



## F.I.H. BID DOCUMENT

### F.I.H. REQUIREMENTS FOR THE ORGANISATION OF THE QUALIFYING TOURNAMENTS FOR THE XXIXTH OLYMPIC GAMES, 2008

Section	Table of Contents	Page
1	Introduction	1
2	Contractual Requirements	5
3	Financial Requirements	6
	FIH Responsibility Chart	8
4	Technical Requirements	9
5	Marketing, Sponsorship and Advertising	17
6	Media Requirements	21
7	Television Broadcast Policy and Requirements	24
8	Protocol Requirements	28

## SECTION 1

### INTRODUCTION

#### 1. Preamble

The International Hockey Federation (FIH) is very pleased that your National Association has expressed interest in hosting one of the Qualifying Tournaments for the 29<sup>th</sup> Olympic Games, Beijing 2008.

The qualification criteria for the Olympic Games, 2008 provides for three separate men's and women's qualifying tournaments, each comprising six (6) teams. The format for each tournament will be in accordance with the FIH Tournament Regulations for a one pool competition with final classification play-off competition. The tournaments will be played over a period of 9 days (with 3 rest days for each team). All the teams will play against each other, followed by finals. The finals will comprise the 1<sup>st</sup> ranked team v. 2<sup>nd</sup> ranked team (to determine 1<sup>st</sup> and 2<sup>nd</sup> places with the 1<sup>st</sup> team qualifying for the Olympic Games), the 3<sup>rd</sup> ranked team v. 4<sup>th</sup> ranked team (to determine 3<sup>rd</sup> and 4<sup>th</sup> places) and the 5<sup>th</sup> ranked team v. 6<sup>th</sup> ranked team (to determine 5<sup>th</sup> and 6<sup>th</sup> places).

The successful organisation of an FIH World Level event will mean a great promotion for hockey both in the host country and internationally. The FIH has set itself the following objectives for successful events:

- Fair result and satisfied players (with appropriate technical arrangements)
- Promotion for hockey
- Full stands and value for money
- Positive financial result
- Impeccable organisation
- Memorable event

Bidding countries should be aware that the FIH endeavours to ensure that its world level events to the fullest extent possible are successful on all fronts, including a valuable and lasting legacy for the host National Association. An FIH World Level Event should be more than a hockey tournament; it should be a memorable experience, full of excitement, life and atmosphere, both on and off the field of play. In this respect, it is worth noting that the issue of spectators, and therefore, the ticketing strategy, is of particular importance. Spectator stands full of vocal, interested spectators will make the critical difference in achieving an electric ambience.

FIH is fully committed to working in close co-operation and partnership with host countries to ensure success.

*About these guidelines:*

The main objective of these guidelines is to help bidding countries to present a thorough technical and marketing/commercial strategy and plan for their event bids. At the same time it will assist those responsible for assessing the documents and making recommendations to the FIH Executive Board by ensuring a consistency of content, making the bids much easier to evaluate on a comparative basis.

We wish you all the best in preparing your bid presentation document. If you have any questions or require assistance, please feel free to contact Dennis Meredith, FIH Events Manager at the FIH office in Lausanne (Tel. + 41 21 6410606 or email: [dennis.meredith@worldhockey.org](mailto:dennis.meredith@worldhockey.org)).

#### 2. Co-operation

The FIH has defined the above objectives for the success of all FIH tournaments and has developed a considerable bank of knowledge in relation to all aspects of the organisation of events. The FIH seeks to work very closely with organisers to give the utmost assistance to ensure the success of the event. In so doing, the FIH seeks to share its knowledge and expertise with all organisers. If required, it will also enable the FIH Events Manager and/or the FIH Marketing Consultant, and any other person who the FIH in conjunction with the Organiser considers may be able to provide assistance, to visit the location of the Event to provide guidance, assistance and advice to the Organiser. The FIH believes it has a great deal to contribute and believes it is able to add real value to the organisation of the event.

#### 3. Offer to Host

See Section 2, *Contractual Requirements* for mandatory pre-requisites for a National Association applying to host this event.

#### 4. Closing Date

The closing date for a National Association to lodge a bid for the events is **Friday, 25 August, 2006.**

## 5. Bid Proposal Document by National Association (Event Bid Criteria Guidelines)

This Bid Proposal Document is to be used by National Association bidding either for one of the men's or women's Olympic Qualifying tournaments. A separate bid must be made for either one of the men's tournaments or women's tournaments. In addition, a bidding nation may submit a proposal to host a joint men's and women's tournament.

Each National Association applying to host is required to submit a written proposal containing full details in relation to the following:

### 5.1 Introduction

- Brief summary of your Association's bid
- Details of previously hosted FIH and/or Continental events (if any).

### 5.2 The proposed host City/Town

- Location (including map showing venue, main transport links, hotels, hospitals, surrounding towns, places of interest).
- Population.
- Climate (at the proposed period of the event).
- International/local transport facilities.
- Leisure/restaurant facilities.
- Experience of the town/city hosting hockey and/or other major sporting events.

### 5.3 Organising Committee

- Names and experience of those likely to be key members of the Organising Committee, including local expertise, hired consultants (i.e. Media and Public Relations Consultants) and previous organising experience.
- Give an indication of the intended organisational/management structure as well as the human resources (including volunteers) available in preparation for and during the event.

### 5.4 Proposed Event Dates and Match Programme

- Give your proposed tournament dates
- Tournament to be staged in the period mid-November 2007 until April 2008 over a period of 9 days.
- Provide your provisional match schedule (playing days, rest days, match times).
- Details of any other major events to be held in proposed city during the proposed tournament dates.

### 5.5 Objectives:

- List the objectives of the National Association, both for the event and for the long term legacy for your Association.

### 5.6 Event Venue

- Total capacity of the stadium (seated and standing).
- Number of fixed seating for spectators (permanent and/or temporary stands).
- Number of spectators able to be accommodated in addition to those in fixed seating.
- Total number of covered seats.
- Details of facilities available at the stadium.
- Stadium layout plan (proposed, if not already in existence or if major modifications are planned).

### 5.7 Hotel accommodation/meals

- Do you intend to nominate a hotel as the 'tournament hotel', and, if so, the details of the hotel, including anticipated accommodation/meal costs.
- Details of hotels available for teams, including anticipated accommodation/meal costs.
- Details of hotel for technical officials.
- Details of hotel(s) for media, including anticipated accommodation/ meal costs.
- Details of hotels for visiting spectators, including anticipated accommodation/meal costs.
- Details of proposed per diem (daily allowance) for technical officials (see Section 3, para 4.1)

### 5.8 Marketing Information

#### *Spectators:*

- What is the profile and popularity of hockey within the host country?
- Actual number of players.
- Indicate the spectator potential over the period of the event.
- Indicate plans for spectator support activities (i.e. exhibition, entertainment)

- Outline your spectator promotional plans (including details of tournament website, etc) both nationally and internationally.
- Fall-back plan to fill the stands on identified 'potential lower attendance' days.

*Commercial:*

- Describe your ticket sales strategy:
  - pricing structure (season tickets, day tickets, adults, children, students, pensioners, etc)
  - how will tickets be sold
  - what allocation, if any, will be made to member Clubs
  - group rebates
  - advanced booking benefits
  - projected pre-tournament sales per month
- Describe your potential to secure sponsorship/commercial funding.
- Indicate any sponsors already secured that you would expect/intend to have involved.
- Give details on existing stadium franchisees (if any)
- What is your potential to secure other funding?
- What is your potential for local government/local authority/sporting organisation support?
- What is your potential support for promotional activities?
- What is your proposal for merchandising?
- What is your proposal for packaged tours?
- Facilities available for sponsors.

## 5.9 Media and Television

*Television coverage is one of the key selection criteria for the awarding of this event.*

*The minimum requirement is for **full coverage of the final two days**, including the closing ceremony, suitable in all respects for international broadcast purposes and fully cleared for international exploitation and **one camera coverage for pool matches Days 1-4** for international news feed and disciplinary purposes.*

- Details of proposed television coverage for the event (see Section 7), including full details of any television coverage to be offered in addition to the minimum requirement.
- Indicate your potential to secure an event host broadcaster.
- Detail the hockey production experience (if any) of your potential broadcaster.
- What is the potential local/state/national media interest (including print and radio) in the event for which you are bidding?
- Indicate that the proposed host broadcaster is prepared to accept a nominated specialist broadcast crew (provided by and fully funded by FIH) to perform one or more of the roles set out in Section 7, para 3.6)

## 5.10 Event Budget

- Include a detailed breakdown of both income and expenditure (see Attachment 2), including the current financial requirements, detailed in the 'FIH Responsibility Chart'.

## 5.11 Support Documents

Please supply:

- Letters of support for your bid from appropriate sporting, government organisations, host television broadcaster and/or potential sponsors.
- Location map (see paragraph 5.2 above).
- Photos/layout of the stadium (if in existence).

## 5.12 Additional activities/offers

Describe any additional activities/offers you intend to undertake over and above the minimum requirements contained in this document.

