



WORLD CUP™ FINALS

2025 & 2026



BID GUIDE

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FOREWORD BY THE FEI PRESIDENT

FEI World Cup™ Finals 2025 and 2026

Welcome to our bidding platform and this dedicated Bid Guide for the FEI World Cup™ Finals Jumping, Dressage, Driving and Vaulting for 2025 and 2026.

As you may know, the FEI World Cup™ was first launched in 1978 with the discipline of Jumping and following the huge success it encountered, the model was then extended to the disciplines of Dressage, Driving and Vaulting.

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

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

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

As a governing body, but also as a community of equestrian enthusiasts, we are very dedicated to the FEI World Cup™ Finals and to ensuring the formula continues to appeal to large audiences and as a result continues to prosper as it has for over 40 years. I sincerely hope you find the information in this guide insightful and appealing and that we will be able to work together on putting the spotlight on the assets of your region whilst promoting the very best of our sport, our athletes and our values.



Ingmar De Vos
FEI President

A handwritten signature in purple ink, which appears to read 'Ingmar'.

THE BID PROCESS



1. THE BID PROCESS

1.1. Overview

The FEI is running a competitive Bid process to secure host venues for the FEI World Cup™ Finals in the disciplines of Jumping, Dressage, Driving and Vaulting for the years 2025 and 2026 (the “Finals”).

The Bid process allows the FEI and potential Host National Equestrian Federations/City/Organiser to exchange detailed information about the requirements and benefits of hosting the Finals. Bidders can submit a bid for one or more disciplines; preference will be given to multi-disciplinary bids. Traditionally the FEI World Cup Finals in the disciplines of Jumping and Dressage are held together whereas Vaulting and Driving are often held as standalone finals but have been held together with the Jumping and Dressage Finals from time to time. Bidders should specify which year they are bidding for (i.e. 2025 or 2026) or if they are open to being allocated the Final in either of the two years.

The Bid process will allow the FEI and potential host Federation/ City/Venue to exchange detailed information about the requirements and benefits of hosting an FEI World Cup Final.

1.2. Bid Process Timetable*

16 September 2021	Opening of the Bid Process. Bid Application Form and Bid Guide available for interested parties
14 January 2022	Deadline for Applicants to submit the Bid Application Form and all supporting documentation
4 February 2022	Draft Host Agreement to be provided to Applicants
1 April 2022	Host Agreement to be signed by OC and NF and returned to the FEI
Spring 2022 (exact date to be confirmed)	Presentation of Bids by Candidates to the FEI Evaluation Commission
Spring 2022 (exact date to be confirmed)	FEI internal evaluation of Bids
BM June 2022	Decision by the FEI Board and announcement of the host organisers of the FEI World Cup™ Finals for 2025 and 2026.

* The FEI reserves the right to revise the bid process timetable should it be necessary during the bid process. All bidders will be informed of any changes.

1.3. Assessment and Evaluation Criteria

The assessment and evaluation criteria that will be used by the FEI to make its decisions are set out below.

Every Bid will be assessed on its individual merits (taking into account qualitative and quantitative issues and all relevant aspects). Factors on which a selection will be made include, but are not limited to (not necessarily in order of priority):

- **EVENT BUDGET/BUSINESS PLAN:** How realistic is the Bidder's event budget/business plan? Is there a suitable contingency provision?
- **FINANCIAL STABILITY:** Will a local, regional or central government entity provide any performance or financial guarantees? Is the economy in the region and country considered stable as compared to other Bidders?
- **FINANCIAL OFFER:** What is the Bidder's financial offer by way of prize money, hosting fee and other potential financial proposals?
- **BIDDER'S EXPERIENCE:** What is the Bidder's demonstrated capacity and ability to stage the Finals?
- **COMMERCIAL FACTORS:** What commercial benefits arise with the FEI staging the Final in the Bidder's city? What are the sponsorship and broadcast/media opportunities?
- **FULFILLMENT OF FEI REQUIREMENTS:** Is the Bidder able to fully meet the FEI's requirements (as set out in the Host Agreement)?
- **VENUE/FACILITIES:** Is the venue (and other facilities) to a standard that is considered acceptable for hosting the Final(s)? If a proposed venue is planned or under construction, then what fulfilment/completion guarantees are able to be provided?
- **INTERNATIONAL MOVEMENT OF HORSES:** Will there be procedures in place that allow for the temporary import/export of horses into the host country with the minimum amount of time spent in quarantine? Is the country declared free from African Horse Sickness by the OIE and accepted as such by the European Union?
- **SPORTS CALENDAR:** Does the proposed date fit within the FEI Calendar? Are there any other events taking place in the Bidder's city, region and/or country during the same time period?
- **LEGACY & SUSTAINABILITY:** Does the Bid have legacy benefits for the city, region and/or country?
- **CORPORATE SOCIAL RESPONSIBILITY:** Environmentally friendly, social programme, community involvement, energy efficient, local support, etc.

1.4. Decision Process

Awarding the Final(s) to a Bidder shall be at the FEI's entire discretion. The Bids will be assessed and evaluated by the FEI Evaluation Commission individually on a discipline by discipline basis and for one year or multiple years.

The FEI Evaluation Commission is a multidisciplinary commission chaired by the FEI Secretary General and composed of representatives of the relevant sport discipline, the relevant technical committee, communications, finance, commercial, legal and veterinary. The FEI Evaluation Commission makes a recommendation to the FEI Board, who shall decide on the allocation of the Final(s) by a simple majority vote (the FEI President shall have a casting vote).

