



UEFA
EURO2024
GERMANY

PUBLIC SCREENING
PROGRAMME

UEFA Rate Card*

*only for countries where public screening licences are issued directly by UEFA.

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Introduction

This document provides an overview of the licence fees payable to UEFA in respect of commercial public screenings of UEFA EURO 2024™ organised in the countries where UEFA issues the relevant public screening licences directly (via its dedicated agency for National Team Football, CAA Eleven).

For countries where public screening licences are issued directly by or on behalf of the official UEFA EURO 2024 broadcast partner in the country, different fees and public screening terms and conditions may apply. **Please do not refer to this document if public screening licences are issued directly by or on behalf of the official UEFA EURO 2024 broadcast partner in your country.** Information on the countries concerned and on who to contact will be published on www.uefa.com.

For events subject to licences issued directly by UEFA, a commercial public screening licence is required if such event involves:

- ❖ Sponsorship (e.g. brand exposure for third parties) or other rights of association; and/or
- ❖ The payment of an entry fee; and/or
- ❖ The generation of revenues or other activity of a commercial nature (i.e. the distribution/sale of goods).

NOTES:

- Please note that the terms and conditions require that all sponsorship opportunities must first be offered to the official UEFA commercial affiliates. Following this, third parties can be approached, provided that they are not a direct or indirect competitor of an official UEFA commercial affiliate.
- Commercial premises (e.g. bars/hotels/restaurants) that normally show sports programming on screens in their premises and have all the necessary local authorisations to do so (including a 'commercial premises' TV subscription from the relevant broadcaster) do not require a public screening licence from UEFA, provided that the screenings are not sponsored and no entry fee is charged to attend the screening of the matches. Commercial premises in countries where public screening licences are issued directly by or on behalf of the official UEFA EURO 2024 broadcast partner, should contact the relevant official UEFA EURO 2024 broadcast partner in their country to verify the specific rules applicable to them.
- For countries where UEFA issues licences directly, public screenings that have a maximum attendance of 300 spectators at any given time, and where there is no commercial activity (i.e. no sponsoring and/or entry fees), are exempt from requesting a licence from UEFA. Such events must nevertheless still comply with the *UEFA EURO 2024™ Public Screening Programme - Terms and Conditions*. Organisers of events in countries where public screening licences are issued directly by or on behalf of the official UEFA EURO 2024 broadcast partner, should contact



the relevant official UEFA EURO 2024 broadcast partner in their country to verify the specific rules applicable to them.

1. Fees

Licence fees are calculated on a 'spectator capacity' basis. UEFA has identified five (5) capacity categories set out below, each of which has a different fee associated to it. The rationale being that events attracting greater spectator numbers are likely to generate more revenues for the relevant licensee.

Category	Spectator capacity	Price
1	301–1,000	€500
2	1,001–2,500	€1,000
3	2,501–5,000	€3,000
4	5,001–10,000	€6,000
5	10,001+	€10,000

Licence fees are only payable to UEFA subject to UEFA's written approval of your request for a commercial public screening licence. The licence itself will not take effect or be issued unless and until all amounts due are received by UEFA. All fees are stated and payable in Euros and must be paid by credit card. In order to avoid payment issues, please make sure that your credit card limit covers the amount due. VAT is not included in the fees and, if applicable, is payable by the licensee directly via self-declaration to the relevant tax authorities. UEFA will not calculate or collect any VAT. Fees paid are non-refundable. If you intend to use different locations, please note that you will have to pay the relevant fee for each individual location as per the table above.

Some practical examples outlining how the licence fees are calculated are set out on the next pages. If you have any question, please send an email to publicscreeningEURO2024@caa11.com.

2. Examples

Please note that these examples 1) are for illustrative purposes only and 2) only apply in countries where UEFA issues public screening licences directly.

