

CEV BeachVolley Nations Cup Final



Candidature Application Guideline



CEV BeachVolley Nations Cup

Vienna (AUT)
02 – 07 August 2022

Sold-out Venue for 5 days with a cumulative audience of more than

+25K people



Online Media Articles



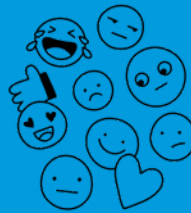
+1000

Social Media Posts



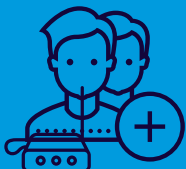
+2000

Social Impressions



50M+

Potential media contact points



486,2M

Global Streaming Coverage





Dear all,

After the incredibly successful premiere held in Vienna in the summer of 2022, we are now looking forward to establishing the Beach Volley Nations Cup as a major highlight on the international calendar.

The truly unique format of this competition accounts for additional excitement for athletes and fans alike. The top Beach Volleyball players in Europe can proudly represent their country and join forces with their teammates in their quest for glory. This format obviously awakens much interest from the fans as well, who passionately support the teams wearing the colours of their home country.

The profile and relevance of the CEV Beach Volley Nations Cup Final in 2023 and 2024 are even higher, since there is much at stake with teams due to fight for the fulfilment of their ultimate Olympic dream at Paris 2024.

Considering all this, I believe that there are enough good reasons for National Federations and their partners to come forward and submit ambitious plans to deliver a Beach Volleyball experience that will mesmerise fans and players alike!

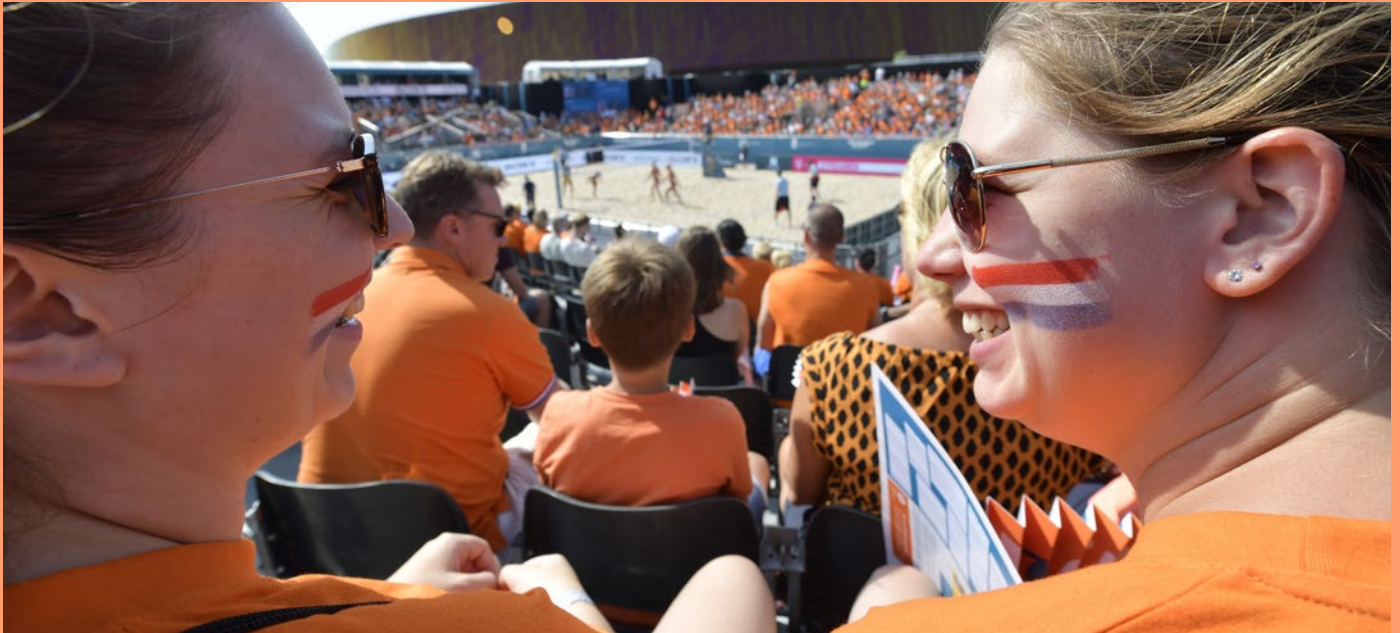
I would like to emphasise that our goal is to deliver much more than 'just' an elite Beach Volleyball competition. We wish to entertain people at the venue as well as those watching from home, while inspiring the next generation of Beach Volleyball players to chase their dreams and follow in the footsteps of today's heroes.