The FEI will notify the respective Bidder if it wishes to carry out a site visit to inspect any of the proposed venue(s) during the decision process.



SHAPING THE FUTURE
TOGETHER SINCE 1921

FEI
Fédération
Equestre
Internationale





2.ABOUT THE FEI

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

We are proactive and positive in our outlook and we fully stand by our mission to celebrate the unique bond between horse and human (#TwoHearts) and to develop equestrian sport globally in a modern, sustainable and structured manner with guaranteed athlete welfare, equal opportunity and ethical partnership with the horse.



KEY FACTS & FIGURES:

Based in LAUSANNE (SUI)

Founded in 1921

137 national federations

7 disciplines

9 regional groups

126'000 registered riders & horses

4,700 international competitions

92 HQ staff

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

-  **FEI JUMPING**
-  **FEI DRESSAGE**
-  **FEI EVENTING**
-  **FEI DRIVING**
-  **FEI ENDURANCE**
-  **FEI VAULTING**
-  **FEI REINING**

ABOUT THE FEI

FANS

- 750m fans worldwide
- Middle/high income
- Middle-aged (35-54 years old)
- Highly female (decider group) – 75% female average
- More likely to have families
- Tendency to spend on quality and functional products
- Equestrianism is not just a hobby or a passion, but a lifestyle



VALUES

- Horse first – The welfare of the horse is our top priority
- Perform as one - A unique sporting partnership built on mutual trust and respect
- Fair and equal - A universal and level playing field for men and women of all ages to compete together from grassroots to the world stage.
- For today and tomorrow - Meeting the needs of today without compromising tomorrow

DIGITAL

#WeDontPlay olympic campaign garnered 13.8 million video views with a total of 4.6 million engagements across all platforms (Facebook, Twitter, Instagram, Youtube, Weibo, WeChat and Reddit)



The FEI has the world's largest equestrian social media following with...

OVER 3'000'000 FANS

Websites including

FEI.ORG

FEI.TV

FEICAMPUS.ORG



BROADCAST

Average cumulated TV audiences per year: **250M**

2.1. A unique sport

- We have two athletes // Human and equine
- Total Gender equality // Men and women compete side by side
- Multi-generational // Athletes can compete at a high level for many decades More than a sport // It's a passion & lifelong commitment
- 7 diverse disciplines // Dressage & Para Dressage, Jumping, Eventing, Driving & Para Driving, Endurance, Vaulting and reining

2.2. Governance

The FEI is a service organisation committed to providing its members and the greater equestrian community with solid leadership and good governance at all levels - from grassroots to the very top - whilst encouraging best practice and good horsemanship at all times and all over the world.

Good governance protocols and processes are key to the FEI's daily operations and the FEI is proactively committed to delivering the highest recognised standards and best practices by implementing crucial measures regarding Transparency, Integrity, Democracy, Development & Solidarity and Control Mechanisms. As a result,



the FEI is considered amongst a leader in the field of good governance and is regularly monitored by independent third parties, earning top tier rankings and positive evaluations, including:

- June 2020: FEI earns top tier ranking in key global governance review
- Sports Governance Observer 2019

You will find all the relevant information with regards to the Values and the History of the FEI and equestrian sport, alongside our commitment to transparent decision making with clear processes in place for our Governance, and detailed information on our Elections, and our systems in place when it comes to Integrity on [Inside.fei.org](https://www.inside.fei.org).

As far as promoting the sport, creating cutting edge content, talking and working with sponsors, engaging fans and presenting the very best of equestrian sport on all available platforms, you will find all the relevant information in our Commercial Activities section, where we cover branding, digital, broadcast, sponsorship, and licensing and merchandising. Last of all, you will find our Annual Report hub as well as all the latest FEI Publications in the FEI Resources Library.

2.3. Main Events

Every four years

- Olympic & Paralympic Games
- FEI World Equestrian games™ / FEI World Championships (all disciplines)

Every two years

World (non-Olympic disciplines), Continental & Regional Championships

Every year

- FEI World Cup™ Jumping, Dressage, Driving & Vaulting series
- FEI Nations Cup™ Jumping, Dressage & Eventing series

2.4. About the FEI World Cup Finals™ Disciplines

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

JUMPING IN 2019

*2020 statistics not relevant in light of Covid-19 and the lockdown on sport and movement.

- 1,726 International events
- 22,778 Registered riders
- 49,662 Registered horses
- 89 countries hosted International Jumping events in 2019

GROWTH OF THE SPORT



82% increase in the number of international Jumping events since 2007
100% increase in the number of registered Jumping athletes since 2009

99% increase in the number of registered Jumping horses since 2009

Dressage

Dressage, the highest expression of horse training, is considered the most artistic of the equestrian sports and can be traced as far back as ancient Greece.

The popularity of Dressage has increased rapidly in recent years and the sport now regularly attracts huge crowds. Dressage is undoubtedly the most aesthetically pleasing of the disciplines in the FEI stable and the pure magic of top-class freestyle under floodlights, as sport and art combine, guarantees that the popularity of Dressage will continue to grow.

DRESSAGE IN 2019

*2020 statistics not relevant in light of Covid-19 and the lockdown on sport and movement.

