



FEI CHAMPIONSHIPS & FINALS



FEI

DRESSAGE



FEI

DRIVING



FEI

ENDURANCE



FEI

EVENTING



FEI

JUMPING



FEI

PARA-DRESSAGE



FEI

VAULTING

BID GUIDE

INDEX

PART A - INTRODUCTION..... 3

1. FOREWORD BY THE PRESIDENT..... 3

2. ABOUT THE BID PROCESS..... 4

3. ABOUT THE FEI..... Error! Bookmark not defined.

4. DISCIPLINES..... 7

PART B - OPPORTUNITIES AND REQUIREMENTS..... 10

5. COMMERCIAL.....11

6. BROADCAST & PRESS..... Error! Bookmark not defined.

7. FINANCIALS..... Error! Bookmark not defined.

9. LEGAL.....12

10. CONTACT13

11. Annex 1 - Bid Budget Template.....

PART A - INTRODUCTION

1. FOREWORD BY THE PRESIDENT

Welcome to this dedicated Bid Guide for the FEI Championships and Finals.

The FEI Championships and Finals highlight the very best of our sport, our athletes in their relevant disciplines and age categories and, of course, the highest standards from Organising Committees and host cities.



Hosting an FEI 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.

It is no secret that Equestrianism has an enthusiastic audience of families and connoisseurs with a true passion for the sport. However, FEI Championships and Finals 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.

With this Bid Guide, all interested and potential Organising Committees will find an overview of all the requirements and, more particular, the benefits and opportunities of hosting an FEI Championship or Final.

The FEI Headquarters is available throughout the relevant bid process to handle any queries.

We look forward to hearing from you!

Ingmar De Vos
FEI President

2. ABOUT THE BID PROCESS

Please note that the present Bid Guide **deliberately excludes** the following championships/events:

- FEI World Championships for Seniors (World Equestrian Games™)
- FEI World Cup™ Series, FEI Nations Cup™ Series and the Longines League of Nations™
- FEI European Championships for Seniors

All information related to the bidding process and the allocation of FEI Championships and Finals can be found in the [FEI General Policy Allocation of FEI Named-Events](#).

The bidding process for FEI Championships and Finals are, generally, divided in three different phases: Applicant, Candidate and Allocation.

1. Phase 1: Applicant

During this phase, bidders will be required to submit an application form (with all other relevant documentation) via the FEI Bidding Platform (Applicants). In general, the Applicants must submit the bid/Application Form no later than 30 November of the year preceding the allocation of the FEI Championship they are applying for.

2. Phase 2: Candidate

Once the bidding process is closed, all applications will be reviewed and evaluated by the FEI and the relevant technical committee. The shortlisted bids (bids that are complete, meet the minimum requirements, match the FEI Championship concept, are in line with the FEI and Equestrian community values, etc), will be presented to the FEI Board for allocation (Candidates).

During this phase, Applicants may be asked to present additional information and/or documentation.

A host agreement will be sent to all Candidates and must be signed by both the Organising Committee and relevant NF and sent back to the FEI before the date of the pertinent FEI Board meeting to be considered for allocation.

3. Phase 3: Allocation

The FEI Board, taking in consideration the FEI's and technical committee's recommendation and, where relevant, the feedback of the relevant FEI Regional/Continental Group, will decide amongst all Candidates who will host the relevant FEI Championship or Final (Organiser).

3. ABOUT THE FEI

The Fédération Equestre Internationale (FEI) was founded in 1921 and is the governing body for all international events in Dressage & Para Dressage, Jumping, Eventing, Driving & Para Driving, Endurance and Vaulting. The FEI establishes, amongst others, the regulations and approves equestrian programmes at Championships, Continental and Regional Games, World Cups as well as at the Olympic and Paralympic Games.

KEY FACTS & FIGURES:

- Based in **Lausanne** (SUI)
- Founded in **1921**
- 136** national federations
- 6** disciplines
- 9** regional groups
- 120'000** registered riders & horses
- 4'000** international competitions
- +100** 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

BROADCAST
Average cumulated TV audiences per year: **3,32 billion**

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 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 **3'200'000** fans

Websites Including:

- FEI.ORG
- FEI.TV
- FEICAMPUS.ORG

3.1. Mission and Values

FEI Vision:

To grow the unique and mutually beneficial bond between horse and human in sport globally (#ChampionsAsOne).

FEI Mission:

To drive and develop equestrian sport globally in a modern, sustainable and structured manner with guaranteed integrity, athlete welfare, equal opportunity and a fair and ethical partnership with the horse.

