



FEI ASIAN CHAMPIONSHIPS 2023

BID GUIDE

Foreword by the FEI President



Welcome to our bidding platform and this dedicated Bid Guide for the FEI Asian Championships 2023, championships which highlight the very best of our sport in Asia, the very best Asian athletes in their relevant disciplines, and of course the highest standards from Organising Committees and bid cities. We hope that the 2023 edition of the Championships can build on the success of the previous FEI Asian Championships held in Thailand in 2019.

Hosting a FEI Championship 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 in Asia 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 the FEI Asian Championships 2023. 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 the FEI Asian Championships 2023 and I wish you all the best in your endeavour and bid process!

A handwritten signature in black ink, which appears to read 'Ingmar De Vos'.

Ingmar De Vos

FEI PRESIDENT

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1. Background

Further to a consultation process between the FEI and the Asian National Federations between January and August 2021, the FEI Board has approved the opening of a bid process for the FEI Asian Championships 2023 (the **2023 Championships**).

This document is a guide that aims to provide National Federations (hereinafter “NF”) and Organisers (hereinafter **OC**) with the general framework for organising the FEI Asian Championships 2023. It has been produced in order to help NFs and OCs examine and understand the minimum FEI requirements when organising these 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 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 fulfil in order to host the FEI Asian Championships 2023. Please ensure that you read through this Guide in its entirety prior to submitting your application.

Benefits of Hosting an FEI Championship

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.

Some of the benefits are set out below:

- 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 or FEI Finals at a later stage such as FEI World Cup™ Finals, FEI Nations Cup™ Final, FEI European Championships for Seniors and ultimately the FEI World Championships
- 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
- 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

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2. Bid Process Timeline

Thursday, 16 September 2021	<p>Opening of the Bid Process. Applications must be made via the FEI Online Bid Platform. Full Bid Guide is also available on the online bid platform.</p> <p>Bidders can upload additional documents (photographs, presentations etc.) via the FEI Online Bid Platform when submitting their application.</p> <p>If a Bidder is bidding for multiple disciplines, it is not necessary to submit multiple applications; one application will suffice.</p> <p>A short tutorial on how to use the FEI Online Bid Platform can be accessed by clicking here.</p>
Friday, 12 November 2021	Deadline for receipt of applications .
Monday, 29 November 2021	Host Agreement sent to all OCs/NFs who submitted an application.
Friday, 14 January 2022	<p>Deadline for applicants to send back a signed version of the Host Agreement.</p> <p>Note: The Host Agreement must be signed by the OC and NF in order for the bid to be considered for allocation.</p>
January – February 2022	<p>Review Process: The FEI Technical Committees & FEI Headquarters reviews the applications, and provide the FEI Board with its recommendation. The FEI will also consult with the Asian Equestrian Federation to obtain its recommendations.</p> <p>Incomplete bids and/or bids that do not match the chosen FEI Championships concept, or bids whose qualifications do not fulfil FEI's criteria for an FEI Championship may be eliminated from the process at this stage.</p>
March 2022*	<p>Allocation: The FEI Board will allocate the 2023 Championships during the Board Teleconference in March 2022.</p> <p>*The FEI reserves the right to allocate the 2023 Championships at an earlier or later date depending on the progress of the review process.</p>

The FEI Board has the final authority for the allocation of FEI Asian Championships 2023. Once the FEI Board 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.

If have any questions regarding the bidding process, please contact bidding@fei.org

3. Disciplines

The FEI will accept bids for each of the following disciplines:

- **Jumping**
- Dressage
- **Eventing**
- **Endurance***
- Para Dressage*

* The FEI Board will consider bids for Endurance and Para Dressage but a decision on whether or not these disciplines will be included in 2023 Championships will be taken at a later date, following a review of the bids submitted and the overall feasibility of holding Asian Championships in these disciplines.

Multi-disciplinary v Single discipline Championships

Bids for multi-disciplinary Championships and single discipline Championships will be accepted. Bidders who are interested in hosting the FEI Dressage Asian Championships 2023 are strongly encouraged to also apply to host the FEI Para Dressage Asian Championships in parallel.

4. Competition Level

The competition level will remain at the same level as applied for the FEI Asian Championships 2019:

Jumping

- 1.40m - 1.50m (Individual Final)¹

Dressage

Small Tour:

- Team Test: FEI Prix St. George
- Individual: FEI Intermediate I & FEI Intermediate I Freestyle

Eventing

- CCI 2* - L

The proposed competition levels for Endurance and Para Dressage are:

Endurance

- 2* Championships

Para Dressage

- TBC

Note: Quota places for the Paris 2024 Olympic Games will not be allocated via the 2023 Championships. Details on the proposed qualification process for Paris 2024 will be published by the FEI shortly.

