

Event Promotion and Presentation

10. Obligations Relating to Broadcast

There is no requirement for full coverage of all matches at your event.

However, in accordance with the Licence Agreement if you are planning to produce matches, then these matches MUST be streamed on www.eurohockeytv.org.

However, if the host secures television/Internet broadcast then the section below sets out the general requirements in relation to television production and broadcast. Any plans with regard to TV and Internet broadcast must be discussed with the EHF at least 6 months prior to the event. The EHF endeavors to work with its hosts to maximize the coverage and profile of the game through its events.

The EHF assigns all domestic television, across all platforms including mobile, pay/cable and satellite TV to the Organiser.

Internet broadcast rights in the host Organiser territory are assigned to the Organiser on the basis that the Internet broadcast is geoblocked to the Organiser's territory.

Where the organizer requires technical assistance to provide the feed (live, delayed or highlights) to their domestic broadcast partners, the EHF may charge a technical fee for this technical assistance.

The EHF retains all international television broadcast rights, across all platforms including mobile, pay/cable and satellite TV.

The EHF retains the non-exclusive right to conduct interviews with players, officials, supporters and volunteers and to upload video footage of these interviews via the Internet.

The Organiser 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 EHF or its designee live or on tape-delayed basis.

The main aims of the EHF/ the Organiser 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);
- to be financially viable, and potentially profitable.

In this regard it is recognized that it may be beneficial to all parties to amend this annex depending on the arrangements that are agreed so that they can maximize the above.

Three key partners are involved in realizing these goals: (1) EHF Communications Manager, (2) the Organiser, (3) the host broadcaster (assigned by the Organiser).

Organiser's Responsibilities

Should the Organiser secure an event host broadcaster (the "**Host Broadcaster**") they will provide television production of the Event as outlined below. The Organiser must describe the likely TV

arrangements, including production plan, the availability of the international signal for international use by a date to be agreed with the EHF.

Host Broadcaster Responsibilities managed by the Organiser (if relevant)

The Host will ensure that the Host Broadcaster provides/ensures the following to the EHF or to EHF's television designee:

Coverage

Full coverage of all matches and all Events, including the Prize Giving Ceremony, suitable in all respects for international broadcast purposes and fully cleared for international exploitation (including, payment of all fee such as mechanical copyright fees in regard to all commentary and music material).

All pictures to be broadcast in 16:9 Standard definition format (unless specified otherwise).

The Host Broadcaster shall implement any and all reasonable requirements and instructions of the EHF in the production of the television coverage.

Match footage Rights

- The match footage rights and commercial rights are split as follows:
 - Domestic rights to the Organiser;
 - All International rights to the EHF.

This excludes team videos, which are for private, technical use by the respective teams only. However the EHF has the right to be given a full set of all matches, which can be used by the EHF for internal promotional and development purposes.

Production quality

- If deemed so necessary, the EHF reserves the right to supplement the host broadcast's production in order to meet EHF minimum standards of television production as indicated by the camera plan. Additional costs in this respect will be the responsibility of the Organiser. (Quality improvement support over and above the minimum requirements are for the account of the EHF)
- EHF authorizes the Organiser to license the domestic television rights for the tournament to the host broadcaster as follows:
 - 1..1.1 Terrestrial free to air rights only, unless otherwise agreed with the EHF.
 - 1..1.2 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 EHF.
- The Organiser may secure an event host broadcaster who will provide television production of the event as outlined in this document. Organisers must describe the likely TV arrangements, including production plan, the availability of the international signal for international use and the possibility of the production of a highlights programme for domestic and international transmission on a daily basis.
- The Organiser may seek a minimum amount of domestic television broadcast (excluding news coverage) within the host country territory (suggested minimum: daily highlights and/or all host country matches).

- The Organiser is required to liaise and consult fully with the EHF Communications Manager, where appointed, in regard to the appointment of a host broadcaster, and in relation to ensuring the host broadcaster complies with the terms of the EHF Television guidelines.
- Access to venue:
It is material to this relationship that neither the EHF nor the host broadcaster allows any television camera or camera team; to the venue without the Organisers express prior written consent.

Host Broadcaster Responsibilities managed by the Organiser

The Organiser will procure that the host broadcaster provides/ensures the following to EHF or to EHF's television designee:

Access

- Free and unencumbered access to television coverage (i.e. audio/visual) of the Event (i.e. signal access will be provided free of charge), including provision of the continuous live clean signal, delivered to a mobile uplink facility at the venue. The mobile uplink facility (SNG) and any associated licenses required by national governments are the responsibility of the Organiser. The signal will commence a minimum of fifteen (15) minutes before the start of a match and finish no less than fifteen (15) minutes after the final whistle of the match. The live clean signal to include international sound and commentary on separate tracks, the commentary preferably in English, or in national language of the host country.

