



“Invitation to Tender - ITT”

CONMEBOL Club Competitions Social Media Value Partner

CONMEBOL invites companies to participate and send their proposals around the CONMEBOL Club Competitions Social Media Value Partner.

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Invitation to Tender: CONMEBOL Club Competitions Social Media Value Partner

1. Introduction

CONMEBOL, the South American Football Confederation, requests a proposal for the information of the Club Competitions Social Media Value.

FC Diez Media is CONMEBOL's exclusive marketing consultant responsible for the marketing of the sponsorship, licensing and media rights to the CONMEBOL Club Competitions (including the Competitions listed below) and will be the point of contact for all Bidders in connection with this ITT. The management of the sales process regarding the rights set out in this ITT and any subsequent negotiation of a final service agreement ("Final Service Agreement") shall be led by FC Diez Media, subject to CONMEBOL's approval.

1.1 Background

CONMEBOL was established in 1916 and is the continental governing football body in South America, as well as one of FIFA's six continental confederations.

CONMEBOL Libertadores and CONMEBOL Sudamericana are the most important Clubs tournaments of South America, with the participation of clubs from the ten (10) CONMEBOL Member Associations, from the following South American countries (the "CONMEBOL Countries"):

- Argentina
- Brazil
- Chile
- Colombia
- Uruguay
- Peru
- Paraguay
- Ecuador
- Venezuela
- Bolivia

The Competitions have a broad audience, which is not limited to the CONMEBOL Countries. In fact, the Competitions' reach is worldwide, with focus on European countries such as Spain, Italy, Germany, France, UK, North America (US), Asia and Middle East.

2. Purpose of this ITT

CONMEBOL is willing to receive proposals from Qualified Bidders who will contribute and provide the best overall value and results for our organization.

This ITT calls for proposals for the 4-year cycle commencing with the 2023 season and ending with the last match of the Competitions in the 2026 season.

3. RPF Description

3.1 General Information

3.1.1 About the Company

This ITT should contain an introduction that tells us about the company, its background and structure, its credentials, and the range of services it offers beyond those requested in this ITT.

3.1.2 About the Report

As an introduction to this ITT and to further understand the companies to capture media value, we request a description of:

- Detailed measuring method.
- Technology used.
- Methodology used for tracking and valuating sponsor's allocated assets.

3.2 Scope

3.2.1 The Competitions

The tournaments to be measured are:

- CONMEBOL Libertadores
- CONMEBOL Sudamericana
- CONMEBOL Libertadores Femenina
- CONMEBOL Recopa
- CONMEBOL Libertadores U20
- CONMEBOL Libertadores Playa
- CONMEBOL Libertadores Futsal
- CONMEBOL Libertadores Futsal Femenina
- CONMEBOL eLibertadores

3.2.2 The Competitions

The number of sponsors to be measured will depend on each tournament:

- CONMEBOL Libertadores:
 - 12 brands (10 official Sponsors. 2 can leverage 2 brands)
 - 6 Partners
 - CONMEBOL Libertadores brand.
- CONMEBOL Sudamericana:
 - 12 brands (10 official Sponsors. 2 can leverage 2 brands)

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- 6 Partners
- CONMEBOL Sudamericana brand.
- CONMEBOL Recopa (Most brands will be the same than in CL and/or CS):
 - 12 brands (10 official Sponsors. 2 can leverage 2 brands)
 - 6 Partners
 - CONMEBOL Recopa brand.
- CONMEBOL Libertadores Femenina:
 - 12 brands (10 official Sponsors. 2 can leverage 2 brands)
 - 6 partners
 - CONMEBOL Libertadores Femenina brand (Sponsors can be the same at CONMEBOL Libertadores and CONMEBOL Sudamericana)
- CONMEBOL Libertadores U20, Futsal, Futsal Femenina and Playa:
 - 5 Sponsors/Partners brands.
 - CONMEBOL Libertadores own brand
- CONMEBOL eLibertadores:
 - 5 Sponsors/Partners brands.

At least 5 sponsors are the same at CONMEBOL Libertadores, CONMEBOL Sudamericana, and CONMEBOL Recopa.

Note: the number of sponsors and partners stated above are the maximum available slots. The confirmed number of sponsors and partners can vary year over year.

3.2.3 Platforms

The platforms to be measured are the following:

- Facebook
- Instagram
- Twitter
- YouTube
- TikTok
- Twitch
- Spotify
- All new relevant channels that may appear

Each platform can have more than one account (i.e: INSTAGRAM: CONMEBOL Libertadores and CONMEBOL Libertadores BR)

Assets can change year over year and its responsibility of CONMEBOL to advise it.

