



LONGINES LEAGUE OF NATIONS™

BID GUIDE Qualifiers and Final



Contents

i.	Welcome	1
1.	The Bid Process	2
1.1	Bid Process Timetable	2
1.2	Decision Making Process	3
1.3	Your Bid Application	5
2.	About the FEI.....	5
2.1	Mission and Values	5
2.2	Governance	6
2.3	Sustainability	6
3.	About the Longines League of Nations Series	7
3.1	Sports Format/Rules	7
3.2	Benefits of hosting a Longines League of Nations Cup Qualifier	8
4.	Financials.....	9
(A)	Financial Obligations of the Organiser	9
4.1	Hosting Fee	9
4.2	Calendar Registration Fee, Deposits.....	9
4.3	Organising Dues.....	9
4.4	Fee for Worldwide Equine and Human Anti-Doping Programme	9
4.5	Prize Money	9
4.6	Transport, Accommodation and Meals	9
4.7	Other/Additional Expenses	10
(B)	Financial Support/Contribution of the FEI.....	10
4.8	Prize Money	10
4.9	Additional Financial Contribution.....	10
4.10	Budget Relieving Services/Value in Kind	10
(C)	Additional FEI Investment	10
5.	Commercial Rights	11
5.1	Sponsorship	11
5.2	Additional Revenue Opportunities	12
5.3	Broadcast	13
6.	Marketing and Communication.....	13
6.1	Marketing and Communication plan	13
6.2	Digital	13
6.3	Publications	14
6.4	Branding	14

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

6.5	Series Promotion and Development.....	15
7.	Media Requirements.....	15
7.1	Press Officer	15
7.2	Press Centre.....	15
8.	Event Management.....	15
8.1	Accreditation	15
8.2	Medical services	15
8.3	Human Anti-Doping Control.....	16
8.4	Timekeeping.....	16
8.5	Prize giving ceremonies.....	16
8.6	Entertainment.....	16
9.	Sport Venue Requirements.....	16
9.1	Arena/Warm Up Area Size.....	16
9.2	Footing	16
9.3	Arena materials.....	16
9.4	Stabling.....	16
9.5	Veterinary	16
9.6	Equine Anti-Doping and Controlled Medication	17
9.7	Grazing / walking area.....	17
9.8	Other Technical Requirements.....	17
9.9	Other Sport Requirements	17
10.	General Venue Requirements.....	17
10.1	Hospitality.....	17
10.2	Parking.....	17
10.3	Shuttle service	18
10.4	Catering.....	18
10.5	Branding & Signage.....	18
10.6	Merchandising.....	18
11.	Horse Welfare.....	19
11.1	Horse Welfare.....	19
11.2	Equine clinic.....	19
12.	Commercial Requirements.....	20
Qualifiers and Final	20	
12.1	Official Event Title, Official Designation and Series Mark	20
12.2	Branding.....	21
12.3	Digital	24
12.4	Longines Booth.....	25
12.5	Hospitality	25
12.6	Accommodation	26

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

12.7	Prize Giving Ceremony.....	27
12.8	Other.....	27
13.	Confidentiality and Formalities.....	28
13.1	Confidentiality	28
13.2	Formalities	28

i. Welcome



I am delighted to say a few words as we begin the process in earnest to set a new course for the FEI's oldest and most prestigious series which will be relaunched in 2024.

For over 100 years, the team vs team format known as the Nations Cup has captivated fans of equestrian sport worldwide, and has provided a healthy sporting backdrop for nations to go head-to-head and test their horsepower at events around the world on an annual basis.

Redefining and reinventing the FEI Nations Cup series, where the best nations compete for honours annually, has been an intense but also rewarding exercise, and we have seen through the comprehensive consultation process, just how committed and dedicated our community is to this important series, and its unique focus on team spirit and the pride which goes hand in hand with representing your nation.

Sporting excellence, quality venues and infrastructures, consistency and a unique product that can attract the best riders/teams and engage fans around the world are the themes that have driven our discussions and resonated throughout the consultation, and this is what we intend to deliver with the Organising Committees of the new Longines League of Nations Series.

Consistency in the quality and identity of the series, but also with the host venues is very important to us, which is why you will see we are looking for long-term commitments from our OCs, and will be allocating qualifiers for the next four seasons – 2024, 2025, 2026 and 2027. This was a deliberate choice to ensure that together with the OCs of the Longines League of Nations Series, we can develop and grow the series, so that each qualifier/Final become a defining moment in the sports calendar every year.

You will find all of this, and more over the coming pages, where we have outlined the timelines for this bidding process, the general structure of the series, the requirements and the benefits for an Organising Committee, as well as the FEI's commitments and services to ensure each Longines League of Nations qualifier and Final exceed all expectations for this historic Series.

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

This relaunch would not be possible without our Top Partner and Title Sponsor for the Series – Longines - and it has been an honour and privilege to have their strong support and to work hand-in-hand with the community-led Task Force in order to redefine the Series and give us the tools to create a strong product that is relevant in today's sporting landscape and reminiscent of that national pride which has driven the greatest teams to the top for nearly 115 years.

We invite you to carefully study all the elements of this Bid Guide and look forward to receiving any questions you may have, and your applications to be a part of the Longines League of Nations Series.

A handwritten signature in black ink, appearing to read 'Ingmar De Vos', with a large initial 'I' and a period at the end.

Ingmar De Vos

President

1. The Bid Process



The FEI is running a competitive bid process to secure host venues for the Longines League of Nations Series (the “**Series**”) for the years 2024, 2025, 2026, 2027. The bid process allows the FEI and potential host National Equestrian Federations/Organiser to exchange detailed information about the requirements and benefits of hosting a Longines League of Nations Qualifier or Final.

The FEI Nations Cup Series has existed as a format since 1909. The newly revamped Series will once again consist of the world’s best Jumping nations competing to be crowned the Longines League of Nations Champions. Built on very strong values representing team spirit, excellence, horsemanship and national pride - the Longines League of Nations represents the best of equestrian sport.

The Series has undergone a major overhaul and 2024 will see the launch of the new and exciting Longines League of Nations Series.

The Series is **open to all Organisers**, regardless of whether or not they have been a part of an FEI Series in the past.

