



WORLD CUP™ FINALS 2027 & 2028

JUMPING DRESSAGE DRIVING VAULTING



BID GUIDE

CONTENTS

Contents

FOREWORD BY THE FEI PRESIDENT	3
1. THE BID PROCESS	5
2. ABOUT THE FEI	8
3. BENEFITS OF HOSTING AN FEI WORLD CUP™ FINAL	13
4. FINANCIALS	15
5. COMMERCIAL REQUIREMENTS & OPPORTUNITIES	19
6. BROADCAST RIGHTS & REQUIREMENTS	22
7. MEDIA REQUIREMENTS	24
8. GENERAL VENUE REQUIREMENTS.....	26
9. SPORT VENUE REQUIREMENTS.....	28
10. HORSE WELFARE	30
11. EVENT MANAGEMENT	31
12. MARKETING AND COMMUNICATION.....	35
13. SUBMISSION FORMALITIES.....	36
ANNEX 1 – BID APPLICATION CHECK LIST.....	38



FOREWORD BY THE FEI PRESIDENT

FEI World Cup™ Finals 2027 and 2028

Welcome to our bidding platform and this dedicated Bid Guide for the FEI World Cup™ Finals Jumping, Dressage, Driving and Vaulting for 2027 and 2028.

The FEI World Cup™ was first launched in 1978 in the discipline of Jumping and further to its huge success, the model was then extended to the disciplines of Dressage, Driving and Vaulting.

Today, the FEI World Cup™ series continue to thrive and are the largest and most global series in Jumping, Dressage, Driving and Vaulting with over 140 qualifiers, all culminating in their respective annual star-studded Finals where the best of the best from around the world come together to compete for the ultimate trophies.

Equestrian sports has an enthusiastic audience of families and connoisseurs with a true passion for the sport, but our competitions also draw spectators who are curious to discover the combined skills of humans and horses and the exciting atmosphere of an elite-level sporting event. The FEI World Cup™ series provide just that: a setting for the avid fans, newcomers and more general sport/entertainment enthusiasts to come together and experience top sport, and world class athletes in very close proximity. As a result of this combination, the countries, regions and venues that host FEI World Cup™ Finals benefit not only from thousands of national and international visitors but also from extensive worldwide media coverage.

Over the coming pages, you will find a detailed description of the role, rights and obligations of host venues, which will enable you to understand the scope and size of the different FEI World Cup™ Finals. It is important to note that this time we have opened the Bid for two editions so that the organisers will be able to plan a long time in advance.

As the world governing body for equestrian sports, and a community of equestrian enthusiasts, we are very dedicated to the FEI World Cup™ Finals and to ensuring the formula continues to appeal to large audiences and as a result continues to prosper as it has for over 40 years.

I hope you will find the information in this bid guide insightful and that we will be able to work together on putting the spotlight on the assets of your region whilst promoting the very best of our sport, our athletes and our values.

We look forward to hearing from you

Ingmar de Vos
FEI President



THE BID PROCESS



1. THE BID PROCESS

1.1. Overview

The FEI is running a competitive bid process to secure host venues for the FEI World Cup™ Finals 2027 and 2028 (the “Final(s)”) in the disciplines of **Jumping**, **Dressage**, **Driving** and **Vaulting**.

The bid process is conducted in four (4) phases, (i) Expressions of Interest, (ii) Applicant; (iii) Candidate, and (iv) 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 the Finals.

(i) Phase 0: Expressions of Interest

During this phase launched in June 2024, National Federations and Organising Committees were invited to submit a non-binding expression of interest for hosting the Finals.

(ii) Phase 1: Applicant Phase

During this phase, which starts on the date of publication of this Bid Guide, the Organising Committees/National Federations are invited to submit a formal bid application (“Applicants”) for hosting the Finals in one or more of the four 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 **29 November 2024** and, if applicable, must be validated by the relevant National Federation within the aforementioned deadline.

(iii) Phase 2: Candidate Phase

During Phase 2, and once the deadline to submit bids has elapsed, the bids will be evaluated by the relevant FEI technical committee.

Following this initial review, bids may be shortlisted depending on the number of applications received, the overall quality of the bid/other bids, or set aside if incomplete or if they do not fulfil FEI's minimum requirements as set out in this Bid Guide.

After the initial review/shortlisting, the remaining Applicants (Candidates) will be invited to present their bid to the FEI Evaluation Commission. The FEI Evaluation Commission is comprised of representatives from different departments and technical committees of the FEI, including, amongst others, each of the Sports Discipline(s), Commercial, Finance, Legal, Communication, and the Veterinary and Medical Department.

Candidates will be provided with a draft host agreement. In order for bids to be considered for allocation, the 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 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.

The FEI Evaluation Commission will make its recommendation to the FEI Board.

The FEI reserves the right to reopen or extend the deadline of the bidding process for the FEI World Cup™ Finals in case no (suitable) bids have been received during Phase 1.

(iv) Phase 3: Decision and Allocation Phase

During Phase 3, the FEI Board will decide, by vote, on the final allocation of the Finals. 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 Finals. The allocation will take place at the FEI Board meeting in March/April 2025 (exact date TBC).

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 World Cup™ Final.

1.2. Bid process timeline

Phase I Applicants	
26 September 2024	Opening of the process. Invitation to submit bid applications
29 November 2024	Deadline for Applicants to submit a bid and all supporting documentation. All bids must be validated by the relevant NF
Phase 2 Candidates	
December 2024	Draft Host Agreement to be provided to Candidates
December 2024 - January 2025	Review of Bids
Late January/Early February 2025	Presentation of Bids by Candidates to FEI Evaluation Commission (online or in person at FEI HQ)
16 February 2025	Host Agreement to be returned to the FEI duly signed by Organising Committees and its relevant National Federation
Phase III Decision & Allocation	
March/April 2025	Allocation decision by FEI Board and announcement of the host organisers of the FEI World Cup™ Finals

1.3. 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 World Cup Finals 2027 and/or 2028 in one or more of the FEI disciplines (Jumping, Dressage, Driving and Vaulting) 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):

1. Fulfilment of FEI Requirements	<ul style="list-style-type: none"> ▪ Does the Bid meet the minimum FEI Requirements (as set out in this Bid Guide / Host Agreement)? Otherwise, has an acceptable alternative been proposed? ▪ Guarantee that the Final(s) will be accessible to all teams (Athletes, Horses, Support personnel and Team Officials) that have a right to participate.
2. Venue/Facilities	<ul style="list-style-type: none"> ▪ Current status of the venue (e.g. ready, under construction, construction planned) ▪ Is the venue permanent and/or established as a location hosting major equestrian/sport events? ▪ What is the extent of new and/or temporary infrastructure to be installed to enable the event to be hosted? ▪ Does the venue (and associated facilities) meet an acceptable standard for hosting the Final(s)? ▪ Would a test event/s be necessary to ensure readiness of the venue/venue operations for the Final(s)?
3. Multidiscipline or standalone FEI World Cup Finals	<ul style="list-style-type: none"> ▪ What are the benefits of hosting the Final(s) in more than one FEI discipline?



