



# **BID MANUAL**

**REQUIREMENTS FOR THE ORGANISATION OF THE  
5<sup>TH</sup> FIH WOMEN'S CHAMPIONS CHALLENGE I TOURNAMENT, 2009**

**FEDERATION INTERNATIONALE DE HOCKEY  
INTERNATIONAL HOCKEY FEDERATION**

**SEPTEMBER 2008**

## CONTENTS

<b>SECTION</b>		<b>PAGE</b>
1.	Introduction	1
2.	Contractual Requirements	5
3.	Financial Requirements	7
4.	Technical Requirements	11
5.	Marketing, Sponsorship, Advertising and Presentation	21
6.	Media Requirements	27
7.	Television Broadcast Policy and Requirements	31
8.	Protocol Requirements	35
 <b>ATTACHMENTS</b>		
Attachment 1	Check List of Requirements for Bid Document	39
Attachment 2	Event Budget	43
Attachment 3	Offer to Host	47
Attachment 4	Agreement Governing the Organisation of the Event	49

## SECTION 1

### INTRODUCTION

#### 1. Preamble

The International Hockey Federation (FIH) is very pleased to advise that following your National Association's expression of interest to host the FIH Women's Champions Challenge I 2009 that you have been short-listed as a potential host Organiser and, accordingly, are invited to submit a bid for the tournament.

The successful organisation of an FIH World Level event will mean a great promotion for hockey both in the host country and internationally. The FIH has set itself the following objectives for successful events:

- Fair result and satisfied players (with appropriate technical arrangements)
- Promotion for hockey
- Full stands and value for money
- Positive financial result
- Impeccable organisation
- Memorable event

Bidding countries should be aware that the FIH endeavours to ensure that its world level events to the fullest extent possible are successful on all fronts, including a valuable and lasting legacy for the host National Association. An FIH World Level Event should be more than a hockey tournament; it should be a memorable experience, full of excitement, life and atmosphere, both on and off the field of play. In this respect, it is worth noting that the issue of spectators, and therefore, the ticketing strategy, is of particular importance. Spectator stands full of vocal, interested spectators will make the critical difference in achieving an electric ambience.

FIH is fully committed to working in close co-operation and partnership with host countries to ensure success.

#### *About these guidelines:*

The main objective of these guidelines is to help bidding countries to present a thorough technical and marketing/commercial strategy and plan for their event bids. At the same time it will assist those responsible for assessing the documents and making recommendations to the FIH Executive Board by ensuring a consistency of content, making the bids much easier to evaluate on a comparative basis.

We wish you all the best in preparing your bid presentation document. If you have any questions or require assistance, please feel free to contact Hans-Jochen Erb, FIH Events Director or Dennis Meredith, FIH Competitions Manager at the FIH office in Lausanne.

#### 2. Co-operation

The FIH has defined the above objectives for the success of all FIH tournaments and has developed a considerable bank of knowledge in relation to all aspects of the organisation of events. The FIH seeks to work very closely with organisers to give the utmost assistance to ensure the success of the event. In so doing, the FIH seeks to share its knowledge and expertise with all organisers. If required, it will also enable the FIH Events Director, FIH Competitions Manager and/or the FIH Communications Manager, and any other person who the FIH in conjunction with the Organiser considers may be able to provide assistance, to visit the location of the Event to provide guidance, assistance and advice to the Organiser. The FIH believes it has a great deal to contribute and believes it is able to add real value to the organisation of the Event.

#### 3. Offer to Host

See Section 2, *Contractual Requirements* for mandatory pre-requisites for a National Association applying to host this Event.

#### 4. Closing Date

The closing date for a National Association to lodge a bid for the Event is **Friday, 14 November 2008**.

## 5. Bid Proposal Document by National Association (Event Bid Criteria Guidelines)

Each National Association applying to host is required to submit a written proposal containing full details in relation to the following:

### 5.1 Introduction

- Brief summary of your Association's bid
- Details of previously hosted FIH and/or Continental events (if any).

### 5.2 The proposed host City/Town

- Location (including map showing venue, main transport links, hotels, hospitals, surrounding towns and places of interest).
- Population.
- Climate (at the proposed period of the Event).
- International/local transport facilities.
- Leisure/restaurant facilities.
- Experience of the town/city hosting hockey and/or other major sporting events.

### 5.3 Organising Committee

- Names and experience of those likely to be key members of the Organising Committee, including local expertise, hired consultants (i.e. Media, Public Relations, Event Promotion Consultants) and previous organising experience.
- Give an indication of the intended organisational/management structure as well as the human resources (including volunteers) available in preparation for and during the Event.

### 5.4 Proposed Event Dates and Match Programme

- Give your proposed tournament dates (see Section 4 – Clause 3).
- Provide your provisional match schedule (playing days and match times).
- Details of any other major events to be held in proposed city at the time of your proposed dates.

### 5.5 Objectives:

- List the objectives of the National Association, both for the Event and for the long term legacy for your Association.

### 5.6 Event Venue

- Total seating capacity of the venue.
- Number of spectators able to be accommodated in addition to those in fixed seating.
- Details of facilities available at the venue.
- Venue layout plan.

### 5.7 Hotel accommodation

- Do you intend to nominate a hotel as the 'tournament hotel', and, if so, the details of the hotel, including anticipated accommodation/meal costs.
- Details of hotels available for teams, including anticipated accommodation/meal costs.
- Details of hotel for technical officials.
- Details of hotel(s) for media, including anticipated accommodation/meal costs.
- Details of hotels for visiting spectators, including anticipated accommodation/meal costs.

### 5.8 Marketing Information

*Spectators:*

- What is the profile and popularity of hockey within the host country?
- Actual number of players.
- Indicate the spectator potential over the period of the Event.

- Indicate plans for spectator support activities (i.e. exhibition, entertainment)
- Outline your spectator promotional plans both nationally and internationally.
- Fall-back plan to fill the stands on identified 'potential lower attendance' days.
- Details of marketing research, if available, of previous events within the host country.

*Commercial:*

- Describe your ticket sales strategy:
  - pricing structure (season tickets, day tickets, adults, children, students, pensioners, etc)
  - how will tickets be sold
  - what allocation, if any, will be made to member Clubs
  - sessions per day
  - group rebates
  - advanced booking benefits
  - projected pre-tournament sales per month
- Describe your potential to secure sponsorship/commercial funding.
- Indicate any sponsors already secured that you would expect/intend to have involved.
- Give details on existing venue franchisees (if any)
- What is your potential to secure other funding?
- What is your potential for local government/local authority/sporting organisation support?
- What is your potential support for promotional activities?
- What is your proposal for merchandising?
- What is your proposal for packaged tours?
- Facilities available for sponsors.

5.9 Media and Television

- Indicate your potential to secure an event host broadcaster (see Section 7, para 2.3).
- Indicate your willingness to provide only the minimum requirement (i.e. full television broadcast for final two days of tournament + one camera coverage for all other matches) or additional television broadcast for other days of the tournament.
- Detail the hockey production experience (if any) of your potential broadcaster.
- What is the potential local/state/national media interest (including print and radio) in the event for which you are bidding?
- Indicate that the proposed host broadcaster is prepared to accept a nominated specialist broadcast crew (provided by and fully funded by FIH) to perform one or more of the roles set out in Section 7, para 3.6)
- Details of any planned post-event research.

5.10 Event Budget

- Include a detailed breakdown of both income and expenditure (see Attachment 2), including the current financial requirements (see Section 3)

5.11 Support Documents

Please supply:

- Letters of support for your bid from appropriate sporting, government organisations, host television broadcaster and/or potential sponsors.
- Location map (see paragraph 5.2 above).
- Photos/layout of the venue (if in existence).

5.12 Additional activities/offers

Describe any additional activities/offers you intend to undertake over and above the minimum requirements contained in this document.

## 6. Presentation of Bids

The FIH Bid Evaluation Committee will be responsible for evaluating the bids and making a recommendation to the FIH Executive Board concerning which offer to host the Event should be accepted. As part of this process, the Bid Evaluation Committee may wish to interview representatives of a National Association that has submitted a bid. You will be further advised should the Bid Evaluation Committee wish to interview you.

For your information the Bid Evaluation Committee comprises:

- Peter Cohen, Hon. Secretary General, FIH
- Steve Jaspan, Chairman, FIH Competitions Committee
- Peter-Paul Lathouwers, Chairman, FIH Marketing Committee
- Christophe Troendle, Director General, FIH
- Hans-Jochen Erb, Events Director, FIH
- Dennis Meredith, Competitions Manager, FIH
- Arjen Meijer, Communications Manager, FIH
- Steve Morris, Marketing Manager, FIH

## 7. Check List

It is compulsory for a bidding National Association to fully complete the pro forma Check List provided (see Attachment 1). The purpose of the Check List is to ensure a bidding National Association has addressed all aspects of the bid before submitting its written Bid Proposal to the FIH. It will provide assistance to the Bid Evaluation Committee when assessing the bid. The Check List covers the following:

- Contractual Requirements
- Host City/Organising Committee Structure
- Tournament dates/ Provisional Match Schedule
- Objectives for host National Association
- Financial Requirements
- Technical Requirements
- Marketing/Sponsorship Requirements
- Event Promotion
- Media Requirements
- Television Requirements
- Support Documents

## SECTION 2

### CONTRACTUAL REQUIREMENTS

#### 1. Bid Proposal Documents

Each National Association applying to host is required to deliver 8 copies of the following documents:

- Detailed Bid Proposal Document (see Section 1, paragraph 5)
- Check List (see Attachment 1)
- Event Budget (see Attachment 2)

#### 2. Offer to Host

Each National Association applying to host is required to deliver with its bid a signed copy of the Offer to Host document (see Attachment 3).

This document may only be signed by the President, Secretary General and/or Executive Director of the bidding National Association.

#### 3. Agreement Governing the Organisation of the Event

When the bid is lodged, the National Association applying to host the Event is required to deliver two (2) signed copies of the Agreement to Organise and Conduct the Event (see Attachment 4).

This Agreement may only be signed by either the President, Secretary General or Executive Director of the bidding National Association.

If the bid is accepted the Agreement will be signed by the President, Hon. Secretary General and/or Director-General of the FIH and one copy will then be returned to the National Association whose offer to host the Event is accepted within 7 days of the acceptance by the FIH.

This page intentionally left blank

## SECTION 3

### FINANCIAL REQUIREMENTS

#### 1. Return Travel – Technical Officials

- 1.1 FIH Representative to be provided with return travel tickets (on the basis of best available economy intra-continental or business class inter-continental) at their choice of airline company and itinerary.
- 1.2 Technical Officials (as set out hereunder) to be provided with return travel tickets (on the basis of best available economy class, subject to being changeable and refundable for a fee) for arrival as follows:
  - (a) Tournament Director:  
To arrive on the third day preceding the first day of the tournament unless special circumstances require an earlier arrival.
  - (b) Technical Officers, Umpires Manager and Umpires:  
To arrive on the third day preceding the first day of the tournament.
  - (c) Judges and FIH Medical Officer  
On the second day preceding the first day of the tournament.
- 1.3 The National Associations of the appointed technical officials shall be responsible for the return cost of travel from home to the airport of departure by public transport. If required, the National Associations of the appointed technical officials shall also be responsible for any visa and vaccination costs.
- 1.4 The Organiser shall be responsible for the return cost of travel from the airport of departure for, where possible, a direct routing, but, if not, via the most time efficient / cost effective routing.
- 1.5 If the tickets for the Technical Officials are not received 28 days prior to commencement of the Event, the FIH will make the appropriate travel arrangements, and must be reimbursed by the Organiser in EUR before the start of the Event.
- 1.6 Tournament Director, Technical Officers, Umpires and Umpires' Managers must not be forced to arrive more than 72 hours prior to the start of the Event or to leave more than 24 hours after its end. Judges and FIH Medical Officers must not be forced to arrive more than 48 hours prior to the start of the Event or to leave more than 24 hours after its end. If these conditions are not fulfilled, the FIH shall be permitted to either arrange their travel schedule on the Organiser's account (same procedure of reimbursement as above) or to agree upon the travel arrangements as proposed by the Organiser, who will then have to meet all their additional accommodation and full board expenses, if any.
- 1.7 In case of an emergency appointment or replacement of a Technical Official by the FIH less than 28 days prior to the start of the Event, the FIH is always entitled to arrange the travel at the cheapest conditions on the Organiser's account (same reimbursement procedure as above).
- 1.8 The FIH is responsible for the return travel costs of the FIH Communications Officer (as nominated by the FIH). The Organiser is responsible for the full board and daily allowance of the FIH Communications Officer (see Clause 3.2).

#### 2. Hotel Accommodation

- 2.1 Preferably, all Team Parties and Technical Officials should be accommodated in the same hotel. If this is not possible, Team Parties in one hotel and Technical Officials all together in another hotel within walking distance of the other hotel.
- 2.2 Each team party must be accommodated on the same floor. The Umpires' Manager and all Umpires must be accommodated on the same floor.
- 2.3 Single room accommodation must be provided for the FIH Representative, Tournament Director, FIH Medical Officer, Umpires' Manager and the FIH Communications Officer.
- 2.4 Twin room accommodation to be provided for Technical Officers, Judges and Umpires provided that the rooms provided contain standards beds of equal size and that the dimensions of the room be at least 25 m<sup>2</sup>. If the Organiser is unable to provide accommodation of this nature, single room accommodation must be provided.

### **3. Full Board – Technical Officials**

- 3.1 Whilst breakfast is to be included in the accommodation, a daily allowance of €50 per day shall be paid to all technical officials set out in Annexure 2, sub clause 4.1. The daily allowance is to be paid to the technical officials upon arrival at the tournament.
- 3.2 The responsibility of the Organiser commences:
- (a) For the Tournament Director, Technical Officers, Umpires' Managers, Umpires and FIH Communications Officers, with lunch on the third day preceding the first day of the tournament and ends with breakfast on the day following the last day of the tournament.
  - (b) For the Judges and FIH Medical Officers with lunch on the penultimate day preceding the first day of the tournament and ends with breakfast on the day following the last day of the tournament.