Coverage

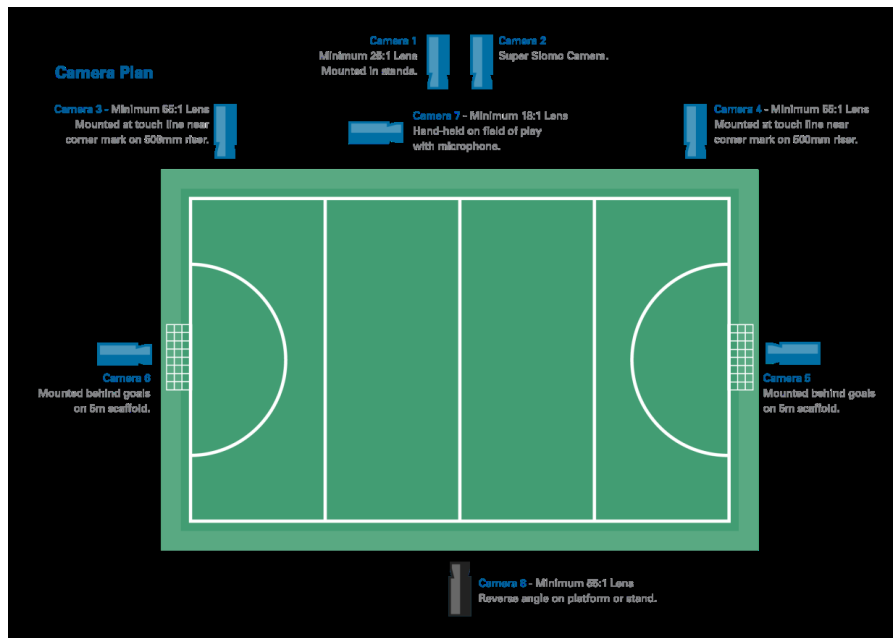
- Full coverage of all matches, including the award or closing ceremony, suitable in all respects for international broadcast purposes and fully cleared for international exploitation.
- The producer shall implement any and all reasonable requirements and instructions of the Organiser in the production of the Television coverage.

Production

- Multi-camera coverage with slow-motion replay and graphics capability, of a standard expected and required by the international television market.
- Production plan, prepared by or in conjunction with the host broadcaster, should be submitted to the EHF and the Organiser. 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 organized. The plan to include, as a minimum, an explanation of all companies or broadcasters involved in the production of the equipment and key personnel that will be utilized, camera positions, number of VTR machines, type of graphics system to be used, etc. Approval of this plan will not be unreasonably withheld by the EHF.
- An acceptable framework, based on current practice, could consist of:
 - 8 cameras (in line with the approved production plan as per 2.4 above) located and with lens specifications as described in the FIH TV camera plan and including provision of at least one super slomo camera.
 - Digital replay capability allowing for isolated recording of all camera angles. All machines to be fed by a router with access to all camera, including isolated audio.

- EHF / Tournament logo style graphics and a system capable of displaying a minimum of team and individual player information, score and scorers "action" statistics collection and a clock that counts down.

Recommended Camera Plan



Presentation

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 EHF.
- Use the title of the event in full, including a title sponsor's name where applicable.
- Provide clean graphics (i.e. not featuring any form of advertisement or sponsor branding) unless requested by the EHF to include the title sponsor's name in such graphics.
- 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 a Tournament logo or the EHF logo, incorporating a sponsor name/logo, if applicable.
- Ensure that all credits for timing and computer companies secured by the EHF (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.

Additional facilities

- At the end of the Tournament, Host Broadcaster will make available to the EHF all matches in hard disc in broadcast quality.
- 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.

- Host broadcaster must publish a rate card of facilities for the Organiser and other clients, to be agreed in consultation with the EHF and its television production consultants. The rate card should include, at minimum, rates for all items listed in up to and including 2.12.

Broadcast sponsorship/advertising

- The Organiser must account for the incorporation of any EHF partner, if present. Should new partners be signed before the tournament they have to be declared.
- According to FIH Statutes, any sponsorship or on-screen advertising (i.e. during the event broadcast) for tobacco-related is prohibited for ALL events.

Streaming

If the EHF will decide to stream the event, the following requirements have to be thought of:

Production provided by the EHF:

- 1 x HD Broadcast camera & experienced hockey camera operator;
- 2 x HD minicams, with wireless connection;
- 1 x mixing desk with director;
- 1 commentator (for the final weekend);
- Full REPLAYS of all key incidents, including highlights;
- Integration of TMS/AltiusRT overlay graphics, controlled by director on second laptop;
- Ability to add adverts, logos etc in stream when required;
- Local recording of full matches in mp4 format, to provide to whomever immediately upon completion of match (via FTP server).