3.2.4 What to Track

There are different inputs to track:

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- Hasthags #
- Mentions @
- Videos:
 - All video posts above:
 - 10.000 views for CL
 - 5.000 for CS
 - 500 views for others
 - Less than 12 minutes long (except tagged and requested).
 - Up to 500 hours of video per month.
- Reels
- Photos
- Stories
- Title Streaming (if apply)
- Paid Partnership
- Tags
- Geotargeted/geo blocked content

3.2.5 Sources (all competitions)

The content to measure can be sourced:

- Competitions owned accounts (CONMEBOL Club Competitions Accounts)
- Earned Media (other accounts)
 - Sponsors
 - Media
 - Influencers
 - Athletes
 - Teams
 - Legends

This information will be sent and refresh by CONMEBOL.

3.2.6 Deliverables

2 Media Value reports per season per competition (One for middle season and one for full season) and 1 for the others competitions. Reports must be delivered at least 1 month after the last match. The report must be delivered on PPT/PDF presentation with a clear analysis and conclusions. Excel spreadsheet (with raw information) for internal use if needed.

The report must have the following information:

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- Information required about the competition:
 - Competition Media Value (MV)
 - MV Comparison vs Last Year.
 - MV Comparison with other competitions, Leagues, Sports, Sponsors, etc.
 - MV per Content (branded and non-branded)
 - MV per asset
 - MV per channel
 - MV per stage
 - Assets implementation Improvement opportunities

- Information required about each brand/sponsor:
 - Brand Media Value (MV)
 - MV Comparison vs Last Year.
 - MV per Content (branded and non-branded)
 - MV per asset (or kind of asset)
 - MV per channel
 - MV per stage

- The Single Final must have an exclusive page comparing single final vs other single finals editions (+/- 7 days from match day)

- In addition to the the media value reports, the Successful Bidder must send us reports of:
 - General benchmark and market trends (in Latam and in Main competitions of Europe).
 - Fan information: Fan profiles, Fan Id, Fan consumptions, others Fan Insights.
 - Sponsorship: Which brands invest in football? Which invest on other sports? Which invest on Female Football and sports?
 - Sponsorship: What are brands talking about (brand and/or categories)? Main CSR Campaigns around the Sponsorship world.
 - Digital Assets trends: new assets implemented on other competitions.
 - White papers, Market insights.
 - Monthly report with growth of followers, interactions (Likes, comments, shares, saves).

Ad hoc media value projections and other ad hoc media value analysis, such as Impact of adding a new Sponsor/Partner, can be requested from CONMEBOL.

2.2.3 Complementary Services

The Successful Bidder must deliver 2 (two) workshops per year (one for half season and one for the full season) and provide a dedicated Spanish speaking Key Account Manager based in South America. Additionally, we require an Online Dashboard/Platform that includes filters/sorting (by date, account, platform, tag, type of post, branded or not, Media Value, interactions, views, Paid/notPaid posts, etc).

4. Selection Criteria

CONMEBOL, with the support and commercial advice from FC Diez Media, will evaluate the proposals based on the following criteria:

- Responsiveness to the requirements outlined in this ITT
 - Relevant experience and performance
 - Work samples
 - Reviews from past clients

5. ITT Legal Provisions

By agreeing to receive and/or responding to this ITT, each recipient and/or Bidder expressly accepts the terms and conditions set out below:

5.1. Binding Nature

Any submitted Bid is binding and irrevocable upon the Bidder until such time when CONMEBOL has either duly granted the services set out in this ITT, upon execution of the Final Service Agreement, or withdrawn this ITT (at its sole discretion). Each Bidder acknowledges that any matters not expressly mentioned within the relevant Bid are deemed accepted and in the event of acceptance of that Bid by CONMEBOL, are agreed by the Bidder for the purposes of drafting and negotiation of the relevant contract.

5.2. No Grant of Rights

This ITT does not, and is not intended to, constitute a contract or an offer which is in any way capable of acceptance. Nothing in this ITT or in any materials provided by CONMEBOL, either with this ITT or during the ITT process, shall be construed as a grant (or an offer, agreement or an obligation to grant) by CONMEBOL of any licence, assignment or other right in or to any intellectual property rights which are the property of CONMEBOL or licensed to CONMEBOL by third parties nor a grant or any obligation or agreement to grant to any Bidder any rights.

5.3. Right to Modify the ITT

CONMEBOL reserves the right in its absolute discretion at any time to:

- Withdraw or modify this ITT in whole or in part (including any of the rights and/or the terms and conditions of this ITT).
- launch an additional or modified tender process.
- withdraw from any negotiations in respect of any Bid; and/or
- not to execute any contract (even if first executed by a Bidder).

