



# EUROPEAN CHAMPIONSHIPS

FOR SENIORS



**FEI**  
DRESSAGE



**FEI**  
DRIVING



**FEI**  
ENDURANCE



**FEI**  
EVENTING



**FEI**  
JUMPING



**FEI**  
PARA-DRESSAGE



**FEI**  
VAULTING

# 2025

# BID GUIDE

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## PART A - INTRODUCTION

### 1. FOREWORD BY THE PRESIDENT

Welcome to this dedicated Bid Guide for the FEI European Championships for Seniors 2025 in all the FEI disciplines.

The FEI European Championships for Seniors set the scene for a nation vs nation format and play a key role in the development of the equestrian sport. These Championships have been historically strongly supported by the equestrian community as they epitomize team spirit and produce national heroes that can transcend all demographic barriers.



Equestrian sports have a devoted audience of families, connoisseurs and passionate fans. On top of this unconditional group of followers, FEI Championships also draw spectators who are curious to discover the combined skills of human athletes and horses as well as the exciting atmosphere of an elite-level sporting event. The FEI European Championship for Seniors are the perfect representation of a sports top level event providing first class experience to sport's enthusiasts, which allows the countries, regions and venues of each of the FEI European Championships to benefit from a large number of national and international visitors as well as from extensive worldwide media coverage.

Thorough planning and collaboration are key in delivering a succesful event and here at the FEI we are fully committed to working hand-in-hand with the Organising Committees to deliver the very highest event standards.

I sincerely hope that the information provided in this guide will be insightful and that the FEI and the successful(s) Organising Committees and its relevant National Federations will be able to work together to promote the region and of course shine a spotlight on the very best of the sport, the athletes and the FEI and sport values.

The FEI Headquarters team will be available throughout the bid process to handle any queries.

We look forward to hearing from you!

**Ingmar De Vos**  
FEI President

## 2. ABOUT THE BID PROCESS

### 2.1. Overview

The FEI is running a competitive bid process to secure host venues for the FEI European Championships for Seniors 2025 (hereinafter referred to as “**the FEI European Championships**”) in the disciplines of **Jumping**, Dressage, **Eventing**, **Driving**, **Endurance**, **Vaulting** and Para Dressage.

Candidates can submit a bid for one or more disciplines. Ideally, the FEI would like to see FEI European Championships for Dressage and Para Dressage combined.

The bid process is conducted in three (3) phases, (i) Applicant; (ii) Candidate, and (iii) Decision and Allocation. This allows the FEI and potential host National Federation/City/venue to exchange detailed information about the requirements and benefits of hosting an FEI European Championship in one or more disciplines.

#### (i) Phase 1: Applicant Phase

During this phase, Organising Committees/National Federations are invited to submit a formal bid application (“Applicants”) for hosting the FEI European Championships in one or more disciplines.

The information that Applicants must provide in the bid application is detailed below. All bids must be submitted via the FEI Bidding Platform by no later than 14.07.2023 and, if applicable, must be validated by the relevant National Federation within the aforementioned deadline.

#### (ii) Phase 2: Candidate Phase

During Phase 2, the FEI and the relevant Technical Committee will evaluate each bid and make recommendations to the FEI Board. Bids may be shortlisted based on the number of applications received or eliminated if incomplete or if they do not fulfil FEI’s minimum requirements as set out in this Bid Guide.

Candidates will be provided with a draft host agreement. In order for bids to be considered for allocation, this host agreement must be signed by both the Organising Committee and the relevant National Federation and then returned to the FEI by the deadline specified below.

The FEI may invite Candidate(s) to formally present its bid to the FEI Evaluation Commission. The FEI Evaluation Commission is comprised of representatives from different departments and technical committees of the FEI, including each of the Sports Discipline(s), Commercial, Finance, Legal, Communication, and the Veterinary and Medical Department.

The FEI Evaluation Commission will then evaluate the presented bids and make its recommendation to the FEI Board. The FEI will inform the respective Candidate(s) if it wishes to carry out a site visit to inspect any of the proposed venue(s) during the Candidate Phase.

(iii) Phase 3: Decision and Allocation Phase

During Phase 3, the FEI Board will decide, by vote, on the final allocation of the FEI European Championships. The decision will be based on the recommendations made by the relevant Technical Committee and the FEI Evaluation Commission. The FEI Board has the final authority for the allocation of the FEI European Championships. The allocation will take place at the FEI Board meeting on 11 October 2023.

Once the FEI Board has taken a decision, Candidates will be informed accordingly by the FEI by an official communication. At this stage, the FEI will countersign the Host Agreement(s) and send it back to the Organising Committee(s) (and the relevant National Federation(s)) that have been awarded by the FEI Board an FEI European Championship(s).

## 2.2. Bid process Timelines

15 May 2023	Opening of the process. Potential bidders invited to submit a bid application
14 July 2023	Deadline for Applicants to submit a bid and all supporting documentation. All bids must have the support of the relevant NF
End July 2023	Draft Host Agreement to be provided to Candidates
August 2023	Review of Bids by Technical Committees
End August-September 2023	Presentation of Bids by (shortlisted) Bidders to FEI Evaluation Commission (online or in person at FEI HQ)
29 September 2023	Host Agreement to be returned to the FEI duly signed by Organising Committees and its relevant National Federation
11 October 2023	Allocation decision by FEI Board and announcement of the host organisers of the FEI European Championships

## 2.3. Assessment and Evaluation Criteria

Every bid will be assessed on its individual merits, taking into account qualitative and quantitative issues in all relevant aspects.

The FEI welcomes bids to host the FEI European Championships 2025 in more than one of the FEI disciplines on the basis that such bid will be assessed on a discipline by discipline basis, as described in the assessment criteria below.

Factors on which selection will be made include, but are not limited to the following (in no particular order):

<b>1. Fulfilment of FEI Requirements</b>	<ul style="list-style-type: none"><li>Does the Bid meet the minimum FEI Requirements (as set out in this Bid Guide / Host Agreement)? Otherwise, has an acceptable alternative been proposed?</li></ul>
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	<ul style="list-style-type: none"> <li>Guarantee that the FEI European Championship 2025 will be accessible to all teams (Athletes, Horses, Support personnel and Team Officials) that have a right to participate.</li> </ul>
2. Venue/Facilities	<ul style="list-style-type: none"> <li>Current status of the venue (e.g. ready, under construction, construction planned)</li> <li>Is the venue permanent and/or established as a location hosting major equestrian/sport events?</li> <li>What is the extent of new and/or temporary infrastructure to be installed to enable the event to be hosted?</li> <li>Does the venue (and associated facilities) meet an acceptable standard for hosting the Championship?</li> <li>Would a test event/s be necessary to ensure readiness of the venue/venue operations for the Championship/s?</li> </ul>
3. Candidate's Experience in staging equestrian events	<p>Demonstrated capacity and ability to stage international equestrian events</p> <ul style="list-style-type: none"> <li>Track record in hosting high level FEI Events in the relevant discipline(s)</li> <li>Would a test event/events be necessary to ensure the organising Committee team's readiness for the Championship/s?</li> </ul>
4. International Movement of Horses	<ul style="list-style-type: none"> <li>If the candidate country is not a Member of the European Union (EU), is there currently any: <ul style="list-style-type: none"> <li>- agreements with implemented protocols in regards of health requirements and customs rules, that allows facilitated import of horses, feed and pharmaceuticals etc. from EU and re-export to EU,</li> <li>- provisions that prevents holders of foreign Drivers licences etc. to drive horse transports,</li> <li>- provisions that forbids foreign horse transport vehicles to transport horses.</li> </ul> </li> </ul>
5. Growth & Development of equestrianism	<ul style="list-style-type: none"> <li>Does the Bid provide opportunities to grow and develop equestrian sport in the Candidate's country?</li> </ul>
6. Popularity of the FEI discipline(s) in the city, region and/or country	<ul style="list-style-type: none"> <li>How popular is the FEI discipline(s) in the Candidate's city, region and/or country?</li> <li>What potential is there to attract significant spectator numbers from neighbour countries / countries in the same region?</li> </ul>
7. Calendar	<ul style="list-style-type: none"> <li>Are there any other events taking place in the Candidate's city, region and/or country during the same time period?</li> </ul>
8. Sustainability	<ul style="list-style-type: none"> <li>How is the sustainability programme aligned with and complimenting in the long term local/regional/national sustainability strategies?</li> <li>Does the sustainability programme consider the following? <ul style="list-style-type: none"> <li>Biodiversity conservation</li> <li>Use of renewable energy</li> <li>Mobility and transport of people and equipment</li> <li>Procurement / supplier engagement</li> <li>Waste minimisation (vision for single use plastics)</li> <li>Climate change (management of GHG emissions)</li> <li>Water use management and conservation</li> </ul> </li> </ul>
9. Legacy	<ul style="list-style-type: none"> <li>What legacy (hard and soft) will the event deliver for equestrian sport in the host country?</li> <li>Does the bid have legacy benefits for the host city, region and/or country?</li> </ul>
10. Commercial Factors	<ul style="list-style-type: none"> <li>What are the commercial benefits for the FEI and for the Candidate linked to the organisation of the FEI European Championships 2025 (sponsorship and TV broadcast/media opportunities)?</li> </ul>