### **4. Internal Transport**

The following internal transport must be provided by the Organiser, free of charge, except as specifically provided.

- 4.1 All Team Parties and Technical Officials must be provided with internal transport from/to airport/railway station, official tournament hotel(s) and the venue. In the event of a team not staying at an officially designated tournament hotel(s) within 3 kilometres of the official tournament hotel(s) any additional transport costs are at the account of the individual team.
- 4.2 Team Parties must be provided with internal transport, free of charge, from/to hotel and training field(s) of play during the three (3) days preceding the start of the tournament and during their respective rest days. Any additional transport costs for training prior to the three (3) days preceding the start of the tournament are at the account of the individual team(s).
- 4.3 Transport to be scheduled to enable Team Parties playing and Technical Officials on duty to arrive at the venue not later than one hour before their match and to leave the venue not later than one hour after it. In the event of a team(s) not staying at an hotel within three (3) kilometres of the officially designated tournament hotel(s) any additional transport costs are at the account of the individual team(s).
- 4.4 Regular shuttle bus service to be provided from/to official tournament hotel(s) and the venue for non participating team parties and technical officials not on duty at intervals of not more than two hours apart.
- 4.5 Regular shuttle bus service to be provided from/to any FIH designated hotel(s) and venue for FIH personnel, FIH guests and Official FIH Partners at intervals of not more than two hours apart.
- 4.6 Regular shuttle bus service to be provided from/to official tournament media hotel(s) and venue for accredited media personnel.
- 4.7 Transport to be provided from/to hotel/venue and places of official functions for FIH personnel, FIH guests, Official FIH Partners and team parties/technical officials.
- 4.8 Dedicated private cars (with driver) to be provided for the FIH Representative and the Tournament Director.

### **5. Training Facilities**

- 5.1 The official tournament fields of play to be made available, free of charge, for all teams during the four days prior to the start and during the tournament, including training times under lights if the match schedule provides for night matches.
- 5.2 If required, an additional training field of play to be made available, free of charge, for all teams during the four days prior to the start and during the tournament.
- 5.3 Hire fees for training fields prior to the four days preceding the start of the tournament are at the account of the individual teams.
- 5.4 Training times are to be allocated to all teams at each competition venue on a fair and equitable basis.

### **6. Cost of Doping Controls**

The Organiser will be responsible for the organisation and cost of doping controls and will obtain the equipment and materials and make all necessary arrangements for the testing to be carried out in accordance with the World Anti Doping Code and the FIH Anti-Doping Regulations.

**7. Cost of Certificate of Compliance (competition field of play)**

All costs incurred for testing to ensure an appropriate competition field of play Certification of Compliance is valid at the date of the tournament are the responsibility of and at the account of the Organiser.

**8. Insurance**

8.1 The FIH shall be responsible for insurance covering travel, accidents and civil liability of the officials appointed by it and, if required, will produce a copy of its current policy to the Organiser.

8.2 The Organiser shall be responsible for insurance of all risks and must take out all appropriate additional insurance cover covering such risks and with such insurer as the FIH may reasonable require. All policies taken out by the Organiser must be in the joint names of the FIH and the Organiser covering their respective rights and interests.

The Organiser must send a copy of the proposed insurance policy or policies to the FIH for its approval.

## FIH RESPONSIBILITY CHART

In force as from: September 2008

COMPETITION	No. of Teams	FIH Representative	Tournament Director	Assistant Tournament Director	Technical Officers	Umpires' Managers	Umpires		Judges	FIH Communication Officer	FIH Medical Officer	Medals
World Cup <i>Men &amp; Women</i>	12	1 TT + FBb	1 T + FBb	---	3 T + FB	2 T + FBb	16 (1) T + FB		4 (1) T + FB	1 FBb	1 T + FBb	22x3
World Cup Qualifier <i>Men &amp; Women</i>	6	1 TT + FBb	1 T + FBb	---	2 T + FB	1 T + FBb	9 T + FB		3 (1) T + FB	1 FBb	1 T + FBb	22x3
Olympic Games Qualifier <i>Men &amp; Women</i>	6	1 TT + FBb	1 T + FBb	---	2 T + FB	1 T + FBb	9 T + FB		3 (1) T + FB	1 FBb	1 T + FBb	22x3
Champions Trophy <i>Men &amp; Women</i>	6	1 TT + FBb	1 T + FBb	---	2 T + FB	1 T + FBb	9 (1) T + FB		3 (1) T + FB	1 FBb	1 T + FBb	22x3
Champions Challenge I <i>Men &amp; Women</i>	8	1 TT + FBb	1 T + FBb	---	2 T + FB	1 T + FBb	10 (1) T + FB		3 (1) T + FB	1 FBb	1 T + FBb	22x3
Champions Challenge II <i>Men &amp; Women</i>	8	1 TT + FBb	1 T + FBb	---	2 T + FB	1 T + FBb	Neutrals 2 T + FB	NA Umpires 8 (1) FB	3 (1) FB	1 FBb	1 T + FBb	22x3
Junior World Cup <i>Men</i>	20	1 TT + FBb	1 T + FBb	1 T + FBb	4 T + FB	4 T + FBb	24 (1) T + FB		4 (1) T + FB	1 FBb	1 T + FBb	22x3
Junior World Cup <i>Women</i>	16	1 TT + FBb	1 T + FBb	---	3 T + FB	2 T + FBb	20 (1) T + FB		4 (1) T + FB	1 FBb	1 T + FBb	22x3
Continental Cup <i>Men &amp; Women</i>	12	FIH: 11 CF: 1 TBD	1 T + FBb	---	3 T + FB	2 T + FBb	Neutrals 3 T + FB	NA Umpires 12 (2) + 8 (1) ++ FB	4 (1) FB	1 FBb	1 T + FBb	TBD by CF

### KEY

TBD	To be determined
TT	Return travel (inter-continental business class; intra-continental economy class)
T	Return travel (economy class)
FBb	Full Board (Single Room accommodation, Bed and Breakfast + daily allowance €50 per day for FIH World Level Events or as agreed for CF Championships)
FB	Full board (twin room accommodation Bed and Breakfast + daily allowance €50 per day for FIH World Level Events or as agreed for CF Championships) Note: Twin room accommodation to meet requirements as set by FIH, otherwise single room accommodation.
BB	Bed and breakfast
12(1)	12 people, of whom 1 may be from the Organiser (subject to requisite standards required by FIH)
Nil	No provision to be made by the host country
+	6 matches per day
++	Maximum 4 matches per day
CF	Continental Federation

Updated: 10 September 2008

## SECTION 4

### TECHNICAL REQUIREMENTS

#### 1. Competition

One (1) Women's Tournament of eight (8) teams (2 pools x 4 teams); 20 matches, which shall include the host country. The FIH shall be solely responsible for the formulation of the match schedule. It will liaise with the Organiser concerning match times and the order of matches for each day's play.

#### 2. Number of days for the Tournament

Eight (8) days.

#### 3. Dates for the Tournament

The tournament must be staged in 2009. Preferred times are mid-June/mid-September or mid-November/December. If the proposed dates are not within either of these timeframes please provide in your Bid Proposal full details of the specific reasons for the variation. Dates to be avoided when major FIH and CF events are to be played in 2009 include:

- Pan American HF – Women's Pan American Cup:	01/14 February 2009
- Pan American HF – Men's Pan American Cup:	01/14 March 2009
- FIH Men's Junior World Cup:	07/21 June 2009
- FIH Women's Champions Trophy:	11/19 July 2009
- FIH Women's Junior World Cup:	03/16 August 2009
- European HF – EuroHockey Nations Championship (M&W)	22/30 August 2009
- Oceania HF – Oceania Cup (M&W)	24/30 August 2009
- European HF – Women's EuroHockey Nations Trophy	19/25 July 2009
- European HF – Men's EuroHockey Nations Trophy	01/08 August 2009
- FIH Men's Champions Trophy	28 November/06 December 2009

#### 4. Tournament Personnel

##### 4.1 To be appointed by FIH:

- (a) FIH Representative (1)
- (b) Tournament Director (1)
- (c) Technical Officers (2) – with one (1) technical officer appointed by FIH from the Organiser, subject to requisite standards.
- (d) Umpires Manager (1)
- (e) Umpires (10) - with one (1) technical officer appointed by FIH from the Organiser, subject to requisite standards.
- (f) Judges (3) – with one (1) judge appointed by FIH from the Organiser, subject to requisite standards.
- (g) FIH Communications Officer (as nominated by FIH) (1)
- (h) FIH Medical Officer (1) – may be nominated by Organiser for appointment by FIH subject to appropriate qualifications / experience.

##### 4.2 To be appointed by the Organiser:

- (a) General: Members of the Organising Committee, secretarial and administrative assistants, liaison officers, internal transport officers, security officers and other assistance as and when required.
- (b) Technical:
  - (i) Administrative assistant(s) (with adequate I.T. skills) to produce electronic match sheet on laptop at technical table
  - (ii) Score board / clock technician(s) to run scoreboard/clock at technical table
  - (iii) Ground Manager
  - (iv) Ground watering / cleaning staff
  - (v) Match statisticians
  - (vi) Ball boys/girls
- (c) Medical:
  - (i) Local duty doctor(s) to be available for each competition match
  - (ii) Stretcher bearers

- (d) Media:  
Media Centre Manager for the day to day running of the media centre, including routine press conferences following matches. (refer to Section 6)
- (e) Security:  
Security Manager to oversee all security control (refer to Clause 18 hereunder)
- (f) Official Liaison Officer  
Liaison Officer for liaison between the Organiser and the FIH.

## 5. Field requirements

### 5.1 Competition field of play

- One (1) competition field of play with non-sand filled synthetic surface (i.e. water-based installation), without advertising on the playing surface, of a type approved by the FIH in the 'global' category, as conforming to the requirements of the FIH specifications and having a Certificate of Compliance issued by FIH after testing by one of the FIH accredited laboratories. (see also clause 18)
- The synthetic field of play surface should continue with the same qualities of materials, slope and smoothness for a minimum distance of two (2) metres at the back-lines and one (1) metre at the side-lines with an additional unobstructed one metre in each case (i.e. a total of three (3) metres at the ends and two (2) metres at the sides). These overrun areas may be used for advertising conforming to the current FIH specifications and conditions.
- Stands and/or spectator mounds of appropriate gradient and capacity allowing full viewing capability and as close as possible to field of play (no athletic track).
- Durable white field of play markings, flush with the surface and clearly visible, either inlaid into the carpet or of waterproof paint, complying with the current Rules of Hockey and the Certificate of Compliance.
- Goals and flags in accordance with the current Rules of Hockey plus one goal and two flags held in reserve. The following additional specifications for hockey goals are required for FIH events:
  - i The goal-posts, cross-bar and other parts of the overall goal frame must be either white, the natural light colour of metal or some other light colour which contrasts with the pitch and the ball.
  - ii The front corners and edges of the goal-posts and cross-bar must be rounded with a radius of 3mm +/- 1mm.
  - iii Brackets supporting the net or parts of the goal frame must not protrude outside the 50mm width of the goal-posts and cross-bar.
  - iv Frame fixings must not be attached to the side- or back-boards in a way which could result in a ball entering the goal rebounding from them.
  - v Side- and back-boards must be covered with a shock absorbing material such as rubber.
  - vi Any vertical part of the net support frame must be outside the net and fixed in such a way that a ball entering the goal cannot rebound from it.
  - vii Any horizontal part of the net support frame across the back or sides of the goal must be outside the net and fixed in such a way that a ball entering the goal cannot rebound from it.
  - viii The net must be green in colour.
  - ix The net must be fixed so that the ball does not pass between the goal-posts and the net or between the cross-bar and the net.
  - x The net must be fixed at the back of the side- and back-boards so that the ball cannot pass beyond the net.
  - xi The net must be fixed in a way which avoids injury to players; any external openings on the goal-posts, cross-bar or other parts of the goal frame must be less than 8mm or greater than 25mm; metal cup hooks must not be used and any spring hooks must have screw caps.
- A ball retaining fence or barrier surrounding the overrun area of the field of play and erected to an extra height behind the goal shooting areas for protection of spectators.
- Watering facilities capable of evenly wetting the entire field of play including the overruns within 8 minutes.
- Where the match schedule requires matches to be played under artificial lighting, this must be in accordance with FIH standards for the minimum requirements for play and television. These requirements are specified in following table from the FIH Guide to the Artificial Lighting of Hockey Pitches. Further details about the individual lighting performance requirements and measurements are available in the guide.

International Competition	Eh maint lux	Ev Maint lux	horizontal		Vertical		GR max	Ra min	Tk*
			U1	U2	U1	U2			
Non-televised	>750	n/a	>0.5	>0.7	n/a	n/a	<50	>65	>4000
Televised: camera position > 75 m	1000- 2000	>1000	>0.5	>0.7	>0.4	>0.6	<50	>80 (90**)	>5000
Televised: camera position > 150 m	1500- 3000	>1400	>0.5	>0.7	>0.4	>0.6	<50	>80 (90**)	>5000
High Definition TV	1500- 3000	>2000	>0.7	>0.8	>0.6	>0.7	<50	>90	>5000

Each team is entitled to practice at least one hour on the competition field of play prior to the start of the competition under artificial lighting if the match schedule provides for matches to be played under lights.

## 5.2 Warm-up/cool down field of play

- One full size field of play which replicates closely the playing surface of the competition field of play and located within walking distance of it. In the absence of such a separate field of play, the match schedule must accommodate a minimum warm-up time of 30 minutes on the field of play.
- Where a separate field of play is not provided, the minimum time between matches must be at least 2 hours 30 minutes.

