

CALL FOR EXPRESSIONS OF INTEREST

STADE

PIERRE MAUROY (PIERRE MAUROY STADIUM)



with a view to the conclusion of a naming contract, an exclusive official partner relating to the dressing of the Pierre Mauroy stadium in Villeneuve d'Ascq in the colours of the official partner.

Table of contents

BACKGROUND.....	2
SUBJECT.....	2
SCOPE OF THE CALL FOR EXPRESSIONS OF INTEREST.....	4
OBLIGATIONS OF THE FUTURE PARTNER.....	4
REMUNERATION AND AGREEMENT PERIOD.....	4
OBTAINING BIDDING DOCUMENTS.....	5
SUBMISSION OF BIDS	5
AWARD CRITERIA.....	7
TIMETABLE	7
MISCELLANEOUS.....	8
CONFIDENTIALITY.....	8
APPENDIX 1.....	9

BACKGROUND

Located in the heart of Europe, less than an hour and a half from the major economic and financial centres of London, Paris and Brussels, Lille Metropole enjoys an exceptional geostrategic location.

It can be easily reached by either train or plane. 80 million people are within two hours' travel from the metropolis. By high-speed train, Paris is 58 minutes away and Brussels 30 minutes.

Lille Metropole has a lot to offer and to share. 90 municipalities and over one million inhabitants. A young population whose hospitality, warmth and festive spirit are pronounced.

Lille Metropole is very much a sports-oriented city. Lille Metropole is proud of its Pierre-Mauroy stadium, an outstanding multi-functional sports facility. The stadium is a mecca for not only football, hosting the LOSC games – Lille's home team's games – but also of rugby. With a seating capacity of 50,000 the stadium was designed to accommodate the most thrilling events, including major domestic and international competitions.

Its "Boîte à spectacles" (i.e. entertainment box), boasting an estimated capacity of 30,000 seats, is considered to be one of the largest arenas in the world. Nowhere else can half of the pitch be removed in less than 24 hours to unveil an entertainment box, set up a tennis, basketball or handball court, or mount a concert stage.

Amongst the events previously hosted are: the 2014, 2017 and 2018 Davis Cup finals, the 2015 Eurobasket championship, the 2016 European football championship, the 2017 World Handball championship and the 2018 Volleyball Nations League. The stadium equally hosts exceptional live performances (Rihanna, Johnny Hallyday, Bruno Mars, Céline Dion, Depeche Mode, the "Orchestre National de Lille", etc.) as well as major shows that hold spectators spellbound in an ultimate display of thrills and excitement, such as the Supercross. Its various high-quality reception areas also allow for the organisation of conventions, seminars and other business events.

SUBJECT OF THE CALL FOR EXPRESSIONS OF INTEREST

The European Metropolis of Lille is calling for expressions of interest in the conclusion of a naming contract, an exclusive official partner for the dressing of the Pierre Mauroy stadium in Villeneuve d'Ascq in the colours of the official partner.

The overall aim is to grant the beneficiary the status of Official Partner of the Stadium in exchange for a fee during the Agreement period, as well as all the rights and obligations ensuing from this status.

Considering the communicative impact of associating a trade or brand name with one of Lille Metropole's iconic facilities, the latter may reject any naming proposal presented by the Partner that may violate public order or decency, or be clearly inappropriate for Lille Metropole's public image.

SCOPE OF THE CALL FOR EXPRESSIONS OF INTEREST

The future Partner shall be entitled to a number of visibility (public exposure) rights both inside and outside the stadium.

The rights are outlined in Appendix 1.

The prospective Partner may make additional requests during the negotiations provided for in this Call for Expressions of Interest. Lille Metropole shall assess the financial cost of the additional requests within a timeframe to be notified to the bidder.

For example, the candidate may offer a naming offer by renaming the stadium.

For instance, the bidder's requests may pertain to annual ticket sales and hospitality services (including boxes, seats entitled/not entitled to hospitality services, etc.). In agreement with ELISA, the company managing the stadium, Lille Metropole shall assess the cost of these services within a time frame that is to be notified to the bidder.

