

CEV Champions League Volley 2021 Super Finals

Candidature
Application
Guidelines



Super
Finals



Super Finals Berlin

Data Overview

**Venue
sold out !**

50 Broadcasting Countries

30
Broadcasters

+350
Broadcast
hours

20 M
Cumulative
TV audience

+1300
Online media articles

+3500
Posts on social media

10,5 mil €

Online and Social Media Advertising Value

9200 Spectators

45% Foreign spectators

1.2 Billion Online media reach



1 President's letter

Dear all,

The Volleyball family has already shown much resilience and a strong sense of solidarity in responding to the unprecedented challenges brought by the coronavirus pandemic. Volleyball competitions returned earlier this year in full compliance with strict hygiene and health protocols and the 2021 edition of the elite CEV Champions League started back in September with the early rounds.

We know we are all dealing with a major health crisis but as a sports institution, we have to continue to deliver activities, acknowledging the key role of the sports industry in the European economy as well.

Unfortunately, the outbreak of the pandemic forced us to cancel the late and most exciting stages of the 2020 Champions League, including the much-anticipated Super Finals due to take place in Berlin. Despite the general climate of uncertainty surrounding us, we are hoping to find a partner to deliver such a terrific Volleyball party in the spring of 2021.

Therefore, I invite National Federations, National Leagues, clubs, cities and other institutions, as well as private companies, to join forces with us and to work together as a team to deliver the ultimate Volleyball experience and showcase the very best that our sport has to offer. This will help us send a message of hope not only to the members of the Volleyball family, but to the whole society as well.

Please do not hesitate to reach out to the staff working at the CEV headquarters in Luxembourg if you need any assistance or help while drafting your plans. They will be happy to support you as members of the same team do.

Sincerely yours,



Aleksandar BORIČIĆ
CEV President

2 Introduction

2.1 General information

The CEV Champions League Volley Super Finals is the highlight of the European Club season hosting best four European teams competing for the glory and the trophy of the European Club Champions in two consecutively played gold medal matches. The event is scheduled to take place on 1 May 2021.

The CEV would like to invite all interested parties to apply for the organisation of this Top Volleyball Event: from National Federations, Clubs, and Cities to event agencies and promoters.

The potential applicants are requested to present a detailed Candidature Application explaining how they intend to deliver this event, provide answers to all the raised questions and documents set in these guidelines and are welcome to provide any additional information to further demonstrate their attractiveness as a candidate.

In this Candidature Application Guidelines, the CEV outlines the basic requirements for interested parties to become the organiser of the CEV Champions League Volley Super Finals and represents the key organisational processes to stage a successful event.

Within the deadline set by the CEV, all interested parties are entitled to submit their candidature to organise the CEV Champions League Volley Super Finals. The Organiser once appointed shall abide by all pre-requisites described in this Application Guidelines.

2.2 Event format

Please see the Event overview below:

- Name of the Event: CEV Champions League Volley 2021 Super Finals
- Event format and schedule overview:
- 2 teams per gender qualified to the Final match through the CEV Champions League Volley 2021
- 1 day Event with 2 matches: 1 final match of Women edition + 1 final match of Men edition
- Date: 1 May 2021

2.3 Candidature Application fee

The Applicant shall present in its Candidature Application document the proposed Application fee for the Organisation of the CEV Champions League Volley 2021 Super Finals.

2.4 Candidature Application deadline

The CEV must receive all original application documents to host the CEV Champions League Volley 2021 Super Finals by **Tuesday 15 December 2020, before 18:00 CET**.

2.5 Candidature Application delivery

The CEV expects Applicants to submit the following materials:

- 1) Application Letter
- 2) Organiser Agreement
- 3) Candidature Application
- 4) Other supporting materials (e.g. videos, photos, maps, supporting letters)

The CEV strive to reduce the amount of paper that needs to be used for printing. This is why we provide the Application requirements in electronic format and invite Applicants to provide their Candidature Applications and all other necessary materials as mentioned above that way as well.

The CEV is open to receive the documents by means of your preferred file sharing provider, or we can assist to create a cloud folder on the CEV Cloud. In either case, please contact events@cev.eu regarding the preferred delivery option.

Nevertheless, the following documents need to be also duly filled in, signed, and **sent as hardcopies** by post to the CEV Office:

- 1) Application Letter – as prepared at the end of this document
- 2) Organiser Agreement – to be downloaded here: <https://cloud.cev.eu/url/superfinalsorgagreement>

The Organiser Agreement will be countersigned by CEV after the candidate has been appointed and the signed copies will be sent back to the signatories.

For the documents sent by post, please arrange for it to be received **no later than Tuesday 15 December 2020, before 18:00 CET** at the following address:

Confédération Européenne de Volleyball
Events Department
488, route de Longwy, L-1940 Luxembourg
LUXEMBOURG

All applications received after the date stated above will not be accepted by the CEV.

The CEV Office will confirm the successful acceptance of the Application delivery via email.

3 The Appointment Process

3.1 Application

The CEV invites the interested parties to apply for the organisation of the CEV Champions League Volley 2021 Super Finals. The Application process is based on respect, fairness and honesty.

The appointment of the Organiser is based on a bidding process. Any Candidature Application shall be presented in English and respect the following procedures:

- In accordance to the Application deadline as set in page 4
- In accordance to the Application delivery procedures as set in page 5
- All data provided shall always be factual, accurate and precise.

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

All related textual content, graphics, videos, visual imagery and creations developed by or on behalf of the Applicant shall be vested in and remain the full ownership of the CEV. The CEV also reserves the right to use all of the received information and content across its media and digital channels.

The CEV Office is ready to assist you with any questions regarding the application process, please contact events@cev.eu for any needs you may have.

3.2 Evaluation

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

1. Application's level of completion and detail.
2. Unique and special candidatures that will allow further development of Volleyball in Europe.
3. Long-term commitments to organize Volleyball events.
4. Added value to increase the level of the CEV Event along with concrete plans and actions exceeding the requirements of the CEV Clubs Competitions Regulations.

3.3 Award

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

The appointed Applicant will automatically become the Organiser of the respective CEV Competition.

