

GUIDELINES FOR SPONSORSHIP OF THE DUTCH EU PRESIDENCY 2016

Introduction

In the first half of 2016 the Netherlands will hold the Presidency of the Council of the European Union. This means, among other things, that 13 informal ministerial meetings and about 140 official gatherings will take place in Amsterdam in the space of six months. During this time, the Presidency is expected to draw some 20,000 delegates to the central conference venue. The Presidency will mean international visibility for the Netherlands, which in turn creates opportunities for sponsorship of goods and services.

The organisational activities will be coordinated by the EU2016 Central Project Team (CPEU2016). Its responsibilities include fitting out and managing the conference venues at the Maritime Museum and Amsterdam's historical dockyard, the Marine Etablissement. Potential suppliers to CPEU2016 are encouraged to sponsor part of their products and services in return for a reduction in price (to be quantified in the tender). Under certain conditions, businesses and organisations can also sponsor the Presidency's central organisation by contributing directly in kind.

This document provides general guidelines on sponsorship. Since CPEU2016 does not provide an exclusive list of goods and services that lend themselves to sponsorship, potential suppliers are free to come up with original sponsorship proposals of their own. Proposals should be submitted to CPEU2016-sponsoring@minbuza.nl no later than 8 May 2015.

CPEU2016 will assess the proposals against the criteria outlined in this document. No rights or obligations may be derived from these guidelines. The guidelines are in no way binding on CPEU2016.

Sponsorship guidelines

Principles

- If the EU2016 Central Project Team (CPEU2016) accepts a sponsorship proposal, it will enter into an agreement with the sponsor setting out the sponsorship conditions.
- CPEU2016 retains the right at all times not to enter into discussion concerning one or more sponsorship proposals, or to reject a sponsorship proposal without stating a reason.
- CPEU2016 retains the right to end the sponsorship agreement at any time, should the sponsorship compromise or threaten to compromise the independence, dignity, goals or intended results of the Dutch EU Presidency or if the sponsorship should discredit or

threaten to discredit CPEU2016 in any way. Adjustments to the sponsorship agreement may only be made by mutual agreement between the sponsor and CPEU2016.

- The nature and scale of the benefits to sponsors depend on the nature and usefulness of the sponsorship offered. Support with a value of less than €5,000 will be regarded as an unconditional contribution, i.e. for which no benefits are offered in return.

Threshold criteria

Sponsorship proposals must satisfy the following minimum conditions:

- Proposals must provide opportunities for Holland branding.
- Proposals must serve the goals of CPEU2016.
- Proposals must be relevant to the Dutch EU Presidency.
- The sponsored product and/or service must be of high quality.
- The sponsored product and/or service must be sustainable and/or environmentally friendly.
- The sponsored product and/or service must have a minimum value of €5,000.

Exclusion criteria

Parties, products and/or services are ineligible for sponsorship if:

- the nature and/or substance of the sponsorship proposal or the nature of the activities conducted by the party concerned are or could be damaging to the reputation, dignity, principles, goals or intended results of the Dutch EU Presidency;
- the party has been found guilty of, or is currently being investigated for involvement in, illegal activities;
- it is known that the party is or has been involved in illegal activities such as drug trafficking, money laundering, prostitution, people smuggling or child labour;
- the party is or has been involved in producing, developing or trading arms or arms components, in whatever form;
- the party is involved in the production or sale of tobacco products;
- the party is or has been involved in the production of goods and/or services for activities in other countries that are considered illegal in the Netherlands;
- the manufacturing process makes or has made use of natural resources that originate from conflict areas and can therefore be designated as conflict minerals;
- the party's activities do not conform to or are irreconcilable with the OECD Guidelines for Multinational Enterprises.

Sponsorship benefits

Conditions

- Sponsorship proposals represent a minimum value of €5,000.
- The depiction of the sponsors' company logo or name may not be larger than the Dutch EU Presidency logo.
- In principle, advertising signs, banners and logos may not be placed at the conference venue, except at designated locations.
- Names of meetings, briefings or bilateral meetings held in the framework of the Dutch EU Presidency may not contain a sponsor's name.
- The sponsors' company logo or name will not be printed on official meeting documents.
- Unless a sponsor has been invited explicitly by CPEU2016, sponsorship will not give access to participants of meetings and/or social events organised in the framework of the Dutch EU Presidency.

Sponsorship packages

Sponsorship benefits will be agreed in consultation with CPEU2016 and set out in the sponsorship agreement. Sponsorship benefits depend on the size of the sponsorship and/or the nature of the product. In certain cases, additional benefits not outlined in this document may be considered by CPEU2016.

Package 1: €5,000-€50,000

The following benefits of supplying goods and/or services with a total value of between €5,000 and €50,000 may be agreed in consultation with CPEU2016:

- use of sponsored products by delegates attending Dutch EU Presidency meetings
- depiction of the company's logo or name (accompanied by a link to its own website) on the website of the Dutch EU Presidency
- a testimonial from the project organisation
- subject to the conditions outlined in the sponsorship agreement, sponsorship can be announced in the sponsor's press releases/publications, provided the text has been explicitly pre-approved by CPEU2016.

Package 2: €50,000 and above

The following benefits of supplying of goods and/or services with a total value of over €50,000 may be agreed in consultation with CPEU2016:

- use of sponsored products by delegates attending Dutch EU Presidency meetings

- logo/company name on:
 - the website (with a link to the sponsor's own website and an explanation of the nature and substance of the sponsorship)
 - the app
 - banners outside the conference venue
 - table cards (on desks, in hotel rooms and restaurants)
 - media communications, though this will be limited;
- a testimonial from the project organisation;
- subject to the conditions outlined in the sponsorship agreement, sponsorship can be announced in the sponsor's press releases/publications, provided the text has been explicitly pre-approved by CPEU2016;
- subject to the conditions outlined in the sponsorship agreement, images may be used in the sponsor's press releases/publications, provided use has been explicitly pre-approved by CPEU2016.