



European Union
Delegation to Guinea

CORPORATE SPONSORSHIP FOR EUROPE DAY, MAY 9, 2023
TERMS OF REFERENCE

Opportunity

The EU Delegation to the republic of Guinea will host the annual reception to mark the celebration of the Europe Day on 9 May 2023, from 18h30 onwards, for which we may accept corporate sponsoring in kind, mainly to support the logistics and visibility of the event.

Europe Day, also referred to as "Schuman Day", is an annual worldwide celebration of peace and unity in Europe Day.

This celebration brings together more than three hundred European and Guinean guests and international partners from government, business, civil society, and diplomatic community. It offers an excellent opportunity for companies/organisations to promote their image, brands and/or activities through corporate sponsorship-collaboration with the EU Delegation.

Companies and organisations interested to offer **in-kind sponsorship (goods and/or services)** for Europe Day celebration in Conakry should submit their expressions of interest/proposals by 10 April **2023** by email to delegation-guinea-conakry-hoa@eeas.europa.eu

The EU Delegation will review the applications in line with the eligibility and selection criteria listed below, and contact selected companies/organisations **by 14 April 2023** in order to sign a Corporate Sponsorship Agreement.

This agreement will determine specific sponsorship terms and conditions, including the provision of exposure and visibility for sponsors.

The delegation would accept sponsoring for the following:

- Drinks, including alcoholic beverages and soft drinks
- Catering
- Artistic and musical presentations
- Light and sound services
- Security
- Portable sanitation

The sponsors will be provided with exposure and visibility in the following ways:

- Logo placement in the official invitation under the heading 'with the support of'.
- Display of banners at the event.
- Recognition at the opening remarks of the EU Ambassador.
- Invitations to the reception.

Eligibility and Selection Criteria

- The Sponsor can be a public or private organisation or company.

- Nature and activities of the Sponsor should be in line with the principles, values and commitments of the European Union and may not entail a possible conflict with the mission and objectives of the European Union.
- The Sponsor must not be in a situation referred to in Articles 136 (1) and 141 (1) of the Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union.

Sponsors are informed that:

- Sponsors must declare the Euro value of their in-kind goods and/or services offered.
- The EU's European External Action Service (EEAS) registers all sponsorships above EUR 1,000 as well as registers and publishes all sponsorships above EUR 5,000 on the relevant EU Delegation's websites and on the official website of the EEAS.
- The EEAS processes personal data in accordance with Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC. In case personal data needs to be transmitted to any sponsors, as recipient, the organisation is required to ensure the same level of data protection guaranteed by the EU data protection framework, and in particular Regulation (EU) 2018/1725.
- Sponsors will not have a say on the substance of the event.