<p>4. Candidate's Experience in staging equestrian events</p>	<p>Demonstrated capacity and ability to stage international equestrian events</p> <ul style="list-style-type: none"> ▪ Track record in hosting high level FEI Events in the relevant discipline(s) ▪ Would a test event/events be necessary to ensure the organising Committee team's readiness for the Final(s)?
<p>5. International Movement of Horses</p>	<ul style="list-style-type: none"> ▪ Will there be procedures in place that will allow for the temporary import/export of horses into the host country with the minimum amount of time spent in quarantine? ▪ Is the Candidate's country declared free from African Horses Sickness by the OIE and accepted as such by the European Union?
<p>6. Growth & Development of equestrianism</p>	<ul style="list-style-type: none"> ▪ Does the Bid provide opportunities to grow and develop equestrian sport in the Candidate's country?
<p>7. Popularity of the FEI discipline(s) in the city, region and/or country</p>	<ul style="list-style-type: none"> ▪ How popular is the FEI discipline(s) in the Candidate's city, region and/or country? ▪ What potential is there to attract significant spectator numbers from neighbour countries / countries in the same region?
<p>8. Calendar</p>	<ul style="list-style-type: none"> ▪ Are there any other events taking place in the Candidate's city, region and/or country during the same time period?
<p>9. Sustainability</p>	<p>Please provide an overview of your Sustainability programme for the Championships, with considerations on:</p> <ul style="list-style-type: none"> • Biodiversity conservation measures for natural sites • Use of renewable energy • Mobility and transport of people and equipment • Procurement / Supplier management • Waste minimisation (vision for single use plastics) • Climate change (management of GHG emissions) • Water use management and conservation <p>Additionally, please explain how is your Sustainability programme aligned with, and compliments, in the long term the local/regional/National Sustainability plans (as applicable)?</p>
<p>10. Legacy</p>	<ul style="list-style-type: none"> ▪ What legacy (hard and soft) will the event deliver for equestrian sport in the host country? ▪ Does the bid have legacy benefits for the host city, region and/or country?
<p>11. Commercial Factors</p>	<ul style="list-style-type: none"> ▪ What are the commercial benefits for the FEI and for the Candidate linked to the organisation of the Final(s) (sponsorship and TV broadcast/media opportunities)?
<p>12. Financial Stability & Viability</p>	<ul style="list-style-type: none"> ▪ Does the Candidate have an established network of sponsors/supporters through, for example, an established event? ▪ Does/do the discipline/s proposed by the Candidate have an established following in the host country and proven associated sponsorship/support network? ▪ Will a local, regional or central government entity be a contracting party? ▪ Will such entities provide any performance and/or financial guarantees? ▪ What is the financial situation of the city, region and/or country (i.e. unemployment rate, PIB, expected growth, inflation, etc.)
<p>13. Event Budget and Business Plan</p>	<ul style="list-style-type: none"> ▪ How realistic is the proposed budget and business plan? ▪ Will the Candidate be well positioned to secure sufficient sponsorship/other income to ensure positive cash flow throughout the event planning phase? ▪ Is there a suitable contingency provision?
<p>14. Financial Offer</p>	<ul style="list-style-type: none"> ▪ What is the Candidate's financial offer by way of prize money, hosting fee and other potential financial proposals (i.e. equine transportation costs)?
<p>15. Risk Management</p>	<ul style="list-style-type: none"> ▪ Effective identification of risks and risk mitigation
<p>16. Corporate Social Responsibility</p>	<ul style="list-style-type: none"> ▪ Environmentally friendly, social programme, community involvement, energy efficient, local support, human rights, diversity and inclusion etc.

1.4. Decision making process

Awarding the Final(s) to a Candidate(s) in one or more FEI disciplines shall be at the FEI's entire discretion and 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.

2. 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.



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



KEY FACTS & FIGURES:

Based in **Lausanne** (SUI)

Founded in **1921**

136 national federations

6 disciplines

ABOUT THE FEI

8 regional groups

+122k registered riders & horses

+4,8K international competitions

+100 HQ staff

FANS

- **1.7bn** fans worldwide
- Predominantly **female (56%)**
- **Upper Net Household Income** and **Education Level**
- More likely to have **families**
- **1.78x** higher sponsorship affinity
- **1.23x** higher interest in cross-sectoral branches
- Equestrianism is not just a hobby or a passion, but **a lifestyle**

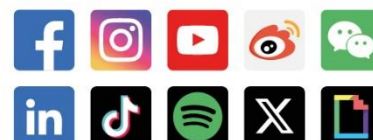


DIGITAL



#ABondLikeNoOther campaign garnered **401M** video views, with a total of **827M** combined Impressions and **14.5M** Engagements across all platforms

over **4'100'000** fans



Websites including

FEI.ORG **FEI.TV**
FEICAMPUS.ORG

VALUES

Horse First: The welfare of the horse is our top priority.

Leadership: We lead and inspire the equestrian community to advance the sport on a global scale.

Service Oriented: We are dedicated to delivering the best services possible to our NFS and stakeholders.

Commitment: We engage passionately and responsibly, and seek ongoing improvement with an open-mind.

Integrity: We are honest, accountable, responsible and our actions reflect our adherence to ethical conduct in everything we do.

Excellence: We aspire always to be the best that we can be in our thinking and our execution at all times.

For today and tomorrow: We deliver on present commitments sustainably, while being forward-thinking about the demands and opportunities of the future.



BROADCAST

140 territories reached

2.1. Mission and Values

Our Vision:

To grow our sport globally with ethical equine and human participation at its centre.

Our Mission:

To provide global leadership and drive growth of our sport from grassroots to top-level competition.

To function as a modern organisation that is committed to working together with our community to collaboratively uphold the highest standards of horse and human athletes' welfare, integrity, excellence and sustainability in all activities of our sport.

To advance the future of our sport by inspiring more people to experience the joys and benefits of equestrian activities.

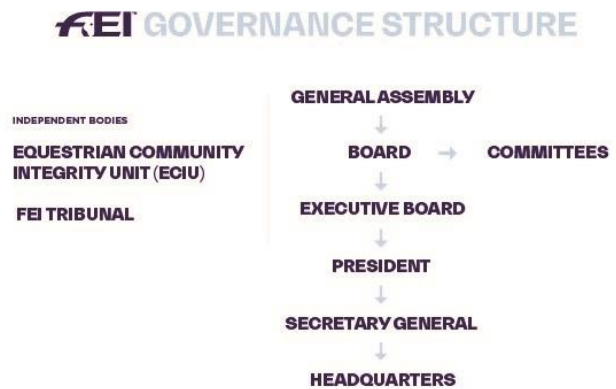


Our Values:

- **Horse First:** The welfare of the horse is our top priority.
- **Leadership:** We lead and inspire the equestrian community to advance the sport on a global scale.
- **Service Oriented:** We are dedicated to delivering the best services possible to our NFS and stakeholders.
- **Commitment:** We engage passionately and responsibly, and seek ongoing improvement with an open-mind.
- **Integrity:** We are honest, accountable, responsible and our actions reflect our adherence to ethical conduct in everything we do.
- **Excellence:** We aspire always to be the best that we can be in our thinking and our execution at all times.
- **For today and tomorrow:** We deliver on present commitments sustainably, while being forward-thinking about the demands and opportunities of the future.

2.2. 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.



2.3. 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 Towards Environment & Sustainable Development in 2006, followed by the FEI Sustainability Handbook for Event Organisers in 2014, aimed at encouraging event organisers to implement sustainability initiatives to reduce negative environmental impact and create a positive legacy. 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

Having undergone carbon footprint calculations across all three Scopes (Scopes 1, 2, and 3, 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). The FEI has continued to develop its sustainability programme and has encouraged and promoted sustainability efforts at FEI Championships and Events. As an 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 CO₂e.