1.1 Bid Process Timetable

<p>Monday, 22 May 2023</p>	<p>Opening of the Bid Process. Applications must be made via the FEI Online Bid Platform.</p> <p>Bidders must upload the Application Form (available to download on the FEI Online Bid Platform) and any additional documents (photographs, presentations etc.) via the FEI Online Bid Platform when submitting their application.</p> <p>A short tutorial on how to use the FEI Online Bid Platform can be accessed by clicking here.</p>
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LONGINES LEAGUE OF NATIONS™ – BID GUIDE

Friday, 23 June 2023	Deadline for receipt of applications .
June 2023	Bid Application shared with the National Federation of the Organiser. Consultation process with NF as per FEI Policy for Approval of Series Host Agreement sent to all OCs who submitted an application.
June - July 2023	Evaluation of Bids by FEI HQ, FEI Jumping Committee. FEI consultation with the relevant National Federations. Recommendation to the FEI Board.
Friday, 14 July 2023	Deadline for applicants to send back a signed version of the Host Agreement . <u>Note:</u> The signature of the Host Agreement by the National Federation is not mandatory.
18 July 2023	Allocation of Qualifiers and Final: The FEI Board will allocate the LONGINES League of Nations Qualifiers and Final during the Board Teleconference scheduled to take place on 18 July 2023.* * The FEI reserves the right to allocate a Qualifier and/or the Final at an earlier or later date depending on the progress of the application/review process.
31 July 2023 (in principle)	Finalisation of CSI(O)5* Calendar for 2024 (as per FEI General Regulations, Annex K, para 1.3)

The FEI Board has the final authority for the allocation of the Longines League of Nations Qualifiers and the Final. Once the FEI Board has taken a decision, the Organisers and their respective NFs will be officially notified by the FEI. At this stage, the FEI will countersign the Host Agreement and send it back to the OC (and, where relevant, the NF).

The Host Agreement shall cover the 2024, 2025, 2026 and 2027 Seasons with an option for the FEI to terminate the Host Agreement at the end of each Season.

Any questions regarding the bidding process can be sent to bidding@fei.org

1.2 Decision Making Process

Every bid will be assessed on its individual merits. The following factors will be taken into account and should be specifically addressed in the Bid Application:

(a) Event Criteria

- Past Performance as an Organiser of FEI Events (if applicable)

FEI Jumping Rules Annex VI: *NB for new CSI5* Events: OCs without proven experience at organising FEI high level Events must first successfully organise*

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

a CSI4 at the same venue before permission to host a CSI5* will be granted. Prize money for the new CSI5* must be secured by a deadline established by the FEI prior to the Event. Permission to host a new CSI5* without first organising a CSI4* at the same venue may be granted, upon application from the NF of the OC, to OCs with proven experience at organising FEI high level Events. For new CSI5* Events, and/or for new OCs of existing CSI5* Events, the FEI reserves the right to appoint a Technical Delegate to visit the venue prior to the Event, at the OC's expense, to ensure the organisation and infrastructure meet the technical standards for a CSI5* before the Event will be accepted in the calendar. At the discretion of the Jumping Committee the same may apply to new CSI4* Events. Refer to JRs Art. 200.8 for details relating to date clashes.*

- Projected Spectator Attendance
- Proposed Date(s)
- Venue – VIP/Hospitality Facilities, Proximity to major cities/transport hubs.

The venue must be a top quality venue that has the infrastructure and experience to deliver a top quality CSIO5* Event. Candidates must submit details of the prior events hosted at the venue and by the Organising Committee/Host NF.

- Popularity of Equestrian (Jumping) in the relevant country
- Sport & Technical

The Candidate should provide details of sports/technical team that will deliver the Event and their experience in delivering other top quality events.

Stabling and footing must be top quality with an emphasis on ensuring horse welfare throughout every aspect of the Event.

The Qualifiers and Final will be run in accordance with the relevant FEI Sports Rules and other applicable FEI Rules (for example, FEI Jumping Rules, Longines League of Nations Rules, FEI General Regulations, FEI Anti-Doping Rules, FEI Veterinary Regulations)

- Accessibility – Athletes/NF Delegations

The Qualifier/Final and country/region where the Qualifier/Final is held must be accessible to all Athletes/NFs who have a right to participate in the Qualifier/Final.

The Organiser must facilitate the issuance of visas (if required) to the attending Athletes/Support Personnel.

- Veterinary/Horse Transport/Customs
There must be ease of access/exit (import/export) for the participating Horses. The applicable equine health/sanitary requirements (vaccinations, quarantine etc.) cannot be exclusionary/prevent eligible Horses from participating in the Qualifier/Final.

Candidates must specify in their application any applicable veterinary/customs/sanitary requirements that would apply to participating Horses.

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

The FEI will provide each participating NF with a subsidy of €100,000 per season towards the cost of horse transportation. Organisers can offer their own additional subsidy towards the cost of horse transportation to/from their Event.

(b) Series Criteria

- Overall Longines League of Nations Calendar considerations
- Geographical Spread of the Qualifiers – In principle, a minimum of 3 Qualifiers will be held in Europe and 2 Qualifiers will be held outside of Europe.
- Commercial attractiveness and other commercial considerations

(c) Legal

Confirmation that the Host Agreement has been signed by the Organiser and, where applicable, the relevant National Federation.

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

1.3 Your Bid Application

The Bid Application Form to apply to host a Qualifier or Final is available for download on the [FEI Bidding Platform](#).

All completed Bid Application Forms (and accompanying documents) must be uploaded to the FEI Bidding Platform by **Friday 23 June 2023**.

2. About the FEI

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

2.1 Mission and Values

FEI Vision:

To grow the unique and mutually beneficial bond between horse and human in sport globally,

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:

- 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 in a safe environment from grassroots to the world stage.
- For today and tomorrow: Meeting the needs of today without compromising tomorrow.

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

2.2 Governance

The FEI places governance at the top of its daily operations. The FEI is continuously building on the steps to promote and support good governance at all levels. As a result of this daily effort, the FEI is considered to be among those International Federations with the highest standard of Good Governance.



2.3 Sustainability

As the world governing body for equestrian sports and a member of the International Olympic Committee, the FEI has the responsibility of committing to the conservation of our planet and ensuring that its events are conducted in a sustainable manner. Proof of this commitment was the release of a Code of Conduct 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. Candidates are strongly encouraged to incorporate sustainability measures as part of their event delivery concept.

3. About the Longines League of Nations Series



3.1 Sports Format/Rules

At the time of publication of this Bid Guide, the Longines League of Nations Rules are in the process of being finalised by the FEI Jumping Committee prior to being submitted to the FEI Board for approval on 5-6 June 2023. Upon approval by the FEI Board, the Longines League of Nations Rules will be published [here](#). To the extent there is any discrepancy between information in this Bid Guide and the Longines League of Nations Rules, the Rules shall take precedence.

