



**FIH HOCKEY5s**  
**WORLD CUP**  
2023

Hockey5s World Cup 2023  
**BIDDING PRESENTATION**  
**-FOR HOSTS-**

FIH

# 5

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**HOCKEY5s**  
**WORLD CUP**  
2023



5



# A word from FIH President Dr. Batra



At the Youth Olympic Games Nanjing 2014, a fresh and exhilarating short-form version of hockey made its international debut in China. Played at breath-taking speed with goals galore and dazzling moments of action, Hockey5s was one of the triumphs of the Games, with China's girls and the boys of Australia claiming the gold medals.

Four years later in Argentina, the Hockey5s competition was named the most successful sport at the Youth Olympic Games Buenos Aires 2018, with sell-out crowds flocking to witness the thrilling action as Malaysia's boys and Argentina's girls stormed to glory. It was another hugely significant moment in the development of this eye-catching and innovative format, receiving great praise from players and fans as well as the International Olympic Committee (IOC), global broadcasters and various other impressed onlookers from across the sporting world.

Following on from these successes at junior level and the ever-growing number of senior level Hockey5s matches taking place around the world, the addition of the Men's and Women's Hockey5s World Cup to the FIH Events Portfolio is a logical step for this dynamic, innovative and instantly accessible small-scale version of hockey, which is designed to entertain, inspire and raise the global status and popularity of our beloved sport.

I am greatly looking forward to witnessing the first edition of the Men's and Women's Hockey5s World Cup come to life in 2023!

Yours in Hockey,



# Event Explanation

***The International Hockey Federation (FIH) is pleased to provide this bid information document to Hosts that are interested in hosting the first ever Men`s and Women`s FIH Hockey5s World Cup in 2023. It provides key facts and information about the event and about the bidding process.***



The FIH Hockey5s World Cup will be **the pinnacle of the short format of the sport** of the International Hockey Federation's (FIH) event portfolio. **Held every four years**, it is the platform for fierce competition between the world's top men's and women's teams, ultimately crowning the best teams in the world.

The selected Host should aim to deliver a world-class international sporting Event and entertainment that brings prestige to the host country, It's citizen, the Host National association and the FIH.

The World Cup will focus global attention on Hockey's elite athlete and the Host should plan quality services and facilities that ensure a positive experience for these Key stakeholders. A positive Event experience for teams, Commercial Partners, Media, Broadcasters, VIPs, spectators, Event Officials and the Event staff must be a key goal and it is essential that the Host NA keep the client experience in mind throughout the bidding phase, event planning and delivery.

# Hockey5s Background

Short format hockey (indoor and outdoor) has a rich global history in both formal and informal environments. Urban/Street Hockey has been informally played in inner city locations for over 100 years, in particular within the Asian continent. There are an **estimated 30 million formal plus informal hockey participants globally**.

Hockey5s was first introduced, to high international acclaim, at the 2014 Nanjing Youth Olympic Games. The format has seen dramatic growth, with 67 nations now playing at a domestic or international level. In 2014, Hockey5s also became an option for World League round 1 for Rio 2016 Olympic Games qualification events (previously 11-a-side only). Hockey5s is also the elite format of choice for the FIH Targeted Assistance Programme (TAP).

At the most recent Hockey5s event - **YOG Buenos Aires 2018**, a temporary 3000 person stadium was sold out for every game. With in/out flow, an estimated **200,000 spectators** watched the matches and was named **the most successful sport of the whole Youth Olympic Games**. It was also the chance to see new nations competing for the first time such as Vanuatu!

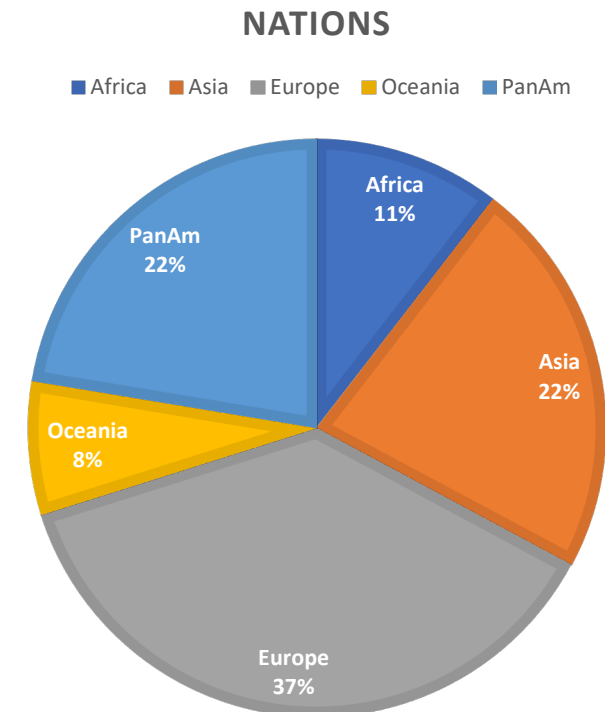
In 2019, as part of the Hockey2024 global development strategy, a formal pathway and framework for Hockey5s will be launched with the objective of taking hockey to the heart of cities and communities around the world. Social development and sustainable event objectives will be at the heart of the FIH's 5s strategy.

