



Bid Regulations UEFA Finals and Final Phases

Edition 2021

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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 associations that will host the finals and final phases of UEFA competitions.

I General Provisions

Article 1 Scope of application

- 1.01 These regulations govern the bidding procedure and appointment of the host associations for the finals and final phases of UEFA competitions.
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Article 2 Definitions

- 2.01 In these regulations 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;

Bid dossier

the documents completed, signed when required and returned to UEFA as part of the bidding procedure, being a formal offer of the UEFA member association to host a UEFA final or UEFA final phase 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 requirements

the documents provided by UEFA to the bidders setting out the requirements that they must satisfy to host a UEFA final or UEFA final phase and establishing the basis on which the bid dossiers will be evaluated by UEFA for the selection and appointment of the host association;

Bidder

a UEFA member association wishing to host a UEFA final or UEFA final phase, from the time such UEFA member association declares its interest in bidding;

Bidding procedure

the entire procedure conducted by UEFA to appoint a host association, comprising 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;

Host association

the bidder that is appointed by the UEFA Executive Committee to host a UEFA final or UEFA final phase;

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;

Preliminary bid dossier

Initial set of documents to be submitted to UEFA for review during the bid dossier development phase.

Site visit

a visit conducted by or on behalf of 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;

UEFA final

the finals of the UEFA club competitions, except for the UEFA Youth League and the UEFA Futsal Champions League, including all related official events and activities;

UEFA final phase

the final phases of the UEFA representative team competitions, except for the UEFA Regions' Cup and the UEFA European Women's Futsal Championship, including all related official events and activities.

- 2.02** Headings used in these regulations are for convenience only and shall not affect the interpretation of these provisions.
- 2.03** In these regulations, the use of the masculine form refers equally to the feminine, and vice versa.

Article 3 Good faith

- 3.01** Each party involved in a bidding procedure (including representatives of UEFA and the bidders) shall uphold the general principles listed in [Chapter III](#) and ensures that each of its employees, representatives, agents, partners, contractors (including experts) and associates upholds such principles.
- 3.02** 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 a UEFA final or UEFA final phase 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 4 Liability

- 4.01 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 5 Intellectual property

- 5.01 All intellectual property rights for all purposes throughout the world relating to UEFA, UEFA competitions, UEFA finals, UEFA final phases, these regulations, bidding procedures, bid requirements and bid dossiers, including any requests for clarification (together with any concepts developed during a bidding procedure), belong solely and exclusively to UEFA. All concepts or parts of them developed by bidders in response to 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 6 Communication and confidentiality

- 6.01 All bidding procedures are 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 each bidding procedure to UEFA in English as specified in the bid requirements. If UEFA and/or bidders prepare translations of any such communications and documents into another language, the English version prevails.
- 6.02 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.
- 6.03 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 platforms) following their finalisation or their distribution to the UEFA member associations or the bidders (as applicable).
- 6.04 Subject to [Paragraph 6.03](#), 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 regulations.

Article 7 Termination

- 7.01 The involvement of any UEFA member association in a 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 ineligibility of the preliminary bid dossier;
 - d. the failure of such bidder to comply with any deadline or condition specified, in particular [Paragraph 12.02](#); or
 - e. the appointment by UEFA of the host association.

Article 8 Third parties

- 8.01 UEFA reserves the right to appoint independent consultants and/or to collect such other information as it deems necessary to analyse and supplement the bid dossiers at any time during a 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 9 Amendments

- 9.01 UEFA reserves the right to make amendments to any aspect of these regulations and/or a bidding procedure, including any procedural element of the bidding procedure or any of the requirements set out in the bid requirements, for any reason whatsoever. UEFA will notify the bidders of such amendments in written form.

II Bidding Procedure

Article 10 Overview

- 10.01** Each bidding procedure is conducted in accordance with the requirements and the timeline set by the UEFA administration and communicated by circular letter. 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 in which each bidder submits a preliminary bid dossier which, if determined by UEFA to have fulfilled the relevant requirements, may then be finalised into the bid dossier; 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.
- 10.02** A bidder can submit a maximum of one bid dossier per UEFA final or UEFA final phase. The UEFA administration may decide to initiate a bidding procedure comprising more than one edition, and may request bidders to submit a dossier that applies to any or all editions. The UEFA administration allocates each edition to the winning bidders.
- 10.03** Bidders must comply with all the deadlines imposed by UEFA during the bidding procedure.
- 10.04** Bidding limitations may apply on a case by case basis or when required by the competition concerned.