Public announcement of the appointed Organiser will be made in collaboration with the CEV at a mutually agreed schedule.

4 Implementation Process

4.1 Execution

The execution will start after the official appointment of the Organiser.

The Organiser and the CEV work in full collaboration throughout the implementation process in order to deliver a high level, professional event for all involved stakeholders.

The CEV competition will be organised and prepared following a number of site visits, meetings and conference calls, following a detailed masterplan agreed with the Organiser. For these purposes, the project management tool provided by the CEV will be used.

4.2 Cooperation and organisation documents

The CEV will support the organisation of the CEV Champions League Volley 2021 Super Finals and the Organiser will be working closely with the CEV Team on the delivery of the Event.

The CEV, as European Volleyball governing body, will provide guidance to the Organiser ensuring continuous communication by attending periodical meetings and coordinate the exchange of information between relevant workforce.

CEV Champions League Volley 2021 Super Finals will be organised and played following the provisions stated in the Event Handbook. The Event Handbook is created in order to combine all the necessary information in one place - specific Event upgrades and the relevant points from CEV Regulatory Framework:

- CEV Volleyball Competitions Regulations
- Official Volleyball Rules,
- CEV Competition Hygiene Guidelines
- FIVB Volleyball Sports Regulations,
- FIVB Medical and Anti-Doping Regulations

5 Organiser

5.1 Organisation

The Applicant is invited to introduce its organisation and share its previous experience in delivering Volleyball or other sports' top international events, brief history as well as the outline of the team who would be delivering this project.

The Organiser is also asked to provide a budget for delivering this event. This budget shall include the bidding fee as well the insurance inclusive of third party liability and event cancellation policies, in order to cover force majeure such as pandemic and other unforeseen events.

Please provide us back with the filled in table below

BUDGET OUTLINE:

AREA (EXPENSES)	NET EUR
Venue	
Match technology	
Promotion	
Branding	
Hospitality	
Sport Presentation	
Media	
Accommodation	
Transportation	
Insurance	
Other services (please specify)	
Bidding fee	
Total	

REVENUES	NET EUR
Public contributions	
Sponsorships & Partnerships	
Ticketing	
Own Resources	
Others (to be specified)	
Total	

ORGANISATION CHART OUTLINE:

Function	Name	e-mail
Project leader		
Event responsible		
Technical responsible		
Sport Presentation responsible		
Media responsible		

5.2 Host City

The Host City authorities play a crucial role in ensuring various promotional activities on a local level, therefore the applicants are invited to explain how the Host City is going to provide support in the overall branding and promotion of the Event. Additionally, each applicant is invited to explain how they plan to involve local and regional tourism authorities into the promotion of this event.

REQUESTED HOST CITY INFO
A proposal of the host city with a support letter from the city for organisation of this event (for promotional and financial support)
Commitment of the Host City to ensure branding and promotion activities in the most meaningful, touristic and attractive areas of the city
Text description of the Host City
Promotional videos of Host City
Photographs of the Host City
Maps of the Host City

5.3 Venue & Technical standards

The Organiser needs to ensure the Venue ready for match conditions, available to CEV access and use a minimum of 3 days prior to start of the first match. The Organiser shall respect this deadline while taking into consideration needs for the technical venue set up and installation times asked by various suppliers.

The Venue shall have the following standards:

- Minimum seating capacity: 8,000 seats.
- Minimum height: 12.5 meters
- Competition area: 35 x 26 meters

Further to that, the Applicant shall fulfil and provide for the following requirements:

- Venue Lighting configuration: 2000 lux with immediate switch on/off possibility
- State of the art spot lights system and audio stereo sound system
- Minimum 2 Giant screens*
- LED advertising system around the Field of Play*
- The Venue and its premises must be completely clean of any advertising and commercial messages
- Top class Hospitality area
- Fitness facility for the participating teams*
- Training/warm-up hall is highly recommended to ensure best possible conditions for the participating teams and be equipped with Volleyball synthetic flooring (lines only for Volleyball).

* standards to be shared in the Event Handbook

The proposed Venue shall accommodate the CEV match technology and the necessary cabling set-up both under and on top of the synthetic flooring. Please see Match Technology chapter for additional information.

REQUESTED VENUE INFO
Venue proposal
Venue blueprints - covering competition area, backstage, media zones, VIPs/officials area and broadcast sections.
Seating map
Photographs and videos of the Venue
A city map indicating the Venue localisation with regard to proposed hotels
Photographs of the Venue if used in the past for other sporting or cultural activities

6 Event

6.1 Marketing rights

The CEV provides the Organiser with the rights as mentioned in the Candidature Application Guidelines. Each, any and all rights not expressly granted remain the exclusive ownership of the CEV and may be granted only in a subsequent agreement.

Each, any and all rights granted to the Organiser shall be exploited in accordance with the national Law of the country where the Competition is taking place and the CEV Regulatory framework.

In particular, each, any and all of these rights shall be exploited so it does not, directly or indirectly, by any means and in any form, suggest or refer to a legal entity, its products, goods, services or brands or use content which are likely prejudicial to individual's health and safety and/or harm any person due to its sex, colour, language, religion, political or other opinion, national or social origin, association with a national minority, property, birth or other status.

The Organiser is given the right to find partners on non-exclusive bases while associating them with the Event by using the following titles:

- "National Sponsor"
- "National Supplier"
- "National Partner"
- "Local Sponsor"
- "Local Supplier"
- "Local Partner"
- "Host city"
- "Host city of the "CEV Champions League Volley 2021 SuperFinals "

Each, any and all rights granted in this agreement to the Organiser exclude the following sectors and/or categories:

- Airlines,
- Banking,
- Betting and Gambling services,
- Body and healthcare products,
- Courier services and logistics,
- Gaming
- Sports equipment – Volleyballs and flooring
- Sportswear.

For the avoidance of doubt, although the gambling and betting services sector and/or category is reserved for the CEV, the Organiser may exploit based on prior written agreement of the CEV, the category for the National lottery, provided that their sports betting operations are in no way presented under the same brand as their National lottery operations. Thus, advertising for gambling and betting services is strictly prohibited.

Any association with the following sectors and/or categories is strictly prohibited: alcohol (spirit), tobacco and pornography.

