



FEI™
WORLD
CHAMPIONSHIPS
2026

INDEX

PART A - INTRODUCTION	4
1. FOREWORD BY THE PRESIDENT	4
2. ABOUT THE BID PROCESS	6
2.1. Overview	6
2.2. Bid process Timelines	7
2.3. Assessment and Evaluation Criteria	7
2.4. Decision making process	9
3. ABOUT THE FEI	9
3.1. Mission and Values	10
3.2. Governance	11
3.3. Sustainability	11
3.4. FEI Clean Sport Programme	12
4. THE FEI WORLD CHAMPIONSHIPS 2026	12
4.1. Introduction	12
4.2. Economic Impact	13
4.4. Media Impact	14
4.5. Organising Committee and FEI working together	15
5. DISCIPLINES	17
5.1. Jumping	17
5.2. Dressage and Para Dressage	17
5.3. Eventing	18
5.4. Endurance	18
5.5. Vaulting	19
5.6. Driving	19
PART B - OPPORTUNITIES AND REQUIREMENTS	20
6. COMMERCIAL	20
6.1. Sponsorship Rights	21
6.2. Merchandising	23
6.3. Ticketing	23
6.4. Hospitality	24
6.5. Retail Village	25
7. MEDIA RIGHTS	26
7.1. Broadcast rights	26
7.2. Host Broadcast Production	27
7.3. Digital	29
8. VENUE AND OPERATIONAL REQUIREMENTS	29

8.1.	Discipline specific Requirements	29
8.2	Other Facilities and Operational Requirements	32
	<i>Entry to Host Country</i>	32
	<i>Movement of horses</i>	33
	<i>FEI Officials</i>	33
	<i>Stabling</i>	33
	<i>Veterinary</i>	34
	<i>Medical Services</i>	35
	<i>Anti-Doping Services</i>	35
	<i>Accreditation</i>	35
	<i>Results/Scoring/Timing, Sports Presentation and Technology</i>	35
	<i>Medal Ceremonies</i>	36
	<i>Opening and Closing Ceremonies</i>	36
	<i>Spectator Services</i>	36
	<i>Press</i>	37
	<i>Broadcast</i>	37
	<i>Other Spaces, Facilities and Services</i>	37
	<i>Accessibility</i>	38
	<i>Travel, Transport, Accommodation, Meals</i>	39
	<i>Pre-Championship Visits</i>	42
9.	TEST EVENT	42
10.	FINANCIALS	42
10.1	Budget and Cash Flow	42
10.2	Fees	42
	<i>Prize Money (in CHF)</i>	42
	<i>Hosting fee (in CHF)</i>	43
	<i>Other Fees</i>	43
	PART C - BID APPLICATION	43
11.	FORMAT	43
12.	MINIMUM REQUIREMENTS	43
13.	CONFIDENTIALITY	43
14.	SUBMISSION FORMALITIES.....	44
15.	CONTACT PERSONS	45
	ANNEX 1 - BID APPLICATION CHECK LIST	46
	ANNEX 2 - TEMPLATE BID BUDGET	49

PART A - INTRODUCTION

1. FOREWORD BY THE PRESIDENT



Welcome to this dedicated Bid Guide for the FEI World Championships 2026.

This legacy is also part of our future, as World Championships are the pinnacle of our sport, reflecting who we are as a community, our evolution and the growing diversity of equestrian, with new nations and rising stars alongside iconic partnerships inspiring fans and generations of riders at every turn.

From 1990 to 2018, all the FEI's World Championships were united under one flagship event taking place every four years - the FEI World Equestrian Games™- providing a unique platform to celebrate the very best of equestrian sports across Olympic, Paralympic and non-Olympic disciplines.

For the 2022 FEI World Championships, we opened the bidding process for single and multi-discipline bids in order to facilitate the organisation of this quadrennial milestone and focus on delivering the very best conditions for each discipline. Experience has shown just how successful and impactful this flexible format could be, with fantastic FEI World Championships in Herning (DEN) and Pratoni (ITA), and we are looking forward to building on that success for the 2026 FEI World Championships.