Required from the host and at hosts costs:

- **Wired** 12mbs Internet speed (upload speed);
- Raised platform (covered for weather purposes) / balcony at the centre line of the court
Electrical sockets / extensions near the camera;
- Camera position centrally located;
- Go-pro cameras located behind the goals;
- Raised platform to accommodate commentator;
- 2 small tables for equipment and director 2 chairs;
- 1 table and chair for the commentator;
- Drinks and snacks during game days for the 3 person team;
- Collection to and from the designated airport for the 3 person team (bear in mind that they will have a lot of 'gear' to be transported);
- Collection to and from the venue from the hotel for the 3 person team;
- Meals as part of the Technical team.

Required from host but at cost of Streaming company/commentator:

- Three single rooms Hotel booking in the Official hotel.

11. Commercial Rights, Publicity and Programme

Organisers should contact the EHF Director General for clarification on any points that they are unclear about with regard to their own event.

License Fee, if applicable, is in the Schedule of the Agreement. Not all events carry a license fee, but all events require a signed Agreement which will be provided by the EHF.

Title Sponsorship

It is the aim of the EHF to allow the Organiser to obtain a presenting / title sponsor, supporting sponsors and advertisers for this tournament.

The organiser may not engage in negotiations with a title sponsor of the event without the prior written approval of the EHF Partnership Manager. Any sponsorship or advertising for **tobacco** and **tobacco-related** products is not permitted for EHF events. Any proposed **alcohol** advertising needs to be approved by the EHF first.

The Organiser may grant title sponsorship category for all categories except the categories that existing EHF partners currently occupy. The EHF will advise the Organiser of the categories of its current partners. Current EHF categories are: **Clothing & Hockey Equipment / Sport retail / Lighting / Pitches / Executive Search / Hotels**. The Organiser may not sign away the title sponsorship of the Event without the prior written approval of the EHF Partnership Manager, which approval will not be unreasonably withheld. A sponsor's name may only be used in front of the name of the competition or tournament if the specific approval of the EHF Partnership Manager has been obtained by the organiser in advance.

Commercial Rights

Proposal: Organiser and the EHF will seek equal partnership exposure at all events. The EHF currently has 6 partnerships, meaning the organiser can have 6 partners/sponsors as well and they are treated equally on all exposure, branding and advertising options.

If a title sponsor is in place, after EHF approval, that sponsor will be entitled 20% of the commercial rights. Leaving 80% to be equally shared between the Host and the EHF and assigned to the Organiser on signing this Agreement. There is no other sponsor category exclusivity unless otherwise agreed by the EHF. The EHF reserves the right to add three sponsor categories accepting that reasonable notice must be given to the Organiser and that the Organiser has not already secured and had approval of a sponsor in that category.

Summary commercial rights division:

If a title sponsor is in place for the event: 20% of commercial rights for Title Sponsor / 40% for the Host (6 partners) / 40% for the EHF (6 partners)

If no title sponsor is in place: 50% for the Host / 50% for the EHF, 6 partners each.

EuroHockey Event logo

The EHF will provide the Official EuroHockey Event Logo in good time before the event. There is a place holder for a title sponsor, any title sponsor to be included MUST have EHF approval.

The official Event logo of the event must be used on:

- programme cover;
- event website;
- posters;

- match results board;
- all printed materials (tickets, passes, accreditation, press releases etc); and in the media center;
- appropriate venue dressing and branding.

Branding materials (programme cover, poster templates and venue dressing & branding) are available in the specific tournament Branding Dropbox, which you will receive the link to.

Advertising Rights - Organiser

The organiser shall retain rights, as described in the commercial rights paragraph (equal partnership) to advertising on:

- Field of play advertising: overruns, outside goal boards, inside goal boards, outside goal nets, perimeter;
- Interview backdrops;
- Directional signage advertising;
- Scoreboard advertising;
- Match results board;
- Public video screen (if any) advertising;
- Advertising throughout the venue;
- Merchandising (which may be joint EuroHockey merchandising subject to agreement with the Organiser and the EHF);
- Hospitality areas;
- Ticket sales;
- Catering areas;
- Tournament website;
- Official programme, posters, accreditations, tickets, posters, leaflets;
- Volunteers uniform;
- Such other activities as agreed between host organisers and the EHF.