If you need any support as you prepare your application or wish to discuss your ideas for the delivery of a successful event, please do not hesitate to reach out to the staff working at the CEV headquarters in Luxembourg.

Sincerely yours,


Aleksandar BORIČIĆ
CEV President

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General Information



The CEV Beach Volley Nations Cup is a newly introduced CEV competition with the aim of complementing the existing Beach Volleyball structures, thus accounting for additional playing opportunities for European athletes and providing a platform that National Federations (NFs) can exploit to facilitate their athletes' development programmes and to promote their teams.

The competition is played in a country-vs-country format where each National Federation participates with two teams. Men's and Women's competitions run separately from each other, i.e. there is no mixed-gender competition.

The 2023 and 2024 editions of the CEV Beach Volley Nations Cup will count as the Continental Olympic qualification process with one quota spot per gender at stake to join the Beach Volleyball competition of the Paris 2024 Olympic Games. This will go the NF emerging as the winners of the 2024 Final in each gender.

Following the inaugural event held in Vienna in August 2022, this Candidature Application Guideline provides a framework to all National Federations and their collaborating partners who are interested in bidding to host the CEV Beach Volley Nations Cup Final for 2023 and / or 2024 and to guide National Federations through the various steps of the bidding process.

The following criteria will count when evaluating the applications received:

1. Unique and special candidatures that will allow further development of our sport in Europe.
2. Long-term commitments to organise Beach Volleyball events.
3. Level of completion of the application.
4. Plans to raise the level of the CEV competition with well-defined actions exceeding the requirements of the CEV Beach Volleyball Competitions Regulations.



CEV
Beach Volley Nations Cup

Daylong

prema
cash handling systems

Tanja

BAUSTOFFE
MELS AG

Nina

The appointment process

Appointment of the Organiser

4 Basic Steps

1



2



3



4



Step 1 – Application

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

Any Application shall be presented in English as follows:

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

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

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

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

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

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

Step 2 – Evaluation

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

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

Step 3 : Award

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

If appointed by the CEV, the Candidate will automatically become the Organiser of the respective CEV competition, in this case, the CEV Beach Volley Nations Cup Final.

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

Step 4 – Execution

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

The CEV competition will be prepared following various site visits, meetings, and further cooperation, including a detailed timetable of actions to follow and a masterplan for the event delivery agreed upon the Organiser(s).

The Applicant and required Information

Expectations, Questions,
Documents (EQD)

Application requirements

The present part aims to support each Candidate to identify key organising aspects by asking important questions.

Furthermore, its goal is to help National Federations provide the CEV with the information necessary to evaluate each Application as thoroughly as possible and to appoint the eventual Organiser.

This section does not repeat the main and basic requirements of the CEV competition already outlined in the CEV Beach Volleyball Competitions Regulations and Guidelines.

The following symbols are used in this part:

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



Chapter 1

The Organiser

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

Concept

- E** Present a clear vision and objectives.
- E** Outline the sportive, social and economic parameters related to your Application.
- E** Provide a brief explanation about how you intend to use the event to further develop the sport in your country.
- D** A summary statement (vision, legacy, objectives, strengths and weaknesses, challenges and opportunities, etc.).

Support

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

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

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

Finance

Q Have you established a budget based on previous event experience, mainly from CEV Competitions previously hosted in your country?

