



EUROPEAN UNION

DELEGATION OF THE EUROPEAN UNION
TO BARBADOS, THE EASTERN CARIBBEAN STATES AND THE OECS

CORPORATE SPONSORSHIP FOR EUROPE DAY, MAY 9, 2026

50 YEARS OF PARTNERSHIP

TERMS OF REFERENCE

Opportunity

The European Union Delegation to Barbados, the Eastern Caribbean States and OECS hosts its annual Europe Day reception on Saturday 9 May 2026. Europe Day is an annual celebration of peace and unity in Europe. This year's edition is particularly special as it celebrates 50 years of partnership between Barbados and the Eastern Caribbean States and the European Union, highlighting five decades of cooperation, shared values, and joint achievements, while looking ahead to new opportunities for collaboration.

In the spirit of the 50 years partnership, and as Caribbeans and Europeans love their food, the reception will be themed around a European–Caribbean food “festival”, where guests can discover culinary specialties and delicacies from both regions. The event will start at 6 p.m. and end at 8:30 p.m. at the Barbados Museum and Historical Society.

This event is an excellent opportunity for companies/organisations to promote their image, brands/activities through corporate sponsorship-collaboration with the European Union Delegation. We are therefore inviting valued businesses like yours, which are affiliated with the European Union in anyway or have a like-minded ethos, to join us as official event sponsors. We believe that your support would be beneficial by making this day special and by bringing Europe closer to the people of Barbados. All sponsors will be duly acknowledged in our communication relating to the event and at the reception.

Please do note however that the European Union has internal regulations, which we must follow that are all outlined in the attached annex.

If you are interested in partnering with us on Europe Day reception, please inform us via email to DELEGATION-BARBADOS-SPONSORSHIP@eeas.europa.eu by 7TH April 2026 at 9:00am.

Sincerely yours,

Fiona Ramsey

Main criteria

1. Nature and activities of the Sponsor should be in line with the principles, values and commitments of the European Union.
2. Nature and activities of the Sponsor should not undermine EU policies in such areas as foreign policy, social, health and environment.
3. The Sponsor could be public or private organisations and companies.
4. Sponsors cannot entail a possible conflict with the mission and objectives of the European Union.
5. 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, amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) No 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014/EU and repealing Regulation (EU, Euratom) No 966/2012¹.

What can sponsors expect from the European Union Delegation

1. By signing the Corporate Sponsoring Agreement, the parties agree on the terms and conditions for the corporate sponsoring.
2. The sponsors will be provided with exposure and visibility in the following ways:
 - a. Sponsors can expect their names/logo to be mentioned on the venue of the reception.
 - b. Sponsors can expect their names/logo to be imprinted on invitation cards.
 - c. Sponsors can expect the Head of Delegation to acknowledge their contribution in her speech.
 - d. Sponsors can be provided with a stand at the venue and may distribute to participants promotional material of their activities.
 - e. The sponsors will have up to 3 invitations to offer to their contacts, after prior purpose of the normal security and entry procedures.
 - f. Sponsors will not be allowed to active marketing of their product/services nor be authorized to have sales personnel present for promotional activities during the event.

Commitments of the sponsor:

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

Contributions could include:

- Provision of various products, such as promotion material and especially food catering in view of the Food festival for the 50 years partnership, inclusive of cutlery and crockery, napkins, drinks inclusive of rum, champagne, wine and drinking glasses, sound system, flowers.
- Provision of services, such as at the venue with cocktail tables, buffet tables, seating tables and chairs.
- Provision of staff support, such as waiters, event coordinator on site.

Sponsors may suggest other form of sponsorship in-kind.

Only contributions in-kind will be accepted.

Sponsors must declare the value in Euro of the in-kind provided goods and/or services.

¹ <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32018R1046> (pages 94 and 100)

Sponsors should be aware that the EEAS registers all sponsorships above 1.000 EUR and registers and publishes all sponsorships above 5.000 EUR on the Delegations websites and official website of the EEAS.

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.

Sponsors will not have a say on the substance of the event.

Review & Selection

1. The European Union Delegation to Barbados will review the applications and will determine the organizations/companies that best align with the core objective of the event to be sponsored. 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.
2. The European Union Delegation to Barbados 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 European Union Delegation to Barbados also reserves the right to refuse any sponsorship not deemed consistent with the purpose of the May 9th event.