FEI Values:

- o Horse First: The welfare of the horse is our top priority.
- o Perform as one: A unique sporting partnership built on mutual trust and respect.
- o 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.
- o For today and tomorrow: Meeting the needs of today without compromising tomorrow.

3.2. 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 is considered to be among those International Federations with the highest standard of Good Governance.



3.3. Sustainability

As the world governing body for equestrian sports and a member of the International Olympic Committee, the FEI has the responsibility of committing to the conservation of our planet and ensuring that its events are conducted in a sustainable manner. Proof of this commitment was the release of a Code of Conduct in 2006, followed by the FEI Sustainability Handbook for Event Organisers, aimed at encouraging event organisers to implement sustainability initiatives to reduce negative environmental impact and create a positive legacy.

Having undergone carbon footprint calculations across the three Scopes (as defined in the Greenhouse Gas Protocol), the FEI recognises that the vast majority of the sport's environmental impact is related to FEI events. Accordingly, an updated version of the FEI Sustainability Handbook has been launched in 2023 with the emphasis on measurement and impact of sustainability initiatives adopted at events. These initiatives find their roots in the Global Reporting Initiative (GRI) Standards, which are the most globally used standards for sustainability reporting. Additionally, each initiative is linked to one or more of the UN Sustainable Development Goals (SDGs).

Furthering its commitment, in 2019 the FEI became one of the early signatories of the United Nations Framework Convention on Climate Change 'Sport for Climate Action Framework'.

Since then, the FEI has continued to develop its sustainability programme and has encouraged and promoted sustainability efforts at FEI Championships and Events.

As a consequence, the FEI strongly encourages applicants to propose how sustainability would be embedded across all aspects of event planning and delivery.

3.4. FEI Clean Sport Programme

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. The rules and regulations that govern our sport exist to protect the health of both the horses and the athletes (the Anti-Doping Rules for Human Athletes the Equine Anti-Doping & Controlled Medication Regulations) as well as the integrity of the sport. A dedicated website with all the information related to the FEI Clean Sport Programme can be accessed with the following link: <https://inside.fei.org/fei/cleansport>.

4. DISCIPLINES

4.1. Jumping

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, partnership and technical ability of horse and rider. Jumping has also produced some of equestrian sport's most memorable Olympic moments.



4.2. Dressage and Para Dressage

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 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.

The human athlete's mobility, strength and/or coordination are assessed in order to establish their Classification Profile. Athletes with similar functional ability profiles are grouped into competition Grades. The Grades range from Grade I for the most severe impact of the impairments, to Grade IV for the least impact of impairment on performance. The competition within each Grade can therefore be judged on the skill of the individual competitor on their horse, regardless of the competitor's disability.



4.3. Eventing

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 separate consecutive days. Participants ride the same horse throughout the three tests.



4.4. Endurance

Endurance is a long-distance competition against the clock testing the speed and strength of a horse and challenging the athlete 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 course. Each horse must be presented for inspection within a set time of reaching each ‘vet gate’, with the aim of determining whether the horse is fit to continue.



4.5. Vaulting

Vaulting is a youthful celebration of gymnastics on horseback that demands acrobatic skill and precision, combined with grace and creativity. The result is pure theatre: exciting, entertaining and alive. Each awe-inspiring performance is a partnership working in total harmony and synchrony requiring outstanding physical condition from the vaulter(s), a harmonious relationship with the horse and fist-class teamwork.

Vaulters compete together on squads – 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. Vaulters also compete as pairs, known as *Pas-de-Deux*.



4.6. Driving

Driving is the oldest competitive equestrian sport yet it continues to thrive in the 21st century.



PART B - OPPORTUNITIES AND REQUIREMENTS

An FEI Championship can be the catalyst for a big success. Organisers become a part of the equestrian family worldwide and acquire invaluable experience and knowledge to potentially host more complex FEI Championships (World Championships, World Cup Finals, etc) in the future while promoting and enhancing the development of the equestrian sport in the host city/country as well as raising the profile of its venue(s).

5. COMMERCIAL

The FEI brand 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.

5.1. Sponsorship Rights

Organisers have the right and possibility to sell sponsorship packages, with just the following category restrictions:

- (1) Brand Category¹ and Title Sponsorship.
- (2) Prohibited Category² or any sponsor that advertises or promotes any political views or does not align with the values, ethics and integrity of the sport and/or the FEI.

Subject to FEI's prior approval, Organisers may appoint a Presenting or a Show Sponsor.