## 5.3 Training field of play

- A separate training field of play is not required to be provided for this Event.

## 5.4 Hockey balls

- Only FIH approved balls must be used and participating countries will be advised of the selection by the Organiser at least six months prior to commencement of the competition.
- The availability of practice and pre-match warm-up balls is the responsibility of the participating countries.

## 5.5 Team benches (or chairs) and stick storage

- A team bench (or chairs), to seat nine (9) people, must be located on each side of the Technical Officials' table at a distance of not more than 7.5 metres from it. The team benches must be set back at the same distance from the sideline of the field of play as the backside of the Technical Officials' table. It must have a protective cover against sun, wind, rain and field of play watering and allow the overseeing of the field of play (free sight lines).
- There must be a stick storage facility between the enclosure of the Technical Officials' table and each team bench (or chairs), with a moveable cover for protection against rain and field of play watering, sufficient to accommodate 16 large stick bags.
- Electrical outlet points for cooling or warming devices (if appropriate) and for team electronic equipment.

## 5.6 Coaching Boxes (non-compulsory, but preferred)

- Two (2) dedicated coaching boxes are to be provided at the competition pitch. The coaching boxes should be placed in a high position in the grandstand to enable full viewing of the whole of field of play.
- Requirements are as follows:
  - Seating for two persons per coaching box
  - Work bench area similar to media table
  - Communication device (telephone) to the team bench
  - Power supply

## 6. Technical Officials' table and equipment

### 6.1 Technical Officials' Table

- Facility seating six (6) persons at the table, sides open, on a platform with a height minimum of 25 cm above field of play level.
- The front should be at least 4 meters away from the sideline of the field of play.
- There must be a clear unrestricted view to the whole of field of play and the team benches.

- The facility must have a protective cover against rain, wind, sun and field of play watering.
- The sides must permit easy access to the field of play.
- For safety, there should be no glass cover, windows, etc. that may be exposed to hockey balls accidentally hit from the field of play.

The facility must be situated in line with the centre line of the field of play on that side where there is least annoyance for viewing by spectators.

The facility will include:

- An appropriate working table. The front and two sides of the table must be closed completely from the top of the table to the floor.
- Three (3) seats for the Technical Officials on duty, two (2) seats for the IT Administrative Assistant and Clock/score board operator and one (1) seat for the Reserve Umpire. Additional seats in the immediate vicinity of the Technical Official's table for those who have authority to be there (e.g. FIH Representative, Technical Delegate, Umpires' Manager, FIH Medical Officer, Local Medical Officer)
- Two (2) x two (2) seats for temporarily suspended players on each side of the Technical Officials' table.

## 6.2 Table Equipment

- Office stationery
- The remote control of the score-board and clock
- Electrical power outlets for score-board, clock, laptop computer and laser printer.
- Laptop computer configured with minimum of Windows 2000 English operating system, Office 2000 and Adobe Acrobat version 6.0
- Laser printer to produce an electronic Match Report Sheet.
- Appropriate protection for laptop and printer (suggest covered box)
- Wireless Broadband Internet access for laptop computer to enable electronic communication from technical table to FIH offices, secretariat and Media Centre.
- A system of communication (telephone, walkie-talkies) that is linked to the Technical Delegate, Press Centre and Public Announcer
- Two (2) audible hooters (horns)
- Two (2) stop watches
- One (1) set of official warning cards (green, yellow and red) as used by umpires
- One (1) spare whistle
- Two (2) sets of players substitution boards safe for handing over at high speed, water resistant, not temperature sensitive and marked with numbers from 1 to 32 (approximate sizes 30 cms x 40 cms)
- Two (2) FIH approved stick control rings
- Two (2) FIH approved stick bow measuring devices, and a flat table for testing purposes (to be situated adjacent to the technical table.
- Two (2) captain's arm-bands or ribbons in different colours, and safety pins
- One (1) set of FIH approved templates for checking the goalkeepers' hand protectors and pads (available from the FIH).
- Bottle containing an 80% alcohol solution and 3 pieces of cloth for cleaning blood stained field of play.
- Plastic gloves (and waste disposal facility) for use of personnel responsible for cleaning blood stains from field of play.

## 6.3 Technical Table Papers

- Match and penalty-stroke competition report sheets, Rules of Hockey booklet, set of FIH Tournament Regulations, card registration forms, injury report forms, etc.

## 7. Video Platform for Teams

- 7.1 Specific covered platform to provide for maximum of two (2) video operators of each participating teams, with full viewing capability of the field of play from behind one (or both) goals, not accessible to the general public, separate from TV broadcasters. A dedicated power outlet for each participating team to be available for video and computer equipment. Preferably two tables and chairs to be available for use of video analysts of the participating teams of match in progress.
- 7.2 Video platforms and allocation for video operators for non-participating countries to be at the sole discretion of the Organiser. Non-participating National Associations wishing to have such videoing facilities to negotiate with Organiser.

## 8. Video Umpire Facilities (for all matches where there is full television broadcast)

### 8.1 Video Umpire Facilities

The host broadcaster is required to co-operate with the functions and requirements of a Video Umpire system, as directed by the FIH TV Coordinator, including:

- Provision of the international output to a position with a clear unrestricted view of the whole field of play, in a separate room adjacent to the Umpire Manager's office where no-one can disturb the Video Umpire.
- A high quality TV Monitor for viewing purposes, preferably a high resolution minimum 19" colour flat screen shall be provided, together with a 2-way communication system with the Director of the world feed.

### 8.2 Umpire Video Analysis Facilities

- Provision of 3 DVDs per game at the cost of the Organiser.

## 9. Venue requirements

9.1 The venue must have a capacity for a minimum of 2,500 spectators (seated and/or standing). There must be seated accommodation for a minimum of 500 spectators.

9.2 A covered stand (minimum capacity 250-300) is to be provided for at least:

- Players/Technical Officials not on duty
- VIP's, sponsors and guests
- Media People
- Spectators

9.3 Sufficient sanitary/toilet facilities.

9.4 Parking space within or near to the venue, sufficient to accommodate transport for teams, Technical Officials, sponsors, guests and organising staff.

9.5 Adequate parking for spectators within walking distance from the venue or to be connected by shuttle service.

9.6 Clearly audible address system for announcements, anthems and audio effects at the competition field of play.

9.7 All areas in the stadium should be clearly sign-posted (e.g. change rooms, press conference room, VIP room). In addition, there should be signs within the stadium to provide directions to the various locations.

9.8 A Match Result Board (or electronic device) that permanently shows the comprehensive programme, the results to date of each match and the rankings to date, to be situated at the point where it can easily be seen during the Event by the greatest number of people.

The same information is to be made available on a daily basis in print for the teams, media centre, Tournament Director and Technical Officials.

9.9 Score Board

A Score Board and clock (electronic timing), indicating the current score of the match and the current (or remaining) playing time to be installed at the competition field of play, to be operable from the Technical Officials' table. A 12-hour clock also to be visible from the competition field of play, the Technical Officials' table and the team benches.

9.10 Sound system

A fully equipped sound system should be available for the stadium announcer and all other announcements. The FIH reserves the right to appoint a stadium announcer.

## 10. Changing Rooms

10.1 Teams

- Four (4) separate lockable changing rooms in or within walking distance from the stadium. Each changing room to be equipped with an appropriate number of showers with hot and cold water, toilets, massage table, and electrical outlets for equipment (e.g. ultrasound). If possible, provision for ice bath should be available.

- Lockable storage area for team equipment (e.g. goalkeeper equipment) when not playing,

#### 10.2 Umpires

- One (1) separate changing room with the same equipment (except massage table) as for the teams. Where possible, the umpires' changing rooms should be located away from those of the teams.

### 11. Medical Facilities

#### 11.1 Personnel

- A local doctor must be on duty at the competition pitch during all matches.
- Stretcher bearers (4) must be on duty at the competition pitch during all matches
- Person allocated with responsibility to clean pitch of blood stains.

#### 11.2 Equipment

The provision of the following equipment is required beside each competition pitch:

- stretcher at or near the Technical Officials' table
- seating for stretcher bearers
- spinal board, neck protector
- wood, aluminium or air splints for fractures of upper or lower limbs
- ambulance service (fully equipped, with unobstructed access to the pitch and for exit from the venue).

#### 11.3 First Aid Room

A First Aid Room (supervised by local doctor on duty) must be set up at the competition pitch and equipped with:

- dedicated area and desk for the tournament Medical Officer
- two treatment tables
- adequate lighting
- facilities for suturing cuts (4 suture sets and sutures 4-0 and 5-0 (atraumatic)).
- sterile / non-sterile bandages (e.g. elastic bandages), slings, band-aid type dressings, tape
- basic medicines (for problems involving pain, diarrhoea, stomach, cold/flu, eye infection, fever, antibiotics)
- analgesics (oral and injectable), including morphine, medicines for gastrointestinal disorders
- oxygen and means of administering it
- intravenous equipment and sterile fluids for treatment of severe heat exhaustion and diarrhoea (in tropical zone).
- adequate splints and availability of morphine are essential.
- means of disposal of used sharp, sterile and non sterile equipment.

#### 11.4 Dope Testing Facility

A drug control area must be provided at the competition venue. It should comprise a waiting room, a drug control room and a toilet facility. This area must be secure, private and reserved solely for drug testing purposes. Only individuals involved with testing are permitted entry to the drug control area. Ideally the waiting room, drug control room and toilet are adjacent. The required material as mentioned in the FIH Anti Doping Regulations document applicable at the date of the commencement of the competition must be available, together with relevant WADA documents (e.g. Prohibited List and International Standard for Testing). A copy of the current FIH Anti Doping Regulations may be obtained from the FIH website: [www.worldhockey.org](http://www.worldhockey.org).

##### (a) Waiting Room

The waiting room should contain:

- seating for athletes, athletes representatives, and chaperones.
- facility for sealed drinks (esky/cool box or refrigerator)
- garbage bin

##### (b) Drug Control Room

This room must be highly secure and lockable. Ideally the room is to be adjacent to the waiting room and the toilet. The Drug Control room should contain:

- Lockable fridge
- Table and three (3) chairs (Doping Control Officer, athlete, athlete's representative)

- Forms to notify athletes and for Doping Control records
  - Laboratory collection acknowledgement forms and chain of custody forms
  - Trained personnel (including Doping Control Officer and with all doping staff suitably accredited) to monitor and chaperone the athlete selected to be tested
  - Sufficient collection bottles/kits
- A local doctor must be on duty at the competition field of play during all matches.
  - Stretcher bearers must be on duty at the competition field of play during all matches
  - Person allocated with responsibility to clean pitch of blood stains.

#### 11.5 Care of Umpires

An appropriate facility/ability to treat and care for the umpiring panel, including massage facilities.

### 12. Refreshments

Adequate supply of cooling ice and drinkable bottled water constantly available for teams and technical officials near the team benches.

### 13. Tournament Offices

#### 13.1 One private office for the FIH Representative:

This office must be lockable and located in the stadium. It must be equipped with:

- 1 desk/1 office chair
- Table and chairs for discussion seating 8 persons
- Telephone for local, national and international calls
- Wireless Broadband Internet access
- Refreshments and snacks to be readily available

#### 13.2 One private office for FIH staff

This office must be lockable and located in the stadium. It must be equipped with:

- 3 desks/3 office chairs.
- 4 visitor chairs
- Printer
- Office stationery
- Telephone for local calls
- Wireless Broadband Internet access
- Security cabinet for personal property
- Refreshments and snacks to be readily available

#### 13.3 One private office for the Tournament Director (see Option 2 below):

This office must be lockable and located in the stadium and preferably looking over the field of play. It must be equipped with:

- 1 desk/1 office chair
- Computer with minimum of Windows 2000 operating system, Office 2000
- Laser printer
- Office stationery
- Table and chairs for discussion seating 6 persons (see Option 1 below)
- Official documents for tournament
- Telephone with facilities for local, national and international calls
- Wireless Broadband Internet access
- Security cabinet for personal property and for official documents
- Refreshments and snacks to be readily available

13.4 One private office for the Umpires' Manager (see Option 2 below):

This office must be lockable and located in the stadium. It must be equipped with:

- 1 desk/1 office chair
- Office stationery
- Table for discussion seating for 6/8 persons (see Option 1 below)
- Wireless Broadband Internet access
- Security cabinet for personal property and for official documents
- TV and DVD player (and access to feed of internal circuit, if any)
- Refreshments and snacks to be readily available

Option 1: Size of offices for Tournament Director and Umpires' Manager could be smaller if a 'stand alone' meeting room at the stadium is provided and is available to be shared by Tournament Director, Umpires' Manager and the Organiser for meetings. The room should contain table and chairs seating 12 persons.

Option 2: Shared office by TD and UMs provided appropriate meeting room is also available.

13.5 FIH Tournament Secretariat Office

This office must be lockable and located in the stadium near (preferably next) to the Tournament Director's office. It must be equipped with:

- Adequate numbers of desks and chairs
- Office stationery
- Official documents for tournament (Match and penalty-stroke competition report sheets, appointment sheets, entry forms, liaison officers' list, Rules of Hockey booklet, set of FIH Tournament Regulations, FIH Anti Doping Policy document, injury report forms, card registration forms, etc.)
- Telephone and telefax with facilities for local, national and international calls and internet access (wireless or broadband access)
- Data processing system with word and data processing facilities and a computer literate administrative assistance able to speak and write English fluently
- Photocopy machine(s)
- Notice board
- Individual boxes for mail to the Managers of participating teams, FIH Representative, Tournament Director, Technical Officers, Umpires' Manager, Umpires, Judges, FIH Marketing Representative and FIH Medical Officer
- Refreshments and snacks should be readily available

**14. Organiser Hospitality / VIP Area**

14.1 An appropriate hospitality area for FIH partners, VIP's, FIH officials, FIH personnel, Organiser sponsors and guests shall be provided by the Organiser.

