



UEFA
EURO2016
FRANCE



UEFA EURO 2016
Public Screening Application Manual



Introduction

This application manual is intended to help to guide you through your online application for a UEFA EURO 2016™ Public Screening Licence. By submitting a request for a UEFA EURO 2016™ public screening licence, you agree to the applicable [terms and conditions](#). UEFA is not responsible for information entered incorrectly or omitted in the application process. Please complete the request in English (unless stated otherwise).

The actual licence application process should take about 5-10 minutes - the 4 steps of the online application process are explained and illustrated in this document. The link to the application portal can be found at the end of this document. The 4 steps in the application process are:

- 1) Entering the legal details of the licensee, entering contact details and the location of the event.
- 2) Entering the maximum number of attendees (on a per match basis) at the screening location, if applicable, the commercial activities in connection to your public screening event (e.g. sponsoring etc.).
- 3) Opportunity to review the data you have entered.
- 4) Acceptance of the [Terms and Conditions](#) and submittal of your request.

Once your request is submitted, UEFA will evaluate your licence application. A request will not be granted automatically and may not in fact be granted at all. If a request is not granted, UEFA's decision will not be subject to further correspondence.

CAA Eleven, UEFA's dedicated marketing agency for all rights relating to UEFA EURO 2016™, will be responsible, on UEFA's behalf, for the day-to-day management of the UEFA EURO 2016™ Public Screening Licensing Programme. Any question on the programme, the application process or pending applications should therefore be addressed to publicscreeningEURO2016@CAA11.com.

As a reminder:

One licence covers all 51 matches of UEFA EURO 2016™. Therefore, you do not need to apply for a licence for a specific date or match. However, a licence is restricted to one public screening event location. If you intend to organise public screening events at different locations, you will need to apply for one licence per location.

Licence fees are calculated on a 'maximum number of visitors' basis following the [UEFA EURO 2016™ Public Screening Licensing Rate Card](#). Licence fees are only payable to UEFA upon approval by UEFA of your request for a commercial public screening licence. 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. Fees paid are non-refundable.

UEFA EURO 2016™ Public Screening Licences have various restrictions on commercial activities and are an integral part of UEFA's Rights Protection Programme. As such, UEFA reserves the right to revoke licences and take legal action if the Public Screening Licence [terms and conditions](#) are breached.

A UEFA EURO 2016™ Public Screening Licence only concerns the screening, in public, of the official broadcast signal of matches played during UEFA EURO 2016™. Any and all other matters concerning the organisation



of the public screening event are the responsibility of each individual licensee and subject to applicable local laws, regulations, permissions, etc.

If you have any further questions, please have a look at the [Frequently Asked Questions](#). If your question is not answered in this FAQ, please do not hesitate to send an email to publicscreeningEURO2016@CAA11.com. Please allow our staff the time to respond to your query.

Step 1: Legal and contact details + public screening event location

Here you are asked to provide the details of the licensee (the person/entity to whom you would like the licence to be issued) and the contact details of the licensee. You will also be asked to provide details of the public screening location. If a licence is granted following your request, it will cover this location only. Please use the correct naming (in local language) in order to avoid confusion when your licence request is evaluated.

Licensee details

Please insert here the legal details of the person/entity to which you would like the licence to be granted. If you are applying on behalf of a company (either as an employee or as an external agency contracted to organise the public screening event), please insert the details of the relevant company. Fields marked with an asterisk (*) are obligatory.

Licensee Information	
Licensee Name *	<input type="text"/>
Licensee Address *	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
Business Registration Number	<input type="text"/>

Licensee contact details

Please insert here the full contact details of the person who will be the main contact for the implementation of the licence. Fields marked with an asterisk (*) are obligatory. Please make sure that the person indicated here is reachable via email and/or telephone for the duration of UEFA EURO 2016™. If a licence is granted and this person, for whatever reason, is no longer involved in the public screening event(s) you must notify UEFA of such change and the new replacement contact person's details by sending an email to: publicscreeningEURO2016@CAA11.com.



Licensee Contact Person	
Name *	<input type="text"/>
E-mail Address *	<input type="text"/>
Phone Number (e.g. +48 79 1234567) *	<input type="text"/>
Fax Number (e.g. +48 79 1234567)	<input type="text"/>
<input type="checkbox"/> Authorised to make this request for the Licensee	

Screening location

Please insert here the exact location of your public screening event. You can only apply on a 'per location' basis (i.e. one location per licence application). If the request is granted, the licence will only cover the public screening events organised by the licensee at that location. Please use the correct spelling of the location (in local language). Fields marked with an asterisk (*) are obligatory.