The split of the rights is 60% for the Organiser and 40% for the CEV as follows:

- The exclusive rights to use and exploit:
- 60% of a total rotating sequence of 360 seconds on the dynamic advertisement system (LED) located around the Playing area; the CEV shall define the running order of the advertised entities in the "Commercial LED playlist" that starts with the first whistle of the match; other periods are pre-defined and explained in the Event Handbook.
- 1 floor sticker for a local institutional partner located on the Playing area according to the CEV Commercial Court layout,
- 60% of backdrop visibility,
- 60% of the advertisement on video screens in the Competition hall,
- Ticketing income, except for the pre-defined number of tickets reserved for CEV and participating teams,
- Organise a Host City Fan zone project,

CEV SPONSORS	
Naming right	Product Category
Title Sponsor*	
Official Volleyball Supplier- Mikasa	Sports equipment – volleyballs
Premium Sponsor	
Official Partner	
Official Technical Sponsor	

***Package can be acquired by the Organiser. If not acquired this right remains with CEV.**

REQUESTED TENTATIVE LIST OF ORGANISER'S SPONSORS & PARTNERS		
Naming right	Product Category	Company & Website
National Supplier		
National Partner		
Local Sponsor		
Local Supplier		
Local Partner		
Host City		
Host City of CEV Champions League Volley 2021 Super Finals		

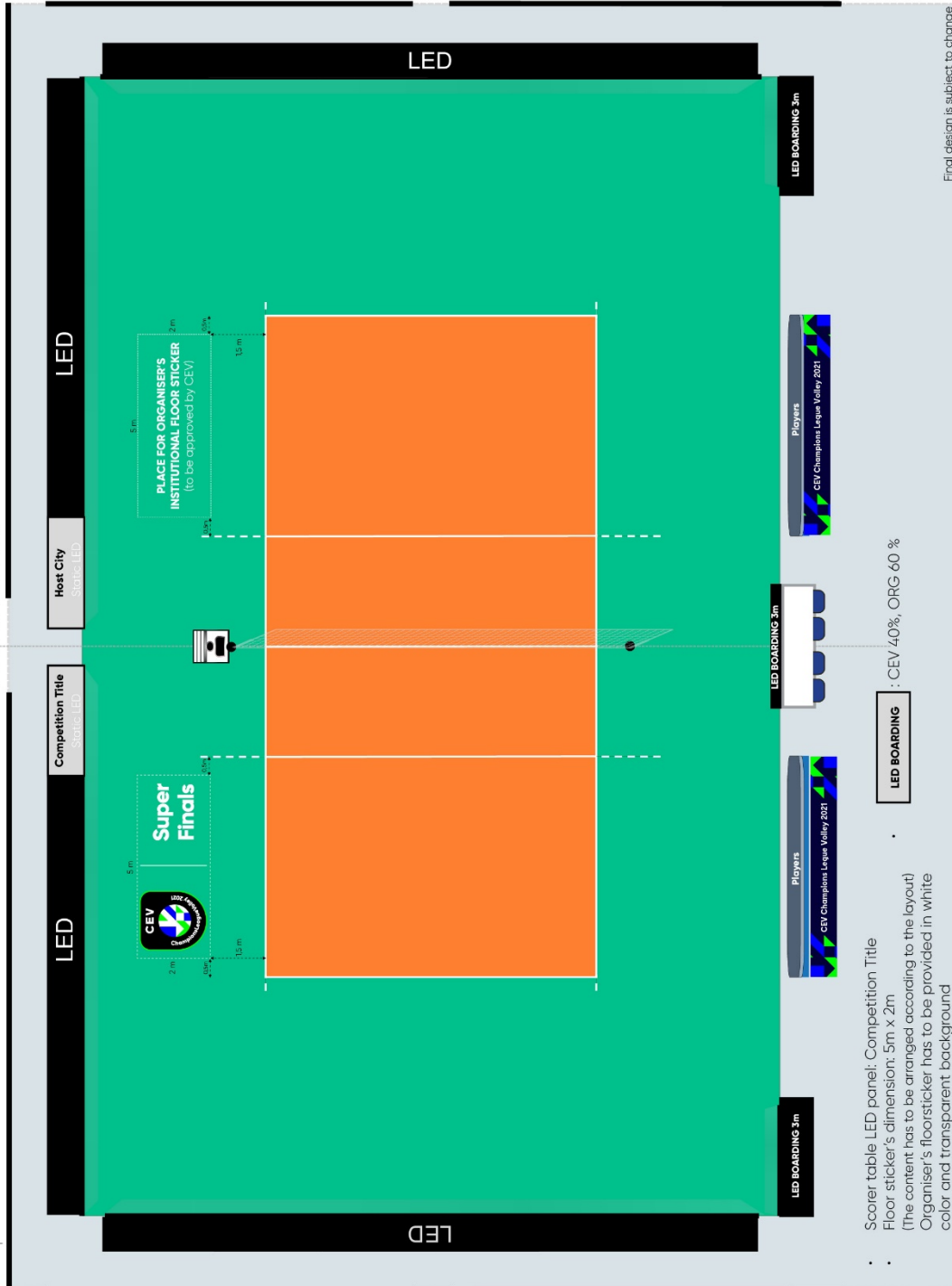
6.2 Commercial Court layout



CEV Champions League Volley 2021 - Super Finals MEN & WOMEN



Super Finals



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 For all technical details and measurements see the official court layout

6.3 Promotion

Promotion of the Event is the key element in its success. The Organiser shall therefore present the list of planned promotional activities together with the tentative timeline within the bidding document.

The Organiser shall appoint a person in charge of promotion activities who shall cooperate closely with the CEV to work out a detailed plan which will ensure the best possible promotion of the Event in their City and Country.