<b>11. Financial Stability &amp; Viability</b>	<ul style="list-style-type: none"> <li>▪ Does the Candidate have an established network of sponsors/supporters through, for example, an established event?</li> <li>▪ Does/do the discipline/s proposed by the Candidate have an established following in the host country and proven associated sponsorship/support network?</li> <li>▪ Will a local, regional or central government entity be a contracting party?</li> <li>▪ Will such entities provide any performance and/or financial guarantees?</li> <li>▪ What is the financial situation of the city, region and/or country (i.e. unemployment rate, PIB, expected growth, inflation, etc.)</li> </ul>
<b>12. Event Budget and Business Plan</b>	<ul style="list-style-type: none"> <li>▪ How realistic is the proposed budget and business plan?</li> <li>▪ Will the Candidate be well positioned to secure sufficient sponsorship/other income to ensure positive cash flow throughout the event planning phase?</li> <li>▪ Is there a suitable contingency provision?</li> </ul>
<b>13. Financial Offer</b>	<ul style="list-style-type: none"> <li>▪ What is the Candidate's financial offer by way of prize money and other potential financial proposals (i.e. equine transportation costs)?</li> </ul>
<b>14. Risk Management</b>	<ul style="list-style-type: none"> <li>▪ Effective identification of risks and risk mitigation</li> </ul>
<b>15. Corporate Social Responsibility</b>	<ul style="list-style-type: none"> <li>▪ Environmentally friendly, social programme, community involvement, energy efficient, local support, human rights, diversity and inclusion etc.</li> </ul>

#### 2.4. Decision making process

The allocation of the FEI European Championship(s) 2025 shall be decided by a simple majority vote of the FEI Board, after considering the recommendation of the FEI's Evaluation Commission. The FEI President shall have a casting vote.

### 3. ABOUT THE FEI

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





## KEY FACTS & FIGURES:

Based in **Lausanne** (SUI)

Founded in **1921**

**136** national federations

**6** disciplines

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



## ABOUT THE FEI

**9** regional groups

**120'000** registered riders & horses

**4'000** international competitions

**+100** HQ staff

### 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



#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



### 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'. The following five principles of the framework guide the FEI's efforts towards mitigating climate change and furthering Environmental Sustainability:

1. Undertake systematic efforts to promote greater environmental responsibility
2. Reduce overall climate impact
3. Educate for climate action
4. Promote sustainable and responsible consumption
5. Advocate for climate action through communication

The FEI has continued to develop its sustainability programme and has encouraged and promoted sustainability efforts at FEI Championships and Events. As a recent example, the ECCO FEI World Championships Herning 2022 in Denmark, had a high focus on sustainability:

- The local organising committee embedded sustainability centrally in the overall vision and strategy of the Championships. The efforts were aligned to three UNSDGs: '7 - Affordable and Clean Energy', '12 - Responsible Consumption and Production', and '17 - Partnerships for the Goals'. This was particularly evident in the procurement

approach wherein all suppliers of goods and services across all aspects of the event were engaged from the start in a dialogue and commitment on sustainability.

- One of the environmental legacies of the event is the FEI World Championships Forest, with 60,000 trees. Over the next century, the forest will sequester (capture and store) approximately 12,000 tons of CO<sub>2</sub>.

The FEI strongly recommends Candidates to propose how sustainability would be embedded across all aspects of event planning and delivery. In doing so, Candidates should consider where the responsibility for sustainability lies within the Organising Committee structure and how partners/other entities are engaged such as city and public authorities, NGOs, venue and infrastructure partners, suppliers and contractors.

### 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.

The current format for the FEI European Championships (Seniors) comprises of three competitions over four days, each taking place on a different day. The team competition is run over three days. The total penalties incurred by the three best competitors in the first competition and in each round of the second competition count towards the team placing and the total penalties incurred in each of the three competitions count towards the individual placing.



### 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.

The FEI European Championships (Seniors) consists of Grand Prix, Grand Prix Special and Grand Prix Freestyle tests; the highest level of tests. In a Freestyle test, the rider and the horse perform a choreography to music and the athlete is free to choose his own form and manner of presentation (including music), but certain mandatory movements must be included. The performance is evaluated both on a technical and artistic level. In all other tests the athletes follow a set programme.

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.

The Eventing European Championships take off with the Dressage test, after a first horse inspection, continues with the Cross-country test and, finally, the Jumping test, which will start after a second horse inspection has taken place.



#### 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*.

All vaulting competitions are held over two rounds composed of either one or two tests. During Compulsory Tests, vaulters must perform a number of specific exercises. Freestyle Tests performed to music allow vaulters the artistic freedom of building both dynamic and static exercises.



## 4.6. Driving

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

The competition takes off with the Dressage competition, which is then followed by the Marathon competition, and finally, the Cones competition.



## PART B - OPPORTUNITIES AND REQUIREMENTS

### 5. COMMERCIAL

Hosting the FEI European Championship can provide unique commercial opportunities, ranging from destination marketing to generating revenues to increased involvement of local businesses in the sport.

#### 5.1. Sponsorship Rights

The FEI gives the rights to the Organising Committee to sell sponsorship packages subject to certain restrictions, as follows:

(1) Brand Category<sup>1</sup> and Title Sponsorship only if Longines, which is FEI's Top Partner decides to activate sponsorship rights for the FEI European Championships.

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<sup>1</sup> 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

- (2) Prohibited Category<sup>2</sup> 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.

Upon allocation of the FEI European Championship(s), the FEI will liaise directly with the Organising Committee(s) and Longines with regard to the latter's sponsorship rights. A strong sponsorship strategy should be developed in consultation with the FEI Commercial team. Sponsorship agreements between the Organising Committee and its sponsors shall be subject to FEI's prior approval, in order to ensure compliance with FEI Rules and Regulations.

The Candidate is requested to provide a high level overview of its sponsorship strategy, projected revenues and structure. The proposal should also include a detailed timeline for sponsorship planning and should identify any potential companies.

## 5.2. Merchandising

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.

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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 signification part of their business (as will need to be discussed between the parties in good faith), do not fall within the Brand Sector;

<sup>2</sup> 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.





### 5.3. Ticketing

Ticketing is central to all events to attract attention from the public and media, including broadcasters, for whom a full stadium/arena is a must to guarantee the interest from its audience.

Ticketing revenues are also a major income source for the Organising Committee, who has the exclusive right to sell tickets for the FEI European Championships. The ticketing strategy, including timeline, prices, packages, design, etc. must be approved by the FEI.

With regard to the ticketing strategy, two main aspects must be considered:

- Financial goal according to overall FEI European Championships budget; and
- Capacity audience (i.e. full tribunes) per discipline or, for all disciplines if hosting a multi-discipline FEI European Championship.