In principle, the Series will be structured as follows:

Qualifiers

- Participation: Only the 10 teams that are part of the Longines League of Nations per Qualifier* (+ the Home Nation if not already part of the Series). Non team Athletes will not be permitted to participate in the Qualifier.
- 4 Athletes per Team, with each Rider permitted to bring up to two (2) horses
- 1 Round with a Jump Off for first place
- Longines League of Nations Competition to be held on the most important day of the Event and at the optimum time (for broadcast purposes): the day and time to be pre-approved by the FEI.

* Participation to be established via the Longines League of Nations Ranking (details to be set out in the Longines League of Nations Rules).

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

Final

- Participation: Best 8 teams based on the standings after 5 Qualifiers (+ the Home Nation** if not already qualified)
- 4 Athletes per Team (NFs can bring 5 Riders), with each Rider permitted to bring up to two (2) horses
- 2 Rounds with a Jump Off for first place, with both rounds taking place on the same day with a short break in between rounds. The best six teams in the first round will participate in the second round.
- The LLN Final should preferably take place at the end of September or early October but this may change depending on the Region to which the Final is allocated. If the Final is held in Europe, the Final Competition will be held on Sunday afternoon. If the Final is held outside of Europe, it must be held on the optimum day /time for broadcast purposes: to be pre-approved by the FEI.

** Home Nation not eligible to earn any Olympic quota place if the Home Nation did not qualify for the Final via the Longines League of Nations Standings.

3.2 Benefits of hosting a Longines League of Nations Cup Qualifier

The benefits of hosting a Longines League of Nations Qualifier can be substantial. The FEI is committed to work with the Organisers and the National Federations as partners to maximise the value 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 a Longines League of Nations Qualifier there is an opportunity to develop equestrian sport in the host country and/or to leave a legacy that endures long after the event has been staged.

Event Association

Being associated with the Longines League of Nations is a mark of quality and excellence for the Organiser, National Federation, venue, city, region and country.

Networking

Hosting a Longines League of Nations Qualifier 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 Longines League of Nations will be an international focus of equestrian sport and the promotion of the venue/region/city/country by the exposure through the international media in attendance.

Media Exposure

- **Broadcast**
The FEI intends to secure, at its own cost (where applicable), television broadcast coverage of each Qualifier and the Final on major television networks in order to achieve significant national broadcast exposure for the Series in the major broadcast markets.
- **Social Media**
The FEI will invest in social media campaigns to promote the Series and the individual Qualifiers and Finals. Organisers will engage in cross promotion of the other Qualifiers of

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

the Longines League of Nations Series, thereby increasing the visibility of each Qualifier (and the related Event/Organiser).

4. Financials

(A) Financial Obligations of the Organiser

4.1 *Hosting Fee*

The FEI shall grant the Organiser the rights to organise and conduct the Qualifier/Final without levying any hosting fee.

4.2 *Calendar Registration Fee, Deposits*

As set forth in the relevant [FEI's Financial Charges](#) in force at the time of the registering of the event in the FEI Calendar.

For the 2024 Season, it is anticipated that the relevant Calendar Fee will be CHF 750.

Each Calendar Application for a 5* Jumping Event taking place on or after 1 January 2024 is subject to the payment of a deposit of CHF10,000 (a "Calendar Application Deposit"). The Calendar Application Deposit will be credited against the related Organising Dues payable to the FEI after the Qualifier/Final has taken place.

If the Qualifier/Final is cancelled (other than by reason of a Force Majeure Event), the FEI will retain the Calendar Application Deposit and it will not be credited against Organising Dues of future Events of the Organiser (or Related Organiser).

4.3 *Organising Dues*

The Organiser shall be required to pay the Organising Dues as a percentage of prize money offered (as specified in the [FEI Financial Charges](#) applicable at the time of the Qualifier/Final).

4.4 *Fee for Worldwide Equine and Human Anti-Doping Programme*

The Organiser shall be required to pay the EADCMP fee as per the published [Financial Charges](#).

4.5 *Prize Money*

The following minimum levels of prize money shall apply at the Qualifiers of the Longines League of Nations (subject to modification by the FEI):

Total Prize Money for each **Longines League of Nations Qualifier Competition: €700,000**. The exact breakdown of the prize money will be set out in the Longines League of Nations Rules.

The **Grand Prix Competition** at each Longines League of Nations Qualifier Event must also offer a minimum of €300'000 in prize money.

Total Prize Money for the **Longines League of Nations Final: €1,600,000**. The exact breakdown of the prize money will be set out in the Longines League of Nations Rules

Additional Awards/Bonuses will be offered by the FEI as per the Longines League of Nations Rules. An indicative list of Awards/Bonuses is set out below:

- Best (of Series) Rider, Groom, Owner, U25, Chef d'Equipe, Horse

4.6 *Transport, Accommodation and Meals*

The Organiser is responsible for meeting the costs for hotel accommodation and meals of the Chefs d'Équipe, athletes, grooms and horses of the official teams from one day before the first official competition until one day after the event.

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

The OC will be responsible for organising local transport shuttles during the Event for the participating Teams and Support Personnel.

4.7 *Other/Additional Expenses*

The Organiser is responsible for the costs/expenses of:

- Transport, accommodation, meals and per diem of FEI Officials as per the FEI Jumping Rules in effect at the time.
- All other expenses naturally linked to the organisation of the Event such as but not limited to:
 - An appropriate venue with high level facilities (field of play, stables, warm-up areas, veterinary & medical facilities etc.)
 - Press Centre
 - Accreditation
 - Local/National Promotion of the Qualifier/Final (in consultation with the FEI)

(B) **Financial Support/Contribution of the FEI**

Thanks to the support of the Title Sponsor, Longines, the FEI will provide the following financial contributions to the Organiser. All payments to be made by the FEI to the Organiser are inclusive of any applicable taxes according to the relevant legislation.

4.8 *Prize Money*

The FEI will provide the Organisers of **Qualifiers** with **€700,000** i.e. the equivalent of the total prize money for the Longines League of Nations Qualifier.

The FEI will provide the Organiser of the **Final** with **€1,600,000** i.e. the equivalent of the total prize money for the Longines League of Nations Final.

4.9 *Additional Financial Contribution*

The FEI will provide an **additional financial contribution** of **€200,000** to each Organiser.

