

CEV EuroBeachVolley



Candidature Application Guideline







Dear all,

EuroBeachVolley has established itself as the absolute highlight of the European Beach Volleyball season and even in times as challenging as those we have been living in since the outbreak of the coronavirus pandemic, the CEV has worked extensively with its partners to deliver such a top event for the benefit of players, fans and media alike.

As we continue our mission to provide opportunities for our members to play and to grow the game, we are now reaching out to all of you to gauge your interest in playing host to the next edition of EuroBeachVolley.

You shall see this not only as an elite competition for the top players across Europe, but also as an opportunity to draw further attention to the sport and to inspire your youngsters to play Beach Volleyball and embrace its lifestyle and core values.

The organisation of such a major event shall have a lasting legacy on the growth of the game in your country as well as in Europe as a whole.

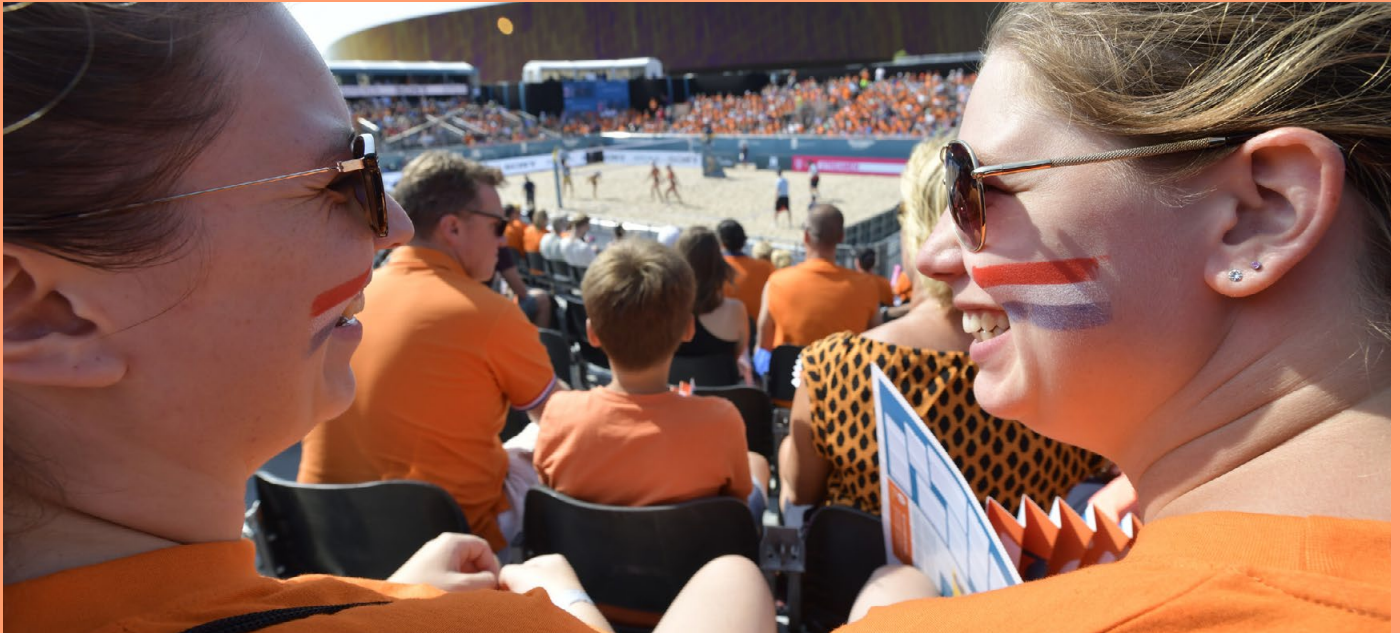
If you need any support or advice as you work on your application or need any assistance in fine tuning your concept for the delivery of a terrific Beach Volleyball party, please do not hesitate to reach out to the staff working at the CEV headquarters in Luxembourg.

Let us work together to take our sport to unprecedented heights!