The ticketing plan must be based on a considered strategy that covers all stages of the ticket sales and delivery process. A high level ticket sales plan should be proposed and should include an evaluation of realistic anticipated sales taking into consideration the popularity of the FEI discipline/s in the host and neighbouring countries. A detailed ticketing strategy, approved by the FEI, must be put in place early in the planning process.



#### 5.4. Hospitality

Whether for sponsors, FEI family, corporate guests or general public wishing to experience the best in class, a hospitality programme for the various stakeholder groups should be proposed.

The hospitality programme should offer several levels of services to accommodate all type of hospitality guests.

Hospitality services can take many different forms in equestrian events:

- Main arena ring side tables
- Private skyboxes / lounges
- Communal hospitality lounges

Special attention should be given to the catering offered. Catering of a high-standard must be provided at all hospitality areas.

Hospitality services must be provided for FEI Board Members, VIP Media, FEI Guests and FEI Guest Liaisons according to the following indicative requirements:

Discipline	Number of Hospitality Places*
Jumping	20
Dressage	20
Eventing	20
Vaulting	10
Driving	10
Endurance	10
Para Dressage	10

\*Number of places indicated is per each day of the FEI European Championship.

The FEI will have the option to purchase, at cost, up to 30 additional hospitality places per day.

The final number of hospitality places to be made available to the FEI will depend on the number of disciplines that will be host by the Organising Committee and the overall timetable.

Applicants should submit a proposed hospitality plan indicating the type of hospitality services that will be offered at the venue(s), including details of the location, size and services available in the hospitality areas. They should also provide an estimate of the cost (per person) of the hospitality packages available during the FEI European Championship.

## 5.5. Retail Village

As part of the overall spectator experience, the Organising Committee is encouraged to set up a retail village located in the heart of the FEI European Championship(s), or at least in the vicinity of the primary competition arena, providing, amongst others, the following services to spectators:

- Food & beverage concessions
- Vendors from the equestrian and other complimentary industries
- Sponsors commercial displays (boutique, demonstration area, etc.)
- Any other relevant services for spectators (tourism board, Championship information centre, ticketing office, etc.).

Entertainment and other activities may also be organised as long as these do not detract the sporting competitions.

The village is also a significant source of income and a key element to the calculation of the direct economic impact of the FEI European Championships on the Host City or Region.

Equestrian audiences are proven to be very active consumers during events as long as the range of exhibitors present showcase a large variety of products.

## 6. MEDIA RIGHTS

The FEI European Championships 2017 were aired for a total of 1382 hours reaching an audience of 73.8 million viewers worldwide.



## 6.1. Broadcast rights

In order to maximise exposure of the FEI European Championship(s) at the global level, any broadcast rights (including but not limited to any audio-visual rights such as radio rights, online/mobile streaming rights, fixed carrier rights and/or any other audio-visual rights including any related copyright), related to the FEI European Championship(s) (competition itself and any competition/Games related events/activities) remain the sole property of the FEI and are activated, used and distributed exclusively by the FEI and at FEI's sole discretion. The FEI will work together with the Organising Committee to maximise exposure in the domestic territory.

## 6.2. Host Broadcast Production

The Organising Committee is responsible for the Host Broadcast (HB) production for the FEI European Championship(s). This includes the appointment and the operational costs of the HB and the HB services as well as securing the necessary infrastructure and facilities (e.g. cabling, power supply, WiFi, etc.) to enable the production of the International Broadcast Signal (IBS).

The IBS shall conform to the highest attainable professional standards at the time of the event. The Organising Committee, through the HB, is responsible for providing the World Feed.

A document with the detailed Broadcast Production Requirements and Specifications per discipline is available upon request. Please contact [bidding@fei.org](mailto:bidding@fei.org)

### *Roles and Responsibilities*

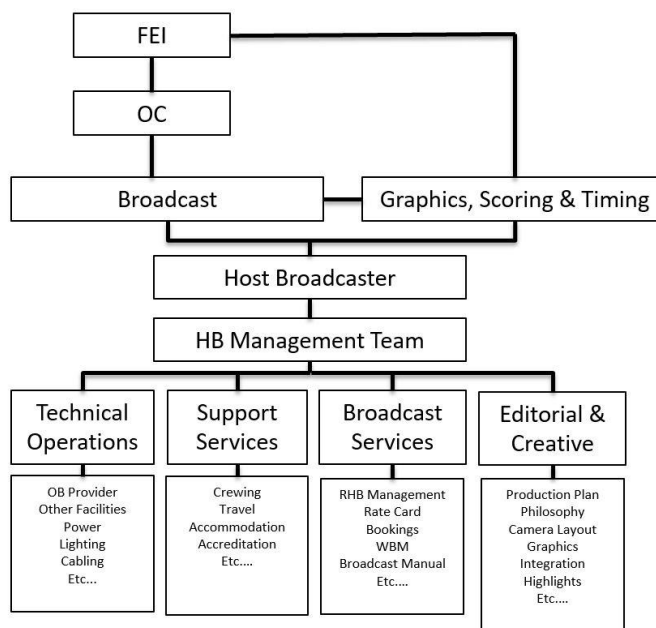
The roles and responsibilities in relation to broadcast production are set out in the chart on the right.

### Broadcast Manager

The Organising Committee is required to appoint a Broadcast Manager to oversee all broadcast related deliverables and manage the requirements of broadcast in relation to other functional areas and FEI stakeholders.

### Rate Card

It will be the responsibility of the Host Broadcaster to create rate card for services offered to rights holding broadcasters (RHBs) on-site. This involves producing a broadcast services rate card, booking forms, on-site delivery and management, financial transactions and reporting.



### Cameras

See below the high level requirements per discipline:

Discipline	Number of cameras	Discipline specific requirement
Jumping	12 - 14	Refer to Broadcast Manual
Dressage	7-9	Refer to Broadcast Manual
Eventing (Dressage)	6	
Eventing (XC)	As per course, capturing each obstacle (minimum 12)	Drone cameras, Quad bike camera
Eventing (Jumping)	6	
Endurance	6 at Vet Gate + 4 between start/finish, on course	Drone and Quad bike
Driving (Dressage)	5	
Driving (Marathon)	Good visibility of each obstacle on course, multi	
Driving (Cones)	7	
Vaulting	7	Lighting designer for ambience

## *Overview of Infrastructural Requirements*

**Broadcast Compound:** The Organising Committee is responsible for allocating space, fencing, utilities and security for the Broadcast Compound. This shall be an area at the venue to accommodate outside broadcast truck(s), support vehicles, generators, SNG vehicles, utilities and cabins for the office and operational space required by other broadcast-related activities such as graphics, scoring and timing.

In principle, an area of 40m x 40m is considered the minimum space required for the Broadcast Compound for one discipline. This space would need to be bigger if multiple events are taking place simultaneously.

Additional Broadcast Compounds will be required at any secondary competition venue(s). The location, size and set-up of any such additional compound will be confirmed by the FEI following specific assessment.

**Other broadcast related spaces and facilities** to be provided at each competition venue (including related supporting structures and equipment) will be office space for HB, camera platforms, broadcast/radio commentary positions (seated, tabled and equipped with monitors, CIS etc.), presentation studios, broadcast mixed zone, flash interview and 'kiss and cry' zones.

### **6.3. Digital**

Consumption of media over digital platforms is increasing every year. Traditional linear broadcasting is merging with digital media at a fast pace. The live streaming and video on demand of the FEI European Championships will be activated over FEI's digital channels, such as FEI TV and FEI's social media channels. The FEI will work closely with the Organising Committee to deliver customised video clipping for activation on their domestic territory and for the FEI European Championships own social media channels, if applicable.

In 2020, the FEI established a strategic partnership with ClipMyHorse with the establishment of the FEI Media House. The FEI Media House produces all video content for the FEI and third digital channels, coordinates the delivery of content to the FEI Media Rights Licensees and oversees the management of the archive.