4.10 *Budget Relieving Services/Value in Kind*

Host Broadcast TV Production for the Longines League of Nations Qualifier Competitions (only) and the Final will be delivered and paid for by the FEI. If an Organiser has a pre-existing arrangement with a national broadcaster to deliver the Host Broadcast production services, such arrangement can be discussed with the FEI on a case by case basis. The facilities to be provided by the Organiser (e.g. electricity, camera platforms, TV compound, work spaces) to the Host Broadcaster will be set out in the FEI Broadcast Manual.

Longines will provide the Timekeeping and Data-Handling services with an estimated value of eighty five thousand Euro (€85,000) net of all taxes and withholdings.

(C) **Additional FEI Investment**

Organising a Longines League of Nations Qualifier/Final provides additional value to an Organiser, in terms of branding, event promotion and international exposure.

In order to provide maximum exposure for the Longines League of Nations Series and each Qualifier and the Final the FEI will make significant investments in the following areas:

- Unique Series name & branding
- Broadcast campaign and exposure for the Series in major television markets
- Advertisement campaigns and onsite experiential marketing
- Digital Marketing

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

- Series content for digital and television
- Market research and monitoring

In addition, the FEI will provide a transportation grant of €100,000 per Season to each participating Team.

5. Commercial Rights



5.1 Sponsorship

LONGINES:

The FEI has an agreement with Swiss watchmaking company LONGINES as title sponsor to the Longines League of Nations. As such, Longines is entitled to a certain level of visibility and rights which will be detailed in the Host Agreement and a summary of which is set out in Section 12 below. A strict product category exclusivity must be observed in the Brand Sector.

*“**Brand Sector**” means 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 jewellery brands associated with watches where the majority of the watches are in a comparable price segment as LONGINES watches.*

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

With regard to the jewellery 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 this 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;

Sponsorship Opportunities

Subject to respecting the rights to be granted to Longines in relation to visibility, branding and hospitality, the OC can sell sponsorship packages in all categories with the exception of the:

- (a) Brand Sector reserved for Longines; and
- (b) Prohibited Category or any sponsor that advertises or promotes any political views or where the sponsor would not align with the values, ethics and integrity of the sport and/or the FEI.

Presenting Sponsor

No Presenting Sponsor shall be allowed for the Longines League of Nations Competitions.

One (1) Presenting Sponsor or Show Sponsor allowed for the Event in non-conflicting Brand Sector categories subject to the following conditions:

- The proposed Presenting Sponsor or Show Sponsor (and the requested designation) must be approved in advance by the FEI and Longines;
- For the Presenting Sponsor or Show Sponsor, the FEI will, in consultation with Longines, develop clear rules and professional branding and graphics templates which the OC must follow and use.

Grand Prix and Other (Non-League of Nations) Classes at the Event

Subject to respecting the rights and exclusivity to be granted to Longines in relation to visibility, branding and hospitality (See Section 12 (*Commercial Requirements*) below), the Organiser can sell the title sponsorship rights to the Grand Prix and the other non-Longines League of Nations Classes to a sponsor provided it does not conflict with the Brand Sector and is not within a Prohibited Category.

5.2 Additional Revenue Opportunities

The Organiser retains the rights to the following revenues:

- Ticketing
- Corporate hospitality
- Food & beverage concessions
- Village/Trade show area: the Organiser has the right to organise any side events, including but not limited to trade show, exhibitions, demonstration, concerts or entertainment so long as it would not impact the delivery and public attendance of the Longines League of Nations Qualifier/Final.

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

5.3 Broadcast

In order to maximise exposure of the Longines League of Nations 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 Qualifiers and Final (i.e. only the specific Competitions/Classes that are part of the Series) remain the sole property of the FEI and will be 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. In this regard, the FEI will grant the domestic broadcast rights to an Organiser, on a case by case basis, if the Organiser can guarantee Live/Delayed Live transmission of the Qualifier/Final by a public domestic broadcaster.

6. Marketing and Communication



6.1 Marketing and Communication plan

The Organiser is encouraged to put together a marketing and communication plan to maximise the promotion and the visibility of the event and to drive ticket sales. The FEI will work together with OCs to implement and maximise any promotional activity.

In addition to the Organiser's promotional and marketing activities, the FEI will prepare and implement a marketing and promotional plan to maximise the promotion and visibility of the Series. The Organiser will work with the FEI to maximise the marketing and promotional plan.

6.2 Digital

The FEI will manage all Series digital and social media channels. The Organiser will manage all Event digital and social media channels.

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

The FEI will provide a Longines League of Nations series branding template and guidelines for use on OC website and/or mobile app and relevant social media channel. The OC will prominently place the Series branding on the Event/Series pages within all its digital platforms and channels, with links to the FEI.org as the destination page for the Series. The OC will integrate digital coverage of the Series in its digital and social media channels and will promote the Series and the Title Sponsor in its digital and social media communications. The OC will cross promote other Qualifiers (and the Final) and will amplify the FEI's promotional campaigns for the Series. For this purpose the FEI will share relevant content with the Organiser (e.g. content on the qualifiers, series standings, riders, road to the Final).

The FEI benefits from a strong social media network which will be activated to promote the series at regular intervals thus reaching a truly international audience.

In order to promote the series and each Qualifier and the Final, the FEI provides promotional materials which can also be leveraged by each Organiser to promote their event and the series.

Examples of such promotional materials are materials for marketing campaigns, a dedicated promotional video for each event, an overall promotional video for the series, a promo video for the Final, FEI.TV promo video before each event to encourage fans to watch the event, and highlights/winning rounds after the competition ends.

The videos will be made available to Organisers for cross-posting on their social media pages.

Some photographs shall also be made available to the Organiser to support the event promotion build-up.

FEI.tv is a key component of the promotional success of the series. The Organiser website, mobile app and any other digital touch points will be fully integrated to promote FEI.tv as a key source of Series related content.

FEI's digital team is committed to supporting the Organiser by bringing and sharing their unique experience and expertise. The Organiser will appoint a Digital Liaison Officer who will work closely with the FEI's digital team to align the respective digital activities to ensure the Qualifier/Final has a significant digital impact. The Organiser must use the relevant social media handles in its social media posts (e.g. Series handles, Title Sponsor handles). Further details will be set out in the digital guidelines that will be provided to the Organisers.

6.3 Publications

The Organiser is responsible for the production of an official programme. 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 partners will have a certain number of dedicated pages for their own promotion. The official programme can be sold to the general public.

