



**BID AND EVENT MANUAL
EUROPEAN LEAGUE**



WORLD SKATE EUROPE INLINE HOCKEY

WS EUROPE IN LINE HOCKEY BID AND EVENT MANUAL

MEN EUROPEAN LEAGUE – 2024

APRIL 25th to 28th 2024



WS EUROPE IN LINE HOCKEY – 2023

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This WS EUROPE IN LINE HOCKEY bid and event manual represent a sort of quality management to ensure that WS EUROPE IN LINE HOCKEY CLUBS EVENTS are planned and staged in a quality and consistent manner.

This WS EUROPE IN LINE HOCKEY bid and event manual serve as the general guidelines for federations, clubs and organizers applying to host Roller In Line Hockey Clubs Events, assisting them in planning and staging the event in close cooperation with WS EUROPE and WS EUROPE IN LINE HOCKEY, in order to come up to quality standards.

This document's layout and content should be subject to constant improvements and amendments based on experience of previous Championships.



1. InLine Hockey Clubs Events

1.1. Introduction

The present document governs the rights, duties and responsibilities of all parties involved in the preparation and organization of the *InLine Hockey Men European League*



In a consistent manner to develop InLine Hockey in Europe, European Competitions must focus more and more on attracting new spectators and create the conditions to gain the media interest. On the other hand, the focusing on the host country and city benefits the organizer of those competitions. The organizer gets the opportunity to create great event, forever lasting memories for players, supporters and fans.

- ◆ The organizer shall ensure that:
 - ☐ The city and the public support the event
 - ☐ All facilities (hotels, halls, transportation means, technical facilities etc.) meet the reasonable standards to fulfil the goal of creating great events
- ◆ In a concern for quality, without making a mandatory criterion, the WS EUROPE IN LINE HOCKEY appreciate efforts to:
 - ☐ Implementing a promotional campaign of the event

1.2. The bid and event manual

This manual presents the requirements for the federation and the club hosting competitions, hereafter referred as the Organizer, in order to make it a successful event.

1.3. Event Rights

WS EUROPE/WS EUROPE IN LINE HOCKEY hold the rights of those events. The television rights, marketing, merchandising, sponsorship and advertising rights are held by WS EUROPE/WS EUROPE IN LINE HOCKEY.

1.4. Key objectives of the European League

- ✦ Create the best conditions for players and teams
- ✦ Attract a maximum of spectators to the hall and offer them great moment
- ✦ Put big efforts in interesting media and help InLine Hockey promotion through its European events
- ✦ Make sure the event is integrated into a development plan that will benefit the growth of InLine Hockey inside the host country
- ✦ Make sure that the competition gives financial positive feedback for all parties involved
- ✦ Make sure that past experience is evaluated and well documented in order to benefit future events



1.5. Duties and Responsibilities of the organizer

- ✦ Make available venues adapted for International In Line Hockey events (rink size, spectator capacities, locker rooms, VIP rooms...)
- ✦ Provide security for all the participants (in coordination with the local authorities)
- ✦ Set-up infrastructures (Internet, platforms, cable runs, parking, etc)
- ✦ Catch the general public's interest for InLine Hockey and make every effort to obtain full halls
- ✦ Make sure the hosting city is involved and provide conditions for a top event
- ✦ Create conditions to welcome journalists and media
- ✦ Provide best possible hospitalities and VIP service for partners

1.6. Financial Responsibilities of the organizer

- ✦ Costs as stipulated in the document
- ✦ Costs related to the halls and technical equipment
- ✦ Insurance
- ✦ Equipment for offices and working areas (Internet connections, furniture...)
- ✦ Ticket sales
- ✦ Taxes

1.7. Income

- ✦ Local Government support
- ✦ Team hosting incomes (in case organizer request registration to all team through its services)
- ✦ Ticket sales, on site sales (food, beverage, catering...)
- ✦ Sponsorship, advertising and merchandizing **are not allowed**, except with an agreement with WS EUROPE/WS EUROPE IN LINE HOCKEY



2. European League, a co-constructed event

2.1. The European League Format

The WS EUROPE IN LINE HOCKEY intent with the European League is to propose a formatted event where the organiser find a framework that facilitate its organization, reduces the risks in organizing a European event with the benefit of a strong branded event, recognized by the sport's movement in Europe.

For the event, WS EUROPE IN LINE HOCKEY with its partners is providing services that make the event easier to be organized. Services include:

- The dedicated brand of the event to be used by the organizer
- A framework of rules shared by European federations that allows the registration the best European clubs' teams, champions of their national championships
- A video production team that stream cast live all the games on a dedicated platform, that gives a real time engagement for all fans in Europe as well as a great image of the event in Europe and in the world
- A sports data system that provides web/mobile app live scores and data, to engage the fans and provide best in class coverage
- A communication service that provides a professional follow-up of the event on social networks, with a growing community of fans for better engagement

2.2. The European League Brand

The WS EUROPE IN LINE HOCKEY provides the logo of the event and a brand rule book that the organizer has to follow in order to ensure a coherence for the fans. The rule book presents the brand usage and also the principle and rules for graphical compositions (such as posters, flyers etc...) that can be applied with the brand. The delivery of the brand is included in the organizational tax.