Contractual relations with ELISA on the one part, and LOSC on the other part, governed respectively by the partnership agreement and the home club occupancy agreement shall remain intact, except in the case of negotiated and formalised addenda, based on the variant proposal of the bidders. However, the latter must systematically present a baseline proposal that is in line with Appendix 14 of the partnership contract concluded between LMCU and ELISA entitled "Naming and related services" on the one part, and the main stadium occupancy agreement signed between LMCU and LOSC on the other part.

OBLIGATIONS OF THE FUTURE PARTNER

- Possibility of obscuring/concealing mounted materials without changing the stadium's interior in line with the "Clean Stadium" policy proposed by federations or event organisers. The "Clean Stadium" policy shall apply during the 2023 Rugby World Cup and the Paris 2024 Olympics. Apart from obscuring/concealing its materials, the Partner shall equally waive its ticket sales and hospitality entitlements during these events this list being non-exhaustive;
- Possibility of removing materials without damaging or changing the stadium's interior;
- Materials must comply with safety requirements, public decency standards, as well as the statutory and regulatory instruments in force.

REMUNERATION AND AGREEMENT PERIOD

In line with the proposed rights, the beneficiary shall be required to pay an annual fee. The successful bidder shall be responsible for the mounting and removal of the visuals relating to naming.

Tentative period of Agreement: 5 years according to the following sporting seasons (1 July to 30 June) 2019-2020, 2020-2021, 2021-2022, 2022-2023, 2023-2024.

The provisional effective date of the Agreement shall be 1 January 2020 with 30 June 2024 as the end date of the Agreement.

Bidders may propose a longer period that does not exceed 10 years.

OBTAINING BIDDING DOCUMENTS

Bidding documents may be obtained free-of-charge upon request by e-mail to the following address:

directionsport@lillemetropole.fr

Contents of bidding documents:

- A presentation brochure;
- Photographs of proposed locations/points where the bidder shall place the prepared visuals bearing the proposed naming;
- Appendix 14 of the partnership contract.

Lille Metropole reserves the right to send amended versions of these documents to bidders throughout the process. Bidders shall therefore respond using the amended documents with no possibility of raising any claims in this respect. This additional information shall be circulated by postal mail or by e-mail.

SUBMISSION OF BIDS

Bids shall be submitted in soft copy or hard copy (USB key, CD-Rom, etc.) to the following address:

The President
Métropole européenne de Lille
1 rue du Ballon
CS 50749 – 59034 Lille cedex

The bidder must provide the following documents before the bid submission deadline:

1: A letter of intent introducing the company (stating its share capital structure and introducing its Directors), its subsidiaries and clearly stating the reasons for participating in the Call for Expressions of Interest;

2: A sworn statement confirming that the bidder does not fall under any of the following categories:

- Having received a final sentence for any other offences mentioned in Articles 222-34 to 222-40, 225-4-1, 225-4-7, 313-1, 313-3, 314-1, 324-1, 324-5, 324-6, 421-1 to 421-2-4, 421-5, 432-10, 432-11, 432-12 to 432-16, 433-1, 433-2, 434-9, 434-9-1, 435-3, 435-4, 435-9, 435-10, 441-1 to 441-7, 441-9, 445-1 to 445-2-1 or 450-1 of the Penal Code, and Articles 1741 to 1743, 1746 or 1747 of the General Tax Code, or for concealing such offences, as well as for equivalent offences covered by the laws of another Member State of the European Union;
- Having failed to file the statutory tax or social security returns, or failed to pay the taxes, duties, social security levies or contributions listed in the appropriate statutory instruments. However, this exclusionary measure shall not apply to persons who, before the date Lille Metropole confirms the admissibility of their bid, and barring any

other enforceable measure by the treasury or the body responsible for collecting the payments, would have settled the said taxes, duties, levies and contributions, or provided guarantees deemed appropriate by the treasury or the body responsible for collecting payments, or otherwise, concluded a binding agreement with the bodies responsible for collecting the payments on behalf of the taxation and social security authorities, including any interest, penalties or fines ensuing therefrom, subject to complying with the said agreement;