## 6. Presentation of Bids

The Executive Board has formed a Bid Evaluation Committee that will be responsible for evaluating the bids and making a recommendation to the Executive Board concerning which offer to host the event should be accepted. As part of this process, the Bid Evaluation Committee may wish to interview representatives of a National Association that has submitted a bid. You will be further advised should the Bid Evaluation Committee wish to interview you.

For your information the Bid Evaluation Committee comprises:

- Peter Cohen, Hon. Secretary General, FIH
- Jean-Pierre Strebel, Hon. Treasurer, FIH
- Steve Jaspan, Chairman, FIH Events/Competitions Committee
- Peter-Paul Lathouwers, Chairman, FIH Marketing Committee
- Hans Bertels, Executive Director, FIH
- Dennis Meredith, Events Manager, FIH
- Steve Morris, Marketing Manager, FIH

## 7. Check List

It is compulsory for a bidding National Association to fully complete the pro forma Check List provided (see Attachment 1). The purpose of the Check List is to ensure a bidding National Association has addressed all aspects of the bid before submitting its written Bid Proposal it to FIH. It will provide assistance to the Bid Evaluation Committee when assessing the bid. The Check List covers the following:

- Contractual Requirements
- Host City/Organising Committee Structure
- Tournament dates/ Provisional Match Schedule
- Objectives for host National Association
- Financial Requirements
- Technical Requirements
- Marketing/Sponsorship Requirements
- Media Requirements
- Television Requirements
- Support Documents

## SECTION 2

### CONTRACTUAL REQUIREMENTS

#### 1. Bid Proposal Documents

Each National Association applying to host is required to deliver copies of the following documents:

- One (1) signed copy of Offer to Host (see para 2 below)
- Two (2) signed copies of the Agreement (see para 3 below)
- Eight (8) copies of detailed Bid Proposal Document (see Section 1, paragraph 5)
- Eight (8) copies of the full completed Checklist
- Eight (8) copies of the fully completed Event Budget
- One (1) electronic copy of all documentation

#### 2. Offer to Host

Each National Association applying to host is required to deliver with its bid a signed copy of the Offer to Host document (see Attachment 3).

This document may only be signed by the President, Secretary General and/or Executive Director of the bidding National Association.

#### 3. Agreement Governing the Organisation of the Event

At the time of lodgement of the bid a National Association applying to host the event is required to deliver two (2) signed copies of the Agreement to Organise and Conduct the Event (see Attachment 4).

This Agreement may only be signed by the President, Secretary General or Executive Director of the bidding National Association.

If the bid is accepted the Agreement will be signed by the President, Hon. Secretary General and/or Executive Director of the FIH and one copy will then be returned to the National Association whose offer to host the event is accepted within 7 days of the acceptance by the F.I.H.

#### 4. Payment of Deposit

Each National Association applying to host is required to lodge a deposit equal to 5% of the hosting fee (1,250 Euros) when lodging its bid. The deposit will be applied as follows:

- If the offer to host is withdrawn at any time before it is accepted, the deposit shall be refunded by the F.I.H. to the National Association within 30 days of the date the withdrawal is received by the F.I.H.
- If the offer to host is not accepted by the F.I.H. the deposit will be fully refunded by the F.I.H. to the National Association within 30 days after the date of the award of the organisation of the event by the F.I.H. Executive Board.
- If the offer to host is accepted by F.I.H. the deposit will be applied as a part payment of the hosting fee payable.
- If the National Association withdraws after acceptance by the F.I.H. the deposit shall be forfeited to the F.I.H.

## SECTION 3

### FINANCIAL REQUIREMENTS

#### 1. Hosting Fee

- 1.1 Amount: 25,000 Euros
- 1.2 Payment: Deposit of 1,250 Euros on lodgement of bid and balance not later than three months after the conclusion of the event.

#### 2. Return Travel – Technical Officials

- 2.1 FIH Representative to be provided with return travel tickets (on the basis of best available economy intra-continental or business class inter-continental) preferably at their choice of airline company and itinerary.
- 2.2 Technical Officials to be provided with return travel tickets (on the basis of best available economy class) for arrival as follows:
  - (i) Tournament Director:  
To arrive on the third day preceding the first day of the tournament unless special circumstances require an earlier arrival.
  - (ii) Umpire Manager and Umpires:  
To arrive on the third day preceding the first day of the tournament.
  - (iii) FIH Marketing Representative  
To arrive on the third day preceding the first day of the tournament.
  - (iv) Technical Officers, Judges and FIH Medical Officer:  
To arrive on the second day preceding the first day of the tournament.

If the tickets for these Technical Officials are not received 28 days prior to commencement of the event, the FIH will make the appropriate travel arrangements, and must be reimbursed by the Host National Association in US\$ or Euros before the start of the event.

- 2.3 Technical Officials must not be forced to arrive more than 48 hours (Umpires' Managers and Umpires not more than 72 hours) prior to the start of the tournament or to leave more than 24 hours after its end. If these conditions are not fulfilled, the FIH shall be permitted to either arrange their travel schedule on the Host National Association's account (same procedure of reimbursement as above) or to agree upon the travel arrangements as proposed by the Host National Association, who will then have to meet all their additional accommodation and full board expenses, if any.
- 2.4 In case of an emergency appointment or replacement of a Technical Official by the FIH less than 28 days prior to the start of the tournament, the FIH is always entitled to arrange the travel at the cheapest conditions on the Host National Association's account (same reimbursement procedure as above).

#### 3. Hotel Accommodation

- 3.1 Preferably, all Team Parties and Technical Officials should be accommodated in the same hotel. If this is not possible, Team Parties in one hotel and Technical Officials all together in another hotel within walking distance.
- 3.2 Each team party must be accommodated on the same floor. The Umpires' Manager and all Umpires must be accommodated on the same floor.
- 3.3 Single room accommodation to be provided for the FIH Representative, Tournament Directors, FIH Medical Officer, Umpires' Manager and FIH Marketing Representative.
- 3.4 Twin room accommodation to be provided for Technical Officers, Judges and Umpires provided that the rooms provided contain standards beds of equal size and that the dimensions of the room be at least 25 m<sup>2</sup>. If an organising committee is unable to provide accommodation of this nature, single room accommodation must be provided.

#### **4. Full Board – Technical Officials**

- 4.1 While breakfasts should be included in the accommodation, per diems (daily allowance) must also be provided to technical officials. The amount of these per diems should reflect local costs and be sufficient to cover at least two meals and reasonable out of pocket expenses. The per diems are to be agreed between the FIH and the host National Association at least 28 days before the commencement of the event.
- 4.2 The responsibility of the host organiser commences:
- (a) For the Tournament Director, Umpires' Managers and Umpires, with lunch on the third day preceding the first day of the tournament and ends with breakfast on the day following the last day of the tournament.
  - (b) For the other Technical Officials with lunch on the second day preceding the first day of the tournament and ends with breakfast on the day following the last day of the tournament.

#### **5. Internal Transport**

- 5.1 All Team Parties and Technical Officials must be provided with internal transport, free of charge, from/to airport/railway station, official tournament hotel(s) (as designated by the host organiser) and venue. In the event of a team not staying at an officially designated tournament hotel(s) any additional transport costs are at the account of the individual team.
- 5.2 Team Parties must be provided with internal transport, free of charge, from/to official tournament hotel(s) and designated training field(s) of play during the two days preceding the start of the tournament and during their respective rest days. Any additional transport costs for training during or prior to the two days preceding the start of the tournament are at the account of the individual team(s).
- 5.3 Transport from official tournament hotel(s) to be scheduled to enable Team Parties playing and Technical Officials on duty to arrive at the venue not later than one hour before their match and to leave the venue not later than one hour after it.
- 5.4 Regular shuttle bus service to be provided from/to official tournament hotel(s) and venue for Team Parties and Technical Officials not on duty at intervals of not more than two hours apart.
- 5.5 Regular shuttle bus service to be provided from/to official tournament media hotel(s) and venue for accredited media personnel.
- 5.6 Transport to be provided from/to official tournament hotel(s)/venue and places of official functions for Team Parties/Technical Officials.
- 5.7 Private cars or full time available pool cars to be provided for FIH Representative and Tournament Director.

#### **6. Training Facilities**

- 6.1 The official tournament field of play to be made available, free of charge, for all teams during the six days prior to the start and during the tournament, including training times under lights if the match schedule provides for night matches.
- 6.2 Cost of training facilities prior to the six days preceding the start of the tournament are at the account of the individual team(s).
- 6.3 Training times are to be allocated to all teams on a fair and equitable basis.

#### **7. Insurance**

- 7.1 The FIH shall be responsible for insurance covering travel, accidents and civil liability of the officials appointed by it and, if required, will produce a copy of its current policy to the host National Association.
- 7.2 The host National Association shall be responsible for insurance of all risks and must take out all appropriate additional insurance cover covering such risks and with such insurer as the FIH may reasonable require. All policies taken out by the host National Association must be in the joint names of the FIH and the host National Association covering their respective rights and interests.

The host National Association must send a copy of the proposed insurance policy or policies to the FIH for its approval.



