8 There is no obligation for a member of UEFA's Executive Committee to use any or all of the vote(s) allocated to him on any ballot.
- 1.9 The UEFA President or, in his absence, the highest-ranking UEFA Vice-President shall chair any meeting of UEFA's Executive Committee at which these voting procedures are to be implemented.

2. Phase I

In Phase I, UEFA's Executive Committee shall select three (3) Bidders to progress to Phase II of the Selection Procedure.

First ballot

- 2.1 Each member of UEFA's Executive Committee entitled to take part in the voting procedure shall have three (3) votes in the first ballot which shall be submitted on one (1) ballot paper. Each member may vote for three (3) Bidders and must not allocate more than one (1) vote per Bidder.
- 2.2 A Bidder shall be elected to progress to Phase II of the Selection Procedure if it receives a number of votes greater than or equal to the absolute majority (i.e. more than 50%) of the valid ballot papers on the first ballot. If more than three (3) Bidders obtain an absolute majority, then only the three (3) Bidders obtaining the most votes shall be elected to progress to Phase II.
- 2.3 If more than three (3) Bidders receive an absolute majority on the first ballot but it is not possible to determine which three (3) Bidders have received the most votes, then an intermediate ballot shall take place to identify the relevant Bidder(s) having received an absolute majority of votes that shall progress to Phase II. On such intermediate ballot each member of UEFA's Executive Committee that is entitled to take part in the voting procedure of Phase I shall have a number of votes corresponding to the number of Bidders to progress to Phase II which have not been determined on the first ballot. Each member shall submit its vote(s) on one (1) ballot paper and may not allocate more than one (1) vote per relevant Bidder. The relevant number of Bidders receiving the most votes on such intermediate ballot shall progress to Phase II. In the event of a tie in votes at the intermediate ballot, the chair of the meeting shall determine which Bidder(s) shall progress to Phase II by means of a casting vote or votes.
- 2.4 If fewer than three (3) Bidders obtain an absolute majority on the first ballot, a second ballot shall take place.
- 2.5 The Bidder(s) that were elected to progress to Phase II on the first ballot shall not take part in the second ballot.

Second ballot

- 2.6 On any second ballot, each member of UEFA's Executive Committee entitled to take part in the voting procedure of Phase I shall have a number of votes on the second ballot corresponding to the number of Bidders to progress to Phase II which have not been determined on the first ballot. Each member shall submit its vote(s) on one (1) ballot paper and may not allocate more than one (1) vote per Bidder.
- 2.7 The relevant number of Bidders (up to three (3), depending on the positions available for Phase II after the first ballot) that obtain the most votes shall be elected to progress to Phase II of the Selection Procedure
- 2.8 In the event of a tie in votes making it impossible to determine the relevant number of Bidders which have received the most votes on the second ballot, an intermediate ballot shall take place to identify the Bidder(s) having received the same number of most votes that shall progress to Phase II. On such

intermediate ballot each member of UEFA's Executive Committee that is entitled to take part in the voting procedure of Phase I shall have a number of votes corresponding to the number of Bidders to progress to Phase II which have not been determined by the first and second ballots. Each member shall submit its vote(s) on one (1) ballot paper and may not allocate more than one (1) vote per relevant Bidder. The relevant number of Bidders receiving the most votes on such intermediate ballot shall progress to Phase II. In the event of a tie in votes on the intermediate ballot, the chair of the meeting shall determine which Bidder(s) shall progress to Phase II by means of a casting vote or votes.

3. Phase II

In Phase II, UEFA's Executive Committee shall select the Host Association out of the three (3) Bidders which it selected to progress to Phase II.

First ballot

- 3.1 On the first ballot, each member of UEFA's Executive Committee entitled to take part in the voting procedure of Phase II shall have one (1) vote.
- 3.2 A Bidder shall be elected as Host Association if supported by an absolute majority of the valid votes cast on the first ballot.
- 3.3 If no Bidder receives an absolute majority of the votes validly cast on the first ballot, then a second ballot shall take place.
- 3.4 The Bidder (if any) that obtained the lowest number of votes in the first ballot will be excluded from the second ballot. If on the first ballot each Bidder received an equal number of votes or two (2) Bidders received equal number of fewest votes, then an intermediate ballot with these Bidders will take place to identify the Bidder that will be excluded from the second ballot. On such intermediate ballot each member of UEFA's Executive Committee that is entitled to take part in the voting procedure of Phase II shall have one (1) vote. If all three (3) Bidders receive an equal number of votes or if two (2) Bidders receive equal numbers of most votes on the intermediate ballot, the chair of the meeting shall determine which Bidder shall be excluded from the second ballot by means of a casting vote.