## 7. VENUE AND OPERATIONAL REQUIREMENTS



### 7.1. Discipline specific Requirements

#### Venue

For Candidates who wish to organise a multi-discipline FEI European Championship, there are various options for disciplines to share the use of facilities such as, the Fields of Play, training arenas and/or stabling.

Discipline specific venue requirements are as follows:

	Field of Play (FOP)	Minimum spectator capacity	Final holding area	Final warm up	Training facilities
Jumping	Arena approximately 110m x 70m, grass or sand based equestrian artificial footing	Minimum 10,000 (to be agreed according to anticipated demand)	Adjacent to FoP entrance, used for final pre-competition checks, approximately 500m <sup>2</sup>	Minimum 65m x 30m (can fulfil part of training facility requirement), same footing as FoP	Candidate's proposal must include a plan for training facilities and scheduling taking into consideration the established relevant FEI (Sport Discipline) Rules, number of horses/athletes anticipated, daylight hours, climate, arena maintenance programme and any other competitions/disciplines being run concurrently.

Dressage	60m x 20m boarded arena, sand based equestrian artificial footing, sufficient space around edge to accommodate entry/exit of Athlete/Horse and judge huts, spectators must be at least 15m from boarded FoP	7,000 (to be agreed according to anticipated demand)	N/A	60m x 20m boarded arena (can fulfil part of training facility requirement), same footing as FoP, sufficient space around edge to accommodate entry/exit of Athlete/Horse	Candidate's proposal must include a plan for training facilities and scheduling taking into consideration the established relevant FEI (Sport Discipline) Rules, number of horses/athletes anticipated, daylight hours, climate, arena maintenance programme and any other competitions/disciplines being run concurrently.
Para Dressage	60m x 20m boarded arena, sand based equestrian artificial footing, sufficient space around edge to accommodate entry/exit of Athlete/Horse and judge huts, spectators must be at least 15m from boarded FoP	3,000 (to be agreed according to anticipated demand)	N/A	60m x 20m boarded arena (can fulfil part of training facility requirement), same footing as FoP, sufficient space around edge to accommodate entry/exit of Athlete/Horse	Candidate's proposal must include a plan for training facilities and scheduling taking into consideration the established relevant FEI (Sport Discipline) Rules, number of horses/athletes anticipated, daylight hours, climate, arena maintenance programme and any other competitions/disciplines being run concurrently.
Eventing	Cross country course approximately 5,700m long of predominantly grass footing	25,000 (to be agreed according to anticipated demand)	N/A	Area of at least 6,000m <sup>2</sup> , sufficient to accommodate at least 4 obstacles, grass footing	Can be the same as Final Warm-Up, if different then the same specification should apply (6,000m <sup>2</sup> minimum, grass footing), 800m - 1000m gallop track (grass or sand based equestrian artificial footing)
	<p style="text-align: center;"><u>Dressage Test – as for Dressage above except:</u>  Footing may be grass or sand based equestrian artificial footing  Minimum spectator capacity – 3,000 (to be agreed according to anticipated demand)</p> <p style="text-align: center;"><u>Jumping Test – as for Jumping above except:</u>  Footing may be grass or sand based equestrian artificial footing  Only one training arena (minimum 70m x 45m) is required to be dedicated to Eventing jumping training for at least 3 hours per day  Minimum spectator capacity – 7,000 (to be agreed according to anticipated demand)</p>				



Driving	<p><u>Dressage and Cones Test:</u> Arena minimum 5,000 square meters with a minimum width of 40m for the Cones competition. Dressage test to take place in 100m x 40m boarded arena within this, surrounding space will accommodate entry/exit of Athlete/Horses and judge huts (see below), grass or compacted sand footing</p> <p><u>Marathon Test:</u> Marathon course consisting of: - Section A (7,000m - 8,000m) or a controlled warm-up of minimum 5,000 square meters , one warm up Marathon obstacles positioned between Section A/ Controlled Warm Up and Section B - Section B (7,000m - 9,000m) of varied terrain and predominantly tracks and grass footing (including 8 marathon obstacles) and a cool down area (Arena, Loop or track) of minimum 800 m And maximum 1,200 m</p>	<p><u>Dressage and Cones Test:</u> 3,000 (to be agreed according to anticipated demand)</p> <p><u>Marathon test:</u> 15,000 (to be agreed according to anticipated demand)</p>	<p><u>Dressage and Cones Test:</u> Adjacent to FoP entrance, used for final pre-competition checks, sufficient space for up to 3 Athletes/ teams of Horses to move around freely</p>	<p><u>Dressage and Cones Test:</u> Dressage test: 100x40 m boarded arena (can fulfil part of training arena requirement), same footing as FoP, same area (without boarded arena) to be used for Cones Test final warm-up</p> <p><u>Marathon test:</u> Area for maximum 3 Athletes/teams of Horses to move around freely adjacent to start of Section A/Controlled warm up</p>	<p><u>Dressage and Cones Test:</u> In addition to final warm-up, two separate areas each of minimum 100m x 40m or single area minimum 100m x 80m, in addition sufficient arena space for at least two horses to be lunged concurrently (each space 20m diameter), all training facilities grass or compacted sand footing</p> <p><u>Marathon Test:</u> as for Dressage/Cones above plus use of Section A for general exercise and training</p>
Vaulting	<p>Indoor arena with minimum 30m x 30m FoP (accommodating 20m lunge circle and judges positions), height to ceiling of at least 5m, sand based equestrian artificial footing, spectators must be at least 15m from centre of lunging circle</p>	<p>3,000 (to be agreed according to anticipated demand)</p>	<p>N/A</p>	<p>Sufficient indoor arena space for at least three lunging circles (each minimum 19m diameter), height to ceiling of at least 5m, general exercise arena (minimum 40m x 20m), sand based equestrian artificial footing</p>	<p>As for final warm-up, plus general exercise arena (minimum 40m x 20m), indoor or outdoor, sand based equestrian artificial footing must be available throughout the Event.</p>
Endurance	<p>160km course divided into 6 loops/phases , varied terrain and footing (see Article 818 of the Endurance Rules), veterinary inspection/holding area consisting of grooming zone (approx. 4000m<sup>2</sup>), vet gate zone (approx. 80m x 40m) and holding zone (approx. 4000m<sup>2</sup>)</p>	<p>2,000 at vet gate - (to be agreed according to anticipated demand)</p>	<p>N/A</p>	<p>N/A</p>	<p>Either a section of the FoP or separate training course, approx. 30kms, varied terrain and footing</p>

## ***Footing***

For all disciplines, the type and quality of the Field of Play (and Warm Up, Training areas) footing is critical for the success of competitions and the welfare of the horses.

The type of footing for each discipline is indicated above. The FEI can provide more detail upon request but ultimately the Organising Committee must agree with the FEI on the exact footing, including installation and maintenance plans.

## ***Competition Timetable***

Following allocation of the FEI European Championship(s), the FEI will work with the Organising Committee and other partners including broadcasters to agree on a final competition timetable. However, Candidates are asked to include an indicative timetable. Where a Candidate is proposing to host multiple disciplines, the indicative timetable should aim to make efficient use of competition arenas and training facilities in order to keep costs down. The Candidate must also indicate any intention to run additional competitions during the Championship/s and provide an overview as to how such events would be accommodated so as not to compromise the Championship/s both in terms of competition and warm-up/training timetables.

## ***Other***

In addition to the main Field of Play, Warm-Up and Training Facilities, all disciplines have specific equipment requirements such as jumping and driving obstacles, dressage arena boards, driving cones, vaulting training barrels, endurance heart rate monitoring and tracking systems, horse cooling fans, dressage judge huts and other facilities to accommodate judges, timing and scoring teams and sports presentation. Organising Committees are expected to familiarise themselves with the requirements, as found in the FEI Rules for each discipline.