## FIH RESPONSIBILITY CHART – REVISED MARCH 2004

In force as from: 1 March 2004

COMPETITION	No. of Teams	FIH Representative	Tournament Director	Technical Officers	Umpires' Managers	Umpires	Judges	FIH Marketing Representative	FIH Medical Officer	Medals	Hosting Fee in EUR (Euros)	
World Cup <i>Men &amp; Women</i>	12	1 TT + FBb	1 T + FBb	3(1) T + FB	2 T + FBb	15 (2) T + FB	4(1) T + FB	1 FBb	1 T + FBb	22x3	M 117,000 W 77,000	
World Cup Qualifier <i>Men &amp; Women</i>	12	1 TT + FBb	1 T + FBb	3(1) T + FB	2 T + FBb	15(2) T + FB	4(1) T + FB	1 FBb	1 T + FBb	Nil	M 40,000 W 40,000	
Olympic Games Qualifier <i>Men &amp; Women</i>	6	1 TT + FBb	1 T + FBb	2(1) T + FB	1 T + FBb	8(1) T + FB	3(1) T + FB	1 FBb	1 T + FBb	Nil	M 25,000 W 25,000	
Champions Trophy <i>Men &amp; Women</i>	6	1 TT + FBb	1 T + FBb	2(1) T + FB	1 T + FBb	8(1) T + FB	3(1) T + FB	1 FBb	1 T + FBb	22x3	M 77,000 W 40,000	
Champions Challenge <i>Men &amp; Women</i>	6	1 TT + FBb	1 T + FBb	2(1) T + FB	1 T + FBb	8(1) T + FB	3(1) T + FB	1 FBb	1 T + FBb	22x3	M 15,000 W 15,000	
Junior World Cup <i>Men &amp; Women</i>	16	1 TT + FBb	1 T + FBb	3(1) T + FB	2 T + FBb	20(2) T + FB	4(1) T + FB	1 FBb	1 T + FBb	22x3	M 10,000 W 10,000	
Continental Cup <i>Men &amp; Women</i>	12	FIH : 1	1	3(1)	2(1)	Neutrals	NA Umpires	4(1)	1	1	TBD by C.F.	M 1,600 W 1,600
		CF : 1	1			3	12(2) +					
		TBD	T + FB	T + FB	T + FB	8(1) ++	FB					
<i>If less than 12 teams number of officials to be determined</i>												

### KEY

TBD	To be determined
TT	Return travel (inter-continental business class; intra-continental economy class)
T	Return travel (economy class)
FBb	Full Board (Single room accommodation, bed and breakfast + daily allowance to be agreed with FIH)
FB	Full board (Twin room accommodation bed and breakfast + daily allowance to be agreed with FIH)
	Note: Twin room accommodation to meet requirements as set by FIH, otherwise single room accommodation.
BB	Bed and breakfast
12(1)	12 people, of whom 1 may be from the host country (subject to requisite standards required by FIH)
Nil	No provision to be made by the host country
+	6 matches per day
++	Maximum 4 matches per day
CF	Continental Federation

Updated May 2006

## SECTION 4

### TECHNICAL REQUIREMENTS

#### 1. Competition

One (1) Tournament of six (6) teams (18 matches).

#### 2. Number of days for the Tournament

Nine (9) days

#### 3. Dates for the Tournament

Tournament to be staged in the period mid-November 2007 to April 2008.

#### 4. Tournament Personnel

##### 4.1 To be appointed by FIH:

- (a) FIH Representative (1)
- (b) Tournament Director (1)
- (c) Technical Officers (2) – with one (1) technical officer appointed by FIH from the host National Association, subject to requisite standards
- (d) Umpires Manager (1)
- (e) Umpires (8) – with at least one (1) umpire appointed by FIH from the host National Association, subject to requisite standards
- (f) Judges (3) – with one (1) judge appointed by FIH from the host National Association, subject to requisite standards
- (g) FIH Marketing Representative (1)
- (h) FIH Medical Officer (1)

##### 4.2 To be appointed by Organising Committee:

- (a) General: Members of the Organising Committee, secretarial and administrative assistants, liaison officers, internal transport officers, security officers and other assistance as and when required.
- (b) Technical:
  - (i) Administrative assistant(s) (with adequate I.T. skills) to produce electronic match sheet on laptop at technical table
  - (ii) Score board / clock technician(s) to run scoreboard/clock at technical table
  - (iii) Ground Manager
  - (iv) Ground watering / cleaning staff
  - (v) Match statisticians
  - (vi) Ball boys/girls
- (c) Medical:
  - (i) Local duty doctor(s) to be available for each competition match
  - (ii) Stretcher bearers
- (d) Media:

Media Centre Manager for the day to day running of the media centre, including routine press conferences following matches. (refer to paragraph Section 6, para 1)
- (e) Security:

Security Manager to oversee all security control (refer to para 15)
- (f) Official Liaison Officer  

Liaison Officer for liaison between the Organising Committee and the FIH.

## 5. Field requirements

### 5.1 Competition field of play

- One (1) competition field of play with non-sand filled synthetic surface, without advertising on the playing surface, of a type approved by the FIH, as conforming to the requirements of the FIH specifications and having a Certificate of Compliance issued by one of the FIH accredited laboratories within the last two years. (See also paragraph 17)
- The synthetic field of play surface should continue with the same qualities of materials, slope and smoothness for a minimum distance of three metres (total) at the back-lines and 2 metres (total) at the sidelines before any obstruction is encountered. These overrun areas may be used for advertising conforming to the current FIH specifications and conditions.
- Stands and/or spectator mounds of appropriate gradient and capacity allowing full viewing capacity. As close as possible to field of play (no athletic track).
- Durable white field of play markings, flush with the surface and clearly visible, either inlaid into the carpet or of waterproof paint, complying with the current Rules of Hockey and the Certificate of Compliance.
- Goals and flags in accordance with the current Rules of Hockey plus one goal and two flags held in reserve. The following additional specifications for hockey goals are required for FIH events:
  - i The goal-posts, cross-bar and other parts of the overall goal frame must be either white, the natural light colour of metal or some other light colour which contrasts with the pitch and the ball.
  - ii The front corners and edges of the goal-posts and cross-bar must be rounded with a radius of 3mm +/- 1mm.
  - iii Brackets supporting the net or parts of the goal frame must not protrude outside the 50mm width of the goal-posts and cross-bar.
  - iv Frame fixings must not be attached to the side- or back-boards in a way which could result in a ball entering the goal rebounding from them.
  - v Side- and back-boards must be covered with a shock absorbing material such as rubber.
  - vi Any vertical part of the net support frame must be outside the net and fixed in such a way that a ball entering the goal cannot rebound from it.
  - vii Any horizontal part of the net support frame across the back or sides of the goal must be outside the net and fixed in such a way that a ball entering the goal cannot rebound from it.
  - viii The net must be fixed so that the ball does not pass between the goal-posts and the net or between the cross-bar and the net.
  - ix The net must be fixed at the back of the side- and back-boards so that the ball cannot pass beyond the net.
  - x The net must be fixed in a way which avoids injury to players; any external openings on the goal-posts, cross-bar or other parts of the goal frame must be less than 8mm or greater than 25mm; metal cup hooks must not be used and any spring hooks must have screw caps.
- A ball retaining fence or barrier surrounding the overrun area of the field of play and erected to an extra height behind the goal shooting areas for protection of spectators.
- Watering facilities capable of evenly wetting the entire field of play including the overruns within 8 minutes.
- Where the match schedule requires matches to be played under artificial lighting, this must be in accordance with FIH standards for the minimum requirements for play and television recording. (see *Guidelines to the Artificial Lighting of Hockey Pitches*):
  - Horizontal illuminance minimum 500 lux
  - Television recording vertical illuminance 1,000 lux

### 5.2 Warm-up/cool down field of play

- One (preferably) full size field of play which replicates closely the playing surface of the competition field of play and located within walking distance of it. In the absence of a separate field of play, the match schedule must accommodate a minimum warm-up time of 30 minutes on the field of play.
- Where a separate field of play is not provided, it is recommended that the minimum time between matches be at least 2 hours 15 minutes.

### 5.3 Hockey balls

- Only FIH approved balls must be used and participating countries will be advised of the selection at least six months prior to commencement of the competition.
- The availability of practice and pre-match warm-up balls is the responsibility of the participating countries.

#### 5.4 Team benches (or chairs) and stick storage

- A team bench (or chairs), to seat nine (9) people, must be located on each side of the Technical Officials' table at a distance of not more than 7.5 metres from it. The team benches must be set back at the same distance from the sideline of the field of play as the backside of the Technical Officials' table. It must have a protective cover against sun, wind, rain and field of play watering and allow the overseeing of the field of play (free sight lines).
- There must be a stick storage facility between the enclosure of the Technical Officials' table and each team bench (or chairs), with a moveable cover for protection against rain and field of play watering, sufficient to accommodate 16 large stick bags.
- Electrical outlet points for cooling or warming devices (if appropriate) and for team electronic equipment.

### 6. Technical Officials' table and equipment

#### 6.1 Technical Officials' Table

- Facility seating 4 persons at the table, sides open, on a platform with a height minimum of 25 cm above field of play level.
- The front should be at least 4 meters away from the sideline of the field of play.
- The facility must have a protective cover against rain, wind, sun and field of play watering.
- The sides must permit easy access to the field of play.
- For safety, there should be no glass cover, windows, etc. that may be exposed to hockey balls accidentally hit from the field of play.