FEI World Championships not only crown the best athletes, they also become crowning events in the year and provide a unique opportunity to showcase a host city and region to an international and travel savvy audience.

To achieve this, FEI World Championships need to provide the best conditions for participants and their teams; for Officials and all the wonderful individuals and volunteers that take part; for presenting sponsors and partners; for the media; for the host city; and finally, for all the fans.

To ensure that we - the FEI and the Organising Committee - meet these expectations, the FEI has developed a thorough bid process, which starts with this Bid Guide. Over the following pages you will find a detailed description of the role of the host, the size and scope of the FEI World Championships 2026 and the opportunities which come with hosting a world-class event.

Thorough planning and collaboration are key in delivering a successful 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 you will find the information provided in this guide insightful and that we will be able to work together to promote your region and of course shine a spotlight on the very best of our sport, our athletes and our values.

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

We look forward to hearing from you!

A handwritten signature in dark blue ink, appearing to read 'Ingmar De Vos', with a period at the end.

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 World Championships 2026 in the disciplines of **Jumping**, Dressage, **Eventing**, **Driving**, **Endurance**, **Vaulting** and Para Dressage.

- Preference will be given to multi-discipline bids;
- Ideally, the FEI would like to see FEI World Championships for Dressage and Para Dressage combined;
- Bids to host all seven disciplines in 2026 as FEI World Equestrian Games™ will be considered.

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 World Championship in one or more disciplines.

(i) Phase 1: Applicant Phase

During this phase, Organising Committees are invited to submit a non-binding expression of interest for hosting one of the seven disciplines in the FEI World Championships 2026.

(ii) Phase 2: Candidate Phase

During Phase 2 Applicants will be invited to submit a formal bid through their National Federation. The bid must be sent to bidding@fei.org, **no later than 14 April 2023**.

During this phase, Applicants may request an online workshop with the FEI. Such request must be submitted to bidding@fei.org no later than 1 March 2023. The workshop will give Applicants the chance to discuss any relevant points with the different FEI contact persons involved in the bidding process and is also intended to provide more information regarding the requirements and opportunities for hosting and organising an FEI World Championship.

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, the Host Agreement must be signed by both the Organising Committee and the relevant National Federation and then returned to the FEI by the specified deadline.

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, 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 World Championships 2026. 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 World Championships. The allocation will take place at the FEI Board in-person meeting to be held in Lausanne (SUI) on 6 & 7 June 2023.

Once the FEI Board has taken a decision, the Organising Committees and the National Federations will be officially informed by the FEI. At this stage, the FEI will countersign the Host Agreement and send it back to the Organising Committee and the relevant National Federation.

2.2. Bid process Timelines

24 October 2022	Opening of the process. Potential bidders invited to submit a non-binding expression of interest
30 January 2023	Launch of Bid Guide and Formal Bidding Process
March 2023	Online workshop with potential candidates (upon request). Request to participate in the online workshop to be submitted by 1 March 2023 at the latest
14 April 2023	Deadline for Candidates to submit a bid and all supporting documentation. All bids must have the support of the relevant NF
14 April 2023 - End April 2023	FEI Initial Review and Shortlisting of Candidates (if applicable)
End April - Early May 2023	Draft Host Agreement to be provided to Candidates
May - June 2023	Review of Bids by Technical Committees
May 2023	Presentation of Bids by (shortlisted) Bidders to FEI Evaluation Commission (online or in person at FEI HQ)
26 May 2023	Host Agreement to be returned to the FEI duly signed by Organising Committees and its relevant National Federation
6-7 June 2023	Allocation decision by FEI Board and announcement of the host organisers of the FEI World Championships 2026

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 World Championships 2026 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):

<p>1. Fulfilment of FEI Requirements</p>	<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 FEI World Championship 2026 will be accessible to all teams (Athletes, Horses, Support personnel and Team Officials) that have a right to participate.
<p>2. Venue/Facilities</p>	<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 Championship? ▪ Would a test event/s be necessary to ensure readiness of the venue/venue operations for the Championship/s?
<p>3. Multidiscipline or standalone FEI World Championships</p>	<ul style="list-style-type: none"> ▪ What are the benefits of hosting the FEI World Championships 2026 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 Championship/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? ▪ Will horses that are seropositive for Piroplasmiasis be allowed to compete in outdoor field of plays?
<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>	<ul style="list-style-type: none"> • How is the sustainability programme aligned with and complimenting in the long term local/regional/national sustainability strategies? • Does the sustainability programme consider the following? <ul style="list-style-type: none"> • Biodiversity conservation • Use of renewable energy • Mobility and transport of people and equipment • Procurement / supplier engagement • Waste minimisation (vision for single use plastics)