Second ballot

- 3.5 On any second ballot, the Bidder that is supported by an absolute majority (*i.e.* more than 50%) of the votes validly cast shall be selected as Host Association.
- 3.6 In the event of a tie in votes, then the chair of the meeting shall determine which Bidder shall be selected as Host Association by means of a casting vote.

Appendix B

General Principles

1. Treatment of Bidders

- 1.1 UEFA shall ensure that the Bidders are treated in a fair, transparent and consistent manner throughout the Selection Procedure.
- 1.2 Bidders shall ensure that they treat other Bidders fairly and with respect throughout the Selection Procedure. In particular, no Bidder shall:
 - (a) make any comparison between its bid to be appointed host association(s) for UEFA EURO 2012 and the bid of any other Bidder;
 - (b) make any written or oral comment which shows another Bidder or its bid in a prejudicial light; or
 - (c) enter into any arrangement relating to the Selection Procedure with any Bidder which would be prejudicial to the interests of any other Bidder.

2. Ethics

- 2.1 UEFA and each Bidder shall ensure that they conduct themselves in a dignified and ethical manner throughout the Selection Procedure.
- 2.2 Each Bidder shall ensure that they do not act in a manner that could bring UEFA, UEFA EURO 2012, any other Bidder (or any employee, officer or representative of any of the foregoing), the Selection Procedure or European football into disrepute.
- 2.3 Each Bidder shall comply with the spirit of these General Principles and not only the strict provisions hereof.

3. Fiscal Moderation

Each Bidder shall approach the Selection Procedure with a sense of fiscal moderation and shall avoid the incurrence of any undue expense in all aspects of its involvement therein.

4. Gifts

- 4.1 Bidders are prohibited from offering, making or conferring any gift or benefit (whether direct or indirect) to or upon UEFA or any of its employees, representatives or agents during or in connection with the Selection Procedure other than gifts which such persons are permitted to accept in accordance with paragraph 4.3.

- 4.2 UEFA and its employees, representatives and agents are prohibited from soliciting any gift or benefit (whether direct or indirect) from or on behalf of any Bidder in connection with the Selection Procedure.
- 4.3 UEFA and its employees, representatives and agents are prohibited from receiving any gift or benefit (whether direct or indirect) from or on behalf of any Bidder in connection with the Selection Procedure provided that UEFA's employees, representatives and agents may accept non-cash gifts having only a token value (not exceeding 150 Swiss Francs) as a mark of respect and friendship. Upon any request from UEFA, a Bidder shall declare and substantiate the value of any gift made or offered during or in connection with the Selection Procedure.
- 4.4 Any employee, representative or agent of UEFA being offered any gift or benefit by or on behalf of any Bidder which is not permitted in accordance with Article 4.3 at any point in the Selection Procedure shall report the offer to the UEFA Administration and details thereof shall be included in the written evaluation reports presented to UEFA's Chief Executive and UEFA's Executive Committee in accordance with Articles 3.6 and 4.7 of the Bid Regulations.

5. Promotions

- 5.1 Bidders shall be entitled to promote their involvement in the Selection Procedure as well as key aspects of their Bid Dossiers provided that, prior to the submission of its Phase II Bid Dossier, no Bidder shall :
- (a) promote such involvement in any way outside of its country(ies) including, without limitation, in or on any publication or broadcast which is generally available outside thereof; or
 - (b) target any promotion at persons who are not normally resident in its country(ies) including, without limitation, at any international event held in its country(ies) or in or at any international airport.
- 5.2 Bidders may use the designation "candidate for" or "bidding for" alongside "UEFA EURO 2012" (or any other term chosen by UEFA (and notified to the Bidders) to designate UEFA EURO 2012) in promoting its involvement in the Selection Procedure provided that in any such use "UEFA EURO 2012" or any such other term is not given greater prominence than the relevant designation. Each Bidder shall ensure that the use of such designation shall conform to any guidelines that UEFA may issue from time to time.
- 5.3 Each Bidder shall cease promoting its involvement in the Selection Procedure from the date on which its involvement in the Selection Procedure terminates which, in the case of the Bidder appointed as the Host Association shall be the date of such appointment. After such date, each Bidder (and the Host Association) shall cease to use, and shall procure 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 Selection Procedure (including, without limitation, its Bid Logo and any permitted designation).

6. Sponsorship

- 6.1 Each Bidder may enter into sponsorship arrangements or otherwise grant rights of association with its involvement in the Selection Procedure to third parties only with UEFA's prior written consent.
- 6.2 Any sponsorship arrangement or rights of association entered into or granted by a Bidder with or to a third party shall be limited to the Bidder's involvement in the Selection Procedure. Any such third party shall be prohibited from making any other association with, or implication of any association with, UEFA, any UEFA competition (including UEFA EURO 2012) or any UEFA mark and Bidders shall take all measures necessary to ensure that such third parties comply with such prohibition.
- 6.3 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 Selection Procedure shall terminate automatically on the date on which its involvement in the Selection Procedure terminates for any of the reasons listed in Article 6.12 including, without limitation, the appointment of a Bidder as Host Association and shall take all measures necessary to ensure compliance with such termination.

