



European Union Delegation to Israel

CALL FOR CORPORATE SPONSORS

FOR PUBLIC EVENTS ORGANISED BY THE DELEGATION IN 2019.

The European Union Delegation to Israel will be organising in 2019 a series of public events related to its broad range of activities and relations in the field of *inter alia* **Trade & Innovation, Climate Diplomacy** and environmental issues, **Higher Education** and **Gender Equality**.

This event is an excellent opportunity for companies/organisations to **promote their image**, brands/activities through corporate sponsorship-collaboration with the European Union Delegation to Israel.

Main criteria

1. Nature and activities of the Sponsor should be in line with the principles, values and commitments of the European Union and should not undermine EU policies in such areas as foreign policy, social, health and environment.
2. Sponsors cannot entail a possible conflict with the mission and objectives of the European Union.
3. The Sponsor can be a public or private organisation.
4. 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. For this, the Sponsor is requested to provide the attached application form.

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 depending on the value of the contribution:

- Availability of a space in the main area of the event to offer European food and/or drinks (size to be determined depending on the event location).
- In the allocated space, the sponsor may distribute to participants promotional material of their activities and can display its products.
- The sponsors will have 6 invitations to offer to their contacts (the invitations will be sent by the Delegation for the purpose of the normal security and entry procedures).
- Sponsor can display a stand-alone vertical banner of the approximate size 85X200 cm
- Projection of a promotional video/slideshow of approx. 60 seconds in loop
- Acknowledgement in the Ambassador speech of the contribution of the sponsor

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:

Only contributions in-kind and direct payments to services rendered will be accepted as financial contributions are prohibited by the Financial Rules of the European Institutions.

What follows is a non-exhaustive list of contributions that the Delegation is seeking. Other types of contributions are welcome:

- Drinks: European/Israeli wine (inclusive of sparkling wine), beers, non-alcoholic beverages
- Food: ingredients and catering services. The supply of PDO and PGI¹ products and display of the logos are encouraged.
- Decorations: flowers, balloons, lighting, etc.
- Entertainment: e.g. live music, etc.
- Rental of equipment: glasses, cutlery, crockery, napkins, tables, etc.
- Support staff: waiter and cloak staff
- Sponsors may suggest other form of sponsorship in-kind.

Sponsors who do not contribute with own products (e.g. food, drinks, etc.) may contribute to the other services or supplies which will be paid directly to the Delegation contractors (e.g. rental of equipment, support staff, catering, etc.).

¹ Protected Designation of Origin (PDO) and the Protected Geographical Indication (PGI)

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

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 web-sites 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 Israel will review the applications and will determine the organisations/companies that best align with the core objective of the event to be sponsored and the needs. 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 Israel 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 Israel also reserves the right to refuse any sponsorship not deemed consistent with the purpose of the events. The guidelines on eligibility of Israeli entities will be applied.
https://eeas.europa.eu/delegations/israel/10137/guidelines-eligibility-israeli-entities-and-their-activities-territories-occupied-israel-june_en

Deadline to apply for sponsorship

The deadline to apply for sponsorship is **Friday, 19 July 2019**