## Participating nations (FIH State of the Game survey 2018)

*Survey made by Mike Joyce*

67 nations reported domestic and/or international participation for Hockey5s. The number of participants in each nation was not requested.

## Hockey5s participation by continent



# Objectives and development

Success in Youth Olympic Games has driven development of a sustainable pathway for Hockey5s into senior hockey.

## **Structure for Hockey5s pathway:**

- FIH Hockey5s World Cup every 4 years starting in 2023
- Continental Hockey5s tournaments to act as qualifiers for the WC during 2021 and 2022
- Separate Hockey5s World Ranking to be introduced from 2021/2

## **Objectives**

- 1. Rejuvenate and reposition the short form of Hockey**
- 2. Create immense value for our sport and new commercial opportunities**
- 3. Win the hearts and minds of young fans**
- 4. Create a calendar with more entertaining events for hockey fans**
- 5. Increase worldwide participation**

## **Hockey5s Mission**

- 1. A singular sport of international standing**
- 2. To entertain and inspire, raising the global status and popularity of hockey**
- 3. A channel to voice and showcases a love for hockey**
- 4. A branded experience that delivers consistency & creates long term value**
- 5. Design a product that stays true to the pure, simple pleasure of stick-ball-run**





# The FIH Hockey5s World Cup Format

The FIH Hockey5s World Cup is a joint event with **16 Women teams** and **16 Men teams** from all continents over 4 days of competition and entertainment!

Each Continental Federation (CF) will organise continental championship\* to be over in 2022 so teams can be known well in advance for the Organisers and the promotions.

## Participating Teams

Men Teams	Women Teams
<b>1 Host Nations</b>	<b>1 Host Nations</b>
<b>Africa: 3 teams</b>	<b>Africa: 3 teams</b>
<b>Asia: 3 teams</b>	<b>Asia: 3 teams</b>
<b>Europe: 3 teams</b>	<b>Europe: 3 teams</b>
<b>Oceania: 3 teams</b>	<b>Oceania: 3 teams</b>
<b>Pan America: 3 teams</b>	<b>Pan America: 3 teams</b>

*\*Quotas Subject to change*

## Key competition facts

32 National teams  
 4 Pools per gender  
 16 matches per day  
 96 Matches in total  
 Cross over matches  
 Quarter Finals  
 Semi Finals  
 Small Finals  
 Finals  
 About 48 hours of broadcast



# The advantage of Hosting the FIH Hockey5s World Cup 2023

**Hosting an FIH event enables a city to meet economic, touristic and social Objectives**

**Hosting an FIH event will help a city/host to:**

- Benefit from international media coverage which boost the reputation of your region or city
- Showcase the local population your initiatives for developing sport and entertainment in order to address public health issues
- Inject activity into local economy via the influx of athletes, teams, media, spectators...
- Involve your population and in particular the youth in a dynamic international project
- Create a promotional platform for your city in order to develop tourism in general by
- Hosting an FIH event also sends a strong message to the Hockey community that your place is great for sport, entertainment and innovation.
- Being part of the launch of a new format of Hockey will position your city as a great Hockey supporter of the sport growth and you will be remembered as such!



