

## FIH JUNIOR HOCKEY WORLD CUP(S) 2023

### KEY FACTS OF THE EVENT – PER GENDER:

- 16 participating teams (four pools of four teams each);
- Top two of each pool to progress to quarterfinals; all teams to play for classification (places 1-16), total of 48 matches (TBC);
- To be played across eight – eleven days (incl. rest days);
- Two time windows: 15 September – 1 October & 1 – 17 December 2023;
- A joint event (men/women) could be considered;
- Players must be under 21 years of age as of 31 December 2022;
- Teams to qualify through continental events.

### HOST'S KEY OBLIGATIONS:

#### 1. Venue

- Fully operational, functional clean venue with one competition and one training pitch (which may also be used as a second competition pitch) from 6 days prior to event;
- Incl. all necessary permanent and temporary infrastructure, internet and technical equipment for all stakeholders (teams, staff, spectators, media, broadcasters, commercial partners, anti-doping);
- Incl. seating for a minimum of 2,500 spectators.

#### 2. Event Officials / Personnel

- Event Officials (appointed by FIH):
  - 1 Technical Delegate, 1 FIH Medical Officer, 6 Technical Officials, 2 Umpire Managers, 14 Umpires;
  - Event Officials must be reimbursed of visa costs and be provided with flights, accommodation, transportation and a per diem (60,00 EUR) by the Host NA;
  - Appointments of Event Officials will mainly come from the same Continent and surrounding countries in order to reduce the costs as much as possible;
- Qualified and dedicated personnel to ensure fulfilment of Host's obligations and to run the event.

#### 3. Services

- Accommodation:

Contingents of rooms in at least three official hotels that can be booked by teams, FIH Officials, FIH Staff, commercial guests, media and broadcast partners;

- Flights:

The Host NA must provide return travel tickets for all Event Officials, except the FIH Representative and FIH Staff – participating teams are responsible to arrange and cover their return travel tickets themselves;

- Transportation:

- Transportation from airport to hotel and vice versa for Teams (with Team-dedicated buses), Event Officials, FIH Officials, FIH Staff;
- Transportation from hotel to venue and vice versa for Teams (with Team-dedicated buses), Event Officials, FIH Officials, FIH Staff, FIH Commercial Partners and Guests, VIPs;
- Regular shuttle bus between hotel and venue for Media and Broadcast;

- Appropriate safety, security, medical, technology and spectator services as well as sport presentation;

- Accreditation passes for teams & all relevant stakeholders.

#### 4. Broadcast

- All domestic and international broadcast, video and online rights are the property of FIH;
- All matches will be live streamed on the FIH OTT platform – matches will be broadcasted in territories where there is interest by an existing or new FIH Broadcast Partner;
- The Host NA is to provide all reasonable assistance in fulfilling any commitments and obligations to any host broadcaster and/or production services company (services and facilities at the venue).

#### 5. Commercial Rights

The following packages are allocated and may be sold respectively by FIH and the Host NA for the event:

	FIH	Host NA
Presenting Partner	1 package	
Host Partner		1 package
Global / Official Partner	4 packages	4 packages
Global / Official Supplier	3 packages	3 packages

The corresponding split of rights & benefits is as follows:

	FIH					HOST NA					FIH+NA Total
	Presenting Partner	Global Partner	Global Supplier	FIH / Event	Total	Host Partner	Official Partner	Official Supplier	Host / Event	Total	
<b>PARTNERSHIP RIGHTS</b>	1	4	3		8	1	4	3		8	16
<b>Product category exclusivity</b> (including advertising, sales, services, promotion, etc.)	On selected categories	On selected categories	On selected categories			On selected categories	On selected categories	On selected categories			
<b>Designation</b>	Presenting Partner	Global Partner	Global Supplier			Host Partner	Official Partner	Official Supplier			
<b>Use of Composite Logo in promotion and communications</b>	X	X	X			X	X	X			
<b>ON-SITE BRANDING AND PROMOTION</b>											
<b>PERIMETER BOARDS</b>											
<b>4m boards in primary position</b> (50 total)	6	4	1	1	26	4	4	1	1	24	50
<b>4m boards in secondary position</b> (22 total)	2	2		1	11	2	2		1	11	22
<b>4m boards in central position</b> (4 total)	2 boards for Event Logo				2	2 boards for city name				2	4
<b>LED boards</b> full ring (if available) in minutes (60 mins per game)	9	up to 5 mins max per partner (total 18 mins)	1	2	32	6	Up to 5 mins max per partner (total 18 mins)	1	1	28	60
<b>Second tier branding</b> (if available)	50%				50%	50%				50%	100%
<b>GOALS</b>											
<b>Inside goal boards</b> (both goals)	X (1 partner)										
<b>Outside goal boards</b> (both goals)						X (1 partner)					
<b>CAM CARPETS (if available)</b>											
<b>Goal-side positions, inside circle penalty corner position</b>	2				2					0	2