The facility must be situated in line with the centre line of the field of play on that side where there is least annoyance for viewing by spectators.

The facility will include:

- An appropriate working table. The front and two sides of the table must be closed completely from the top of the table to the floor.
- Two (2) seats for the Technical Officials on duty, two (2) seats for the IT Administrative Assistant and Clock/score board operator and one (1) seat for the Reserve Umpire. Additional seats in the immediate vicinity of the Technical Official's table for those who have authority to be there (e.g. FIH Representative, Tournament Director, Umpires' Manager, FIH Medical Officer, Local Medical Officer)
- Two (2) x two (2) seats for temporarily suspended players on each side of the Technical Officials' table.

#### 6.2 Table Equipment

- Office stationery
- The remote control of the score-board and clock
- Electrical power outlets for score-board, clock, laptop computer and laser printer.
- Laptop computer configured with minimum of English Windows 2000 operating system, Office 2000 and Adobe Acrobat version 6.0.
- Laser printer to produce an electronic Match Report Sheet.
- Appropriate protection for laptop and printer (suggest covered box)
- Internet access for laptop computer to enable electronic communication from technical table to FIH offices, secretariat and Media Centre.
- A system of communication (telephone, walkie-talkies) that is linked to the Tournament Director, Press Centre and Public Announcer
- Two (2) audible hooters (horns)
- Two (2) stop watches
- One (1) set of official warning cards (green, yellow and red) as used by umpires
- One (1) spare whistle
- Two (2) sets of players substitution boards safe for handing over at high speed, water resistant, not temperature sensitive and marked with numbers from 1 to 32 (approximate sizes 30 cms x 40 cms)
- Two (2) FIH approved stick control rings
- Two (2) captain's arm-bands or ribbons in different colours, and safety pins
- One (1) set of FIH approved templates for checking the goalkeepers' hand protectors and pads (to be supplied by FIH).
- Bottle containing an 80% alcohol solution and 3 pieces of cloth for cleaning blood stained field of play.
- Plastic gloves (and waste disposal facility) for use of personnel responsible for cleaning blood stains from field of play.

### 6.3 Technical Table Papers

- Match and penalty-stroke competition report sheets, Rules of Hockey booklet, set of FIH Tournament Regulations, card registration forms, etc.

## 7. Venue requirements

7.1 The venue must have a capacity for a minimum of 2,500 spectators (seated and/or standing). There must be seated (stands / spectator mounds) accommodation for a minimum of 1,000 spectators.

7.2 A covered stand (minimum capacity 200-250) is to be provided for at least:

- Media People
- Players/Technical Officials not on duty
- VIP's, sponsors and guests
- Spectators

7.3 Sufficient sanitary/toilet facilities.

7.4 Parking space within or near to the venue, sufficient to accommodate transport for teams, Technical Officials, sponsors, guests and organising staff.

7.5 Adequate parking for spectators within walking distance from the venue or to be connected by shuttle service...

7.6 Clearly audible address system for announcements, anthems and audio effects at the competition field of play.

7.7 A Match Result Board (or electronic device) that permanently shows the comprehensive programme, the results to date of each match and the rankings to date, to be situated at the point where it can easily be seen during the event by the greatest number of people.

The same information is to be made available on a daily basis in print for the teams, media centre, Tournament Director and Technical Officials.

7.8 Score Board

A Score Board and clock (electronic timing), indicating the current score of the match and the current (or remaining) playing time to be installed at the competition field of play, to be operable from the Technical Officials' table. A 12-hour clock also to be visible from the competition field of play, the Technical Officials' table and the team benches.

7.9 Video Screen

Preferable, but not compulsory, a large video screen with replay facility for spectators in the stadium.

## 8. Changing Rooms

8.1 Teams

- Four (4) separate lockable changing rooms for each competition pitch for teams located in or within walking distance from the stadium. Each changing room to be equipped with an appropriate number of showers with hot and cold water, toilets, massage table, and electrical outlets for equipment (e.g. ultrasound).

8.2 Umpires

- One (1) separate changing room with the same equipment (except massage table) as for the teams. One (1) separate changing room at each competition field of play, if not at walking distance between two competition fields of play. Where possible, the umpires' changing rooms should be located away from those of the teams.

## 9. Medical Facilities

9.1 Personnel

- A local doctor must be on duty at the competition field of play during all matches.
- Stretcher bearers must be on duty at the competition field of play during all matches
- Person allocated with responsibility to clean pitch of blood stains.

## 9.2 Equipment

The provision of the following equipment is required beside the competition field of play:

- stretcher at or near the Technical Officials' table
- seating for stretcher bearers
- spinal board
- wood, aluminium or air splints for fractures of upper or lower limbs
- ambulance service (fully equipped, with unobstructed access).

## 9.3 First Aid Room

A First Aid Room (supervised by local doctor on duty) must be set up and equipped with:

- dedicated area and desk for FIH Medical Officer
- two treatment tables
- adequate lighting
- facilities for suturing cuts
- sterile / non-sterile bandages (e.g. elastic bandages), slings, band-aid type dressings, tape
- basic medicines
- analgesics (oral and injectable), including morphine, medicines for gastrointestinal disorders
- oxygen and means of administering it
- intravenous equipment and sterile fluids for treatment of severe heat exhaustion (in tropical zone).
- adequate splints and availability of morphine are essential.
- means of disposal of used sharp, sterile and non sterile equipment.

## 9.4 Dope Testing Facility

A drug control area must be available. It should comprise of a waiting room, a drug control room and a toilet facility. This area must be secure, private and reserved solely for drug testing purposes. Only individuals involved with testing are permitted entry to the drug control area. Ideally the waiting room, drug control room and toilet are adjacent. The required material as mentioned in the operative FIH Anti Doping Policy document at the date of the competition must be available. (A copy of the current FIH Anti Doping Policy may be obtained from the FIH office)

### (a) Waiting Room

The waiting room should contain:

- seating for athletes, athletes representatives, and chaperones.
- facility for sealed drinks (esky/cool box or refrigerator)
- garbage bin

### (b) Drug Control Room

This room must be highly secure and lockable. Ideally the room is to be adjacent to the waiting room and the toilet. The Drug Control room should contain:

- Lockable fridge
- Table and three (3) chairs (Drug Control Official, athlete, athlete's representative)
- Forms to notify athletes
- Laboratory collection forms of acknowledgement
- Trained personnel (including Dope Collection Officer) to monitor and chaperone the athlete selected to be tested
- Sufficient collection bottles/kits

### (c) Toilet

The toilet should be large enough for the chaperone to be able to directly observe the competitor providing the sample. A disabled person's toilet is ideal but not essential.

## 9.5 Care of Umpires

An appropriate facility/ability to treat and care for the umpiring panel, including massage facilities.

## 10. Refreshments

Adequate supply of cooling ice and drinkable water constantly available for teams and technical officials near the team benches.

## 11. Tournament Offices

### 11.1 One private office for the FIH:

This office must be lockable and located in the stadium. It must be equipped with:

- 2 desks
- office stationery
- table for discussion seating 6 persons (see Option 1 below)
- telephone, and data connections for local, national and international calls and internet access (analogue line or wireless internet connection).
- security cabinet for personal property and for official documents
- refreshments and snacks to be readily available

### 11.2 One private office for the Tournament Director:

This office must be lockable and located in the stadium and preferably looking over the field of play. It must be equipped with:

- desk
- office stationery
- table for discussion seating 6 persons (see Option 1 below)
- official documents for tournament
- telephone with facilities for local, national and international calls (analogue line)
- security cabinet for personal property and for official documents
- refreshments and snacks to be readily available

### 11.3 One private office for the Umpires' Manager:

This office must be lockable and located in the stadium. It must be equipped with:

- desk
- office stationery
- table for discussion seating for 6/8 persons (see Option 1 below)
- security cabinet for personal property and for official documents
- TV with VHS video replay machine (and access to feed of internal circuit, if any)
- refreshments and snacks to be readily available

Option 1: Size of offices for FIH, TD and UM could be smaller if a 'stand alone' meeting room at the stadium is provided and is available to be shared by FIH, TD, UMs and organising committee for meetings.

Option 2: Shared office by TD and UM provided appropriate meeting room is also available.

### 11.4 One Secretariat Office for Organising Committee

This office must be lockable and located in the stadium near (preferably next) to the Tournament Directors' office. It must be equipped with:

- adequate numbers of desks and chairs
- office stationery
- official documents for tournament (Match and penalty-stroke competition report sheets, appointment sheets, entry forms, liaison officers' list, Rules of Hockey booklet, set of FIH Tournament Regulations, FIH Anti Doping Policy document, injury report forms, card registration forms, etc.)
- telephone and telefax with facilities for local, national and international calls and connections
- data processing system with word and data processing facilities and a computer literate administrative assistance, able to speak and write English fluently
- photocopy machine(s)
- notice board
- individual boxes for mail to the Managers of participating teams, FIH Representative, Tournament Directors, Technical Officers, Umpires' Manager, Umpires, Judges, FIH Marketing Representative and FI Medical Officer
- refreshments and snacks should be readily available

### 11.5 Hospitality area for and guests.

- An appropriate hospitality area should be provided for guests.

