



UEFA BRAND IDENTITY AGENCIES

## Phase 1: Request for Information

## 1. Introduction

UEFA, together with any of its subsidiaries, wishes to select one or several company(ies) for the provision of lead creative agency for the development of the "UEFA Champions League", the "UEFA Europa League" or the "UEFA Europa Conference League" brand identities for 2024-27 ("the Services").

The selected company(ies) will be responsible for the creation and development of new brand identities, including but not limited to the following key elements:

- Conceptual development, creation and delivery of complete brand identities
- Development of various brand identity packages such as broadcast package, licensing package and social media package
- Development of various event applications featuring the identity including the creation of guideline documents

For such purposes, UEFA intends to organise a tendering process ("Tender"). Companies are invited to bid for either the UEFA Champions League, the UEFA Europa League or the UEFA Europa Conference League as desired. UEFA may decide at a later stage that it combines 2 or all 3 competitions as one lead assignment.

## 2. The Selection Process

The process for the selection of company(ies) for the provision of lead creative agency for the development of each of the competition's brand identities for 2024-27 Services, as currently planned, is divided into two-phases:

- Phase 1 – Request for Information ("RFI"): 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 Request for Proposals ("RFP") which will set forth all applicable terms and conditions for the Tender and a detailed overview of the requested Service will be sent out to the selected candidate(s) following the RFI (and/or to 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.

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

Publication of this Request for Information	09/06/2022
↓	
Deadline for submission of information	18:00 CET 27/06/2022
↓	
Selected entity(ies) receive the RFP	14/09/2022
↓	
Selected entity(ies) submit their proposals for the RFP	14/11/2022
↓	
Evaluation, clarification and selection of short-listed entity(ies)	12/12/2022
↓	
Suppliers appointment, subject to contract	30/01/2023

### 3. Submissions of Information

In order to be considered eligible to participate in the Tender, interested candidate(s) shall respond to this RFI by submitting the relevant information and documentation as set out in Section 4, via email to be sent at [brand@uefa.com](mailto:brand@uefa.com) with the subject line "Brand Agency – Expression of Interest" **by no later than 18:00 CET on 27 June 2022.**

For general queries, please contact: [brand@uefa.ch](mailto:brand@uefa.ch)

Late and/or incomplete submissions which do not include all the requested information and documentation will be immediately rejected by UEFA.

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

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

### 4. Required Information and Documentation

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

- description of proven experience in the provision of brand identity creation and in particular, if available, sport brand identity creation Services, together with named references and examples;
- evidence of sufficient resources and appropriate infrastructure to provide high-class brand identity development and production Services;
- "Statement of Undertaking" in the form provided in Appendix 1 to this RFI duly signed by an authorised representative of the interested entity.
- description and proven experience to produce high-class animated content for broadcasters with explanation how this part of the project would be handled (eg. directly with a production house or through another agency);
- description and proven experience in creating special content and branding for the digital/social media environment.

Please also submit a maximum 5 slide/page presentation including:

- Company details (name, location, key contact etc.).
  - Indicating if you are interested in tendering for UEFA Champions League and/or UEFA Europa League/UEFA Europa Conference League.
  - Highlighting relevant expertise.
  - Explaining your approach to such projects.
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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 RFI 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 RFI 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 information, 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 RFI, the Tender and/or the RFP is accurate in all material respects. However, any such information is provided solely by way of explanation of the services which UEFA intends to use, and neither UEFA nor any of its representatives, agents or employees make any representation or warranty or accept any responsibility for the accuracy or completeness of any such information. Nor shall they be liable for any loss and/or damage suffered by any candidates in reliance on such information or any subsequent communication made by UEFA.
  5. The candidate agrees that:
    - (a) it (and its officers, employees, representatives, agents and advisers) shall keep confidential the terms of this RFI and any information relating to affairs or business of UEFA which comes into its possession in relation to this RFI, the RFP 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 applicable laws);
    - (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 other candidates.
  6. Each candidate is responsible for all costs, expenses, losses and liabilities incurred in the preparation of its submission of information to participate in the Tender, any responses to requests for further information by UEFA and any negotiation with UEFA following receipt by UEFA of its expression of interest (whether or not an invitation to participate in the RFP 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 RFI.
  7. Each candidate is responsible for ensuring that no information nor representation made to UEFA is false, inaccurate and/or misleading.
  8. Each candidate is strictly prohibited from making any form of public announcement or statement relating directly or indirectly to this RFI, the RFP, 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 and that any non-compliance will lead to the penalty of being held responsible for any damages caused.
  9. All intellectual property and commercial rights in relation to UEFA, this RFI, the RFP and/or the Tender belong exclusively to UEFA.
  10. Each candidate shall comply with all legal provisions contained in this RFI or otherwise agreed in writing with UEFA.
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11. 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 lead creative agency for the development of the "UEFA Champions League" or the "UEFA Europa League /UEFA Europa Conference League" brand identities for 2024-27 Services, 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 RFI, the RFP 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 RFI and any information relating to affairs or business of UEFA which comes into its possession in relation to this RFI, the RFP 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 RFI, the RFP and/or the Tender belong exclusively to UEFA;
5. the Company shall comply with all legal provisions contained in this RFI 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 RFI 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 RFP 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 RFI, 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 lead creative agency for the development of the "UEFA Champions League" or the "UEFA Europa League /UEFA Europa Conference

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REQUEST FOR INFORMATION

League" brand identities for 2024-27 Services 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

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