

## TERMS OF REFERENCE

### Main criteria

1. Nature and activities of the Sponsor should be in line with the principles, values and commitments of the European Union.
2. The Sponsor could be public or private organisations and companies.
3. Sponsors cannot entail a possible conflict with the mission and objectives of the European Union.

### What can Sponsors expect from the European Union Delegation?

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

1. 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 and the invitation cards
  - b. Sponsors will have up to 2 invitations to offer to their contacts, whose names must be submitted to the EU for the purpose of the normal security and entry procedures.
  - c. Sponsors will display two (02) standing banners at the event entrance.
2. Sponsors will not be allowed to engage in sale or marketing of their products/services.

### Commitments of the Sponsors

Those who are selected as Sponsors will be invited to contribute to the Europe Day event in form of supplies of services or goods.

**Only contributions in-kind will be accepted.**

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

### Contributions could include:

- Provision of various products, such as promotion materials, food catering inclusive of cutlery and crockery, napkins, drinks inclusive of champagne, wine and drinking glasses, sound system, flowers.
- Provision of services, such as 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* forms of sponsorship in-kind.**

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

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 be able to decide on the substance of the event.**

### **Review & Selection**

1. The European Union Delegation to Sierra Leone 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 Sierra Leone 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 Sierra Leone also reserves the right to refuse any sponsorship not deemed consistent with the purpose of the Europe Day event.

### **Applications**

**Interested sponsors should send their proposals by 20 March 2026 at 5.00 pm local time to: [delegation-sierra-leone@eeas.europa.eu](mailto:delegation-sierra-leone@eeas.europa.eu)**