- 783 International events
- 4,310 Registered athletes
- 5,479 Registered horses
- 48 Countries hosted International Dressage events in 2019

GROWTH OF THE SPORT

173% increase in the number of international Dressage events since 2009
87% increase in the number of registered Dressage riders since 2009

72% Increase in the number of registered Dressage horses since 2009

Vaulting

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

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

VAULTING IN 2019

*2020 statistics not relevant in light of Covid-19 and the lockdown on sport and movement.

- 124 International events
- 1888 Registered athletes
- 634 Registered horses
- 17 countries hosted International Vaulting events in 2019

GROWTH OF THE SPORT

416% increase in the number of international Vaulting events since 2009

116% increase in the number of registered Vaulting athletes since 2009

82% increase in the number of registered Vaulting horses since 2009

Driving

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

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

DRIVING IN 2019

*2020 statistics not relevant in light of Covid-19 and the lockdown on sport and movement.

- 319 International events
- 1056 Registered drivers
- 2,975 Registered horses
- 25 countries hosted International Driving events in 2019

GROWTH OF THE SPORT

84% increase in the number of international Driving events since 2009

14% increase in the number of registered Drivers since 2009

BENEFITS OF HOSTING AN FEI WORLD CUP™ FINAL

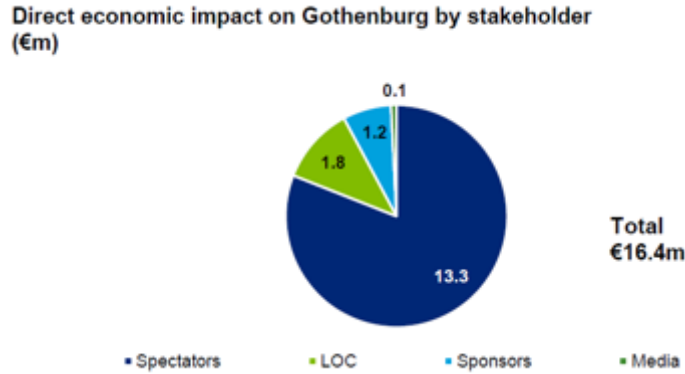




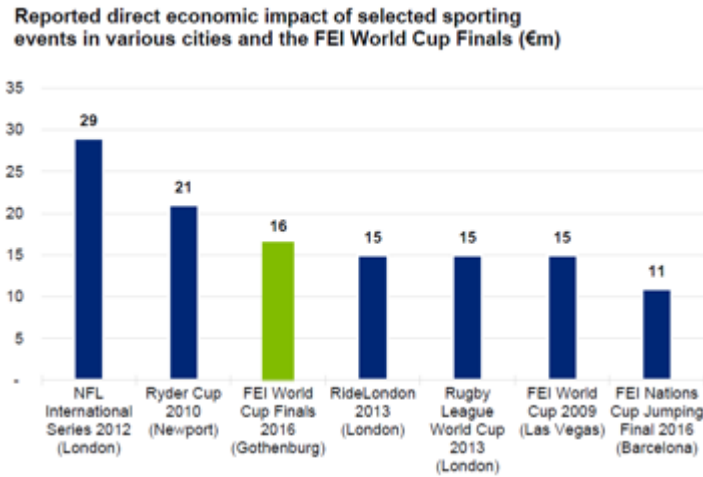
3. BENEFITS OF HOSTING AN FEI WORLD CUP™ FINAL

3.1. Economic impact (Study provided by Deloitte in 2016)

A direct economic impact of almost 16.4 million Euros to a Host City, driven largely by spectator expenditure (81% of the overall direct economic impact).



The following chart provides an indication of the position of the FEI World Cup™ Finals against a group of relatively similar events (in terms of scale) in respect of direct economic impact:

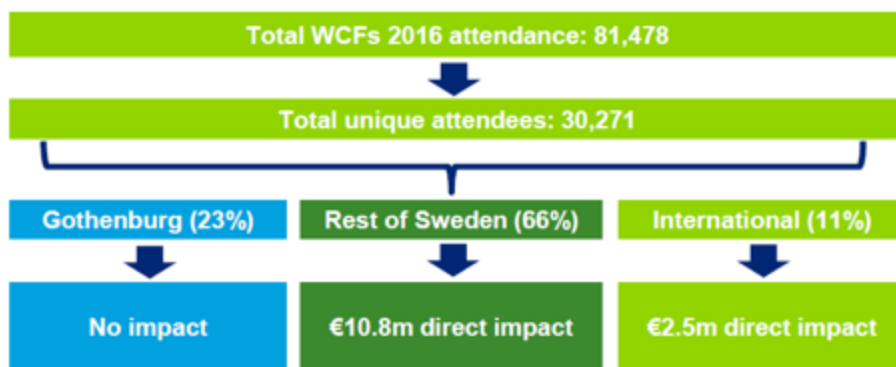


Indirect and induced economic impact (i.e. the “ripple effect” as direct expenditure is recycled through the economy via B2B purchases and consumer spending) of approx. 8.3 million Euros. The two industry sectors which benefitted the most from the event in 2016 were “hotels and restaurants” (EUR 4.7m) and “other business activities” (EUR 3.2m), which includes legal, accounting, management, architecture, engineering, technical testing as well as administrative and support services.

Get an extraordinary atmosphere!

- Average of 81,500 spectators over 5 days
- Spectators are split with 23% local residents, 66% non-local domestic visitors and 11% international visitors.
- An international visitor spends in average 200 Euros per day, which reveals the significant expenditure – and hence economic impact – from visiting attendees at the FEI World Cup™ Final.