14.2 The Organiser shall be responsible for providing appropriate refreshments and food in the hospitality area for the duration of the Event, excluding Rest Days.

**15. Meeting Rooms**

The following meeting rooms are to be made available:

15.1 A room for the pre-tournament briefing meetings prior to the competition preferably located at the competition venue or in the hotel of the participating teams/officials.

This room must seat thirty (30) persons and is to be set up in the form of a lecture room, with a table and chairs for five (5) people at the head, and further additional tables and chairs to seat twenty five (25) people.

15.2 Two meeting rooms (for teams and umpires) in the hotel throughout the competition equipped with a TV and video playback facilities, a whiteboard and/or flip chart, comfortably seating 25 persons.

**16. Personnel, other equipment and arrangements**

16.1 One (1) DVD must be made available for the use of the Tournament Director and three (3) DVDs for the use of the Umpires Managers for technical analysis within 30 minutes of the completion of each match.

- 16.2 Six (6) to eight (8) Ball Boys/Girls must be provided for each match. All ballboys/girls should be provided with training prior to the start of the Event.

*Note: It is essential that one person should be in charge of this group of persons, to look after their needs and their training, transportation, daily appointments, food, uniform, ceremony procedures, etc. The colour of their attire must always be different from those of the attire of players and umpires.*

- 16.3 Flags and flag poles, one each for the participating countries, one for the FIH and one for the Organiser.

- 16.4 National anthems of the countries of all the teams.

- 16.5 Separate and reserved seating arrangements in the main stands for players and officials not on duty.

- 16.6 Catering facilities at the stadium (food and drinks).

## 17. Media Facilities

See Sections 6

## 18. Security Control

- 17.1 A Security Plan is to be developed by the Organiser to ensure maximum security for all possible eventualities that may arise in respect of the Event. The Organiser must ensure that the FIH, through its nominated representative, is provided at all reasonable times on a strictly confidential basis with access to such plan and all appropriate law enforcement agencies responsible for the security of the Event within the country of the Organiser.

- 17.2 The Organiser must take all necessary steps in order to keep total security control in the stands (including print journalists' seats, camera crews and photographers), entrances, changing rooms, field of play, secretariat, offices, press centre and medical centre accesses, as well in every other part of the venue.

## 19. Statistics

- 18.1 The statistics to be recorded throughout the Event will be detailed by the FIH.

- 18.2 The Organiser must arrange for an adequate number of local personnel (maximum 3 per game) for the recording of the statistics.

## 20. Inspection

- 19.1 General

- At least six (6) months prior to the Event, the Organiser must have satisfied the FIH that full compliance with the Technical Requirements can be guaranteed.
- In case of doubt the FIH, for the account of the Organiser, will inspect the facilities/arrangements in terms of the contractual conditions and agree upon a remedial plan and timing thereof, where and when required.

- 19.2 Competition field of play

- Existing fields of play must hold a Certificate of Compliance with FIH *Performance Requirements and Test Procedures for Synthetic Hockey Pitches – Outdoor* valid at the date of the tournament. If an existing certificate will expire before the date of the tournament, the field must be re-tested at least six months before the tournament in accordance with the performance requirements to obtain a certificate.
- Field(s) of play installed less than six (6) months prior to the tournament must be built under the supervision of one of the FIH accredited laboratories. In particular, the sub-base must be tested prior to the installation of the turf carpet and field tests must be conducted to obtain a Certification of Compliance as soon as the field(s) of play has been installed.
- The costs of the tests are for the account of the Organiser.

- 19.3 Pre-Tournament

All facilities must be fully completed and available for inspection by the FIH Competitions Manager (or nominated representative) and the Tournament Director no less than 48 hours prior to the start of the first match of the tournament.

This page intentionally left blank

## SECTION 5

### MARKETING, SPONSORSHIP, ADVERTISING AND PRESENTATION

#### 1. Introduction

In the long-term interests of hockey, FIH has the right to and obtained a multi-year, global sponsor(s) for world level events and will continue to do so. Event organisers will benefit from the certainty of guaranteed support in advance, thus making tournament hosting more achievable.

#### 2. Advertising or Branding Opportunities

To ensure the rights of the Official FIH Partners are protected, advertising and/or branding opportunities at FIH major events are as follows:

- Event logo
- Perimeter advertising
- Inside and outside goal backboards
- Branding of run off areas
- Merchandising
- Umpire uniforms
- Ball-boy / girl uniforms
- Technical Officials uniforms
- Volunteers' Uniforms
- Scoreboard and/or Clock
- Match Result Board
- Pre/post match centre pad
- Title arch at main entrance to the venue
- Official ticket boxes
- Penalty corner speed display (if any)
- LED Video Display Screen – content and surround of screen
- Press Conference and interview backdrops
- All Event printed material (tickets, passes, press accreditation, press releases, tournament papers, etc.)
- All official tournament advertisements (posters, flyers, newspapers, TV commercials, etc)
- Official Programme
- Team benches
- Front of technical table
- Stick bins
- Official Event Website
- VIP hospitality areas
- Catering facilities
- Players' uniforms – apart from a site on the uniform reserved for FIH use, these rights are the property of each respective team
- Branding within Tented Village

Any further branding must be applied for in writing at least two (2) months in advance of the Event. FIH respects a host organisation's freedom to attract additional sponsors to an FIH event but reserves the right to accept or refuse any application, if the application is considered to undermine the prominence of the branding of the Official World Hockey Partners

#### 3. Event Logo

The Event logo – including the official title of the Event – will be supplied to the Organiser by FIH and cannot be modified in any way.

To ensure that the FIH and Event logo are displayed in the correct format, style and position, the FIH will make available to the Organiser a detailed FIH Corporate Identity (CI) and Event Logo Manual document.

#### 4. Official Title of the Event

The official title of the Event must be used at all times it is used.

#### 5. First and Second Refusal Rights

The Event Title Sponsor shall have the first right of refusal on all Event branding possibilities. Any other Official FIH Partners shall have the second joint right of refusal by a date agreed jointly between the FIH and the Organiser.

## 6. Exclusivity

- 6.1 The Title Sponsor shall have exclusive rights in their branch of industry in the stadium. FIH will notify the Organiser of the branch of exclusivity of the Title Sponsor on signing of the hosting agreement.
- 6.2 The Title Sponsor must have an overall dominance in appearance in the venue, including TV and non-TV arc.
- 6.3 The FIH has the right to provide the Organiser with a list of business categories (in addition to those set out in clause 6.4 below) which the Organiser may not display any branding at the venue without the prior agreement in writing of the FIH.
- 6.4 The Organiser may not display any branding of the following companies anywhere at the venue without prior agreement in writing from the FIH:
- (a) Banking, insurance or financial institutions
  - (b) The following accountancy firms:
    - Deloitte Touche Tohmatsu, PriceWaterhouseCoopers, Ernst & Young, KPMG, RSM (International), Grant Thornton (International), Baker Tilly (International), Horwath International, Moores Rowland International, Nexia International, Moore Stephens International, HLB International
- 6.5 The Organiser must notify the FIH of any local sponsorship agreements related to the Event before signing.

## 7. Branding and Commercial Rights Exclusive to FIH

The FIH is entitled to retain the following branding and commercial rights for the Event including title sponsorship

### 7.1 FIH Hockey Sponsors

FIH Sponsor contracts (referred to in Appendix A hereto) are in place and the details of rights and obligations are specified and are an integrated part of the contract signed with the FIH. The FIH is actively pursuing further global sponsorship. If successful, the FIH will consult with the Organiser to conclude any additional agreements in relation to the Event, including the payment of a fee to compensate the Organiser for additional branding.

### 7.2 Branding and Commercial Rights Exclusive to FIH

- (a) Event logo - the Event logo will be supplied by the FIH to the Organiser and cannot be modified in any way.
- (b) Umpires' uniforms
- (c) FIH Technical officials uniforms
- (d) Ball boys/girls uniforms
- (e) Inside and outside goal-boards
- (f) Penalty corner speed display
- (g) Front of technical officials' table (Event title and/or FIH or WorldHockey logo)
- (h) Press conference and interview backdrops – FIH will supply the press conference and interview backdrops at its cost.
- (i) 100% of international broadcast income (TV, radio, internet). (Note: an estimation of the Organiser's share of income has been incorporated into the FIH grant.)
- (j) Advertising on the medal presentation podium

## 8. Branding and Commercial Rights Shared by FIH and Organiser

The FIH and the Organiser are entitled to share the following branding and commercial rights for the Event.

### 8.1 Perimeter Advertising

The FIH requires the following perimeter advertising.

- (a) Naming rights sponsor – 5 perimeter boards
- (b) Other Official FIH Partners – 3 perimeter boards per sponsor
- (c) FIH – 3 perimeter boards – FIH / WorldHockey logo
- (d) FIH – 1 perimeter boards – FIH Official Supplier (as nominated by the FIH)

The perimeter boards shall be a minimum of five (5) metres per board in the TV arc of which at least one (1) from each category above shall be behind each goal-line. If boards of over five (5) metres are to be used, FIH will accept a proportional reduction in the number of boards, provided that the overall percentage of the perimeter advertising will stay the same.

Perimeter advertising must be all of a uniform height with a maximum of one (i) metre high throughout the stadium and of a rigid material.

No more than one board per Official FIH Partner will be placed at the extreme ends of the TV arc (i.e. the 'below goal' sections of the TV arc). FIH reserves the right to approve the location of each board.

If any moving advertising is to be used at the Event (LED displays or roll-over boards) the Organiser must apply in writing to the FIH for approval and allocate a proportional amount of advertising for categories (a) – (d) above.

The FIH will not allow another sponsor of any business type to gain a higher number of perimeter advertising boards than those assigned to the title sponsor of the Event.

The Organiser must ensure that the perimeter advertising boards are not obscured in any way with any items such as flags, chairs, bags, etc. during matches.

## 8.2 Branding of pitch over-runs

- (a) FIH – four (4) adverts – one (1) behind each back-line, one (1) outside each side-line
- (b) Organiser – four (4) adverts, one (1) behind each back-line and one (1) outside each side
- (c) The FIH reserves the right to approve the location and size of each advert.

## 8.3 Merchandising

To feature the Title Sponsor and/or Event logo. If additional branding opportunities are to be used approval must be granted by FIH.

## 8.4 Scoreboard and/or Clock

To feature the Title Sponsor. If additional branding opportunities are to be used approval must be granted by FIH.

## 8.5 All Event literature (tickets, passes, press accreditation, press releases, tournament papers, posters, flyers, newspaper advertisements)

All Event literature must include Official FIH Partner and Official FIH Partner logos and be approved by FIH.

## 8.6 Official tournament advertisements, including TV commercials.

## 8.7 Official Programme

Official World Hockey Partners are to each receive 1/1 page full colour advertising in the official programme of which the Title Sponsor receives the outside back cover.

The cover page of the programme should include:

- Title of the Event
- Date and place of the venue
- Event logo
- FIH logo
- Official FIH Partner logos should be displayed separately from Event sponsors

The contents of the Official Programme must be approved by the FIH before publication.

## 8.8 Website

- (a) FIH will operate an official website for the Event as part of [www.worldhockey.org](http://www.worldhockey.org)
- (b) The Organiser may also operate an official website, but the homepage must conform to the FIH branding.

## 8.9 VIP Hospitality Areas

- (a) FIH hospitality areas must feature the Event logo.
- (b) The Organiser must provide the Title Sponsor with an opportunity for further branding in the VIP hospitality areas.

## 8.10 Field of play

Pre / post match centre mat must feature the title sponsor.

## 8.11 Title arch at the main entrance to the venue must feature the title sponsor.

8.12 Official ticket boxes

8.13 Catering facilities

8.14 Volunteers outfit

## 9. Branding and Commercial Rights Exclusive to the Organiser

The Organiser is entitled to retain all other branding and commercial rights for the Event save and except those rights specifically reserved for the FIH exclusively and/or shared by the FIH and the Organiser (as set out in this Section).

Branding within the confines of a Tented Village is the property of the Organiser and is not subject to FIH Exclusivity Requirements, unless the branding is visible within the TV arc.

## 10. Other Branding Rights

Players' uniforms:

- Apart from a site on the uniform reserved for FIH use, these rights are the property of each respective team and does not need to conform to the exclusivity requirements set out in Appendix 1.

## 11. FIH Options

The FIH may exercise the following options:

11.1 To have display and/or sales area(s) of a minimum of 40 m<sup>2</sup> at the venue for the use of the FIH or its nominated agent(s). Suitable areas, including access to power, should be provided free of charge by the Organiser but the cost of construction shall be borne by the FIH.

11.2 To have hospitality area(s) at the venue for each of its Official FIH Partners, either 150 m<sup>2</sup> as a combined unit or, upon the request of the FIH, a minimum of 40 m<sup>2</sup> for separate units per sponsor, with access to power and water. FIH will bear all additional construction costs.

11.3 To buy VIP tickets/parking tickets and general admission tickets (if available) at a 25% discount of face value.

## 12. Tobacco Advertising

Any sponsorship or advertising for tobacco and tobacco-related products is not permitted for FIH events.

## 13. Event Presentation

FIH is committed to build the FIH brand, via consistent audio and visual presentation of its major events.

### 13.1 Requirements

(a) Audio – A high fidelity audio system is a requirement for this Event. The Organiser must provide specifications for approval a minimum of three (3) months in advance of the Event.

(b) FIH / WorldHockey flag, banners or other promotional materials, to be supplied by FIH, must be clearly present and displayed in a prominent position, including:

- The top of one of the stands in the stadium (exclusive)
- the rest areas for players, guests and officials
- the venue display screens
- the lobby of official tournament hotel(s)
- the opening and closing ceremony (if any)
- the press centre
- The FIH flag must be displayed in a prominent position in the stadium

(c) FIH/WorldHockey logos cannot be modified in any way.