	Presenting Partner	Global Partner	Global Supplier	FIH / Event	Total	Host Partner	Official Partner	Official Supplier	Host / Event	Total	FIH+NA Total
Goal-side positions, inside circle non penalty corner position					0	2				2	2
Penalty corner positions, outside circle		2			2					0	2
Non Penalty corner positions, outside circle					0		2			2	2
<b>BACKDROPS</b>											
Media backdrops	15%	10%			55%	9%				45%	100%
Video umpire backdrop	50% (one partner)			50%	100%					0%	100%
<b>OTHER PITCH-SIDE BRANDING ELEMENTS</b>											
Player Walk Out branding, e.g. wedges – may vary depending on event presentation as defined by FIH; sizes and locations to be mutually agreed	2 boards (50%) (one partner)				50%	2 boards (50%) (one partner)				50%	100%
Sin bin branding	1 sin bin (one partner)				50%	1 sin bin (one partner)				50%	100%
Team benches	X (one partner)				50%	X (one partner)				50%	100%
<b>SPORTS PRESENTATION BRANDING</b>											
Ball pick up podium – event branded; as players enter pitch				Event Logo							
Trophy podium – event branded	X			Event Logo							
Trophy ribbons – printed logos on ribbons				X							
Tunnel – event branded / entrance branding	X			X							
Branding on cheerleader podium and costumes	X			X							
<b>AUDIO / VIDEO ANNOUNCEMENTS</b>											
In-Venue announcements	X	X	X			X	X	X			
Advertising on video board	Pre-Match: 2,5 min for FIH / FIH Commercial Partners Half-time: no FIH Commercial Partners Post-Match: 4 min* for FIH / FIH Commercial Partners <i>*(to be reduced to 2,5 in case of insufficient time in between matches)</i>					Pre-Match: 2,5 min for Host / Host Commercial Partners Half-time: no Host Commercial Partners Post-Match: 4 min* for Host / Host Commercial Partners <i>*(to be reduced to 2,5 in case of insufficient time in between matches)</i>					
Video board branding	X			X		X					
<b>IN-VENUE ACTIVATION</b>											
Activation for crowd entertainment	X	X	X			X	X	X			
Half-time activation	up to 4 FIH Partners					up to 4 Host partners					
Contest and promotions	X	X	X			X	X	X			
<b>PRODUCT DISPLAY</b>											
Display stand, trade stand and/or sales area/spectator plaza (min 50sqm)	X	X	X			X	X	X			
Product display	X (one partner)					X (one partner)					
Spectator give-aways	X	X	X			X	X	X			
<b>PRINT MATERIALS AND ON-LINE PRESENCE</b>											
Print materials (Event stationery, accreditation, press releases, press passes/accreditation, hospitality passes, match tickets etc.)	X	X	X			X	X	X			

	Presenting Partner	Global Partner	Global Supplier	FIH / Event	Total	Host Partner	Official Partner	Official Supplier	Host / Event	Total	FIH+NA Total
Promotional material (Event advertising, posters, flyers etc.)	X	X	X			X	X	X			
Page/s in official Event programme	Two full pages (including inside front cover)	One full page	Half page			One full page	One full page	Half page			
Logo recognition on Event Website with hyperlink	X	X	X			X	X	X			
FIH website logo presence with hyperlink	X	X	X								
<b>UNIFORMS</b>											
Event Officials' uniform branding	X (one partner)		X								
Event volunteers'/flag bearers' uniform branding				Event Logo		X					
Event ball patrols' uniform branding	X			Event Logo							
Children escorting the teams						National Team Kit or with 1 partner logo in front					
Ball deliverers uniform, children who walk on pitch with umpires, collect ball from plinth – subject to sport presentation branding to be approved by FIH						National Team Kit or with 1 partner logo in front					
<b>AWARDS / CEREMONIES</b>											
Player of the Match						X					
Best Player	X (one partner)										
Top Scorer	X (one partner)										
Other awards				as needed					as needed		
Opening / closing ceremonies representative				as needed					as needed		
Medal ceremony podium – event branded	X	X				X	X				
<b>LICENSING</b>											
Event merchandising				X							
<b>CLIPS &amp; IMAGE RIGHTS</b>											
Videos/photographs for promotions & activations		X					X				

The Host NA must deliver

- The FIH + Host NA commercial rights as above incl. the production of required assets (e.g. perimeter boards, media backdrops, event programme, etc.)
- Certain tickets (VIP + general admission) to FIH and its commercial partners free of charge and/or at reduced price
- Hospitality and catering services/facilities at the venue

## 6. Insurance

Host NA must procure

- Third-party liability insurance (min. CHF 3,500,000)
- Cancellation / curtailment / rescheduling / abandonment insurance

## 7. Hosting Fee

In consideration of the rights granted, the Host NA shall pay to the FIH a fee (the “Hosting Fee”) of CHF 250'000,- net of all taxes.