

GUIDELINES FOR ORGANISERS OF THE COMPETITION

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 (see Art. 4.4 and 4.5 of the FEI Jumping World Challenge rules).

3. 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:

<http://inside.fei.org/fei/about-fei/commercial/branding>.

4. DOCUMENTS TO SEND TO THE FEI

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

- One copy of the competition programme, including start lists.
- Copy of the results signed by the official FEI Judges
- Copies of all forms used to declare the official horse when an athlete rides more than one horse. These forms must be signed by the athlete and the Foreign Judge (or President of the Ground Jury). It must be remembered that only one horse can count for the 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.**
- The FEI Judge's report.
- Photographs of the competition **with names of all the people figuring on them clearly written in English, either on the back of the photographs, or on a separate list.**
- Press clippings relating to the competition.

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 Events in conjunction with the FEI DRESSAGE World 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.

5.2 If the logistical aspect of organizing a multi discipline show is too complex, it is also possible to consider organizing the FEI Jumping World Challenge in conjunction with a National Competition. Use the course plans for lower categories and age classes.

Considering it is possible to organise two out of the three competitions of the FEI Jumping World Challenge over the same weekend (see Rules Art. 4.2), it might be interesting to plan organising Competition 1 earlier in the season (as the technical level and height is lower) and then plan to organise Competition 2 and Competition 3 during the same weekend at a later time. From a logistical aspect and to save cost organising two competitions during the same show is worth considering. Organisers may also decide to organize Competition 1 and Competition 2 together and Competition 3 at a later time (perhaps as part of the National Championship).

Whatever you decide, make sure the Challenge competitions are planned in your calendar taking into account the progression (technical and height) between competitions to fit your athletes progression throughout their season.