The FEI strongly recommends Applicants to propose how sustainability would be embedded across all aspects of event planning and delivery. In doing so, Applicants 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.

2.4. 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>.

2.5. FEI World Cup Finals™ Disciplines

Jumping

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

JUMPING IN 2023

- 1,719 International events
- 24,140 Registered riders
- 51,905 Registered horses

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.

DRESSAGE IN 2023

- 784 International events
- 4,079 Registered athletes
- 5,624 Registered horses

Vaulting



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

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

VAULTING IN 2023

- 308 International events
- 1822 Registered athletes
- 2638 Registered horses

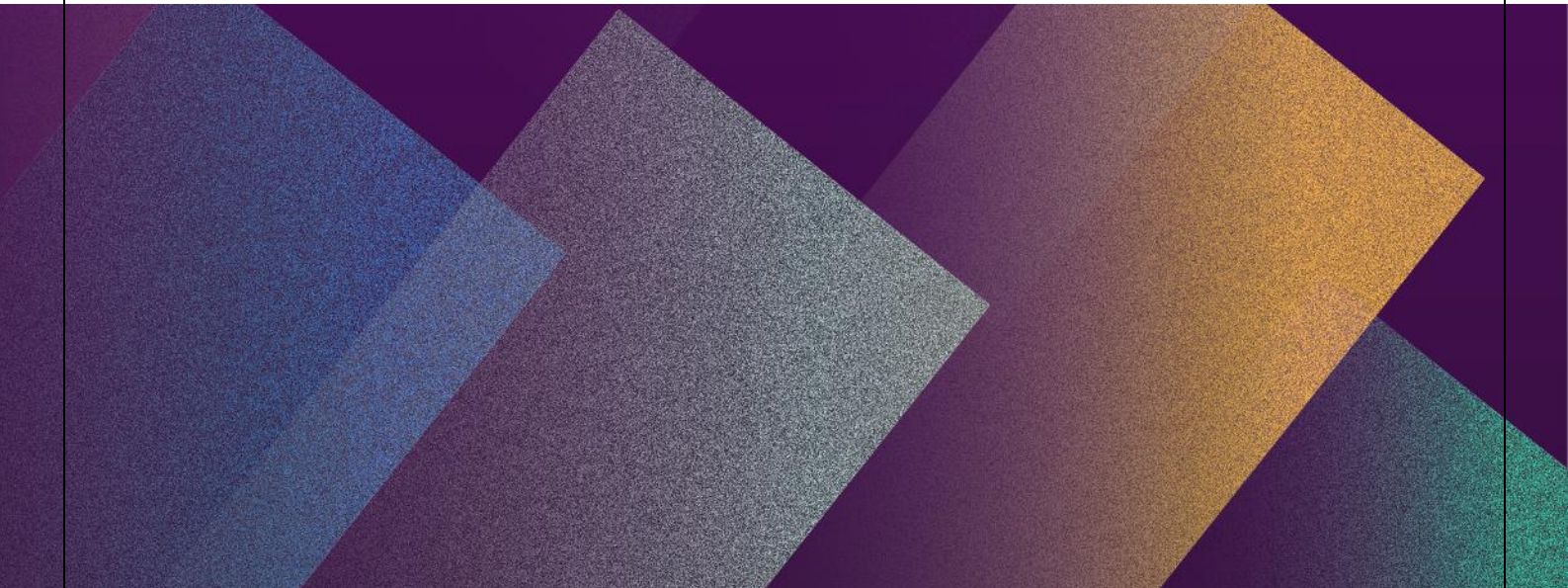
Driving

Driving, the oldest competitive equestrian discipline, continues to thrive in the 21st century. Drivers sit on a vehicle drawn by a team of four horses and they face three trials – dressage, marathon and obstacle driving in a similar way to Eventing.

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

DRIVING IN 2023

- 158 International events
- 1022 Registered drivers
- 635 Registered horses



BENEFITS OF HOSTING AN FEI WORLD CUP™ FINAL

FEI
WORLD CUP
FINALS 2024
ABU DHABI
APRIL 17 - 21





3. BENEFITS OF HOSTING AN FEI WORLD CUP™ FINAL

The benefits of hosting the FEI World Cup™ Finals can be substantial. The FEI is committed to work with the Organiser to maximise the value that the Finals bring in terms of economic impact, media exposure and direct revenue generating opportunities.

Some of the benefits are set out below:

Sport Development / Legacy

By hosting the FEI World Cup™ Final there is:

- an opportunity to develop equestrian sport in the host country and to leave a legacy that endures long after the event has been staged.
- the potential to use the FEI World Cup™ Final as a basis for funding applications from municipalities, local government, etc in order to upgrade facilities and leave a lasting legacy.

Event Association

For the Organiser, National Federation, venue, city, region and country to be associated directly with the event and equestrian sport.

Networking

Hosting the FEI World Cup™ Final will create significant B2B and B2C networking opportunities contribution to the development of the city and regional economy.

Promotion of the City / Region / Country

The FEI World Cup™ Final will be the international focus of equestrian with the promotion of the venue / region / city / country through the exposure of the international media in attendance.

Below are some relevant facts from previous Finals:

Increased Event Value and Cross-Media Reach: FEI Jumping World Cup™ Jumping Final 2024 in Riyadh

- The total Event Value up to €14.5 million.
- TV: Almost 274 hours of Broadcasting Time on 43 channels, generating 11.7 million Average Accumulated Audience and an Event Value of €4.7 million.
- WEB TV: The Event Value up to €1.1 million with 114 hours of Broadcasting Time.
- ONLINE: 1.6 billion Reach mainly due to increased coverage on wide reach websites, generating €6.5 million Event Value.
- PRINT: As Riyadh is outside the commissioned monitoring territories with the service provider for Print, the relevant data is not available. However, for the FEI Jumping World Cup™ Final 2022 in Leipzig, the Event Value generated by Print was €3.0 million with 793 articles.
- SOCIAL MEDIA: Event Value up to €2.05 million, with 1.7 million Engagements.

Enhanced social media buzz

In 2020, the landscape of FEI's digital footprint was a total of 4 Million+ followers on our social media channels (Facebook, Twitter, Instagram, YouTube, TikTok, Weibo, WeChat, Douyin, Red, and Spotify).

The other key figures were as follow:

- FEI.org/Stories 1,17 Million page views
- 270 Million video views
- 616 Million social media engagements
- 6,65% average engagement rate



FINANCIALS

4. FINANCIALS

4.1. FEES

Hosting Fee

The FEI will provide a range of services to the Organiser, such as the development and provision of various branding material, or the development and activation of a range of promotional activities. The hosting fee takes into account the aforementioned services and also the various commercial rights granted by the FEI to the Organiser (e.g. ticketing revenue, corporate hospitality programme etc.), the economic impact and other sporting associative, development and event benefits that are derived by the Organiser, the city and the region. The following Hosting Fee is applicable to the Finals:

JUMPING: CHF 200'000

DRESSAGE: CHF 75'000

DRIVING: CHF 0

VAULTING: CHF 0

The hosting fee amounts referred to above are minimums. An increased financial offer above the minimum amounts set out above can be a factor to be taken into consideration in the evaluation of the Organiser's application.