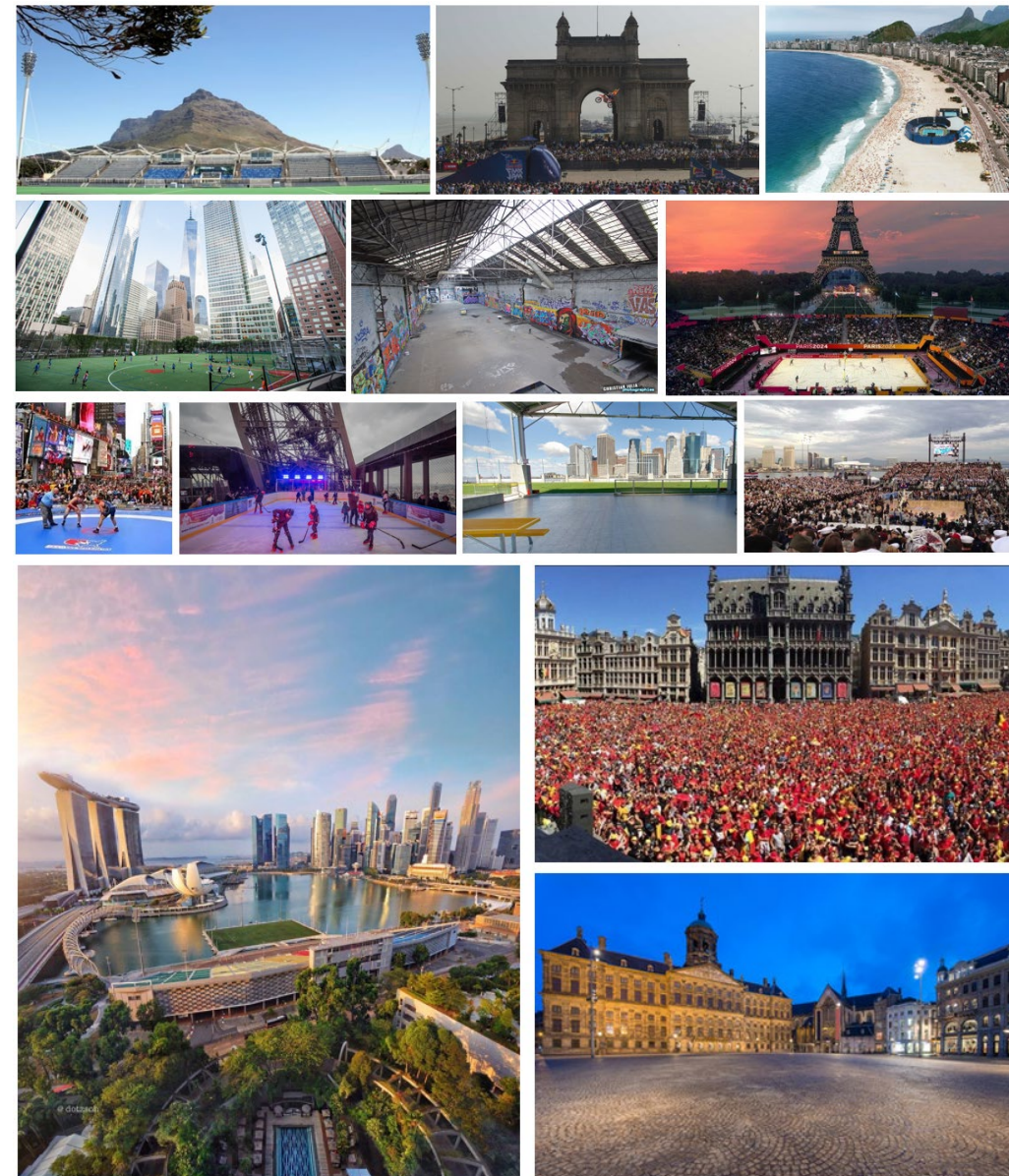


# Event Requirements

As the FIH Hockey5s World Cup is made to showcase the best athletes in the world but also to promote the sport format and bring hockey into city and more urban places to give it the young aspect it deserves, this event must be hosted either in a place that spectators can automatically recognise such as a city centre or in an existing Hockey venue. The key element of the venue is that it must be in an iconic venue so it is appealing for TV and where entertainment for spectator is a central aspect!

## NOT ONLY HOCKEY

Organising a leg of the FIH Hockey5s World Cup is not only about hockey. The event should be considered as an opportunity to create an entertainment experience for the spectator which they will never forget. The event is surely a **Hockey5s competition**, but it should also **include other activities to propose to the spectators such as concerts, demonstrations, Hockey initiations, games activities**. This is meant to be an engagement piece where **Hockey invites people to have a great time and fun** using hockey as a link. Creating such a **unique atmosphere** will surely make people remember and associate hockey to this young, dynamic fun and inclusive experience.