- Spending by non-local spectators is anticipated to total Euro 10.8 million, with accommodation, food and beverage, transport and travel being the largest categories of expenditure.



Attract a specific audience: It's a female world²

UNIQUE IN SPORTS:

- At equestrian events, 75% of spectators in average are female
- The average age of the spectator is between 35 and 54 years old.
- Avid fans have an affinity towards new products and trends Income and education clearly above average
- Key reasons why people are interested in horse sports and attend events:
 - Entertainment
 - Excitement
 - Love for horses

[2] Demographic studies have commissioned by the FEI to agencies Repucom and Two Circles in 2014. More details on the FEI demographics can be provided to Candidates upon request.

Increased exposure

- 20.35 million TV audience for the FEI World Cup™ Jumping and Dressage Final 2019 in Gothenburg
- Broadcasting time: 595 hours (TV & Web TV) across 130 channels worldwide
- 680 programmes produced
- The total reach of the FEI World Cup™ Finals 2018 through all media (TV, web TV, print, online and social media) was 887 million receivers.
- 13'475 articles (online, print, social media) in total covered the FEI World Cup™ Finals 2019 reaching out to 857 million readers
- FEI World Cup™ Finals events typically attract between 250 and 450 media attendees, depending on the location of the event.

Economic impact terms explained

TOTAL ECONOMIC IMPACT – the total additional expenditure in a region attributable to the event. Comprises two elements:
 i) direct and
 ii) indirect and induced economic impact

DIRECT ECONOMIC IMPACT – the additional expenditure generated in a region's economy by visiting individuals or businesses

INDIRECT AND INDUCED ECONOMIC IMPACT – the "ripple effect" as direct expenditure is recycled through the region's economy via reinvestment

Enhance social media buzz

In 2020, the landscape of FEI's digital footprint was a total of 3 Million+ followers on our social media channels (Facebook, Twitter, Instagram, YouTube, Weibo, WeChat and Spotify).

The other key figures were as follow:

- FEI.org/Stories 882,000 page views
- 272 Million video views

- 283 years of total video watch time
- 12 Million social media engagements

3.2. Additional benefits

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

Some of the benefits are set out below:

Sport Development / Legacy

By hosting the FEI World Cup™ Final there is:

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

Event Association

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

Networking

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

Promotion of the City / Region / Country

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

FINANCIALS



4. FINANCIALS

The following financial information is applicable in respect of the hosting of the FEI World Cup™ Final(s).

4.1. Fees

HOSTING FEE

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

JUMPING: CHF 200'000

DRESSAGE: CHF 75'000

DRIVING: No minimum

VAULTING: No minimum

The hosting fee amounts referred to above are minimums. Bidders have the option of proposing an amount that is greater than the minimum amounts specified above. The Candidate's increased financial offer above the minimum cash amount may take the form of a commercial proposal (e.g. based on any net profit or the FEI receiving a share of revenue streams such as ticketing, etc.). An increased financial offer above the minimum amounts set out below will be a factor to be taken into consideration in the evaluation of the Organiser's application.

ENTRY FEE

Entry fee may be charged by the Organiser to athletes provided that the level of entry fee charged is according to the FEI Rules and Regulations and approved by the FEI (subject to modification by the FEI at any time).

The entry fee is determined in the applicable discipline rules which may be found here: <https://inside.fei.org/hub/regulations>

FEI CALENDAR REGISTRATION FEE

To determine the Calendar Registration Fees, please refer to the current FEI Financial Charges document (subject to modification by the FEI at any time) which can be found here: <https://inside.fei.org/system/files/Financial%20Charges%202018.pdf>

FEI ORGANISING DUES

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

To determine the Organising Dues for your Final, please refer to the current FEI Financial Charges document (subject to modification by the FEI at any time).

FEE FOR WORLDWIDE EQUINE AND HUMAN ANTI-DOPING PROGRAM

The Organiser shall be required to pay the EADMCP fee as determined in the current FEI Financial Charges document.

4.2. Prize Money

The Organiser shall be required to pay the minimum prize money for the each discipline of the Finals.

The Prize Money referred to below are minimums. Bidders have the option of proposing an amount that is greater than the minimum amounts specified above. The Candidate's increased financial offer above the minimum cash amount may take the form of a commercial proposal (e.g. based on any net profit or the FEI receiving a share of revenue streams such as ticketing, etc.). An increased financial offer above the minimum amounts set out below will be a factor to be taken into consideration in the evaluation of the Organiser's application.

JUMPING:

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

DRESSAGE:

300,000 Euros (Three Hundred Thousand Euros)

DRIVING:

29,500 Euros (Twenty-Nine Thousand Five Hundred Euros)

VAULTING:

8,000 Euros (Eight Thousand Euros)

4.3. Horse Transportation

JUMPING

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

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

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

DRESSAGE

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

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

VAULTING

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

DRIVING

The Organiser shall provide the athletes with a transport allowance at the rate of € 2 per km one way up to a maximum of € 2'000 per athlete.

ALL 4 DISCIPLINES

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

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



The Organiser may appoint a transport company to handle the movement of horses within the host country or alternatively pay a reasonable allowance per kilometre travelled within the host country.

4.4. Other or additional expenses

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

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

4.5. Financial support / contribution of the FEI

The FEI contribution for the Final (if any) will be based on FEI Partner sponsorship fee which will be communicated in due time to the organiser.