The current FEI Rules for each discipline are accessible here<sup>3</sup>:

[Jumping](#)

[Dressage](#)

[Para Dressage](#)

[Eventing](#)

[Driving](#)

[Vaulting](#)

[Endurance](#)

## **8.2 Other Facilities and Operational Requirements**

### ***Entry to Host Country***

The Organising Committee is responsible for facilitating and supporting any required applications for work permits/visas for National Federations, FEI Officials and other FEI delegates, the press, broadcasters and any other personnel necessary for the successful delivery of the FEI European Championship(s) (including volunteers, consultants and contractors).

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<sup>3</sup> These rules are subject to change further to the votes of the FEI National Federations at the annual FEI General Assembly.

To this regard, the Organising Committee 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.

### ***Labour Conditions***

The Organising Committee 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 European Championship(s) 2025.

### ***Movement of horses***

The transport/import/export of horses, and associated quarantine arrangements if applicable, are some of the most important aspects of organising an FEI European Championship.

Although National Federations are generally responsible for costs relating to the transport of the horses to and from the FEI European Championship(s), the Organising Committee is responsible for some specific costs according to the FEI Rules of each discipline. In particular, for Jumping events, the Organising Committee is responsible for transport costs from the host country's point of entry (i.e. airport, port) to the venue. For all FEI European Championships, the Organising Committee is expected to assume responsibility for any import/export related costs and fees. The Organising Committee is responsible for managing all related logistics and coordination, including working with the host nation agencies to facilitate any customs formalities, managing and communicating any health and quarantine requirements, developing a transport plan, arranging flights where appropriate and managing logistics between the host country point of entry (i.e. borders, train stations, airports, etc) and the venue(s). It shall also be responsible of any veterinary, customs and/or importation costs.

The Organising Committee must prepare and provide the FEI with a Horse Transportation plan. It may appoint a transport company to handle the movement of horses within the Host country or, alternatively, pay a reasonable allowance per kilometre travelled within the Host country.

### ***FEI Officials***

The Organising Committee will welcome a group of FEI Officials and provide them with the environment, facilities and support for judging and overseeing all competitions and related activities of the Athletes, their Horses and supporting National Federation delegates.

The Organising Committee is responsible for the cost of their travel, transport, accommodation, catering, and per diem payments while they are in attendance during the FEI European Championships.

The list of FEI Officials will be provided by the FEI, in agreement with the Organising Committee where appropriate (e.g. number of FEI Stewards), and arrival/departure dates agreed between the FEI and Organising Committee. For further information, including estimates of the number of FEI Officials required, Candidates may contact the FEI.

## ***Stabling***

Covered stables/boxes must be made available for each discipline adjacent/near to their respective Field of Play and training facilities. There must be one stable per horse on-venue (including official reserve horses).

Stables may be used by different horses in the case of multi-discipline FEI European Championships, as long as they are cleaned and disinfected between each horse's stay.

Stables must be within dedicated fenced compounds with access controlled.

Detailed stabling requirements are outlined in the FEI Veterinary Regulations (Art. 1008).

Secure and covered tack and equipment storage areas must be provided. This may include allocating additional stables for tack/equipment storage.

Stabling conditions for each Discipline (eg. stable size, tack/equipment storage etc.) must be the same for all National Federations/Horses.

## ***Veterinary***

A horse inspection area as set forth in the FEI Veterinary Regulations (Art. 1011) must be provided. Please note that arena footing is not acceptable for the trot up. Examples of appropriate surfaces for this purpose are: a well compacted, very even walk way based on fine gravel, or, alternatively, tarmac with a 2-3 cm thick layer of wet sand.

A veterinary clinic (with digital X-ray, ultrasonography and other diagnostic services) must be provided on the venue. In the event of multiple venues, additional clinics may be required subject to agreement with the FEI.

The clinic(s) may require surgical capacity depending on the health status of the host country, import/export conditions, and availability of specialised equine referral clinics within close proximity to the venue.

The clinic should include examination areas, stables for in-patient treatment and observation, a laboratory, pharmacy, office and administration areas.

In addition, stables/boxes must be available for supervised treatments by Team Veterinarians to a ratio of approximately 1 treatment stable per 30 horses on venue(s) at any one time. They should ideally be located within the FEI Stables Area.

Isolation stables/boxes must be available a minimum of 50m from the main stables compound(s), for use in the event of any suspected contagious disease (see FEI Veterinary Regulations Art. 1008.4). The number required will be agreed with the FEI depending on risk assessment, venue(s) layout and expected number of horses at each venue/stables location.

In case of any treatments that cannot be carried out at the veterinary clinic(s) on-venue, at least one equine clinic with surgical, anaesthesia and diagnostic facilities and expertise should be identified within 60 minutes transfer time from the venue(s).

A farriery service must be provided. Any associated facilities should be in accordance with the service proposed (eg temporary/permanent forge or use of mobile farrier vans).

The Organising Committee must assign a Veterinary Services Manager at least one (1) year prior to the FEI European Championship(s), in order to allow for sufficient time to prepare for International Movement of Horses, Biosecurity and Veterinary Services as set forth in the FEI Veterinary Regulations.

The FEI may require the Organising Committee to contract an advisor to the Veterinary Services Manager. The choice of this advisor must be done in agreement with the FEI Veterinary Department.

### ***Medical Services***

In accordance with any applicable national legislation and the latest FEI medical regulations and guidelines, the Organising Committee will provide first class primary care medical facilities and services for athletes and other National Federation delegates, FEI Officials, the Organising Committee's workforce (including volunteers), FEI delegates, press, broadcasters, partners/guests and spectators at the venue(s).

### ***Anti-Doping Services***

The FEI will be responsible for the cost and organisation of anti-doping services for athletes and horses (sample collection, staff and equipment, sample transportation and lab fees).

The Organising Committee will be required to provide the following at their cost:

- An **equine doping control facility** incorporating, at least, 4 testing stables/boxes plus administrative and lockable storage areas must be provided in accordance with FEI Veterinary Regulations Art. 1008.3. In the event of multiple venues/competition sites, additional sample collection stables/boxes at these sites may be required and will be agreed with the FEI.
- An **athlete doping control station** and volunteers as required through the applicable FEI Rules and Regulations.
- Two Roofed facilities (tent etc.) of at least 20 m<sup>2</sup> (shortest side 4m) for the FEI HypoSensitivity Control Teams (for Endurance). All other costs for these teams are borne by the FEI Veterinary Department.

### ***Accreditation***

The Organising Committee will establish and implement, in accordance with policies and procedures agreed with the FEI, an accreditation system to manage access to the venue(s) and multiple zones within the venue(s) for all client groups (Athletes and team members, National federations, FEI Officials, press, broadcasters, partners, etc.).

There must be an accreditation and welcome centre operated by the Organising Committee to process accreditations and manage any related issues. Additional accreditation centres may be required depending on the number and location of secondary competition venues in the event of multi-discipline FEI European Championships being held across two or more venues.

### ***Results/Scoring/Timing, Sports Presentation and Technology***

Longines, as FEI Official Timekeeper and Top Partner, has a first right of refusal to become the Official Timekeeper and Data-Handling services provider to the FEI European Championships.

Upon the allocation of the FEI European Championships, the FEI will liaise directly with the Organising Committee and Longines in relation to this right.

Should Longines not exercise its right as mentioned above, the Organising Committee shall be responsible for appointing, at its own cost, the Timekeeper and Data-Handling provider to the FEI European Championships.

In any event, the Organising Committee must provide all other supporting technology required to plan and deliver an event of this nature – internet services, radio communications, computer hardware, cabling, power supply and any other technology required in connection with the provision of the timekeeping services.

The FEI will provide the Organiser with sports presentation requirements (e.g. kiss and cry, leader lounge, Athlete introductions) which will be set out in the relevant FEI manual.

Depending on the status of the proposed Venue/Organising Committee, test event/s may be necessary to test and validate plans for delivery of results, scoring and timing services for the FEI European Championships. This will be agreed between the Organising Committee, FEI and service provider and any associated costs will be borne by the Organising Committee.