- Be under the compulsory liquidation process mentioned in Article L. 640-1 of the Commercial Code or under a similar process governed by a foreign law;
- On the date Lille Metropole confirms the admissibility of its bid, be under a personal bankruptcy measure or a management ban pursuant to Articles L. 653-1 to L. 653-8 of the Commercial Code or a similar measure in a foreign law;
- Be under the receivership proceedings set out in Article L. 631-1 of the Commercial Code or similar proceedings governed by a foreign law;*
- Having been penalised for non-compliance with the obligations set out in Articles L. 8221-1, L. 8221-3, L. 8221-5, L. 8231-1, L. 8241-1, L. 8251-1 and L. 8251-2 of the Labour Code, or sentenced under Article L. 1146-1 of the same Code, or Article 225-1 of the Penal Code;
- Having failed to implement the bargaining obligation required under Article L. 2242-5 of the Labour Code at 31 December of the year before the year in which this Call for Expressions of Interest is issued;
- Be under a ban from government procurement contracts pursuant to an administrative ruling passed under Article L. 8272-4 of the Labour Code.

3: The powers of the person(s) authorised to enter into legally binding commitments on behalf of the company;

4: A document issued within the last 3 months confirming registration in the Trade and Corporate Register ("K Bis" (certificate of incorporation) or equivalent);

5: The documents confirming that the bidder has fulfilled all its tax, social security and labour obligations;

6: The company's official financial statements (in accounting format, not tax report) for the last 2 financial years, including the related auditor's reports (both special and general reports).

7: Any other document deemed relevant by the bidder to complete the bid.

All bids shall be fully prepared in French (and be accompanied by a certified translation where necessary) and with figures listed in euros. Bids submitted in another language shall not be considered.

The response to the Call for Expression of Interest must contain:

- A proposed naming for the Stadium;
- A financial proposal;

- Any requests for further visibility and extra services;
- The proposed graphic charter and the visuals for the proposed naming presented on photographs;
- A technical memo describing how the materials shall be mounted and how they shall be obscured/concealed.

AWARD CRITERIA

Lille Metropole shall freely select the successful bidder for the Official Partner Agreement pursuant to the contractual provisions concluded with ELISA and LOSC.

Lille Metropole shall not enter into a contract with an Official Partner without express approval by LOSC.

The successful bidder shall be selected based on the following criteria:

- 1) Amount of fee proposed;
- 2) Quality of bid assessed in light of the technical memo and the graphic charter;
- 3) The core values championed through the bidder's activities, the latter's experience as a partner in developing the economy, sports and culture.

Bargaining: Lille Metropole reserves the right to bargain with bidders on their bids. Such bargaining shall deal with all aspects of the bid, including the financial proposal and the proposed graphic charter.

During the bargaining phase, Lille Metropole reserves the right to disqualify bidders.

Practical modalities for the bargaining, as well as the content of the process shall be specified in a letter addressed to each bidder concerned.

Lille Metropole shall notify the end of the bargaining process to all qualified bidders and request them to submit their final bids.

The deadline (date and time) for submitting bids shall be specified in letters issued by Lille Metropole.

At any time and at its discretion, Lille Metropole may decide to discontinue this Call for Expressions of Interest with no compensation whatsoever.

TIMETABLE

Launching of tender process October 18, 2019

Submission of letters of intent November 29, 2019 at midday

Selection process December 2, 2019 to December 13, 2019

Bargaining process December 13, 2019 to December 27, 2019

Questions may be sent by e-mail before November 29, 2019 before midday to the address below with the subject "Response to the Call for Expressions of Interest concerning the Pierre Mauroy Stadium":

directionsport@lillemetropole.fr

MISCELLANEOUS

Site visit (optional): Shall be proposed to bidders at the start of the selection process.

No allowance or compensation shall be paid to bidders.

CONFIDENTIALITY

Lille Metropole shall protect the confidentiality of each bid and refrain from disclosing a bidder's contents to the other bidders.

