

Call for Corporate Sponsors for Europe Day 2025



CALL FOR CORPORATE SPONSORS FOR EUROPE DAY TO BE CELEBRATED IN SEOUL ON 9 MAY 2025

TERMS OF REFERENCE

The EU Delegation to the Republic of Korea will host the annual Europe Day reception on **Friday 9 May 2025**.

Europe Day is an annual celebration of peace and unity in Europe. Over 500 VIPs from Government and State institutions, Business, Civil Society as well as from Embassies and Diplomatic Missions attended the most recent edition in 2024 in Seoul to celebrate Europe and its fruitful relations with the Republic of Korea.

Europe Day is an excellent opportunity for companies/organisations to promote their European image, brands/activities through corporate sponsorship-collaboration with the EU Delegation to the Republic of Korea.

The EU Delegation is therefore publishing this call for sponsor companies and organisations. Interested companies and organisations should express their interest for one of the three sponsoring packages below (point 1), using the annexed sponsorship application form. Applications should be submitted by email only not later than **25 January 2025 COB** to: **Mr Andreas HEUBERGER, Head of Administration at the EU Delegation** (email address: delegation-rep-of-korea-hoa@eeas.europa.eu tel: +82 2 3704 1725).

The EU Delegation will review the applications in line with the eligibility and selection criteria listed under point 2 below, and contact the selected companies/organisations by 15 February 2025 in order to sign a Corporate Sponsorship Agreement.

1. Sponsoring Packages

Sponsors are invited to contribute “in kind” i.e. through the provisions of catering for 60 guests (“**Europe package**”), 30 guests (“**Korea package**”) or 10 guests (“**Seoul package**”), respectively of a value of KRW 6.900.000, KRW 3.450.000 and KRW 1.150.000, all excluding VAT.

The sponsorship will be contributed through direct contracting and payment to the event’s suppliers. Direct financial contributions to the EU Delegation are not allowed under the EU Financial Regulation. For the Korea and Seoul packages (“B” option), it is possible to suggest to supply the sponsors own products (e.g. food, drinks, giveaway or prizes for guests) as in kind sponsoring. A detailed proposal of amount, price and description of offered products must be submitted together with the sponsorship application form and the total amount (market value) of offered products must equal KRW 3.450.000 (Korea B) or KRW 1.150.000 (Seoul B).

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

1.1. Europe Package (catering for 60 guests of a value of KRW 6.900.000+VAT).

This package includes:

- Prominent logo placement in the official invitation
- Logo featured prominently in the on-screen projections in the reception area
- Opportunity to showcase the sponsor’s products/services with own stand in the foyer/entrance area of the reception
- Display of one standing banner each at the entrance of the event and in the reception area
- twelve entrance tickets for the sponsor’s guests (names of guests to be notified to the Delegation in advance for security reasons)
- special recognition at the opening remarks of the EU Ambassador

1.2. Korea Package A and B (value of KRW 3.450.000+VAT):

This package includes:

- Logo placement in the official invitation
- Logo featured in the on-screen projections in the reception area
- Display of promotional material (flyers or brochure) at shared stand in the foyer/entrance area of the reception
- six entrance tickets for the sponsor’s guests (names of guests to be notified to the Delegation in advance for security reasons)

1.3. Seoul Package A and B (value of KRW 1.150.000+VAT).

This package includes:

- Logo placement in the official invitation
- Logo featured in the on-screen projections in the reception area
- Two entrance tickets for the sponsor’s guests (names of guests to be notified to the Delegation in advance for security reasons)

2. Eligibility and Selection Criteria

- The Sponsor can be a public or private organisation or company.
- The sponsorship contributes to the positive image of Europe and the Delegation and is directly linked to the event.
- The sponsors selected should in all cases be compatible by their nature and activities with the promotion of European values, culture and policies.
- The sponsorship does not generate a conflict of interest nor concern exclusively the event.
- Sponsors from NGOs or non-state actors pursuing political goals cannot be accepted.
- 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 must declare the value in Euro of the in-kind provided goods and/or services.

3. Sponsors are informed that:

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.