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# **FEI Bid Guide FEI Championships and Finals**

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Version: 3.0

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Welcome to our bidding platform and this dedicated Bid Guide for the FEI Championships and Finals, an event which highlights the very best of our sport, the very best athletes in their relevant disciplines and age categories, and of course the highest standards from Organising Committees and bid cities.

Hosting a Championship or a Final is the ultimate platform for the sport, showcasing all the dedication, determination and commitment the athletes and their support teams have honed over years of preparation, as well as the ambition and prowess of an Organising Committee to host and promote the very best.

Equestrianism has an enthusiastic audience of families and connoisseurs with a true passion for the sport, but our competitions also draw spectators who are curious to discover the combined skills of humans and horses and the exciting atmosphere of an elite-level sporting event.

The aim of this Bid Guide is to provide you with an overview of the obligations, benefits and process involved in hosting a Championship or Final. However, before you go any further, and to ensure you are in the right place, I would like to note that **this Bid Guide does not include FEI World Equestrian Games, FEI European Championships (senior category), FEI World Cup™ and FEI Nations Cup™ Finals**. There are specific Bid Sections within this FEI Bid Online Platform for such FEI Named-Events. I sincerely hope you find the information in this guide insightful and appealing and that we will be able to work together on putting the spotlight on the assets of your region whilst promoting the very best of our sport, our athletes and our values.

On behalf of the FEI and the greater equestrian community, thank you for your interest in hosting an FEI Championship or Final and I wish you all the best in your endeavor and bid process!

Ingmar De Vos

FEI PRESIDENT



Events are the lifeblood of sport. Competitions are the principal purpose behind hard training and preparation for many sports actors such as athletes, horses or coaches.

A primary mission of the FEI is to advance the orderly growth of equestrian sport worldwide by promoting, regulating and administering humane and sportsmanlike international competitions.

In order to streamline the existing process and to build the bidding process to a higher standard, the FEI feels that a new approach for allocation process of FEI Named-Events is necessary.

This document is a guide that aims to provide National Federations (hereinafter "NF") and Organisers (hereinafter "OC") with the general framework for organising a FEI Named-Event (hereinafter "FEI Championships"). It has been produced in order to help NFs and OCs examine and understand the minimum FEI requirements when organising FEI Championships.

This guide will help you to make informed decisions about what is expected and why. It is intended to make you consider the relevant areas and key questions, as a means of guiding you in your FEI Championships planning process. This guide does not include all rights and obligations of the OC but is intended to provide an overview of the major obligations the OC will be expected to fulfill in order to host a FEI Championship.



# 1 ABOUT THE FEI

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- 1.1 MISSION AND VALUES
  - 1.2 FEI MISSION STATEMENT
  - 1.3 GOVERNANCE
  - 1.4 ATHLETES AND HORSES
  - 1.5 SUSTAINABILITY
  - 1.6 CLEAN SPORT
- 

# 1 ABOUT THE FEI

## 1.1 MISSION AND VALUES

The Fédération Equestre Internationale (FEI), founded in 1921, is the sole authority for all international events in Dressage & Para-Equestrian Dressage, Jumping, Eventing, Driving & Para-Equestrian Driving, Endurance, Vaulting, and Reining. It establishes the regulations and approves equestrian programmes at Championships, Continental and Regional Games as well as the Olympic & Paralympic Games.



### KEY FACTS & FIGURES:

Based in  
**LAUSANNE**  
(SUI)

Founded  
in **1921**

**134**  
national  
federations

**7**  
disciplines

**9**  
regional  
groups

**120'000**  
registered  
riders & horses

**4,500**  
international  
competitions

**92**  
HQ staff

The FEI is the world governing body of equestrian sport, overseeing all international equestrian events of Olympic and non-Olympic disciplines including:



**FEI JUMPING**



**FEI DRESSAGE**



**FEI EVENTING**



**FEI DRIVING**



**FEI ENDURANCE**



**FEI VAULTING**



**FEI REINING**

### ABOUT THE FEI

#### FANS

- 750m fans worldwide
- Middle/high income
- Middle-aged (35-54 years old)
- Highly female (decider group) – 75% female average
- More likely to have families
- Tendency to spend on **quality** and **functional** products
- Equestrianism is not just a hobby or a passion, but a lifestyle



#### VALUES

- **Horse first** – The welfare of the horse is our top priority
- **Perform as one** – A unique sporting partnership built on mutual trust and respect
- **Fair and equal** – A universal and level playing field for men and women of all ages to compete together in a safe environment from grassroots to the world stage
- **For today and tomorrow** – Meeting the needs of today without compromising tomorrow

### DIGITAL **FEI TWO HEARTS**

#TwoHearts campaign garnered 9 million video views, with a total of 19.5 combined impressions across all platforms (Facebook, Twitter, Instagram, VK, OK, Weibo, YouTube)



### OVER 1'000'000 FANS

Websites including

**FEI.ORG**

**FEI.TV**

**FEICAMPUS.ORG**



### BROADCAST

Average cumulated  
TV audiences per year: **200M**

## 1.2 FEI MISSION STATEMENT

The primary mission of the FEI is to advance the orderly growth of equestrian sport worldwide by promoting, regulating and administering humane and sportsmanlike international competition in the traditional equestrian disciplines.