6.4 Branding

The FEI is increasing its focus on building strong, impactful, and consistent branding, in order to be more recognisable to fans, to build more value for Organisers, sponsors, and to deliver on its mission of growing equestrian sport.

The FEI will develop a unique brand identity for the Longines League of Nations Series. The Organiser will be required to use the Series branding and marketing materials provided by the FEI, follow the FEI series brand guidelines and ensure the event is clearly and prominently recognisable as being part of the Series.

The Organiser must ensure that the Longines League of Nations branding is prominent throughout the overall Event branding and is incorporated within the Event identity,

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

communication and marketing. A reference to the Series shall be included in the Event logo in accordance with the instructions to be set out in the Brand Guidelines.

6.5 Series Promotion and Development

All Organisers that are selected to be part of the Series must commit to actively participate in the Series promotion and development, e.g. by participating in regular workshops, engaging in cross promotional activities in relation to the other Qualifiers/Final.

7. Media Requirements

7.1 Press Officer

The Organiser should appoint a dedicated Press Officer for the duration of the event. 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 media in a proactive way. An active media information policy, where news is spontaneously and systematically offered, is the best service you can offer to media – and it will also remove the necessity of having to respond to recurring individual questions.

7.2 Press Centre

The Organiser shall provide to media a functional and comfortable working area. For each event, the Organiser should provide at minimum with the following facilities:

- Welcome desk
- Press working area
- Photographer working area
- Relax area with drinks and snacks
- Lockers (including larger lockers for photographers)
- Press office (for press team including press officer and photo manager) Press conference room

At a minimum, press conferences will be conducted after each LONGINES League of Nations. Consequently, the Organiser must set up a press conference room next to the press centre and in close vicinity to the warm up arena. 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.

8. Event Management

8.1 Accreditation

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

Security should be operated by professional personnel on a 24 hours basis as per the FEI Jumping Rules.

8.2 Medical services

The Organiser shall ensure the Event complies with the FEI Medical Requirements as set out in the FEI Rules and Regulations.

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

8.3 Human Anti-Doping Control

The Organiser must provide one suitably qualified staff member available to act as a point of contact/coordinator for the Human Anti-Doping Control Officer, as well as a private room with tables/chairs and an adjacent but separate toilet with hand washing facilities.

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

8.4 Timekeeping

As FEI Official Timekeeper and Top Partner, Longines is the Official Timekeeper and Data-Handling services provider to the Longines League of Nations. The intellectual property rights in all data remain the property of the FEI.

8.5 Prize giving ceremonies

The Organiser is responsible for prize giving ceremonies based on the FEI Prize Giving Protocol, which shall be provided to Organisers ahead of the event. Prize giving ceremony materials (podium, horse rug, sashes, rosettes) are provided by the FEI.

8.6 Entertainment

The Organiser may choose to develop an event entertainment programme to run alongside the show. 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 event.

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

9. Sport Venue Requirements

9.1 Arena/Warm Up Area Size

Main Arena to be outdoor with a minimum 4'000 m² (50 m minimum width)

Warm up Arena: 1'125 m² (25 m x 45 m minimum)

9.2 Footing

Sand or grass. The type and quality of the footing in the Field of Play, Warm Up and Training areas is critical for the success of the Event and the welfare of the horses. The footing should meet the FEI Footing Standard, which can be referred to [here](#).

9.3 Arena materials

Obstacles for up to 17 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 or other arena decoration.

9.4 Stabling

The Venue must comply with the minimum stabling requirements as set out in the [FEI Veterinary Regulations](#) applicable as of the date of the Qualifier/Final.

9.5 Veterinary

5 treatment boxes for injured horses (recommended number) in a quiet area.

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

9.6 *Equine Anti-Doping and Controlled Medication*

2 boxes (minimum) of at least 3m x 3m for doping control with adjoining service area (including sink, lockable fridge).

9.7 *Grazing / walking area*

Where possible, grazing and / or walking area should be made available.

9.8 *Other Technical Requirements*

The event must respect the CSIO5* technical requirements in effect at the time (as outlined in FEI Jumping Rules).

The event may be required to have flood lights.

The event must be held over at least four days.

The Organiser must comply with the criteria relating to the invitation of teams as per the Longines League of Nations rules in force at the time; these are currently:

- The ten teams that make up the Longines League of Nations participants for the relevant season must be invited to each Qualifier; each team must be invited with four Athletes and 2 horses per Athlete. If the “home team” is not part of the ten teams participating in the Series that season, the home team can also be invited.

The Organiser must comply with the additional criteria relating to invitation of individual athletes as per the Longines League of Nations Rules in force at the time. The Organiser must comply with the requirements relating to distribution of prize money for teams as per the Longines League of Nations Rules in force at the time.

9.9 *Other Sport Requirements*

The Longines League of Nations competition must be positioned as the most important competition of the event and must be held on a day to ensure maximum media coverage and spectator attendance.

The Longines League of Nations competition must be conducted in accordance with the relevant FEI Rules and Regulations.

10. **General Venue Requirements**

10.1 *Hospitality*

The Organiser shall offer 5* hospitality services. Hospitality services may take several forms which can be combined to provide for sponsor/VIP needs:

- Main hospitality area with a mix of tables and lounge areas.
- Ring side tables overlooking the arena providing full catering services during competitions.

10.2 *Parking*

The Organiser must provide the following minimum parking requirements for the various population:

- 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 to the show ground press centre especially for photographers and broadcasters.

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

- VIP Parking: with close access to the main VIP entrance
- General public

10.3 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

10.4 Catering

The Organiser is responsible for providing catering solutions to all populations of the event:

- Athletes, grooms and officials: a suitable catering area must be installed for athletes, grooms and officials including 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.

10.5 Branding & 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. Full details of required branding will be set out in the Host Agreement.

Flags

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

- 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.

10.6 Merchandising

The Organiser shall provide the FEI with a space (minimum 30m²) in a premium location in the Venue where the FEI (at FEI's cost) shall erect a merchandising booth for various FEI and/or Series branded material. The Organiser shall provide signage directing spectators to the store, an advert for the store in the Official Programme and a link to the FEI's online store (<https://shop.fei.org/>) on the Organiser's digital channels.

The Organiser shall ensure that the booth has WiFi access and electricity/power.

The Organiser shall provide the FEI with an (offsite) storage location, 4 parking tickets and accreditation for the staff (to be provided by/on behalf of the FEI).

11. Horse Welfare



11.1 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 Qualifier/Final.