Title Sponsors may only be appointed by the FEI. Should this be the case, the FEI will provide financial contribution to the Organiser in return for the delivery of the relevant commercial rights.

5.2. FEI Trademarks and Logos

Organisers 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 the use of these properties, free of charge, for the entire duration of the Championship and until one (1) month after its end.

Organisers (and National Federation) are kindly requested to use the FEI brands according to the FEI Brand Guidelines.

The FEI will produce, at its own cost, a logo for the FEI Championship and provide it to the Organisers

¹ Brand Category is defined as: 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 jewelry brands associated with watches where the majority of the watches are in a comparable price segment as Longines watches.

With regard to the jewelry 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 the 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;

² Prohibited Category is defined as: any material that does not comply with any applicable law, is offensive, indecent, fraudulent, defamatory, depicts violence or is otherwise threatening, abusive or intimidating, is for any organisation whose principal business includes the sale of tobacco or tobacco related products, gambling services, alcohol (where the volume is 15% or more) or pornographic material or which encourages in whatever manner, behaviour which promotes disparaging views, or behaviour relating to an individual or group's colour, race, ethnic or national origin, sex, sexual orientation, marital status, religion, age, or disability.

The FEI retains the right to develop a merchandising program, both on-site and online. This includes all Event branded and FEI related merchandise. In the event that the FEI does not exploit such right, the possibility for the Organising Committee to develop such program can be discussed with the FEI.

6. BROADCAST & PRESS

6.1. Broadcast rights

All Broadcast Rights for FEI Championships, as stipulated in the FEI General Regulations, are the property of the FEI.

Organisers shall try to achieve national and/or regional broadcast television coverage for the FEI Championship. For this purpose, the FEI may license the broadcast rights, including the online streaming rights (under certain circumstances/requirements) for the domestic territory to the Organiser.

6.2. Press requirements

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

Additionally, during the FEI Championship, Organisers are responsible for transmitting the results and the points standing to the FEI, to the wire services, news agencies and other media.

To this regard, Organisers must provide the FEI with a declaration from the relevant Public Authorities confirming that the delegations from all nations (without any exception) will be granted access to the territory of the Host Country and that the relevant Public Authorities will support the said delegations by providing the necessary visa's within reasonable timelines and procedures.

7. FINANCIALS

The FEI Championship and/or Final may have some related financial charges connected to it. The applicable costs can be consulted in the FEI Financial Charges document*.

The following are some of the costs that Organisers and/or NFs need to consider when organising a FEI Championship:

- FEI Calendar Registration Fees
- FEI Organising Dues: Usually charged on the basis of the total amount of prizes in cash and in kind.
- Fee for Equine and Human Anti-Doping Program
- Prize Money: For some FEI Championships, offering prize money in cash may be mandatory, while for other FEI Championships prize money in cash may not be allowed by the applicable FEI Rules.
- Travel, accommodation and meals: The exact responsibilities and obligations for travel, accommodation and meals expenses can be consulted in the relevant discipline FEI Sport Rules. In general, the Organiser is responsible for the costs of the FEI Officials and FEI representatives (accommodation and meals) as well as for the FEI Technical Delegate in case a pre-check site-visit is needed. For some FEI

Championships, the Organiser may also be requested to cover the travel, accommodation and/or meal expenses of the participants (athletes, chef's d' Equipe, etc). In general, at least one meal per competition day shall be offered for free to the athletes.

For some FEI Championships and Finals, and only if Prize Money in cash is offered, the Organiser may charge participants an "Entry Fee". If so, the exact amount and a description of the services/benefits that the Fee includes must be reflected in the relevant Schedule.

In order to better evaluate the bid and the financial viability of the championship, Candidates are kindly asked to submit a breakdown of the estimated budget. A Bid Budget template is available in this Bid Guide (Annex 1).

* Some charges may be subject to change by the FEI General Assembly, which is held at the end (November) of each year. Such changes to apply as of 1 January of the year following the relevant FEI General Assembly.

8. LEGAL REQUIREMENTS

Host Agreement

As mentioned in Part A, point 2 above, all Candidates will receive a draft Host Agreement, which defines and sets out the exact rights and obligations of the Organiser, the relevant National Federation and the FEI with respect to the FEI Championship or Final.

All Candidates (Organiser and NF) must sign the Host Agreement and send it back to the FEI before the FEI Board decides on the allocation. The validity of the Host Agreement is subject to this decision and the subsequent signature of the Host Agreement by the FEI representatives.

