



UEFA
EURO2016
FRANCE



UEFA EURO 2016

Public Screening Programme

Licence fees for commercial public screenings

Introduction

This document contains an overview of the licence fees payable to UEFA in respect of commercial public screenings of UEFA EURO 2016™ matches.

A commercial public screening licence is required if a public screening event involves any of the following features:

- Sponsoring (i.e. brand exposure for third parties) or other association rights
- The payment of an entry fee
- The generation of revenues or other commercial purposes (e.g. the sale of food and beverages ("F&B") and/or the distribution/sale of goods)

In order to verify whether the public screening event you intend to organise constitutes a "commercial public screening event", please read the UEFA EURO 2016 Public Screening Licensing programme general outline on www.uefa.com and the terms and conditions. When applying for a licence, you will be asked to provide certain information, which will also help determine whether a commercial or a non-commercial public screening licence is required for your event.

NOTES:

- 1) Please note that the terms and conditions require that all sponsorship opportunities must first be offered to the official UEFA EURO 2016 partners. After that (and only as of March 1, 2016), other parties can be approached provided that they are not a direct or indirect competitor of the official UEFA EURO 2016 partners.
- 2) Bars/Hotels/Restaurants that normally show sports programming on screens in their premises and have all the appropriate local authorisations to do so (including a 'commercial premises' TV subscription) do not require a public screening licence from UEFA, provided that the screenings are not sponsored and no entry fee is charged to attend the screening of the matches.
- 3) Events that have a maximum capacity of 300 spectators at any given time and where the only commercial activity is the sale of F&B (i.e. no sponsoring/entry fee), are exempt from paying a licence fee to UEFA. Such events do still need to comply with the standard terms and conditions.

Fees

The licence fees are calculated on a 'spectator capacity' basis. For simplicity, UEFA has identified five (5) capacity categories set out below, each of which has a different fee associated to it. The rationale being that events attracting greater spectator numbers are likely to generate more revenues.

Category	Spectator capacity	Price
1	300 – 1000	€500
2	1001 -2500	€1.000
3	2501 – 5000	€2.500
4	5001 – 10 000	€5.000
5	10 000+	€8.000

Licence fees are only payable to UEFA upon approval by UEFA of your request for a commercial public screening licence. The licence itself will not take effect or be issued unless and until all amounts due are received by UEFA. All fees are stated and payable in Euros and must be paid by credit card. Therefore, in order to avoid payment issues, please make sure that your credit card limit covers the amount due. VAT is not included in the fees and, if applicable, is payable by the licensee directly via self-declaration to the relevant tax authorities. UEFA will not calculate or collect any VAT. Fees paid are non-refundable. If you intend to use different locations, please be advised that you will have to pay the relevant fee for each individual location (fees are calculated according to the categories/fees described above).

Some practical examples outlining how the licence fees are calculated are set out on the next pages. If you have any question, please send an email to: publicscreeningEURO2016@caa11.com.

Examples (for illustration purposes only)

Example 1

City 'Y' intends to organise a public screening event on a location with a spectator capacity of 3200 persons. City 'Y' does not want the spectators to bring their own drinks (it is concerned that glass bottles may pose a security risk) and, therefore, only allows the consumption of food and beverages that are purchased on-site. In addition and to cover its costs, City 'Y' has asked the local McDonald's to sponsor the event.

In this case, there are two types of commercial activation (sale of F&B as well as sponsoring) – accordingly, this event would be considered a commercial public screening event. City 'Y' must request (and obtain) a licence from UEFA. The licence fee payable for such public screening event is calculated following the categories/fees described above:

A spectator capacity of 3200 persons (category 3) = €2.500

Example 2

City 'X' intends to organise a public screening which is similar to City 'Y's event referred to in the example above. It also has a spectator capacity of 3200 persons. However, the event will not have any sponsoring, no food or drinks are sold on-site and no entrance fee is charged.

In this case, City 'X' will also have to request (and obtain) a public screening licence via www.uefa.com. However, since there is no commercial activation of the event (no sale of F&B, no entrance fee, no sponsoring), the event would be considered a non-commercial public screening event. Accordingly, no licence fees are payable to UEFA.

Example 3

Bar 'Z' wants to offer its guests the opportunity to follow UEFA EURO 2016 matches. As part of its normal business, bar 'Z' shows sporting events throughout the year and has an annual 'commercial premises' TV subscription. Furthermore bar 'Z' pays the applicable fees for the retransmission of music, commentary etc. to the local licensing authority and has all other necessary permits and authorisations in line with applicable law in the

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territory to show televised content on its premises. Finally bar 'Z' does not deploy any additional commercial activities in connection to the screening of UEFA EURO 2016 matches (i.e. sponsoring or charging of an entry fee).

In this case, bar 'Z' will not have to request a public screening licence from UEFA, given that it is 'business as usual' for bar 'Z' and it has all necessary local authorisations normally required to operate the screens present in its premises.

Example 4

Event agency 'W•Football' wants to offer a full 'public screening experience' package to three (3) different cities in Germany. Each event will include a screen and full operational support (technical, security, F&B sales etc.). All three (3) cities express an interest but each city, in order to cover its costs, would like to have the event sponsored. Also, in order to control the expected crowds in line with a requirement expressed by the local authorities, the cities want to charge a nominal entrance fee of €2,-. The event in City 'A' will have a spectator capacity of 7000. The event in city 'B' will hold a maximum of 11 000 spectators and finally the even in city 'C' would potentially be attended by a maximum of 2700 people.

There are three (3) commercial activations at each proposed public screening event: F&B sales, sponsoring and entrance fees. In this case, three (3) public screening licences need to be requested: one (1) for each location. It is at UEFA's discretion to approve or reject each individual licence request. From a financial perspective, the following fees will apply for each screening event location:

City A: a spectator capacity of 7000 persons (category 4) = €5.000

City B: a spectator capacity of 11 000 persons (category 5) = €8.000

City C: a spectator capacity of 2700 persons (category 3): = €2.500

The licences can be requested either by the event agency or by the cities themselves (who in turn could then hire the event agency to run the actual event).

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Example 5

Amateur Football Club 'V' intends to organise a public screening event for its members. The club-house has a maximum capacity of 100 persons and the football club does not intend to sell any food and beverage. The entry will be free of charge for all the participants and the event will not be sponsored.

In this case, since there is no commercial activation of the event and the maximum number of spectators potentially attending the event is less than 300 persons, Football Club 'V' will not have to request a public screening licence from UEFA.

Further useful information

- [UEFA EURO 2016™ Public Screening Licence Terms and Conditions](#)
- [Frequently Asked Questions](#)

Contact details UEFA

CAA11, UEFA's dedicated commercial agent for National Team Football, is responsible for the implementation of the UEFA EURO 2016 Public Screening Licensing Programme. For any question on the programme, please contact CAA11 at publicscreeningEURO2016@caa11.com.

