



CALL FOR CORPORATE SPONSORSHIP FOR 2020 TAIWAN EUROPEAN FILM
FESTIVAL, 26 NOVEMBER 2020 – 31 JANUARY 2021
TERMS OF REFERENCE

Opportunity

The European Economic and Trade Office (EETO) hosts its annual Taiwan European Film Festival (TEFF) from 26 November 2020 to 31 January 2021.

TEFF aims to promote the diversity of European cultures, arts, and languages, by presenting one feature film per participating country. TEFF is free of entrance and welcomes anyone who is interested to experience the European ways of life through a cinematic experience. The 2020 TEFF is featuring 17 European films at around 20 venues throughout Taiwan. The expected number of audience is around 20,000 people in total.

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

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 could be public or private organisations and companies.
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 EETO

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:

Golden Sponsor (contribution of TWD 60,000 in-kind service or TWD 120,000 in-kind product):

- Logo display on TEFF website, posters, and promotional materials
- Two original posts on the TEFF Facebook
- 60-seconds trailer before each screening
- TEFF official website homepage carousel banner ad display for 1 month
- TEFF official website inner pages banner ad display for 2 months
- Limited edition of advertisement on TEFF flyer (20,000 pieces)
- Logo display at the opening ceremony (backdrop, pull-ups, flyers)

Silver Sponsor (contribution of TWD 40,000 in-kind service or TWD 80,000 in-kind product):

- Logo display on TEFF website, posters, and promotional materials
- Two original posts on the TEFF Facebook
- 30-seconds trailer before each screening
- TEFF official website inner pages banner ad display for 2 months
- Logo display at the opening ceremony (backdrop, pull-ups, flyers)

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 the EETO is seeking. Other types of contributions are welcome:

- Catering service for the opening ceremony
- Beverage service (including alcoholic beverages) for the opening ceremony
- Company products as promotional items to advertise the event

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

Sponsors must declare the value in TWD 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 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 EETO will review the applications and will determine the organisations/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 event and promotion of the sponsor.
2. The EETO 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 EETO also reserves the right to refuse any sponsorship not deemed consistent with the purpose of the event.

Deadline to apply for sponsorship

The deadline to apply for sponsorship is **6 November 2020**.