	<ul style="list-style-type: none"> • Climate change (management of GHG emissions) • Water use management and conservation
10. Legacy	<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?
11. Commercial Factors	<ul style="list-style-type: none"> ▪ What are the commercial benefits for the FEI and for the Candidate linked to the organisation of the FEI World Championships 2026 (sponsorship and TV broadcast/media opportunities)?
12. Financial Stability & Viability	<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.)
13. Event Budget and Business Plan	<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?
14. Financial Offer	<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)?
15. Risk Management	<ul style="list-style-type: none"> ▪ Effective identification of risks and risk mitigation
16. Corporate Social Responsibility	<ul style="list-style-type: none"> ▪ Environmentally friendly, social programme, community involvement, energy efficient, local support, human rights, diversity and inclusion etc.

2.4. Decision making process

Awarding the FEI World Championships 2026 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.

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.



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 CO₂e.

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. THE FEI WORLD CHAMPIONSHIPS 2026



4.1. Introduction

FEI World Championships: 70 years of top-class equestrian history.

The legacy of FEI World Championships spans decades. In 1953, the first FEI Jumping World Championship was held at the iconic Parc des Princes in Paris, with 19 athletes on the start list representing 11 nations, while the Dressage and Eventing FEI World Championships were first held in 1966 in Bern (SUI) and Burghley (GBR), respectively.

Driving would be next on the list with Münster (GER) hosting the first World Championships in 1972, followed by Vaulting in 1986 and Para Dressage in 2007. A complete overview of every edition of the FEI World Championships is available in the dedicated FEI History Hub, including detailed anecdotes, facts and figures regarding the number of participants and participating nations, results and more.

From 1990 to 2018, all the FEI's World Championships were united under one flagship event that would take place every four years - the FEI World Equestrian Games™. This provided a unique platform to celebrate the very best of equestrian sports across Olympic, Paralympic and non-Olympic disciplines.

For 2022, the FEI reverted to hosting the FEI World Championships as single and/or multidisciplinary events across three different venues. The flexible format proved extremely successful and conducive to delivering the highest event standards for each discipline.

Considering the huge success of the FEI World Championships 2022 and although bids to host all disciplines in one single venue for 2026 are still highly appreciated, the FEI welcomes bids for multi discipline or standalone FEI World Championships as it acknowledges the benefits of splitting up the seven FEI disciplines in different venues.

Organising a FEI World Championship event brings considerable benefits to the host city and region in the short, medium and long term across a broad spectrum, including substantial impact on the infrastructure and facilities to the area, economic impact, general exposure to a global audience and tourism promotion.

4.2. Economic Impact

The FEI commissioned an economic impact report after the FEI World Championships 2022 in Herning (Jumping, Dressage, Para-Dressage and Vaulting) and in Pratoni (Driving and Eventing), which showed that the Championships had a significant beneficial impact on the regions (Central Denmark/Midtjylland and Rome Metropolitan Area, respectively).



The FEI World Championships Herning 2022 featured four disciplines: Dressage, Para Dressage, Vaulting, and Jumping. The economic impact on the host economy (Central Denmark/Midtjylland) during the event amounted to €51.7 million, consisting of €37.5 million direct economic impact and €14.2 million indirect economic impact.

The FEI World Championships Pratoni 2022 included two disciplines: Eventing and Driving. The total economic impact on the host economy (Rome metropolitan area) during the event amounted to €17.7 million, with the direct economic impact amounting to €12.6 million and indirect economic impact of €5.1 million

Other major FEI events similarly demonstrate significant economic impact:

- FEI World Equestrian Games Tryon 2018 - €73.99 direct impact
- FEI World Cup™ Finals Paris 2018 - €8.06m direct impact
- FEI World Cup™ Finals Gothenburg 2016 - €16.4m direct impact (including spectator expenditure of €13.3m of which €4.4m was accommodation)

4.3 Destination Impact

The FEI World Championships Herning 2022 welcomed a total of 137,700 people. The vast majority of unique spectators (75.8%) were from outside the host economy and 31% were internationals.