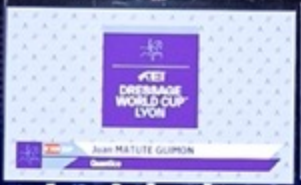
4.6. Final Budget

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





COMMERCIAL REQUIREMENTS AND OPPORTUNITIES



5.COMMERCIAL REQUIREMENTS & OPPORTUNITIES

Sponsorship opportunities

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

The Organiser shall develop a sponsorship strategy which must accommodate all FEI Partners with rights to the Final. The FEI will be working together in good faith with the Organiser in order to assist the Organiser to set up a sponsorship strategy delivering significant revenue generation for the running of the event.

The FEI reserves the right to bring up to five (5) main partners to the Event with shared visibility across the entire event. The FEI will communicate the companies involved including their respective product category and rights level to the Organiser in due time.

In return for these rights, the FEI will contribute financially to the event with respective sponsorship contribution.

EXISTISTING SPONSORS – JUMPING

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

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

Revenue opportunities

The Organiser retains the right to the following revenues:

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

BROADCAST RIGHTS & REQUIREMENTS





6. BROADCAST RIGHTS & REQUIREMENTS

The FEI World Cup™ Finals is a major event which is broadcast live on over 60 channels gathering a cumulative audience of over 20 million viewers.

As a result, it is extremely important that the organiser addresses special attention to the production of the best event possible for broadcasters. Broadcast coverage of the Finals is a privilege and every effort should be made to make this possible and to assist those involved.

BROADCAST RIGHTS:

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

Key figures regarding our Exposure:

- FEI.org over 24 Million page views annually
- FEI.tv over 4 million page views annually
- Average cumulated TV audience per year: 250M
- Over 3'000'000 followers on social media

HOST BROADCAST PRODUCTION:

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

The international Broadcast Signal shall be conform to the highest attainable professional standards at the time of the Finals.

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

Unilateral broadcast services:

The Organiser shall provide and shall ensure that the HB provides all necessary technical and administrative support and co-ordination to accredited broadcasters wishing to be present at and broadcast from the Finals, by providing them with a rate card and booking processes.

Broadcast compound:

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

Commentary positions:

The organiser shall arrange for and provide commentary position. Their number and location will be agreed between the HB, the organiser and the FEI Broadcast Liaison officer. Such positions shall benefit from an unobstructed view to the competition arena. Each commentary position shall fit up to three (3) people and include monitor for Commentator Information System (CIS).

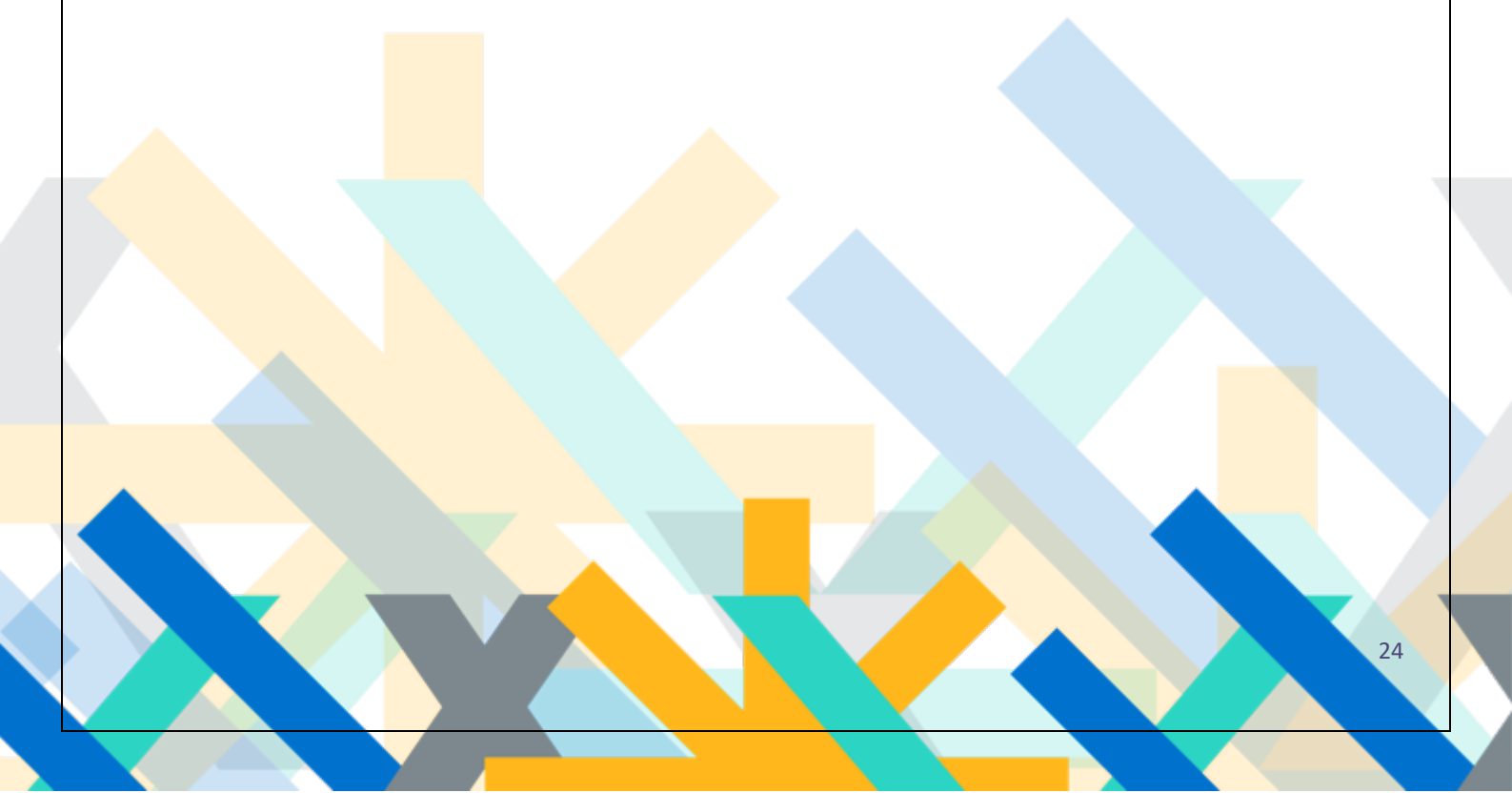
Interview zones:

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



Kiss & Cry area:

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



MEDIA REQUIREMENTS



7. MEDIA REQUIREMENTS

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

Many parties are involved in organising the Finals, and each of them has its mission and importance. Organisers, Athletes and officials all have a role to play in making the Finals happen and turn it into a success. The media is instrumental in promoting the Finals, encouraging spectator attendance and attracting – and retaining – the sponsors.

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

PRESS CENTRE

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

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

PRESS TRIBUNE

The press need an adequate space from where they can watch and follow the competitions and take notes for their reports. The Organiser shall select an area in the main tribune for the press with the following minimum requirements:

- Location: The press tribune should be located with easy access to the warm up arena, the mixed zone and the press centre.
- All seats should have an unobstructed view of the arena and be located in an area which is not in main camera view to avoid empty seating areas on TV.
- The total capacity of the press tribune should be approximately 120 seats including 80 provided with tables.

PRESS CONFERENCE ROOM

At a minimum, press conferences will be conducted after each FEI World Cup™ Final competition in each discipline. Consequently, the organiser must set up a press conference room next to the press centre and in close vicinity to the warm up arena so athletes do not have to go through areas frequented by the general public which would delay press conferences. If possible, a small room to gather athletes prior to the start of the press conferences should be arranged in order to ensure that all athletes arrive at the same time in front of the media.

The press conference room should be set up as follows:

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

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

MIXED ZONE

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

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

GENERAL VENUE REQUIREMENTS





8. GENERAL VENUE REQUIREMENTS

8.1 Venue

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

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

8.2 Hospitality

The Organiser shall offer five star (5*) hospitality services. In order to cater for the needs of VIP guests or sponsors, hospitality services may take several forms which can be combined and which may include the following:

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

8.3 Parking

The Organiser must provide the following minimum parking requirements for:

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

8.4 Shuttle Service

The organiser shall provide a shuttle service for athletes, officials, media, FEI and sponsors for the following journeys:

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

8.5 Catering

The Organiser is responsible for providing catering solutions for:

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



8.6 Branding & Signage

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

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

8.7 Flags

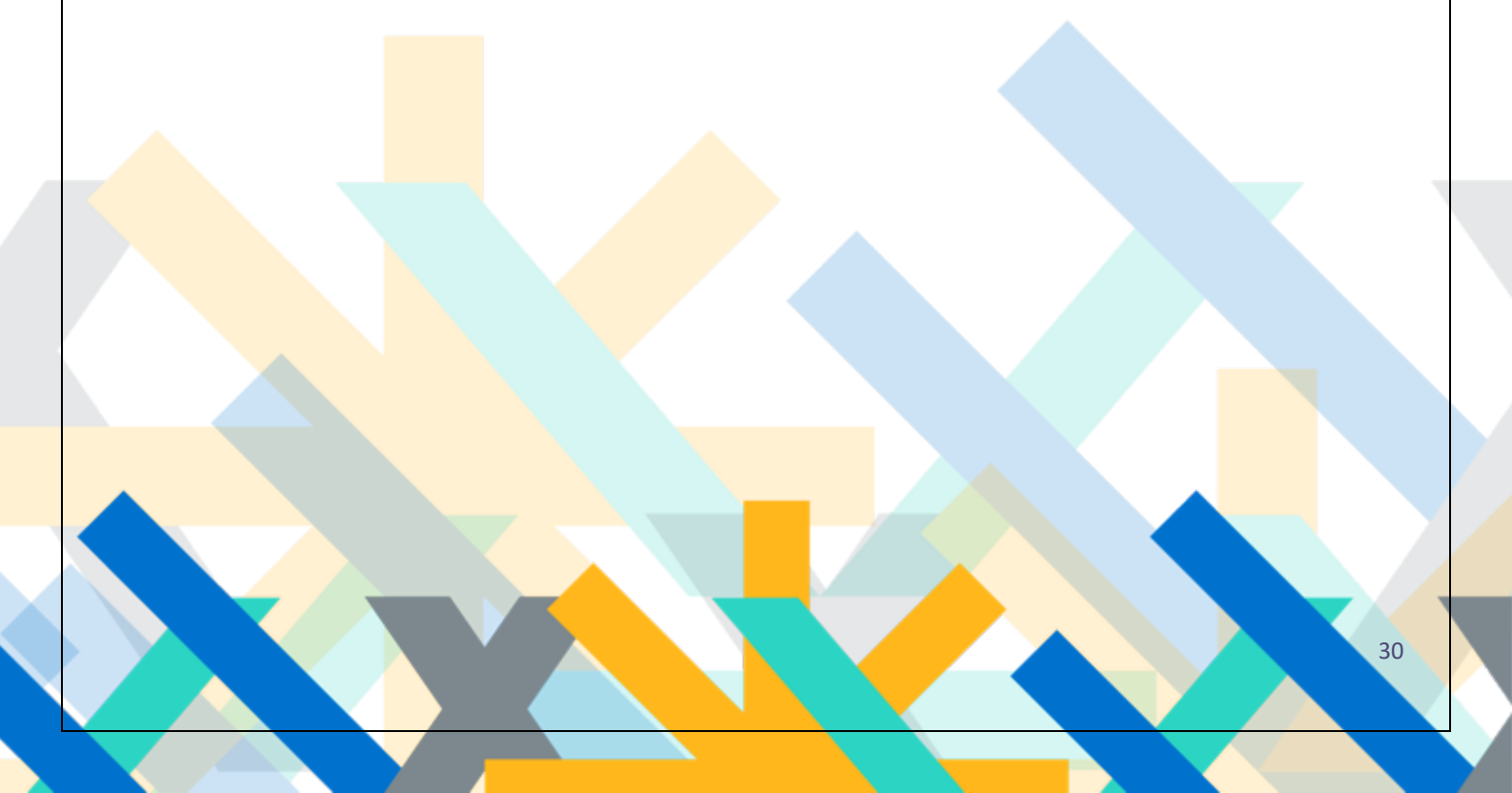
The organiser must arrange the following flags in the main competition arena:

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

8.8 General infrastructure and Lighting

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

The Organiser is also responsible for the set up and management of all venue lighting; including the requirement that the main Competition Arena be lit to a minimum TV standard (1200 lux).



SPORT VENUE REQUIREMENTS



FEI Dressage World Cup™ Final - Grand Prix Freestyle

1	🇩🇪 ISABELL WERTH	88.871
2	🇬🇧 LAURA GRAVES	87.179
3	🇩🇪 HELEN LANGEHANENBERG	86.571

LONGINES

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DRESSAGE
WORLD CUP™
GOTHENBURG
2019
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FEI
DRESSAGE
WORLD CUP™
GOTHENBURG
2019
FINAL

Agria

Agria

LONGINES

FEI DRESSAGE
WORLD CUP™ FINAL
GOTHENBURG 2019

9. SPORT VENUE REQUIREMENTS

The discipline requirements for the Finals are based on hosting the four (4) FEI Disciplines of Jumping, Dressage, Driving and Vaulting, either on their own or together. In staging the FEI World Cup™ Finals in a given discipline, the Organiser shall be required to deliver the following:

9.1. Jumping

Main Arena:

- 1750 m² (with a preferable short side between 25m and 30m)
- Footing: Sand

Warm up Arena:

- 1125 m² (25 m x 45 m minimum)
- Footing: sand - identical to main arena

Arena materials:

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

9.2. Dressage

Main Arena:

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

Warm up Arena:

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

Arena materials:

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

9.3. Driving

Main arena

The arena must be able to fit:

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

- One speed box
- 8-12 cone type obstacles (depending on the size of the arena)

9.4. Vaulting

Main Arena:

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

Warm up arena:

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

Arena Materials:

4 judge tables fitting 3 persons each.

9.5. Stabling

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

General stabling area:

- Stables/ loose boxes must be provided within the Event venue and be at least 3m x 3m. The stables must be of high quality and well-constructed to provide a safe environment for the Horse.
- Adequate lighting, electrical points and ventilation provided throughout all stabling areas.
- Equine walkways must not have a slippery surface and ideally be at least 3m wide and at no passage less than 1.20m
- Adequate fire precautions and plans including area for evacuation

Shower area:

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

Equipment storage:

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

HORSE WELFARE



10. HORSE WELFARE

The Organiser, in consultation with the Veterinary Services Manager, is responsible for the proper provision of well-ventilated stables and veterinary facilities as per the FEI Veterinary Regulations in force at the time of the Finals. For the full level of detail of the current requirements the Bidder is advised to consult the FEI Veterinary Regulations Articles 1005-1024.

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

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

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

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

Veterinary:

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

10.1 Equine clinic

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

10.2 Onsite medical facility

The following must be provided by the Organiser:

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

10.3 International movements of Horses

Organising Committees are a part of the prevention of Equine Infectious disease transmission across border. The FEI Veterinary Regulations Articles 1016 and 1027 provides further information.



Organising Committees should appoint an Official Shipping Agent to support with the International Movement of Horses.

