



## **Call for Corporate Sponsors for 2026 Europe Day Celebration in Ghana**

### **TERMS OF REFERENCE**

The Delegation of the European Union to Ghana, in partnership with its 10 Member States (Austria, Czech Republic, Denmark, France, Germany, Hungary, Italy, Malta, Netherlands, and Spain) based in Ghana, will host a Europe Day Celebration on Thursday, 7 May 2026 in commemoration of the 2026 Europe Day celebrations. The event will take place at the Residence of the European Union Ambassador to Ghana at 12 Julius Nyerere Street, North Ridge.

The annual Europe Day celebration is one of the largest annual diplomatic gatherings in Ghana. Each year, the EU convenes approximately 500 VIPs from government and state institutions, private sector, civil society, and Diplomatic Missions in Ghana.

As the Delegation marks 50 years of physical presence in Ghana, we aim to further expand our scope and reach, with an inclusive celebration that reaches all segments of Ghanaian society. To celebrate this special occasion, the Delegation of the European Union to Ghana is – for the first time – publishing a call for corporate sponsorship.

Interested companies and organisations should express their interest for one of the three sponsoring packages below (point 1) by submitting the **attached sponsorship** application form by **Thursday, 26 February 2026 at 17:00 GMT** to: [\*\*DELEGATION-GHANA-PRESS-TENDERS@eeas.europa.eu\*\*](mailto:DELEGATION-GHANA-PRESS-TENDERS@eeas.europa.eu))

Kindly contact **+233 30 274 6200** for any additional information/clarification.

The EU Delegation will review the applications and contact the approved companies/organisations in order to sign a Corporate Sponsorship Agreement.

### **1. Sponsoring packages**

Sponsors are invited to contribute in-kind support to catering and event services for invited guests with a contribution equivalent to GHS 50,000.00 (**Platinum Sponsor**), GHS 35,000.00 (**Gold Sponsor**) or GHS 15,000.00 (**Silver Sponsor**) all excluding VAT. The sponsorship occurs through direct contracting and payment to the event management company.

The sponsors will be provided with extensive exposure and visibility in several ways, depending on the sponsorship package:

### **1.1 Platinum sponsor package (value of GHS 50,000.00)**

This package includes:

- 2 seats at the VVIP area (with Ambassadors/Ministers)
- Prominent logo placement in the official invitation under the heading 'in Partnership with'
- Prominent logo projections in the reception area, as well as in newspaper centrespread and on EU's social media handles.
- Opportunity to showcase sponsor products/services and promotional material with an individual stand at the reception
- Display of two standing banners at the entrance of the event and two standing banners in the main event area
- Fifteen (15) individual entrance tickets for the sponsor or guests.
- Recognition during the opening remarks of the EU Ambassador.
- Media mentions during press engagements ahead of the 2026 Europe Day celebrations (e.g. press release, TV/radio shows)
- Access to event photos and showcase in final Europe Day video.

### **1.2 Gold sponsor package (value of GHS 35,000.00)**

This package includes:

- Prominent logo placement in the official invitation under the heading 'in Association with'
- Prominent logo projections in the reception area
- Opportunity to showcase the sponsor's products/services and any promotional material with an individual stand in the foyer/entrance area of the ballroom
- Display of two standing banners at the entrance of the event and two standing banners in the ballroom area
- Ten (10) individual entrance tickets for the sponsor or guests.
- Recognition during the opening remarks of the EU Ambassador.
- Media mentions during press engagements in anticipation of on 2025 Europe Day celebrations (e.g. press release, TV/radio shows)

- Access to event photos

### **1.3 Silver sponsor package (value of GHS 15,000.00)**

This package includes:

- Logo placement in the official invitation under the heading 'with the support of'
- Logo featured in the on-screen projections in the reception area
- Display of two standing banners at the event in the foyer/entrance area of the ballroom
- Display of promotional material (flyers and brochure) at one own individual stand in the foyer/entrance area of the ballroom
- Five (5) individual entrance tickets for the sponsor or guests.
- Access to event photos

***Sponsors are requested to refrain from actively marketing their product or services and will not be permitted to have sales personnel present for promotional activities during the event.***

## **2. Eligibility and selection criteria**

- The Sponsor can be a public or private organisation or company.
- The Sponsor's nature and activities may not entail a possible conflict with the mission and objectives of the European Union, including at policy level in areas such as foreign policy, social, health and environment.

## **3. All sponsors are informed that:**

Selected sponsors will be invited to contribute to the Europe Day Reception, held on 9 May annually in the **form of services or supply of goods**.

We will only accept contributions in-kind, through direct contracting and payment to the event management company.

Financial contributions are **prohibited** by the Financial Rules of the European Institutions.

Contributions could therefore include:

- Provision of various products, such as promotion materials, food and beverages catering inclusive of cutlery and crockery, napkins, drinks, water and drinking glasses; sound, lighting, and/or cooling systems, flowers, buffet tables, seating tables and chairs, podium and stage set-up, mobile toilets, etc.
- Provision of services such as videography and photography services, newspaper centre spread and paid media advertisements, etc.
- Provision of staff support, such as professional waiters, event coordinators on site.

Sponsors may suggest other form of sponsorship in-kind.

- 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 be consulted on the substance of the event.
- Companies with same/similar background and product range may join the sponsorship scheme. Exclusive sponsorships are available for Platinum sponsors upon request.

To download the Europe Day 2026 Sponsorship Application Form, kindly click [HERE](#)

To view videos of previous Europe Day celebrations in Ghana, kindly click [HERE](#).