¹ Refer to [2019 Competition Schedule](#)

5. Applicable Rules – Host Agreement

As the 2023 Championships will be an FEI Continental Championships, the Championships must be run in accordance with the relevant FEI Sports Rules and other applicable FEI Rules (for example, FEI General Regulations, FEI Anti-Doping Rules, FEI Veterinary Regulations) and in accordance with the instructions of the relevant FEI Sports Department. The Officials for the 2023 Championships will be appointed in accordance with the relevant FEI Sports Rules.

All potential OCs and their NF will be required to sign a legally binding Hosting Agreement (draft to be provided by the FEI) in order to be considered for allocation of the 2023 Championships.

6. Timing of Championships

The FEI is open to proposals from bidders regarding the timing of the 2023 Championships. Note: It would appear from the consultation process that the general preference of the Asian NFs is for the Championships to take place in late 2023.

When proposing a date, please consider the following factors:

- Weather/Climate at that time of the year.
- Major Equestrian Events in your Region or the World that might interfere with the organisation of the competition (Regional/Continental Championships, etc.).
- Feasibility of Athletes from the region to compete at the Championships at that time of the year.

7. Financial Obligations

7.1 Hosting Fee

The FEI will not impose a mandatory hosting fee but bidders can choose to propose a hosting fee as part of their bids.

7.2 Prize Money & Medals

The FEI will not impose a minimum level of prize money but bidders are strongly encouraged to offer prize money commensurate with the prestige of the 2023 Championships².

The FEI will supply the medals for 1st, 2nd and 3rd placed individuals and teams.

7.3 Calendar Fee

The calendar fees applicable for the year 2023 will apply.³

7.4 Organising Dues

Organising dues will be charged in accordance with the FEI Financial Charges for the Year 2023⁴.

8. Travel & Accommodation

8.1 Accommodation & Meals

OC responsible for the hotel (3* - 4*: single rooms) & 3 meals per day (or daily allowances):

² The amounts offered in 2019 were as follows:

Jumping: US\$50,000 Team classification; and US\$30,000 Individual classification.

Dressage: PSG: 20'000 USD, Inter I: 15'000 USD Inter I FS: 15'000 USD

³ Bidders are advised to consult the [FEI Financial Charges for 2021](#) for reference.

⁴ Bidders are advised to consult the [FEI Financial Charges for 2021](#) for reference.

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- (a) FEI Officials 3* -4* hotel
- (b) Members of the Teams (including Chefs d'Equipe, Team Veterinarians
- (c) Grooms (suitable location near Venue)
- (d) FEI Representatives (Max: 3 people).

8.2 Travel

OC responsible for travel costs from home country to Venue:

- (a) Ground Jury (incl. President) and Judges Supervisory Panel (if required)
- (b) Chief Steward(s);
- (c) TD
- (d) Course Designer (if applicable);
- (e) Veterinary Services Manager (and the required treating veterinarians);
- (f) Veterinary Commission (including Foreign Veterinary Delegate).

8.3 Per Diems

OC responsible for Per Diems of FEI Officials, where applicable (relevant amount set out in the FEI Rules).

8.4 FEI Pre-Visits

The OC will be responsible for the pre-visit travel expenses (including hotel & meal) of:

- (a) TD for all necessary visits (a minimum of two (2)) to the Venue prior to the Championships; and
- (b) Discipline Director (for one 1 pre-visit) (if the Discipline Director is not familiar with the venue).

9. Event Logistics and Organisation

9.1 Horse Quarantine

The OC will be responsible for managing and meeting the costs of any and all government veterinary, customs and importation and exportation requirements imposed on the Teams/Athletes and the Horses on entry to and exit from the Territory in accordance with government regulations, including, without limitation, the cost of any required quarantine (including government checks and government required blood tests, overheads and maintenance of the Horses), if required, save that the relevant NF(s) shall be responsible for the cost of subsistence (i.e. food and any emergency veterinary care) for their Horses while in quarantine.

9.2 Local Transport

The OC will be responsible for organising shuttles during the 2023 Championships for FEI Officials, FEI Representatives, Accredited Press, Accredited Broadcasters and the Teams. Minivans for the Ground Jury, TD, Course Designer and Veterinary Commission must be provided.