Example 1

City 'X' intends to organise a public screening event in a location with a spectator capacity of 3,200 people. City 'X' does not want the spectators to bring their own drinks (it is concerned that glass bottles may pose a security risk) and, therefore, will only allow the consumption of food and beverages that will be purchased on-site. In addition, and to cover its costs, City 'X' plans to ask the UEFA Official Commercial Affiliates to sponsor the event.

In this case, there is one commercial activity: (i) sponsorship of the event. Accordingly, this event would be considered a commercial public screening event. City 'X' must request and obtain a licence from UEFA. The licence fee payable for such a public screening event is calculated following the categories/fees described above:

A spectator capacity of 3,200 people (Category 3) = €3,000

Example 2

City 'Y' intends to organise a public screening which is similar to City 'X's' event referred to in the example above. It also has a spectator capacity of 3,200 people. However, the event will not have any sponsorship and no entrance fee is to be charged.

In this case, City 'Y' will also have to request (and obtain) a public screening licence from UEFA. However, since there is no commercial activity at the event (i.e. no entrance fee, no sponsorship), the event would be considered a non-commercial public screening event. Accordingly, no licence fee will be payable to UEFA.

Example 3

Bar 'Z' wants to offer its guests the opportunity to follow UEFA EURO 2024™ matches. As part of its normal business, bar 'Z' shows sporting events throughout the year and has an annual 'commercial premises' TV subscription. Furthermore bar 'Z' pays the applicable licence fees for the retransmission of music, commentary etc. to the local licensing authority and has all other necessary permits and authorisations in line with applicable law in the territory to show televised content on its premises. Finally, bar 'Z' does not organise any other additional commercial activities in connection to the screening of UEFA EURO 2024™ matches (e.g. sponsorship of the event or the charge of an entry fee).

In this case, bar 'Z' will not have to request a public screening licence from UEFA, given that it is 'business as usual' for bar 'Z' and as it has all necessary local authorisations normally required to operate the screens present in its premises.

Example 4

Event agency 'W♥Football' wants to offer a full 'public screening experience' package within three different cities (City A, B and C) in Country X. Each event will include a screen and full operational support (technical, security, F&B sales etc.). All three (3) cities express an interest but each city, in order to cover their costs, would like to have the event sponsored. Also, in order to control the expected crowds in line with a requirement expressed by the local authorities, the cities want to charge a nominal entrance fee of €2. The event in City 'A' will have a spectator capacity of 7,000. The event in City 'B' will hold a maximum of 11,000 spectators and finally the event in City 'C' would potentially be attended by a maximum of 2,700 people.

There is a commercial activity at each proposed public screening event: (i) sponsorship (ii) the charging of an entrance fee. In this case, three separate public screening licences need to be requested: one for City A, one for City B and one for City C. It is at UEFA's discretion to approve or reject each individual licence request. From a financial perspective, the following fees will apply for each screening event location:

- ❖ City A: a spectator capacity of 7,000 people (category 4) = €6,000
- ❖ City B: a spectator capacity of 11,000 people (category 5) = €10,000
- ❖ City C: a spectator capacity of 2,700 people (category 3) = €3,000

The licences can be requested either by the event agency or by the cities themselves (who in turn could then hire the event agency to run the actual event).

Example 5

Amateur Football Club 'V' intends to organise a public screening event for its members. The club-house has a maximum capacity of 100 people and the football club only intends to sell food and beverage. The entry will be free of charge for all the participants and the event will not be sponsored.

In this case, since the maximum number of spectators potentially attending the event is less than 300 people and there are no commercial activities (i.e. no entry fee or sponsoring), Football Club 'V' will not have to request a public screening licence from UEFA.

3. Contact details

CAA Eleven, UEFA's exclusive commercial agent of UEFA EURO 2024 is responsible for the implementation of UEFA EURO 2024 public screening programme on behalf of UEFA. Should you have any question(s) on the above, please contact CAA Eleven at publicscreeningEURO2024@caa11.com.



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