



European Union  
Delegation to Singapore

## **SPONSORSHIP FOR EUROPE DAY, MAY 9, 2020 TERMS OF REFERENCE**

### **Opportunity**

On Friday, 8th May, the European Union in Singapore will host Europe Day 2020. An elegant evening event that includes drinks and dinner, this annual event will be held for the first time in the Grand Ballroom of the JW Marriott Singapore South Beach, with iconic interiors and a stunning Forest of Lights, blending innovative form with environmentally sustainable design. The setting offers a unique opportunity for our sponsors to be part of an exclusive by-invite only event in a space that seamlessly blends the past and present in a pictorially perfect setting.

An annual celebration of peace and unity in Europe, this happy occasion welcomes around 400 guests including European and Singaporean diplomats, Government dignitaries and Parliamentarians, international partners, key media representatives, academics and trade, industry and aviation experts.

The evening is graced by a Singapore Minister as a Guest of Honour.

The event will start at 7pm and end at 10:30 pm.

Europe Day 2020 offers an excellent opportunity for companies and organisations to connect with our various stakeholders and position their brand at a high-profile by-invite only event.

### **Submission**

The call for expression of interest starts on **25 September 2019**.

Submissions are accepted until: **12 noon, 15 February, 2020**.

Applicants will be notified within **two weeks** of the submission.

### **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.<sup>1</sup> Sponsors are requested to provide a *declaration on honour on exclusion and selection criteria* (see Annex I).

#### **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 (see Annex II).
2. The sponsors will be provided with exposure and visibility in the following ways:
  - a. Sponsors names will be printed on the invitation cards.
  - b. Sponsors can expect their names/logo to be mentioned at the venue of the reception.
  - c. Sponsors can expect the Head of Delegation to acknowledge them in her speech.
  - d. Sponsors can put their banners and brochures at the venue of the event and may distribute to participants promotional material of their activities.
  - e. The sponsors will have invitations to offer to their contacts, after prior notification of the contacts' names to the European Union Delegation for the purpose of the normal security and entry procedures.

#### **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.

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

Financial contributions directly to the Delegation of the European Union to Singapore are prohibited by the Financial Rules of the European Institutions.

Contributions could include:

- Provision of various products, such as promotion materials, event venue rental, food catering inclusive of cutlery and crockery, napkins, drinks inclusive of champagne, wine and drinking glasses, sound system, flowers, etc.
- Provision of services, such as venue rental, or equipment such as 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.

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<sup>1</sup> 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 966/2012.

The minimum value of sponsorship for Europe Day 2020 is fixed at EUR 2,000. Sponsors must declare the value in Euro of the in-kind provided goods and/or services.

Sponsors should be aware that the EEAS registers all sponsorships and publishes all sponsorships above EUR 5,000 on the Delegation's website 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.

### **Review & Selection**

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

For additional information, please contact DELEGATION-SINGAPORE-SPONSORSHIP@eeas.europa.eu.