## 12. Meeting Rooms

The following meeting rooms are to be made available:

- 12.1 A room for the pre-tournament briefing meetings prior to the competition preferably located at the competition venue or in the hotel of the participating teams/officials.

This room must seat thirty (50) persons and is to be set up in the form of a lecture room, with a table and chairs for five (5) people at the head, and further additional tables and chairs to seat twenty five (25) people.

- 12.2 Two meeting rooms (for teams and umpires) in the hotel throughout the competition equipped with a TV and video playback facilities, a whiteboard and/or flip chart, comfortably seating 25 persons.

## 13. Personnel, other equipment and arrangements

- 13.1 A local assistant, with appropriate video equipment and, preferably experienced in umpiring matters, in order to assist the Umpires' Manager.

- 13.2 One VHS video tape or DVD must be made available to the Tournament Director and Umpires' Manager for technical analysis within 30 minutes of the completion of each match.

- 13.3 Six (6) to eight (8) Ball Boys/Girls must be provided for each match. All ballboys/girls should be provided with training prior to the start of the competition.

*Note: It is essential that one person should be in charge of this group of persons, to look after their needs and their training, transportation, daily appointments, food, uniform, ceremony procedures, etc. The colour of their attire must always be different from those of the attire of players and umpires.*

- 13.4 Flags and flag poles: National flag for each for the participating countries and one for the FIH.

- 13.5 Official National anthems of the countries of all the participating teams.

- 13.6 Separate and reserved seating arrangements in the main stands for players and officials not on duty.

- 13.7 Catering facilities at the stadium (food and drinks).

- 13.8 Specific covered platform for video operators of participating teams, with full viewing capacity of the field of play from behind one (or both) goals, not accessible to the general public, separate from TV broadcasters. Power is to be available for video and computer equipment. In addition, a table and chair to be available for the use of the each video analyst of the participating teams of the match in progress.

- 13.9 Video platforms and allocation for video operators for non-participating countries to be at the sole discretion of the Organising Committee. Non-participating National Associations wishing to have such videoing facilities to negotiate with Organising Committee.

## 14. Media Facilities

See Sections 6 and 7.

## 15. Security Control

- 15.1 A Security Plan is to be developed by the Organising Committee to ensure maximum security for all possible eventualities that may arise in respect of the event. The Organising Committee must ensure that the FIH, through its nominated representative, is provided at all reasonable times on a strictly confidential basis with access to such plan and all law enforcement agencies responsible for security within the country of the Organiser.

- 15.2 The Organising Committee must take all necessary steps in order to keep total security control in the stands (including print journalists' seats, camera crews and photographers), entrances, changing rooms, field of play, secretariat, offices, press centre and medical centre accesses, as well in every other part of the venue.

## 16. Statistics

- 16.1 The statistics to be recorded throughout the event will be detailed by the FIH.

- 16.2 The Organising Committee must arrange for an adequate number of local personnel (maximum 3 per game) for the recording of the statistics.



## 17. Inspection

### 17.1 General

- At least six (6) months prior to the tournament, the Organising Committee must have satisfied the FIH that full compliance with the Technical Requirements can be guaranteed.
- In case of doubt the FIH, for the account of the organising committee, will inspect the facilities/arrangements in terms of the contractual conditions and agree upon a remedial plan and timing thereof, where and when required.

### 17.2 Competition field of play

- Existing field of play must have a Certificate of Compliance not more than two years old, otherwise the field) must be tested at the latest six (6) months prior to the competition by one of the FIH accredited laboratories and obtain a Certificate of Compliance with the FIH Requirements for Synthetic Surfaces. In case of non-compliance immediate remedial action must be taken.
- Field of play installed less than six (6) months prior to the competition have to be built under the supervision of one of the FIH accredited laboratories.

In any case the sub-base must be tested prior to the installation of the carpet and a full field test must be conducted to obtain a Certification of Compliance as soon as the field of play has been installed.

- The costs of the tests are for the account of the Organising Committee.

## SECTION 5

### MARKETING, SPONSORSHIP AND ADVERTISING

#### 1. Introduction

In the long-term interests of hockey, FIH has the right to and obtained a multi-year, global sponsor(s) for world level events and will continue to do so. Event organisers will benefit from the certainty of guaranteed support in advance, thus making tournament hosting more achievable.

#### 2. FIH Commercial Rights and Obligations

The FIH is entitled to retain commercial rights for the Event. In accordance with IOC regulations, there can be no sponsor title rights for an Olympic Qualifying Tournament.

##### 2.1 Global Hockey Partners

Global contracts with sponsors are currently being renegotiated and the details of rights and obligations are specified and are an integrated part of the contract signed with the FIH. The FIH is actively pursuing further global sponsorship. If successful, the FIH will consult with the National Association whose bid is accepted to conclude an agreement in relation to the event.

##### 2.2 Advertising Rights

The FIH retains the full advertising rights on:

- Umpires' uniforms
- Ballboys/girls uniforms
- Inside goal boards
- Front of technical officials' table (event title and/or WorldHockey logo)

The FIH retains shared advertising rights on:

- FIH technical officials uniforms
- Field of play advertising – minimum five (5) perimeter boards in TV arc (1 perimeter board per goal line / side-line + 4 FIH logo boards), of which a minimum of one board will be allocated to the official FIH merchandise supplier. The perimeter boards must be five (5) metres in length per board or the standard board length for the stadium, whichever is the greater size perimeter boards in TV arc
- Big video screen (if any) minimum 5 advertisements
- Such other activities as mutually agreed between host organisers and the FIH

##### 2.3 Official title of the event

The official title of the event must be used on:

- programme cover;
- event web site;
- posters;
- match results board;
- scoreboard
- official ticket boxes
- official tournament advertisements, TV commercials
- all printed materials (tickets, passes, press accreditation, press releases, tournament papers, etc); and
- high profile place(s) in the media centre.

#### 3. Host National Association Commercial Rights and Obligations

##### 3.1 Advertising

Subject to paragraph 2 above, the host National Association retain all rights to advertising on:

- Field of play: overruns, outside goal boards, outside goal nets, perimeter, pre/post match centre mat
- Title arch at the main entrance to the venue
- Official ticket boxes
- Press conference and interview backdrops
- Directional signage

- Scoreboard
- Match results board
- Big video screen (if any)
- Suitable places throughout the venue
- Merchandising
- Hospitality areas
- Tickets
- Catering facilities
- Tournament website
- Official tournament advertisements, TV commercials
- All printed materials (tickets, passes, press accreditation, press releases, tournament papers, etc);
- Volunteers outfit
- Such other places/activities as mutually agreed between host organisers and the FIH

### 3.2 Tobacco Advertising

Any sponsorship or advertising for tobacco and tobacco-related products is not permitted for FIH events.

### 3.3 Event logo

The event logo – including the official title - must first be approved by the FIH.

## 4. FIH Options

Subject to consultation with the host National Association, the FIH may exercise the following options:

- 4.1 To have display and/or sales area(s) at the venue for the use of the FIH or its nominated agent(s). Suitable areas should be provided free of charge by the host National Association but the cost of construction shall be borne by the FIH.
- 4.2 To have hospitality area(s) at the venue.
  - Host National Association to provide a fully catered hospitality lounge of at least 150 m<sup>2</sup> for single or joint use.
- 4.3 To buy VIP tickets/parking tickets and general admission tickets at face value.
- 4.4 To buy perimeter boarding advertising at face value.
- 4.5 To buy advertising space at face value.

## 5. FIH/WorldHockey Image and Presentation

5.1 FIH/WorldHockey flags/banners and logos, to be supplied by FIH, must be clearly present and displayed in a prominent position, including;

- the rest areas for players, guests and officials
- the venue (display screens)
- the lobby of main hotel(s)
- the opening and closing ceremony (if any)
- the press centre
- Press conference and interview backdrops
- promotional/printed materials (press releases, programmes, informational updates, posters etc.) in a prominent position in the stadium
- The FIH flag must be displayed in a prominent position in the stadium

(Note: The current FIH and WorldHockey logos are available from the FIH office.)

5.2 FIH/WorldHockey logos cannot be modified in any way.

## APPENDIX A – MARKETING, SPONSORSHIP AND ADVERTISING

### GLOBAL HOCKEY PARTNERSHIP (GHP)

[BDO (Accountancy); Rabobank (Banking); Sahara (Real Estate / Airlines); Samsung (White goods / Mobile phones)]

#### RIGHTS AND OBLIGATIONS OF GHP – FIH – NA'S

##### 1. *Rights of GHP / Obligations of FIH – NA's*

A. For one partner per event to be designated by GHP

- The right to advertise with the partner's name or logo on the front and/or back of the outfits to be supplied to the ballboys/girls.
- Only in the case of transfer of rights:  
Advertising with a partner's name or logo on the front of the shirts to be supplied to the umpires in accordance with the conditions of clause 4.3 of the GHP Agreement.

