

Call for in-kind Corporate Sponsoring of 2025 Europe Day Reception in Harare



European Union Delegation to Zimbabwe

CORPORATE SPONSORSHIP FOR EUROPE DAY, MAY 9, 2025

TERMS OF REFERENCE



Opportunity

The European Union Delegation to Zimbabwe is excited to announce a call for sponsors for our annual Europe Day Reception and celebrations, taking place on **Friday the 9th of May, 2025** in the evening (tentatively **5:30 PM-8:30 PM**)

This prestigious annual event, held in Harare, draws an audience of over **600 distinguished guests**, including European and Zimbabwean dignitaries, international partners, and friends of the EU. Together, we commemorate the signing of the Schuman Declaration, a landmark moment that laid the foundation for the European Union. Renowned as one of Harare's most highly anticipated events of its kind, the evening is a vibrant celebration featuring:

- **A European Village:** A showcase of several traditional European culinary delights, beverages, and treats.
- **Outstanding Entertainment:** A stellar line-up of performances, including live music, DJs, and cultural acts.
- **Unparalleled Visibility:** Extensive media coverage from both traditional and digital platforms, amplifying sponsor visibility.





This year's celebrations will shine a spotlight on **trade, investment**, and the vital role of the **private sector** in fostering economic growth and collaboration. By partnering with us, sponsors will enjoy a unique opportunity to align their brand with a high-profile event that embodies international partnership, cultural diversity, and economic cooperation.

We invite you to be part of this unforgettable celebration and showcase your organization to a wide and influential audience!



Why Sponsor Europe Day?

Europe Day is more than a celebration—it's an excellent platform for companies and organizations to **enhance their image and promote their brands or activities** through a strategic partnership with the European Union Delegation to Zimbabwe. By sponsoring this prestigious event, you will:

- **Increase your brand visibility** among a high-profile audience of government representatives, international organizations, private sector leaders, cultural stakeholders, and members of the diplomatic community.
- **Showcase your products or services** to a diverse and influential group of stakeholders.
- **Network with key decision-makers and influencers** in Zimbabwe and beyond, positioning your organization at the heart of conversations that shape Zimbabwe's development and economic future.

Unmatched Visibility and Media Impact

Europe Day 2025 provides a unique opportunity to amplify your brand's reach. Our 2024 celebrations demonstrated exceptional media and public engagement, with over **106 media placements** spanning print, radio, television, and digital platforms. The event achieved a **media reach exceeding 7.3 million people**, including an **online audience of 1.8 million views**.

Coverage included top-tier media outlets such as **The Herald, Newsday, Zimbabwe Independent, StarFM, ZiFM, ZTN and 3KTV**, along with prominent online platforms like **NewsHawks, EarGround, Maricho Media** and the **Digital Telegraph**. This ensures widespread visibility for event sponsors across multiple channels.

In addition, our **social media ecosystem**, —one of the most robust among EU Delegations worldwide— creates impactful digital touchpoints for sponsors. With over **150,000 followers on X (formerly Twitter), 14,000 on Facebook**, and a growing presence on **Instagram (1,000 followers)**, our Europe Day content consistently generates high engagement. Sponsors receive prominent placement in event-related visuals, videos, and posts, maximizing their digital exposure.

The sponsorship benefits go far beyond media and online reach, granting you unparalleled access to an exclusive audience of **over 600 attendees**. This distinguished group includes government officials, business leaders, representatives from EU Member States, international organizations, cultural figures, and members of the diplomatic corps—key stakeholders shaping Zimbabwe's development and economic future. Sponsorship provides a unique opportunity to position your brand within these influential networks.



1. Eligibility and Selection criteria

- The Sponsor can be a public or private organization/company.
- The Sponsor's nature and activities may not entail a possible conflict with nor undermine the principles and values of the EU, as well as with the mission and objectives of the European Union Delegation to Zimbabwe.
- The Sponsor must not be in an irregular situation as referred to in the Articles on this link, regarding the financial rules applicable to the general budget of the Union. For this, the Sponsor will return the attached Declaration on Selection and Exclusion Criteria.pdf.

2. Commitments of the sponsor:

Those who are selected as sponsors will be invited to contribute to the May 9th Europe Day Reception in Harare in the form of services or supply of goods.

Only contributions in-kind will be accepted.

Financial contributions to the EU Delegation are prohibited by the Financial Rules of the European Institutions.