Sincerely yours,


Aleksandar BORIĆ
CEV President

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General Information



This Candidature Application Guidelines aims to serve as a framework to all National Federations and their collaborating partners who are interested in bidding to host the most prestigious European Beach Volleyball tournament, to guide National Federations through the various steps of an application.

Joint ventures including multiple cities or even countries are welcomed as they allow a wider reach for the promotion of Beach Volleyball within one country or more and overall in Europe.

The following criteria will be considered favorable in the process of evaluation of the applications:

1. Unique and special candidatures that will allow further development of our sport in Europe.
2. Long- term commitments to organise Beach Volleyball events.
3. Level of completion will also be one of the evaluating factors.
4. Explaining the add-on of your candidature to increase the level of the CEV competition and concrete plans and actions exceeding the requirements of the CEV Beach Volleyball Competitions Regulations.



The appointment process

Appointment of the Organiser

4 Basic Steps

1



2



3



4



Step 1 – Application

The appointment of the Organiser is based on a bidding process.

Any Application shall be presented in English as follows:

- According to the structure set below by the CEV,
- Answers to questions shall be factual, accurate and precise.

The Application requires to obtain authorizations and guarantees from third parties.

Each Applicant shall appoint one individual as main contact for the CEV, during the entire process.

Any persons involved in the process shall act in accordance with the principles mentioned in the CEV Regulatory Framework.

The submission of the Application is an acceptance to comply with the CEV requirements and regulations for the organisation of the CEV competition.

Requests for additional assistance regarding the Application can be addressed to beach@cev.eu.

Step 2 – Evaluation

The CEV evaluates the applications based on the documentation provided as well as the experience with previous organisations in the respective countries.

The CEV may invite a Candidate during the process to present its Application before the CEV bodies.

The CEV may also inspect the sites proposed for the CEV competition.

Step 3 : Award

The CEV appoints the Organiser at the end of the evaluation process.

If appointed by the CEV, the Candidate will automatically become the Organiser of the respective CEV competition.

Public announcement of the appointed Organisers will be made together with the CEV at a mutually agreed time.

Step 4 – Execution

The Organiser and the CEV work together throughout the implementation process in order to deliver a great and remarkable event for all involved stakeholders.

The CEV competition will be prepared following various site visits, meetings, and further cooperation, including timetable of actions to follow and master-plan for the event delivery that will be agreed with the Organiser(s).

The Applicant and required Information

Expectations, Questions,
Documents (EQD)

Application requirements

The present part aims to support each Candidate to identify key organising aspects by asking important questions, which should be considered before submitting the Application.

Furthermore, it aims to provide the CEV with the information necessary to properly evaluate each Application and appoint the Organiser.

The present part does not aim to repeat the requirements of the CEV competition, which are mentioned in the CEV Beach Volleyball Competitions Regulations and Guidelines.

The following symbols are used in this part:

- E** means “**expectations** from the CEV”
- Q** means “**questions** to be answered”
- D** means “**documents** to be provided”



Chapter 1

The Organiser

With this chapter, we would like to know more about you and your partners.

Concept

- E** Present a clear vision and objectives.
- E** Outline the sportive, social and economic parameters related to your Application.
- E** Provide a brief explanation about how you intend to use the event to further develop the sport in your country as well as how it could contribute to the promotion of Beach Volleyball across Europe (in particular youth development and media coverage).
- D** A summary statement (vision, legacy, objectives, strengths and weaknesses, challenges and opportunities, etc.).

Support

- E** Binding support from the Host city(ies), sponsors, other institutions and partners on national, regional and local level, which are involved in your Application.
- Q** How will the public authorities, private sector and local communities support the organisation of the CEV competition?
- Q** How do you plan to ensure continuous support from the local authorities in the preparation and delivery of the event?

D Letters of support with one or more of the following information:

- a. Political support,
- b. Financial support,
- c. Human resources support,
- d. Equipment / infrastructural support.

Finance

Q Have you considered all the potential expenses related to the organisation of the CEV competition?