## 1.3 GOVERNANCE

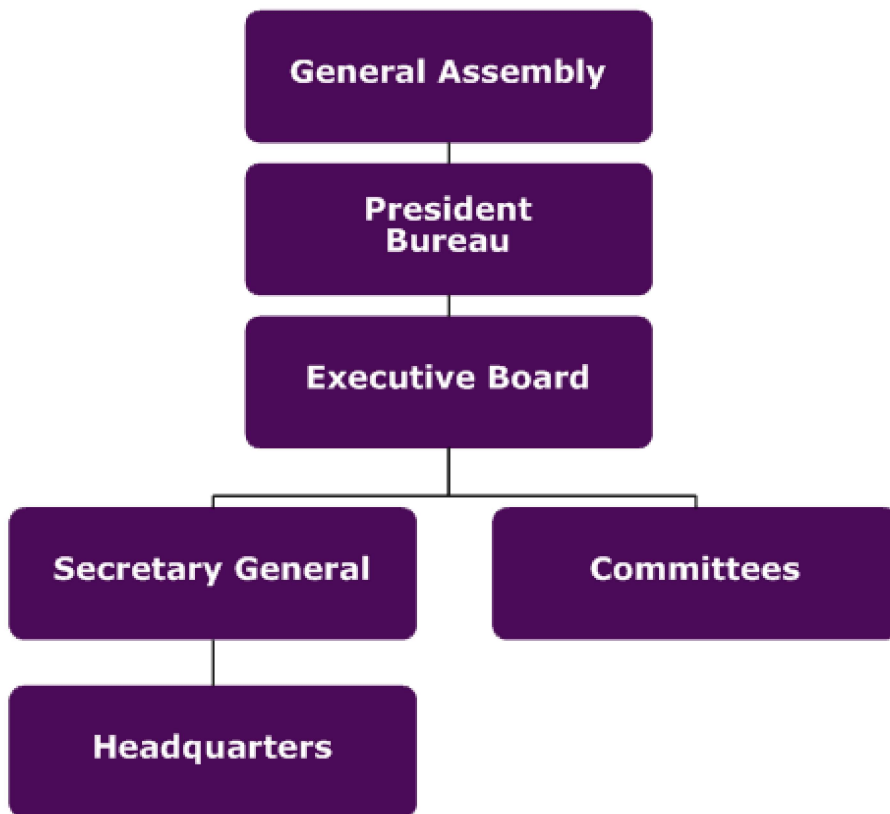
The FEI places governance at the top of its daily operations. The FEI is continuously building on the steps to promote and support good governance at all levels. As a result of this daily effort, the FEI was ranked number 1 International Federation in Good Governance in 2015 by Play the Game/Danish Institute for Sport Studies executed by Dr. Arnout Geeraert in cooperation with the University of Leuven.

The decision making process and direction of the FEI is determined by the following stakeholder groups and individuals:



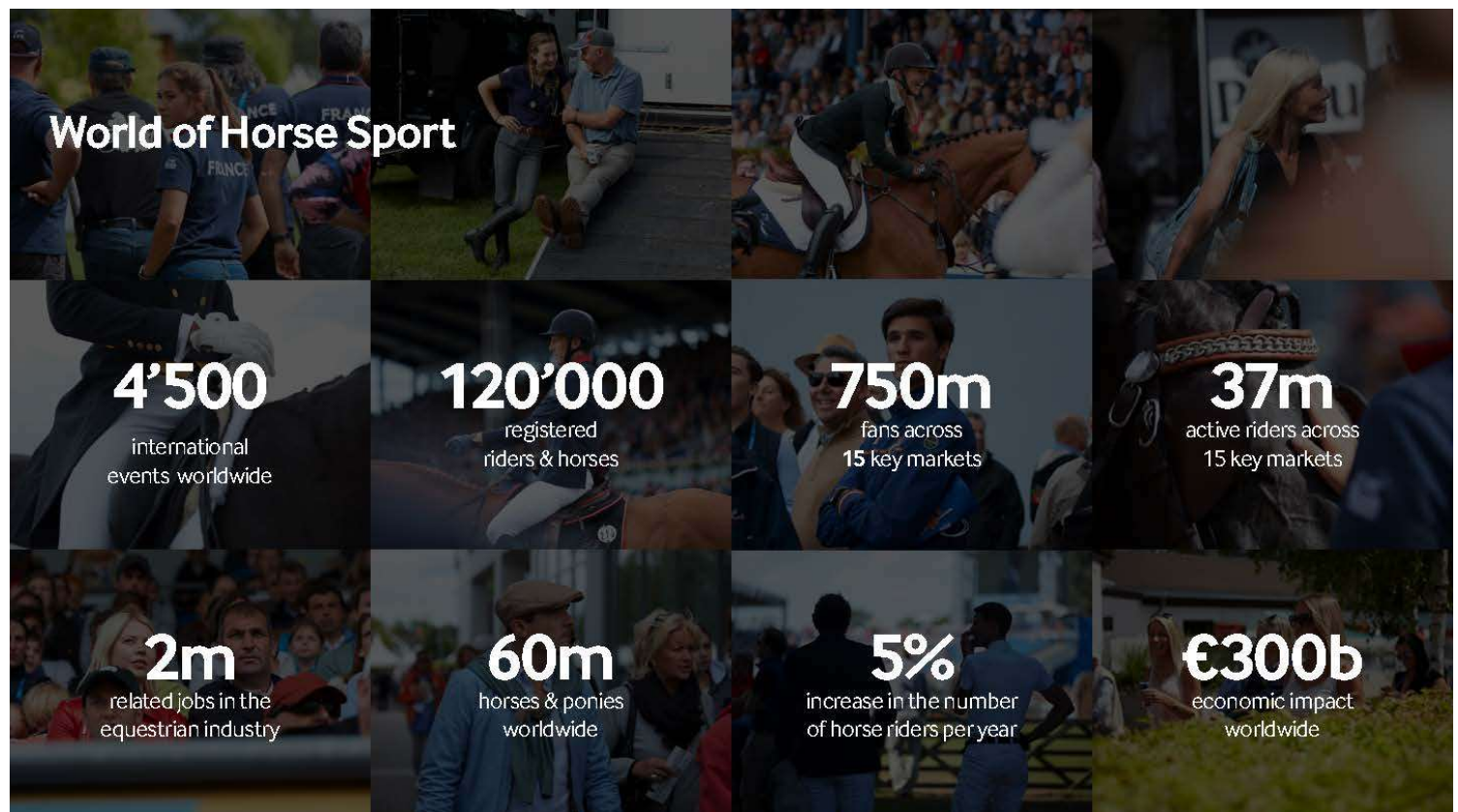


## General Structure



1.4

## ATHLETES AND HORSES



## 1.5 SUSTAINABILITY

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The concept of the FEI Sustainability Programme was born from the FEI's desire to make a serious contribution towards conserving the sound environment necessary for the practice and continuity of equestrian sport.

The FEI was one of the first International Sport Organisations to adopt a [Code of conduct on Sustainability](#) approved in 2006.

Since then, different actions have been taken such as the production of a handbook for event organisers [FEI Sustainability Handbook for Event Organisers](#), which aims to encourage event organisers to implement various sustainability initiatives that will help reduce negative environmental impact and create a positive legacy. The FEI is currently revising this guideline in order to fully adapt existing as well as additional sustainability suggestions to the international standard 'GRI' (Global Reporting Initiative) which will also provide the organisers with ways to measure and report back on the sustainability measures adopted at the respective events.

## 1.6 CLEAN SPORT

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We are all very proud of our sport, its traditions and its values. We owe it to ourselves and the horses entrusted to us to ensure that equestrianism flourishes in a doping-free environment.

Rules and regulations that govern our sport exist to protect the health of both the athlete and the horse: the [Anti-Doping Rules for Human Athletes](#) and the [Equine Anti-Doping & Controlled Medication Regulations](#), as well as the integrity of our sport. A dedicated website has been produced containing everything there is to know about the FEI Clean Sport Programme. This website can be found at <https://inside.fei.org/fei/cleansport>



# 2 ABOUT THE BID PROCESS

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## 2.1 OVERVIEW OF THE BID PROCESS

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## 2 ABOUT THE BID PROCESS

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The present Bid Guide deliberately excludes the following FEI Named-Events:

- FEI World Equestrian Games™
- EI World Cup™ Series and FEI Nations Cup™ Series
- FEI European Championships for the category of Seniors

### 2.1 OVERVIEW OF THE BID PROCESS

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The OCs of FEI Championships are selected through a formal bid process that is described in the [FEI General Policy Allocation of FEI Named-Events](#)

#### Allocation Time

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1. FEI World Cup Finals, FEI World Championships for Seniors and FEI Continental Championships for Seniors are allocated 3 years prior to the Finals and Championships.
2. Other FEI Finals & Championships (except Regional Championships) are allocated 2 years prior to the Championships.

#### Phase 1: Applicant Phase

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During **Phase 1 "Applicant Phase"**, bidders will be required to submit the FEI Championship Application Form (see Annex I) to the FEI via the bidding platform. The Application Form will include information concerning the potential venue(s) and other information required by the FEI to assess the Applicant's motivation and experience in staging equestrian events.

OCs, through their NFs, must apply no later than 30 November of the year preceding the allocation of the relevant Championship by the FEI Bureau or any other date decided by the Secretary General. Example: if you wish to apply for the FEI Eventing European Championships for Young Riders and Juniors 2018, the allocation by the FEI Bureau will take place, in principle, in June 2016 so you must send your application to the FEI by 30 November of 2015 at the latest.

Shortly after the Application Form is received by the FEI, Candidates will be required to confirm in detail their ability to meet the FEI minimum requirements. The Host Agreement, that will be provided to the OC by the FEI and signed by both the OC and the NF, will bring this confirmation into legal force.

#### Phase 2: Candidate Phase

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During **Phase 2 "Candidate Phase"**, the FEI and the relevant Technical Committee will then evaluate each bid and make a recommendation to the FEI Bureau. They may also eliminate any incomplete bids, bids that do not match the chosen FEI Championships concept, or bids whose qualifications do not fulfil FEI's criteria for an FEI Championship host.

Sometimes, the FEI and/or the relevant Technical Committee might ask the OC and the NF to come to the FEI to officially present their bids. Should that be the case, the OC and the NF will be informed in advance.

#### Phase 3: Allocation

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During **Phase 3 "Allocation Phase"**, the FEI bureau decides on the final allocation of FEI Championships.

As a general rule, all FEI Championships are allocated at the FEI Bureau Meeting in June and are based on recommendations made by the relevant Technical Committee and by the FEI. The FEI Bureau has the final authority for the allocation of FEI Championships. The exact date of the FEI Bureau Meeting will be confirmed and published by the FEI on a yearly basis.

Once the FEI Bureau has taken a decision, the NFs will be officially informed by the FEI. At this stage, the FEI will countersign the Host Agreement and send it back to the OC.

# 3 FEI DISCIPLINES

3.1	INTRODUCTION
3.2	JUMPING
3.3	DRESSAGE AND PARA-EQUESTRIAN DRESSAGE
3.4	EVENTING
3.5	ENDURANCE
3.6	VAULTING
3.7	DRIVING AND PARA-EQUESTRIAN DRIVING
3.8	REINING

## 3.1 INTRODUCTION

The FEI regulates and controls [seven \(7\) disciplines](#) worldwide: Jumping, Eventing, Dressage and Para-Equestrian Dressage, Driving and Para-Equestrian Driving, Endurance, Reining and Vaulting.