Entry Fee

An Entry fee may be charged by the Organiser to athletes, subject to compliance with the FEI Rules and Regulations and approval from the FEI

The entry fee is determined in the applicable discipline rules, which may be found [HERE](#).

FEI Calendar Registration Fee

To determine the Calendar Registration Fees, please refer to the current FEI Financial Charges document (subject to modification by the FEI at any time) which can be found [HERE](#).

FEI Organising Dues

The Organiser shall be required to pay the regular FEI Organising Dues as approved by the FEI General Assembly. Such dues shall be payable after the FEI World Cup™ Final and upon receipt of an invoice from the FEI to the NF. Organising dues are usually charged as a percentage of the total amount of prize in cash and in kind convertible into cash.

To determine the Organising Dues for your Final, please refer to the [FEI Financial Charges](#) document (subject to annual modification by the FEI) as applicable as of the date of the FEI World Cup™ Final.

Fee for Worldwide Equine and Human Anti-Doping Program

The Organiser shall be required to pay the EADMCP fee as determined in the [FEI Financial Charges](#) document as applicable as of the date of the FEI World Cup™ Final.

4.2. PRIZE MONEY

The Organiser shall be required to provide, at least, the minimum prize money for each discipline of the Finals.

The Prize Money amounts referred to below are minimum amounts. Bidders have the option of proposing an amount that is greater than the minimum amounts specified below. An increased financial offer above the minimum amounts set out below will be a factor to be taken into consideration in the evaluation of the Organiser's application.

JUMPING:

1,300,000 Euros (contributed by the FEI) (One Million Three Hundred Thousand Euros)

DRESSAGE:

300,000 Euros (Three Hundred Thousand Euros)

DRIVING:

34,500 Euros (Thirty Four Thousand Five Hundred Euros)

VAULTING:

8,000 Euros (Eight Thousand Euros)

4.3. HORSE TRANSPORTATION

JUMPING

If the Final is in North America (USA, Canada or Mexico), the Organiser must cover transportation costs for horses coming from Europe, Canada and Mexico.

If the Final is in Europe, the Organiser must cover the transportation costs for horses coming from North America including Canada, USA and Mexico.

If the Final is outside Europe and outside North America, the Organiser must cover the transportation costs for horses coming from Europe and North America (USA, Canada and Mexico).

DRESSAGE

If the Final is in Europe, the Organiser shall provide a travel stipend for all competing horses.

If the Final is outside Europe, the Organiser is responsible for the transportation costs for all horses competing (maximum 18 horses).

VAULTING

Travel expenses of Athletes and Horses will be agreed between the FEI and the relevant Organiser

DRIVING

The Organiser shall provide the athletes with a transport allowance at the rate of € 2,5 per km one way up to a maximum of € 2'500 per athlete.

For all four Finals, the Organiser shall be responsible for all transport, customs formalities and any necessary quarantine/isolation requirements for horses from their arrival in the country (including loading/unloading from a ship or aircraft) to their departure; including responsibility for all government veterinary, customs and importation costs.

An overall transport plan must be prepared by the Organiser and sent to the FEI for the FEI's approval.



The Organiser 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.

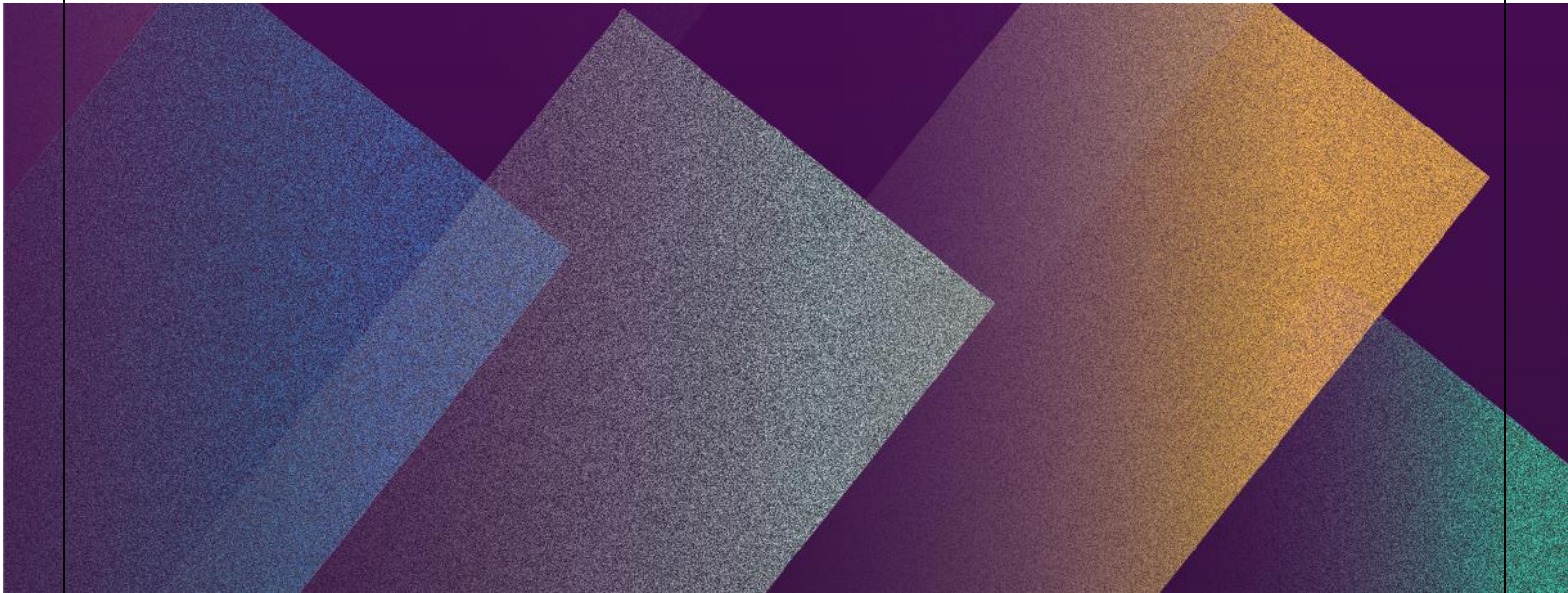
4.4. ADDITIONAL EXPENSES

In general, the Organiser is responsible for providing the costs of:

- Transport, accommodation and meals for FEI Officials and FEI Representatives
- Expenses for one pre-Final technical visit by FEI Representatives and FEI's Technical Delegates in each discipline
- Host broadcast services provider as approved by the FEI
- All other expenses naturally linked to the organisation of the Finals

4.5. BUDGET

The Organiser shall provide a detailed budget to the FEI, See section 12 of the Bid Application Form. This budget will be taken into account by the FEI when evaluating the Bid and will be cross-referenced in the Host Agreement.



COMMERCIAL REQUIREMENTS AND OPPORTUNITIES



5. COMMERCIAL REQUIREMENTS & OPPORTUNITIES

5.1. Sponsorship

The Organiser must provide a venue clean of any existing sponsorship agreements.

The Organiser shall develop a sponsorship strategy which must accommodate all FEI Partners with rights to the Finals. The FEI will assist the Organiser to set up a sponsorship strategy delivering significant revenue generation for the running of the event.