The CEV expects the Organiser to exploit the following promotional rights:

- Host city dressing and branding,
- European promotional campaign,
- Social media promotion,
- Organise entertainment and side events (in and outside the Venue and in the Host city),
- Print advertising material,
- Organiser's workforce (staff and volunteers) dress-up, excluding the Competition Court
- Promotional stands,
- Venue branding according to the CEV Champions League Volley 2021 Brand Guidelines

REQUESTED INFORMATION & QUESTIONS TO BE ANSWERED IN THE OUTLINE PROMO PLAN

Provide a marketing / promotional plan outline
How is the Host City going to support you? What branding support and assistance in promotional activities are the local authorities going to provide you?
Are you aiming to use the marketing / promotional services of a third company? If yes, which company is it?
How do you plan to involve your potential sponsors? Have you considered using their channels for the Event promotion?
What public figures would you like to involve to promote the Event (e.g. sport ambassadors/endorsements, influencers etc)
What strategies and pricing levels have you considered to ensure succesful ticket sale?
How do you plan to involve the community in the overall promotion of the Event (e.g. schools, sport clubs, sport associations, fitness centers etc)?
How do you plan to involve youth in order to promote Volleyball in the Host City and nationally?
Please provide a tentative calendar of the planned activities
Are you capable of organising the event without any spectators?

6.4 Branding

The CEV Champions League Volley Super Finals have a fresh brand, which shall be further exploited during this Event. The Organiser is responsible for delivering all event branding materials and providing them in the Event specific style.

The full Brand package will be shared with the Organiser including graphic elements, graphic templates, as well as CEV Champions League Volley 2021 Brand Guidelines.

6.4.1 Venue branding

Venue branding is an important tool to ensure a common corporate identity of the competition and to provide the same "look&feel" across all phases of the competition.

The Organiser shall deliver a clean Venue, its duties include but are not limited to the following:

- To supply venues and its premises clean and free of any branding or advertising messages unrelated to the event
- Provide venue cladding & branding on the areas inside as well as outside of the Venue following the templates available on CEV Cloud
- To ensure that only officially Event approved Commercial partners have any form of identification in the venues and its premises as well as on any event materials (print, merchandise, digital, etc)
- Monitor and control, during the entire Event, that no company, which is not directly linked to the competition by contract, claim to have a relation to the competition, through unauthorised use of Marks, misleading communication or improper association.

6.4.2 Outside branding

The Organiser shall take special care to make the event identifiable also outside the venue as well as in the Host City:

- Posters should be spread around the venue, the local and the regional area advertising the event,
- Large billboards should also be used where possible and flyers distributed where it is felt they can raise awareness and interest,
- Countdown clocks or light shows on the buildings,
- Murals or other street art campaigns,
- Any other innovative idea is always welcome

6.4.3 Online branding

The Organiser is strongly encouraged to do online promotional campaigns following the Event identity, implementing online banners / PPC campaign:

- Social media marketing
- Sponsored search
- Usage of partner and sponsor channels for Event activation
- Usage of existing channels of NF (website, social media channels) and their affiliates (e.g. league, regional associations, clubs)

6.4.4 Use of the Event Logo and Marks

Event marks represent the intellectual property of the CEV associated with the CEV brand. Any use of Event Marks is subject to the CEV Champions League Volley 2021 Brand Guidelines and its use shall be always confirmed with the CEV.

CEV Marks Approval: Any use of any event marks requires the prior written approval by the CEV. If the use of any event mark is not approved, the Organiser may not go ahead with the implementation.

6.4.5 Mandatory branding items

The Organiser shall produce as a minimum the following mandatory branding items:

PRE-EVENT ITEMS:

- City billboards
- City posters

VENUE ITEMS:

- Outside venue branding
- Accreditation centre
- Pre-match interview backdrop close to the arrival of team busses
- Wayfinding
- Teams' changing rooms
- Coin toss backdrop and table
- Floor stickers
- Players' benches
- Referee chair
- Net poles
- Sport presentation table
- Media tribune (table branding)
- Additional tier branding
- Mixed zone (Host Broadcaster, TV/Radio - primary RH, TV/Radio - secondary RH, Press & Print Media)
- Transparent backdrop for flash interviews

HOSPITALITY AREA:

- Welcome desk
- Branded VIP area
- Branded VIP bracelets

HOTEL ITEMS:

- Welcome desk
- Media meeting branding (only for Teams Hotel)
- I-zone (only for Teams Hotel)

OTHER BRANDING ITEMS:

- Bus branding for transportation of the Teams
- Car branding for transportation of the Officials
- Airport welcome desk
- Volunteers' clothing
- Accreditation cards and lanyards
- TV camera stickers
- Photographer/cameraman bibs

AWARDING CEREMONY MATERIAL:

- Podium
- Trophy stands
- Trays for medal
- Podium teams' cheques
- Red carpet

6.5 Ticketing

The CEV launched a centralised ticketing platform for all CEV Top Events. Its usage is mandatory for the CEV Champions League Volley 2021 Super Finals.

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 shall be managed and sold. This includes not only public ticketing but also all other ticket contingents such as VIP, Commercial partners' tickets, complementary tickets, etc.

By usage of the system, the Organiser will be supported by European campaign promoting the Event using promotional channels of the CEV Ticketing Partner. Furthermore, the CEV will support the Organiser with set up of the ticketing system and its implementation for this event.

The CEV and the CEV Ticketing Partners reserve the right to provide a centralised ticketing system that includes online sales channels as well as retail channels and the Organiser shall ensure the implementation of this system for delivery the ticketing solution.

There are several ticket contingents that shall be blocked for the CEV usage and shall be excluded from the budget calculations as well as from the revenue share between the Organiser and the CEV.

6.5.1 CEV reserved tickets

The Organiser shall provide free of charge the following tickets according to the Organiser agreement and CEV Regulatory Framework:

- CEV:
- Up to 150 VIP category tickets with full hospitality and car passes per match
- 100 normal category tickets per match

The Organiser shall propose the distribution of CEV VIP and normal category tickets with a detailed map of the stands for spectators clearly indicating the proposed rows and number of seats as well as the location of the VIP room for CEV approval.