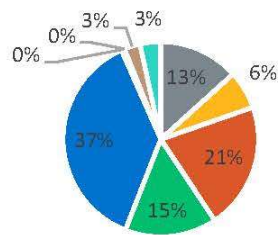
# OUR DISCIPLINES



As the world governing body for equestrian sport, the FEI controls and sanctions international events taking place across any of its seven (7) disciplines. The Number of FEI events has grown exponentially during the last decade, representing the growth in interest for all equestrian disciplines throughout the world. While the Olympic disciplines remain some of the most visible, we have seen younger disciplines developing strongly in the last five years.

In total, in 2017, the FEI sanctioned 4,428 events spread by discipline according to the graph below:

### FEI Events - Discipline Breakdown



- Dressage
- Driving
- Endurance
- Eventing
- Jumping
- Para-Equestrian Dressage
- Para-Equestrian Driving
- Reining
- Vaulting

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## 3.2 Jumping

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Jumping is the best known of the FEI disciplines and is also one of the three Olympic equestrian sports, along with Dressage and Eventing.

Jumping is a spectacular mix of courage, control and technical ability that takes horse and rider over 10 to 13 “knockable” obstacles, some of which may be double or triple combinations, with penalties incurred for each obstacle knocked down or refused. Jumping has also produced some of equestrian sport’s most memorable Olympic moments.

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## 3.3 Dressage and Para-Equestrian Dressage

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Dressage, the highest expression of horse training, is considered the most artistic of the equestrian sports and can be traced as far back as ancient Greece.

The popularity of Dressage has increased rapidly in recent years and the sport now regularly attracts huge crowds. Dressage is undoubtedly the most aesthetically pleasing of the disciplines in the FEI stable and the pure magic of top-class freestyle under floodlights, as sport and art combine, guarantees that the popularity of Dressage will continue to grow.

Para-Equestrian Dressage is the only equestrian discipline that is included in the Paralympic Games, where it has been a regular fixture since 1996.

With the idea of creating opportunities for all people with impairments to compete and achieve their goals in equestrian sport, athletes are classified according to the level of their impairment so as to provide for meaningful competition. The FEI was one of the first International Federations to govern and regulate a sport for both able-bodied and athletes with impairments.

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## 3.4 Eventing

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Eventing is the most complete discipline recognised by the FEI. Sometimes described as an equestrian triathlon, Eventing demands considerable experience in all branches of equitation.

Eventing originated as a military competition which tested officers and horses in challenges that could occur on or off duty. It also provided a basis to compare training standards between the cavalries of different countries. The modern competition comprises dressage, cross-country and jumping on consecutive days. The competitor rides the same horse throughout the three phases.

Cross-country is the highlight, testing the speed, stamina and jumping ability of the horse, as well as the rider’s knowledge of pace and the use of his horse. The course will have between 30 and 40 specially constructed jumps over solid obstacles such as logs, woodpiles and stone walls, with water and ditches increasing the technical difficulty.

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## 3.5 Endurance

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Endurance is a long-distance competition against the clock testing the speed and endurance of a horse and challenging the rider over their effective use of pace, thorough knowledge of their horse’s capabilities and ability to cross all kinds of terrain. Although the rides are timed, the emphasis is on finishing in good condition rather than coming in first.

Each rider must safely manage the stamina and fitness of their horse and each course is divided into phases – in principle at least every 40km – with a compulsory halt for a veterinary inspection, or ‘vet gate’, after each. Each horse must be presented for inspection within a set time of reaching each ‘vet gate’, which determines whether it is fit to continue.

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## 3.6 Vaulting

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Vaulting is a youthful, theatrical discipline in which athletes perform on the back of a cantering horse. As such, it demands an outstanding physical condition from the vaulter, a harmonious relationship with the horse, and first-class teamwork.

The discipline dates back to Greek and Roman times when soldiers – without stirrups and saddles – practiced vaulting movements as part of their military training. Vaulters compete together on teams – no more than three may be on a horse at any one time – or in individual competitions which, unlike in all other equestrian disciplines, are separate for males and females. There are also pairs competitions, or pas-de-deux.

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### 3.7 Driving and Para-Equestrian Driving

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Driving is the oldest competitive equestrian sport yet it continues to thrive in the 21st century. For the FEI WEG drivers sit on a vehicle drawn by a team of four horses and they face three trials – dressage, marathon and obstacle driving in a similar way to Eventing.

Driving came under the FEI umbrella in 1970 thanks to the efforts of HRH the Duke of Edinburgh, then the FEI President, who organised the meeting in 1969 which produced the first rule book.

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### 3.8 Reining

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Reining is designed to show the athletic ability of ranch-type horses in the confines of a show arena.

Reining, which became an FEI discipline in 2000, originated from moves that a cattle horse makes in performing its duties and was first recognised as a sport in 1949 by the American Quarter Horse Association (AQHA).

Competitions take place within an arena where markers are used to enable riders to better follow pattern proportions. To allow top performance and ensure the soundness of competing horses, special footing made of a clay base with a combination of sand and silt as a loose topping is required.

Although part of a sporting lifestyle closely linked to the spirit of the Wild West, Reining is growing in popularity around the world. Despite the seemingly relaxed attitude of both horse and rider and the loose reins typically used, Reining demands high levels of concentration and riding skills with smoothness, finesse, attitude, quickness and authority all being closely watched.





## 4 What FEI Championships can you apply for?

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FEI Championships are official international equestrian competitions in which athletes compete either individually or in teams representing their country, conducted in compliance with FEI Rules and Regulations and organised by NFs and OCs.