10.4 Organising Committee Set-up

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

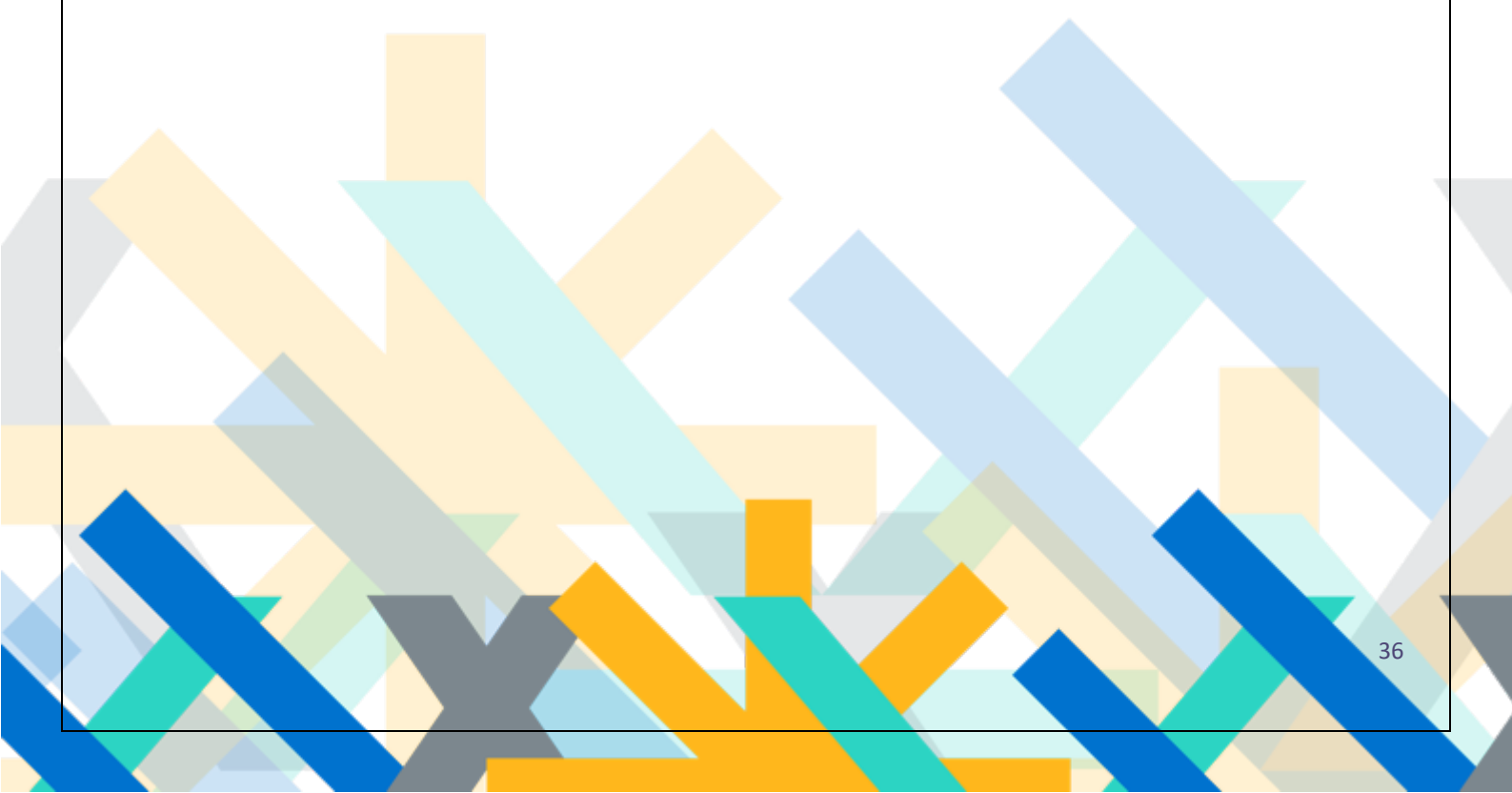
The Organiser may be composed of a venue owner/operator and an equestrian organiser experienced in organising equestrian events at that level.

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

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

The Organiser must seek support from both its National Federation for all equestrian aspects of the Finals and from the Host City for the Finals visibility within the host city.

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



EVENT MANAGEMENT



11. EVENT MANAGEMENT

11.1. Event dates

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

11.2. Accreditation

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

The accreditation zoning system shall be approved by the FEI.

11.3. Ticketing

The Organiser is responsible for the ticketing strategy and shall submit it for approval to the FEI.

11.4. Security

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

11.5. Medical services & Human Anti-doping

MEDICAL SERVICES:

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

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

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

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

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

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

HUMAN ANTI-DOPING:

The Organiser shall comply with Article 22, FEI Anti-Doping Rules for Human Athletes (ADRHA), and provide suitable staff and facilities to enable athlete testing as set out in Article 22.3, FEI Anti-Doping Rules for Human Athletes (ADRHA).

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

11.6. Timekeeping

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

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

11.7. Competition timetable

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

INDICATIVE COMPETITION SCHEDULE*

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

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

DRIVING		
DAY 1	DAY 2	DAY 3
Horse Inspection FEI World Cup Final – Competition 1	FEI World Cup Final – Competition 2	Rest Day

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

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



11.8. Prize giving ceremonies

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

11.9. Entertainment

The Organiser and the FEI shall develop and stage an opening/closing ceremony for the event. The Organiser shall develop an event entertainment programme together with the FEI. While enhancing the ticketing offer to the general public and to VIPs, the entertainment programme should not impact the visibility and the attendance to the Final competitions.

The Organiser and the FEI shall also co-ordinate in respect of the staging of official functions around the event.

MARKETING AND COMMUNICATION



LONGINES
FEI
JUMPING
WORLD CUP™
ROTTERDAM



GOT



12. MARKETING AND COMMUNICATION

12.1. Marketing and communication plan

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

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

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

12.2. Digital

The FEI will develop the FEI World Cup™ Finals website granting the Organiser access to certain areas for personalisation of the site on the host city/country.

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

The Organisers of the Jumping and Dressage disciplines will also gain admin access to the FEI World Cup™ Finals Facebook page for the duration of the FEI World Cup™ season to promote the event. This page is passed from Organiser to Organiser each year allowing each new Organiser to take advantage of a pre-established follower base.

12.3. Publications

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