



## **2014 FEI WORLD JUMPING CHALLENGE**

To further improve the popularity and standard of Jumping in your country, please follow the guidelines given below:

### **1. HOW TO HANDLE ORGANISATION**

The following suggestions by the FEI are aimed to improve the popularity and media coverage of the competition, during the current season. The FEI highly recommends that you try to put them into practice:

#### **1.1 Person Responsible for marketing/sponsoring within your Federation**

He or she should maintain full contact with the press, TV, etc. and ensure that they are informed on progress, timetable, composition of the Ground Jury, names of competitors and horses etc. This person should also be responsible for publicity and public relations organisation at the event.

#### **1.2 Liaison with the Press**

The Person Responsible for marketing/sponsoring should mail the Press Release from the FEI with the results from the previous year to the Press (if any), 10 days before the start of the competition.

#### **1.3 Liaison with your National Television Company**

Utmost attention should be paid to TV coverage, for TV coverage and the subsequent broadcast of the competition is, of course, the ideal method of making the competition known amongst a widespread and numerous public. The Person Responsible should be tasked with this liaison and should begin very early with arrangements for TV coverage.

#### **1.4 Cocktail Parties at the Event**

Organize a cocktail party before or after the event, to which the Press, competitors, all Officials and the Sponsor (or representatives) if present, should be invited.

#### **1.5 Riders are to be informed of the following:**

"Any rider entered by his or her NF in the FEI World Jumping Challenge Competition concedes the rights of any photographs of the rider and/or horse and accepts their publication in any FEI Publications and FEI Website."

### **2. APPOINTMENT OF JUDGES FOR THE COMPETITION**

National Federations are invited to appoint qualified Judges to judge the competitions in accordance with the rules for the competition.

### 3. DOCUMENTS TO SEND TO THE FEI

Immediately (it should reach the secretariat not later than 14 days) after the event:

- FEI World Challenge Start List providing the riders names as well as their coach's name (considering the FEI World Jumping Challenge is linked to the Coaching System, this information it is very important for us in order to follow the pupils of each coaches)
- One copy of the event programme. (As riders are allowed to start two horses, it must be remembered that only one horse can count for the worldwide standings and that **this horse must be declared before the start of the first round of the first competition and must be ridden first in each first round**).
- Results, clearly written on the enclosed special 4 rounds, and team results sheets. (excel sheet)
- List of the team (s) members
- The Judge's report.
- Photos of the competition with names of all the people figuring on them clearly written in English, either on the photos, or on a separate list.
- Press clippings relating the event.

### 4. FEI BRAND

The FEI logo being a registered trademark, we ask that all use of it be according to the FEI Brand Guidelines which you will find on the FEI website under: [www.fei.org](http://www.fei.org) > FEI > Commercial > Marketing.

### 5. HOW TO PLAN ON THE MEDIUM/LONG TERM

In the medium and long term, The FEI World Jumping Challenge can be optimized as follows:

#### 5.1 Place one of the Jumping Competitions in conjunction with the FEI World DRESSAGE Challenge.

This would involve the public far more in the Dressage Competition and present a more interesting structure for the media. A complete set of printed results must be handed to the Judges prior to leaving to the next stage.