Labour Conditions

The Organiser must ensure that the labour conditions of all workers meet the International labour standards established by the International Labour Organisation (ILO), during all the phases of the organisation of the FEI Championship or Final.

Veterinary, Medical & Anti-Doping

The veterinary, medical & Anti-Doping requirements are defined in the FEI General Regulations, Veterinary Regulations, the Equine Anti-Doping and Controlled Medication Regulations and the Anti-Doping Rules for Human Athletes as published on the FEI's official website at <https://inside.fei.org/>

9. CONTACT

For any questions, please contact bitting@fei.org.



ANNEX 1 – TEMPLATE BID BUDGET

Candidates are free to create and submit a bid budget in their preferred format, or use this template as a guideline for putting together the budget proposal. Also, Candidates are kindly asked to adjust or add to the headings as needed for each particular event and situation. If needed, the FEI can provide the Word version of this Template Bid Budget.

	Budget	Notes
INCOME		
Public/government funding	€ -	
Ticketing	€ -	
Sponsorship	€ -	
Hospitality/catering	€ -	
Entry fees/other NF income (e.g. horse feed, bedding, vet supplies, etc.)	€ -	
Trade show/retail village	€ -	
Merchandising/licensing	€ -	
Lodging/accommodation	€ -	
Other Income	€ -	
TOTAL INCOME	€ -	
COSTS		
VENUE		
Site/venue rental	€ -	
Temporary infrastructure/overlay	€ -	
Field of play/training area footing construction/maintenance	€ -	
Course costs (eventing cross country, driving marathon, endurance, etc.)	€ -	
Landscaping	€ -	
Utilities (power, water, etc.)	€ -	
Technology/communications infrastructure	€ -	
Maintenance	€ -	
Venue dressing/look/signage	€ -	
Other Venue	€ -	
TOTAL VENUE	€ -	
OPERATIONS		
Accommodation	€ -	
Accreditation	€ -	
Catering	€ -	
Technology (not Inc. Results/Scoring/Timing - see below)	€ -	
Host broadcast production	€ -	
Security	€ -	
Communications	€ -	
Transport/traffic control/car parking	€ -	
Medical services	€ -	

Cleaning & waste management	€	-	
General contractor/consultant costs (Operations)	€	-	
General equipment (see below for Sport Equipment)	€	-	
Open/Closing Ceremonies	€	-	
Entertainment, functions etc.	€	-	
Other Operations	€	-	
TOTAL OPERATIONS	€	-	
SPORT COMPETITION			
Sport competition administration	€	-	
FEI competition fees (calendar fee, organising dues)	€	-	
Prize money/awards	€	-	
Sport equipment	€	-	
Officials (per diems, travel, uniforms, etc.)	€	-	
Horse import/export, transport and logistics	€	-	
Vet services	€	-	
Stables services, equipment & supplies	€	-	
Results/Scoring/Timing services	€	-	
Sports presentation (announcers, production, audio/visual, etc.)	€	-	
NF/Athlete services	€	-	
Anti-doping (athlete)	€	-	
Anti-doping (equine)	€	-	
Test events	€	-	
Other Sport Competition	€	-	
TOTAL SPORT COMPETITION	€	-	
GENERAL & ADMIN			
Salaries	€	-	
Consultancy	€	-	
Occupancy	€	-	
Office/administrative expenses/supplies	€	-	
Office/administrative IT	€	-	
Publications	€	-	
Volunteer programme (recruitment, portal, uniforms, etc.)	€	-	
Insurance	€	-	
Legal	€	-	
Accountancy	€	-	
Other General & Admin	€	-	
TOTAL GENERAL & ADMIN	€	-	
COMMERCIAL			
Sponsorship	€	-	
Ticketing	€	-	
Trade show/retail village	€	-	
Merchandising	€	-	

Hospitality	€	-	
Other Commercial	€	-	
TOTAL COMMERCIAL	€	-	
MARKETING & COMMUNICATIONS			
Marketing, promotion & advertising	€	-	
Media & press relations	€	-	
Digital (web, social media, etc.)	€	-	
Community relations	€	-	
Other Marketing & Communications	€	-	
TOTAL MARKETING & COMMUNICATIONS	€	-	
OTHER COSTS			
FEI Host Fee	€	-	
Misc. (incl. misc., tax, non-deductible VAT, financing costs, legacy, etc.)	€	-	
Contingency	€	-	
TOTAL OTHER COSTS	€	-	
TOTAL COSTS	€	-	