### 13.2 Management

FIH reserves the right to appoint a representative(s) to oversee and approve all audio and visual presentation aspects within the stadium.

## APPENDIX A – MARKETING, SPONSORSHIP AND ADVERTISING

### OFFICIAL FIH PARTNERS

[BDO (Accountancy); Samsung (Mobile Telephones and Audio Visual Equipment); ABN•AMRO Bank (Banking, Insurance and Credit Cards); Ata Holding (Insurance / Tourism) + up to four (4) further FIH Partners to be advised]

### RIGHTS AND OBLIGATIONS OF OFFICIAL FIH PARTNERS – FIH – ORGANISER

#### 1. *Rights of Official FIH Partner / Obligations of FIH – Organiser*

##### A. For all Official FIH Partners per event

- Three (3) perimeter boards, minimum five (5) metres per board or standard board length for the stadium, whichever is the greater size, in the TV arc of which one (1) behind the goal-line (for positions see Clause 3 hereto).
- Logo on all official tournament stationery, printed material and on any tournament website.
- 1/1 page full colour advertising in the official programme
- Space for one hospitality unit (approximately 40 m<sup>2</sup>) with access to water and power supply.
- Eight (8) VIP accreditations per day
- Four (4) VIP parking tickets per day
- Purchase of additional VIP tickets and general admission tickets (if available) at 25% discount.
- Second refusal right (after Title Sponsor) of all additional stadium branding.

##### B. For one Official FIH Partner per event to be designated by FIH as the 'Title Sponsor'.

- Two (2) additional perimeter boards, minimum five (5) metres per board or standard board length for the stadium, whichever is the greater size, in the TV arc of which one (1) behind the goal-line (for positions see Clause 3 hereto).
- The FIH will not allow another sponsor of any business type to gain a higher number of perimeter boards than those assigned to the Title Sponsor of the Event.
- The right to advertise with the partner's name or logo on the front and/or back of the outfits to be supplied to the ball boys/girls.
- Inside and outside goal branding.
- One full page colour advertisement on the outside back cover in the Official Tournament Programme.
- Sponsor acronym to be incorporated in the tournament name and logo.
- Sponsor acronym to be incorporated in the tournament logo in a way to be approved by the sponsor.
- Right of first refusal for all additional stadium branding.

##### C. Execution of rights

- The Official FIH Partner shall act directly with the Organiser for the execution of the Event rights, in consultation with FIH.

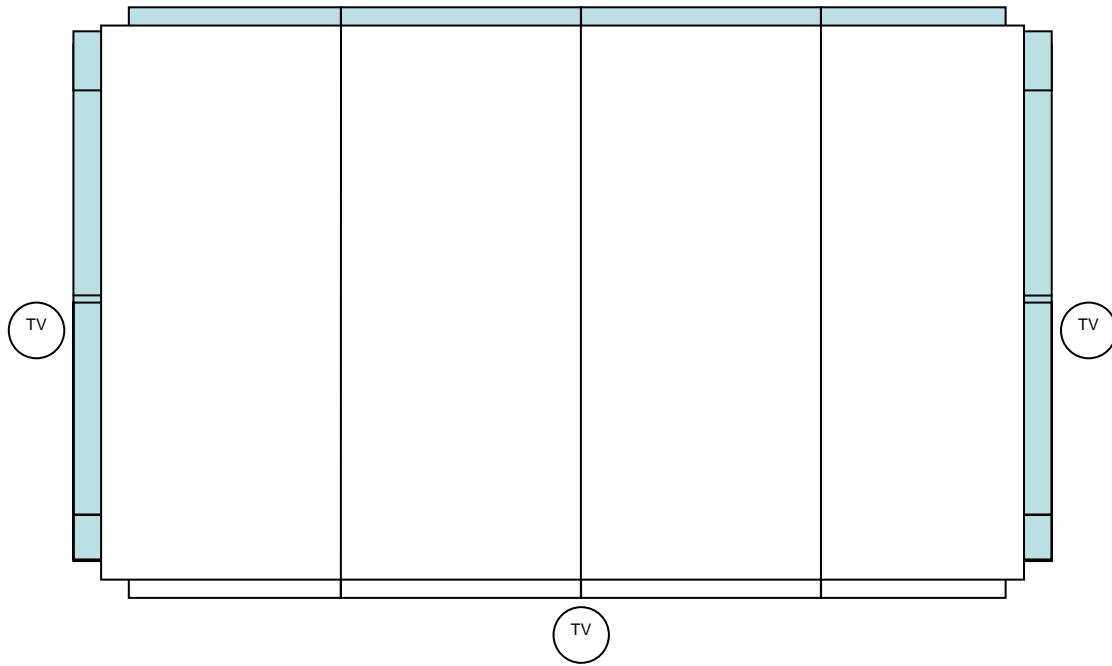
##### D. Other rights may be granted to Official FIH Partner

- Rights held by the Organiser, in which case the Official FIH Partner shall negotiate directly with the latter, in consultation with FIH.

#### 2. *Costs to be borne by Official FIH Partner*

- Supply of logos
- Supply of outfit ball boys/girls with advertising
- Advertising material
- Boarding
- Outfit hospitality units and catering costs for entertaining business relations.
- Cost of additional tickets ( if any )
- Cost of additional branding ( if any )
- Cost of own website adaptations
- Cost of own stationery adaptations
- Cost of accommodation at the Event

3. Boarding position-area for Official FIH Partner partners



Note: Official FIH Partner perimeter boards are to be placed within the above designated shaded areas in the TV arc. This diagram is not meant to depict that the **whole** area that is marked is to be taken up with the Official FIH Partner sponsor boards, but that the Official FIH Partner boards must be placed within this area.

## SECTION 6

### MEDIA REQUIREMENTS

The number of journalists accredited for the Event will ultimately dictate the required facilities, and this of course will be a function of the level of the Event and the country in which it is played. The following are considered the minimum requirements for this Event. However, downward adjustments may be made for this Event if prior FIH consent is given.

Close co-ordination must take place between the Organiser's Media Officer and the FIH Communications Manager.

Further documentation and advice on effective media centre management can be found on [www.worldhockey.org](http://www.worldhockey.org)

#### 1. FIH Communications Officer

1.1 The FIH Communications Officer (as nominated by FIH) responsibilities are as follows:

- (a) Ensure that the tournament media operation and facilities are in accordance with FIH requirements and that all elements are being managed effectively by the host Media Officer and staff.
- (b) Act as liaison between the media and the FIH tournament representatives and, where appropriate, provide the necessary communications / PR advice.
- (c) On-site management of [www.worldhockey.org](http://www.worldhockey.org) staff.
- (d) Ensure media aspects of the participation agreement and code of conduct are being adhered to by teams.
- (e) Liaison between FIH television production staff (Flying Squad), host broadcaster, FIH TV distribution agent (if any) and the Organiser.

1.2 The day to day running of the media centre is the responsibility of the Organiser's Media Officer including routine press conferences following matches.

#### 2. Media Centre

A spacious, well lit, air-conditioned or heated area, in close proximity to the competition field of play and with easy access to the viewing area, must be identified (or constructed) to serve as the Event Media Centre. The position of the Media Centre should be adjacent to and within easy access to the field of play media viewing / work area.

##### 2.1 Hours of Operation

The Event Media Centre must be operational at least two days prior to the start of the Event. The Media Centre must be open at least two hours before the start of the first match of the day and must remain open for at least two hours after the final match of the day, or until all members of the Media have completed their work, if earlier. The Media Centre must be open during the day time on rest days at times to be agreed with the FIH Communications Manager.

##### 2.2 Facilities/Equipment

A well-organised Media Centre would be split into 5 zones:

###### (a) Reception area with media centre staff work zone

This zone, at the entrance of the media centre, needs to be manned at all times. It requires:

- 'greeting desk' (as the initial point of contact for the media seeking credentials or help)
- work tables (with space to cope with needs of local media officer, FIH Communications Officer, FIH Internet staff and FIH Official Photographers. Ideally, there should be two offices with one set aside solely for FIH use, with computer and internet access).
- photocopier
- fax machine and computer printer
- secure telephone line (which would take calls answering queries from outside the venue)
- lockable filing cabinet
- office stationery and supplies
- easy and quick access to other equipment as may be needed (extension cords, phone adapters, power converters, etc)
- media staff speaking English fluently
- technical personnel on call to handle problems with office equipment, phones, etc.

(b) Media work zone

Recommended to designate two separate specific working areas for Written and Visual Media (photographers and television)

- work tables with seating and electrical power (at every position)
- television with sound taking the live feed from the Event.
- LAN or wireless internet network. A special internet network should be available for photographers.
- Internet terminals (5 minimum)
- pigeon-hole filing cabinet for team sheets and result sheets
- notice board
- rubbish bins

Photographers' facilities

- Lockable storage space of a sufficient size to cater for long lenses.
- Photographers bibs.

(c) Press Conference Room

A separate area in close proximity to the Media Centre and with convenient access for players and team representatives must be identified to serve as the Event Press Conference Room.

The Press Conference Room must be equipped with the following:

- A head table large enough for four people seated behind, on a raised platform for those being interviewed.
- FIH press backdrop must be used
- Adequate sound system for size of the room.
- Microphones ( 2 -minimum) in conjunction with the sound system
- Adequate seating for the Media (seats as needed).
- (optional) splitter box to allow recording for radio and Internet

(d) Media Lounge (optional, strongly recommended for major FIH tournaments >50 accredited media)

- Lounge area with provision for hot and cold refreshments (coffee, tea, water, soft drinks) as well as snacks. (Local climate and custom may dictate what is provided.)

(e) Viewing area – Field of Play

A dedicated field-of-play viewing area, adjacent to and within easy access to the Media Centre, whenever possible with a "press only" entrance, must be provided for print and radio journalists and the following are essential:

- Unobstructed tabled seating with cover to sufficiently accommodate accredited journalists and Media Staff.
- Electrical outlets, 1 for every seat, evenly distributed in viewing area.
- Phones with same capabilities as in Media Centre (3 minimum).
- LAN or wireless internet network
- Dedicated telephone facilities for those making special requests (i.e. radio journalists), handled on a case-by-case basis with costs being covered by individual making request.
- Dedicated LAN lines for FIH website use. Calls to be billed to FIH at standard rates.
- Three (3) reserved seats for FIH media staff.

### 3. Media Accreditation

The FIH is the responsible body for all media accreditation for the Event. The FIH Communications Department will open the accreditation process at least three (3) months prior to the Event. Only the FIH designed accreditation application form can be used.

All international media will lodge their accreditation form (either by e-mail or fax) to the FIH Office in Lausanne. The FIH Communications Department will assess and either grant or refuse any application for media accreditation. At least two (2) weeks before the Event, the FIH will provide the Organiser the final list of approved international media accreditation.

All national media will send their accreditation form to the media officer of the Organiser. The local media officer will provide the list at least three (3) weeks before the start of the Event including a recommendation concerning which journalists should be accredited. The FIH Communication Department will approve this list not later than two (2) weeks before the Event.

The FIH Communication Department will be responsible for advising all journalists who apply for accreditation whether their accreditation is granted or refused.

The local media officer is responsible of printing the accreditation cards. Accredited media will be responsible for collecting their accreditation at the accreditation centre at the Event venue.

Any late requests for media accreditations must be referred to the FIH Communications Department for approval. If the request is approved, accreditation cards will be provided through the accreditation centre at the Event venue.

#### **4. Media Accommodation and Transportation**

The Organiser should reserve sufficient space for the Media in a choice of two hotels offering safe, comfortable and affordable accommodation. The hotels must be equipped with standard facilities found in a business centre (phones, facsimile machines, photocopiers, etc.) to allow journalists to continue their work from the hotels. Accommodation must be well priced at the lowest rate publicly available, to encourage media attendance and must be located in close proximity to the Event venue.

Regularly scheduled local transport for Media must be provided with a bus service at least every two (2) hours between the Media hotel(s) and the Event venue at no cost. Transport scheduling must take into account media working requirements and venue-hotel service should extend to two hours after the finish of the last match each day. The first transport shall be provided at least two (2) hours before the start of the first match on each playing day.

#### **5. Press Information Pack**

A comprehensive Press Information Pack must be compiled and distributed to each member of the Media upon accreditation.

The pack must contain:

- A letter of introduction with names and contact numbers of Media Centre personnel.
- Days and hours of operation, and detailed information on all Media Centre facilities (including phone, fax, etc).
- Official tournament Programme.
- Team listings for all participating countries and available background information.
- Photographers' guidelines.
- Transportation information.
- Tourist information

#### **6. Television**

Sufficient technical facilities must be provided on request for television broadcasters, other than the host broadcaster, intending to do live broadcast and commentary. Specific details are provided in Section 8, "Television Broadcast Policy and Requirements".

This page intentionally left blank

## SECTION 7

### TELEVISION BROADCAST POLICY AND REQUIREMENTS

The **minimum** requirement is for **full coverage of the final two days**, including the closing ceremony, suitable in all respects for international broadcast purposes and fully cleared for international exploitation and **one camera coverage for all matches except the final two days** for international news feed and disciplinary purposes. However, any additional television coverage proposed by a bidding National Association must also be suitable in all respects for international broadcast purposes and fully cleared for international exploitation.

The main aims of the FIH for the television production and broadcast of this event are:

- high quality production (technically);
- giving maximum exposure (both nationally and internationally);
- presenting the event attractively (promotional); and
- to be financially viable, and potentially profitable.

Three key partners are involved in realising these goals: (1) the host National Association, (2) the host broadcaster (assigned by the host National Association) and (3) the FIH.

