



For the attention of:

Official UEFA EURO 2024™ Partners

Your reference	Your correspondence of	Our reference CEOO/KAL	Date 29 August 2023
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Dear Official UEFA EURO 2024™ Partners,

The preparations to the Final Tournament of the 2022-24 UEFA European Football Championship ("UEFA EURO 2024™") are well underway and I would like to express once again my gratitude to you for being our Partner in this exciting journey. I trust that the Tournament will prove to be a successful platform for your brands worldwide.

We have recently crossed an important promotional and operational milestone, having reached a one-year-to-go on 14 June 2023. As we are moving closer to the UEFA EURO 2024™, with this letter of support, I would like to bring to your attention a special art project that will be launched in Gelsenkirchen by a renowned German artist - Christian Nienhaus.

"United by Football – Football, Art & Charity" will be a unique community artwork event to reenact iconic football moments of the previous UEFA EURO tournaments on the world's largest canvas laid down at the Arena AufSchalke, one of the official venues of UEFA EURO 2024™. The project has not only promotional and PR objectives, but it is also aiming to raise funds for charitable causes. Therefore, UEFA EURO 2024™ host city of Gelsenkirchen as well as UEFA EURO 2024™ project are supporting this initiative on both the operational side and with co-promotional activities.

Thank you kindly for your attention and consideration, and I look forward to welcoming you at the UEFA EURO 2024™ in Germany next year.

Yours faithfully,

**Martin Kallen**  
**CEO of UEFA Events S.A.**

*Cc: Guillaume Sabran, Head of Sponsorship & Licensing, UEFA Events SA*