Isolation stables, treating boxes and testing boxes for Equine Anti-Doping and Controlled Medication testing must also be made available. An emergency evacuation procedure must also be in place. Horse walkways must be spacious and the surface must not be slippery.

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 competitions.

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

11.2 Equine clinic

An equine referral clinic with full surgical facilities, imaging equipment, etc. must be accessible within easy distance of the venue (being no more than 1 hour by road).

Onsite medical facility movement of horses.

The following must be provided by the Organiser:

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

- On site equine veterinary facility with basic imaging equipment e.g. x-ray/ultrasound capability, etc.
- Onsite veterinary referral facilities with 24h service
- Equipment and 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.

12. Commercial Requirements



Full details of the commercial obligations will be set out in the Host Agreement that will be circulated to bidders further to their submission of a bid. Please see below a breakdown of the key commercial rights for the FEI and LONGINES at the time of establishing this "Bid Guide". To the extent there is any discrepancy between the commercial requirements set out in this Bid Guide and the commercial requirements set out in the Host Agreement, the Host Agreement shall prevail.

Qualifiers and Final

12.1 *Official Event Title, Official Designation and Series Mark*

- (i) Reference to the Longines League of Nations should always be made when referring to the Event and/or the Longines League of Nations class. When communicating about a topic related to the Event or to a Class that is not relevant to the Longines League of Nations, it is permitted to omit referring to the Longines League of Nations.

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

- (ii) Series Mark: the Organiser shall use the Series Mark provided by the FEI as per the FEI's instructions and as set forth in this agreement.
- (iii) The Organiser shall ensure that when referring to the Longines League of Nations, all sponsors of the event will use the Official Event Title and/or Exclusive Designation and/or logos (as appropriate).

12.2 Branding

(i) Official Programme:

- LONGINES Mark and Series Mark on the front cover.
- 1 LONGINES advertisement on back cover.
- 1 LONGINES editorial in the 1st half of the programme (full page).
- 1 League editorial in the 1st half of the programme (full page) provided by the FEI.
- Series Mark and Official Event Title on the front cover as part of a branded banner which will be placed at the top of the Front Page, covering a minimum of 30% of the page. The design for the banner will be provided by the FEI, and can be customised in accordance with the local language by the Organiser. The Organiser has the option to produce the full Official Program utilising the LONGINES League of Nations Brand Identity, in which case the FEI will provide the Series Brand Guidelines;
- 1 full colour page FEI advertisement in the 1st half of the official programme of the Event;
- 1 full colour page FEI foreword, with a picture of the FEI President, in the 1st half of the official programme of the Event;
- 1 full colour page Series editorial in the 1st half of the official programme;
- Final layout to be sent to FEI for final approval prior production.

(ii) Event related material.

Series Mark to feature on all event related materials. LONGINES logo to additionally appear where the event sponsors are featured.

Event materials include but are not limited to:

- Any promotion, publicity and communication materials: event posters, advertisements, flyers
- Accreditations, tickets, VIP passes, invitations, parking passes. The front side of the tickets, accreditations, parking passes and invitations must be produced in accordance with the Brand Guidelines.
- Result list, standings, start lists, press and media releases. The Result List, standings and start lists must be produced in accordance with the Brand Guidelines.
- Media backdrops (press conference, flash interview area, mixed zone, kiss & cry, leader lounge) in accordance with the Brand Guidelines.

(iii) On Site Branding

All branded boards to be provided at the cost of FEI / LONGINES.

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

The rights described in section A (During the Event), and section B (During the LONGINES League of Nations) shall be considered separately and the rights set out therein shall not be cumulative.

(A) During the Event

In warm up/public areas/VIP area/press centre:

- FEI: minimum of 4 Series branded Perimeter Boards.
- FEI: minimum of 4 Series branded Perimeter Boards in the athlete's corridor entrance.
- LONGINES: minimum of 2 Perimeter Boards (minimum 6m long x 1m high) in the warm up area.
- LONGINES: minimum of 2 Perimeter Boards (minimum 6m long x 1m high) in the athlete's corridor entrance.
- 4 LONGINES clocks: 1 in warm up, 1 in main spectator entrance, 1 in VIP area, 1 in press centre (provided by LONGINES).
- Right for LONGINES to place a minimum of 6 "standers" in the circulation areas.
- Flags if used by the Organiser, to have 35% visibility for LONGINES and no other sponsor can have 25%.

In main competition arena:

LONGINES: at least 35% of the total available perimeter boards (each board measuring a min 6m long x 1m high or equivalent visibility when using LED boards).

5 LONGINES clocks:

- 3 in the competition arena in the corners;
- 1 at the athletes' entrance to the main competition arena;
- 1 triple face clock within the centre of the competition arena.

Start and finish signs exclusively LONGINES branded.

LONGINES numbers for the numbering of the obstacles.

A right for LONGINES to have LONGINES branding at the dedicated area, if any, where the photographers are located during the event.

1 giant screen: exclusively LONGINES branded.

(B) During the LONGINES League of Nations competition (additional branding)

In Warm Up/public areas/VIP area/press center:

- Minimum of 4 LONGINES branded Perimeter Boards (minimum of 6m long x 1m high) in Warm-Up Area.
- Minimum of 4 Series branded Perimeter Boards (minimum of 6m long x 1m high) in the Warm-Up Area.
- Minimum of 4 LONGINES branded Perimeter Boards (minimum of 6m long x 1m high) in the athlete's corridor entrance.
- Minimum of 4 Series branded Perimeter Boards (minimum of 6m long x 1m high) in the athlete's corridor entrance.
- Flags if used by the Organiser, which will represent a 35% visibility.

In main Competition Arena:

- LONGINES branding: 35% visibility of the available Perimeter Boards (each board measuring a minimum of 6m long x 1m high or equivalent visibility when using LED

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

boards). No other sponsor can have more than 25% of visibility on Perimeter Boards. Where the Organiser is responsible for the Host Broadcast Production, the Organiser must guarantee that the LONGINES branding will be shown on TV, to the extent that the relevant competitions are televised.