### ***Medal Ceremonies***

While the FEI will provide medals, the Organising Committee is expected to plan and deliver medal and other prize giving ceremonies according to FEI protocols (which details the presentation procedures, presenting party, order of presentation, national anthems, etc.), and provide event branded rosettes, sashes and horse blankets/rugs for winning and placed athletes/horses.

### ***Opening and Closing Ceremonies***



The Organising Committee may organise an Opening and/or Closing Ceremony, which could include, for example, entertainment, acknowledgement of participating athletes/National federations and showcasing of the host city/region and host nation's equestrian heritage.

### ***Spectator Services***

The experience of spectators must be first class. The Organising Committee should focus on creating an excellent first impression and maintaining the highest level of customer service throughout the spectator's visit.

The car parking, and any linked transport or shuttle service must be efficient. The Organising Committee should aim to create a strong impact on arrival at the venue(s), including fast admission, welcome services, clear direction and general information. As well as focusing on spectator experience during competitions, the following should also be considered; high quality and varied catering, equestrian and lifestyle shopping, entertainment and demonstrations.

Spectator facilities must be sufficient for expected peak time spectator numbers, keeping any queuing on admission or for food, drink and toilets to a minimum. Spectator facilities should be within short walking distance from the Field/s of Play.

### ***Press***

Press and media services and operations are critical to the success of the FEI European Championships that require detailed advance planning. The document '[Media Operations at FEI Events](#)' outlines the minimum facilities and services that have to be provided for media. This document is freely available – alongside a wealth of other relevant helpful information - at <https://knowledgebase.fei.org/>.

Digital Media, who are not rights-holding broadcasters but may wish to capture video content, in line with the FEI broadcast media rights policy (non-competition/Field of Play), to upload it to their digital platforms, must also be taken into account in the overall planning phase. Aspects such as WiFi specifications and new media requirements should be considered as well as the positive effect this can have on the media coverage of the FEI European Championships. For example, quiet areas for podcasters to interview, social media influencers to work, etc. The guidelines for non-rights-holding broadcasters are available [here](#).

A well-appointed and conveniently located Press Centre providing facilities for the members of the media to work from is an important consideration for the organisation of the FEI European Championships. The size and location of the Press Centre must be such that it can accommodate comfortable work space for the likely number of accredited press/photographers attending the event (the FEI Communications team can provide insights from past events in order to evaluate the required capacity for the Press Centre). The location should be relatively close to the field(s) of play, or have easy access to it/them. The Press Centre will need to include multilingual personnel and cater for the usual needs of written press and photographers. Additional secondary Press Centre(s) may be required in the event of multi-venue/discipline FEI European Championships. The Press Centre will need to include multilingual personnel and cater for the usual needs of written press and photographers. Additional secondary Press Centre(s) may be required in the event of multi-venue/discipline FEI European Championships.

Other press related spaces and facilities to be provided at each competition venue include a press conference room, press tribune with tabled and seated positions, and mixed zones for post-competition interviews. Further information regarding the appropriate space to be allocated to these functions can be obtained from the FEI.

### ***Broadcast***

See [Section 7.2 \(Host Broadcast Production\)](#) above

## *Other Spaces, Facilities and Services*

The following additional requirements will need to be accommodated by the Organising Committee at the competition venue:

- **Office, meeting and administrative areas for FEI Officials and attending FEI Staff** – number and size of spaces to be agreed with FEI
- **Organising Committee office, meeting and administrative areas**
- **Offices/workspaces for Stable Manager, FEI Chief Steward and team and Equine Shipping Agent**
- Sufficient **meeting/conference rooms** for competition technical meetings and draws able to accommodate up to 150 people with microphones, loudspeakers and other audio visual equipment (eg. projector/screens etc.).
- **Show Office / Sports Information Centre** – for disseminating competition related and other information to Athletes and National Federations, dealing with general queries and any declarations, protests etc.
- Separate **lounge/down-time areas** for Athletes/National Federations, FEI Officials and workforce/volunteers

Additionally, the following must be considered:

- **For the FEI Para Dressage European Championships** -> An examination room (minimum 25m<sup>2</sup>) is required at the venue for **medical classification** of the Athletes.
- **FEI Pavilion** – Promotional space may be required on request of the FEI, with services such as power, water, internet Wi-Fi, etc. In the event of this being required the total area and location will be agreed between the Organising Committee and the FEI.

The following additional services must be implemented by the Organising Committee:

- **24 hour a day security services** across the venue(s), including dedicated security at all entrances to stables compounds
- **Power and water services** required for an event of this nature and scale, including plans for back-up power in the event of failure of the primary system, which can ensure continuation of broadcast, scoring and timing systems
- **Cleaning and waste disposal services** for all areas across the venue(s), including managing and disposing of horse manure from all stables compounds

## *Accessibility*

Accessibility refers to the practice of making information, activities and physical environments usable and functional for people of all abilities. People with disabilities need to be empowered and independent and given every opportunity to contribute to the staging of an equestrian event and in enjoying the sporting action. As a result, the FEI is encouraging Organising Committees of all events to take an ever more consistent and systematic approach to making events accessible for athletes, their support staff, volunteers, spectators and all other stakeholders.

The Organising Committees of FEI European Championships will be expected to embed accessibility in to all strands of event planning and delivery. This will include, but not exclusively, ensuring all areas of the venue and facilities are fully accessible, providing dedicated and convenient car parking, providing disabled toilets at appropriate locations, ensuring information is readily available regarding accessible routes, services and facilities, and making sure volunteers are well briefed to provide information and answer questions.



To ensure that all necessary consideration is given to every aspect of event planning the Organising Committee should appoint an accessibility lead within their team from the earliest stage.

Further specific consideration must be given to planning for Para Dressage Athletes, such as accessibility to and around the stables or training and warm-up areas and the field of play. The latter includes wheelchair access to the Kiss and Cry platform and providing appropriately shaded/sheltered viewing of the field of play.

### ***Travel, Transport, Accommodation, Meals***

Please see below an overview of the breakdown of responsibility for logistics and costs relating to travel, transport, accommodation and meals for the various stakeholders attending the FEI European Championship(s)

<b>FUNCTION</b>	<b>TRAVEL EXPENSES* (including airfare)</b>	<b>TRANSPORT between: - airport/sea port - official hotels &amp; venue</b>	<b>ACCOMMODATION**</b>	<b>MEALS**</b>	<b>PER DIEM</b>
<b><i>FEI Delegation</i></b>					
FEI President	FEI	Reliable transport system or shuttle service	OC	OC	N/A
FEI representatives***	FEI	Reliable transport system or shuttle service	OC	OC	N/A
FEI Guests	FEI	FEI	FEI	FEI	N/A
<b><i>FEI Officials</i></b>					
FEI Officials	OC	Level of transport to be set out in Host Agreement	OC	OC	OC
<b><i>NF Delegations</i></b>					
Team Vets	NF	Reliable transport system or shuttle service	OC	OC	N/A
Chefs de Mission	NF	Reliable transport system or shuttle service	OC	OC	N/A
Chefs d'Equipe	NF	Reliable transport system or shuttle service	OC	OC	N/A

<b>Athletes</b> (including official reserve Athletes and Vaulting Lungers)	NF	Reliable transport system or shuttle service	OC	OC	N/A
<b>Grooms</b>	NF	Reliable transport system or shuttle service	OC	OC	N/A
The above represents established standards for FEI Championships in general. Candidates are asked to propose a detailed plan for Athlete/Groom/NF accommodation, transport and catering that respects any relevant FEI rules and established best practices and client expectations of the discipline/s under consideration. In this respect the plan for grooms accommodation may include the use of own lorries on-site combined with Organising Committee provided toilet, shower and other facilities such as a grooms lounge. Generally accommodation should be offered on a single occupancy basis unless discipline specific established practices determine otherwise. Grooms may be offered accommodation on a twin shared basis, but only according to the principles of same-NF, same-sex. One groom per horse should be provided for except for Driving (2 per Athlete), Vaulting (1 per 3 Horses) and Endurance (2 per Athlete).					
<b>Press &amp; Broadcast</b>					
<b>Accredited Press</b>	Own Cost	OC Shuttle	Own Cost	OC for on-site catering	N/A
<b>Host Broadcaster (HB)</b>	TBD between OC and HB	Reliable transport system or shuttle service	TBD between OC and Host Broadcast	OC for on-site catering	TBD between OC and HB

*Special notes:*

\*Travel Expenses to be consistent with current FEI Travel Policy and/or the current applicable FEI Rules and Regulations in force at the time of the FEI European Championship 2025.