FIH will assist National Associations where required with the contractual arrangements with the Host Broadcaster. FIH must be involved in, and kept informed of, all aspects of negotiations and the bid process with all potential host broadcasters from the moment the tournament is awarded.

#### 1. FIH Rights and Responsibilities

##### Broadcast rights

- 1.1 All broadcast rights to the programme of the tournament, including all forms of television (existing and to be developed), as well as broadcast via the Internet ("web casting"), are the property of the FIH, except as specifically granted to the host broadcaster.
- 1.2 FIH shall have the right to include, as it elects, any portion of the host broadcaster coverage (clean feed and/or programme), in any programme and/or highlights film, that may be distributed by FIH or its designee live or on tape-delayed basis.
- 1.3 The host National Association will be granted certain television broadcast rights (see Host National Association Rights and Responsibilities below)

##### Video Rights

- 1.4 The video rights belong to the FIH. This excludes team videos, which are for private, technical use by the respective teams only.

##### Production quality

- 1.5 If deemed so necessary, the FIH reserves the right to supplement the host broadcaster's production in order to meet FIH minimum standards of television production. Additional costs in this respect will be the responsibility of the Organiser. (Quality improvement support over and above the minimum requirements are for the account of the FIH)

##### Access to Venue

- 1.6 It is material to this relationship that neither the host National Association nor the host broadcaster allows any television camera or camera team, to the venue without FIH's express prior written consent. FIH's consent will not be unreasonably withheld for other TV stations for news purposes only.

#### 2. The Organiser's Rights and Responsibilities

- 2.1 FIH authorises the host National Association to license the domestic television rights for the tournament to the host broadcaster as follows:
  - (a) Terrestrial free to air rights only, unless otherwise agreed with the FIH.
  - (b) Such rights to be exclusive (i.e. not granted to any other terrestrial broadcaster) for first run live rights only unless otherwise agreed with the FIH.

- 2.2 The FIH will be flexible with respect to other television broadcast rights (digital, cable, etc.) within the territory of the host country. Assignment of such other rights to be negotiated on a case-by-case basis between the host National Association and the FIH.
- 2.3 The host National Association may secure an event host broadcaster who will provide television production of the event as outlined in this document. Host National Associations must describe the likely TV arrangements, including production plan, the availability of the international signal for international use.
- 2.4 The host National Association must use its best endeavours to maximise domestic television exposure within the host country territory.
- 2.5 The host National Association is required to liaise and consult fully and continually with the FIH television production representatives in regard to the appointment of a host broadcaster, and in relation to ensuring the host broadcaster complies with the terms of the FIH Television guidelines.

### 3. Host Broadcaster Responsibilities managed by the FIH and Host National Association

The Organiser will procure that the host broadcaster provides/ensures the following to FIH or to FIH's television designee:

#### Coverage

- 3.1 Full coverage of all matches on the final two days, including the award or closing ceremony, suitable in all respects for international broadcast purposes and fully cleared for international exploitation.

These pictures to be produced as 16:9 format, unless otherwise requested.

The host broadcaster shall implement any and all reasonable requirements and instructions of the FIH in the production of the television coverage.

#### Access

- 3.2 Free and unencumbered access to television coverage of the Event (i.e. signal access will be provided free of charge), including provision of the continuous live clean signal, delivered to a mobile uplink facility at the venue. This signal will commence a minimum of fifteen (15) minutes before the start of a match and finish no less than fifteen (15) minutes after the final whistle of a match.

#### Production

- 3.3 Multi-camera coverage with slow-motion replay and graphics capability, of a standard expected and required by the international television market.
- 3.4 A production plan, prepared by or in conjunction with the host broadcaster, should be submitted to the FIH. The plan should be submitted at the time the host broadcaster is secured, but no later than six (6) months prior to the event being organised. The plan to include, as a minimum, number of cameras, lenses, number of VTR machines and/or EVS, type of graphics system to be used, etc.
- 3.5 An acceptable minimum framework, based on current practice, is required, as follows:
  - manned cameras located and with lens specifications as described in the FIH TV Production layout (attached);
  - Replay capability allowing for isolated recording of all camera angles. All machines to be fed by a router with access to all cameras, including isolated audio, the output of the vision desk and alternate tape machines.
  - Graphics capability enabling a minimum of team and score information (this may be supplied by FIH as below). Statistics information and a clock.
- 3.6 The Organiser will be required to accept, if required by the FIH, nominated specialist broadcast crew provided by and fully funded by FIH to perform one or more of the specific roles as follows:
  - Senior Director who will have preference to 'switch' all major finals and all pool matches other than those involving the host nation.
  - Two specialist cameramen
  - Replay co-ordinator and EVS digital slow-motion recorders
  - Graphics technician and graphics package

The Organiser will arrange a meeting between the Host Broadcaster and the FIH's nominated representative of its specialist broadcast crew at least six months in advance of the event. The FIH shall pay for the travel costs and the Organiser the single room accommodation and full board costs of FIH's nominated representative.

## Presentation

### 3.7 The host broadcaster is required to:

- Present the game of hockey and the event in its best fashion, in accordance with recommendations to be made by the FIH.
- Use the title of the event in full.
- Provide clean graphics (i.e. not featuring any form of advertisement or sponsor branding).
- Acknowledge that commercial signage will appear at the venues which will conform to any national/international regulation and advertising laws (e.g. if tobacco and/or alcohol are not permitted to appear then this will be respected).
- Agree to carry an event logo or an FIH logo.
- Ensure that all credits for timing and computer companies secured by the FIH (if and when available), and in conformity with international broadcasting regulations, should also be carried.
- Supply a copy of its commercial format, if applicable, as soon as it is established

### One Camera Coverage:

### 3.8 One camera coverage must be provided for all matches except the final two days (full television broadcast required for these two days) to be used for international news feed and disciplinary purposes

Any host broadcaster organiser must implement any and all reasonable requirements and instructions of the FIH in the production of the one camera television coverage.

### Additional facilities

### 3.9 Digi Beta master recording of each match for despatch or editing purposes, provided free of charge. The tapes must be recorded on-site to ensure the minimum possibility of technical faults and be available within 30 minutes after each match. (FIH is open to suggestions for alternative forms methods for recording and editing.)

### 3.10 The FIH must be provided with on-site facilities necessary to allow it or its designee to produce daily news feed within one hour at the end of each day's matches.

### 3.11 One (1) DVD must be made available for the use of the Tournament Director and three (3) DVDs for the use of the Umpires Managers for technical analysis within 30 minutes of the completion of each match.

### 3.12 A fully equipped and staffed commentary position, suitable for two commentators must be provided free of charge for the purpose of the world feed. The commentary position shall have clear and uninterrupted view of the competition pitch.

### 3.13 All facilities reasonably necessary to allow for the exploitation of tournament television rights by international client broadcasters, at the site of the tournament, including but not limited to: unilateral camera for in-vision presentation, editing facilities, ENG cameras, play out facilities, match recording facilities, commentary positions to full technical specifications for two commentators and 'observer' positions, including phone and fax line, etc. Such international broadcaster will be charged no more than published, current rate prices for the use of such facilities and personnel.

### 3.14 Host broadcaster must publish a rate card of facilities for the FIH and its clients. The rate card should include, at minimum, rates for all items listed in Clause 3.11.

### Broadcast sponsorship/advertising

### 3.15 The host broadcaster acting as broadcaster in the host territory shall not include any enhancements or labelling in the form of sponsorship, sponsors' messages, product placements, signs or logos or commercial credits (together - "Broadcast sponsorship") in its broadcast of the event without first offering the FIH sponsor(s) the first opportunity to purchase broadcast sponsorship.

### 3.16 In any event, no entity which conflicts in product or business category with the event sponsors or other FIH sponsors shall be granted broadcast sponsorship rights without the prior written approval of the FIH.

### 3.17 The host broadcaster must further ensure that the right to purchase commercial airtime (if available) around and during the transmission of the event should be given to the title/event sponsors on the basis of a right of first refusal and – if possible – product exclusivity.

### 3.18 According to FIH Statutes, any sponsorship or on-screen advertising (i.e. during the event broadcast) for tobacco and tobacco-related products is prohibited for senior and junior events.

This page intentionally left blank

## SECTION 8

### PROTOCOL REQUIREMENTS

#### 1. Representation of the Federation

The FIH President or the FIH Hon. Secretary General according to FIH Statutes. In their absence, one official formally designated by the FIH.

#### 2. FIH Flag

2.1 The Organiser will provide an appropriate location for flying the FIH flag at the venue, no less prominent than any other.

2.2 The FIH flag (and/or other identifying object, for example, an FIH logo panel/poster) will be provided by the FIH and shall be prominently displayed in the venue as well as the conference and interview areas.

#### 3. Opening and Closing Ceremonies

These Ceremonies are organised by the Organiser. They shall be conducted in an appropriate way ensuring at all times it provides added value to the importance of the Event. All arrangements are subject to prior approval by the FIH Representative, or in their absence by the Tournament Director.

##### 3.1 Opening Ceremony (not compulsory)

This should include:

- A gathering or a parade (representatives of) of the participating teams (either at the venue or elsewhere).
- A welcome address by an official of the host country and by the FIH Representative.
- Raising of the FIH flag with the optional support of the short version of the FIH Anthem.
- If the ceremony is held in the venue, the duration should be, whenever possible, limited to 15 minutes. Great care should be given to the timing and scheduling of the ceremony (attention: Spectator attendance, TV coverage, non-interference with match schedule). The maximum time players should be expected to participate (including waiting time) should be no longer than 30 minutes. If applicable, at least 15 minutes warm up time should be given to teams participating in the match immediately following the ceremony.

##### 3.2 Closing Ceremony (compulsory) - to be conducted as soon as possible after the final.

The Closing Ceremony will be conducted as soon as possible after the final. The running of the ceremony is the responsibility of the FIH and is supervised by the nominated FIH Staff member present at the Event from the Communications, Events or Marketing Department.

The FIH Communications Department will provide the draft script at least two (2) weeks before the start of the Event. This script will be finalized at least one (1) day before the final.

The FIH is the only body that nominates the presenters of the awards and medals and the nomination of the winners of the individual awards.

Before the start of the closing ceremony, the trophy will be presented to the winning team in front of the team bench of the winning team for television purposes.

(a) In the following order, the closing ceremony should include:

(i) Presentation of individual awards:

- Fair Play Trophy
- Best Goal Keeper of the tournament
- Top Scorer of the Tournament
- Player of the Tournament

(ii) Presentation of the Medals

- Bronze
- Silver
- Gold

(iii) Presentation of the Trophy to the captain of the winning team

(iv) National Anthem of the winning team

(b) The presentation area must be securely roped off and stewarded.

- (c) Appropriate photographers' and cameramen access must be given and should be coordinated with the FIH Communications Officer

#### 4. Presentation of the Teams

Prior to the start of each match, the two teams concerned will assemble close to the Technical Officials' Table and then, under the direction of the umpires, will enter the field of play by walking on both side of the centre line. Upon arrival at the centre of the field of play, the teams will face the main stand, lining up on both sides of the umpires who themselves will remain on the centre spot. It is recommended that the national anthems be played at this time.

If the national anthems are not played, the above mentioned procedure will still apply.

The FIH is to be recognised when announcing a match. For example:

*"FIH and (organisers) have pleasure in presenting ... OR  
"This Event is being staged under the authority of the International Hockey Federation."*

#### 5. Accreditation Centre / System of Accreditation

An Accreditation Centre must be located at the venue where the various accreditations will be available for collection. The opening hours of the Centre should be at least one (1) hour before the Event commences until the end of the last game of the day.

The Organiser must provide the FIH with details of the accreditation system, together with a plan of the venue illustrating the different accreditation categories and accesses.

The basic accreditation categories are required:

- Team (Team Delegation), Participants
- Officials (Umpires, Doctor, Table Officials, Judges)
- Press/Media (written press, internet press, photographers, etc.)
- TV/ Broadcasting (camera crew, TV personnel)
- Organisation (the Organiser members)
- Suppliers (Commercial partner personnel, hostesses, statistics people)
- VIP (sponsors, VIP guests)
- Security
- Volunteers
- FIH (FIH staff members and consultants)

The accreditation accesses should be:

- Field access (Pitch 1 and Pitch 2)
- Team/ Player areas (changing room, anti-doping, massage, etc.)
- FIH offices and/or Organiser offices
- VIP Seating
- VIP hospitality area(s)
- Media areas and/or Broadcast areas (press conference room, media working room, etc.)

Accreditations should include

- Photographs and names
- Color coding or Access area numbers

Accreditation cards must be non transferable.

## 6. Accreditation

### 6.1 Appointed FIH Officials / FIH Personnel:

Accreditation cards to be issued to:

- FIH Representative
- Tournament Director
- Technical Officers
- Umpires' Manager(s)
- Umpires
- Judges
- FIH Medical Officer
- FIH Competitions Manager
- FIH Communications Manager
- FIH Events Director
- FIH Staff and consultants (as nominated by FIH)
- FIH Media Staff (as nominated by FIH)
- Local Officials as determined by the Organiser

### 6.2 Team Delegations

Participant Accreditation cards to be issued to:

- Head of Delegation (1)
- Players (18)
- Team Manager (1)
- Team Coaches (2)
- Team Doctor (1)
- Team Physiotherapists (2)
- Team Video operators (2)

Additional participant cards for team delegations, if required, should be made available at cost.

### 6.3 FIH Guests, FIH Members of Honour, non-officiating FIH Executive Board Members, FIH Committee Members, Executive Board Members of Continental Federations, a maximum of two Board Members of National Associations.

These members will have to request special accreditation from the Organiser at least two months prior to the Event. Their accreditation only entitles access to the stand(s) and the Organiser hospitality area. All other (social) events only on special invitation.