6.5.2 Participating Teams tickets

The Organiser shall make available the following tickets for the participating teams:

- For Each Team Delegation:
- 400 normal category tickets for the fans of the respective team and shall be kept available for 10 days after the semi-finals. After such deadline the Organiser is free to use them.
- 30 normal category tickets free of charge for the family of the players and shall be confirmed by the respective team 10 days after the semi-finals.
- 10 VIP category tickets free of charge and shall be confirmed by the respective team 10 days after the semi-finals.
- 10 VIP category tickets to be purchased and shall be kept available for the respective team 10 days after the semi-finals. After such deadline the Organiser is free to use them.
- Team Stands:
- A total of 60 seats for all team delegations shall be made available for:
- Team officials not seated on the bench of the teams involved in the match
- For the participating team delegations currently not involved in the match
- These seats shall be offered close to the Field of Play on the side of the main camera

6.5.3 Ticketing Strategy

The Organiser is requested to present an outline of the planned ticketing strategies and price levels, including ticket categories as well as discounts for various groups (children, students, people with disabilities, volleyball clubs, etc.)

Requested info:

TICKETING CATEGORIES & PROPOSED PRICES	
Category	Price
Category 1	
Category 2	
Category 3	
Category 4	
VIP	
Any additional category	

GROUPS & PROPOSED DISCOUNTS	
Group	Discount %
Children (define age)	
Students	
Elderly people (define age)	
People with disabilities	
Volleyball clubs	
Any additional group	

6.6 Hospitality

The quality of the infrastructure, decoration and catering shall be modern and of the same level as other top quality international sporting events.

Commercial rights in the hospitality area:

- The Organiser shall decorate the VIP / hospitality areas with event branding materials so the guests can identify with the Event while visiting the premises.
- Any use of the CEV Event marks, branding and promotional activities shall follow the CEV Champions League Volley 2021 Brand Guidelines and shall be sent for approval to CEV.
- Any apparent branding or commercial identification of third parties not expressly authorised by CEV in the sky boxes, business lounges or other areas of hospitality facilities shall be removed.
- Should the Organiser offer commercial hospitality packages, purchasers of such packages do not have any marketing, branding or promotional rights.
- No promotional or commercial objects and/or materials of whatever nature may be brought into the common hospitality areas without the prior written approval of CEV.

Hospitality area standards:

- Location shall be easily accessible to VIP tribune for VIP guests
- Hospitality and catering services shall start 1 hour before the start of the 1st match and end 1,5 hour after the second match, while continuously providing varied offering of warm & cold meals as well as alcoholic and non-alcoholic drinks throughout the indicated times in sufficient amounts
- CEV is entitled to a dedicated hospitality area; its exact location shall be approved during the site-visit.

CEV President's protocol shall be shared in the Event Handbook. This protocol shall define the transportation and accommodation standards as well as President's activities guidelines.

7 Technical

7.1 Venue set-up

7.1.1 Backstage

ROOMS/AREAS	MINIMUM REQUIREMENTS	
Team changing rooms	<ul style="list-style-type: none"> - no. 4 (1 per team) - size: 30 m² - showers & toilets 	<ul style="list-style-type: none"> - massage tables: 1 - lockers: 15 - chairs and benches: 20 - ice Machine: 1
International referee changing rooms	<ul style="list-style-type: none"> - no. 2 (1 per gender) - size: 20 m² - showers & toilets 	<ul style="list-style-type: none"> - lockers: 6 - tables: 1 - chairs: 5
Line Judges and scorers	<ul style="list-style-type: none"> - no. 2 (1 per gender) - size: 20 m² showers & toilets 	<ul style="list-style-type: none"> - lockers: 6 - chairs: 10
Ball retrievers & floor moppers	<ul style="list-style-type: none"> - no. 1 - size: 20 m² 	<ul style="list-style-type: none"> - toilets - chairs and benches: 15
Entertainment changing room	<ul style="list-style-type: none"> - no. 1 - size: 20 m² 	<ul style="list-style-type: none"> - toilets: 1 - chairs and benches: 15
Medical room	<ul style="list-style-type: none"> - no. 1 - size: 25 m² - massage tables: 1 - tables: 1 - chairs: 4 - phone: 1 	First aid equipment and basic medication: <ul style="list-style-type: none"> - Defibrillator, oxygen and ice machine - Alcohol Test equipment - Material for Referee Health controls a calibrate weight scale, height rod, Snellen vision chart and blood pressure monitor)
Doping control room	WAITING ROOM: <ul style="list-style-type: none"> - size: 25 m² - tables: 1 - chairs: 6 - fridge: 1 	SAMPLING ROOM: <ul style="list-style-type: none"> - size: 15 m² - tables: 1 - chairs: 4 - phone: 1 - toilet size: 5m²
CEV Commercial partner storage	<ul style="list-style-type: none"> - upon request 	<ul style="list-style-type: none"> - locked & secured
Media working room	<ul style="list-style-type: none"> - capacity: 50 seats - High-speed Internet (Wi-fi & cabled) - PC: 1 (connected to the laser printer & wired internet) - laser and high-capacity printer: 1 - TV monitors showing live matches of the tournament 	<ul style="list-style-type: none"> - tables equipped with two power plugs/sockets per person - lockers - event branding - pigeonholes (set of shelves) for information distribution
Accreditation points	<ul style="list-style-type: none"> - no. 2 (Media, Teams & Officials) - event branding 	EQUIPMENT <ul style="list-style-type: none"> - printers - laminating machines - computer

OFFICES	MINIMUM REQUIREMENTS	
CEV Jury room	- no. 1 - size: 24 m ² - tables - chairs	- PC: 1 - Wi-Fi & cabled internet
CEV Event Team room	- no. 1 - size: 24 m ² - tables - chairs	- PC: 1 (connected to the laser printer) - high speed photocopier and laser printer: 1 - Wi-Fi & cabled internet
CEV Sport Media Agency room	- no. 1 - size: 24 m ² - tables - chairs	- PC: 1 - Wi-Fi & cabled internet - TV sets with the international signal (Venue feed): 2

7.1.2 Competition areas

AREAS	MINIMUM REQUIREMENTS	
Mixed Zone	- Located between the exit of the court and the players' changing rooms - Easy accessible from the Media Tribune - Length: 12/15 m	
Media Tribune	- Unobstructed view to the FoP not close to the LED Perimeter - Capacity: 100 seats - Tables equipped with two power plugs/sockets per person - High-speed Internet (Wi-fi & cabled)	
Technical seating area	- Short side (in the media tribune if applicable) - ca 20 seats - tables equipped with two power plugs/sockets per person	- High-speed Internet (Wi-fi & cabled)
Commentary Positions	Requirements in 10.4 Broadcasting facilities	