7. Bid Logos

- 7.1 Each Bidder shall be entitled to create a logo (a "Bid Logo") for use in connection with its Bid Dossier and to illustrate and promote its involvement in the Selection Procedure provided that a Bidder shall:
 - (a) submit its Bid Logo to UEFA for approval prior to using such Bid Logo in any way and prior to commencing the trademark registration process in respect thereof;
 - (b) register its Bid Logo as a trademark solely in the name of UEFA in the jurisdictions and classes of goods and services as shall be agreed in advance with UEFA;
 - (c) not be entitled to grant any rights to third parties with respect to the Bid Logo without UEFA's prior written approval; and
 - (d) ensure that any rights granted to a third party in respect of its Bid Logo (as approved by UEFA) shall automatically terminate upon the termination of its involvement in the Selection Procedure and take all measures to stop such third parties from using the Bid Logo after this time.
- 7.2 Each Bidder's Bid Logo may incorporate any designation and term permitted in accordance with paragraph 5.2 provided that such designation and terms are clear and legible and use a consistent font, font size and colour for each of the individual words.
- 7.3 Each Bidder shall ensure that the creation, development and use of its Bid Logo shall conform to any guidelines that UEFA may issue from time to time.
- 7.4 Bidders shall not adopt or use any mark, drawing, symbol, emblem, logo, designation or name (other than its Bid Logo and the designation permitted in accordance with paragraph 5.2) which incorporates, or is confusingly similar to,

or is a simulation or colourable imitation of, the name “UEFA EURO 2012” or any UEFA mark.

8. Internet Sites

- 8.1 Bidders may create, develop and/or host an Internet website (or sub-page of its own official website) relating to its involvement in the Selection Procedure for information purposes only.
- 8.2 UEFA shall have the right to require any Bidder to modify its Internet website or sub-pages relating to its involvement in the Selection Procedure or to any link or other reference thereto on its official website.

9. Site Visits

- 9.1 No Bidder shall invite any representative of UEFA (including members of UEFA’s Executive Committee or National Teams Committee) to, and no such representative or member shall, visit its country(ies) in connection with the Selection Procedure other than a preliminary or official site visit in accordance with Article 4.3 or 4.6 of the Bid Regulations.
- 9.2 If, at any time during the Selection Procedure, a representative of UEFA (including a member of UEFA’s Executive Committee or National Teams Committee) visits any Bidder’s country(ies) for any reason unrelated to the Selection Procedure, then such Bidder shall not attempt to promote its involvement in the Selection Procedure during, or derive any other benefit in relation to the Selection Procedure from, such visit. A Bidder shall not cover any of the travel and accommodation costs and expenses related to any such visit.
- 9.3 Preliminary site visits shall only be arranged if the purpose of such visits could not be achieved if held at UEFA’s headquarters in Nyon.
- 9.4 Subject to paragraph 5.1, Bidders may organise visits for representatives of the media in order to promote their involvement in the Selection Procedure provided that such representatives shall bear their own costs and expenses in relation thereto.

10. Commitments

Each Bidder shall ensure that it can fulfil any commitment or undertaking included in any aspect of its Bid Dossier and in its presentation to UEFA’s Executive Committee in accordance with Article 4.8 of the Bid Regulations. If any such commitment or undertaking is, in the judgment of the UEFA Administration, unlawful, misleading or disproportionate, then this may be specified in the written evaluation reports presented to UEFA’s Executive Committee with respect to the relevant Bidder and the UEFA Administration may request further explanations and guarantees in relation thereto from the relevant Bidder.

11. Income and accounts

- 11.1 The Bidders shall be required to provide to UEFA, upon request, a summary of the identity of third parties from which it receives financial support in connection with its involvement in the Selection Procedure and the value of such contributions. UEFA acknowledges and agrees that this information shall be treated as confidential unless made public by the relevant Bidder.
- 11.2 Bidders shall be required to maintain complete and accurate accounts of all costs which they incur with respect to the Selection Procedure and shall share such accounts with UEFA upon request.

12. Confidentiality

The Bidders shall treat all aspects of the Selection Procedure as confidential and acknowledge and agree that, subject to paragraph 11.1, UEFA may make any information disclosed to it in connection with the Selection Procedure publicly available in accordance with the Bid Regulations (including, without limitation, Article 6.10 thereof).