# Key Event & Venue Requirements

Technical Obligations	
Competition pitches	2 Hockey5s pitch with pitch certificate (FIH Quality Program) and Provided by FIH Partner Polytan
Training pitch	2 Hockey5s Pitches or 1 11-a-side Pitch Within same venue/adjacent to competition pitch
Warm-up and cool down areas	√
Artificial Lighting	If required: min 1500 lux meet broadcast requirements and be included in pitch certificate
Venue and Event Services and Facilities	
Fully functional and operational venue	√
Venue Title	The Venue name should be cleaned of any Sponsor naming.
Fully equipped offices	For FIH staff, FIH Representative, TD, Umpires Managers
Spectator Village	Village aimed at the spectators and thus offering visibility to the various sponsors.
Anti-doping and medical	
Anti-doping control station and testing	Dedicated station at venue, lockable, with toilet attached; cost of testing
Fully equipped first aid room, within venue a close to field of play	1 for event personnel, 1 for spectators
Medical doctor on duty	√
Ambulance on site	√
Media	
Media facilities	Media Centre (spacious, well lit, air conditioned/or heated incl. lockers); Press Conference Room (with sound system); Media Lounge; Mixed Zone; Field of Play photographer positions
Seating	
Spectator seating (min. 20% covered)	min 5,000
Sports Presentation	
Video board and operators	√
Sound system	Sound system for which will allow a good and interactive presentation where sounds from the big screen, in stadia music and the MC and announcer can be proposed to the spectator
LED	LED Board to be displayed around the court and an LED tunnel entrance to propose a spectacular entry
Sport Presentation team	To have an experienced team to run the sport presentation including operators, show caller and announcers
Technology	
Internet access	1 LAN and 1 wireless network for Event Officials and FIH Staff and 1 for LOC in offices and meeting rooms, each with min. 4 Mbit upload capacity plus LAN and 2 wireless networks for media with access in Media Centre and seating
Hospitality	VIP hospitality room with hot and cold food and drinks with a people capacity of minimum 80. A village for the partners should be created.

*These are part of the key elements. Full list is available on the Hockey5s World Cup 2023 bid information document*



# Business Model

## Cost

FIH	Organiser
Own staff costs (travel Accommodation...)	Hosting Fee (500 000 USD)
Officials costs (travel, Accommodation...)	Venue infrastructure set up, technology...
Commercial Servicing (FIH part)	Event operations
Global Marketing	Commercial servicing
Global Promotion	Event Marketing
Broadcast Production	Promotion
	Sport Presentation

## Income

FIH	Organiser
Hosting Fee (500 000 USD)	Partner
Global presenting Partner	Ticketing and Hospitality
Broadcast revenue	Merchandising
	Food and beverages
	VIK Partnerships





# Commercial Structure

LOC Rights	
<b>Ticketing</b>	All ticketing income to be granted to LOC
<b>Hospitality</b>	All hospitality income to be granted to LOC
<b>Host Partner</b>	5 Official Partners
<b>Supplier</b>	3 Suppliers
<b>Other sponsor branding opportunities</b>	As agreed by FIH
FIH Rights	
<b>Broadcasting</b>	All rights retained by FIH
<b>Presenting partner</b>	Retained by FIH
<b>FIH Partner/Supplier packages</b>	FIH to have 4 Global partners and 3 Global Suppliers
<b>Event Licensing rights</b>	Retained by FIH
<b>Other sponsor branding opportunities</b>	As agreed by FIH

# Television production and distribution

The FIH are the exclusive owner of worldwide Media Rights of the FIH Hockey 5s World Cup in the widest sense of the term (Including, Terrestrial Transmission, Satellite Transmission, Cable Transmission, Broadband Internet Transmission and Mobile Technology, Video-on-Demand, Pay-Per-View, IPTV and catch up).

Organisers are also encouraged to liaise with potential local host broadcast partners with the FIH with the view of sharing the domestic Media Rights.



# FIH & Organiser Share of responsibilities

## 1-Services provided by the FIH

- Name and label of the Event
- General coordination of the competition
- TV Production and distribution
- TV Graphics
- Worldwide promotion of event
- Technical advice and feedback on the event layout in the build-up of the event
- Appointment and cost of the officials
- Liaison with the anti-doping organisation which will appoint Doping Control Officer(s)
- Visual guidelines
- Competition sanctioning
- Post event report and TV analysis
- Implementation of FIH partner

## 2-Services provided by the Host

- Payment of fees
- Organisation of one leg of the Tour in line with the terms and conditions specified in the contract
- Provision of a venue according to the requirement outline in Event requirement and the contract
- Respect of the FIH rules and visual Guidelines
- Promotion of the event
- Medical services
- VIP and Area activities for general public
- Anti-doping related costs
- Adequate insurance and coverage
- Timing system and technology provision (internet, electricity...)
- Sport Presentation and entertainment in and around the competition





# Event Legacy

In hosting an FIH Hockey5s event in your country/city, you will have the perfect platform to promote the development of the sport in your city. It will also be the occasion to promote Hockey and associate your city with its values.

- **Do you want to promote your region/city as a sport active, Public health oriented, young and innovative city?**
- **Do you want to propose your citizens with high value sport entertainment package and benefit from international coverage?**

Hosting the first ever FIH Hockey5s World Cup is a concrete translation of your ideas and plans.



