



PRODUCTION OF BRANDED MATERIALS

# Invitation to express interest

### 1. Introduction

UEFA wishes to select one or several company(ies) for the production of branded materials for different UEFA competition cycles and their respective seasons as listed below, each of which are organised and administrated by UEFA, the governing body of European football:

- UEFA Champions League™
  - UEFA Champions League™ Seasons 2021–24 (as of play-off round) (UCL)
  - UEFA Champions League™ Finals 2022/2023/2024 (UCLF)
- UEFA Europa League™
  - UEFA Europa League™ Seasons 2021–24 (as of group stage) (UEL)
  - UEFA Europa League™ Finals 2022/2023/2024 (UELF)
- UEFA Europa Conference League™
  - UEFA Europa Conference League™ Seasons 2021–24 (as of group stage) (UECL)
  - UEFA Europa Conference League™ Finals 2022/2023/2024 (UECLF)
- UEFA Women's Champions League™
  - UEFA Women's Champions League™ Seasons 2021-25 (as of group stage) (UWCL)
  - UEFA Women's Champions League™ Finals 2022/2023/2024/2025 (UWCLF)
- UEFA Super Cup™ 2021/2022/2023
- UEFA Youth League™ Finals 2022/2023/2024 (UYLF)
- European Club Football Season Kick-off 2021/2022/2023 (ECF)
- Friendly Matches 2022-2023 (FM)
- European Qualifiers™ 2022-2023 (EQ)
- UEFA Nations League™
  - UEFA Nations League™ 2022-2023 (UNL)
  - UEFA Nations League™ Finals 2021/2023 (UNLF)
- UEFA Under-17 Championship™ 2022/2023/2024/2025 (U17)
- UEFA Under-19 Championship™ 2022/2023/2024/2025 (U19)
- UEFA Under-21 Championship™ 2022/2023/2024/2025 (U21)
- UEFA Women's Under-17 Championship™ 2022/2023/2024/2025 (WU17)
- UEFA Women's Under-19 Championship™ 2022/2023/2024/2025 (WU19)
- UEFA Futsal Championship™ 2022 (Futsal EURO)
- UEFA Futsal Champions League™ 2022/2023/2024/2025 (UFCL)
- UEFA European Women's Futsal Championship™ 2023/2025 (Futsal Women's EURO)
- UEFA European Under-19 Futsal Championship™ 2023/2025 (Futsal U19)
- UEFA Regions' Cup™ 2023/2025 (Regions' Cup)
- Other competitions on request.

At the competitions, branded materials are mainly used as working tools and/or as gifts at different sites and different competitions by UEFA's operational staff, volunteers, sponsors or broadcasters. Some items are also used by football players during the matches. Most branded materials are produced in the first season for the entire cycle. In some cases, mainly for finals, the materials are produced every season.

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Branded materials include the following, listed per category:

- Giveaways:
  - Pins
  - Pens
- Venue Operations:
  - Lanyards
  - Umbrellas
  - Ties
  - Scarves
  - Microphone windshields
- Hospitality:
  - Napkins
  - Wristbands
  - Ball holders
- Match Operations:
  - Water bottles
  - Water bottle holders
  - Coolers
  - Ball boys caps

For such purposes, UEFA intends to organize a tendering process (“tender”) pursuant to which companies will be invited to bid for all above-mentioned items.

This Invitation to Express Interest (“ITEI”) constitutes an initial, pre-tender phase document which companies are invited to respond to in accordance with the provisions set out below. UEFA will use the submissions to this ITEI to evaluate the eligibility of companies to participate in the tender.

## 2. The Selection Process

The process for the selection of company(ies) for the production, preparation and delivery of branded materials 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 for the production of branded materials and the provision of related services for the relevant competitions.

All participants in the tender will receive the Invitation to Tender document (“ITT”), which will set forth all applicable terms and conditions for the tender.

For both phases of the selection process UEFA will use a platform called Bonfire. The participants in the tender will be required to upload all documents as part of their proposal







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on the Bonfire platform. Phase 1 of the tender will be public on the platform. Phase 2 will only be on invitation for the selected candidates.

Link to the Bonfire platform: <https://uefa.bonfirehub.com>

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

Project opening on Bonfire platform and publication on uefa.com	19 August 2020
	
Deadline for entity(ies) to submit declaration of Interest	31 August 2020
	
Selected entity(ies) receive the ITT	07 September 2020
	
Selected entity(ies) submit their proposals for the tender	28 September 2020
	
Selection of short-listed applicants	09 October 2020
	
Proposal presentations to UEFA, incl. branded samples	29 October 2020(samples to arrive before 26 October 2020)
	
Supplier(s) appointment	27 November 2020

### 3. Submissions of Expression of Interest

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

Candidates 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 ITT, no later than 31 August 2020. 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
- the "Statement of Undertaking" in the form provided in Appendix 1 to this Invitation to Express Interest, duly signed by an authorized representative.

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The Letter and all supporting information and documentation must be uploaded and submitted via the Bonfire platform by no later than 18h00 CET on 31 August 2020.

For general queries, please contact:

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Questions can also be sent through the Bonfire platform, under the Messages section.

Incomplete submissions which do not include all of the above information and/or documentation will be immediately rejected 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 candidates.

In such cases, UEFA reserves the right to contact the relevant candidate accordingly and to request that they provide such additional information/documentation.



### 4. Required Information and Documentation

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

- 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;
- description of proven experience in the production of branded materials and the provision of related services in connection with large events;
- Provision of an organisational chart with key personnel (who must be English-speaking and adequately trained management personnel);

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 ITEI, and any communication made by UEFA or its representatives, agents or employees, 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.
  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 as well to 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 ITEI, the tender and/or the ITT 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:
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- a. it (and its officers, employees, agents and advisers) shall keep confidential the terms of this ITEI and any information relating to affairs or business of UEFA which comes into its possession in relation to this ITEI and/or the tender;
  - 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 the tender; and
  - d. it shall not discuss the financial terms of the tender with any other candidate.
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. The appointment of any candidate to provide the Services will be subject to such selected candidate and UEFA or any of its subsidiaries entering into a long-form agreement(s) provided by UEFA in due course, which shall contain the full terms and conditions of such appointment.
  9. UEFA shall not be liable to any interested candidate for any costs or losses arising in connection the submission of information and documentation related to this Invitation to Express Interest.
  10. UEFA reserves the right to change any aspect of this ITEI at any time or to issue an amended ITEI.
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## Appendix 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 production of branded materials and the provision of related services for UEFA men's club competition seasons 2021/22, 2022/23, 2023/24, 2024/25 and events. Women's club competition seasons 2021/22, 2022/23, 2023/24, 2024/25 and events. National team competition seasons 2021/22, 2022/23, 2023/24, 2024/25 and events, 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 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-organize 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) to provide branded materials production and the provision of related services for UEFA men's club competition seasons 2021/22, 2022/23, 2023/24, 2024/25 and events. Women's club competition seasons 2021/22, 2022/23, 2023/24, 2024/25 and events. National team competition seasons 2021/22, 2022/23, 2023/24, 2024/25 and events, 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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