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

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

Management Team & Workforce

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

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

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

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

At a later stage of the organisational process, additional personnel will run the following areas:

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

Chapter 2

The Competition

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

Host city

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

Venue(s)

- E** Centre court with min. capacity of 2,500 seats including seating for VIPs, players etc.
- E** At least 1 side court with min. capacity of 500 seats plus one warm up court per gender.
- Q** Is there a major, historic and/or iconic venue / place for the CEV competition?
- Q** Are you planning to play any night matches under floodlights?
- D** Information about the Competition venue (i.e. seating plan, in scale venue layout, history of other major sports events, etc.)

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



Chapter 3

Services

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

Accommodation

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

Transportation

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

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

Visa

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

Accreditation

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

Security

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

Medical and anti-doping requirements

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

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

CHAPTER 4

Marketing and Communications

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

Promotion and media

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

Sponsorship / marketing plan

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

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

Entertainment

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

Broadcasting & CEV Media Agency

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



Chapter 5

Impact

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

Legacy

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

Sustainability

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

Monitoring of success

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



Chapter 6

Specific organising conditions

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

Competition titles:

“CEV Beach Volley Nations Cup Final 2023”

“CEV Beach Volley Nations Cup Final 2024 - Continental Olympic Qualification”

Organising Fee:

- EUR 150,000,- (double gender event).
- Instalment schedule to be agreed in Organiser Agreement.

Figures:

- 8 NFs per gender participating with two teams each.
- Up to two team delegation members per gender (no obligation for board and lodging).
- Min. 4 days for the event.

Competition System

- Modified pool play format.

Offered rights

Intellectual Property:

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

- For the avoidance of doubt, all merchandising rights related to both CEV Beach Volley Nations Cup Finals are reserved by CEV.
- For the CEV Beach Volley Nations Cup Final 2023, all media rights are exclusively exploited and retained by the CEV Sport Media Agency on behalf of the CEV. The CEV Sport Media Agency is also responsible for the production of a world feed signal from the Quarter Final to Final and third place match.
- For the CEV Beach Volley Nations Cup Final 2024 – Continental Olympic Qualification, the CEV is granting the domestic media rights to the Organiser. In exchange of the CEV granting such rights, the Organiser is responsible for the production of a world feed signal from the Quarter Final to the Final.

Naming:

- Exclusive rights to use and exploit Presenting sponsor in the competition title using this form: **“CEV Beach Volley Nations Cup Final (year) ”** presented by “Presenting sponsor” for national promotion.
- Exclusive right to use and exploit the titles including the terms “national” or “local” together with “sponsor”, “partner” or “supplier” and “host city”.

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

Advertisement:

Exclusive right to use and exploit the following Advertising spaces:

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

CEV Protected categories:

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

Uniforms:

- To provide and partly exploited the uniforms provided to participating athletes, CEV Officials and staff.
- CEV holds and reserves the right for the advertisement on the front side of the player’s uniform for the Title sponsor.
- Organiser has the right to display its “presenting” partner on the backside of the player’s uniform.
- The Organiser is granted the right to display the “presenting” partner together with the Title sponsor on other individuals (clothing equipment of the workforce, the CEV Officials, Match Officials, while the “presenting” partner will have a 50% less visibility than the Title sponsor).

Others:

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

Non-exclusive rights:

- To get incomes from a commercial village in the Competition venue, promotional stands, side-events.
- Host city dressing and branding.
- Entertainment and side events (in and outside the Competition venue – and in the Host city).
- Print and advertising material.