Q Have you established the budget based on previous event experience, mainly of the CEV competitions?

Q Have you foreseen a percentage of the budget for unforeseen events?

D A draft budget covering the entire organisation including all anticipated expenses and incomes (respective templates can be requested directly by CEV).

Management Team & Workforce

E An experienced, structured, complete and skilled management team is essential for the proper event delivery.

Q Do you use the services of external companies? If yes, for which areas?

D An event organisation chart with names, titles, functions and hierarchy. Crucial roles/function areas that have to be specified in the Application:

- a. Tournament Director,
- b. NF Delegate,
- c. Communication & Media,
- d. Marketing & Promotion.

Function areas for roles that will be specified at later stage of the organisational process:

- a. Administration,
- b. Competition,
- c. Finance,
- d. Accommodation and Catering.

Chapter 2

The Competition

With this chapter, we would like to know more about the staging of the CEV competition but also be informed about the sports related items, which would encourage you to apply.

Host city(ies)

- E** Host city(ies) with enough resources to support the CEV competition.
- E** Commitment of Host City(ies) to ensure city branding covering most meaningful areas.
- Q** What are the opportunities and challenges of the infrastructures of the Host city(ies)?
- Q** How do you plan to involve the Host city(ies) in city branding?
- D** Host city(ies) guarantee for city branding.
- D** A brief description (including photos and videos) of the Host city(ies).

Venue(s)

- E** Centre court with min. capacity of 2,500 seats including seating for VIPs, players etc.. In case of multiple cities 1 centre court per city.
- E** At least 3 side courts with min. capacity of total 500 seats plus one warm up court per gender (in case of multiple venues these requirements need to be adjusted accordingly).
- Q** Is there a major, historic and/or iconic venue / place for the CEV competition?
- Q** Are you planning to play night matches using flood lights ?
- D** Information about the Competition venue(s) (seating plan, in scale venue layout, history of other

major sports events, competitions played there, etc.).

- ▣ A guarantee from the owner of the area that the venue(s) will be deployed concerning its exclusive use from 3 days before to 1 day after the CEV competition; as well as the exclusive grant of all rights concerning advertisement and promotion.
- ▣ A City map indicating the Competition venue(s) localization with regard to pre-selected hotels.
- ▣ Photos of the Competition venue(s) if used in the past for other sporting or cultural activities.
- ▣ Draft of competition schedule (including No. of days and courts).



Chapter 3

Services

With this chapter, we would like to know the services offered to teams, delegation members, officials and other accredited people and fans.

Accommodation

- E** Accommodation solutions for all price categories meeting the requirements in terms of location, hotel quality, room categories and numbers, according to the CEV regulations and guidelines for team delegations, CEV officials and Event delivery team and VIP guests.
- E** Catering flexibility according to the competition timetable.
- Q** Have you taken into consideration that additional team members may request accommodation packages?
- D** A list of available hotels for teams, CEV officials and Media with details (kind of rooms, contact details, services, etc.).

Transportation

- E** Airport for arrivals and departures with frequent international flights for all price categories.
- E** Organisation of the transport from the airport to hotels and from hotels to the Competition venues for team delegations, officials, VIPs, etc. (e.g. distances, type of transport to be used, travel times, etc.), as per the CEV regulations.
- D** Information about the airport (name, website, location, etc.).

- D A map and information about transportation system (ways to access the above mentioned places, travel times and distance between them, frequency, etc.) for teams, CEV officials, VIP and Media.
- D A public transport concept for fans (how to reach venue, etc.).

Visa

- E If required, support a procedure to obtain visas.

Accreditation

- E Accreditation plan in collaboration with the CEV and adjusted to the local needs.
- E Monitored access to the courts as well as other zones applying the accreditation system.
- E A zoning plan considering access control for accredited and not accredited people.

Security

- E Delivery of adequate security measures and assessment of plans for ensuring a safe competition.
- E A security action plan.
- Q Have you contacted the respective authorities in in your country/city to discuss and ensure the necessary security measures?
- Q Are there any special actions needed to ensure the safety of all participants?

