



CONFÉDÉRATION EUROPÉENNE DE VOLLEYBALL

2019-2020 BEACH VOLLEYBALL

World Tour 1 Star & 2 Star Events in Europe

CANDIDATURE APPLICATION GUIDELINES



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Dear friends,

The very close cooperation we have established with the FIVB has helped us grow Beach Volleyball even further in Europe with a large number of events organised across many countries in 2018 and hopefully a lot more to follow in 2019.

As you know, 1 Star and 2 Star tournaments represent a very special platform to grow the game, on one hand, and to provide up-and-coming as well as more established players with the opportunity to develop their skills and continue with their development.

On top of this, any such events taking place in 2019 will count towards the qualification process for the Tokyo 2020 Olympic Games – which makes the organisation of 1 Star and 2 Star events an even more interesting opportunity for your National Federations.

With this in mind, I invite you to come forward, together with your promoters and local organisers, to help us grow the game and provide additional opportunities to our Beach Volleyball players as they work hard to improve themselves and pursue the achievement of their Olympic dream.

The CEV will be at your side to assist and support you in every step of your project so that together we can grow and improve as a team.

Sincerely yours,

Aleksandar BORIČIĆ
CEV President

The Concept

Having concluded the 1st season of the strategic FIVB-CEV collaboration in organising 1 Star and 2 Star events in Europe, CEV together with FIVB continue their effort to **modernise and unify Beach Volleyball competitions** organised in Europe and **establish a sustainable business model, collaborating closely with organisers** across the continent.

The CEV will continue the effort to apply a **new, dynamic and comprehensive communication strategy** for those events under the CEV umbrella, addressing a global fan base with Europe remaining the core market; while cooperating with each organiser on a national level in **tailor-made promotional concepts and initiatives**.

This effort will be enhanced by the fact that all events from 1st September 2018 are considered as part of the **2020 Olympic Games Qualification period** through the FIVB Olympic Ranking.



The Events

The **2 Star** (Masters) are considered amongst the upper level of Beach Volleyball events in Europe attracting some of the best European athletes and are organised in some **iconic venues across Europe**, both on the beach and in city centres, reaching a global audience through centralized TV distribution.



The **1 Star** (Satellites) serve as an ideal base to develop both athletes and organisers, attracting athletes from across Europe and now, also from across the world.

The tournaments are organised in a **variety of venues across Europe**, from indoor to beach, parks, city squares and sports centres.



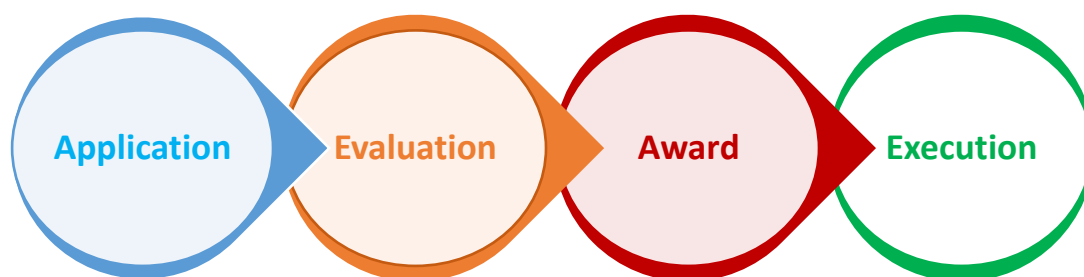
The Appointment Process

The CEV invites you to apply for the organisation of the planned event, early enough to ensure a proper event preparation and promotion period.

Events need to be confirmed well in time to secure the necessary resources for executing all event parameters, and certain persons should be included in the event planning period since the early stages as members of the Local Organising team.

To allow the respective CEV planning the expression of interest should be communicated by 15 December 2018 for the events planned during 2019 spring/summer period.

The process is described in the below graphic:



Step 1: Application: The Candidature application needs to be presented through the “BV General Questionnaire & Competition Application form” which is available in the Forms download section of the CEV website.

An Application shall only be considered as valid when all requested documents are submitted.

Step 2: Evaluation: The CEV evaluates the applications based on the documentation provided as well as the experience with previous organisations in the respective country. The CEV may also inspect the sites proposed for the CEV competition.

Step 3: Award: The CEV, in collaboration with the FIVB, appoints the Organiser at the end of the evaluation process.

If appointed by the CEV, the Applicant will automatically become the Organiser of the respective CEV competition and an agreement will be send for signing to the organising National Federation.

Step 4: Execution: The Organiser and the CEV work closely together throughout the implementation process in order to properly deliver the event for all involved stakeholders.

Public announcement of the appointed Organisers will be coordinated together with the FIVB at a mutually agreed time, together with a timetable of actions (Event’s Master Plan).

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

Application requirements

The present part aims to support each Applicant to identify key organising aspects and to provide the CEV with the information necessary to support the candidature.