Close to 90% of the spectators said that the main reason for visiting Central Denmark was to attend the FEI World Championships in Herning and 31% were visiting Herning for the first time. Returning home, 91% of the spectators would highly recommend the event to friends and family. As a result of travelling to Herning for the event, 93% of spectators would recommend Denmark as a holiday destination and 77% intend to return to Herning in the future.

The attendance at the FEI World Championships Pratoni 2022 reached 76,000. Nearly half of the total unique spectators (49.6%) were from outside the host economy and 22% were internationals.

86% of the spectators said that the main reason for visiting the Rome Metropolitan Area was to attend the FEI World Championships in Pratoni and 19% were visiting the Rome Metropolitan Area for the first time. Returning home, 81% of the spectators would highly recommend the event to friends and family. As a result of travelling to the Rome Metropolitan Area for the event, 82% of spectators would recommend the region as a holiday destination and 85% intend to return in the future.

4.4 Media Impact

Properly planned and managed media outreach leading up to the FEI World Championships is vital to engage the public, build international interest and boost ticket sales. The media (written press, photographers, radio and television, digital media) provide free pre-event promotion and real-time coverage of the FEI World Championships. Although the level of press/media engagement will vary depending on which and how many disciplines are being hosted, as with economic impact, it is important to appreciate the potential impact and reach of media coverage.

The FEI World Championships 2022 in Herning and Pratoni were covered in 96 countries. The events generated over 430 hours of broadcasting time in 47 TV channels in 68 TV markets, and 5.9 million total engagements on Social Media.

Other facts that can be referred to when promoting the potential media impact of the FEI World Championships include:

- FEI World Equestrian Games™ Tryon 2018 – total broadcast reach of nearly 4,487m through more than 2,500 hours of television and web TV coverage
- FEI World Equestrian Games™ Normandy 2014 – total broadcast reach of 5,258m

4.5 Organising Committee and FEI working together

The allocation of the FEI World Championship(s) marks the start of a partnership, which will see the FEI and Organising Committee working closely together to deliver a successful event. The FEI team, which encompasses representatives from the Sport disciplines to Commercial, Communications, IT, Veterinary and Legal departments, will be available throughout the planning and delivery phases for advice, clarifications and general support.

The Organising Committee will receive additional support from the FEI as outlined below. In return, the Organising Committee will pay a Hosting Fee to the FEI (for further details, see Section 9 (*Financials*) below). This will enable the Organising Committee to benefit from multiple commercial rights, such as sponsorship, ticketing and hospitality (see Part B) while promoting the sport, the venue and the region. Furthermore, this relationship enables the FEI to bring Longines on board as Official Timekeeping and Data-Handling Partner. In principle, each Organising Committee will receive a financial contribution (in return for a specified level of brand exposure/promotion/brand sector exclusivity) in addition to Longines delivering value-in-kind (VIK) Results, Scoring, Timing and Data-Handling Services (for further details, see Section 6.2 (*FEI Sponsors – Longines*) below).

The Organising Committee will be able to retain the revenues generated from exploiting the various commercial rights granted to it without having to pay any commission to the FEI on those revenues.

To further reduce costs for the Organising Committee and support delivery and promotion of the FEI World Championships 2026, the FEI will, at its cost:

Branding	Develop the FEI World Championship brand and brand guidelines, working with the Organising Committee to integrate this with any pre-existing event identity where appropriate. Based on the brand guidelines, the Organising Committee can implement a consistent and high-quality brand identity
Promotion	Working in partnership with the Organising Committee, develop and deliver strategies to maximise exposure and promotion of the FEI World Championships through the FEI digital and social media channels. The FEI will invest in and oversee a marketing campaign to promote the FEI World Championship(s) 2026
Event Website	In order to reduce IT development costs for the Organising Committee, the official website, mobile app and social media channels or any other digital platform of the Championship(s) shall be developed, hosted and managed within FEI’s designated official website, mobile app, social media channels or any other digital platform. Any content related to the venue, host city and in general to the Organising Committee shall be at the Organising Committee’s costs. Any content shall be developed in English only. Any costs for translation shall be borne by the Organising Committee. Any translation from English shall be approved by the FEI.