Bidders shall equally be required to hold in strict confidentiality all information, data and/or contents of documents provided to them by Lille Metropole during the tender process. In this respect, bidders hereby agree:

- Not to disclose this information, data and/or documents to third parties not involved in this process;
- Not to use this information, data and/or documents for any purposes other than to prepare the bids they shall present to Lille Metropole under this process.

APPENDIX 1

CALL FOR EXPRESSIONS OF INTEREST

I- VISIBILITY OF COMMUNICATION MATERIALS

Visibility of communication materials	Name on all tickets sold; Use of charter on LOSC and ELISA physical and digital communication materials.
--	---

II- CONTRACTUAL VISIBILITY FEATURE

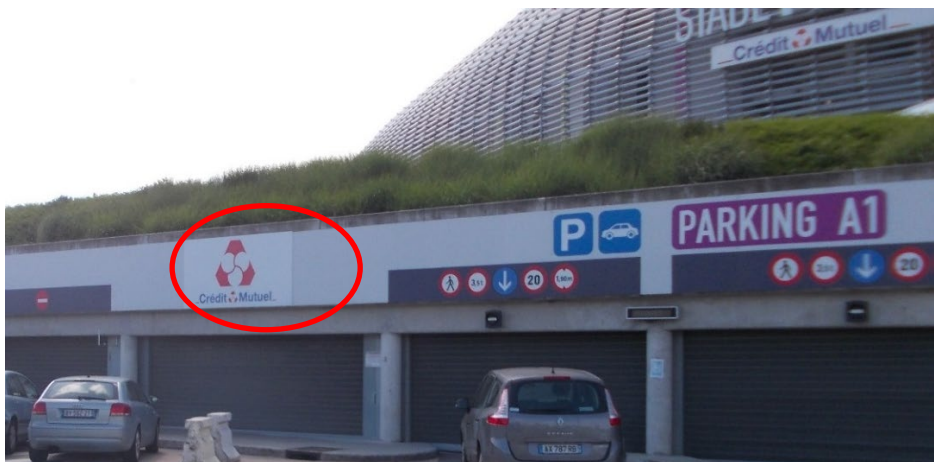
Visibility outside stadium	Partner's logo below Pierre Mauroy Stadium signs mounted on the visible Boulevard du Breucq side. In case of a "SPM by X" naming, for instance, it would be necessary to remove the current signs. New signs would be installed in tandem with ELISA (and the Stadium's architect)	1
	Logo on the 16 canopies of the public entrances to replace Pierre Mauroy Stadium and Crédit Mutuel logos (proposed redesign of current visuals to cover the entire space)	2
	Logo mounted at the entrance of each parking lot (i.e. 6 locations), proposed redesign of current materials to cover the entire space.	3
Visibility inside stadium	Logo on pediment over the top-flight (full length)	4 and 4a
	Locations above 16 vomitories in stadium configuration and 8 vomitories in entertainment box configuration	5
	5 locations of 50m ² inside the stadium above the terraces (a sixth is currently used by Lille Metropole)	6
	Logo on giant screens (pop-up windows to be designed)	7
	Advertising inserts on all TV network screens mounted inside the stadium in areas accessible to the public	8
	Logo above entrances to stands on N0 side (approximate size: 0.5x1m) Logo at N2 side directly next to signs (approximate size: 0.5x1m)	9
Visibility from all areas	Logo on all signboards in the stadium and on the forecourt (directional arrows, totems, guide plans, etc.)	10