*(Note: In accordance with IOC regulations, there can be no sponsor title naming rights for an Olympic Qualifying Tournament)*

B. For each of the partners of the GHP per event

- Two (2) perimeter boards, minimum five (5) metres per board or standard board length for the stadium, whichever is the greater size, in the TV arc of which one (1) behind the goal-line (for positions see paragraph 3).
- Exclusive advertising rights in their branch of industry in the stadium -- BDO (Accountancy); Rabobank (Banking); Sahara (real estate / airlines); Samsung (White goods / Mobile phones)
- Freedom to sell on at the going rate (without branch exclusivity).
- Logo on all official tournament stationary and on any tournament website.
- 1/1 page full colour advertising in the official programme (outside back and the first advertising page(s) of the programme).
- Space for one hospitality unit (approximately 40 m<sup>2</sup>) with access to water and power supply.
- Eight (8) VIP accreditations per day
- Four (4) VIP parking tickets per day
- Purchase of additional (VIP) tickets (if available) at 25% discount.
- Purchase of additional perimeter boards (if available) at going rate.

C. Execution of rights

- GHP shall act directly with event organisers for the execution of the event rights, in consultation with FIH.

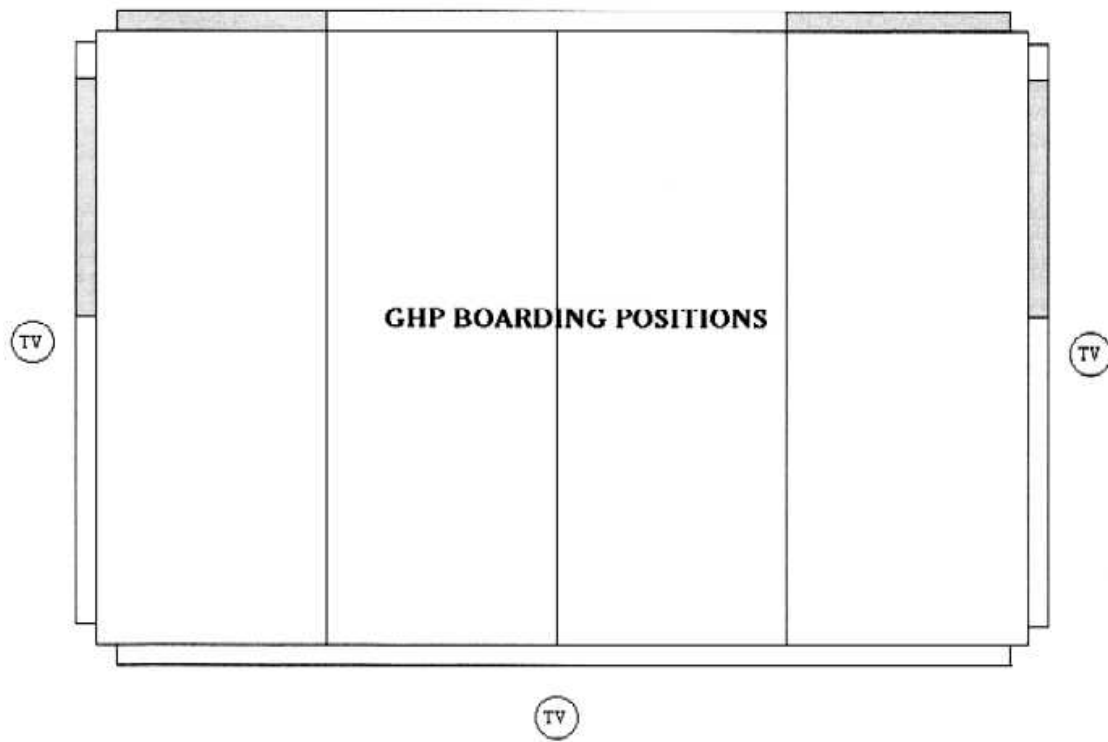
D. Other rights may be granted to GHP

- Rights held by the event organisers, in which case GHP shall negotiate directly with the latter, in consultation with FIH.

##### 2. *Costs to be borne by GHP*

- Supply of logos
- Supply of outfit ballboys/girls with advertising ( in case of transfer of title rights supply of umpires' shirts with advertising)
- Advertising material
- Boarding
- Outfit hospitality units and catering costs for entertaining business relations.
- Cost of additional tickets ( if any )
- Cost of additional perimeter boarding ( if any )
- Cost of own website adaptations
- Cost of own stationary adaptations
- Cost of accommodation at events and Olympic Games

3. Boarding position-area for GHP partners



Note: GHP perimeter boards are to be placed within the above designated areas in the TV arc. This diagram is not meant to depict that the **whole** area that is marked is to be taken up with the GHP boards, but that the GHP boards must be placed within this area.

## SECTION 6

### MEDIA REQUIREMENTS

The number of journalists accredited for an event will ultimately dictate the required facilities, and this of course will be a function of the level of the event and the country in which it is played. The following are considered the minimum requirements for a world level event. However, downward adjustments may be made for this event if prior FIH consent is given.

Close co-ordination must take place between the host National Association's Media Centre Manager and the FIH Communications Manager and/or the appointed FIH Marketing Representative for the tournament.

Further documentation and advice on effective media centre management can be found on [www.WorldHockey.org](http://www.WorldHockey.org)

#### 1. FIH Communications Manager / FIH Marketing Representative

The FIH Communications Manager and/or FIH Marketing Representative's responsibilities are as follows:

- Ensure that the tournament media operation and facilities are in accordance with FIH requirements and that all elements are being managed effectively by the host Media Centre Manager and staff.
- Act as liaison between the media and the FIH tournament representatives and, where appropriate, provide the necessary communications / PR advice.
- On-site management of [www.worldhockey.org](http://www.worldhockey.org) staff
- Ensure marketing and media aspects of the participation agreement and code of conduct are being adhered to by teams
- Liaison between FIH television production staff (Flying Squad), host broadcaster, FIH TV distribution agent (if any) and host organiser

The day to day running of the media centre is the responsibility of the host National Association's Media Centre Manager including routine press conferences following matches.

#### 2. Media Centre

A spacious, well lit, air-conditioned or heated area, in close proximity to the competition field of play and with easy access to the viewing area, must be identified (or constructed) to serve as the event Media Centre.

##### 2.1 Hours of Operation

An event Media Centre must be operational at least two days prior to the start of a world level event. The Media Centre must be open at least one hour before the start of the first match of the day and must remain open at least two hours after the final match of the day, or until all members of the Media have completed their work. The Media Centre must be open a minimum of four hours on rest days.

##### 2.2 Facilities/Equipment

A well-organised media centre would be split into 5 zones:

- (i) Reception area with media centre staff work zone
- (ii) Media work zone (recommended to designate two separate specific working areas for Written and Visual Media (photographers and television)
- (iii) Press conference room
- (iv) Media Lounge area (optional, strongly recommended for major FIH tournaments with >50 accredited media)
- (v) Viewing area field of play

##### (i) Reception area with media centre staff work zone

This zone, at the entrance of the media centre, needs to be manned at all times. It requires:

- 'greeting desk' (as the initial point of contact for the media seeking credentials or help)
- work tables (with space to cope with needs of local media manager, FIH Marketing Representative and FIH Internet staff. Ideally, there should be two offices with one set aside solely for FIH use, with computer and internet access).
- photocopier

- fax machine and computer printer
- secure telephone line (which would take calls answering queries from outside the stadium)
- lockable filing cabinet
- office stationery and supplies
- facilities for on-the-spot accreditation
- easy and quick access to other equipment as may be needed (extension cords, phone adapters, power converters, etc)
- media staff speaking English fluently
- technical personnel on call to handle problems with office equipment, phones, etc.

(ii) Print media work zone

- work tables with seating and electrical power (at every position)
- Telephones with computer ports, with local, national and international calling capabilities, payable by credit card (10 lines minimum) with facility to make reverse charge calls and to receive incoming calls. No surcharges are permitted, only the cost of national and international calls (and local calls, if applicable) may be charged. The Media Centre manager will be responsible for recovering all charges incurred by individual members of the media and the FIH will be in no way responsible.
- television with sound taking the live feed at events that have television coverage
- Internet terminals (2 minimum)
- pigeon-hole filing cabinet for team sheets and result sheets
- notice board
- rubbish bins

Photographers' facilities

- Lockable storage space of a sufficient size to cater for long lenses.
- Photographers bibs.

(iii) Press Conference Room

A separate area in close proximity to the Media Centre and with convenient access for players and team representatives must be identified to serve as the event Press Conference Room.

The Press Conference Room must be equipped with the following:

- A head table large enough for four people seated behind, on a raised platform for those being interviewed.
- FIH press backdrop must be used
- Adequate sound system for size of the room.
- Microphones ( 2 -minimum) in conjunction with the sound system
- Adequate seating for the Media (seats as needed).
- (optional) splitter box to allow recording for radio and Internet

(iv) Media Lounge area (optional, strongly recommended for major FIH tournaments >50 accredited media)

- Lounge area with provision for hot and cold refreshments (coffee, tea, water, soft drinks) as well as snacks. (Local climate and custom may dictate what is provided.)