Anti-Doping	Be responsible (including costs) for arranging and delivering Athlete and Equine Anti-Doping Services (Organising Committee to provide associated facilities)
Broadcast Reach	Distribute broadcast media rights across all FEI World Championships, seeking to maximise broadcast reach and exposure for the benefit of the event, equestrian sport in general and the FEI. As part of this, the FEI will develop branded onscreen graphics for each FEI World Championship and liaise with Longines as the Official Time Keeper for the integration of the competition results in the on-screen graphics
Event Impact	Commission Event Economic and Media Impact Studies, sharing results with Organisers for their use in promoting future events and marketing the associated commercial rights

5. DISCIPLINES

5.1. 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.



5.2. Dressage and Para Dressage

Dressage, the highest expression of horse training, is considered the most artistic of the equestrian sports and can be traced as far back as ancient Greece. The popularity of Dressage has increased rapidly in recent years and the sport now regularly attracts huge crowds. Dressage is undoubtedly the most aesthetically pleasing of the disciplines in the FEI stable and the pure magic of top-class Freestyle under floodlights, as sport and art combine, guarantees that the popularity of Dressage will continue to grow.

Para Dressage is the only equestrian discipline that is included in the Paralympic Games, where it has been a regular fixture since 1996. With the idea of creating opportunities for all people with impairments to compete and achieve their goals in equestrian sport, athletes are classified according to the level of their impairment so as to provide for meaningful competition. The FEI was one of the first International Federations to govern and regulate a sport for both able-bodied and athletes with impairments.



5.3. 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 consecutive days. The competitor rides the same horse throughout the three phases.

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



5.4. Endurance

Endurance is a long-distance competition against the clock testing the speed and endurance 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', which determines whether it is fit to continue.



5.5. 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.



5.6. Driving

Driving is the oldest competitive equestrian sport yet it continues to thrive in the 21st century. For the FEI World Championship, 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.



PART B - OPPORTUNITIES AND REQUIREMENTS

6. COMMERCIAL

Hosting a FEI World Championship provides unique commercial opportunities, ranging from destination marketing to generating revenues to increased involvement of local businesses in the sport. This section describes these opportunities in detail and outlines the rights and obligations that come with the organisation of the FEI World Championships.

To ensure adequate promotion of the FEI World Championships and fuel fan excitement, it is essential that the Organising Committee commits to promoting the Championships at and around the venue and during the competitions as well as to providing appropriate brand inventory to the FEI.



6.1. Sponsorship Rights

The FEI gives the rights to the Organising Committee to sell sponsorship packages in all categories with the exception of the:

- (1) Brand Category¹, which is reserved for FEI's top Sponsor: Longines; and
- (2) Prohibited Category² or any sponsor that advertises or promotes any political views or does not align with the values, ethics and integrity of the sport and/or the FEI.

¹ Brand Category is defined as: the manufacture and/or distribution (wholesale and retail) of watches (including smartwatches and wrist wearable devices with time displaying function), clocks and other equipment which is directly or indirectly related to timing, watches (including smartwatches and wrist wearable devices with time displaying function), clocks, timing devices, sports timekeeping, scoring, on-venue results systems, data-handling, countdowns, motion sensors, positioning systems and associated services such as installation, integration, testing, maintenance and operation (where such motion sensors, positioning systems and associated services relate to the official timekeeping and data handling services) or scoreboards, as well as jewelry brands associated with watches where the majority of the watches are in a comparable price segment as Longines watches.

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

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

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

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.

Depending on the sponsorship strategy and tier structure, the Organising Committee may include an option for a 'Title Sponsorship' for the FEI World Championship or, in case of a multi-discipline championship, for the FEI World Championship and each of the disciplines (i.e. discipline sponsorships). In case the Organising Committee decides to activate such right, Longines will have a right of first refusal for the Title Sponsorship.