EXISTISTING SPONSORS

JUMPING

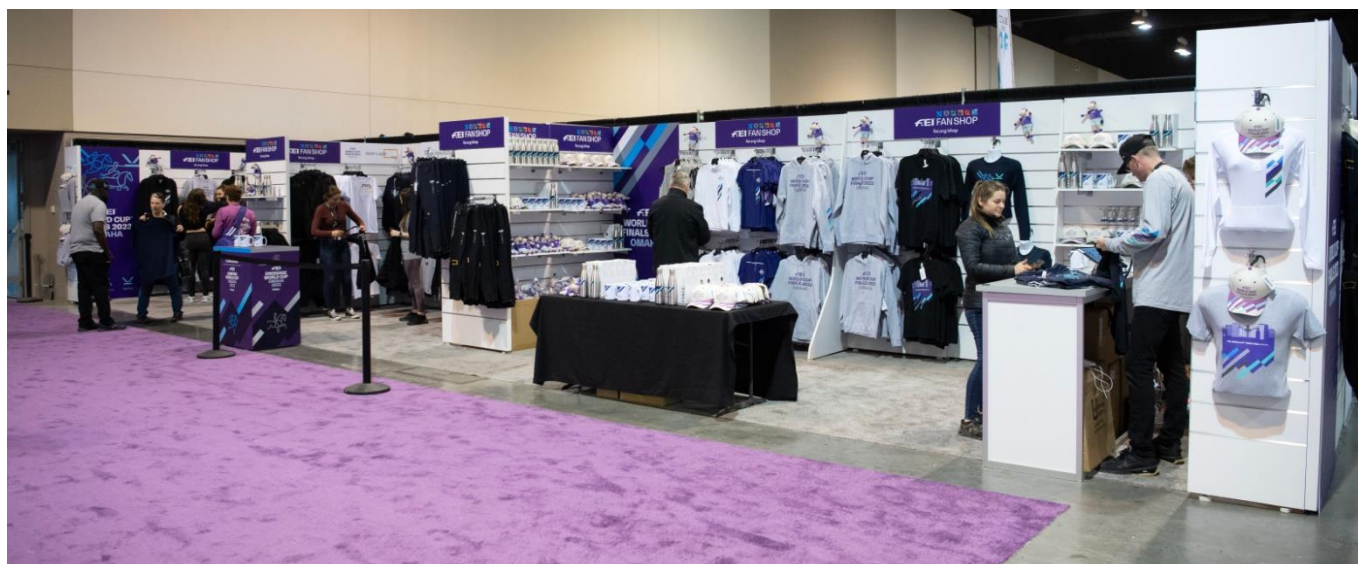
The FEI has an agreement with Swiss watchmaking company Longines, which acts as title sponsor of the FEI World Cup™ Jumping Final. As such, Longines is entitled to a certain level of visibility and rights which will be set out in the Host Agreement. A strict product category exclusivity must be observed in the watchmaking, data-handling and timekeeping brand sector.

In addition, Longines will be providing the timekeeping and data-handling services for the FEI World Cup™ Jumping Final. For multi-discipline events, the FEI will facilitate discussions with Longines regarding their potential provision of timekeeping and data-handling services for any additional discipline(s).

As of the date of this Bid Guide's release (i.e. September 2024), no Title Sponsors have been confirmed for the Dressage, Vaulting or Driving World Cup Finals 2027 & 2028.

5.2. Merchandising

In principle, the FEI retains and will activate its right to develop a merchandising program, both on-site and online. This includes all Event branded and FEI related merchandise. However, should Applicants already have existing merchandising partners or would want to explore related opportunities, they are invited to submit a proposal, which will be evaluated and considered by the FEI.



5.3. Revenue opportunities

The Organiser retains the rights and any potential associated revenues to the following:

- Sponsorship (subject to the conditions mentioned above)
- Ticketing
- Corporate hospitality
- Food & Beverage Concessions
- Village/Trade show area: The Organiser has the right to organise any side events to the Finals including but not limited to trade show, exhibitions, demonstration, concerts or entertainment so long as it does not impact the delivery and public attendance of the FEI World Cup™ Final competitions.



BROADCAST RIGHTS & REQUIREMENTS



LONGINES



6. BROADCAST RIGHTS & REQUIREMENTS

The FEI Jumping World Cup™ Final is a major event which is broadcast live on over 43 channels gathering a cumulative audience of over 12 million viewers.

As a result, it is extremely important that the Organiser addresses special attention to the production of the best event possible for broadcasters.

BROADCAST RIGHTS:

According to the FEI General Regulations, and with the goal of maximising exposure of FEI Championships and the Finals, all broadcast rights, including any television, radio, online streaming rights, FEI Data and any related copyrights for the FEI World Cup™ Final, are and shall remain the property of the FEI. With regards to audio / video streaming, the FEI reserves the strict exclusivity for its platform FEI TV.

The FEI collaborates and has agreements with different EBU members (i.e. SVT, SRG, NOS, etc) to secure the best possible exposure for the different FEI Championships and the FEI World Cup qualifiers and FEI World Cup Finals and works closely with its media partners to bring on board other relevant broadcasters and platforms.

Key figures regarding FEI media exposure:

- FEI.org over 35.5 Million page views annually
- Over 4'000'000 followers on social media

HOST BROADCAST PRODUCTION:

The Organiser is responsible for the Host Broadcast (HB) production for the Finals including the appointment and the operational costs of the HB and the HB services and for providing the necessary infrastructure and facilities that will enable the production and delivery of the International Broadcast Signal (IBS) of the Final as specified in the FEI Broadcast Manual.

The appointed HB must also provide dedicated HB services, according to industry standards, based on a mutually agreed Rate Card (as defined below).

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 the provision of the International Gateway (SNG or fibre to stationary Teleport) for the technical distribution of the IBS.

FEI Media House Broadcast Division

The FEI Media House will provide the FEI branded video assets to the HB and will guide the HB team with the FEI standard multi-lateral running order through the production during the Final(s).

All post-production TV Formats (VNR, Highlight shows etc.) will be produced by FEI Media House and do not form part of the HB deliverables.

A document with the detailed Broadcast Production Requirements and Specifications per discipline is available upon request. Please contact bidding@fei.org

The full broadcast coverage shall be provided of all days of the Finals in full, including press conferences and ceremonies.

Broadcast compound:

The Organiser shall provide a broadcast compound with sufficient space adjacent to the competition arena with offices.

Commentary positions:

The Organiser shall arrange for and provide commentary position. Their number and location will be agreed between the HB, the organiser and the FEI Broadcast Liaison officer. Such positions shall benefit from an