5.4. No Obligation

Save for the obligations of confidentiality set out hereunder, CONMEBOL neither accepts nor assumes any obligation under or in connection with this ITT.

5.5. Sole Right of Determination

Bidders may be shortlisted or rejected by CONMEBOL at any time and/or asked to clarify or resubmit any Bid which fails to meet the requirements of CONMEBOL set out in this ITT. No reasons need be given for any rejection or for any other decision made in connection with this ITT or the bidding process. CONMEBOL shall have the sole right to determine whether any negotiations are held and to determine the basis, period and method of negotiation.

5.6. No Representations or Warranties

CONMEBOL does not make or give any representation, warranty or promise as to the accuracy, adequacy or completeness of the information contained in the body of the ITT or within any subsequent clarifications made or further or supporting materials provided, or that the use of such information will not infringe upon the rights of any third party. Furthermore, CONMEBOL does not accept any responsibility for any loss, damage, liability or expense that may be suffered or incurred through the use of or any reliance upon such information. All terms, conditions, warranties and representations in any of these regards, whether express or implied (by statute or otherwise) are hereby excluded.

CONMEBOL shall not be responsible for any loss, damage, liability or expense that may be suffered or incurred in relation to the bidding process and/or subsequent negotiations.

5.7. Confidentiality

The Bidder undertakes to keep the content of this ITT, its Bid and any communications and/or negotiations relating to this ITT and/or the final contract confidential. This confidentiality undertaking shall survive the termination of the sales process and the Bidder's involvement therein. CONMEBOL agrees that any information of an actual confidential nature (and marked as such) included within Bids received (including all financial information) will be kept confidential and will not be disclosed to any third party other than its advisers.

No prospective Bidder is entitled to make any announcement relating directly or indirectly to this ITT, and to its Bid, or any acceptance or rejection thereof. Each Bidder acknowledges and agrees that CONMEBOL shall have the sole right to make any announcement in relation to this ITT, and the selection of the successful Bidder. CONMEBOL has the right to disclose each Bidder's identity, should it not adversely affect competition amongst Bidders.

5.8. Anti-corruption

By submitting a Bid hereunder, each Bidder confirms that it has read and undertakes to perform all the activities required in this ITT (and, if its Bid is successful, in the relevant contract), and at all times to observe the regulations, laws and legislation to combat kickbacks and corruption, including, but not restricted to, the Foreign Corrupt Practices Act (FCPA) (15 U.S.C. § 78-dd-1 and ff., in the amended version), the UK Bribery Act of 2010 and any other Act designed to fight bribery and corruption and about conflicts of interests which applies to the Bidder and/or CONMEBOL. In this regard, the Bidder further undertakes to not make or offer, directly or indirectly, payments, gifts, favours, entertainments, trips and/or donations to any employee, service provider, members of the board or the various committees of CONMEBOL or, in relation to any aspect of the Bidder's activities in relation to this ITT (including its Bid) to any public authority, political party and/or to any candidate for political office (in any country, state and/or municipality) or any other person (each of the foregoing, a Bidder Relevant Person) under circumstances where that payment, gift, favour, entertainment, trip and/or donation amounts to an unlawful payment and/or was given to derive an unfair advantage or any benefit from any such Bidder Relevant Person.

The Bidder declares that it does not appear in the sanctions list of the American Office of Foreign Assets Control (OFAC) or in the sanctions list of the United Nations Organization (UNO). It also confirms that its legal representatives, members of the Board and shareholders do not appear in those lists.

5.9. Intellectual Property (ITT, Bids and Materials)

All rights, title and interest (including but not limited to copyright) in and to this ITT and any materials provided by CONMEBOL to any Bidder or prospective Bidder are and shall remain the exclusive property of CONMEBOL.

Once received by CONMEBOL, each Bid document (and the physical media upon which it is recorded) shall become the physical property of CONMEBOL. Whether any Bid is successful or not, CONMEBOL shall be freely entitled to use (free from any payment or restriction) all ideas, concepts, proposals, recommendations or other materials (save for trademarks and third-party copyright materials) contained in such Bid or otherwise communicated to CONMEBOL during the Bid process. The Bidder waives any right it may have, and shall not make any claim against CONMEBOL, in respect of any use made by CONMEBOL of any intellectual property or other similar rights relating to the ideas, concepts or any other materials (save for any trademarks or third-party copyright materials) contained in its Bid documents.

5.10. No assignment or sublicense

Save for subcontractors or third-parties which may, subject to CONMEBOL prior approval, be engaged to contribute to the Project delivery, the Successful Bidder won't be permitted to assign or sublicense, either partially or in full, its rights and obligations under the contract to be signed with CONMEBOL, in the realm of this ITT.