Obligation

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

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

To provide the following:

- a. Competition and warm up courts as per the CEV Guidelines. In case of night matches, match lights of minimum 1,500 lux for the interested court and stage lights for the court and the tribunes, plus lights for warm-up court and the mixed zone.
- b. All necessary facilities and organisational areas with the requested office and technical equipment.
- c. Accommodation and local transportation for the participating National Federations (min 24 twin rooms per gender).
Each National Federation will contribute to the accommodation costs with 100 Euros per day per person.
- d. Accommodation, transportation and per diem for the appointed CEV officials and neutral referees (number to be confirmed in regard to the number of courts used) and the CEV Event Delivery team.
- e. All the technology needed for courts with TV production, including Scoreboard within LED Perimeter, minimum 1 video-board/giant screen, hardware, connectivity and resources for the e-scoring and Match Statistics applications (software and credentials provided by the CEV) and a Video Sharing application (details to be confirmed in the Organiser Agreement).
- f. Challenge system strongly recommended for all TV produced matches.
- g. Uniforms for all participating athletes and the appointed CEV Officials as per the CEV Regulations and Guidelines.
- h. 30 tickets with access to the VIP area and all benefits related to the highest VIP status; 40 tickets with normal access per match and free of charge for the CEV and CEV partners. Additional consideration for family & friends tickets.

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

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

All promotional material has to be produced in English language or by combining English with the official local language. To bear the costs related to the granted rights and obligations to be fulfilled.

For the 2023 edition, to provide the CEV Sport Media Agency with the following:

- i. Sufficient and suitable commentary positions for each match, in the best possible location, as agreed by the CEV Sport Media Agency, consisting in 1 table per each position large enough to place 2 chairs and sit 2 commentators, private and separate from each other by appropriate structures.
- j. Necessary camera platforms defined by the CEV Sport Media Agency either during the technical site inspection or technical briefing in collaboration with the Organiser (including but not limited to short sides of the court, reverse angle, etc.).
- k. Necessary accreditations to allow the access of the CEV Sport Media Agency's staff to the area reserved to the public at each Competition venue.
- l. Accommodation (full board) and local transportation for up to six (6) CEV Sport Media Agency's staff where the Production rights are used from two days before the first production day (in single rooms, in the same hotel as the CEV Officials).
- m. An office equipped with high-speed internet connection for the CEV Sport Media Agency's staff consisting of one (1) working space, necessary table/chairs and one (1) TV monitor featuring the TV international feed.

For the 2024 edition, to provide the CEV Sport Media Agency with the following:

- a. Free-of-charge access to the World Feed signal of each produced match.
- b. Sufficient and suitable commentary positions for each match, in the best possible location, as agreed by the CEV Sport Media Agency, consisting in 1 table per each position large enough to place 2 chairs and sit 2 commentators, private and separate from each other by appropriate structures.
- c. Accommodation (full board) and local transportation for up to six (6) CEV Sport Media Agency's staff where the Production rights are used from two days before the first production day (in single rooms, in the same hotel as the CEV Officials).
- d. Necessary accreditations to allow the access of the CEV Sport Media Agency's staff to the area reserved to the public at each Competition venue.
- e. An office equipped with high-speed internet connection for the CEV Sport Media Agency's staff consisting of one (1) working space, necessary table/chairs and one (1) TV monitor featuring the TV international feed.

CEV centralised ticketing platform:

- a. In order to optimise the sales and marketing processes, CEV is offering the opportunity to collaborate with the CEV Ticketing Partner (leading ticketing provider in Europe), through which all tickets of the Event are managed and sold. This includes not only public ticketing but also all other ticket contingents such as VIP, Commercial partners' tickets, complementary tickets, etc.
- b. The CEV grants the right for the ticketing income to the Co-Organiser (after coverage of the system fees and with the exception of the pre-defined number of seats for the CEV).
- c. By usage of the system, the Co-Organiser will be supported by a European campaign promoting the Event using promotional channels of the CEV Ticketing Partner.
- d. The seating maps as well as the ticketing strategy and start of the sales will be coordinated among the CEV and the Co-Organiser, while the CEV reserves the right for final decisions on these matters.

Other event rights

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

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

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

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

Commitment

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

Dear Sir or Madam,

Hereby, we decide to apply for the organisation of the CEV BeachVolley Nations Cup Final 20XX (year you apply for).

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

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

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

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

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

Best regards

Place, Date

Name, signature

CEV Publications
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