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.

FEI Sponsors - Longines

At the time of publishing this Bid Guide (January 2023), the FEI can provide Time Keeping and Data Handling services as well as guaranteed revenues from its top partner Longines.

Discipline	Value In Kind Time Keeping and Data Handling Services	Cash Contribution to the Organising Committee (EUR)
Jumping	√	800'000
Dressage	√	250'000
Eventing	√	250'000
Driving	√	250'000
Endurance	√	100'000
Para Dressage	√	100'000
Vaulting	√	100'000

Longines is the Official Timekeeper of the FEI and the FEI's Top Partner. In connection with the Longines sponsorship of the FEI World Championship, Longines has the following rights:

- Sponsorship rights for the FEI World Championships 2026 as more specifically set out below; and
- Be appointed as the Official Timekeeping and Data-Handling services provider to the FEI World Championships 2026 and to provide such services to the Organising Committee.

In return for the Value in Kind and cash contributions, Longines rights include, amongst others, the following:

- An appropriate level of visibility, which will depend on the overall commercial model of the Championship (e.g. Title Sponsorship)
- Longines brand recognition on perimeter boards;
- Obstacles in all Jumping competitions;
- Start and finish signs in all relevant competitions;
- Placement of e.g. Longines clock(s), Flags, Blue Horse, Carousel;
- Brand advertisement on e.g. giant screen and official program;
- Longines logo on all event related material and event digital channels;
- Right for a corporate countdown in Host City (location and positioning to be agreed with Host City/ Organising Committee) to be provided by Longines;

- Right to set up a boutique in the exhibition area and in the main VIP area in prominent areas to be selected by Longines;
- Right to present a watch to the winners of each final in all disciplines according to a protocol to be defined and agreed between the parties;
- A private hospitality area for 50 persons with food and beverages (alcoholic and non-alcoholic) included throughout the FEI World Championship; and
- 50 VIP tickets and 50 Grandstand per competition per day.

Upon allocation of the FEI World Championships 2026, the FEI will liaise directly with the Organising Committee and Longines in relation to these rights. The above requirements may vary depending on the discipline(s), particularly in relation to hospitality and ticketing.

The FEI may introduce other sponsors to the FEI World Championships 2026 and in that case, will discuss with the Organising Committee regarding opportunities for these sponsors to become sponsors of the respective FEI World Championships.

6.2. 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.



6.3. 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 World Championships 2026. 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 World Championships budget; and
- Capacity audience (i.e. full tribunes) per discipline or, for all disciplines if hosting a multi-discipline FEI World 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.



6.4. 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 World 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 World Championship.

6.5. 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 World Championships, or at least in the vicinity of the primary competition arena, providing the following services to spectators:

- Food & beverage concessions
- Official merchandise store / 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 World 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.



7. MEDIA RIGHTS

The FEI World Championships 2022 were aired 423 times for a total of 430 hours on 46 different TV channels worldwide, reaching an audience of 74.5 million viewers.



7.1. Broadcast rights

In order to maximise exposure of the FEI World Championships 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 World Championships (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.

7.2. Host Broadcast Production

The Organising Committee is responsible for the Host Broadcast (HB) production for the FEI World Championship. 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