### You may apply for any of the 7 FEI Disciplines:

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- [Jumping](#)
- [Dressage and Para-Equestrian Dressage](#)
- [Eventing](#)
- [Endurance](#)
- [Driving and Para-Equestrian Driving](#)
- [Reining](#)
- [Vaulting](#)

### For different Categories of Athletes:

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- Seniors: Athletes aged 18 or older.
- Young Riders: Athletes from the beginning of the year they reach the age of 16 until the end of the year they reach the age of 21.
- Juniors: Athletes from the year they reach the age of 14 until the end of the year they reach the age of 18.
- Pony Riders: Athletes from the year in which they reach the age of 12 until the end of the year they reach the age of 16 for Jumping, Eventing and Dressage.
- Childrens: Athletes from the year they reach the age of 12 until the end of the year they reach the age of 14.
- Veterans: Ladies from the year in which they reach their 45th birthday and gentlemen from the year in which they reach their 49th birthday

### And for a clear Geographical Area:

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- World
- Continental

The significant variety of FEI Championships will allow you to choose the Championship that better fits your needs. To consult the list of all FEI Championships available to bid you will find a continuously updated table: [CLICK HERE](#)

The FEI is willing to discuss proposals from you and accept, when possible, a certain degree of flexibility to allow you to maximise the benefits of hosting FEI Championships. In case you would like to organise joint FEI Championships for different disciplines and/or categories please contact the FEI to express your proposal to the following email: [bitting.championships@fei.org](mailto:bitting.championships@fei.org)

Within the framework established in this document, potential FEI Championships bidders are encouraged to develop imaginative proposals that can enhance the scope, presentation and marketing of FEI Championships.



An FEI Championship can be the catalyst for a big success; it is the chance to introduce the sport to new people, increase profile, funding, facility provision, influence and prestige.

The FEI is committed to work with the OC and the NF as partners to maximise the value in terms of economic impact, media exposure and direct revenue generating opportunities.

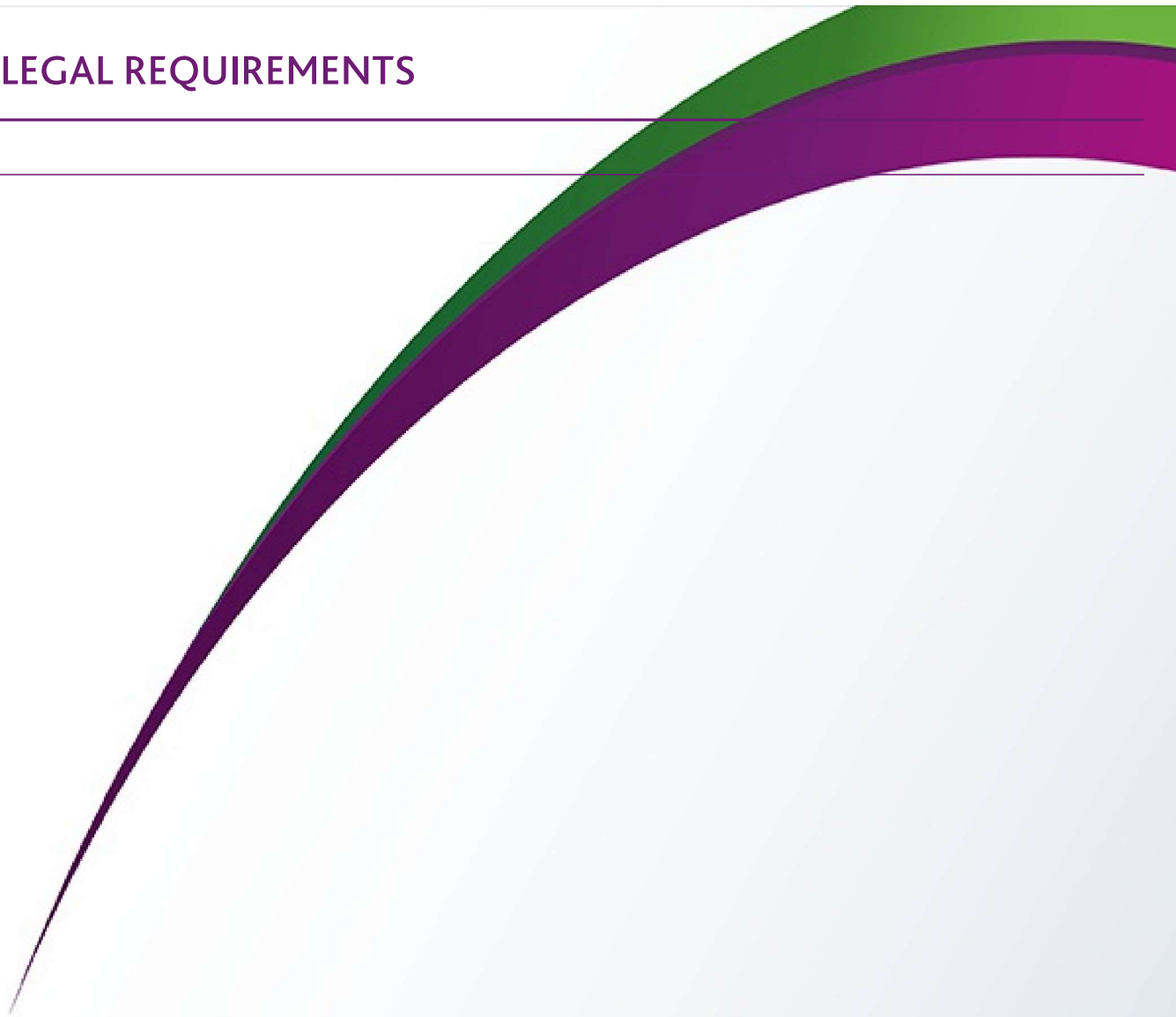
The significant variety of FEI Championships will allow you to choose the Championship that better fits your needs to deliver a top class event