As indicated in the “BV General Questionnaire & Competition Application form” certain supporting documents shall be presented together with your application:

- Binding support from the Host city, sponsors, other institutions and partners on national, regional and local level, which are involved in your application,
- A city map highlighting the venue(s) and the hotels to be used for the competition,
- A venue map including all courts, the stadium and organisational areas-true to scale,
- A draft budget,
- A guarantee from the Competition venue's owner concerning its exclusive use from 3 days before to 1 day after the competition; as well as the exclusive grant of all rights concerning advertisement and promotion in the Competition venue,
- A promotional plan (timeline, activities, channels of promotion, media, etc.),
- A proposed match schedule.



Terms & Conditions

Each, any and all terms and conditions for the organisation of the competition are in principle mentioned in the FIVB Beach Volleyball Sports Regulations, the FIVB Handbook and clarified through the CEV Guidelines documents.

A summary of the key points to be considered for your application are listed herein below:

Event Parameters	2 STAR (Masters)	1 STAR (Satellites)
Competition Dates	To be coordinated with CEV, allowing enough planning time, depending on the event category and conditions	
Infrastructure and Facilities	According to the requirements set in the FIVB World Tour Terms & Conditions	
Centre court Capacity (for indoor venues the capacity may be reduced due to space limitations)	1 Centre court with 1,000-1,250 capacity including a designated VIP tribune	1 Centre court with 500-750 capacity including a designated VIP area.
Competition, Warm-up courts	Depending on the number of participating teams and localization. Opportunity to play with only 1 center court plus 1 warm up for a single gender event (considering day light conditions & floodlights)	
Assignment of LOC & Staff	According to the requirements set in the FIVB World Tour Terms & Conditions	
Number of teams	According to the FIVB World Tour Terms & Conditions. Possibility to have a 16 teams Main Draw also for 2 Star events.	
World ranking points	YES, according to the FIVB Sports Regulations	
Prize Money	Min. 20,000-EUR per gender (for 16 teams MD)	Min. 5,000-EUR per gender
Competition Format	Modified Pool Play, number of teams and quotas according to the FIVB World Tour Terms & Conditions and FIVB Sports Regulations	
Accommodation and local transportation	For all Main Draw teams, CEV Officials and referees. Number of Officials according to the conditions set in the FIVB World Tour Terms & Conditions	Only compulsory for CEV Officials and referees. Number of Officials according to the conditions set in the FIVB World Tour Terms & Conditions
International transportation & Per Diem of Officials	Covered by CEV for all assigned Officials	
Production of the Domestic Feed / Internet Production	Mandatory TV production for Semifinals and Finals, possibility of streaming in collaboration with CEV/CEV Media agency. Centralized TV distribution.	Not compulsory TV production. Possibility of Streaming in collaboration with CEV/CEV Media agency.
FIVB/CEV support	Sport Equipment (balls) and medals for winning teams	

Marketing and other rights

Parameters	STAR 2 (MASTERS)	STAR 1 (SATELLITES)
Competition title	Opportunity to insert a “presented by” partner. Masters and Satellites denomination may still be used. Not the words identified in the FIVB World Tour Terms & Conditions (World /Major / Final(s) / Grand Slam)	
Commercial benefits	According to the FIVB World Tour Terms & Conditions and the CEV Corporate Guidelines	
Marks rights	Non-exclusive right to use and exploit the FIVB/CEV identification on event promotion and merchandising to be sold inside and outside the Competition venue. Prior approval of the CEV required.	
Branding materials	According to the CEV Corporate Design Basic Guidelines document	
Funding	100% with the Organiser all governmental or other local and sporting authorities support	
FIVB/CEV reserved categories	<ul style="list-style-type: none"> a. Airlines, b. Automobile & car c. Banking, d. Betting & Gambling services, e. Body & Healthcare products, f. Courier Services & Logistics 	<ul style="list-style-type: none"> g. Data h. Language learning systems and solutions i. Sports Equipment, Sportwear-Volleyballs, j. Time keeping and game-related technology
Broadcasting rights	National TV and Digital rights (geoblocked).	National TV Broadcasting rights, digital rights remain with the CEV Agency
Media Exposure	Exposure on CEV Website and Social Media channels with a reach to a wide International Audience	
Advertising rights	<ul style="list-style-type: none"> - 70% of panels and flags surrounding competition courts - 70% logos on the backdrop - 50% space on referee chair, & net post paddings - 100% in VIP and other hospitality areas (apart from CEV institutional logos) - 100% of athletes uniforms (apart from the FIVB/CEV predetermined position). Opportunity of sponsors appearance in Referees and OC members uniforms 	
Uniforms	<p>Compulsory for athletes & referees.</p> <p>The Organiser retains the right to exploit this marketing opportunity according to the Brand Identity Guidelines document.</p>	
Ticketing rights	Ticketing 100% with the organisers (normal and VIP - including hospitality at the sole exception of those to be granted free of charge to the CEV (including hospitality).	

Miscellaneous

To organise the competition according to the provisions of FIVB Sport Regulations and Handbook, the Official Beach Volleyball Rules, FIVB Medical and Anti-doping Regulations, CEV Guidelines documents and CEV Regulatory Framework.

To comply with the rules, process and deadlines stated in the application document and to bear the costs related to the granted rights and obligations to be fulfilled if awarded the Competition.

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



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