



Tournament Evaluation Services for UEFA EURO 2028

Pre Market Engagement: Supplier Briefing



Scottish Government
Riaghaltas na h-Alba

Background

UK Sport, Scottish Government and Welsh Government (the Contracting Authorities) will, in 2026, issue a Tender Notice for tournament evaluation services for UEFA EURO 2028.

As part of plans to finalise the approach being taken to procure the services, the Contracting Authorities will be conducting preliminary market engagement via a supplier briefing event. The event will take place in London (specific venue tbc) on 12 January 2026, from approximately 9.30am – 1pm.

Supplier Briefing Details

The briefing will cover the following key areas:

- The contracting authorities for the contract
- The tournament hosting partnership
- Detail of the how the tournament evaluation workstream will be governed
- The expertise, experience and capabilities required to deliver the contract
- The envisaged contract scope and outputs sought including the timeline for key outputs
- Details of the draft Impact Evaluation Framework which suppliers will be asked to implement as part of the Contract
- Details of what the Contracting Authorities are seeking from the appointed supplier
- Detail on how suppliers will be asked to submit Tender Responses and how they will be assessed

There will be an opportunity for prospective suppliers to network with one another.

Prospective suppliers will also be able to ask any questions they may have and provide feedback, which may result in changes being made to the procurement strategy used by the Contracting Authorities. Questions can be asked and feedback provided both at the briefing and via submissions following the briefing (from 12–23 January).

How to attend

To express an interest in attending the event, suppliers should email euro2028procurement@uksport.gov.uk by 5pm on Wednesday 17 December. In-person attendance may be limited to 1-2 people per company, dependent on overall numbers. UK Sport will provide further information on the briefing including specific timings to suppliers once attendee numbers are finalised.

Accessible options

Suppliers are strongly encouraged to attend in person. Reasonable adjustments will be made to accommodate attendee needs. Virtual options will be made available for those who are unable to attend in person. Materials presented during the briefing will also be made available to those who are unable to attend in person.

Enquiries

Any enquiries should be directed to email euro2028procurement@uksport.gov.uk