### 6.4 Media

- See Section 6 – 'Media Requirements'

## 7. Access

### 7.1 To Official Functions

- (a) Access to Official Functions and the Organiser hospitality area (see Section 4, Clause 14) is open to the persons mentioned under Clause 6.1 (above) and also for designated FIH guests. The FIH will provide the Organiser with a list of persons to attend the official functions.
- (b) Participating teams delegations must be represented; the number of invitations being at the discretion of the Organiser.

### 7.2 To Stand (in addition to the main official block)

- Open to persons mentioned under Clause 6.1 and Clause 6.3 (above).

## 8. Tickets

8.1 Each FIH Commercial Partners have the right for:

- Eight (8) VIP accreditations per day which gives free access into the VIP hospitality area and to the VIP Tribune
- Four (4) VIP parking tickets/passes per day
- To purchase of additional VIP tickets (which allows access to the VIP hospitality area and to the VIP seating) and general admission tickets (if available) at 25% discount by an agreed deadline which will be set jointly by the FIH and the Organiser.

8.2 FIH Guests

The FIH will receive up to 50 passes per day, free of charge, for the main stand, including access to the Organiser hospitality area (refer to Section 4, Clause 14) and parking areas. The FIH will provide details of named guests. Additional passes should be made available at cost.

All of the tickets must arrive at the Offices of FIH at least six (6) weeks before the start of the Event, together with a seating plan of the venue indicating the location of the corresponding seats, according to the agreement between FIH and the Organiser. The VIP seating shall be located in a central position on the same side as the team benches.

If the FIH does not require all of its ticket allocation it will return any unused tickets to the Organiser.

8.1 Observers

The Organiser will make available a maximum of two free season tickets for any non-competing member country observers on request (e.g. video operators) provided that an appropriate personalized application is made by the member national association not less than two months prior to the start of the Event.

8.2 Holders of FIH Identity Cards

The FIH Identity Cards are not valid for this Event.

ATTACHMENT 1

CHECK LIST

*IS THIS ITEM COVERED IN YOUR BID DOCUMENT?*

The following Check List must be completed and submitted with the Bid Proposal. Simply complete the 'Yes/No' Column. If you answer 'Yes' no further detail is required. If you answer 'No' please complete the 'Comment' Column.

Requirement	Yes/No	Comment (especially if answer is 'No')
<b><u>Contractual Requirements</u></b>		
Signed <i>Offer to Host</i> submitted with Bid.		
Signed <i>Agreement Governing Organisation of the Event</i> submitted with Bid.		
Payment of Deposit		
<b><u>Proposed host City/Town</u></b>		
Location		
Population		
Climate		
International/local transport		
Leisure/restaurant facilities		
Previous experience of hockey and/or major sporting events		
<b><u>Organising Committee</u></b>		
Experience and structure		
Previous Tournament Experience		
<b><u>Dates for Tournament/Match Programme</u></b>		
Proposed Dates		
Provisional Match Schedule		
Dates of Major events in proposed host city at time of the Event		
<b><u>Objectives</u></b>		
Objectives of NA for the event		
Objectives of NA for long term		
<b><u>Financial Requirements</u></b>		
Event Budget		
Travel Arrangements – Technical Officials		
Internal Travel		
- Teams		
- Technical Officials		
- Media		
Hotel Accommodation		
- Teams		
- Technical Officials		
- Media		
Insurance		
<b><u>Technical Requirements</u></b>		
Venue layout plan		
Venue requirements		
- Total Capacity spectators		
- Parking (teams and officials)		

- Parking (public)		
- Public Transport to venue		
- Public Address System		
- Match Result Board / System		
- Score Boards		
Changing Rooms		
- Teams (4 required)		
- Umpires (1 required)		
Medical Facilities		
- Arrangements for local doctor		
- Equipment – field of play		
- First Aid Room		
- Dope Testing Facilities		
Tournament Offices		
- FIH Representative		
- FIH Staff		
- Tournament Director		
- Umpires' Manager		
- Secretariat		
- Hospitality areas		
Meeting Rooms		
Provision of 1 DVD for TD and 3 DVDs for use of UM		
Catering facilities at stadium		
Platform for Video Operators		
- For participating teams		
- For non-participating teams (optional)		
Security Plan		
Tournament Statistics		

**Marketing, Sponsorship and Advertising**

Spectators		
- Profile/popularity of hockey within host country		
- Actual number of players		
- Spectator potential for event		
- Plans for spectator support activities		
- Spectator promotional plans		
- Fall-back plan to fill stands on identified lower attendance days		
Ticketing		
- Pricing structure		
- Method of sale of tickets		
- Allocation to Clubs		
- Sessions per day		
- Group rebates		
- Advanced booking benefits		
- Projected pre-tournament sales per month		
Sponsorship/Funding		
- Potential to secure sponsorship		
- Sponsors already secured		
- Existing stadium franchises (if any)		

- Potential to secure other funding		
- Support for promotional activities		
- Proposal for merchandising		
- Proposal for packaged tours		
- Facilities available for sponsors		

**Media Requirements**

Press Centre		
- Facilities and Equipment		
- Lounge area		
- Photographers Facilities		
- Press Conference Room		
Staff/Technical support		
Viewing area for media – Field of Play		
Media Accreditation		
Potential media interest (television/print/radio)		

**Television**

Host broadcaster:		
- Full coverage final two days		
- One camera coverage for all other days		
Hockey production experience (if any)		
Production		
- Number of cameras proposed		
- Slow motion replay		
- Graphics package		
- Delivery to international gateway		
- Domestic broadcast schedule		
- FIH news editing facility		
Facilities for television broadcasters (non host broadcaster)		

**Appendices**

Letters of support (sporting, government, host television broadcaster, potential sponsors, etc)		
Photos/layout of the stadium		
Location map		

**Additional activities/offers**


This page intentionally left blank

ATTACHMENT 2

PROPOSED EVENT BUDGET

*(To be completed by the candidate Host National Association and returned with its bid)*

**1. Itemised Expenditure**

**1.1 Venue**

Detail	Local Currency	CHF
Hire of Venue(s) (Seating capacity = )		
Hire of additional seats/stands		
Containers (office, toilets, etc.)		
Cleaning & Sanitary		
Stadium equipment (signs, scoreboard, watering, etc.)		
Energy supplies (water, electricity)		
Stewarding & Security		
Material (balls, flags, goals, etc.)		
<b>SUB-TOTAL</b>		

**1.2 Local Transport**

Detail	Local Currency	CHF
Teams (coaches)		
Officials (mini-bus)		
VIP's (cars)		
Hotel/Venue Shuttle		
Public Shuttle (parking)		
Committee Members		
<b>SUB-TOTAL</b>		

**1.3 Travel**

Detail	Local Currency	CHF
FIH Representative (1)		
Tournament Director (1)		
Technical Officers (2)		
Umpires' Manager (1)		
Umpires (10)		
Judges (3)		
FIH Medical Officer (1)		
<b>SUB-TOTAL</b>		

**1.4 Accommodation (Bed & Breakfast + per diem @ €50 per day)**

Detail	Local Currency	CHF
FIH Representative		
Tournament Director		
Technical Officers		
Umpires' Manager		
Umpires		
Judges		
FIH Communications Officer		
Medical Officer		
<b>SUB-TOTAL</b>		

**1.5 Administration**

Detail	Local Currency	CHF
Secretariat assistance, casual staff, personnel		
Office equipment (computer, typewriter, photocopier)		
Telecom installation (telephone, fax, walkie-talkies, video)		
Technical Table (laptop PC, laser printer, etc.)		
Printing & Postage (tickets, passes, parking)		
Catering		
Insurance		

Staff outfit		
Medical services		
Trophies, medals, gifts		
Volunteers (travel, meals, accommodation, etc)		
<b>SUB-TOTAL</b>		

### 1.6 Communication

Detail	Local Currency	CHF
Press		
- Conferences		
- Casual staff and personnel		
- Press facilities (room, stand, etc).		
Promotion		
- Web-Site		
- Material		
- Promotion actions		
• Video tape		
• PR activities		
- On site activities		
Media		
- Advertising		
- Technical costs		
- Posters		
<b>SUB-TOTAL</b>		

### 1.7 Functions, Meetings, etc.

Detail	Local Currency	CHF
Opening/Closing ceremonies		
Technical meetings		
Official dinner (if any)		
Hospitality area(s)		
Official receptions (if any)		
Entertainment of competition Officials & VIP's (if any)		
<b>SUB-TOTAL</b>		

### 1.8 Commercial Costs

Detail	Local Currency	CHF
Servicing of Sponsors		
<b>SUB-TOTAL</b>		

### 1.9 Television Requirements

Detail	Local Currency	CHF
Production Costs – full coverage of matches on final two days + 1 camera coverage all other matches (news feed + disciplinary )		
International Signal Production Costs		
Domestic Broadcast Costs		
<b>SUB-TOTAL</b>		

### 1.10 Miscellaneous/Other Contingencies

Detail	Local Currency	CHF
<b>SUB-TOTAL</b>		

## 2. Itemised Income

### 2.1 Ticket Sales

Detail	Local Currency	CHF
Season Tickets – Adults		
Season Tickets – Children		
Season Tickets – Family		
Daily Tickets – Adults		
Daily Tickets – Children		
Other		
<b>SUB-TOTAL</b>		

### 2.2 Grants/Guarantees

Detail	Local Currency	CHF
FIH Grant		40,000
National/Federal/State Government		
National Sports Council/Commission		
National Olympic Committee		
Local Government		
Regional Government		
Other		
<b>SUB-TOTAL</b>		

### 2.3 Sponsorship

Detail	Local Currency	CHF
Sponsorship		
Perimeter Signage		
Hospitality units		
Value-in kind supplies		
<b>SUB-TOTAL</b>		

### 2.4 Sales and Licensing

Detail	Local Currency	CHF
Expo Fees		
Revenue/Commission on merchandising		
Revenue/Commission on catering		
Programme advertising and sales		
<b>SUB-TOTAL</b>		

### 2.5 Television Rights

Detail	Local Currency	CHF
Domestic		
<b>SUB-TOTAL</b>		

### 2.6 Miscellaneous

Detail	Local Currency	CHF
<b>SUB-TOTAL</b>		

### 3. Budget Summary

#### 3.1 Total Expenditure

	Detail	Local Currency	CHF
1.1	Venue(s)		
1.2	Local Transport		
1.3	Travel		
1.4	Accommodation/Meals		
1.5	Administration		
1.6	Communication (press, media, promotion)		
1.7	Functions/Meetings		
1.8	Commercial Costs		
1.9	TV Broadcast Requirements		
1.10	Miscellaneous/Other Contingencies		
	<b>TOTAL</b>		

#### 3.2 Total Income

	Detail	Local Currency	CHF
2.1	Ticket Sales		
2.2	Grants/Guarantees		
2.3	Sponsorship		
2.4	Sales and Licensing		
2.5	Television Rights		
2.6	Miscellaneous		
	<b>TOTAL</b>		

#### 3.3 Projected Profit / (Deficit)

	Detail	Local Currency	CHF
	Profit / (Deficit)		



## SCHEDULE TO OFFER TO HOST

### PART 1

Offeror: (Insert name and address of National Association)

### PART 2

Event: 5<sup>th</sup> FIH Women's Champions Challenge I, 2009

## ATTACHMENT 4

### AGREEMENT GOVERNING THE ORGANISATION OF THE 5<sup>th</sup> FIH WOMEN'S CHAMPIONS CHALLENGE I TOURNAMENT, 2009

#### PARTIES

**THIS AGREEMENT** is made on the date set out in Part 1 of the Schedule between the International Hockey Federation whose registered office is located at Rue du Valentin 61, 1004 Lausanne, Switzerland ("FIH") of the one part and the National Association named and described in Part 2 of the Schedule A ("the Organiser") of the other part.

#### RECITALS

##### Whereas

- A. The FIH is a non profit international federation of national associations which governs the sport of hockey worldwide on behalf of its members.
- B. The FIH is the exclusive holder of all rights in relation to the Event described in Part 3 of the Schedule A ("the Event").
- C. The Organiser has made an offer to the FIH to organise and conduct the Event in close co-operation with the FIH at the location described in Part 4 of the Schedule A ("the Location") between the dates specified in Part 5 of Schedule A ("the Dates") and otherwise on the terms and conditions hereinafter contained.
- D. The FIH has decided to accept the offer of the Organiser to organise and conduct the Event on the terms and conditions hereinafter contained.

#### OPERATIVE PART

##### NOW IT IS HEREBY AGREED AS FOLLOWS

##### 1. Grant of Rights

- (a) The Organiser **hereby offers** to organise and conduct the Event at the Location between the Dates and otherwise on the terms and conditions hereinafter contained and the FIH **hereby accepts** such offer and grants to the Organiser the rights to organise and conduct the Event on such terms and conditions.
- (b) The FIH accepts the offer of the Organiser to organise and conduct the Event on the terms and conditions herein contained by inserting the date in Part 1 of Schedule A, signing this Agreement and forwarding the same to the Organiser at its address set out in Part 2 of Schedule A and this Agreement shall be deemed to commence on the date the Organiser receives the copy of this Agreement dated and signed by the FIH
- (c) The Organiser may sub-contract all or any part of the organisation of the Event but the Organiser remains solely responsible to the FIH for compliance with the terms and conditions of this Agreement.
- (d) This Agreement comes into effect on the date set out in Part 1 of Schedule A.

##### 2. Requirements

The Organiser must at its own cost and expense absolutely:

- (a) Organise and conduct the Event in all its aspects adopting and maintaining the highest possible standards of quality;
- (b) Observe in their totality all the conditions specified in the Annexures hereto which are hereby incorporated in and form an integral part of this Agreement; and
- (c) Carry out and perform the conditions contained in the bid documents submitted as part of its offer to organise and conduct the Event and any agreements subsequently made.