Medical and anti-doping requirements

- E Delivery of necessary qualified personnel to deliver the medical services in all venues and training areas.
- E Access to medical services also off competition hours.

CEV will be responsible for covering the costs of the Anti-doping tests and the Organiser will only need to ensure the necessary facilities and support the specialized personnel on site.

CHAPTER 4

Marketing and Communications

With this chapter, we would like to know how you would promote the organisation of the CEV competition within your country, region and Host Cities as well as across Europe and make of this event a great experience.

Promotion and media

- E** An identification of the population interested in the CEV competition and their needs related to the latter.
- E** Innovative promotion of the CEV competition as a major international event.
- Q** How are you planning to use social and digital media?
- Q** What tools and best practices will you use and engage with people and to attract spectators all over Europe to visit the event?
- D** A communication and draft promotional plan (timeline, activities, channels of promotion, media, etc. - actions by customer segments, etc.).
- D** Concept about how to engage with the fans on regional, national and international level.

Sponsorship / marketing plan

- E** This point seeks to present a successful marketing program in order to attract sponsors and partners.
- E** A strategy regarding the marketing concept and pricing for the CEV competition.
- E** A draft marketing plan including targets, strategies and financial terms.

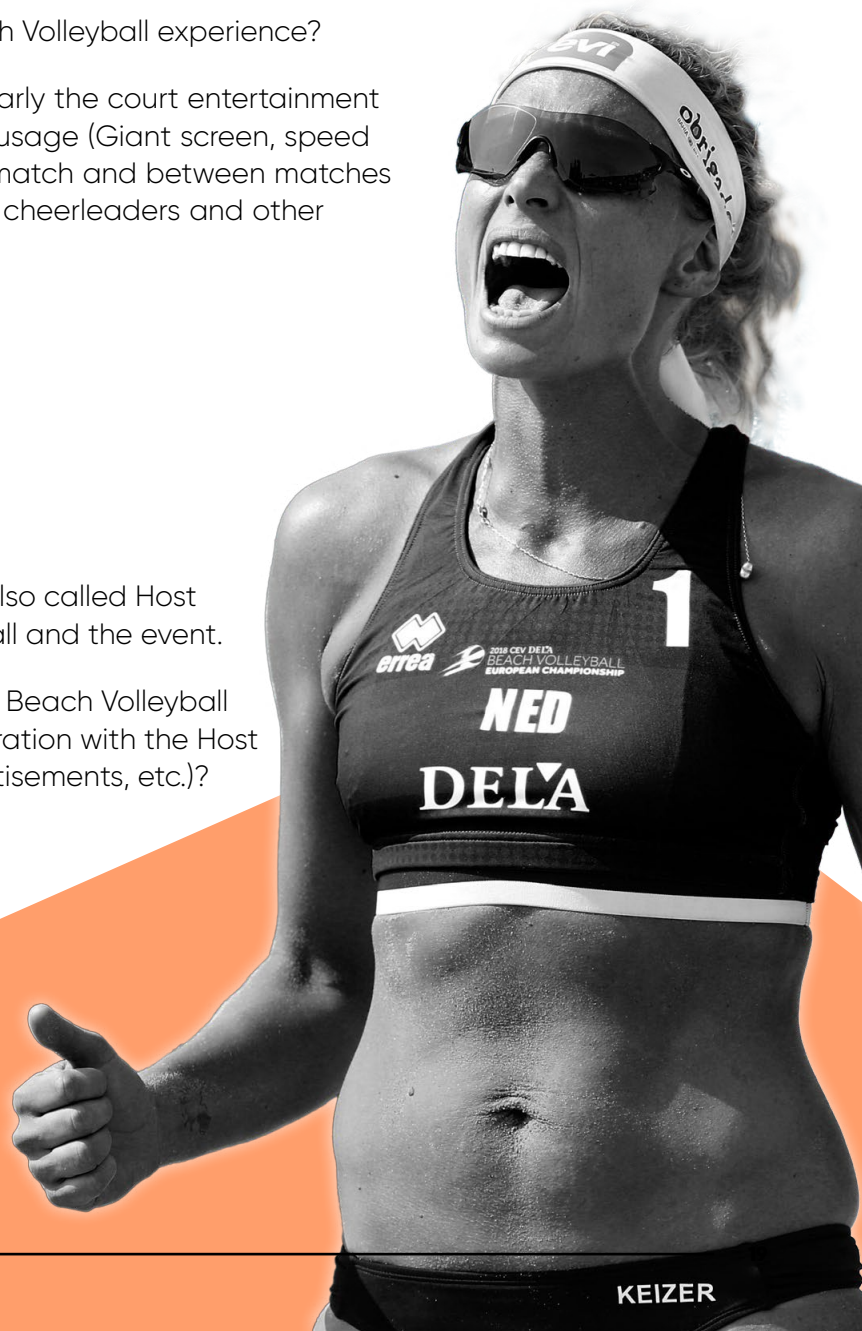
- Q Who are your potential sponsors and supporters?
- Q Have you considered of a marketing policy and strategy?
- Q What ticketing sales strategies and programs would you propose to implement (points of sales, pricing, time frame)?
- D A description of the marketing structure and deliverables between the different sponsors, suppliers and partners.