Advertising Rights - EHF

The EHF shall be entitled to advertise at no cost on:

- Umpires uniform (subject to FIH Guidelines);
- Field of play advertising - 6 perimeter advertising boards and 2 EuroHockey or EHF partner advertising boards (6m x 1m) (**NB** At Senior Championship II, Junior Championship and Club Trophy (I & II) events only, the EHF will most likely send advertising banners to be placed around the pitch);
- Where a Host decides to use an LED Board system then the time allocated to EHF partners should be equivalent in nature and agreed with the EHF.
- Front of technical official's table (event logo or EHF logo);
- Interview backdrops (EHF and EuroHockey branding);
- Match results board; (see Branding Dropbox for Template)
- Public video screen (if any) advertising - 6 advertisements;
- Tournament website;
- Official programme - 6 Full page advertisements;
- Official programme - 1 Full page detailing all Tournament Officials (including National Appointed Officials), EHF Executive Board and the EHF Competitions Committee Outdoor;
- Posters, accreditations, tickets, posters, leaflets;
- Such other activities as agreed between the organiser and the EHF.

Tournament Website

The EHF recommends hosts to create an event page on the clubs/Nations site.

If the Organiser is producing an event page on its website, the event page must at least be in English.

The following must be included:

- direct link to the EHF website;
- incorporation of the TMS/AltiusRT iframe or widget (this is the Official Match Schedule);
- direct link to ticket sales;
- capacity for a minimum 2,000 visits per day;
- promotion of the Tournament (ticketing, team news etc);
- daily news from the Tournament during the event (in English);
- photographs to be uploaded on a daily basis during the tournament;
- video feed from EHTV;
- links to current EHF partners (please check with EHF Operations Manager);
- Social Media plugins;
- content plan to be approved by the EHF in advance.

EHF Options

Subject to consultation with the organiser, the EHF may exercise the following options:

- The EHF has the right to supply preferred uniform to the umpires and technical officials. The EHF will advise the organiser if it will be exercising this right six months in advance of the tournament.
- The organiser to provide a display and/or sales area(s) in the tournament village, minimum area 50m². This area to be provided free of charge by the organiser but the cost of fitting out will be borne by the EHF.
- The EHF has the right to share or purchase additional adjacent areas with its partners.
- The EHF has the right to decide in consultation with the organiser the location of its display and/or sales area prior to these areas being sold to other retailers.
- The EHF shall also be entitled to erect other promotional material or display stands (including logos of EHF's partners) at: VIP areas, welcome desks in all official hotels, official tournament receptions, welcome desks at the venue and other locations as agreed with the organiser.
- To have hospitality area(s) at the venue.
- To buy additional VIP tickets/parking tickets and general admission tickets at face value.
- To buy additional perimeter boarding advertising at face value.
- To buy other advertising space at face value.

EHF Image and Presentation

The **blue** EHF flag (the National Federation has it) must be displayed in a prominent position in the stadium.

EHF logos (including EuroHockey derivatives), to be supplied by EHF, must be clearly present and displayed in a prominent position, including:

- the rest areas for technical officials, VIP's and guests;

- the venue (display screens);
- the lobby of main hotel(s);
- at the closing ceremony;
- the press/media center;
- the mixed zone;
- on promotional/printed materials (press releases, programmes, informational updates, posters, tickets, accreditation's etc).

EHF or EuroHockey logos cannot be modified in any way and can only be used in accordance with the EHF Branding Guidelines available from the EHF website.

Programme

Programme books are not mandatory to produce. You can contact the EHF Operations Manager to discuss alternatives.

If a programme book is produced, the design and content of the programme is a matter for the organiser **BUT** the programme must conform to the relevant competition regulations and include (all of the below is provided in the Branding Dropbox):

- Front cover;
- The President's message;
- The photograph of the President of the EHF and the EHF logo;
- One-page advertisements to which each of the official EHF partners are entitled free of charge, in each programme.

A list of EHF Technical Officials for the tournament, members of the EHF Executive Board and the relevant Competitions Committee. A list of technical officials is available on AWS and details of Executive Board and Committee members are available from the EHF website.

NB Remember that the National Appointed Judges (local judges) should be added to the list of Technical Officials.

Organisers should make early contact with the teams to obtain details of their players (and perhaps pen pictures or team photographs or a history of the team). However, it will always be difficult to obtain accurate details of which players will be in a team's squad far in advance. Organisers will usually need the information, to allow time for printing the programme, before regulations require each team to send its final list of players to EHF. Printing arrangements will dictate the date by which organisers need to have this information. If a team fails to send a team photograph by the copy deadline, then it is suggested that this should be replaced by a hockey action photo (any hockey action photo) or a nations/club logo rather than leave a blank on the page.