7.2 Accommodation

7.2.1 General requirements for Teams

- 4/5 star hotel of recent interior decoration (max 15 years old)
- Distance from the Venue – up to 30 min drive
- High-speed internet free of charge (common areas, rooms and meeting rooms)
- Necessity of early check-in (starting from 12:00) and late check-out according to the teams' arrival/departure schedule
- Dedicated and efficient check-in and check-out to be ensured for the teams

7.2.2 Room requirements for Teams

- Stay period:
- Arrival: -2 days
- Departure: +1 day
- No. of participating teams: 4
- 8 double rooms (twin beds) for each team to be covered by the Organiser
- 5 single rooms for each team to be covered by the Organiser
- 3 extra rooms for each team to be covered by Teams
- All members of each Team to be accommodated on the same floor
- Rooms for the teams to be preferably fit with a shower (not bath tub) and bed extension for the comfort of the players

7.2.3 Meal requirements for Teams

- Breakfast
- 3-course lunch with sufficient still water quantities
- Snack in the afternoon
- 3-course dinner with sufficient still water quantities
- Separate dining area for each Team

The meals shall be served according to the teams' schedule. In case of late practice/match, the hotel needs to ensure late dinner. Menu examples will be shared in the Event Handbook.

7.2.4 General requirements for Officials & Event Team

- 4/5 star hotel of recent interior decoration (max 15 years old)
- Distance from the Venue – up to 30 min drive
- High-speed internet free of charge (common areas and rooms)
- Necessity of early check-in (starting from 12:00) and late check-out according to the arrival/departure schedule of the officials

7.2.5 Room requirements for Officials and Event Team

- Stay period:
- Arrival: starting from -5 days (detailed arrival/departure plan to be shared at later stage)
- Departure: +1 day
- No. of persons:
- 25 single rooms to be covered by the Organiser
- Additional needs to be communicated at later stage and to be covered by CEV
- Single Rooms equipped with a working table

7.2.6 Meal requirements for Officials and Event Team

- Breakfast
- 3-course lunch
- 3-course dinner
- The hotel shall have a reserved table for the officials at the hotel's restaurant
- All meals shall be served including drinks and sufficient still water quantities

The meals shall be served according to the Officials' and Event Team schedule. In case of late meeting/match, the hotel needs to ensure late dinner.

7.2.7 Rooms and areas

- Availability: for the whole stay period
- Welcome desk
- I-zone

- 2 meeting rooms:
- Capacity: 30 persons
- Equipment: beamer/large video screen and flipchart
- Media meeting room:
- Min size: 80 m²
- Equipment: event branding material

The Organiser shall ensure the set-up for different meeting purposes and shall ensure the needed set-up changes according to the meetings schedule that will be shared in due time.

7.2.8 CEV President stay

The Organiser shall cover all arrangements for the CEV President periods of stay, during site visits or the competition itself with a representative accommodation options. Detailed Protocol will be shared in the Event Handbook.

REQUESTED ACCOMMODATION INFO

Fact sheet of the proposed Teams Hotel
Fact sheet of the proposed Officials Hotel
Distances from relevant venues (Competition Venue, Training & Fitness facilities, Airport)

7.3 Transportation & Visa

7.3.1 International transportation

International transportation is arranged by each participating team. Teams are required to arrive 2 days before the start of the competition and depart the day after the end of their participation in the competition.

The Organiser shall arrange and cover the international travel expenses for CEV Officials and Event Team for a maximum of 25 persons in Economy class of regular airlines company to and from the Host City. Low-cost airline companies are not to be used according to the CEV Regulatory Framework.

7.3.2 Local transportation for Teams

The following transportation services needs to be guaranteed for the teams:

- Bus standard: modern air-conditioned busses
- The busses shall be branded according to the event identity; template to be provided together with the full Organiser's brand package
- Number of busses required: 4 (dedicated bus per team)
- Bus capacity per team: minimum 30 persons
- Availability:
- Start: -2 days (according to the arrival schedule of each Team)
- End: +1 day (according to the departure schedule of each Team)

7.3.3 Local transportation for Officials and Event Team

For the CEV Officials and Event Team the Organiser shall provide and cover the following transportation standards:

- Mini-van standard: modern air-conditioned
- Availability:
- Start: -5 days
- End: +1 day

- Transfers:
- from arrival airport to the hotel according to the arrival schedules
- from/to the Venue to/from hotel according to the official activities
- from hotel to departure airport according to departure schedules
- The services shall be organised with sufficient shuttle services in order to allow the attendance of all involved people to the official Event activities.

7.3.4 Local transportation for VIPs

For the following VIPs the Organiser shall provide and cover the following transportation standards:

- CEV President & other selected authorities (can be requested also during event related duties):
- Up to 3 dedicated luxury cars with a driver to be available during all stay period for all day (e.g. Audi A6/A8, Mercedes E- class or similar executive sedan)
- Transfers from/to the airport to/from VIP Hotel according to arrival and departure schedule
- Transfers from/to VIP Hotel to/from Venue/other location according to the activities schedule
- CEV BoA Members and CEV guests:
- VIP standard car or VIP mini-van for each person:
- Transfers from/to the airport to/from VIP Hotel according to arrival and departure schedule
- Bus or mini-van for up to 50 persons for the following transfers:
- from/to the VIP Hotel to/from location for the official CEV activities
- from/to the Venue to/from VIP Hotel for the matches

7.3.5 Visa requirements

The arrangement of any visas required for Teams is the full responsibility of the respective Team. The Organiser is required to issue the invitation letters in due time.

The arrangement of any visas required for the International Referees, CEV Officials and CEV Event Team is the responsibility of the Organiser together with the appointed person. The Organiser shall bear any costs related to its issuing.

REQUESTED TRANSPORTATION & VISA INFO

Information about the airport (name, website location, etc) and distances from to the proposed Venue and proposed hotel(s)
--

A map and information about the transportation system to ensure the above set standards.
--

A public transport concept for Volleyball fans (how to reach the Venue etc)

A guarantee letter from national authorities in charge of immigration and visa procedures confirming simplified visa procedures for all CEV Stakeholders
--

7.4 Site visits

Various site visits will be conducted by the CEV Team in collaboration with CEV Partners in order to help the Organiser deliver the Event standards.