Roles and Responsibilities

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

Broadcast Manager

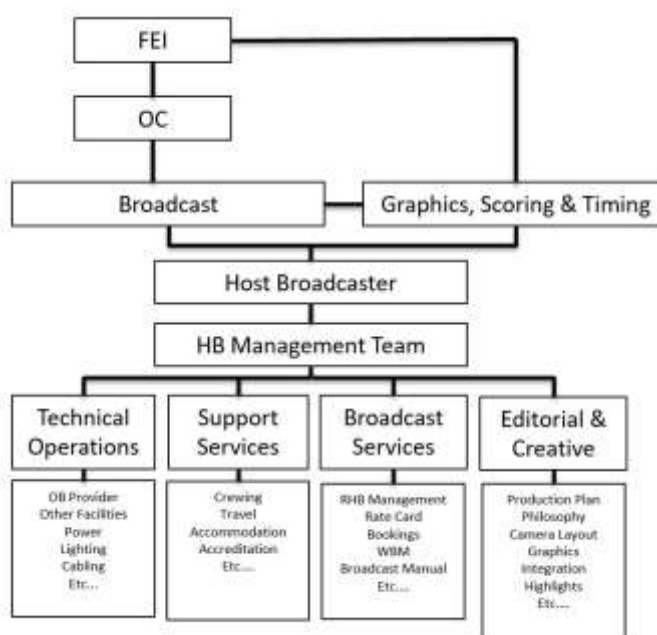
The Organising Committee is required to appoint a Broadcast Manager to oversee all broadcast related deliverables and manage the requirements of broadcast in relation to other functional areas and FEI stakeholders.

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	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.

Timelines

In order to help the Organising Committee with the planning of the FEI World Championship, the FEI has prepared the below table of broadcast related timelines based on industry best practice:

Milestone	Due Date
Organiser tender issued for Host Broadcast production	30 months
Appointment of Host Broadcaster	24 months
Organiser to issue draft competition schedule	24 months
FEI to approve Competition Schedule	23 months
Draft Host Broadcast Plan submitted to FEI for approval	22 months
Host Broadcast Plan approved	20 months
Draft Rate Card submitted to FEI for approval	18 months
Rate Card approved	16 months
Broadcast Offer & Rate Card published	13 months
World Broadcaster Meeting	12 months
Rate Card Booking period closed	9 months
Rights Holder bookings and requirements confirmed	6 months
Draft of Broadcast Production Plan submitted to FEI for approval	3 months
Broadcast Production Plan published	1 month

7.3. 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 World 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 World Championships own social media channels.

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.

8. VENUE AND OPERATIONAL REQUIREMENTS



8.1. Discipline specific Requirements

Venue

For Candidates who wish to organise a multi-discipline FEI World Championship, there are various options for disciplines to share the use of facilities, for example Fields of Play, training arenas and 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 minimum 100m x 80m, 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 ²	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 ² , 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 ² minimum, grass footing), 800m - 1000m gallop track (grass or sand based equestrian artificial footing)
	<p><u>Dressage Test</u> – as for Dressage above except: Footing may be grass or sand based equestrian artificial footing Minimum spectator capacity – 3,000 (to be agreed according to anticipated demand)</p> <p><u>Jumping Test</u> – as for Jumping above except: 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 and Section B (7,000m – 9,000m) of varied terrain and predominantly tracks and grass footing 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. 4000m²), vet gate zone (approx. 80m x 40m) and holding zone (approx. 4000m²)</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 World 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 here³:

[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 World Championships (including volunteers, consultants and contractors).

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.

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

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 World Championships 2026.

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 World Championship.

Although National Federations are generally responsible for costs relating to the transport of the horses to and from the FEI World 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 (e.g. airport, port) to the venue. For all FEI World Championships, the Organising Committee is expected to assume responsibility for any import/export related costs and fees.

In addition, 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 airport and the venue(s).

To advise on and coordinate all such matters, the Organising Committee must appoint a specialised shipping agent to manage the process of bringing the Horses to the FEI World Championship(s).

Where distance/cost represents a potential significant barrier to participation, Candidates are encouraged to consider assuming part/total responsibility for the cost of transporting horses to the FEI World Championships.

FEI Officials

The Organising Committee will welcome a group of FEI Officials from around the world providing 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 World 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 World 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.

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 two (2) years prior to the FEI World 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, 6 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.

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 World Championships being held across two or more venues.

Results/Scoring/Timing, Sports Presentation and Technology

Longines, as Top Partner of the FEI and the Official Timekeeping and Data-Handling Services Partner of the FEI World Championships 2026, will be responsible for the delivery of results, scoring and timing services.

This service will include supply of all necessary electronic scoreboards for time keeping and scoring. The Organising Committee will be required to provide the necessary spaces at each competition venue to enable the contractor to deliver these services and will be responsible for the local transport, accommodation and catering expenses of the time keeping and scoring provider's team.