#### Some of the benefits are set out below:

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- Be part of the equestrian family worldwide
- Become an important player in the equestrian field
- Acquire invaluable experience and knowledge that will allow you to apply for more complex FEI Championships, FEI Finals or FEI Games at a later stage such as FEI World Cup™ qualifiers and Finals, FEI Nations Cup™, FEI European Championships for Seniors and ultimately the FEI World Equestrian Games™
- Promote, foster and enhance the development of the equestrian sport in the host country
- Raise the profile of your venue, country, host city and exposure to a new audience domestically and internationally
- Generate local, regional, national and international media coverage for the hosting region, city and venue
- Benefit from branding opportunities
- Enjoy important sponsorship opportunities (see section 7 – Commercial Requirements and Opportunities)
- Obtain revenues from ticketing sales, and merchandising rights before and during the Championships
- Potential to use the Championships as a basis for funding applications from municipalities, local government, etc. in order to upgrade facilities and leave a lasting legacy



A Host Agreement, where the exact rights and obligations of the parties will be defined, will be concluded between the following three parties before the FEI Bureau decides on the official allocation:

- The FEI
- The OC
- The NF (as financial guarantor of the OC's financial obligations)

It is important to note that the OC and the NF must sign the Host Agreement before the FEI Bureau decide on the allocation (which, as a general rule, occurs in June each year). The Host Agreement will be provided to the NF and to the OC by the FEI Legal Department. The Host Agreement must be signed by the OC and by the NF within the relevant allocation time. Without a signed Host Agreement, the bid will not be considered for allocation by the FEI Bureau.

The validity of the Host Agreement will be subject to the decision of the official allocation of the FEI Championship by the FEI Bureau and the subsequent signature of the Host Agreement by the FEI. An example of the legal requirements can be found [here](#)  and [here](#) .



## 7 COMMERCIAL REQUIREMENTS AND OPPORTUNITIES

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7.1 OFFICIAL TITLE OF THE FEI CHAMPIONSHIPS

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7.2 FEI TRADEMARKS AND LOGOS

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7.3 SPONSORSHIP AND ADVERTISING

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The FEI's brand identity is an extremely valuable asset. The FEI's appearance on screen, in print, at events and digitally, forms its public face. Together, these brand applications influence the way the FEI is perceived by the National Federations, organisers, sponsors, riders, the media and the public. The FEI aims to maximise the impact and the value of its identity by presenting a modern, professional and consistent public face that is strongly and uniquely FEI's.

### 7.1 OFFICIAL TITLE OF THE FEI CHAMPIONSHIPS

The FEI will communicate to the OC the official title of the FEI Championships, which must be used by the OC.

The official title of an FEI Championship is composed of different parts: "FEI acronym + discipline + geographical mention + Championships + category + year"

An example of an official title is: "FEI Jumping European Championships for Young Riders and Juniors 2013"



### 7.2 FEI TRADEMARKS AND LOGOS

The OC will have the right and obligation to use the FEI trademark(s) and logo(s) for the promotion and advertisement of the FEI Championships. The FEI will license to the OC the use of these properties, free of charge, for the duration of the Championship and until one (1) month after the close of the Championship.

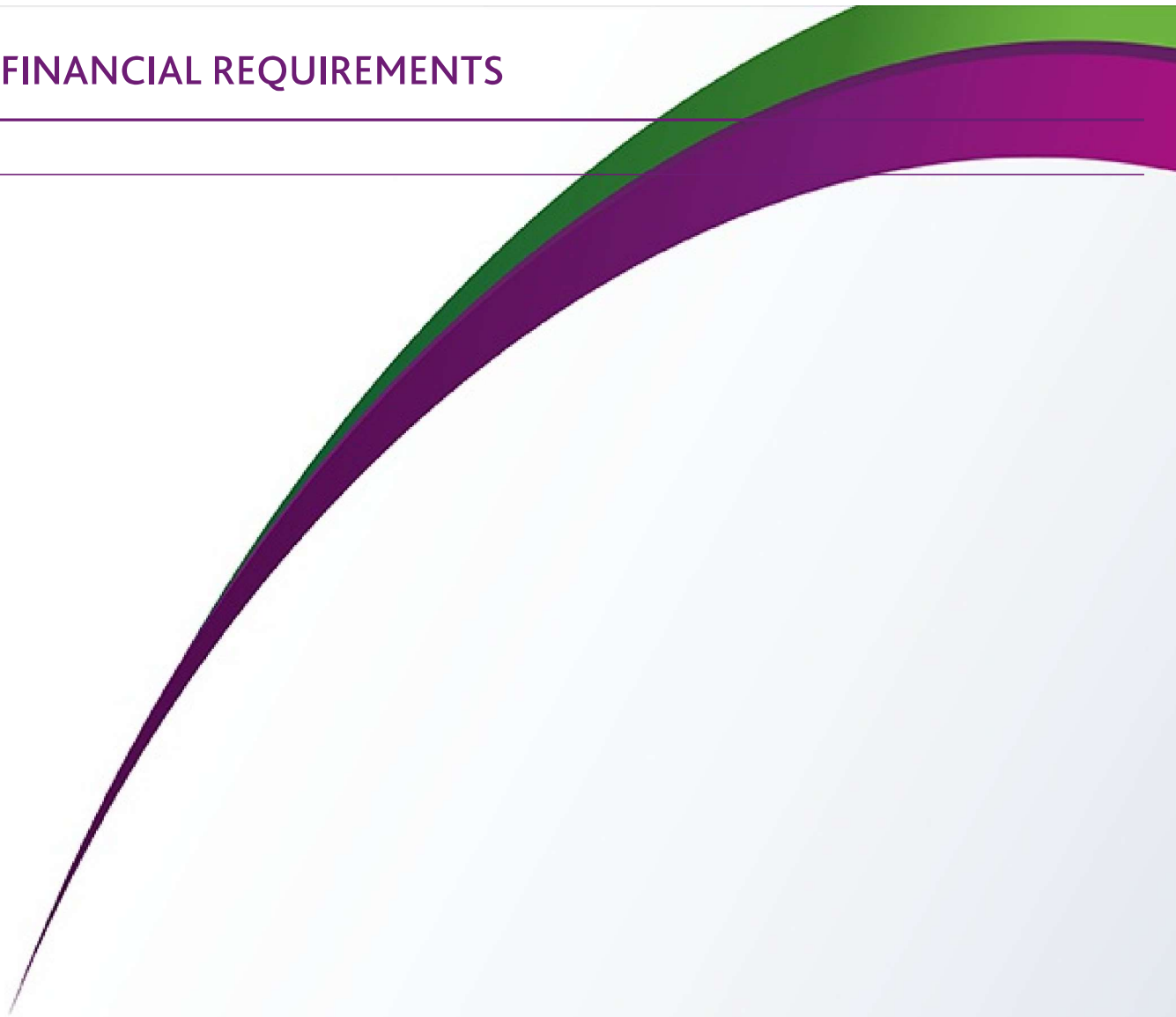
The OC and the NF should always use the FEI brands according to the [FEI Brand Guidelines](#), which detail the exact permitted use of these logos and all the necessary information.

