



UEFA
EURO2024
GERMANY

PUBLIC SCREENING
PROGRAMME

Sponsors Contacts



Introduction

In this document, you will find the contact details and product categories for UEFA's official UEFA EURO 2024™ Partners. If you have been granted a licence for a commercial public screening event, you may approach our Partners with concrete proposals to get involved in the event(s) you are organising. Regardless of the outcome of the offer to Official Partners, you are required to respect the exclusivity of the product category of Official Partners and you shall not offer any commercial opportunities to third parties who are competitors of any of the Official Partners.

UEFA has asked each Partner to create a (generic) email address for you to submit a sponsoring proposal. It is at the discretion of each Partner to react to your proposal or not.

On behalf of the Partners, UEFA requests you to:

- Only submit clear and reasonable proposals
- Make sure that the offer contains all necessary information for the Partners to make an initial assessment, including:
 - Nature of the event - e.g.: location and size (expected number of visitors), duration of event (e.g. selected matches only or whole tournament), whether an entry fee will be charged, etc.
 - Nature of proposed sponsor involvement - e.g.: brand exposure, business terms (fees, expectations, guarantees, etc.) and proposed involvement of other Partners, etc.
- Allow the Partners to make their own assessment of the proposals. Please refrain from sending each Partner more than one proposal or asking for a response on your submitted proposals. You will be contacted if a Partner is interested in your proposal.

NOTE: All arrangements must be conducted between you and the respective Partner(s). UEFA will not be a party in any negotiation or contract or in the delivery of agreed services, goods or otherwise.

Contact details UEFA

For any question on the UEFA EURO 2024™ Public Screening Programme, please send an email to publicscreeningEURO2024@caa11.com. Please allow our staff the time to respond to your query.




Sponsor Contacts




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	Booking.com	uefaeuro2024@booking.com
	Betano	euro2024_public_screening@kaizengaming.com
	Bitburger	For the austrian market you can disregard Bitburger for the first offer procedure. euro2024-event@bitburger.de
	BYD	info.EUauto@byd.com
	Coca-Cola	uefaeuro2024publicviewing@ccep.com
	Hisense	zhaoshixian@hisense.com gengzhi1@hisense.com Anja.zankl@gorenje.de
	Lidl	EURO2024@lidl.com



	Unilever Nutrition	EUROBBQScreenings@csm.com
	Unilever Personal Care	EUROPCFootball@csm.com
	Strauss	brand.partnership@strauss.de
	Visit Qatar	commercial-requests@pitchinternational.com
	vivo	vivoeuro2024@gmail.com
	Wiesenhof	service@wiesenhof.de
	Ergo	EURO2024@ergo.de
	adidas	No wishes to be contacted
	Deutsche Telekom	No wishes to be contacted
	Deutsche Bahn	No wishes to be contacted
	Atos	No wishes to be contacted


Kindly note that more Partners may be announced closer to the UEFA EURO 2024™ tournament. Please check regularly for updates.


Sponsor Product Categories and Sub-Brands


	<p>Product Category:</p> <ul style="list-style-type: none"> • Payment method: remote and digital payment services/platforms; credit and charge payment services, debits services, electronic monetary value exchange, electronic funds transfers, investment advisory services to individuals and small businesses, currency and foreign exchange services, short-term unsecured loans, multi-functional prepaid cards • Payment Technology: any form of technologies used for authentication, security, or transfer of value between consumers & merchants...etc.; form of unique user authentication and identification for use in connection with payment system; security infrastructure services; smart-wear devices with payment related functions • Blockchain Technology: any form of technologies using a distributed digital ledger system for the purpose of recording transactions and tracking tangible and intangible assets in a network <p>Sub-Brands:</p> <ul style="list-style-type: none"> • Antchain • Huabei • Jiebei • Yu'eobao • Ant Fortune • Zhima Credit • WorldFirst • Alipay+ • Ant Group
	<p>Product Category:</p> <p>Any sales, booking, and/or reservation service in respect of Accommodation and/or Attractions, including any direct or indirect search, comparison (including price), review and appraisal, reservation, booking, selling, re-selling, buying, and/or purchase service for Accommodation and/or Attractions.</p> <p>Sub-Brands:</p> <ul style="list-style-type: none"> • B. • Booking • BookingSuite • BookingHome • Booking.com for Business • Genius • Booking.Yeah • Travel Proud • Travel Sustainable
	<p>Product Category:</p> <ul style="list-style-type: none"> • Sports Betting Services : any wagering of a stake of monetary value in the expectation of a prize of monetary value, subject to a future and uncertain occurrence related to a sports competition. For the avoidance of doubt, such Sports Betting Services can be made available at physical (licensed) premises or via (licensed) digital/online platforms (including websites and apps) and includes fixed odds betting (pre-game and in-game), spread betting and totaliser/parimutuel betting.