- Series Mark: 10% of the available Perimeter Boards (each Board measuring a minimum of 6m long x 1m high or equivalent visibility when using LED boards).
- 5 LONGINES clocks:
 - o 3 in the Competition Arena in the corners;
 - o 1 at the athletes' entrance to the main Competition Arena.
 - o 1 triple face clock within the center of the Competition Arena.
- Flags if used by the Organiser, which will represent a 35% visibility and no other sponsor can have more than 25%.
- 1 giant screen: exclusively LONGINES branded.
- Placement of 2 LONGINES banners (600 cm x 90 cm) between the Warm-up Arena and the entrance of the Competition Arena (left and right, close to the entrance of the Arena).
- A right for LONGINES to have LONGINES branding at the dedicated area, if any, where the photographers are located during the event.
- A right to have the arena crew to wear LONGINES branded polo, caps and windbreaker. The cost of the production will be covered by LONGINES.
- Creation of a kiss and cry backdrop with 35% visibility for LONGINES, 10% for the Series Mark, and the name of the Event. No other sponsor can have more than 25% of visibility.
- Photo shooting, filming and interviews with the winners.
- If any Backdrop to the podium stage is used, then there will be exclusivity for LONGINES Mark and Series Mark.

Obstacles:

- **During the Event**
 - o LONGINES will have at least 2 LONGINES obstacles of which at least 1 will include clocks on the obstacle in active use with a direct TV view where possible.
- **During the LONGINES FEI League of Nations Competition**
 - o LONGINES will have at least 2 LONGINES obstacles of which at least 1 include clocks on the obstacle in active use with a direct TV view where possible.
 - o LONGINES will have an original LONGINES triple fence including the clocks on the obstacle provided by LONGINES in active use with a direct TV view.
 - o Any of the above obstacle shall be the last obstacle.
 - o Series branded obstacle, this obstacle to be provided and maintained by the FEI, such Series obstacle to also be used during the Jump Off.

Back Drops

Leader Lounger/Kiss and cry / press / flash interview backdrops with 35% visibility for LONGINES, 10% for the Series Mark, and the name of the event. No other sponsor can have more than 25% of visibility.

No other sponsor can have more than 25% of visibility.

Arena Crew/OC Staff

If the Organiser produces its own arena crew branded polo, caps and windbreaker for the event a LONGINES Mark shall be included (in a size not smaller than any other sponsor logo). **Arena**

If requested by Longines, Longines branded caps and lanyards for the Organiser's staff and volunteers to be provided by Longines, at Longines' costs.

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

Arch

LONGINES right to have the placement of an arch bearing exclusively 3 LONGINES Marks and 2 Event Marks at the entrance and/or exit of the horses to the competition floor/show jumping arena (1 LONGINES big logo on the top, 2 smaller logos on the sides for LONGINES Mark and Event Mark) during all competition days and classes.

TV Tower

If the TV tower, if any, is branded, the LONGINES Mark (35% visibility) and Series Mark (10% visibility) shall be displayed. No other sponsor may have more than 25% visibility.

Photography Area

A right for LONGINES to have LONGINES branding at the dedicated area, if any, where the photographers are located during the event

Official Cars

The LONGINES Mark and the Series Mark will be printed when possible on the official cars of the organisation.

LONGINES Prize for Elegance

LONGINES shall be authorised to organise a LONGINES Prize for Elegance during the Event.

Podium Stage

If any Backdrop to the Podium stage is used, then there will be exclusivity for LONGINES Mark and Series Mark.

Corporate countdown (Final Only):

At Longines' discretion, Longines could install a countdown in the city of where the Longines FEI Jumping Nations Cup™ Final will be held. The cost of the location and installation should be borne by the FEI. Longines will deliver the countdown including the technology and design. Location and positioning to be agreed by Longines and FEI.

12.3 Digital

- (i) Editorial control over the official FEI digital platforms remains solely with the FEI.
- (ii) The Organiser shall prominently place the series branding on the event homepage and competitions pages and mobile applications, with a link to the Series homepage in the main navigation.
- (iii) The Organiser shall promote FEI.org as the destination page for the series. The FEI to promote and link to the event website on the relevant event page on FEI.org.
- (iv) The FEI to licence content free of charge to the Organiser which can be published on the Organiser digital channels to promote the series and the event.
- (v) The FEI and the Organiser to closely work together to maximise digital and social media exposure and engagement for the event and the series.
- (vi) The Organiser will tag Longines on relevant Event and Series social media posts (except where it would negatively impact Longines' reputation).

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

Website and Mobile Application

- FEI Banner on homepage of the Organisers website with links to the FEI website and FEI.TV representing 30% of available space.
- Series Mark and LONGINES Mark on the homepage of the Event website and mobile application with a link to the LONGINES website without scrolling down.
- Dedicated section/page in the Event's website and mobile application about the Longines League of Nations Series, on which the LONGINES Mark shall be visibly placed with a link to the LONGINES' website without scrolling down.
- LONGINES clock and corporate countdown on homepage to be visible without needing to scroll down.

12.4 Longines Booth

The Organiser shall provide a space at a premium location and, to erect, at FEI/ LONGINES cost, a merchandising and/or promotional booth for LONGINES. LONGINES booth to be a size of 50m² in a premium location.

The Organiser shall provide to Longines, free of charge, if requested by Longines, an additional exhibition space in the Village or other placement to be defined between the Parties (if available) to place a Longines blue horse.

The Organiser shall provide to LONGINES, free of charge, all electricity needs for the exhibition area(s) mentioned above and shall be responsible, at its costs, for the 24h security of such area(s).

12.5 Hospitality

12.5.1 Qualifiers

- *FEI Hospitality Rights:*
 - (i) The FEI shall have the right to 6 grand stand tickets in best category. If the FEI requires some VIP places (including catering) it shall be at the FEI's cost and the Organiser shall use best efforts to provide the FEI with such VIP places.
 - (ii) For each day of the Event, FEI shall be entitled to 1 VIP table of 8 person or equivalent, such as dedicated ring side tables if applicable, free of charge, including parking, food and beverage with high quality service with access or view on the Competition Arena or Grand stand ticket (if no ring side tables). FEI to confirm its activation of this right to the Organiser no later than 6 weeks before the Event.
 - (iii) In addition, the FEI shall be entitled to request a maximum of 2 VIP tables (8 persons each) in total to be used during the Event, at the FEI's discretion and at the FEI's cost, including parking, food and beverage with high quality service with access or view on the Competition Arena or Grand stand ticket (if no ring side tables) and to be communicated to the Organiser no later than 6 weeks before the Event. The FEI shall confirm to the Organiser the definitive number of persons attending and the tables / seats requested by the FEI.
- *LONGINES Hospitality Rights:*
 - (iv) For each day of the Event, Longines shall be entitled to 5 VIP tables of 8 persons (40 persons) or equivalent, such as dedicated ring side tables if applicable, free of charge, including parking, food and beverage with high quality service with access or view on the Competition Arena or Grand stand ticket (if no ring side tables).