Article 11 Eligibility of bidders

- 11.01** Only UEFA member associations that are not suspended, excluded or dissolved (as specified in the *UEFA Statutes*) may bid to host UEFA finals and UEFA final phases.
- 11.02** Joint bids are permitted for UEFA final phases if the UEFA member associations concerned are from neighbouring countries.

Article 12 Initiating phase

- 12.01** UEFA invites its member associations by circular letter to declare their interest in bidding to host UEFA finals and UEFA final phases.
- 12.02** Any UEFA member association that is interested in hosting a UEFA final or UEFA final phase shall declare its interest by duly completing, signing and returning the corresponding declaration of interest form to UEFA by the prescribed deadline. Any UEFA member association that submits a declaration of interest in any form other than that communicated by UEFA by circular letter or after the deadline imposed by UEFA will not be considered eligible for the bidding procedure.

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- 12.03** After the deadline for declarations of interest, UEFA reviews the list of UEFA member associations that have declared an interest and decides which are eligible to bid to host the UEFA final or UEFA final phase.
- 12.04** UEFA notifies the UEFA member associations that declared an interest in bidding of their eligibility or ineligibility by the deadline announced by circular letter.

Article 13 Bid dossier development phase

- 13.01** After the bidders have been announced, the bid requirements are made available to them by the deadline announced by circular letter.
- 13.02** UEFA provides any explanations and information required in relation to the bid requirements.
- 13.03** Bidders shall submit a preliminary bid dossier by the deadline specified in the bid requirements.
- 13.04** UEFA reviews the preliminary bid dossier and determines which ones are eligible for finalisation based on their feasibility and the fulfilment of the bid requirements.
- 13.05** UEFA may organise meetings or technical working sessions with some or all bidders at its headquarters in Nyon or in the territory of the bidder as deemed necessary by UEFA during the bid dossier development phase.
- 13.06** 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.
- 13.07** Bidders shall submit their bid dossiers to UEFA by the deadline announced by circular letter. 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 amendments to their bid dossiers after this deadline unless specifically requested to do so by UEFA.

Article 14 Evaluation phase

- 14.01** UEFA may at its own discretion and at any time, organise a site visit to the territory of the bidder. UEFA will provide detailed information regarding the requirements and format of this site visit to the bidders concerned in advance. UEFA may organise further meetings or technical working sessions with bidders as it deems necessary.
- 14.02** UEFA and any experts it may appoint will examine the bid dossiers and prepare a written evaluation report on each bid by the deadline decided by the UEFA Executive Committee.
- 14.03** The relevant UEFA competitions committee will assist in the process of selecting the host association.
- 14.04** UEFA Club Competitions SA will assist in the process of selecting the host associations for UEFA finals.

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- 14.05 The bidders will be informed in due course if they have the opportunity to present their bid dossiers to the UEFA Executive Committee before its vote.
- 14.06 The UEFA Executive Committee selects each host association by means of a vote, based on the written evaluation reports prepared by the UEFA administration. Voting takes place in accordance with the voting procedure set out in [Annex A](#). Thereafter, UEFA countersigns the corresponding bid agreements.
- 14.07 The voting procedure set out in [Annex A](#) does not apply to the final phases of the UEFA European Under-19 Championship, the UEFA European Under-17 Championship, the UEFA European Women's Under-19 Championship, the UEFA European Women's Under-17 Championship and the UEFA European Futsal Under-19 Championship.

III Principles of Fairness and Ethical Conduct

Article 15 Treatment of bidders

- 15.01 UEFA shall ensure that bidders are treated in a fair, transparent and consistent manner throughout the bidding procedure.
- 15.02 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 which would be prejudicial to the interests of any other bidder or any other bid.

Article 16 Ethics

- 16.01 UEFA, including any representative of UEFA, and the bidders undertake to conduct themselves in a dignified and ethical manner throughout the bidding procedure.
- 16.02 Each bidder shall ensure that it does not act in a manner that could bring UEFA, the UEFA final or UEFA final phase, any other bidder (or any employee, officer or representative of any of the foregoing), the bidding procedure or European football into disrepute.