	<p>Sub-Brands: Stoiximan</p>
	<p>Product Category:</p> <p>The following categories of products (provided always that such products have an alcohol content no greater than ten per cent (10%)):</p> <ul style="list-style-type: none"> • alcoholic, low-alcohol, and non-alcoholic beverage products whose primary ingredients are fermented malt, water and yeast (such as beers, pre-mixed beers, lagers, pilsners, ales and stouts); and • low-alcohol and non-alcoholic beverage products whose primary ingredients are un-fermented malt and water. <p>Sub-Brands:</p> <ul style="list-style-type: none"> • Bitburger • Köstritzer • König Pilsener • Licher • Benediktiner • Crew Republic
	<p>Product Category:</p> <p>The following categories of products and/or services:</p> <ul style="list-style-type: none"> • Automotive vehicles (whether powered by engines fuelled by petrol, diesel, hydrogen or alternative fuels, electric or by any other form of engine now known or hereafter invented including hybrid engines) in each case limited to the following: <ul style="list-style-type: none"> ○ Passenger cars meaning road-legal passenger hatchbacks, sedans/saloons, limousines, estates/station wagons, multi-purpose vehicles (MPVs), coupes, convertibles and sports cars; ○ SUVs (Sport Utility Vehicles) meaning passenger vehicles with raised ground clearance, usually equipped with four-wheel drive, for on- or off-road ability (including crossovers, pick-ups and double cab and camper van versions); ○ Electric light commercial vehicles (LCVs); ○ Electric heavy goods vehicles (HGVs) ○ Electric buses, coaches and minibuses; ○ Electric forklifts; ○ Electric sanitation vehicles; and • Electric vehicles batteries for those automotive vehicles listed above <p>Sub-Brands:</p> <ul style="list-style-type: none"> • Denza • Yangwang • Fangchengbao
	<p>Product Category:</p> <p>All non-alcoholic beverages and all beverage bases, syrups, powders, crystals and concentrates (frozen or otherwise) from which non-alcoholic beverages may be prepared.</p> <p>Sub-Brands:</p> <p>Any sub-brand owned by The Coca Cola Company that falls within the product category.</p>

	<p>Product Category:</p> <ul style="list-style-type: none"> • Televisions (including projectors for the purpose of home television sets) • Television receiving, converting and/or transmission devices being set-top boxes, television signal decoders, satellite dishes and television tuners • Refrigerators (for home and commercial use) and freezers • Washing and drying machines • Air conditioners for commercial and home use • Small home appliances, including kettles, latte makers, coffee makers, toasters, grills, juicers, blenders, meat grinders, stand mixers, microwave ovens, toaster ovens, bread makers, waffle makers, steam irons, vacuum cleaners, bathroom scales, electric heaters and ovens • Dehumidifiers • Wine coolers • Dishwashers and disinfection cabinets • Cooking appliances in the form of hobs, hoods, cookers, water heaters and steamers <p>Sub-Brands:</p> <ul style="list-style-type: none"> • Ronshen • Kelon • Gorenje • Toshiba • Regza
	<p>Product Category:</p> <ul style="list-style-type: none"> • Bricks and mortar retail supermarkets • Fresh, unprepared fruit (such as bananas, berries, citrus fruits, exotic fruits, grapes, melons, pome fruits and stone fruits)* <p>*Only applies in relation to the relevant products where they are sold under the Brand (or under any regional Lidl sub-brands agreed in writing with UEFA) in such bricks and mortar retail supermarkets.</p> <p>Sub-Brands: /</p>
<p>Unilever Nutrition</p>	<p>Product Category:</p> <ul style="list-style-type: none"> • dressings, condiments, stock cubes and seasonings; and meat replacement products (such as, by way of example only, vegan chicken-style chunks, soy-based vegan hotdogs and burgers and high-protein soy based strips, balls, and crumbs). <p>Sub-Brands:</p> <p>Amora, Aromat (dried herbs), Calvé, Colman's, Globus, Hellmann's, Kuner, Knorr, Ligeresa, Maille, Oswald, Savora, Slotts, Streui Mi (dried herbs), Tortex, Turun Sinappi Winborgs and The Vegetarian Butcher*, Zwan vegetarian sausages*, Unox vegetarische knaks (tinned sausages)*</p> <p>*outside of DACH region only.</p>
	<p>Product Category:</p>