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

12.5.2 Final:

FEI Hospitality Rights:

- (v) The FEI shall have the right to 5 grand stand tickets in best category.
- (vi) The FEI shall have the right to 1 VIP table of 8 (ring side) in shared hospitality with an unobstructed view, with complimentary food and beverages. FEI to confirm its activation of this right to the Organiser no later than 6 weeks before the Final.
- (vii) In addition, the FEI shall be entitled to a space in the VIP area accommodating 50 (fifty) persons, non-seated with an unobstructed view of the arena in close proximity to the Longines hospitality area with complimentary food and beverages. Any branding, tables and seats will be provided by the FEI.

LONGINES Hospitality Rights

- (viii) For each day of the Event, Longines shall be entitled to 8 VIP tables of 8 (64 persons) or equivalent, such as dedicated ring side tables if applicable, free of charge, including parking, food and beverage with high quality service with access or view (unobstructed) on the Competition Arena or Grand stand ticket (if no ring side tables).

12.5.3 Qualifiers and Final:

- (ix) LONGINES shall have the right to choose the position and location of their table inside the VIP tent.
- (x) LONGINES branding and personalisation allowed (napkins, flags, etc).
- (xi) Course walk with LONGINES guests for the LONGINES League of Nations and LONGINES Grand Prix Competitions with FEI or/ officials.
- (xii) Priority given to LONGINES for any additional VIP package purchase for the days of the LONGINES League of Nations Competition.
- (xiii) A dedicated room (20m²) for the promotional material will be allocated to LONGINES free of charge near the VIP tent, subject to availability.
- (xiv) Up to 20 general tickets free of charge for each competition day to access the Competition Arena.
- (xv) The Organiser will provide to LONGINES, 1 hostess free of additional cost to welcome LONGINES VIP guests where LONGINES has such VIP guests.

12.6 Accommodation

LONGINES: 5 rooms per day at the hotel partner of the event at the Organisers cost during the Event as well as two days before the start of the Event and the day after the last day of the Event. The Organiser shall undertake all commercially reasonable efforts that the minimum hotel category is 4 or 5 stars, but in any case never less than 4 stars.

LONGINES Timing: 1 single room for each Specialist (total maximum of 7 rooms) per day of the event at the Organisers cost.

FEI: 1 room per day of the Event at the hotel for the FEI representative.

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

12.7 Prize Giving Ceremony

B. LONGINES League of Nations competition

(i) LONGINES has the following rights for the prize giving ceremony:

- Sashes for winning team (x5, LONGINES and Series branded).
- Rugs for the winning team (x5, LONGINES and Series branded).
- Rosettes for all placed teams (Series branded).
- LONGINES League of Nations Pillars and LONGINES Pillars
- The branding of the podium shall be agreed upon by the Parties.
- Triple faces clock.

(ii) Right for LONGINES to present a trophy and a watch to the winning team (4 riders (5 for the Final) and 1 Chef d'Equipe) right before the national anthem. Where the Organiser is responsible for the Host Broadcast production, the Organiser shall make best efforts to have the ceremony integrated live on TV.

Prize-giving ceremony shall follow the applicable protocol provided by the FEI, with the right for LONGINES to be the first to present

12.8 Other

- The security in the VIP area, in the Sponsor Village or where LONGINES installs its promotional material will be provided to LONGINES, free of charge.
- The LONGINES Mark and the Series Mark will be printed when possible on the official cars of the organisation.
- LONGINES shall be authorised to use, free of charges, a forklift with driver for its own use (materials, obstacles, etc.).
- If requested by LONGINES, the Organiser shall, free of charges, provide 1 or more persons to assist in assembly and dismantling of LONGINES' materials.
- Longines shall have the right to distribute promotional material during the Event.
- Free access to all venues for Longines' organising team and parking facilities on the competition ground (except the security zone). The responsibility for access to the Longines VIP tent will remain with LONGINES (including LONGINES photographers and camera crews).
- Longines has the right to have an ENG camera crew at the Venue for non-competition footage and for LONGINES internal and promotional use.
- Press Centre:
 - o Press conference to be held immediately after the prize giving ceremony
 - o Press backdrop (including Longines branding) to be clearly visible
 - o Right for Longines to give away press packs/press gifts
- Right for Longines to organise a media event

Video spots on Giant Screen (and Close Circuit Television if available):

- A LONGINES spot of a minimum duration of 30 seconds to be shown on video-wall for a minimum 10 times per competitions day. The LONGINES spot has to be played as the last spot prior to the start of the LONGINES League of Nations Competition, during the break of each such competitions and as the last spot prior to the start of the Prize Giving ceremony of the LONGINES League of Nations Competition.
- An FEI promotional video to be played a minimum of 6 times per day during each day of the Event.

LONGINES LEAGUE OF NATIONS™ – BID GUIDE

Speaker Announcements

- A minimum of five (5) verbal mentions of the Longines League of Nations during the Longines League of Nations competition.
- A minimum of two (2) LONGINES editorial announcements during the Longines League of Nations Competition.
- Including references to LONGINES Rankings.

13. Confidentiality and Formalities

13.1 Confidentiality

Each Candidate acknowledges and agrees that this Bid Guide and any documents shared by the FEI with the Candidate in relation to the bidding process contain commercially sensitive information and their contents are and shall remain confidential and are protected from disclosure.

Each Candidate, by accessing this Bid Guide, accepts and agrees to:

- limit disclosure of any Confidential Information to the members of its organising committee, its National Federation and its accountants, lawyers, financial advisors or other experts (collectively the “Representatives”) who have a need to know such confidential information in connection with its Bid Application, and only for that purpose;
- advise its Representatives of the sensitive nature of the confidential information and of the obligations set forth in this Agreement and require such Representatives to keep the Confidential Information confidential;
- keep all 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
- not disclose any Confidential Information received by it to any third parties (except as otherwise provided for herein).

13.2 Formalities

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

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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 makes any representation or warranty or accepts any responsibility for the accuracy or completeness of the information contained in this Bid Guide or in any subsequent correspondence by the FEI in relation to this Bid Guide or the bid process.

To the maximum extent permitted by 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.

The Candidate should at the request of the FEI be prepared to discuss any aspect of its bid. The FEI will not be obliged to discuss reasons for declining any bid.

1.1. Contact persons

For questions, please contact bidning@fei.org.