Entertainment

- E Culturally rich program of side events, ceremonies and other entertainment providing an added value.
- E Creation of opportunities to increase engagement with the CEV competition.
- Q Are you aiming to use the services of a third company? If yes, have you already identified this company?
- Q What are the fans expecting from the Beach Volleyball experience?
- D An outline for sport presentation, in particularly the court entertainment (Announcer and Music DJ) and technology usage (Giant screen, speed camera, etc.) before, during, and after the match and between matches and sets (spectator's involvement, dancers, cheerleaders and other performance acts).

TV and Broadcasting

- E Cooperation with the CEV Media agency.
- E Cooperation with appointed rights holder also called Host Broadcaster in promotion of Beach Volleyball and the event.
- Q What activities will be prepared to promote Beach Volleyball before, during and after the event in cooperation with the Host Broadcaster (news, sport magazines, advertisements, etc.)?



Chapter 5

Impact

With this chapter, we would like to know the planned effects of the event in regard of legacy and sustainability but also the way to measure the event impact in local economy.

Legacy

- E** A long-lasting and creative heritage supporting the development of all forms of Volleyball in the region.
- Q** How can the staging of the CEV competition help the national and local Volleyball institutions to further develop Beach Volleyball?
- Q** What kind of direct social benefits can it bring to the Community?
- D** A development activities plan (timeframe, targeted population, investment, goals, etc.).

Sustainability

- E** A "green" CEV competition, which helps saving costs and increases the positive perception of the event.
- Q** What are your plans and potential obligations concerning environmental protection?
- Q** How do you plan to involve green companies and non-governmental organisation as partners of the event?
- D** An organisation environmental plan (initiatives, energy consumption, re-use of materials, waste management, water and paper use reduction, transportation, etc.).

Monitoring of success

- E** An independent, objective and accurate evaluation system of the fulfilment of the objectives set prior to the Applicant is a crucial success factor towards the event partners.
- Q** Have you considered measuring the effect to the local economy and the effect to the people's moral and pride?



Chapter 6

Specific organising conditions

Each, any and all terms and conditions for the organisation of the CEV competition are mentioned in the CEV Beach Volleyball Competitions Regulations.

Competition titles:

"CEV EuroBeachVolley"

Bidding Amount: (inclusive prize money)

- EUR 300,000,- (double gender event).
- Installment schedule to be agreed in Organiser Agreement.

Figures:

- 32 teams per gender.
- Up to 2 team delegation members per gender (no obligation for board and lodging).
- Min. 5 days for the event.

Competition System

- Pool play or modified pool play format (subject to Organiser's proposal).

Offered rights

Intellectual Property:

Non-exclusive right to use and exploit the CEV identification markers and CEV competition identification markers on event promotion. Prior approval of the CEV required.