Programmes should be available (free of charge) for team managers, officials and umpires either at the Tournament Information Desk in the hotel or at the Event Briefing Meeting.

12. Opening and Prize Giving Ceremonies and Protocol

Representation of the EHF

The EHF Representative or the EHF Director General shall represent the EHF at the event. Or in their absence, one Official formally designated by the EHF (often the TD) takes this role.

EHF and FIH Flags

The EHF has provided a **blue** EHF flag to all National Associations. If a National Association lost this EHF flag, contact info@eurohockey.org.

The FIH flag should be obtained from the host National Association and should **ONLY** be displayed at all **Championship Tournaments (Senior, Junior and Hockey5s)**. If your National Association doesn't have this FIH flag, obtain it via the FIH.

Opening & Prize Giving Ceremony

It is not necessary to hold an Opening Ceremony at any EHF Tournament. In general, players and coaches are not in favour of this, especially when it interrupts their preparation, or involves the players marching onto a pitch and standing for long periods.

The Opening Ceremony (if held) and the Prize Giving Ceremony are the responsibility of the organiser. They shall be conducted in an appropriate way in accordance with the [Sports Presentation document](#).

It is strongly recommended not to have speeches during the Prize Giving Ceremony, but in case this is required by the host (and agreed by the EHF Competitions Manager), the length should be as short as possible, being not more than 2 minutes.

Prize Giving Ceremony to be conducted within 10 minutes after the final match.

Medals & Trophy

The organisers are responsible for providing (at their own expense) medals for the winners as required by the appropriate competition regulations. (see Branding Guidelines for Templates) Make sure the EHF Operations Manager has approved the medals before they are made.

A host is not required to arrange a trophy for the winner (or any other team(s)), but is allowed to do this. However, where a perpetual trophy is provided by the EHF (see below), the host is not allowed to arrange a winner's trophy.

For the winners of the EuroHockey Championship II, EuroHockey Junior Championship and EuroHockey Club Trophy (I & II) the EHF has perpetual trophies. The EHF Office will make sure hosts will receive this trophy in time.

Announcer's text/Prize Giving Ceremony Script – [click here](#)

In the following order, this ceremony should include:

- Presentation of Individual Awards;
- Presentation of the Medals;
- Presentation of Winner's Trophy (if any).

No other awards are allowed during the Official Prize Giving Ceremony.

Above subject to TV requirements and in all matters, final approval of the EHF.

The presentation area must be securely roped off and stewarded and must, if possible, include an appropriate podium for teams to stand on.

Appropriate photographers' access must be given and should be co-ordinated with the EHF/Local Media Officer.

Players must be uniformly dressed and wear tracksuit tops or formal team uniform.

Procedure to be followed subject to any other agreements between the Organiser and the EHF:

- Individual player awards (best player, best goalkeeper, top scorer certificate, U21 Talent Award (optional)). The Local Organiser has full jurisdiction on who presents these prizes. The EHF Representative or TD is to be informed as to whom these persons are. Gold, Silver and Bronze medals are then presented in reverse order (or only Gold medal(s) at club Challenge events). The EHF Representative, if present, shall decide, after consultation with the Chair of the Organising Committee, at his/her discretion who will present the Medals on behalf of the EHF. The Local Organising committee can also have a person per medal. It is recommended to have the medals either on a stick or on a plate ready for the presenter.
- As it is possible to have multiple topscorers, each winner must receive the topscorer **Certificate** (which should be framed and printed in colour) which can be found in the dropbox. Therefore no special topscorer award should be produced by the host.
- For all Championship tournaments, the National Anthem of the winning country is played while, whenever possible, the flags of the three medal winning teams are being raised. **NB** The anthem is played before the winner will receive its trophy.
- The Winner's Trophy (if any) is presented to the Captain of the winning team by the EHF Representative who, at his/her discretion, may invite a VIP or National Dignitary to make the presentation. In the absence of an EHF Representative, the TD should make the final presentation.

It is important that during the Event Briefing Meeting a host gives the team managers the voting papers and ask them to hand them over in time. Voting papers can be found on the [website](#).

Sports Presentation

The TD is ultimately responsible for everything that happens on the pitch. Please make sure as host to inform the TD on everything beside matches and trainings that will happen on the pitch:

- Before games
- During breaks
- After games
- In between games (eg other non-event practise matches)

Examples of things happening on the pitch are: delivery of the match ball, delivery of the flags (via skydivers), mascots, a singer, special anthem performers, cheerleaders, crowd entertainment, etc.

Where players are accompanied by children during the pre-match line-up, make sure that **both** teams are accompanied by children and not only one team.