Article 17 Financial moderation

- 17.01 Each bidder shall approach the bidding procedure with a sense of financial moderation and avoid incurring excessive expenses in any aspects of its involvement therein, in particular for the promotion of its bid and the use of digital platforms.

Article 18 Gifts

- 18.01 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, during or in connection with the bidding procedure other than gifts which such persons are permitted to accept in accordance with [Paragraph 18.03](#).
- 18.02 UEFA and any representatives of UEFA are prohibited from soliciting any gift or benefit (whether direct or indirect) from or on behalf of any UEFA member association in connection with bidding procedures.
- 18.03 UEFA and any representatives of UEFA are prohibited from receiving any gift or benefit (whether direct or indirect) from or on behalf of any UEFA member association in connection with bidding procedures, with the exception that they may accept non-cash gifts having only a token value (not exceeding €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 bidding procedures.

- 18.04 Any representative of UEFA who is offered any gift or benefit that is not permitted under [Paragraph 18.03](#) by or on behalf of any UEFA member association at any point in the bidding procedure must report the offer to UEFA.

Article 19 Promotions

- 19.01 Bidders are entitled to promote their involvement in bidding procedures and key aspects of their bid dossiers provided that they do not:
- a. promote their involvement in any way outside of their own territory, including in any publication or broadcast which is generally available outside of their territory;
 - b. target any promotion at persons who are not normally resident in their territory, including at any international event held in their territory or in or at any area deemed to be international by nature, such as airports;
 - c. adopt or use any mark, drawing, symbol, emblem, designation or name which incorporates, is confusingly similar to, or is a simulation or colourable imitation of the name of a UEFA final or UEFA final phase or any UEFA mark, or develop or use any logo for the purpose of promoting their bid; or
 - d. promote their involvement in any way at or in connection with any event organised by UEFA.
- 19.02 Bidders may use the designation "candidate for" or "bidding for" alongside the name of the relevant UEFA competition, UEFA final or UEFA final phase (or any other term chosen by UEFA and notified to the bidders to designate the UEFA final or UEFA final phase) in promoting their involvement in the bidding procedure, provided that in any such use the name of the UEFA competition, UEFA final or UEFA final phase 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.
- 19.03 Bidders shall cease to promote their involvement in the bidding procedure on the date on which their involvement in the bidding procedure terminates. 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 20 Sponsorship

- 20.01 Bidders for a UEFA final phase may enter into sponsorship arrangements or otherwise grant rights of association with their involvement in the bidding procedure to third parties only with UEFA's prior written consent. For UEFA finals, no such sponsorship arrangements or granting of rights to third parties are allowed.
- 20.02 In bidding procedures for UEFA final phases, 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 the UEFA final phase concerned) and/or any UEFA mark. Bidders shall take all measures necessary to ensure that such third parties comply with this prohibition.

- 20.03** In bidding procedures for UEFA final phases, the 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 7](#), including the appointment of the host association. Bidders shall take all measures necessary to ensure such termination.

Article 21 Digital platforms

- 21.01** 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.
- 21.02** 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.
- 21.03** 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.
- 21.04** The above restrictions also apply to the creation, development, exploitation and use of dedicated sections of social networks.

Article 22 Visits

- 22.01** No bidder is entitled to invite any representative of UEFA to its 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 13.02](#), [Paragraph 13.05](#) or [Paragraph 14.01](#).
- 22.02** If a representative of UEFA visits the 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.
- 22.03** Subject to [Article 19](#), 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 23 Commitments

- 23.01** Each bidder shall ensure that it can fulfil any commitment or undertaking included in any aspect of its bid dossier in accordance with these 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 24 Income and accounts

- 24.01** 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.
- 24.02** 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.

IV Closing Provisions

Article 25 Decisions

- 25.01 Any decisions made in accordance with these regulations are final and binding.

Article 26 Implementing provisions

- 26.01 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.

Article 27 Non-compliance

- 27.01 Any UEFA member association found to be in breach of the provisions of these regulations may be disqualified from the bidding procedure by the UEFA Executive Committee and, in addition, may be penalised by UEFA's disciplinary bodies in accordance with the *UEFA Disciplinary Regulations*.