5.11. Execution of the Final Service Agreement

If a Bid submitted in response to this ITT is successful, CONMEBOL will notify the Successful Bidder in writing accordingly. Thereafter, CONMEBOL will issue to the Successful Bidder draft service agreement. The Successful Bidder will be required to review such draft service agreement, provide its comments thereon (which in any case shall solely concern non-material provisions of the service agreement) and, upon CONMEBOL's approval, enter into such service agreement within five (5) Business Days of the day on which it receives the final version of the same (i.e. the relevant final, negotiated version so entered into by the Successful Bidder (and thereafter, at CONMEBOL's discretion, by CONMEBOL) being a "Final Service Agreement"). If the Successful Bidder fails to enter into a Final Service Agreement with CONMEBOL within the five (5) Business Day deadline, CONMEBOL shall be free (but is under no obligation) to enter negotiations with unsuccessful Bidders in respect of awarding the rights to them. Any Bidder who enters into a Final Service Agreement with CONMEBOL is referred to in this document as a "Supplier".

5.12. Governing Law

This ITT and any related documentation, correspondence and any agreement (including the Final Service Agreement) entered into between CONMEBOL and any Bidder shall be governed by, and construed in accordance with, the laws of Switzerland. Any and all disputes arising in relation to this ITT or the bidding process shall be submitted exclusively to the Court of Arbitration for Sport in Lausanne, Switzerland ("CAS"). Any such dispute so referred to CAS will be resolved definitively in line with the then current CAS arbitration code (as at the date of this ITT referred to as the 'Code of Sports-related Arbitration'). The panel will be made up of three (3) arbitrators. The language used in the arbitration shall be English and the final award shall be binding to the parties, subject to an appeal to the Swiss Federal Tribunal.

SCHEDULE 1

ELIGIBILITY CRITERIA AND REQUIRED DOCUMENTATION

In this ITT, a “Bidder” is an entity that meets all the following requirements to submit a Bid within this tender procedure:

- (a) it has duly signed the Confidentiality Agreement, prior to receiving a copy of the ITT.
- (b) it qualifies as a Qualified Bidder under Section 2 of the ITT.
- (c) it has a well-established and professionally managed company and organizational structure as well as sufficient means to support the activities deriving from the award and to pursue an exploitation of the rights under this ITT in an optimal manner.
- (d) it is in possession of adequate financial security in respect of its solvency and ability to ensure the exact fulfilment of the payment obligations deriving from the award of rights.
- (e) without prejudice to the foregoing, it is not subject (nor has been subject within the last ten (10) years) to bankruptcy or to any procedure of bankruptcy or insolvency, statutory moratorium, sanction, or composition with its creditors.
- (f) it has no outstanding (nor it has had, over the last ten (10) years, save where same was settled) litigations, arbitrations (or any other administrative procedures) or financial debts which derive from an ongoing or precedent relationship with CONMEBOL, either in its own name or as any holding/parent company/subsidiary entity, director, or shareholder.
- (g) it does not, and its legal representatives and its shareholders do not, appear in the list of sanctions of the American Office of Foreign Assets Control (OFAC) or in the list of sanctions of the United Nations Organization (UNO); and
- (h) neither it, a member of its Group nor any director or shareholder of the Bidder or any member of its Group, have at any time been under investigation for fraud, corruption, bribery, money laundering or any other illegal conduct.

Additionally, each Bidder shall fill out and execute the Proformas listed below:

- ▶ Cover letter (according to Proforma 1);
- ▶ Anti-corruption commitment (according to Proforma 2); and

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- ▶ Declaration of non-involvement in investigations and lawsuits in which CONMEBOL is (or was) a part (according to Proforma 3).

Bidder is also required to submit a SOC2 report or similar to demonstrate that general Information Technology (IT) controls are in place, to secure the delivery of the Project.

For participation purposes only, Bidders will be allowed to submit electronically signed and digitally certified copies of the Proformas and the Confidentiality Agreement. However, the Successful Bidder will be required to submit to CONMEBOL hardcopies of the original Proformas and the Confidentiality Agreement, duly notarized and apostilled. Likewise, the Successful Bidder will be subject to a thorough compliance check from CONMEBOL, which will be critical to the actual grant of the rights laid out in this ITT. Where the Successful Bidder has substantial compliance issues which, at CONMEBOL's discretion, cannot be satisfactorily clarified and resolved in a timely fashion, the Successful Bidder will be disqualified and CONMEBOL will be allowed to grant the rights to another Bidder, provided that same complies with the Eligibility Criteria, has signed the Required Documentation and is clear to contract with CONMEBOL, from a compliance standpoint.