The OC may also choose to develop a logo for the FEI Championships. In this case, the OC will need to follow the FEI Brand Guidelines and submit the design to the FEI for its written approval prior to production.

### 7.3 SPONSORSHIP AND ADVERTISING

The following table provides a brief summary of the sponsorship and advertising rights available to the OC when hosting an FEI Championship or Final. In addition, certain FEI sponsors may have first refusal rights for sponsorship and timekeeping services. A more in-depth description of the OC's and the FEI's rights and obligations will be detailed in the Host Agreement.

Sponsorship Type	Requirements and Opportunities for the OC
Title Sponsor	<ul style="list-style-type: none"> <li>- Only the FEI may appoint a title sponsor</li> <li>- If the FEI appoints a title sponsor, the FEI will provide a <b>financial contribution to the OC</b> in return for the delivery of the relevant commercial rights</li> </ul>
Presenting Sponsor or Show Sponsor	<ul style="list-style-type: none"> <li>- The <b>OC may appoint a Presenting Sponsor or a Show Sponsor</b> subject to FEI prior approval and respecting protected brand categories</li> <li>- Where there is a Presenting Sponsor, the event title would be: <i>"Official Name of the Championship + presented by [Sponsor]."</i></li> <li>- Where there is a Show Sponsor, the event title would be: <i>"Official Name of the Championship + at the [Show Sponsor] Horse Show."</i></li> </ul>
Advertisement	<ul style="list-style-type: none"> <li>- The <b>OC may sell advertising/visibility</b> subject to the conditions set out in the: <ul style="list-style-type: none"> <li>• FEI Rules and Regulations</li> <li>• Host Agreement</li> <li>• This section 7 (Commercial Rights) of the Bid Guide</li> </ul> </li> </ul>



The following section provides examples of costs that may be incurred when organising FEI Championships.

To obtain a full breakdown of the applicable financial charges, please consult the current [FEI Financial Charges](#). These charges are subject to change at the annual FEI General Assembly held in November each year.

### 1. FEI Calendar Registration Fees

To determine the Calendar Registration Fees, please refer to the FEI Financial charges document which can be found [here](#).

### 2. FEI Organising Dues

The OC shall pay the regular FEI Organising Dues as approved by the FEI General Assembly. Such dues shall be payable after the FEI Championships upon receipt of an invoice from the FEI to the NF. Organising Dues are usually charged on the basis of the total amount of prizes in cash and in kind convertible into cash.

To determine the Organising Dues for your Event, please refer to the FEI Financial Charges document.

### 3. Fee for Equine and Human Anti-Doping Program

The Worldwide Equine and Human Anti-Doping Program fee will be levied on all FEI Championships. The breakdown of these applicable fees can be found [here](#).

### 4. Prize Money and Entry Fees

Depending on the FEI Championship, the OC may be obliged to offer prize money in cash. For some of the FEI Championships prize money in cash is not allowed by the applicable FEI Rules and Regulations.

In addition, and only if cash prizes are awarded, the OC may charge a reasonable entry fee to Athletes at some FEI Championships.

In order to determine the prize money and entry fees (if any) that would apply to the FEI Championship you are bidding for, please refer to the relevant discipline FEI Sport Rules. All Sports Rules can be found on <http://inside.fei.org> under Rules.

### 5. Other Possible Expenses

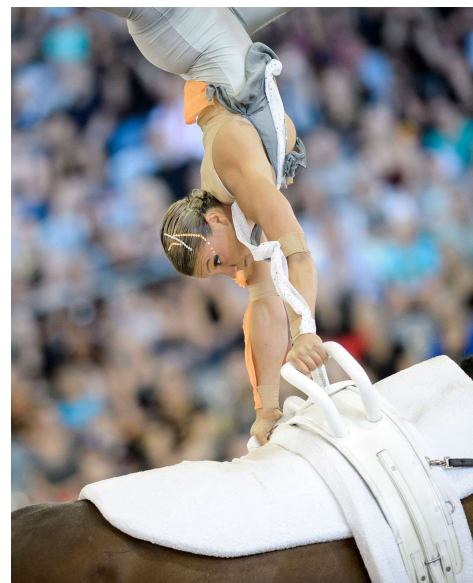
Depending on the discipline of the Championship you are bidding for, certain expenses, such as those for transport, athletes and grooms, stabling, and veterinary fees, may apply. The following provides examples of other possible expenses for Championships. For details of the expenses that you may incur, please refer to the relevant discipline FEI Sport Rules.