The scope of services provided by Longines Timing is limited to that which is necessary to deliver World Championship level time keeping, scoring, data handling and back office services for each discipline. Additional services such as show office, accreditations, TV sets for hospitality and spectator areas, giant video screens, etc. can be provided on request but will be at the Organising Committee's cost.

The Organising Committee is required to deliver a Sports Presentation programme to entertain and inform spectators before and during each competition session. This should

include the provision of several large video screens at each competition venue including multiple screens for Eventing cross country and Driving marathon courses as well as other disciplines depending on the size and nature of the competition arena.

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.

Depending on the status of the proposed Venue/Organising Committee, test event/s may be necessary (see section 9) to test and validate plans for delivery of results, scoring and timing services for the FEI World 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 World 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 World 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 World 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 World 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 World 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 World Championships** -> An examination room (minimum 25m²) 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 World 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 World Championship(s)

FUNCTION	TRAVEL EXPENSES* (Including airfare)	TRANSPORT between: - airport/sea port - official hotels & venue	ACCOMMODATION**	MEALS**	PER DIEM
<i>FEI Delegation</i>					
FEI President	FEI	Dedicated car provided by OC	OC	OC	N/A
FEI Secretary General	FEI	OC provided service / car	OC	OC	N/A
Board Members, Discipline Chairs (max 18 persons)	FEI	OC provided service / cars	FEI	OC	N/A
FEI Staff (max 15 persons)	FEI	OC provided service / cars	OC	OC	N/A
FEI Guests	FEI	FEI	FEI	FEI	N/A
<i>FEI Officials</i>					
FEI Officials	OC	Level of transport to be set out in Host Agreement	OC	OC	OC
<i>NF Delegations</i>					
Team Vets	NF	OC provided service / cars	OC	OC	N/A
Chefs de Mission	NF	OC provided service / cars	OC	OC	N/A

Chefs d'Equipe	NF	OC provided service / cars	OC	OC	N/A
Athletes (including official reserve Athletes and Vaulting Lungers)	NF	OC provided service / cars	OC	OC	N/A
Grooms	NF	OC provided service / cars	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).					
<i>Press & Broadcast</i>					
Accredited Press	Own Cost	OC Shuttle	Own Cost	OC for on-site catering	N/A
Host Broadcaster (HB)	TBD between OC and HB	OC provided service / cars	TBD between OC and Host Broadcast	OC for on-site catering	TBD between OC and HB
<i>Timekeeper and Data Handler</i>					
Timekeeping and Data Handling Staff	Own Cost (TBD if outside of Europe)	OC provided service / cars	OC	OC	N/A

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 World Championship 2026.

**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.

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 World 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 World 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 basis⁴, 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

⁴ 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 will be responsible for the cost of travel, local transfers, accommodation and food in connection with at least one (1) pre-Championship visit* by key FEI representatives (e.g. Commercial, Press, Broadcast, Discipline, Event), up to a maximum of 8 FEI representatives per 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).

9. 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.

10. 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:** 1m
- **Dressage:** 350K
- **Eventing:** 300K
- **Driving:** 175K
- **Endurance:** 55K
- **Para Dressage:** 50K
- **Vaulting:** 25K

Hosting fee (in CHF)

The hosting fee takes into account the Services provided by the FEI (see Section 4.4 *About the FEI World Championships 2026*) above), 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:** 375K
- **Dressage:** 225K
- **Eventing:** 115K
- **Driving:** 15K
- **Endurance:** 100K,
- **Para Dressage:** 10K
- **Vaulting:** 10K

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

11. 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.

12. 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).

13. 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).

14. SUBMISSION FORMALITIES

The deadline to submit a complete Bid Application to host one or more disciplines in the FEI World Championships 2026 is: **Friday, 14 April 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.

15. CONTACT PERSONS

For questions, please contact bidning@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 World Championships competitions or events proposed to be hosted at the venue at the same time (if any)
- Guarantee that the FEI World Championship 2026 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 World 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 World 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 you will not know all costs at this time, this will help the FEI in evaluating bids and selecting the best possible host. Please adjust or add to the headings as needed for your particular event and situation. If needed, the FEI can provide the Word version of this Template Bid Budget.

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

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

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