(v) Viewing area - Field of Play

A dedicated field-of-play viewing area, whenever possible with a "press only" entrance, must be provided for print and radio journalists and the following are essential:

- Unobstructed tabled seating with cover to sufficiently accommodate accredited journalists and Media Staff.
- Electrical outlets, 1 for every seat, evenly distributed in viewing area.
- Phones with same capabilities as in Media Centre (3 minimum).
- Dedicated telephone facilities for those making special requests (i.e. radio journalists), handled on a case-by-case basis with costs being covered by individual making request.
- Dedicated ISDN line with IDD capability or broadband access for FIH website use. Calls to be billed to FIH at standard rates.

### **3. Media Accreditation**

The Host National Association is responsible for the management of the media accreditation process, subject to FIH approval where there is doubt over an applicant's qualification. The FIH is eager to assist with verification of status of international media representatives, upon request from the Host National Association.

Guidelines to assist National Associations with accreditation of internet media representatives are available from the FIH office.

The host National Association is to provide the FIH with a list of accredited media at regular intervals in the run up to the event, with the final list of accreditations submitted within 14 days of the event.

### **4. Media Accommodation and Transportation**

The Host National Association should reserve sufficient space for the Media in a choice of two hotels offering safe, comfortable and affordable accommodation. The hotels must be equipped with standard facilities found in a business centre (phones, facsimile machines, photocopiers, etc.) to allow journalists to continue their work from the hotels. Accommodation must be well priced at the lowest rate publicly available, to encourage media attendance and must be located in close proximity to the event venue.

Regularly scheduled local transport for Media must be provided between the Media hotel(s) and the event venue at no cost. Transport scheduling must take into account media working requirements and venue-hotel service should extend to two hours after the finish of the last match each day.

### **5. Press Information Pack**

A comprehensive Press Information Pack must be compiled and distributed to each member of the Media upon accreditation.

The pack must contain:

- A letter of introduction with names and contact numbers of Media Centre personnel.
- Days and hours of operation, and detailed information on all Media Centre facilities (including phone, fax, etc).
- Official tournament Programme.
- Team listings for all participating countries and available background information.
- Photographers' guidelines.
- Transportation information.
- Tourist information

### **6. Television**

Sufficient technical facilities must be provided on request for television broadcasters, other than the host broadcaster, intending to do live broadcast and commentary. Specific details are provided in Section 7, "Television Broadcast Policy and Requirements".



## SECTION 7

### TELEVISION BROADCAST POLICY AND REQUIREMENTS

Television coverage is one of the key selection criteria for the awarding of this event.

The **minimum** requirement is for **full coverage of the final two days**, including the closing ceremony, suitable in all respects for international broadcast purposes and fully cleared for international exploitation and **one camera coverage for all matches except the final two days** for international news feed and disciplinary purposes (see para 3). However, any additional television coverage proposed by a bidding National Association must also be suitable in all respects for international broadcast purposes and fully cleared for international exploitation.

The main aims of the FIH for the television production and broadcast of this event are:

- high quality production (technically);
- giving maximum exposure (both nationally and internationally);
- presenting the event attractively (promotional); and
- to be financially viable, and potentially profitable.

Three key partners are involved in realising these goals: (1) the host National Association, (2) the host broadcaster (assigned by the host National Association) and (3) the FIH.

FIH will assist National Associations where required with the contractual arrangements with the Host Broadcaster. FIH must be involved in, and kept informed of, all aspects of negotiations and the bid process with all potential host broadcasters from the moment the tournament is awarded.

#### 1. FIH Rights and Responsibilities

##### Broadcast rights

- 1.1 All broadcast rights to the programme of the tournament, including all forms of television (existing and to be developed), as well as broadcast via the Internet ("web casting"), are the property of the FIH, except as specifically granted to the host broadcaster.
- 1.2 FIH shall have the right to include, as it elects, any portion of the host broadcaster coverage (clean feed and/or programme), in any programme and/or highlights film, that may be distributed by FIH or its designee live or on tape-delayed basis.
- 1.3 The host National Association will be granted certain television broadcast rights (see Host National Association Rights and Responsibilities below) The FIH retains and sells the remainder of the rights, with the FIH and the host National Association receiving 50 % of the net TV revenue (where net revenue = gross revenue - technical cost - agent's commission ). FIH will pay host organisers share of international TV revenue within 28 days of receipt of revenue from its agent. Host organisers should note that payment chain from broadcaster-agent-FIH-host organiser can take up to 12 months to be settled.
- 1.4 The FIH will use its best endeavours to maximise international sales revenue and will keep the Host National Association informed of sales forecasts at regular intervals.

##### Video Rights

- 1.5 The video rights belong to the FIH. This excludes team videos, which are for private, technical use by the respective teams only.

##### Production quality

- 1.6 If deemed so necessary, the FIH reserves the right to supplement the host broadcaster's production in order to meet FIH minimum standards of television production. Additional costs in this respect will be the responsibility of the host National Association. (Quality improvement support over and above the minimum requirements are for the account of the FIH )
- 1.7 The FIH reserves the right to make adjustments to post-event financial returns, (i.e. revenue from international television sales) should the host National Association and/or their appointed host broadcaster not meet the required and agreed FIH standards of television production.

## Access to Venue

- 1.8 It is material to this relationship that neither the host National Association nor the host broadcaster allows any television camera or camera team, to the venue without FIH's express prior written consent. FIH's consent will not be unreasonably withheld for other TV stations for news purposes only.

## 2. Host National Association Rights and Responsibilities

- 2.1 FIH authorises the host National Association to license the domestic television rights for the tournament to the host broadcaster as follows:
  - (a) Terrestrial free to air rights only, unless otherwise agreed with the FIH.
  - (b) Such rights to be exclusive (i.e. not granted to any other terrestrial broadcaster) for first run live rights only unless otherwise agreed with the FIH.
- 2.2 The FIH will be flexible with respect to other television broadcast rights (digital, cable, etc.) within the territory of the host country. Assignment of such other rights to be negotiated on a case-by-case basis between the host National Association and the FIH.
- 2.3 The host National Association will secure an event host broadcaster who will provide television production of the event as outlined in this document. Host National Associations must describe the likely TV arrangements, including production plan, the availability of the international signal for international use.
- 2.4 The host National Association must guarantee a minimum amount of domestic television broadcast (excluding news coverage) within the host country territory.
- 2.5 The host National Association must secure or have a written commitment from a host broadcaster six (6) months in advance of the event. The FIH reserves the right to the following actions in the case that a host broadcaster has not been secured, or if it appears insufficient progress has been made in this respect.

In the event that the host National Association does not arrange the production of a programme of the event, then the host National Association - is liable for costs incurred by FIH in producing the international feed for its contracted clients.
- 2.6 The host National Association is required to liaise and consult fully and continually with the FIH in regard to the appointment of a host broadcaster, and in relation to ensuring the host broadcaster complies with the terms of the FIH Television guidelines.

## 3. Host Broadcaster Responsibilities managed by the FIH and Host National Association

The host National Association will procure that the host broadcaster provides/ensures the following to FIH or to FIH's television designee:

### Coverage:

- 3.1 Pool Matches (Days 1 – 4)

One (1) camera coverage

- 3.2 Final two (2) days

Full coverage of the final day of pools matches and classification/finals matches, suitable in all respects for international broadcast purposes and fully cleared for international exploitation.

### Access

- 3.3 Free and unencumbered access to television coverage of the Event (i.e. signal access will be provided free of charge). For the final two days this must include the provision of the continuous live clean signal, delivered to a mobile uplink facility at the stadium. This signal will commence a minimum of fifteen minutes before the start of match and finish no less than fifteen minutes after the final whistle

## Full Coverage

- 3.4 All coverage provided (**minimum** requirement is for **full coverage of the final two days**), must be suitable in all respects for international broadcast purposes and fully cleared for international exploitation.

These pictures to be produced as 4:3 format.

The host broadcaster shall implement any and all reasonable requirements and instructions of the FIH in the production of the television coverage.

## Production

- 3.5 Multi-camera coverage with slow-motion replay and graphics capability, of a standard expected and required by the international television market.

- 3.6 A production plan, prepared by or in conjunction with the host broadcaster, should be submitted to the FIH. The plan should be submitted at the time the host broadcaster is secured, but no later than six (6) months prior to the event being organised. The plan to include, as a minimum, number of cameras, lenses, number of VTR machines and /or EVS, type of graphics system to be used.

- 3.7 An acceptable minimum framework, based on current practice, is required, as follows:

- 7 manned cameras located and with lens specifications as described in the FIH TV Production layout (attached);
- 3-4 VTR machines for replays or Live Slow Motion (EVS or similar) replay capability. All machines to be fed by a router with access to all cameras, including isolated audio, the output of the vision desk and alternate tape machines.
- Graphics capability enabling a minimum of team and score information. Statistics information and a clock.

- 3.8 The host broadcaster will be required to accept, if required by the FIH, nominated specialist broadcast crew provided by and fully funded by FIH to perform one or more of the specific roles as follows:

- FIH International TV co-ordinator who will liaise with the host broadcaster regarding all matters regarding content and delivery of the international feed - camera positions; recording and transmission logistics, replay facilities and co-ordinate international feeds and produce daily news highlights
- Senior Director who will have preference to "switch" all major finals and all pool matches other than those involving the host nation
- Two specialist cameramen
- Replay co-ordinator
- Graphics technician and graphics package

The host National Association will arrange a meeting between the Host Broadcaster and the FIH's nominated representative of its specialist broadcast crew at least six months in advance of the event.