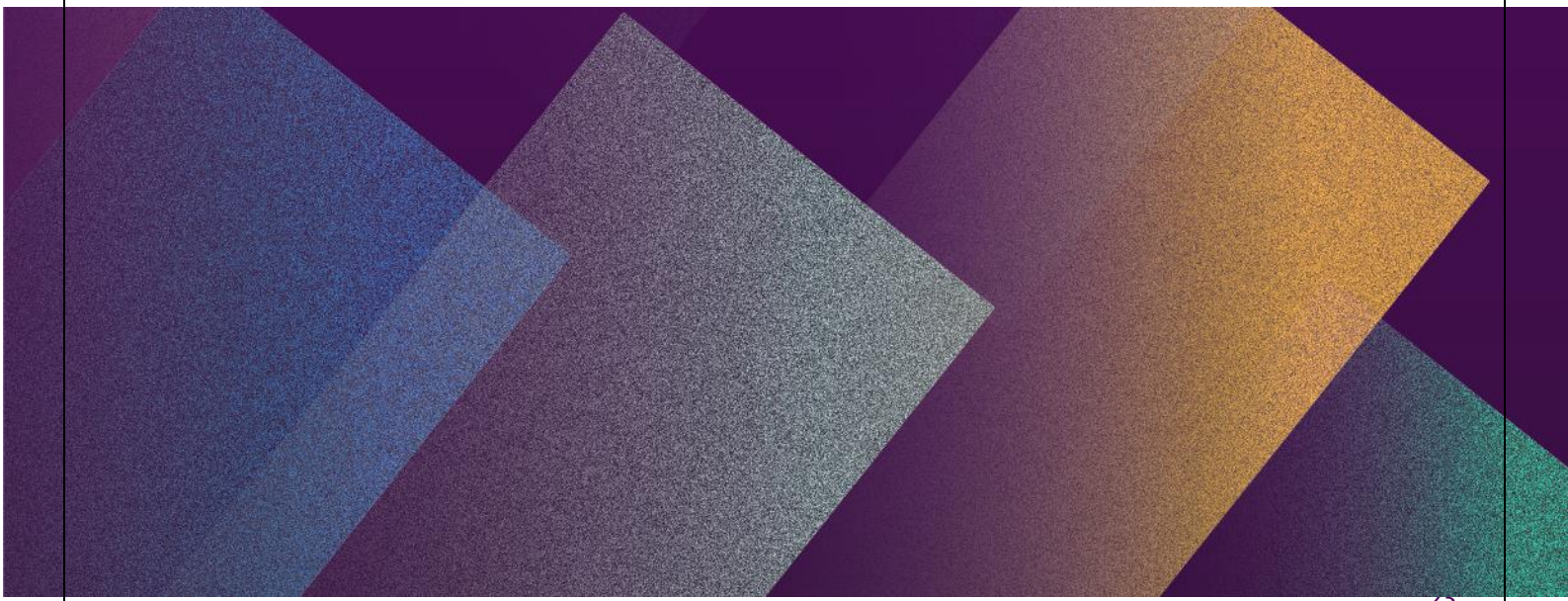
unobstructed view to the competition arena. Each commentary position shall fit up to three (3) people and include monitor for Commentator Information System (CIS).

Interview zones:

Flash interview area: The Organiser shall make available for each of the competition arenas, one flash interview as close as possible to the arena in-gate. Such area shall be safe and as quiet as possible. Adequate lighting, television monitors and space for broadcasters to conduct interviews must be provided within the area.

Kiss & Cry area:

The Organiser shall set aside an area at the in-gate facing the arena for the Kiss & Cry zone for each competition arena. The area should fit four (4) to five (5) persons standing with direct access from the athletes' tunnel entrance and in shot from main broadcast cameras.





7. MEDIA REQUIREMENTS

The advent of new media has changed the media landscape dramatically and Press Officers now have the task of keeping both traditional and new media informed and up-to-date. Helping the media to provide good coverage for your Event is the best form of publicity available.

The media is instrumental in promoting the Finals, encouraging spectator attendance and attracting – and retaining – the sponsors.

The main role of the Press Officer and their team is to provide information before, during and after the Event. The information should be given to the media in a proactive manner. An active media information policy, where news is spontaneously and systematically offered, is the best service you can offer the media – and it will also remove the necessity of having to respond to recurring individual questions.

PRESS CENTRE

The Organiser shall provide the media with a functional and comfortable working area. For the Finals, the Organiser shall plan to welcome, at least, 250 media members, including photographers, and should provide them with the following facilities:

- Welcome desk
- Press working area with desks and dedicated Wi-Fi
- Photographer working area with desks and dedicated Wi-Fi (preferably separate to press Wi-Fi) and cables
- Relax area with drinks and snacks
- Lockers (including larger lockers for photographers)
- Press office (for press team including Press Officer, photo manager and press office staff)

PRESS TRIBUNE

The press needs an adequate space from where competitions can be followed and notes for the reports taken. The Organiser shall select an area in the main tribune for the press, which shall meet the following minimum requirements:

- Location: The press tribune should be located within easy access to the warm up arena, the mixed zone and the press centre.
- All seats should have an unobstructed view of the arena(s) and be located in an area which is not in main camera view to avoid empty seating areas on TV.
- The total capacity of the press tribune should be approximately 100 seats, including 60 provided with tables.

PRESS CONFERENCE ROOM

Press conferences will be conducted after each of the FEI World Cup™ Final competition(s) (for each of the 4 disciplines). Consequently, the Organiser must set up a press conference room next to the press centre and in close vicinity to the warm up arena so athletes do not have to go through areas frequented by the general public. If possible, a small room to gather athletes prior to the start of the press conferences should be arranged in order to ensure that they all arrive at the same time in front of the media.

The press conference room should be set up as follows:

- One top table on a raised platform for up to seven (7) persons
- One lectern for press conference moderator

- 60 seats for journalists; this number may be reduced depending on the discipline
- One raised platform for broadcast cameras at the back of the room
- Sound system with seven (7) microphones for the head table and minimum of two (2) roving microphones for the audience
- Lighting for the top table to facilitate broadcast cameras and photographers
- A small table to present the FEI World Cup™ trophy at the Final press conferences

MIXED ZONE

The mixed zone area for written press and digital media must have two monitors (live feed and competition results) and adequate lighting must be provided by the Organiser.

The Organiser can create a dedicated comfortable environment for media to interview athletes, located in the same area as the mixed zone, that is more of a relaxed area, where media can do more detailed interviews with athletes, using the space not only when athletes have come out of the arena, but at other times throughout the competition.



8. GENERAL VENUE REQUIREMENTS

8.1. Venue

The venue proposed for the Finals must be an indoor facility (such as sports arena, exhibition hall, etc.) with enough space to host under one roof all the facilities required by the minimum requirements listed hereafter.

In principle, for the disciplines of Jumping and Dressage, the seating spectator capacity must be a minimum of 7'000 seats excluding hospitality (e.g. ring side tables).

8.2. Hospitality

The Organiser shall offer five star hospitality services. In order to cater for the needs of VIP guests or sponsors, hospitality services may take several forms which can be combined and which may include the following:

- Main hospitality area with a mix of tables and lounge areas
- Ring side tables overlooking the arena and providing for full catering services during the competitions
- Private lounge /skybox for sponsor with direct view to the main arena

In addition, hospitality places shall be offered as well to the FEI, free of charge.

8.3. Parking

The Organiser must provide the following minimum parking requirements:

- Competitors' trucks: parking for all competitors' trucks in the closest vicinity possible to the stabling area including access to water and electricity.
- Media parking: parking for media within walking distance of the show ground press centre especially for photographers and broadcasters.
- VIP Parking with close access to the main VIP entrance
- General public

8.4. Shuttle Service

The organiser shall provide shuttle service for athletes, officials, media, FEI and sponsors as follows::

- Airport to Venue / hotel and back
- Hotel to Venue

8.5. Catering

The Organiser is responsible for providing catering solutions for:

- Athletes, grooms and officials: A suitable catering area must be installed for athletes, grooms and officials including three (3) meals /day
- VIP hospitality: High level catering must be provided for all hospitality areas
- General Public: Sufficient, qualitative and varied catering locations must be provided for the duration of the event for the general public

8.6. Branding & Signage

The FEI will provide event logos for all the disciplines in scope and will create, in collaboration with the Organiser, brand guidelines to apply on venue dressing and city signage. The Organiser is responsible for the production and installation of all branding and signage for the event according to the agreed brand identity between the FEI and the Organiser.