During these site visits, the Organiser is responsible for providing the local transportation, accommodation and catering to the visiting team.

The CEV shall take care of the international transportation and per diem.

7.5 Accreditation and Security

The Organiser is requested to:

- Use the CEV Accreditation System
- Apply the CEV Accreditation Zoning Plan
- Ensure monitored access to areas for accredited people only
- Access control for accredited and not accredited people
- Apply security measures for ensuring a safe Event
- Apply all necessary security measures to guarantee the safety of all CEV stakeholders in the Venue, training facilities and at the official hotels
- Apply all precautions and security measures for all TV equipment within and outside the Venue (including commentary and studio positions), such as personnel, fences around the compounds etc.; the TV-compound area and the SNG-compound area shall be separated and secured from the general public.

Requested areas in the Venue according to the CEV Accreditation Zoning Plan:

1. Field of Play
2. Competition Backstage Area
3. Organisation
4. Media Centre
5. Media Tribune
6. Mixed Zone
7. Broadcast Area
8. Doping Control Area
9. VIP Area
10. Spectator Area

REQUESTED ACCREDITATION & SECURITY INFO

Have you contacted the respective authorities in your country/city to discuss and ensure the necessary security measures?

Are there any national laws in place regarding security measures applicable to this Event?

Are there any special actions needed to ensure the safety of all participants?

A proposal of the Venue Zoning Plan in accordance to the CEV Accreditation Zoning Plan

Clear security plan and staffing proposal in accordance to the proposed Venue Zoning Plan

7.6 Match Technology

CEV Volleyball matches are delivered using several technological solutions which the Organiser needs to ensure and cover the costs. These systems are in place to allow precise and smooth running of the competition as well as organisational delivery of the event.

The Organiser needs to ensure the following technology solutions on the Field of Play:

- Video Challenge System (as indicated by the CEV)
- Tablets for Match technology
- Referee Communication System with 6 headphones
- Communication system for the Events delivery team
- Litescore
- Electronic scoresheet, statistics software and video-sharing (software provided by CEV)

Usage/appointment of technology providers needs to be approved by CEV in order to guarantee the best and most innovative technical solutions for Volleyball. The Organiser shall support the CEV in data collection strategy and in finding innovative solutions to help in the development of the sport and high profile event. More details on Match Technology will be available in the Event Handbook.

7.7 Medical and Anti-doping

The CEV is in charge of ensuring a WADA Accredited Laboratory and covering the costs. The Organiser shall only provide the necessary facilities for the anti-doping controls.

Other Organiser's responsibilities are:

- Organise first aid for teams and for spectators during the Event and trainings (nurse, medical supplies).
- Ensure first aid facilities, medical doctor and nurse in the Venue for the players and spectators.
- Ambulance is highly recommended in front of the Competition Venue; should the national legislation not allow that, the time to get an ambulance should be less than 10 minutes.
- Ensure first aid for players in the hotel or doctors on call.
- Determination of hospital for possible hospitalization is mandatory. Contact details need to be provided.
- Appoint a local doctor and a Hygiene Officer and share contact details with CEV.

Given the current situation, the implementation of the hygiene recommendation and the requirements included in the CEV Competition Hygiene Guidelines and CEV Competition Hygiene Guidelines – Volleyball specifications available at <https://inside.cev.eu/en/covid19/> shall be meant as minimum standards for the organization of the Event. The Guidelines shall be understood as temporary and strictly linked to the current situation and they will be updated periodically.

REQUESTED MEDICAL & ANTI-DOPING OPERATIONAL SERVICE

List of hospitals
Local Doctor
Ambulance attendance plans
First aid technical requirements
Any other operational medical service
Hygiene protocols in force in the country with the following minimum information: <ul style="list-style-type: none"> • travel restrictions adopted by/toward European countries that may affect the participation in the Event and exceptions for international event • local rules and measures to be followed
Medical plan for COVID-19 including: <ul style="list-style-type: none"> • collaboration with approved laboratories for COVID-19 testing • protocol/agreement of cooperation with local public sector with clear zones of responsibility for COVID-19 case management, including testing, isolation and medical care.

8 Sport Presentation

8.1 Expectations

Sport Presentation is a fundamental element of all CEV Volleyball Events. It encompasses the look, sound and feel of the event and aims to create an exciting and energetic atmosphere for both the onsite spectators and those watching at home.

Therefore, the CEV would like to see a proposal for potential Sport presentation plan for the Super Finals, what kind of latest technology would be used, what kind of engaging solutions would the organisers plan (fan cams, interactive games on giant screens, etc.) to use in order to make a truly top European event.

The Organisers shall prepare and propose a set of innovative solutions in the technical delivery as well as appoint professional and experienced personnel to the deliver the program in order to move the event to next level.

The Sport Presentation plan shall develop and implement all of the event production and entertainment elements in the stadium and on the field of play - control the entrance of the athletes, the music, the video and scoreboard content, entertainment on and around the field of play, interaction with the fans and the opening show and awards ceremony.

The Sport Presentation program should provide an added value to the Event and can draw more spectators, sponsors, and commercial interest.

The CEV will support the Sport Presentation delivery with common graphics, jingles, match protocol, and other SPR items based on further discussions.

8.2 Lighting systems

The lighting system installation is crucial for the sport presentation possibilities & implementation in the Competition Venue.

The ORG shall implement sufficient number of spot & gobo lights for Sport presentation purposes and in order to imperatively create a buzzing atmosphere in the Venue during the Event.

8.3 Sport presentation staff requirements

Sport Presentation staff is required to run the events effectively and carry out all entertainment elements of the event. The CEV will work closely on development and delivery of the Sport Presentation with the Organiser. Professional crew responsible for Sport Presentation shall be appointed & hired by the CEV. This shall cover personnel responsible for the direct interaction with the fans – e.g. Speaker, DJ & Producer. The Organiser will be responsible for providing a professional mascot entertainer, and all technical staff such as lights operator, giant screen operator etc.

