



GRAPHIC DESIGN APPLICATION SERVICES FOR UEFA COMPETITIONS
2021-2024

Phase 1: Invitation to Express Interest

INVITATION TO EXPRESS INTEREST

1. Introduction

UEFA wishes to select one or several company(ies) for the provision of graphic design and application of brand assets and design guidelines services for UEFA competitions taking place during 2021-24 cycle (the “**Services**”) as listed below, each of which are organised and administrated by UEFA, the governing body of European football:

- UEFA Champions League™ Seasons 2021–24 (UCL)
- UEFA Champions League™ Finals 2022/2023/2024 (UCLF)
- UEFA Europa League™ Seasons 2021–24 (UEL)
- UEFA Europa League™ Finals 2022/2023/2024 (UELF)
- UEFA Europa Conference League™ Seasons 2021–24 (UECL)
- UEFA Europa Conference League™ Finals 2022/2023/2024 (UECLF)
- UEFA Women’s Champions League™ Seasons 2021–24 (UWCL)
- UEFA Nations League™ Final 2023 (UNLF23)
- UEFA EURO 2024™ (EURO 2024)
- Other competitions on request.

Graphic design application services are necessary for a variety of design projects with different purposes and items. They can be divided into two sub-projects:

- Brand Production (“**BPRO**”); and
- Signage (“**SIGN**”).

BPRO items include, but are not limited to, mostly print operational items and gifts intended to be used by operational staff, volunteers, sponsors, broadcasters, guests and other target groups.

SIGN items include, but are not limited to, mostly print stadium interior and exterior branding, wayfinding and concessions area branding.

The selected company(ies) will be responsible for the provision of the Services, including but not limited to, as displayed below:

DESIGN PROJECTS	SUB-PROJECT
UCLF22	BPRO+SIGN
UECLF22	BPRO+SIGN
UELF22	BPRO+SIGN
UCLF23	BPRO+SIGN
UECLF23	BPRO+SIGN
UELF23	BPRO+SIGN
UNLF23	BPRO+SIGN
UCLF24	BPRO+SIGN
UECLF24	BPRO+SIGN
UELF24	BPRO+SIGN
Logo Approval Management 22/23	BPRO
Logo Approval Management 23/24	BPRO
UCL Ticket Artwork Packages 22/23	BPRO
UCL Ticket Artwork Packages 23/24	BPRO
EURO 2024	SIGN

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For such purposes, UEFA intends to organise a tendering process ("**Tender**"). Companies are invited to bid for the delivery of **ALL** above-mentioned design projects and **ALL** competitions.

2. The Selection Process

The process for the selection of company(ies) for the provision of Services, 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 provision of the Services.

Applicants who are selected to participate in Phase 2 of the Tender will receive the Invitation to Tender document ("**ITT**"), which will set forth all applicable terms and conditions for the Tender and a detailed overview of the requested Services.

To give each candidate 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):

MILESTONES	DATES
Publication of this Invitation to Express Interest	16 April 2021
Deadline for submission of declaration of interest	07 May 2021
Selected entity(ies) receive the ITT	17 May 2021
Selected entity(ies) submit their proposals for the ITT	07 June 2021
Selection of short-listed applicants	11 June 2021
Proposal presentations to UEFA, incl. test designs	05-07 July 2021
Supplier(s) appointment, subject to contract	30 July 2021

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.

The Letter and all supporting information and documentation set out in Section 4 below must be received by email sent to Sinan.Uzal@uefa.ch **by no later than 14h00 CET on 07 May 2021**.

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For general queries, please contact:

Sinan Uzal

Brand Production Coordinator

Email: Sinan.Uzal@uefa.ch

Direct tel.: +41 22 707 20 26

Late and/or incomplete submissions which do not include all the requested 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 candidates.

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 ITT. Unsuccessful candidates 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 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). Please organise the submission using the below file names (in bold) and numbering for each required information and documentation:

- 1. Letter** : Letter of Expression of Interest including full details of the return address and contact person for all matters in connection with this Invitation to Express Interest;;
 - 2. Company Information:** Company form and ownership;
 - 3. Annual Reports:** Annual reports or key accounting figures from the last three years;
 - 4. Financial Standing:** proof of strong financial standing with up-to-date declarations from the inland revenue, national treasury department or other relevant governmental body;
 - 5. Experience:** description of proven experience in the provision of graphic design and application of brand assets and design guidelines services in connection with large events;
 - 6. Organisational Chart:** organisational chart with key personnel (who must be English-speaking and adequately trained management personnel), number of employees, and precision of who will work with UEFA.
 - 7. Resources:** evidence of sufficient resources and appropriate infrastructure to provide high-class graphic design and application of brand assets and design guidelines services;
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8. Undertaking: statement of Undertaking (Appendix 1) duly signed by an authorized representative of the company.

NOTE: The requirement to submit the abovementioned information is mandatory for all candidates, including former and current suppliers. 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 ("ITEI") 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 ITEI 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 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 and/or damage suffered by any candidates in reliance on such information or any subsequent communication made by UEFA.
 5. The candidate agrees that:
 - it (and its officers, employees, representatives, 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, the ITT 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 applicable laws);
 - it shall only be entitled to use confidential information for the purpose of the Tender; and
 - it shall not discuss the financial terms of the Tender with other candidates.
 6. Each candidate is responsible for all costs, expenses, losses and liabilities incurred in the preparation of its Letter, any responses to requests for further information by UEFA and
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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 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 ITEI.

7. Each candidate is strictly prohibited from making any form of public announcement or statement relating directly or indirectly to this ITEI, the ITT, 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 is subject to such selected candidate and UEFA or any of UEFA subsidiaries entering into a long form agreement provided by UEFA, which shall contain the full terms and conditions of such appointment.



Appendix 1:

Phase 1 - Statement of Undertaking

Name of company: _____

Tax number: _____

Address: _____

referred to hereinafter as the "Company", hereby expresses interest in participating in the Tender for the provision of graphic design and application of brand assets and design guidelines Services for UEFA competitions taking place during 2021-24 cycle and undertakes that:

1. no information provided nor representations made to UEFA are false, inaccurate or misleading;
2. none of the Company nor its officers, employees, representatives, agents and advisers shall make any form of public announcement or statement relating directly or indirectly to UEFA, this ITEI, the ITT and/or the Tender to any third-party (including but not limited to the 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. the Company and its officers, employees, representatives 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, the ITT and/or the Tender 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 applicable laws) 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, this ITEI, the ITT and/or the Tender belong exclusively to UEFA;
5. the Company shall comply with all legal provisions contained in this ITEI or otherwise agreed in writing with UEFA;
6. UEFA shall not be held responsible for any costs, expenses, losses and/or liabilities incurred in by the Company in the preparation and submission of its Letter and information and/or documentation in response to this ITEI and/or any responses to requests for further information by UEFA;
7. any association with UEFA and/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 ITT and 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 this ITEI, 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 graphic design and application of brand assets and design guidelines Services for UEFA competitions taking place during 2021-24 cycle 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