For the avoidance of doubt, all merchandising rights related to the CEV EuroBeachVolley are reserved by CEV.

Naming:

- Exclusive rights to use and exploit Presenting sponsor in the competition title using this form: **"CEV EuroBeachVolley"** presented by "Presenting sponsor" for national promotion.
- Exclusive right to use and exploit the titles including the terms "national" or "local" together with "sponsor", "partner" or "supplier" and "host city".

CEV holds the rights for the Title sponsorship package. The Organiser can request the Title sponsorship package details and may present an offer to the CEV. In order to acquire the Title sponsorship package, the CEV has to agree with the proposed offer.

Advertisement:

Exclusive right to use and exploit the following Advertising spaces:

- 70 % on a dynamic advertising system - LED system - on the first row, according to the total rotating sequence, content, sequences and timing confirmed by the CEV.
- 70 % of the advertising space on the second row and 100% on the third row.
- 70 % of the advertising space on side courts.
- 70 % of the advertising space on backdrops.

CEV Protected categories:

- Airlines.
- Banking.
- Betting and Gambling Services.
- Body and Healthcare Products.
- Courier services and Logistics.
- Sports Equipment - BeachVolleyball Balls.
- Sportswear.

Uniforms:

- CEV holds and reserves the right for the advertisement on the front side of the player's uniform for the Title sponsor.
- Organiser has the right to display its "presenting" partner on the back side of the player's uniform following the CEV predefined position as stated in the Annex of the competition Handbook.
- The Organiser is granted the right to display the "presenting" partner together with the Title sponsor on other individuals (clothing equipment of the workforce, the CEV Officials, Match Officials) as stated in the Annex of the competition Handbook, while the "presenting" partner will have a 50% less visibility than the Title sponsor.

Others:

Exclusive right to get incomes from ticketing, VIP and hospitality, Host city partnership and fan zone.

Non-exclusive rights:

- To get incomes from a commercial village in the Competition venue, promotional stands, side-events.
- Host city dressing and branding.
- European promotional campaign.
- Entertainment and side events (in and outside the Competition venue and in the Host city).
- Print and advertising material.
- Organiser's workforce dress-up.

Obligation

To organise the CEV competition according to the CEV Beach Volleyball Competitions Regulations, the Official Beach Volleyball Rules and relevant provisions of the FIVB Sports Regulations, FIVB Medical and Anti-doping Regulations and CEV Regulatory Framework applying mutatis mutandis to the CEV EuroBeachVolley.

To comply with the rules, process and deadlines stated in the Application guidelines. The lack of compliance with the latter may lead to a denial of the Application, submission or request.

To provide the following:

- a. All necessary facilities and organisational areas.
- b. Accommodation and local transportation for the participating team (32 twin rooms per gender).
- c. Accommodation, transportation and per diem for the appointed CEV officials and neutral referees (number to be confirmed in regard to the number of venues/host cities involved).
- d. All the technology needed for courts with TV production, including Scoreboard within the Led perimeter, minimum 1 videoboard/giant screen
 - Challenge system for all TV produced matches (minimum quarter finals onwards)
 - Hardware, connectivity and resources for the e-scoring and Match Statistics applications (software provided by the CEV) and a Video Sharing application.
- e. 30 tickets with access to the VIP area and all benefits related to the highest VIP status and 40 tickets with normal access per match and free of charge for the CEV and CEV partners, consideration for athletes family & friends tickets.
- f. In case of night matches, match lights of minimum 1500 lux for the interested court and stage lights for the court and the tribunes, plus lights for warm-up court and the mixed zone.
- g. Uniforms for all participating athletes and the appointed CEV Officials as per the CEV Regulations and Guidelines.

To produce and use the following print and digital material (as per valid Brand Guidelines):

- City billboards and city posters.
- Stadium entrance.
- Venue cladding.
- Referee chair.
- Net posts padding.
- Mixed zone.
- Venue signage.
- Competition bracket / results billboard.
- Scoreboards for side courts.
- Branded VIP area.
- ID cards and event branded lanyards.
- Podium and backdrop for the awarding ceremony.