Article 28 Annexes

- 28.01 All annexes form an integral part of these regulations.

Article 29 Authoritative version

- 29.01 If there is any discrepancy in the interpretation of the English, French or German versions of these regulations, the English version prevails.

Article 30 Adoption and entry into force

- 30.01 These regulations were adopted by the UEFA Executive Committee on 16 December 2021 and come into force immediately.

For the UEFA Executive Committee:

Aleksander Čeferin
President

Theodore Theodoridis
General Secretary

Montreux, 16 December 2021

Annex A UEFA Executive Committee Voting Procedure

A.1 General

- A.1.1 The voting procedure is 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 are admitted in the voting procedure.
- A.1.3 Voting is conducted by secret ballot, provided that there is more than one bidder admitted in the voting procedure. If the number of bidders admitted in the voting procedure is less than or the same as editions initiated, the UEFA Executive Committee may decide to proceed otherwise.
- A.1.4 Votes by proxy are not 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 they are 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 first UEFA Vice-President chairs the meeting of the UEFA Executive Committee at which the voting takes place. If the first Vice-President is not present either, another UEFA Vice-President designated for that purpose by the Executive Committee shall chair the meeting.
- A.1.7 There is no obligation for a member of the UEFA Executive Committee to use the vote allocated to him 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 are not counted.

A.2 Procedure with two bidders

- A.2.1 Each member of the UEFA Executive Committee entitled to take part in the voting procedure selects its preferred bidder.
- A.2.2 The bidder that obtains the highest number of valid votes cast is selected as the host association.
- A.2.3 In the event of a tie, the chair of the meeting has the casting vote, or he can decide at his discretion to proceed with the drawing of lots.

A.3 Procedure with three or more bidders

- A.3.1 Each member of the UEFA Executive Committee entitled to take part in the voting procedure selects its preferred bidder or bidders.

- A.3.2 Depending on the number of editions the bidding procedure comprises, the bidder(s) that obtain(s) the highest number of valid votes cast is/are selected as the host association(s).
- A.3.3 If not all host associations are selected due to a tie in the first round of ballots, a second and final round of ballots takes place between the tied bidders that received the same highest number of votes during the first round of ballots.
- A.3.4 The bidder(s) that obtain(s) the highest number of votes during the second and final round of ballots is/are selected as the host association(s).
- A.3.5 In the event of a tie during the second and final round of ballots, the chair of the meeting has the casting vote, or he can decide at his discretion to proceed with the drawing of lots.
- A.4 Exceptional procedure for UEFA European Football Championship and UEFA European Women's Championship final phases with three or more bidders**
- A.4.1 Should a bidding procedure comprise more than one edition, a separate voting procedure takes place for each edition.
- A.4.2 Each member of the UEFA Executive Committee entitled to take part in the voting procedure selects its preferred bidder.
- A.4.3 If a bidder obtains an absolute majority (i.e. more than half) of valid votes cast in the first round of ballots, that bidder is selected as the host association.
- A.4.4 If no bidder obtains an absolute majority (i.e. more than half) of the valid votes cast in the first round of ballots, the two bidders having obtained the highest number of votes during the first round are admitted to the second and final round. If it is not possible to determine which two bidders should be admitted to the second and final round due to votes being tied in the first round, all those bidders who have an equal number of votes are admitted to an intermediate round of ballots. The bidder(s) that obtain the highest number of votes in the intermediate round are admitted to the second and final round. In the event of a tie in the intermediate round the chair of the meeting has the casting vote, or he can decide at his discretion to proceed with the drawing of lots.
- A.4.5 The bidder that obtains the highest number of votes in the second and final round of ballots is selected as the host association.
- A.4.6 In the event of a tie during the second and final round of ballots, the chair of the meeting has the casting vote, or he can decide at his discretion to proceed with the drawing of lots.
- A.5 Publication of results**
- A.5.1 The results of the voting procedures are made publicly available by UEFA. Such results identify the number of rounds of ballots and, in respect of each round, the

number of votes awarded to each bidder as well as the number of abstentions and the number of spoiled ballots.



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WE CARE ABOUT FOOTBALL