\*\*Any NF accommodation, catering and transport provided at OC cost must be from 1 day before the first horse inspection of the relevant discipline until 1 day after the end of the discipline's final competition. Services should be provided outside this window aligned with horse arrivals/departures but may be charged to the NFs.

\*\*\* FEI Representatives, means the FEI President (or representative), the FEI Secretary General, the FEI Director for the relevant Discipline, the Chair of the FEI Technical Committee for the relevant Discipline, one (1) other member of the FEI attending the Championship(s), FEI Legal Director or one (1) FEI legal counsel, FEI Communications Director and one (1) Communications Manager, FEI Commercial Director and one (1) Commercial Manager and one (1) FEI Broadcast Coordinator;

*Travel*

The Organising Committee is responsible for travel costs from/to their home country for all FEI Officials. All other accredited persons are responsible for their own travel to/from the FEI European Championship(s).

## *Transport*

The Organising Committee must provide transport between accommodation and the venue(s), and if necessary, between different competition venues, for all accredited National Federation delegates, FEI Officials, Media/Broadcast personnel and FEI delegation members for whom the Organising Committee is providing accommodation. Details of the various requirements are set out in the table above.

Depending on the size and nature of the venue(s), and subject to agreement with the FEI, the Organising Committee may need to provide shuttle services between different areas of the venue(s) for one or more accredited groups (e.g. for Press/Photographers from Press Centre to Eventing cross country course).

Accessibility requirements must be considered when planning transport services. This includes appropriate accessible transport provision for Athletes participating in the FEI Para Dressage European Championship venue. See also 'Accessibility'.

## *Accommodation*

The Organising Committee will provide accommodation for FEI Officials, Chefs de Mission (if applicable), Chefs d'Equipe, Athletes, Grooms, Team Veterinarians, other NF delegates and the FEI delegation as set out in the above table.

Accommodation must be on a single occupancy basis<sup>4</sup>, except grooms who may be accommodated in twin rooms (respecting single sex occupancy and no enforced sharing between National Federations). Shared accommodation may be offered to other NF delegation members according to established best practice and client expectations of the relevant discipline.

Grooms accommodation may include the use of own lorries on-site combined with Organising Committee provided toilet, shower and other facilities such as a grooms lounge. Any other Organising Committee provided grooms accommodation should be located ideally on the venue(s) and must be of good quality, temperature controlled and serviced to 3\* equivalent level (i.e. regular room cleaning and linen change, laundry facilities, lounge, Wi-Fi internet and reception/help desk).

The Organising Committee must also ensure that sufficient accommodation is made available to the following accredited groups through a dedicated booking service – other National Federation delegates, Media, Broadcast and Sponsors/Partners.

Priority for proximity of accommodation to the venue(s) should be given to National Federations and FEI Officials.

Accessibility requirements must be considered in planning accommodation provision.

## *Catering*

The Organising Committee must provide client group catering in accordance with the table above, on the basis of three meals per day at the venue(s) and/or official hotels (subject to competition/training timetables). This may be provided through a daily allowance by agreement with the FEI.

Furthermore, the Organising Committee must provide pay-as-you-go catering/restaurants on the venue for all accredited groups such as Press, Broadcast, Organising Committee

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<sup>4</sup> For the discipline of Vaulting, double occupancy basis to be discussed.

workforce/volunteers and FEI/NF delegates not otherwise provided for by the Organising Committee under the conditions outlined above.

### *Pre-Championship Visits*

The Organising Committee shall provide as much assistance as possible to up to a maximum of 8 FEI representatives (e.g. Commercial, Press, Broadcast, Discipline, Event) with regard to the travel, local transfers, accommodation and food costs and arrangements for, at least, one (1) pre-Championship visit\*. The Organising Committee will also be responsible for the pre-Championship visits costs of the key FEI Officials (e.g. Technical Delegate(s), Vet Delegate(s)).

\*The exact number of pre-Championships visits will be set out in the Host Agreement.

In addition, the Organising Committee will facilitate pre-Championship visits by key service providers (e.g. Host Broadcaster, Timekeeping Services Provider).

## **8. TEST EVENT**

If requested by the FEI and/or required by the applicable Discipline Rules, the Organising Committee must arrange a test event/s for the relevant discipline/s in advance of the Championship(s). The test event shall be run in accordance with the instructions of the FEI and the Organising Committee shall be responsible for providing conditions that will be as near as possible to Championship conditions subject to the testing programme agreed with the FEI.

## **9. FINANCIALS**

### **10.1 Budget and Cash Flow**

Candidates are requested to bring forward a realistic budget (the “Bid Budget”), after which the FEI will put significant emphasis on reviewing/approving it and, subsequently, monitoring event delivery against this. The Bid Budget template proposed by the FEI can be found in Annex II.

The Bid Budget of the successful Candidate will be incorporated into the Host Agreement and thereafter, any significant changes to the approved Bid Budget will require the FEI’s approval in writing.

### **10.2 Fees**

#### *Prize Money (in CHF)*

The figures shown below are minimum amounts. Candidates are invited to propose higher amounts.

- **Jumping:** 500K
- **Dressage:** 100K
- **Eventing:** 100K
- **Driving:** 30K
- **Endurance:** 10K
- **Para Dressage:** No minimum
- **Vaulting:** No minimum

### *Hosting fee (in CHF)*

The hosting fee takes into account the Services provided by the FEI, commercial rights granted by the FEI as well as the economic impact and other sporting, development, event legacy and any other associated benefits that are derived by the Organising Committee , city and venue.

The FEI, as the international governing body for equestrian sport and a non-profit organisation, will use all monies derived from the hosting fees to off-set the FEI's operational costs and will reinvest any surplus in the sport.

- **Jumping:** 250K
- **Dressage:** 150K
- **Eventing:** 75K
- **Driving:** 10K
- **Endurance:** No minimum
- **Para Dressage:** No minimum
- **Vaulting:** No minimum

### *Other Fees*

The Organising Committee will also be responsible for other FEI fees such as the Calendar Registration Fee, EADCMP Fees and Organising Dues .Details about these fees can be found in the FEI Financial Charges document: <https://inside.fei.org/fei/your-role/nfs/financial-charges>

## **PART C - BID APPLICATION**

### **10. FORMAT**

Candidates are invited to submit their bid in the format that best fits its proposal and vision. Bids may take the form of digital presentations, Word, PDF or PowerPoint documents, a combination of all, or any other format that may be delivered to the FEI in electronic format.

### **11. MINIMUM REQUIREMENTS**

All bids must contain, at a minimum, the elements and information identified in the Bid Check-List (Annex I to this Bid Guide).

### **12. CONFIDENTIALITY**

Each Candidate acknowledges and agrees that the content of the present Bid Guide and any documents shared by the FEI with the Candidate(s) in connection with the bidding process, which could contain commercially sensitive information, shall remain confidential and is protected from disclosure.

Candidate(s), by accessing this Bid Guide, accept and agree to:

- a) limit disclosure of Confidential Information to the members of its Organising Committee, National Federation and accountants, lawyers, financial advisors or other experts (collectively, the "Representatives"), who have a need to know such information in connection with its Bid Application, and only for that purpose;

- b) advise its Representatives of the sensitive nature of the Confidential Information and of the obligations set forth in this Agreement and require them to keep it confidential;
- c) keep Confidential Information strictly confidential by using a reasonable degree of care, but not less than the degree of care used by it in safeguarding its own confidential information; and
- d) not disclose Confidential Information to any third party (except as otherwise provided for herein).