For competition arena advertising boards, the FEI strongly advises the organiser to use LED banners for the entire arena which would provide greater flexibility and easier management of sponsor rights.

8.7. Flags

The Organiser must arrange the following flags in the main competition arena:

- Two (2) FEI flags to be flown for the entire duration of the event from flagpoles placed in a prominent position in the main competition arena(s).
- Flags of the participating countries to be flown from flagpoles located in the main competition arena(s) (in alphabetical order as per the abbreviation in the Olympic Charter with the host country at the end).
- Main sponsor flags

8.8. General infrastructure and Lighting

The Organiser is responsible for ensuring that the venue holds a sufficient supply of power and power backup, high speed dedicated internet connection (cabled and WIFI), as well as internet back up.

The Organiser is also responsible for the set up and management of all venue lighting; including the requirement that the main Competition Arena and the main Warm Up area will have sport lights, be lit to a minimum of 1200 lux (TV Standard). In addition, the Organiser must install lightshow equipment, such as programmable moving head lights.



9. SPORT VENUE REQUIREMENTS

The discipline requirements for the Finals are based on hosting the FEI Disciplines of Jumping, Dressage, Driving and Vaulting, either as standalone events or combined. In staging the FEI World Cup™ Finals in a given discipline, the Organiser shall be required to deliver the following:

Jumping

Main Arena:

- 1'750 m² (with a preferable short side between 25m and 30m)
- Footing: Sand

Warm up Arena:

- 1'125 m² (25 m x 45 m minimum)
- Footing: sand - identical to main arena

Arena materials:

- Obstacles for up to 24 efforts (including replacement materials). The palette of obstacles must be varied in design and shapes, subject to FEI Jumping Rules, in order to provide the course designer with sufficient flexibility to design the courses.
- Flowers

Dressage

Main Arena:

- Minimum 25m X 65m – fitting a dressage rectangle of 20 m X 60 m
- Footing: sand

Warm up Arena:

- Minimum 40 x 60 – ideally fitting 2 dressage rectangles of 20 m x 60 m
- Footing: sand - identical to main arena

Arena materials:

- Dressage rectangle white fences 30 cm high maximum
- Movement markers
- 7 judges tables fitting each 2 persons. Table positions according to the FEI Dressage Rules.
- Flowers
- One Camera for the JSP (3 members on the JSP must have a good view of the entire arena and be provided with computer screens showing the Judges' marks instantly, as well as videos of the rides, which can be rewound and re-watched during each test.)

Driving

Main arena

The arena must be able to fit:

- A maximum of two marathon type obstacles
- A Bridge (optional). The bridge may not be shorter than 6 m or higher than 35 cm.
- There must be wings and they must clearly be an aid to guide the horses and safe for the horses
- One speed box
- 8-12 cone type obstacles (depending on the size of the arena)



Vaulting

Main Arena:

- Minimum 20m x 25m
- Footing: soft and springy material/sand
- Height of the ceilings: min 15m
- The public must be at least 13m away from the centre of the lunging circle

Warm up arena:

Minimum size: fitting 3 or more practice circles (20 m diameter)

Arena Materials:

4 judge tables fitting 3 persons each.

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

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

Stabling

According to FEI Veterinary regulations, the minimum stabling requirements are as follows:

General stabling area:

- Stables/ loose boxes must be provided within the Event venue and be at least 3m x 3m. An adequate number of stables must be at least 4m x 3m to accommodate the larger Horses. All Vaulting Horses are to be housed in stables of at least 12m² where one side of the stable must be at least 3m in length. The stables must be of high quality and well-constructed to provide a safe environment for the Horse.
- Adequate lighting, electrical points and ventilation provided throughout all stabling areas.
- Equine walkways must not have a slippery surface and ideally be at least 3m wide and at no passage less than 1.20m
- Adequate fire precautions and plans including area for evacuation

Shower area:

Sufficient number of shower areas for the number of horses competing.

Equipment storage:

2 extra boxes for every 4-8 horses (depending on Discipline) for storage





10. HORSE WELFARE

The Organiser, in consultation with the Veterinary Services Manager, is responsible for the proper provision of well-ventilated stables and veterinary facilities, as per the FEI Veterinary Regulations in force at the time of the Finals. For the full level of detail of the current requirements the Applicant is advised to consult the [FEI Veterinary Regulations](#).

When planning the opening date of the stables, the Organiser needs to take into account the horses' need for sufficient rest time between the arrival onsite and the start of the competition.

The Organiser is responsible for making available all commonly used feeds (to be tested and certified free of prohibited substances). Stables to include straw, paper or other bedding material.

A facility for the repair of saddlery and other equipment should be available during working hours. A qualified farrier with sufficient support should be available at all times. The Organiser shall be entitled to charge for the provision of the foregoing services.

Cooling equipment must also be provided at events involving Eventing and Driving (marathon), and where warm weather is expected. Suitable cooling equipment may include the provision of ice, large volumes of cold water and misting fans.

Veterinary:

- A minimum of two (2) treatment boxes for horses in a quiet area. The final number of required treatment boxes will be determined by the Foreign Veterinary Delegate and the Veterinary Services Manager (VSM), based on the number of competitors entered.
- Equine Anti-Doping and Controlled Medication.
- 2 boxes (minimum) for EADCM sample collection with adjoining service area (including sink, lockable fridge).
- Isolation stables: Minimum of 2 and one extra per hundred horses at least 50 meters away from other horses or if separately ventilated from areas with other horses, fully separated by walls.
- Grazing / walking area: Where possible, grazing and / or walking area should be made available.

Equine clinic

An equine referral clinic with full surgical facilities to carry out abdominal surgery and fracture repair, imaging equipment, etc. must be accessible within easy distance of the Venue (being no more than one hour by road). The referral clinic must have veterinary staff with adequate level of education and experience to perform advanced veterinary medical care. The facility must also provide the possibility isolate horses with infectious disease. Such isolation must be able to support recumbent horses (slings etc.).

Onsite medical facility

The Organiser must provide an on site equine veterinary facility with 24h service. It must be equipped with basic imaging equipment e.g. x-ray/ultrasound capability, endoscopy, etc. and have sufficient personnel familiar with the necessary procedures and emergency routes to deal with all equine emergency and treatment situations, including, but not limited to: material for bandaging; casting and limb stabilisation; euthanasia agents; screens for erecting around injured Horses; and a low-loading transporter or Horse ambulance for removing seriously injured or dead Horses.

International movements of Horses

Organisers are a part of the prevention of Equine Infectious disease transmission across border. The FEI Veterinary Regulations provide further information.

Organisers must appoint a Shipping Agent to support with the International Movement of Horses.



11. EVENT MANAGEMENT

11.1. Event dates

According to the current rules, the Jumping and Dressage World Cup Finals must take place no later than the first week-end of April and there must be at least 14 days between the last qualifier of any of the FEI World Cup™ Leagues and the Final. The FEI reserves the rights to update the rules on the timing of the Finals.

11.2. Accreditation

The organiser must establish and operate an accreditation system for all staff, FEI officials, athletes and team members, media and other services providers.

The accreditation zoning system shall be approved by the FEI.

11.3. Ticketing

The Organiser is responsible for the ticketing strategy, which shall be submitted for approval to the FEI.