Public Screening Location	
Address *	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
City *	<input type="text"/>
Country *	<input type="text" value="[Select]"/>

Step 2: attendance details, including commercial activities (for commercial licences only)

Here you are asked to provide full details of the public screening event you are organising. In addition to providing the maximum number of spectators you are expecting (on a per day/match basis), you are asked about any commercial activation in connection to your event (e.g. sale of food and beverages, sponsoring etc.). Please enter this information carefully as it will be used to calculate the licence fee (if applicable).

Note: If you are not planning any commercial activations in relation to your public screening event at the moment but subsequently decide you would like to do so, you must submit a completely new request and send an email to publicscreeningEURO2016@CAA11.com informing UEFA accordingly (referencing your previous request). There is no guarantee that such new request will be granted.

Attendance

Please indicate the maximum number of spectators you are expecting to receive at the public screening event (on a single match basis)- e.g. if you expect 1500 spectators for the final match of UEFA EURO 2016™ but only 500 for other matches, please fill in: 1500.

Location Max Capacity *	<input type="text"/>	persons
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Commercial activation

Where applicable, please select the relevant boxes relating to proposed commercial activities at your public screening event(s):

Food and Beverage Sales

Entrance Fees

Fees Amount: €

Sponsoring

In the case of entrance fees, you will be asked to insert the amount (per person) that will have to be paid.

In the case of sponsoring, you will be asked to provide further information on the nature of such sponsoring. Some examples are set out below:

Remove:

	Company	Category	Involvement
<input type="checkbox"/>	Coca-Cola	Food and beverages	Sale/distribution of products ons
<input type="checkbox"/>	Mc Donalds	Food and beverages	Sale/distribution of products ons

Please provide as much information as you possibly can at this stage, even if it is just a list of companies/parties you intend to approach. UEFA has compiled contact details for the [official UEFA EURO 2016™ sponsors](#). If you wish to approach parties that are not official UEFA EURO 2016™ sponsors, you must nevertheless comply with the offer procedure set out in the [terms and conditions](#). For clarification: **'category'** refers to the main activity of the company and **'involvement'** refers to the main activity of the sponsor in connection to your public screening event(s). If you do not know the exact category or involvement, please select the description that fits best or simply select 'other'.

If applicable, you will also be asked to provide details on any other third party involvement (including details of any (free) distribution of goods or products).



Step 3 – Review

Here, you will be able to review the attendance and commercial details of your licence request. An example is set out below.

Licensee Data > Public Screening Data > Confirmation > Licence

This is a summary of your request. Please check carefully if the below information is correct. If the information is incorrect please navigate back to the previous page(s) and amend. Once you proceed to the following step, you will not be able to change any information provided earlier.

Public Screening in Switzerland - Nyon - Details

Expected visitors (maximum) 1500 persons

- ✓ Food and beverages sold onsite
- ✗ Entrance Fee
- ✓ Sponsoring

Company	Category	Involvement
McDonalds	Bar / Restaurant	Brand exposure / on screen advertising
Kia	Cars / Tires / Machinery	Brand exposure / on screen advertising

- ✗ Other third party involvement
- ✗ Free distribution of goods/products (e.g. hats, scarfs etc.)

Navigation: << >>

If the information that is displayed correctly reflects the basis on which you intend to make your request you should proceed to step 4.

Step 4 – acceptance of fee, terms and conditions and submittal of your request

Based on the information provided, the licence fee (if applicable) will be displayed here. You must then accept the [terms and conditions](#), in order to submit your UEFA EURO 2016™ Public Screening Licence request. Once submitted, you will not be able to change your request. Any update or change should be communicated to UEFA by sending an email to publicscreeningEURO2016@CAA11.com.

Once you have submitted your application

Following submission of your application, UEFA will assess your request. UEFA may request additional information before deciding on a licence application. Where licence fees are payable, no licence will be issued unless and until the relevant fees are received by UEFA. Any licence fees paid are non-refundable. Licence fees will be payable within a set timeframe following acceptance of your request. If the licence fees are not paid within such timeframe, your request will automatically be cancelled. If a licence is granted and issued, the licensee is responsible for ensuring full compliance with the terms and conditions by its staff and any third party involved in the organisation/execution of the public screening. In case of questions, please send an email to publicscreeningEURO2016@CAA11.com.

PROCEED TO ONLINE APPLICATION