All promotion material has to be produced in English language or English-native languages.

To bear the costs related to the granted rights and obligations to be fulfilled.

To provide the CEV Media agency with the following:

- a. Sufficient and suitable commentary positions for each match, in the best possible location, as agreed by the CEV Media agency, consisting in 1 table per each position large enough to place 2 chairs and sit 2 commentators, private and separate from each other by appropriate structures (if required).

- b. Accreditations to allow the access of the CEV Media agency's staff to the area reserved to the public at each Competition venue.
- c. Accommodation (full board) and local transportation for up to 6 CEV Media agency's staff in each host city where the Production rights are used from two days before the first production day (in single rooms, in the same hotel as the CEV Officials).
- d. An office equipped with telephone and internet connection for the CEV Media agency's staff consisting of 1 working space and a monitor featuring the produced feed (if requested).

CEV centralised ticketing platform:

- a. In order to optimise the sales and marketing processes, CEV has named a CEV Ticketing Partner (leading ticketing provider in Europe), through which all available tickets of the Event are managed and sold. This includes not only public ticketing but also all other ticket contingents such as VIP, Commercial partners' tickets, complementary tickets, etc.
- b. The CEV grants the right for the ticketing income to the Co-Organiser (after coverage of the system fees and with the exception of the pre-define number of seats for the CEV).
- c. By usage of the system, the Co-Organiser will be supported by a European campaign promoting the Event using promotional channels of the CEV Ticketing Partner. Furthermore, the CEV will support the Co-Organiser with the set-up of the ticketing system and its implementation for this event.
- d. The CEV and the CEV Ticketing Partner reserve the right to provide a centralised ticketing system that includes online sales channels as well as retail channels and the Co-Organiser ensures the implementation of this system for delivery of the ticketing solution.
- e. The seating maps creating as well as the ticketing strategy and start of the sales will be coordinated among the CEV, the CEV Ticketing partner and the Co-Organiser, while the CEV reserves the right for final decisions on these matters.

Other event rights

Any granted rights are not related to the following sectors and/or categories: alcohol (spirit), tobacco and pornography.

The CEV is the exclusive owner of the author's right and related rights for each, any and all literary or artistic works arising during the Candidature process. In case a literary or artistic work or related rights is considered by law as a work of joint authorship between the CEV and the Candidate or as a work of the latter, all author's rights and related rights of the Applicant are irrevocably granted to the CEV.

The CEV is the exclusive owner of each, any and all signs capable of being represented graphically, inventions, discoveries, processes, ideas, methods, ornamental or aesthetic aspect of an item and know-how arising during the Candidature process.

The Applicant supports the CEV in applying and obtaining patents, designs and trademarks. The Applicant refrains for obtaining for itself any rights for these items.

Commitment

Please print the following text on the official letterhead of your organisation. The names of all parties and their representatives shall be included at the end of the text. Please return one original to the CEV office, together with your Application.

Dear Sir or Madam,
Hereby, we decide to apply for the organisation of the CEV EuroBeachVolley.

The present letter expresses our serious, clear and certain will. We are prepared to do our best to deliver a top quality sport event, to be seen by fans, media and partners as an international event.

By submitting this Application, we are irrevocably, fully and unconditionally willing to organise the CEV competition; in accordance with the data mentioned in this Application and the requirements set by the CEV in the Application guidelines.

Our Application is complete, true, accurate, realistic, based on existing and verified data and according to the CEV requests for information. The budget for the organisation of the CEV competition as well as the payment of the Organiser fee is already fully guaranteed and secured.

We own, have or will obtain all the necessary and appropriate rights, licenses, consents skills, work-force, experience and other resources to comply with the CEV requirements and implement the content of our Application.

If the CEV appoints us as Organiser, we acknowledge, agree and warrant that our Application will automatically be considered as a binding agreement.

Best regards

Place, Date

Name, signature

CEV Publications
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