11.4. Event Production and Sport Presentation

The FEI will provide the Organiser(s) with the elements and guidance regarding the production and delivery of the competition, working with the specificities of each Venue. The event production programme includes the pre-competition, competition, break and post-competition protocol up to the prize giving ceremony.

The FEI and the Organiser(s) will collaborate as best as possible to accommodate the potential request(s) or needs of the Organiser.

The FEI will provide the Organiser with a manual setting out the sports presentation requirements ,(e.g. kiss and cry, leader lounge, Athlete introductions, parade, photo shooting) and the technological requirements depending on the relevant discipline(s) (LED boarding surrounding the Arena, LED Arch at the entrance, etc..)

11.5. Security

Security is to be operated by professional personnel on a 24 hour basis.

11.6. Medical services & Human Anti-doping

The Organiser shall appoint a Chief Medical Officer, in consultation with the FEI, who has knowledge of the sport, experience in immediate care and awareness of local medical facilities.

The event medical coverage must be planned taking into account the [Guidelines for the Medical Coverage of FEI Events](#), which are published on [the FEI's website](#), and any discipline-specific requirements as set out in the relevant FEI sport rules.

Throughout the event (from first horse arrival until departure), the Organiser shall ensure that appropriate primary care medical facilities and services are available onsite at the venue. Common medications and first-aid supplies should be available on site along with the facility for a doctor to write prescriptions, which can be dispensed at a local pharmacy.

Medical services shall include 24 hour emergency medical care to cover injuries to grooms, venue staff, etc.

An appropriate medical emergency action plan must be in place throughout the event for the immediate assistance to and transport of injured athletes, members of support team, officials, and/or spectators. The plan must take into account any discipline-specific requirements as set out in the relevant FEI sport rules.

The Organiser must ensure that the Chief Medical Officer provides a full medical/event injury report to the FEI within one month of the end of the event.

The Organiser must provide suitable staff and facilities to enable athlete testing as set out in the FEI Anti-Doping Rules for Human Athletes (ADRHA).

All applicable FEI Guidelines and FEI Rules & Regulations to be complied with by the Organiser.

11.7. Timekeeping

As FEI Official Timekeeper and Top Partner, Longines is the Official Timekeeper and Data-Handling services provider to the FEI Jumping World Cup™ Final. For multi-discipline events, the FEI will facilitate discussions with Longines regarding their potential provision of timekeeping and data-handling services for any additional discipline(s).

The intellectual property rights in all data remain the property of the FEI.

11.8. Competition timetable

The Organiser must share with the FEI its proposed timetable a year prior to the event for approval by the FEI technical committees as well as by the FEI Broadcast team.

INDICATIVE COMPETITION SCHEDULE*

JUMPING					
DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6
Horse inspection	Warm Up Class	Final I	Final II	Rest Day	Final III

DRESSAGE			
DAY 1	DAY 2	DAY 3	DAY 4
Horse inspection	Short Grand Prix	Rest Day (not compulsory)	Grand Prix Freestyle to Music

DRIVING	
DAY 1	DAY 2
Horse Inspection FEI World Cup Final – Competition 1	FEI World Cup Final – Competition 2

VAULTING		
DAY 1	DAY 2	DAY 3
Horse inspection	Individual female Technical Test Individual male Technical Test Pas de Deux Technical Test	Individual female Freestyle Pas de Deux Freestyle Individual male Freestyle



* The FEI reserves the right to apply changes to the above competition schedules to take into account modifications to the relevant sports rules.

11.9. Prize giving ceremonies

The Organiser is responsible for prize giving ceremonies based on FEI Protocol. Prize giving ceremony materials (podium, horse rug, sashes, rosettes) for the Finals are provided by the FEI.

11.10. Entertainment

The Organiser and the FEI shall develop and stage an opening/closing ceremony for the Event. The cost of the ceremonies shall be at the Organiser's cost. The Organiser shall develop an entertainment programme together with the FEI. While enhancing the ticketing offer to the general public and to VIPs, the entertainment programme should not impact the visibility and the attendance to the Final(s).

The Organiser and the FEI shall also co-ordinate in respect of the staging of official functions around the Final(s).

11.11. Team

The Organiser must set up a team with significant experience in the organisation of broadcasted international sports events.

The Organiser may be composed of a venue owner/operator and an equestrian organiser experienced in organising equestrian events at that level.

The Organising Committee must, at a minimum, include the following executive / senior management functions: CEO, Sport, Finance & Legal, Commercial, Marketing & Communication, Press, Broadcast, Event Operations, Veterinary, Medical, Protocol, Security.

The FEI and the Organiser shall each be responsible for the appointment of certain officials for each Discipline (as specified in the Host Agreement and in accordance with the rules in force at the time of the Finals).

The Organiser must seek support from its National Federation with regards to all equestrian aspects of the Finals and from the Host City for the Finals visibility and promotion.

The FEI will provide comprehensive support in all areas to the Organiser from the allocation to the Finals in order to maximize the successful delivery of the event.

FEI DRIVING WORLD

MARKETING
AND COMMUNICATION





5. MARKETING AND COMMUNICATION

5.1. Marketing and communication plan

The FEI will develop a promotional campaign for the FEI World Cup™, creating videos, print and digital assets. This promotional campaign will include specific assets for the FEI World Cup™ Final, which will be available for the Organiser to use.

The Organiser is responsible for putting together a marketing and communication plan to maximise the promotion and the visibility of the event at the local, national and international level.

Such plan should be shared with the FEI Communications & Marketing teams, who will support the Finals through its own communication channels and network.

5.2. Digital

The Organiser will develop and operate the FEI World Cup™ Finals website in the official language of the Organiser's territory as well as in English. The FEI will provide support and guidance with regards to its content structure.

Following the success of its overall digital strategy, the FEI benefits from a strong social media network (over more than one million followers across all FEI's social media channels) which it will activate to promote the Finals at regular intervals, thus reaching a true international audience while allowing the Organiser to target its home audience.

The Organisers of the Jumping and Dressage World Cup™ Finals will also gain admin access to its photo library and video content as well as to the FEI World Cup™ Finals Facebook page and Instagram account for the duration of the FEI World Cup™ season to promote the Finals. This page is passed from Organiser to Organiser each year allowing each new Organiser to take advantage of a pre-established follower base.

5.3. Publications

The Organiser is responsible for the production of an official programme for the Finals. Such programme shall include information to the public about the athletes competing, the competition format and timetable and any other interesting facts and figures about the event. Both the FEI and its partners will have a certain number of dedicated pages for their own promotion. The official programme can be sold to the general public.

6. SUBMISSION FORMALITIES

The deadline to submit a complete Bid Application to host one or more of the four disciplines for the FEI World Cup Final 2027 & 2028 is: **Friday, 29 November 2024 @23:59 (Lausanne)**.

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

Each Applicant 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 Applicant 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 Applicant 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 Applicants 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 Applicant 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 Applicant (s), or any reliance by the Applicant or any third party on this Bid Guide or any subsequent communication with the FEI, or otherwise in relation to this bid process.

Applicant (s) should, at the request of the FEI, be prepared to discuss any aspect of its bid. The FEI may decide at its own discretion whether to discuss the reasons for declining any bid.

Applicants 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.

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

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

Applicant(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).

FOR ANY QUESTIONS, PLEASE CONTACT 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.)