REQUESTED SPORT PRESENTATION INFO

Outline of Sport Presentation concept
What kind of opening show would you plan to deliver? What special effects do you plan to implement?
What Sport Presentation items would you use? (fan cam, interactive games, etc.)
What is the lights set up in the hall? Would you install additional lighting systems?
What technology is available in the hall and which technology will you additionally implement for Sport Presentation purposes?
Which special effects do you plan to implement for the awarding ceremony?

9 Media

9.1 Domestic media coverage

Public awareness and media coverage of the CEV Champions League Volley – Super Finals both in the build-up and during the event is a key measure of its success.

Volleyball athletes and teams should also be placed at the centre of any media activities proposed by the Organiser, offering sport fans the unique opportunity to know not only their national athletes but also the international stars' athletes of the sports.

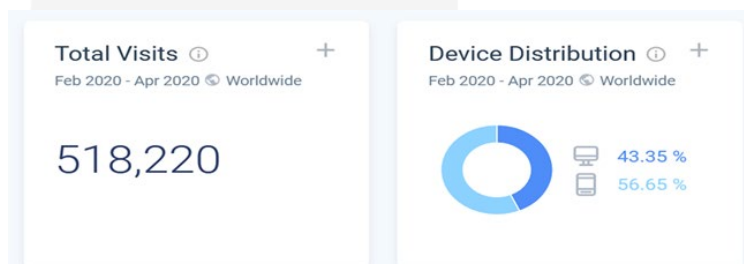
Typically, communication activities at domestic level should feature a combination of both traditional and digital media elements.

The Organiser may use and/or create their own social media pages for editorial and informative purposes. It must inform the CEV of their social media accounts. Such media are an excellent tool to reach national audiences, target the young generation and communicate the CEV Champions League Volley Super Finals brand. It is not necessary to geo-block social media sites and social media sites for promotional purposes.

The Organiser is requested to provide a copy of all press releases in relation to the Event.

9.2 International media coverage

Alongside a global TV coverage, The Event will receive exposure on cev.eu via news stories, photo galleries and match results. Matches will also be streamed on a live basis on CEV digital platforms at CEV's discretion.



Source: <https://www.similarweb.com/>

The Event will be promoted via market oriented content on the following CEV Social Media platforms:



+175K Followers



+145K Followers



+60K Followers

The CEV Media Team will distribute on a regular basis content via major international media outlets. As support to the Organiser, the CEV Media Team will also foster cross-posting activities and provide access to CEV's in-house technology to create social media graphics.

9.3 Media rights

The Organiser does not hold any media rights in relation to the CEV Champions League Volley Super Finals event. Such rights are exclusively managed and distributed by the appointed CEV Sport Media Agency on global basis.

Notwithstanding the above and subject to restrictions from its Sport Media Agency, the CEV will make available to the Organiser selected media rights on a non-exclusive basis for promotional purposes on its owned and operated digital platforms.

9.4 Broadcasting facilities

Television production of the CEV Champions League Volley Super Finals matches is the sole responsibility of the CEV appointed Sport Media Agency but the Organiser agrees to provide free-of-charge the following broadcast facilities to CEV and its Sport Media Agency in order to ensure a professional broadcast:

DESCRIPTION/AREA	MINIMUM REQUIREMENTS
TV & SNG Compound	Venue to have adequate space for up to 10 parking spaces immediately adjacent to the venue itself for TV production & transmission vans.
Camera platforms	-Main camera platform for one (1) or two (2) cameras centralised above the court and at the appropriate angle to produce the TV signal. -Necessary camera platforms including but not limited to short sides of the court and reverse angle, etc.
Commentary positions	-Adequate space for up to 8 commentary positions for each match of the event to be located on the same side of the main camera and as close as possible to the playing area. Should the construction of commentary positions require more seats or the building of a platform due to venue specifications, the Organiser is responsible for such additional cost. -Each commenator position must be equipped with two (2) or three (3) seats and one (1) table, electricity, internet connection and telephone lines (the Organiser is only responsible to provide technical assistance in relation to telephone lines to be booked and paid by visiting broadcasters).
Connectivity (LAN & WLAN)	Venue to have sufficient internet connectivity must be ensured throughout the production relevant areas and infrastructure.
TV Graphics implementation	Minimum of three (3) seats and one (1) table, electricity and internet connection should be provided for the graphic operator (if requested) and must be positioned on the court level next to the data/statistics operators.
Power supply	Provided that it is not provisioned by the appointed host broadcaster, the sufficient and uninterrupted supply of electricity including a Twin-Pack Power Generator 100 + 100 KW fully redundant power plant (i.e. two (2) power generators always working at the same time with one (1) functioning as emergency back up to the first one)
CEV Sport Media Agency Office	Located in the vicinity of CEV's office, it is fully furnished and equipped with WLAN, broadband Internet connection, printer, two (2) TV-sets with the TV signal.

REQUESTED MEDIA INFO
An outline media/editorial content plan including key milestones, target audience and highlighting relationship with regional and national media
Detailed budget for domestic media operations
An outline plan for how the Organiser will utilise social media to create awareness and interest around the event, the brand and the athletes
Number of personnel responsible for media relations, digital media and public relations (and their level of experience)
Number of volunteers dedicated to media services

10 Letter of Organisation

Letter of Organisation

Dear President,

The herewith applies for the promotion and hosting of the following event as per the Candidature Application submitted to and confirmed by CEV :

CEV Champions League Volley 2021 SUPER FINALS
To be held in the city and country of
To be held in the venue
The tournament will take place on: 1 May 2021

Enclosed please find the duly signed Organiser agreement. We herewith confirm that we have taken due note of all contents of this Organiser Agreement – which form an integral part of this Letter of Organisation – and we guarantee that we will comply with all requirements and obligations as set out therein. Furthermore, we acknowledge and agree that any rights granted by the CEV to us and the Organising Committee as well as any undertakings of the CEV contained in this Organiser Agreement are valid only upon acceptance of our Letter of Organisation.

We look forward to receiving your acceptance.

Date
Place:
(Name, signature and seal)

Date:
Place:
(Name, signature and seal)