

CORPORATE SPONSORSHIP FOR CATERING SERVICE IN HO CHI MINH,
MAY 11, 2019

TERMS OF REFERENCE

On the occasion of "Europe Day", the European Union Delegation to Vietnam hosts a cocktail event followed by a Musical Performance in Ho Chi Minh City at the Opera House on Saturday 11th May 2019.

Europe Day, also referred to as "Schuman Day", is an annual celebration of peace and unity in Europe. In Vietnam, the European Union Delegation usually celebrate this Day in Hanoi but this year we want also to bring together the European community, dignitaries and international partners in Ho Chi Min City.

The Musical Performance will start at 20h00 and end at 22h00. We are launching a call for In-kind Corporate Sponsoring to contribute to the cocktail event offered before the concert, from 18h45 pm to 19h45 pm.

We are looking for companies who could provide the catering service (beverages and finger food) for 300 invitees. The sponsor(s) will have to contribute through direct contracting and payment to the catering(s) supplier(s) of theirs choices.

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

Companies and organizations interested should submit their expressions of interest with a brief description of their proposals by **15th** April 2019 COB to: **Mr Daniel Barran, Head of Administration, EU Delegation to Vietnam:** DELEGATION-VIETNAM-SPONSORING@eeas.europa.eu

"OVERSEAS" – Musical Performance

The musical performance will be created and directed by Nguyen Le and Tuan Le

"OVERSEAS" is a live show where European and Vietnamese music and dance, costume, lighting and set design blend together to create a unique performance. It features original new music written especially for the show, with a trademark mix of Vietnamese inspirations (especially music from ethnic minorities) and jazz influences, but also electronic, hip-hop, rock and world-music.

What can sponsors expect from the European Union Delegation

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
 - b. Sponsors can expect their names/logo to be imprinted on invitation cards.
 - c. Sponsors can expect the Head of Delegation to acknowledge their contribution in his speech.
 - d. A total of up to 150 invitations for the cocktail and the concert shall be distributed pro-rata of their contributions to the sponsors to offer to their contacts, , and after prior notification of the contacts' names to the European Union Delegation for the purpose of the normal security and entry procedures.
 - e. 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.

Main Selection 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 organizations and companies.
4. Sponsors cannot entail a possible conflict with the mission and objectives of the European Union.
5. Preference shall be given to sponsors having developed a positive relationship with the EU Delegation or stakeholders for the EU and EU actors in HCM City

Commitments of the sponsor:

The EU Delegation will review the proposals of the in line with selection criteria listed above, and contact selected companies/organizations by 22th April 2019 in order to sign a Corporate Sponsorship Agreement (template available in the link here under). This agreement will determine specific sponsorship terms and conditions, including the provision of exposure and visibility for sponsors.

Only contributions in-kind will be accepted.

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

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 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 will not have a say on the substance of the event.

Review & Selection

1. The European Union Delegation to Vietnam 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 cocktail event and promotion of the sponsor.
2. The European Union Delegation to Vietnam 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 Vietnam also reserves the right to refuse any sponsorship not deemed consistent with the purpose of the May 11th event.