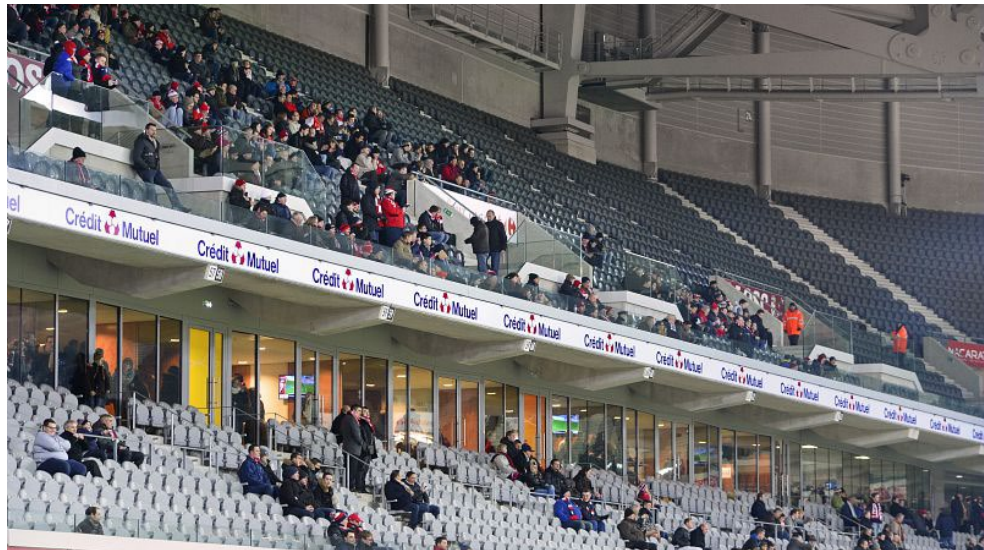
1-



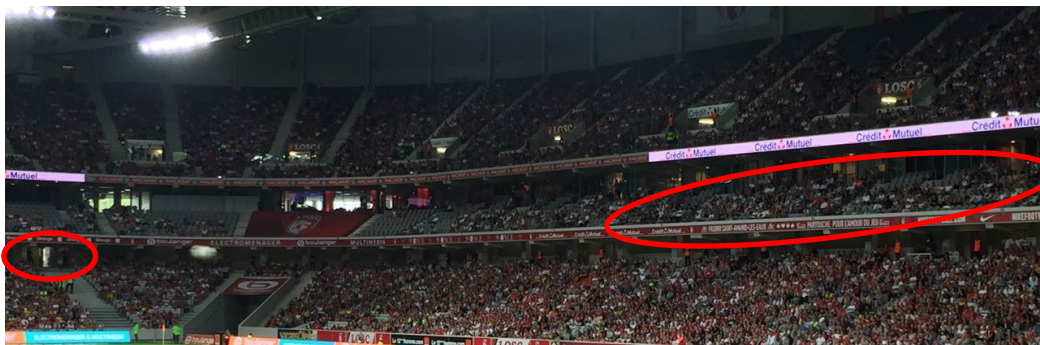
2-



3-

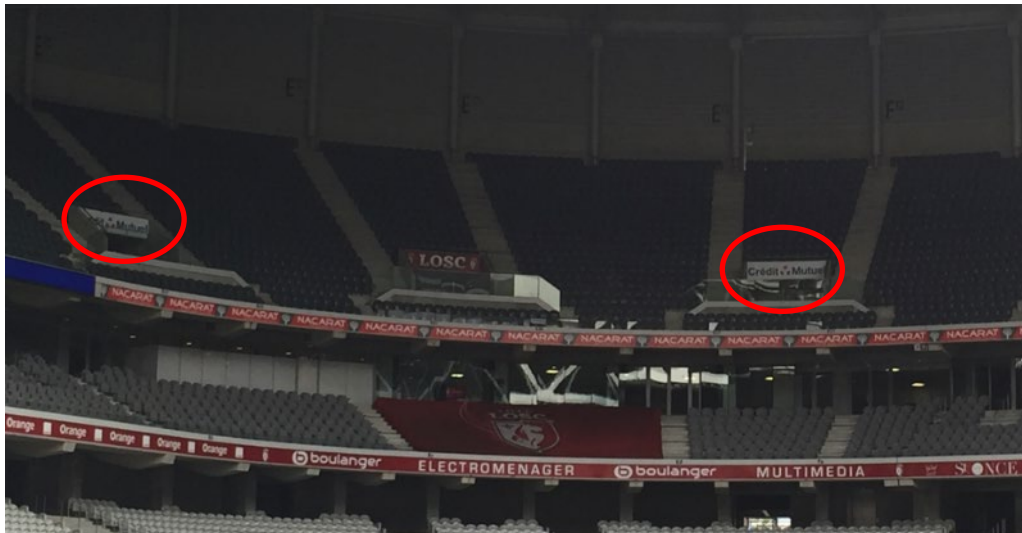


4



4a

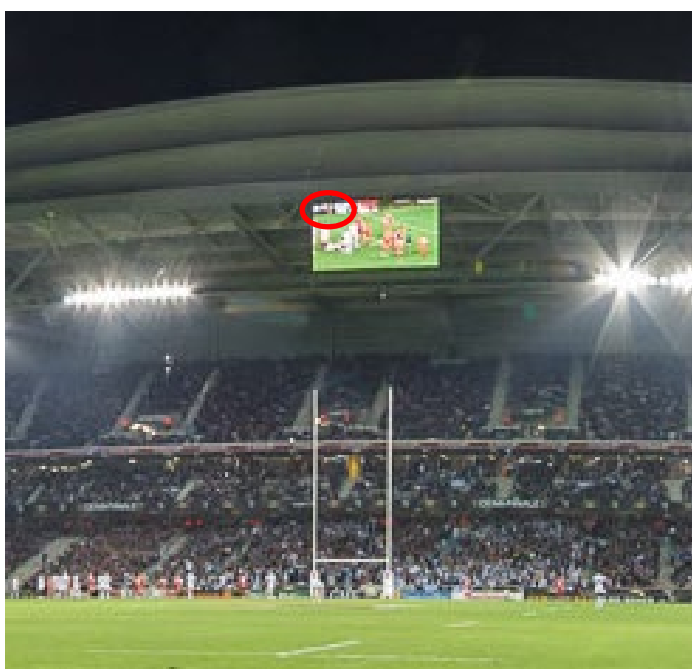
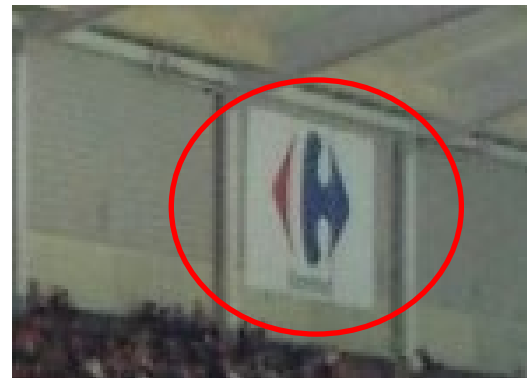
LED



5

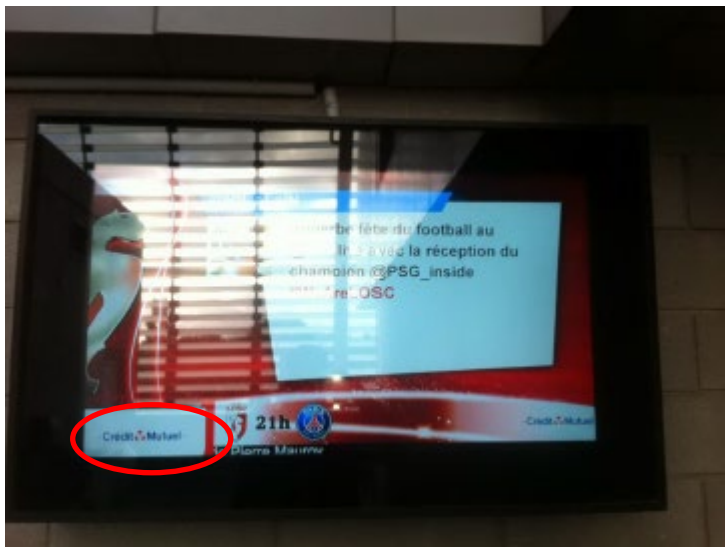


6



7

Location to be determined



8



9





10



III- Possible elements to be implemented

Visibility outside stadium	Branding of Boulevard de Tournai facade (cf. photo below)
	In case of a "SPM by X" naming, for instance, it would be necessary to remove the current signs. New signs would be installed in tandem with ELISA (and the Stadium's architect)
	Branding of roofing (in tandem with ELISA and Stadium architect)
Visibility inside stadium	Branding outside camera field in press area, mixed area, player entrance lobby
Others	Other elements to be determined with the Partner