### 13. SUBMISSION FORMALITIES

The deadline to submit a complete Bid Application to host one or more disciplines for the FEI European Championships for Seniors 2025 is: **Friday, 14.07.2023**

Bids must be submitted using the [FEI Online Bidding Platform](#) and must be validated by the relevant National Federation.

Each Candidate is responsible for any and all costs, expenses and liabilities incurred (directly or indirectly) by or on its/their behalf in the preparation and submission of its bid and/or otherwise in relation to the bid process and/or any discussions with the FEI.

Each Candidate represents, warrants and undertakes to the FEI that any and all information contained in its bid and/or otherwise submitted in connection with its bid, and any and all representations made by or on its behalf to the FEI during the course of the bid process shall not be false, inaccurate or misleading in any respect (including, without limitation, by the omission of any material, information or facts) and that if, after submitting its bid there is any change in the bid's circumstances or any other event occurs which may adversely affect and/or impact such information and/or representations and/or the manner in which they may be interpreted by the FEI, the Candidate shall promptly notify the FEI in writing setting out the relevant details in full. The FEI is and shall be fully able to rely on the accuracy and authenticity of any and all information contained in any bid submitted in connection with the same in assessing any Candidate's ability to perform and deliver the required services.

Nothing in this Bid Guide or in any communication made by the FEI or its officers, employees, representatives, agents and/or advisers shall constitute an offer of a contract or a binding contract between the FEI and any Candidate(s), nor shall it be taken as constituting any representation that rights or licenses will be granted in accordance with this Bid Guide and/or the bid process.

The FEI has taken reasonable care to ensure that this Bid Guide is accurate in all material respects. This Bid Guide is provided by way of explanation and neither the FEI, nor any of its officers, employees, representatives, agents and/ or advisers make any representation or warranty or accepts any responsibility for the accuracy or completeness of the information in it or in any subsequent correspondence from the FEI in relation to this Bid Guide or the bid process.

To the maximum extent permitted by the applicable law, this Bid Guide is incapable of creating any liability for the FEI and/or its associated entities and each Candidate hereby irrevocably and unconditionally waives any and all rights it may have, now or at any time in the future, to bring any claim in any court of competent jurisdiction in relation to the appointment or manner of appointment of any Candidate(s), or any reliance by the

Candidate or any third party on this Bid Guide or any subsequent communication with the FEI, or otherwise in relation to this bid process.

Candidate(s) should, at the request of the FEI, be prepared to discuss any aspect of its bid. The FEI is not obliged to discuss the reasons for declining any bid.

#### 14. CONTACT PERSONS

For questions, please contact [bidding@fei.org](mailto:bidding@fei.org).



## ANNEX 1 - BID APPLICATION CHECK LIST

Prior to submitting your bid, please ensure that the following points are addressed in the bid.

- Overall Vision
- Candidate Details (primary contact, address, email, etc.)
- Discipline(s) included in Bid
- Organising Committee Structure, leadership team and indication of experience organising major FEI events
- Proposed dates and daily competition schedule including details of any non FEI European Championships competitions or events proposed to be hosted at the venue at the same time (if any)
- Guarantee that the FEI European Championships 2025 will be accessible to all teams (Athletes, Horses, Support personnel and Team Officials) that have a right to participate
- Budget - using template provided in Annex II
- Venue details (including any images, maps, photos, details of satellite venue(s) if any (e.g. Eventing cross country course), etc.)
- Venue layout/block plan identifying location of Field(s) of Play, Warm-Up/Training areas, Stabling, Spectator Areas, Parking, Back of House / Logistics areas etc.
- Proposed footing provider(s), advisor, etc.
- Proposed Course Designer (if the Organising Committee is responsible for appointing the Course Designer)
- Details of veterinary and farrier facilities including off-venue referral clinic if applicable/necessary
- Commercial - sponsorship structure, sponsorship sales agency (if applicable), details of existing/anticipated sponsors, high level plan for hospitality, high level plan for ticketing marketing/sales including indication of ticket sales potential, plans for retail village etc.
- Proposed host broadcaster (broadcast production partner)
- Event Presentation - high level plan for sports presentation, Opening/Closing Ceremonies (if applicable), fan experience/engagement etc.
- High level overview of facilities and service levels anticipated for spectators - car parking, transport, catering, other entertainment etc.
- Outline Media/Marketing/Promotional Plan (Inc. digital/social media) - this to incorporate ticketing plan
- Legacy - plans for delivering legacy as a result of hosting FEI European Championships (facility legacy, promotion of sport, increasing participation, etc.)
- Environmental Sustainability - high level sustainability strategy for event
- Import/Export of Horses - outline concept of operation for import/export of horses, including transport assumptions, any quarantine requirements, details of National Veterinary Authority (NVA) including details of primary contact and anticipated health status requirements for import/export



- ❑ Medical Plan – high level plan including on-venue facilities, anticipated designated major trauma unit, on-venue service levels etc.
- ❑ Volunteer Programme – high level plan for scoping and recruiting volunteers
- ❑ Climate (information on expected climate during proposed dates, temperature, humidity, rainfall, etc.)
- ❑ Transport Plan (distance to airports, train stations, venue accessibility, spectator transport concept, etc.)
- ❑ Accommodation Plan (proposed locations of Athlete/NF delegation hotels, Grooms accommodation, FEI Officials', Media and FEI delegation accommodation).
- ❑ Visa requirements (details of any working and/or entry visa requirements that will apply to Athletes, FEI officials, etc.).
  
- ❑ Information of the Bid's/Candidate's commitment to Corporate Social Responsibility (Environmentally friendly, social programme, community involvement, energy efficient, local support, human rights, diversity and inclusion etc.)

## ANNEX 2 – TEMPLATE BID BUDGET

A bid budget proposal must be submitted as part of your bid application to host a FEI European Championship(s).

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. Although Candidates will probably not know all costs at this time, this will help the FEI in evaluating bids and selecting the best possible host. 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
<b>INCOME</b>		
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	€ -	
<b>TOTAL INCOME</b>	€ -	
<b>COSTS</b>		
<b>VENUE</b>		
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	€ -	
<b>TOTAL VENUE</b>	€ -	
<b>OPERATIONS</b>		
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	€	-
<b>TOTAL OPERATIONS</b>	<b>€</b>	<b>-</b>
<b>SPORT COMPETITION</b>		
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	€	-
<b>TOTAL SPORT COMPETITION</b>	<b>€</b>	<b>-</b>
<b>GENERAL &amp; ADMIN</b>		
Salaries	€	-
Consultancy	€	-
Occupancy	€	-
Office/administrative expenses/supplies	€	-
Office/administrative IT	€	-
Publications	€	-
Volunteer programme (recruitment, portal, uniforms, etc.)	€	-
Insurance	€	-
Legal	€	-
Accountancy	€	-
Other General & Admin	€	-
<b>TOTAL GENERAL &amp; ADMIN</b>	<b>€</b>	<b>-</b>
<b>COMMERCIAL</b>		
Sponsorship	€	-

Ticketing	€	-	
Trade show/retail village	€	-	
Merchandising	€	-	
Hospitality	€	-	
Other Commercial	€	-	
<b>TOTAL COMMERCIAL</b>	<b>€</b>	<b>-</b>	
<b>MARKETING &amp; COMMUNICATIONS</b>			
Marketing, promotion & advertising	€	-	
Media & press relations	€	-	
Digital (web, social media, etc.)	€	-	
Community relations	€	-	
Other Marketing & Communications	€	-	
<b>TOTAL MARKETING &amp; COMMUNICATIONS</b>	<b>€</b>	<b>-</b>	
<b>OTHER COSTS</b>			
FEI Host Fee	€	-	
Misc. (incl. misc., tax, non-deductible VAT, financing costs, legacy, etc.)	€	-	
Contingency	€	-	
<b>TOTAL OTHER COSTS</b>	<b>€</b>	<b>-</b>	
<b>TOTAL COSTS</b>	<b>€</b>	<b>-</b>	