Sponsors are welcomed to suggest other forms of in-kind sponsorship, for review by the EU Delegation. Typical contributions could include:

- Provision of products, such as promotional materials, catering inclusive of cutlery and crockery, drinks inclusive of champagne, wine, beer and drinking glasses, napkins, audio-visual equipment such as PA and sound system, LED screens, golf carts, decorations, flowers. This list is not exclusive; all items must be in agreement with the European Union Delegation.
- Further, all material provided must include transportation costs, security costs, liability insurance, set-up and removal fees, and any manpower required to run or monitor it during the event itself.
- Provision of services, such as venue preparation with hiring cocktail tables, tables, table cloths, chairs, a performance stage, toilet hire, cleaning services, photography and videography, lighting including fairy and security lighting (solar lighting), transport, ambulance provision and security.
- Provision of staff support, such as waiters, event coordinator on site.

3. What can sponsors expect from the European Union Delegation?

By signing a ***Corporate Sponsoring Agreement*** the parties agree on the terms and conditions for the corporate sponsoring.

The sponsors will be providing in-kind contributions and can expect exposure and visibility in the following ways (depending on the financial value of the in-kind donation):



Sponsorship Package (in-kind equivalent in USD)	Logo/brand visibility at venue	Expression of thanks during reception	Number of invitations to attend the event	Promotional stand to display goods/ services	Social media and website posts (Followers EU Delegation platforms: X- 150K, Facebook- 14K, IG- 1K)	VVIP Access
Bronze (\$500–\$999)	✓ • Standard banner, • Intermittent display on LED screen	✗	2	✗	✗	✗
Silver (\$1,000–\$5,000)	✓ • Standard banner, • Intermittent display on LED screen	✓ • By the master of ceremony	3	✓ • Final display subject to approval by EU Delegation	✓ • Social media post acknowledging grouped sponsors	✗
Gold (\$5,001–\$9,999)	✓ • Standard banner, • Prominent intermittent display on LED screen	✓ • By the master of ceremony	5	✓ • Final display subject to approval by EU Delegation	✓ • Personalized social media post, • Post on EU website in Zimbabwe and internationally, • 10 professional photos from the event	✓
Platinum (\$10,000 +)	✓ • Standard Banner, • Prominent intermittent display on LED screen	✓ • In two occasions: • by the master of ceremony and • the Ambassador's speech	10	✓ • Bigger size, • Final display subject to approval by EU Delegation	✓ • Personalized social media post • Post on EU website in Zimbabwe and internationally • Feature in post event video • 20 professional photos from the event	✓

**Sponsors who receive invitations to offer to their contacts may do so after prior notification of the contacts' names to the European Union Delegation for the purpose of the normal security and entry procedures.*



Outside of the above outlined participation, sponsors will not be allowed to actively market and sell their product/services, nor be authorized to have sales personnel present for promotional activities during the event.

4. **Publication and data processing**

Silver, Gold and Platinum sponsors will be registered by the EU and Gold and Platinum sponsors will also be published on the EU Delegation's website and EU's official websites.

Sponsors should be aware that 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.

5. **Review & Selection**

- The European Union Delegation to Zimbabwe will review the applications in line with the eligibility and selection criteria listed under point 1 and will determine the organizations/companies that best align with the core objective of the event in order to sign a Corporate Sponsorship Agreement.
- Selection criteria include the sponsorship appeal in terms of goods or services provided and coherence between the sponsored Europe Day event and promotion of the sponsor.
- The candidate will provide the attached declaration on exclusion and selection criteria dully filled in, signed and dated by the legally authorised representative.
- The EU Delegation reserves the right not to accept proposals which, because of the nature of the sponsorship or of the sponsor's activities, are deemed incompatible with the institutional role of the European Union. The EU Delegation also reserves the right to refuse any sponsorship not deemed consistent with the purpose of the 9th of May Europe event.

6. **How to Apply**

If you're interested in sponsoring some items/services for the Europe Day 2025 reception, please submit your expression of interest, including:

- A brief description of your organization and its activities
- A clear indication of the type and value of your proposed sponsorship
- Contact information for your organization, including a primary point of contact and email address

CONTACT DETAILS AND SUBMISSION OF SPONSORSHIP PROPOSALS: kindly send your expression of interest to Alexandra Maseko DELEGATION-ZIMBABWE-CALL-FOR-SPONSORS@eeas.europa.eu by COB **Friday 7 March 2025**.



The deadline for submitting sponsorship proposals is COB **Friday 7 March 2025.**

We look forward to partnering with you to make Europe Day 2025 a memorable and successful celebration!