### 3. Organiser's Responsibility

The Organiser acknowledges and agrees that:

- (a) The rights hereby granted to organise and conduct the Event are for its own account and, without prejudice to any of the matters set out in the Financial Requirements contained in the Annexures hereto, are at its sole risk and under its full and exclusive responsibility and liability including, without limiting the generality of the foregoing, all legal and administrative obligations and all liability whether in contract or tort to third parties including but not limited to all participants, teams, officials (whether appointed by the FIH or the Organiser), employees, contractors, agents, members of the public and all authorities whether national or local;
- (b) It shall and does hereby indemnify and agree to keep indemnified the FIH from all claims suits actions demands damages or costs whatsoever and howsoever arising out of or in any manner relating to the organisation and conduct of the Event by the Organiser;
- (c) The FIH shall have no liability for any failure of the Organiser to comply with any agreement between the Organiser and any third party or with any other obligation of the Offeror.

### 4. FIH Grant

- (a) Subject to sub clause 4(b) the FIH shall pay the Organiser an administration grant as specified in Part 6 of Schedule A which grant shall be applied towards the costs of the conduct and organisation of the Event.
- (b) Payment of the FIH grant may be:
  - (i) deferred if, in the reasonable opinion of FIH, the Organiser has not completed any of the Tasks set out in Schedule B; or
  - (ii) cancelled, in whole or in part, if:
    - in the reasonable opinion of FIH, the Organiser does not complete any of the Tasks set out in Schedule B;
    - this Agreement is terminated by the FIH due to default of the Organiser (refer to Clause 5).
- (c) The FIH Bid Evaluation Committee shall be responsible for carrying out an assessment and authorisation of the payment of the FIH grant.

### 5. Default of Organisation

- (a) If the FIH in its reasonable judgment determines that it is likely that the Organiser will be unable to organise and conduct the Event according to the terms and conditions of this Agreement, the FIH may terminate this Agreement forthwith by written notice to the Organiser and this Agreement and the rights hereunder shall cease and determine immediately upon such notice being delivered to the Organiser but without prejudice to the rights of the FIH in accordance with the following provisions of this clause.
- (b) A notice sent by the FIH under sub clause 5(a) must be sent in accordance with clause 12 and must state the grounds upon which the FIH has reached its determination.
- (c) If this Agreement is terminated by the FIH in accordance with the provisions of sub clause 5(a), the Organiser agrees and acknowledges that it shall not be entitled to claim any damages or compensation from the FIH as a result of such termination.
- (d) If the FIH terminates this Agreement, it may in its sole and absolute discretion:
  - (i) Cancel the Event; or
  - (ii) Reassign the organisation and conduct of the Event to another National Association on such terms and conditions as the FIH may in its sole and absolute discretion determine; and
  - (iii) In either case may require the Organiser to immediately repay to the FIH the FIH grant or that part which has already been paid without prejudice to any right which the FIH may have to claim compensation or damages from the Organiser but the FIH acknowledges that it shall have no right to claim compensation or damages if the termination under sub clause 5(a) is caused by reason of *force majeure*.
- (e) The FIH may also terminate this Agreement and exercise the rights specified in sub clause 5(d) if the Organiser fails to observe or perform any of its material obligations hereunder and does not remedy such failure within thirty (30) days after the FIH serves a written notice on the Organiser specifying the failure.

## 6. Insurance

- (a) The Organiser is responsible for and must take out and maintain all necessary insurance policies in respect of the Event specified by the FIH from time to time covering such risks and with such insurer as the FIH may reasonably require.
- (b) All policies taken out by the Organiser must be in the joint names of the FIH and the Organiser covering their respective rights and interests.
- (c) Forthwith after the commencement of this Agreement, the Organiser must send a copy of the proposed insurance policy or policies to the FIH for its approval and upon approval being given must take out such policy or policies at such time or times as the FIH specifies.
- (d) The Organiser must promptly pay all premiums from time to time due in relation to the insurances taken out in accordance with this clause and at the request of the FIH produce the receipts for the premiums so paid.
- (e) The Organiser must ensure that it develops a plan to ensure the maximum security for all possible eventualities that may arise in respect of the Event and must ensure that the FIH, through its nominated representative, is provided at all reasonable times on a strictly confidential basis with access to such plan and all law enforcement agencies responsible for security within the country of the Organiser.

## 7. Reports

- (a) The Organiser must within one month of the date of this Agreement submit a business plan to the FIH for approval and must submit a written update report to the FIH at least within two months providing details on all aspects of the progress of the organisation and conduct of the Event in such form and format and containing such details as may be required by the FIH.
- (b) Prior to the final match of the Event the Organiser must hand to the FIH Representative a completed questionnaire that the FIH will provide to the Organiser. Within fourteen (14) days after the conclusion of the Event the Organiser must submit a detailed written report of all aspects of the organisation and conduct of the Event and provide such recommendations that may assist with the organisation of future events.
- (c) At the request of the Hon. Secretary General of the FIH, the Organiser must present its report in person to the Executive Board or any committee appointed by it.
- (d) The FIH will regularly inform the Organiser on all aspects of its involvement in the staging of the Event.

## 8. Cooperation

### Whereas:

- (b) The FIH has defined objectives for the success of all FIH tournaments and has developed a considerable bank of knowledge in relation to all aspects of the organisation of tournaments.
- (c) The FIH seeks to work very closely with the Organiser to give the utmost assistance to ensure the success of the Event.
- (d) The FIH seeks to share its knowledge with all Organiser and believes it has a great deal to contribute and believes it is able to add real value to the organisation of the Event.

### Therefore it is Agreed between the parties that:

- (e) The FIH may appoint a consultant(s) to represent the FIH and to liaise with the Organiser on all aspects of the organisation and conduct of the Event.
- (f) The involvement of the consultant(s) shall in no way replace or reduce the full and exclusive responsibility of the Organiser.
- (g) The consultant(s) is entitled to attend all meetings of the Organiser but, unless otherwise decided by the Executive Board of the FIH, the number of visits shall be limited to two per year.
- (h) The FIH shall pay for the travel costs and the Organiser for the single room accommodation and full board costs of the consultant(s).
- (i) The FIH will make its knowledge and expertise available to the Organiser, including:
  - (i) Provision of relevant resource material in relation to the successful staging and hosting of world level events, and

- (ii) By enabling the FIH Events Director, the FIH Competitions Manager, the FIH Communications Manager and the FIH Marketing Consultant, and any other person who the FIH in conjunction with the Organiser considers may be able to provide assistance, to visit the location of the Event to provide guidance, assistance and advice to the Organiser. The FIH shall pay for the travel costs and the Organiser for single room accommodation and full board costs.
- (j) The Organiser will, if requested by the FIH Executive Board, assist with the preparation and conduct of an FIH Coaching and/or Umpiring course to be held in conjunction with the Event. Any such associated costs to be the responsibility of the FIH.

## 9. Commercial Rights

- (a) All commercial rights to the Event belong to the Organiser save and except those specifically reserved for the FIH as set out in Annexure 3 *Marketing, Sponsorship, Advertising and Presentation*.
- (b) The FIH is entitled to secure commercial rights for the Event including title sponsorship. All such rights, which are in existence at the date hereof, are specified in Part 7 of Schedule A. All subsequent rights may only be obtained by the FIH in consultation with the Organiser.
- (c) The title of the Event is set out in Part 8 of Schedule A. The title is definitive and may not be modified or altered in any way by the Organiser without the prior written consent of the FIH.
- (d) If the FIH secures a title sponsor, it may incorporate the name of the sponsor in the title to the Event. If the FIH does not provide a title sponsor for the Event, the Organiser must obtain the prior written approval of the FIH if it wishes to incorporate a sponsor's name in the title to the Event.

## 10. Governing Law

- (a) This Agreement is governed by Swiss law.
- (b) Any dispute arising from or related to this Agreement will be submitted exclusively to the Court of Arbitration for Sport in Lausanne, Switzerland, and resolved definitively in accordance with the Code of Sports-related Arbitration.
- (c) The Panel will consist of three arbitrators, unless the parties hereto agree to designate a single arbitrator.
- (d) The language of the arbitration will be English.

## 11. Notices

- (a) Any demand, notice, consent, document or other communication by either party to the other must be:
  - (i) In writing;
  - (ii) Signed for or on behalf of the party by its President, Hon. Secretary General and/or Executive Director; and
  - (iii) Addressed to the party to be served at the address of that party specified in sub clause 12(b) or such other address as that party may have substituted by written notice (given in accordance with this clause) to the other.
- (b) All demands, notices, consents, documents or other communications authorised or required to be given by or pursuant to this Agreement must be sent by registered mail with postage pre-paid, by hand delivery or by facsimile transmission or e-mail as follows:

### The FIH:

Address: Rue du Valentin 61  
1004 Lausanne, Switzerland  
Fax No: + 41 21 641 0607  
E-Mail: [info@worldhockey.org](mailto:info@worldhockey.org)

### The Organiser:

Address:

Fax No:  
E-Mail:

(c) Demands, notices, consents, documents or other communications authorised or required to be given by or pursuant to this Agreement shall be deemed to have been duly given or made:

- (i) If posted by registered mail, seven business days after being posted;
- (ii) If delivered by hand, immediately when delivery is effected; or
- (iii) If sent by facsimile or e-mail, when transmission is satisfactorily effected.

**SIGNED** for and on behalf of the Organiser by:

Full Name  
Title

Full Name  
Title

**SIGNED** for and on behalf of the FIH by:

Full Name           Els van Breda Vriesman  
Title                 President

Full Name           Peter L Cohen  
Title                 Hon. Secretary General

## SCHEDULE A TO AGREEMENT

### **PART 1**

Dated the                      day of                      2008

### **PART 2**

Organiser:  
Address:

### **PART 3**

Event:                      5<sup>th</sup> FIH Women's Champions Challenge I, 2009

### **PART 4**

Location:

### **PART 5**

Dates:

### **PART 6**

FIH Grant:                      CHF 40,000

Instalments of the FIH Grant will be payable as follows:

Up to 25% of FIH Grant based compliance of Critical Tasks 1-2

(To be agreed)

Up to 75% of FIH Grant based upon compliance of Critical Tasks 3-8

(To be agreed – 1 month after completion of the Event) <sup>1</sup>

### **PART 7**

FIH Sponsorship Rights                      Official FIH Partners

### **PART 8**

Title                      ***BDO FIH Women's Champions Challenge I  
City, Country, 2009***

---

<sup>1</sup> FIH reserves the right to deduct any outstanding monies due and payable by the Organiser to the FIH in relation to the Event.

## SCHEDULE B TO AGREEMENT

### Critical Task Schedule for Organiser

No.	Task Description	Task Date – To do by
1	Contracts / Business Plan <ul style="list-style-type: none"> <li>- Signed Contract</li> <li>- Business/Operational Plan</li> </ul>	Dates to be agreed by FIH and Organiser at time of inspection visit by FIH to host city.
2	Host broadcaster contract in place <ul style="list-style-type: none"> <li>- Full television production for all matches on final two days</li> <li>- One camera coverage for all other matches</li> </ul>	
3	Written progress report re organisation for Event	
4	Compliance – Financial Requirements <ul style="list-style-type: none"> <li>- Travel arrangements technical officials</li> <li>- Insurance</li> <li>- Hotel accommodation</li> <li>- Payment of daily allowance</li> <li>- Internal transport (teams/technical officials/media)</li> </ul>	
5	Compliance – Technical Requirements <ul style="list-style-type: none"> <li>- Competition field of play</li> <li>- Venue requirements</li> <li>- Medical Facilities / Dope Control</li> <li>- FIH / Tournament Offices</li> <li>- Meeting rooms (Pre-Tournament / Teams)</li> <li>- Umpire Video Analysis facilities</li> <li>- DVD tapes for TD and UM</li> <li>- Ball Boys/Girls</li> <li>- Security</li> </ul>	
6	Compliance – Marketing, Sponsorship, Advertising Requirements <ul style="list-style-type: none"> <li>- Perimeter / inside and outside goals / pitch run off advertising</li> <li>- Umpire, FIH Technical Officials and ball boys/girls uniforms</li> <li>- Front of technical officials' table</li> <li>- Press conference and interview backdrops</li> <li>- Advertising on the medal presentation podium</li> <li>- Scoreboard / Clock</li> <li>- Website</li> <li>- Use of Event logo</li> </ul>	
7	Compliance – Official FIH Partner Requirements <ul style="list-style-type: none"> <li>- Exclusivity requirements</li> <li>- Correct placement of perimeter boards</li> <li>- Hospitality</li> <li>- Official Program advertising</li> <li>- VIP tickets / VIP parking</li> <li>- Event logo</li> </ul>	
8	Compliance – Event Presentation Requirements <ul style="list-style-type: none"> <li>- Audio / visual presentation</li> <li>- FIH flags and banners</li> </ul>	
5	Compliance – Media Requirements <ul style="list-style-type: none"> <li>- Accreditation List sent to FIH</li> <li>- Media Centre Operational</li> <li>- Internet working in Media Centre</li> <li>- High Speed internet for FIH web-officers at Press seating</li> </ul>	
6	Compliance – Spectators <ul style="list-style-type: none"> <li>- Stands 80% full for all matches involving host nation</li> <li>- Television presentation - willingness to shift spectators to fill stands in television arc</li> </ul>	
7	Compliance – Television <ul style="list-style-type: none"> <li>- Full television production for all matches on final two days</li> <li>- One camera coverage for all other matches</li> <li>- Implementation of requirements and instructions of FIH in production coverage.</li> <li>- Digi Beta master recording of each match</li> <li>- Video Umpire facilities when full television coverage</li> <li>- Daily news feed facilities + daily DVDs for Tournament Director (1) and Umpires Manager (3)</li> </ul>	
8	Compliance – Protocol <ul style="list-style-type: none"> <li>- Accreditation</li> <li>- Ceremonies</li> <li>- Hospitality</li> </ul>	