# Bidding File Content

This document should be read in conjunction with the FIH Hockey5s World Cup 2023 bid information document.

## **FOR EACH BID, THE NATIONAL FEDERATION OR CANDIDATE/ORGANISER MUST SUBMIT A FILE INCLUDING THE FOLLOWING:**

- A letter of introduction on letterhead
- Any introductory notes that are appropriate as well as any other supporting letters and documentation from public / tourism / city authorities
- The completed Hockey5s World Cup 2023 – Bid Questionnaire

***Any other information that could be relevant to the bid should also be included***

*The FIH will provide upon request further documents that are necessary to get a detailed understanding on the requirements with regards to the event and the bidding process.*



# About FIH

The International Hockey Federation (FIH) is the world governing body for the sport of hockey, recognised by the International Olympic Committee (IOC), as well as by the FIH's Members and the Continental Federations, as the sole ultimate governing body for the sport of Hockey throughout the world. Founded in 1924, FIH today has 137 members National Associations. We are based in Lausanne, Switzerland – the home of the IOC and most other major International Federations.

At FIH we exist to raise the global status and popularity of Hockey. We passionately believe in our ambition - a global game, relevant to the next generations.

FIH governs all 4 disciplines of the sport: 11-side (represented at the Olympic Games), Hockey5s (represented at the Youth Olympic Games), Indoor hockey and parahockey. The different sizes and scopes of our events ensure that FIH events can be hosted by all cities.

## MAIN INTERNATIONAL EVENT HELD FOR OUR DISCIPLINES

- FIH Men & Women Hockey World Cup (11 a side)
- FIH Men & Women Olympic Qualifiers (11 a side)
- Men & Women Olympic Games (11 a side)
- FIH Men & Women Junior World Cup (11 a side)
- FIH Men & Women Pro League (11 a side)
- FIH Men & Women Nations Cup (11 a side)
- FIH Men & Women Indoor World Cup
- FIH Men & Women Hockey5s World Cup
- Men & Women Hockey5s Youth Olympic Games







## About FIH

WORLD CLASS EVENTS +  
GLOBAL BROADCAST +  
FOLLOWERS & FANS +  
STRONG IMAGE



#Hockey  
Invites

Watch Hockey

**Brand New OTT**  
More than 60K subscribers  
in only 2 months



**1 Billion**  
Broadcast views



**388 Million**  
Followers worldwide



**30 Million**  
participants



**Equally Amazing**



**1 Million**  
Tickets Sold



**120 Million**  
Impressions on  
FIH Social Media in 2020



**1.65 Million**  
Followers on  
FIH Social Media Accounts

## About FIH Event Impact on Host



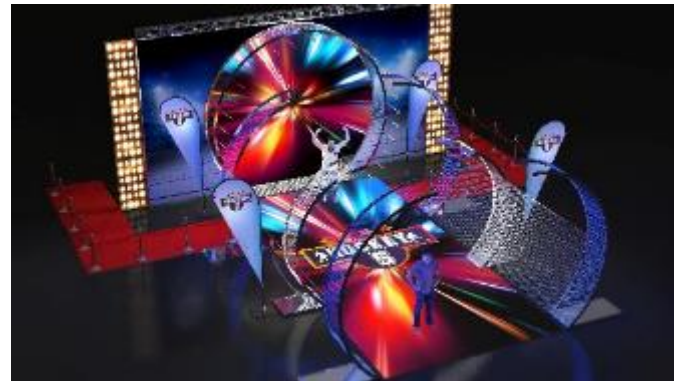
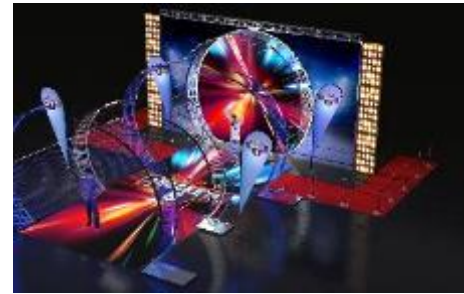
*Vishal Kumar Dev - Odisha (India)  
Sports and Tourism Secretary*



FIH Men's World Cup Hockey was a platform that helped showcase the new Odisha. As per tentative figures collated by Odisha's tourism department, the state received 1.61 million and 2.22 million domestic tourists in November and December 2018 respectively, up to 60% higher than normal. Foreign tourists also arrived in higher numbers in the two months with an average monthly arrival of 15,000, higher by around 50%," he said, adding the state has pioneered the concept of 'Sports Tourism' in the country



FIH



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