#### For FEI Officials and FEI Representatives

If confirmed by the FEI prior to the Championship, the OC is responsible for the costs (including travel, accommodation and meals) of the FEI Officials and FEI Representatives appointed for the FEI Championships.

#### For FEI Technical Visits

If requested by the FEI because it is deemed necessary to check the organisation of the FEI Championship, the OC is responsible for all costs (including travel, accommodation and meals) of the FEI Technical Delegate.



# 9 BROADCAST & PRESS REQUIREMENTS

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9.1 BROADCAST REQUIREMENTS

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9.2 PRESS REQUIREMENTS

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## 9 BROADCAST & Press Requirements

### 9.1 BROADCAST REQUIREMENTS

According to the FEI General Regulations, all Broadcast Rights, including any television, radio, online streaming rights, FEI Data and any related copyrights for the Championships, are the property of the FEI.

When hosting a FEI Championship, the FEI request the OC to try to achieve national and/or regional broadcast television coverage for the FEI Championship. In order to assist the OC in fulfilling this obligation, the FEI will license to the OC, free of charge, the television broadcast rights for the OC's domestic territory.

Under particular circumstances, which are further detailed in the [FEI Broadcast Manual](#), the internet and/or online streaming rights to the Championship can be granted to the OC, within the OC's domestic territory only, in order to achieve national and/or local broadcast television coverage.

The FEI will liaise with the OC regarding the streaming of the Championship on FEI TV in order to achieve international coverage.

#### OUR EXPOSURE

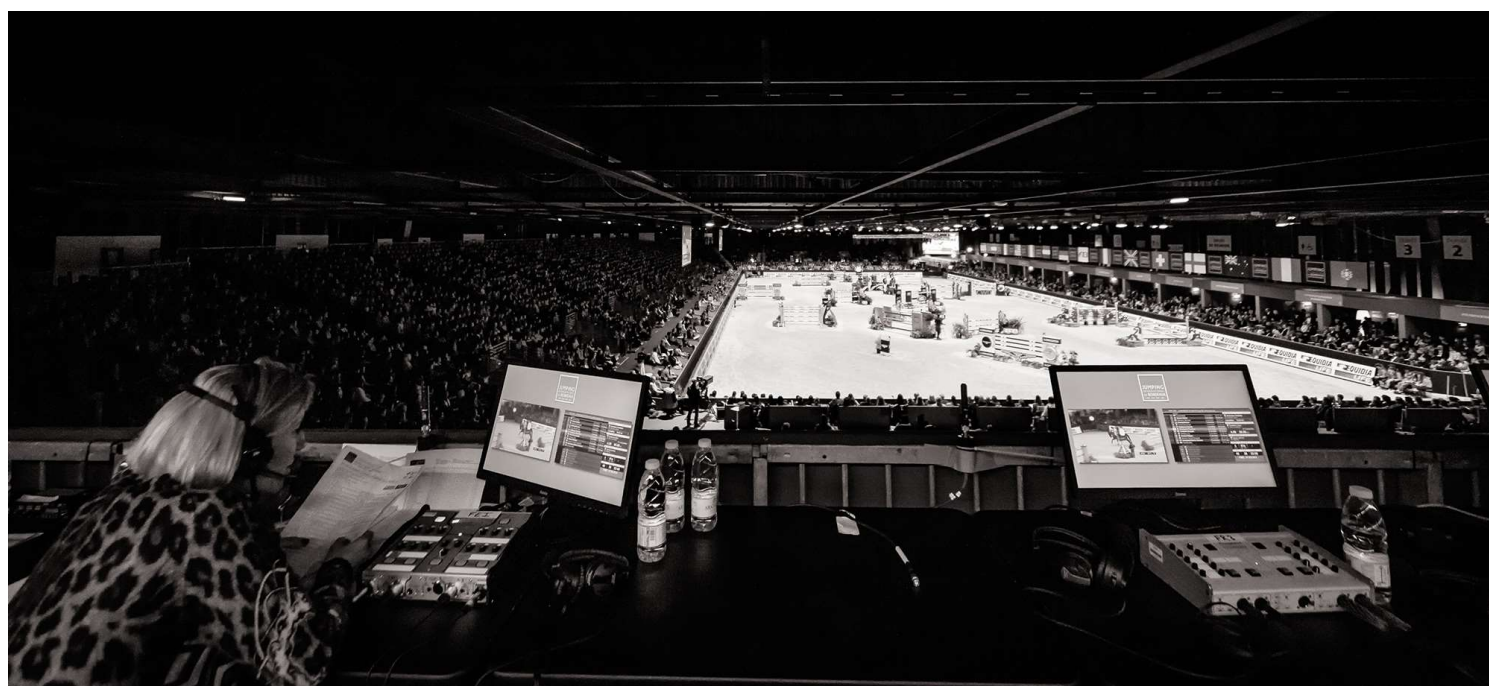
Approximately  
**400'000** followers on:  
f i+ t y ...

**FEI.ORG**  
10.8M Unique Users 18M Page Views

**FEI TV**  
Unique: 537345 | Page Views: 7345728  
Number of events streamed live per year: 158



### 9.2 Press Requirements



In general, all relevant information including timing, start lists and course plans (including heights, distances and time allowed), will need to be made available by the OC to the press and to the public.

Additionally, during the FEI Championships, the OC is responsible for transmitting the results and the points standing to the FEI, to the wire services, news agencies and other media.