9.3 General

Unless otherwise specified, the OC will be responsible for all costs associated with organising managing the 2023 Championships.

In addition to the costs specified in this Bid Guide, the OC responsible for providing/delivering (and related costs of):

- An appropriate venue with high level facilities (field of play, stables, warm-up areas, veterinary & medical facilities etc.)
- Press Centre

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- Accreditation
- Promotion of the 2023 Championships (in consultation with the FEI)

Holding an Opening and/or Closing Ceremony will be at the discretion of the OC.

10. Commercial Requirements

10.1 Host Broadcast

The broadcast requirements in relation to the 2023 Championships will be subject to discussion and agreement between the FEI and the OC(s) it being understood that if the FEI requires the OC to arrange for a broadcast production of the 2023 Championships, it will be at the cost of the OC.

10.2 Broadcast/Media Rights

All broadcast/media rights will be exclusively with the FEI/FEI's broadcast partners subject to the right of the OC to grant the non-exclusive domestic rights (geo-blocked) to a broadcaster in their own country.

FEI.TV will have exclusivity over the streaming rights subject to the OC's non-exclusive right to stream the Championships on their own website. The OC must ensure that its streaming provider provides all necessary technical assistance to FEI.TV to facilitate this.

10.3 Digital

The development of the 2023 Championship website(s) will be the responsibility of the OC.

10.4 Branding

The logo development, artwork, on-site branding will be the responsibility of the OC and subject to the approval of the FEI; any use of the FEI logos and trademarks must be in accordance with the FEI Brand Guidelines.

10.5 Timekeeping and Data Handling

Longines will have the right of first refusal (but no obligation to provide timekeeping services).

If Longines doesn't exercise its right, the OC will be responsible for appointing the timekeeper (such timekeeper to be approved by the FEI) and all related costs.

Brand sector⁵ exclusivity for Longines even if not official timekeeper.

⁵ "Brand Sector" means the manufacture and/or distribution (wholesale and retail) of watches (including smartwatches and wrist wearable devices with time displaying function), clocks and other equipment which is directly or indirectly related to timing, watches (including smartwatches and wrist wearable devices with time displaying function), clocks, timing devices, sports timekeeping, scoring, on-venue results systems, data-handling, countdowns, motion sensors, positioning systems and associated services such as installation, integration, testing, maintenance and operation (where such motion sensors, positioning systems and associated services relate to the official timekeeping and data handling services) or scoreboards, as well as jewellery brands associated with watches where the majority of the watches are in a comparable price segment as Longines watches.

With regard to the jewellery brands associated with watches where the majority of the watches are in a comparable price segment as Longines watches, an exemplary, non-exhaustive overview of brands which are considered as of the date of this Agreement to fall under such category are: Chopard, Montblanc, Movado, Ebel, Fred, Cartier, De Grisogono, Bulgari, Gucci, Chanel, Dior, Dunhill, Hermes, TagHeuer, David Yurman, Maurice Lacroix, Baume & Mercier, Tudor, Raymond Weil, Rolex, Ralph Lauren, Hublot, Breitling, Tiffany & Co, Graff.

For the avoidance of doubt, fashion and apparel brands that sell watches where the majority of the watches are in a comparable price segment but watches are not a significant part of their business (as will need to be discussed between the parties in good faith), do not fall within the Brand Sector.

11. Commercial Rights

11.1 Sponsorship

All sponsorship rights of the Championship(s) are the property of the FEI but the FEI grants the right to the OC to sell sponsorship packages in all categories with the exception of the:

- (a) Brand Sector reserved for Longines; and
- (b) Prohibited Category or any sponsor that advertises or promotes any political views or where the sponsor would not align with the values, ethics and integrity of the sport and/or the FEI.

The OC must develop a sponsorship strategy in consultation with the FEI Commercial Department.

The OC can appoint a Title Sponsor provided Longines is given right of first refusal.

The OC must inform the FEI Commercial Department in advance before approaching any FEI Sponsors regarding their potential sponsorship of the Championship.

11.2 Ticketing and Merchandising

All revenue from ticketing and merchandising will be for the OC.

11.3 Corporate Hospitality

The OC must provide sufficient space for corporate hospitality & for FEI corporate hospitality. If the FEI activates its own corporate hospitality programme at the 2023 Championships, the costs of such programme will be for the FEI.

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