<p>Unilever Personal Care</p>	<p>(i) skin cleansing products; (ii) skin care products; (iii) personal hygiene products; (iv) deodorants; (v) hair care & styling products; (vi) oral care products; and (vii) male grooming products.</p>
	<p>Sub-Brands: Axe, Lynx, Closeup, Dove, Lifebuoy, Lux, Pepsodent, Rexona, Sure, Shield, Degree</p>
	<p>Product Category:</p> <ul style="list-style-type: none"> • Work and Safety Boots & Shoes (specifically excluding formal footwear, sandals and flip flops) • Workwear (incl. chainsaw jackets and chainsaw trousers, hi-vis jackets, hi-vis fleeces, hi-vis short-sleeve t-shirts and hi-vis long-sleeve t-shirts, overalls, safety helmets, safety gloves, knee protectors and tool bags but specifically excluding formal workwear) • Personal Protective Equipment (incl. protective clothing, medical tunics and trousers, respirators but specifically excluding face masks)
	<p>Sub-Brands: /</p>

	<p>Product Category:</p> <ul style="list-style-type: none"> • Passenger air transportation services • Tourism services in relation to the promotion of the country Qatar only <p>Sub-Brands: /</p>
	<p>Product Category:</p> <ul style="list-style-type: none"> • Mobile telephones (including smart phones) whose primary function is the use of mobile telephony services, in each case by means of a connection via: (i) a SIM card through a mobile wireless service provider; and/or (ii) other mobile or wireless connectivity protocols • Peripherals and accessories for such mobile telephones (set out in paragraph above) <p>Sub-Brands: /</p>
	<p>Product Category:</p> <ul style="list-style-type: none"> • fresh, raw poultry meat products, such as breasts, whole poultry, fillets, minced meat, meat balls, burger patties, wings, legs, skewers and offal; • seasoned & marinated meat and meat replacement products, such as chicken and turkey steaks & strips, new chicken roulades, chicken skewers;* • fresh, frozen poultry meat products, such as legs, filets and whole poultry; • pan-ready and oven-ready, frozen poultry meat products, such as chicken "Gyros", chicken "Steinpilz", chicken "Bordelaise", chicken "Zweibelkrüstchen", chicken "Schnitzel", chicken nuggets and chicken popcorn; • poultry sausages; • vegetarian skewers, vegetarian meatballs, vegetarian BBQ ribs and vegetarian chicken breast and veggie chicken balls; and • convenience food based on poultry meat and/or meat and fish substitutes, such as cold cuts, salami, chicken bacon strips, chicken bacon cubes, vegan chicken steak, vegan chicken falafel, vegan chicken burger patty, vegan fish fingers. <p>* "seasoned & marinated meat and meat replacement products" may not feature any trade name, brand, logo, or other mark denoting any third party or any third party's product</p>

	<p>Sub-Brands:</p> <ul style="list-style-type: none"> • WIESENHOF • WIESENHOF Bruzzler • WIESENHOF Chicken Schmiede • WIESENHOF Fixe Schnitzel • GREEN LEGEND
	<p>Product Category:</p> <ul style="list-style-type: none"> • The following insurance products and services: <ul style="list-style-type: none"> ○ Life insurance, including insurance in relation to retirement plans, pensions and professional disability ○ Property/casualty insurance ○ Legal protection insurance ○ Health insurance ○ Travel insurance ○ Vehicule insurance ○ Liability insurance ○ Deposit insurance ○ Cyber insurance ○ Technical insurance and, ○ Transport insurance
	<p>Sub-Brands:/</p>



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WE CARE ABOUT FOOTBALL