## Presentation

- 3.9 The host broadcaster is required to:

- Present the game of hockey and the event in its best fashion, in accordance with recommendations to be made by the FIH.
- Use the title of the event in full.
- Provide clean graphics (i.e. not featuring any form of advertisement or sponsor branding).
- Acknowledge that commercial signage will appear at the venues which will conform to any national/international regulation and advertising laws (e.g. if tobacco and/or alcohol are not permitted to appear then this will be respected).
- Agree to carry an event logo or an FIH logo.
- Ensure that all credits for timing and computer companies secured by the FIH (if and when available), and in conformity with international broadcasting regulations, should also be carried.
- Supply a copy of its commercial format, if applicable, as soon as it is established

### One Camera Coverage

- 3.10 One camera coverage must be provided for all matches not covered by full coverage to be used for international news feed and disciplinary purposes

Any host broadcaster organiser must implement any and all reasonable requirements and instructions of the FIH in the production of the one camera television coverage.

### Additional facilities for one camera coverage and full coverage

- 3.11 Digi Beta (other formats may be acceptable) master recording of each match for despatch or editing purposes, provided free of charge. The tapes must be recorded on-site to ensure the minimum possibility of technical faults and be available immediately after each match.
- 3.12 The FIH will be given, at no additional charge, access to such on-site facilities necessary to allow it or its designee to produce a daily news feed within hour at the end of each day's matches

### Additional facilities for full coverage

- 3.13 A fully equipped and staffed commentary position must be provided for the use of world feed commentators free of charge.
- 3.14 All facilities reasonably necessary to allow for the exploitation of tournament television rights by international client broadcasters, at the site of the tournament, including but not limited to: unilateral camera for in-vision presentation, editing facilities, ENG cameras, play out facilities, match recording facilities, commentary positions to full technical specifications for two commentators and 'observer' positions, including phone and fax line, etc. Such international broadcaster will be charged no more than published, current rate prices for the use of such facilities and personnel.
- 3.15 Host broadcaster must publish a rate card of facilities for the FIH and its clients. The rate card should include, at minimum, rates for all items listed in paragraph 3.14.

### Broadcast sponsorship/advertising

- 3.16 The host broadcaster acting as broadcaster in the host territory shall not include any enhancements or labelling in the form of sponsorship, sponsors' messages, product placements, signs or logos or commercial credits (together - "Broadcast sponsorship") in its broadcast of the event without first offering the FIH sponsor(s) the first opportunity to purchase broadcast sponsorship.
- 3.17 In any event, no entity which conflicts in product or business category with the event sponsors or other FIH sponsors shall be granted broadcast sponsorship rights without the prior written approval of the FIH.
- 3.18 The host broadcaster must further ensure that the right to purchase commercial airtime (if available) around and during the transmission of the event should be given to the GHP sponsors on the basis of a right of first refusal and – if possible – product exclusivity.
- 3.19 According to FIH Statutes, any sponsorship or on-screen advertising (i.e. during the event broadcast) for tobacco and tobacco-related products is prohibited for senior and junior events.

## SECTION 8

### PROTOCOL REQUIREMENTS

#### 1. Representation of the Federation

The FIH President or the FIH Hon. Secretary General according to FIH Statutes. In their absence, one official formally designated by the FIH.

The FIH Representative will meet with other representatives, agencies and sponsors as required.

#### 2. FIH Flag

2.1 The host National Association will provide an appropriate location for flying the FIH flag at the venue, no less prominent than any other.

2.2 The FIH flag (and/or other identifying object, for example an FIH/WorldHockey logo panel/poster) will be provided by the FIH and shall be prominently displayed in the venue as well as the conference and interview areas.

#### 3. FIH Anthem

Any host National Association of an FIH tournament will be provided with a musical score and a tape recording of the anthem.

#### 4. Opening and Closing Ceremonies

These Ceremonies are organised by the host National Association. They shall be conducted in an appropriate way according to the importance of the event ensuring at all times it provides added value to the importance of the event. All arrangements are subject to prior approval by the FIH Representative, or in their absence by the Tournament Director.

##### 4.1 Opening Ceremony

This should include:

- A gathering or a parade (representatives of) of the participating teams (either at the stadium or elsewhere).
- A welcome address by an official of the host country and by the FIH Representative.
- Raising of the FIH flag with the optional support of the short version of the FIH Anthem.
- The duration of the ceremony should be, whenever possible, limited to 15 minutes. Great care should be given to the timing and scheduling of the ceremony (attention: Spectator attendance, TV coverage, non-interference with match schedule). The maximum time players should be expected to participate (including waiting time) should be no longer than 30 minutes. If applicable, at least 30 minutes warm up time should be given to teams participating in the match immediately following the ceremony.

##### 4.2 Closing Ceremony (to be conducted as soon as possible after the final)

(a) In the following order, this ceremony should include:

- Presentation of a Fair Play Trophy (if any)
- Presentation of Sponsors' Award(s) or Awards(s) from other Agencies (if any)
- Presentation of other Awards (if any)
- Presentation of the Medals
- Presentation of Winner's Trophy
- Optional - lowering of the FIH flag

(b) The presentation area must be securely roped off and stewarded.

(c) Appropriate photographers' and cameramen access must be given and should be co-ordinated with the FIH Marketing Representative.

(d) Procedure:

- A Fair Play Trophy (if any) is presented. The FIH Representative shall, after consultation with the Chair of the Organising Committee, decide at his/her discretion, who will present the Fair Play Trophy.
- Award(s) from sponsors or other agencies (if any) for which prior approval has been secured from the FIH, are then presented.
- Any other awards (if any) for which prior approval has been secured from the FIH, are then presented.

- Gold, Silver and Bronze medals are then presented simultaneously. The FIH Representative shall decide, after consultation with the Chair of the Organising Committee, at his/her discretion who will present the Medals. The National Anthem of the winning country is played while, whenever possible, the flags of the three first teams are being raised. Preferable that the flag poles should be of varying heights to reflect the medal won (ie flag pole of gold medal team to be highest, etc.)
- The Winner's Trophy is presented to the Captain of the winning team by the F.I.H. Representative who, at his/her discretion, may invite a dignitary (e.g. Head of State) to make the presentation.
- Optional - the short version of the FIH Anthem may be played and the FIH Flag is lowered.

## 5. Presentation of the Teams

Prior to the start of each match, the two teams concerned will assemble close to the Technical Officials' Table and then, under the direction of the umpires, will enter the field of play by walking on both side of the centre line. Upon arrival at the centre of the field of play, the teams will face the main stand, lining up on both sides of the umpires who themselves will remain on the centre spot. It is recommended that the national anthems be played at this time.

If the national anthems are not played, the above mentioned procedure will still apply.

The FIH/WorldHockey is to be recognised when announcing a match. For example:

*"WorldHockey and (organisers) have pleasure in presenting ...OR  
 "This event is being staged under the authority of the International Hockey Federation."*

## 6. Accreditation

### 6.1 Appointed FIH Officials:

Accreditation cards to be issued to:

- FIH Representative
- Tournament Director
- Technical Officers
- Umpires' Managers
- Umpires
- Judges
- FIH Medical Officer
- FIH Marketing Representative
- FIH Staff and consultants (as nominated by FIH)
- FIH Media Staff (as nominated by FIH)
- Local Officials as determined by the Organising Committee

### 6.2 Team Delegations

Participant cards to be issued to:

- Head of Delegation (1)
- Players (18)
- Team Manager (1)
- Team Coaches (2)
- Team Doctor (1)
- Team Physiotherapists (2)
- Team Video operators (2)

Additional participant cards for team delegations, if required, should be made available at cost.

### 6.3 FIH Members of Honour, non-officiating FIH Executive Board Members, FIH Committee Members, Executive Board Members of Continental Federations, a maximum of two Council Members of National Associations.

These members will have to request special accreditation from the host National Association at least two months prior to the event. Their accreditation only entitles access to the stand(s) and FIH hospitality area. All other (social) events only on special invitation.

#### 6.4 Media

- See Section 6 – Media Requirements.

### 7. Access

#### 7.1 To Official Functions

Access to Official Functions is open to the persons mentioned under paragraph 6.1 (above) and also for designated FIH guests.

Participating teams delegations must be represented; the number of invitations being at the discretion of the host National Association.

#### 7.2 To Stand (in addition to the main official block)

- See Section 4 – Technical Requirements (paragraph 7.2).

### 8. Tickets

#### 8.1 FIH Guests

The FIH will receive up to 25 passes per day, free of charge, for the main stand, including access to hospitality and parking areas. The FIH will provide details of named guests. Additional passes should be made available at cost.

#### 8.2 Observers

The host National Association will make available a maximum of two free season tickets for any non-competing member country observers on request (e.g. video operators) provided that an appropriate personalized application is made by the member national association not less than two months prior to the start of the event.

#### 8.3 Holders of FIH Identity Cards

The FIH Identity Cards are not valid for this event.