2.3. *TV Rights, marketing and communication*

Media

TV broadcast and Digital Webcast rights for these competitions are owned by WS EUROPE/WS EUROPE IN LINE HOCKEY. WS EUROPE/WS EUROPE IN LINE HOCKEY will delegate a production team and pay the production costs for a web-stream video feed for the event and will own all the rights of the images produced during the event. The live stream is available on a dedicated platform managed by WS EUROPE IN LINE HOCKEY, exclusively.



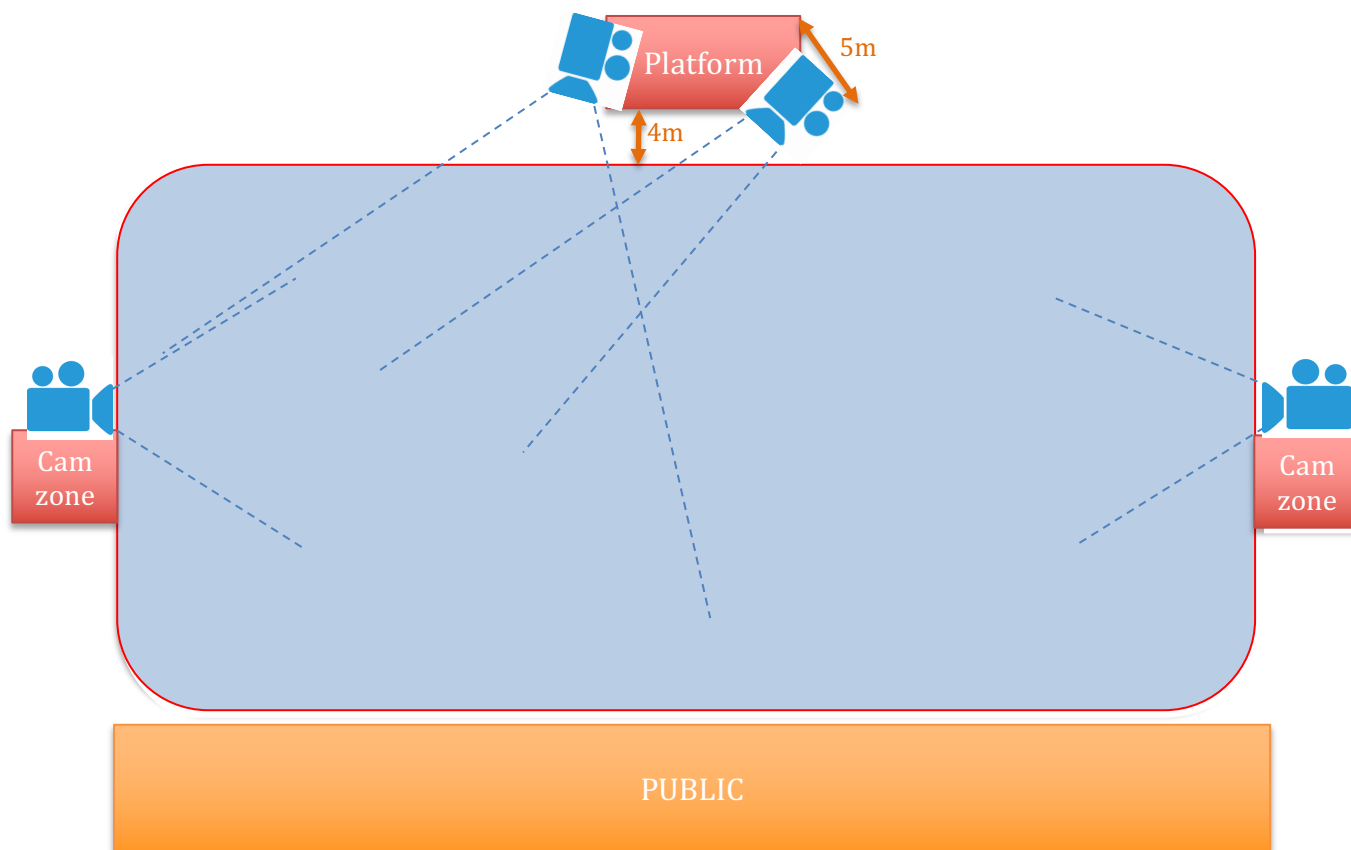
The organizer has to provide **technical means** (platform, electricity etc...) and the **Internet connection and data plan** to allow the best video capture for the fans:

Some principles (to be discussed):

- Always try to find a place for the camera in front of the public and centred regarding the rink
- A platform where the central cam has to be:
 - o 4m far from the board
 - o 5m high (min)
- Spot for camera behind the net

LAN / Fiber / 4G connection

- A minimum of 8 mbps upload, with constant bandwidth
- Dedicated line for video stream (not shared)
- 200 Gb data plan min



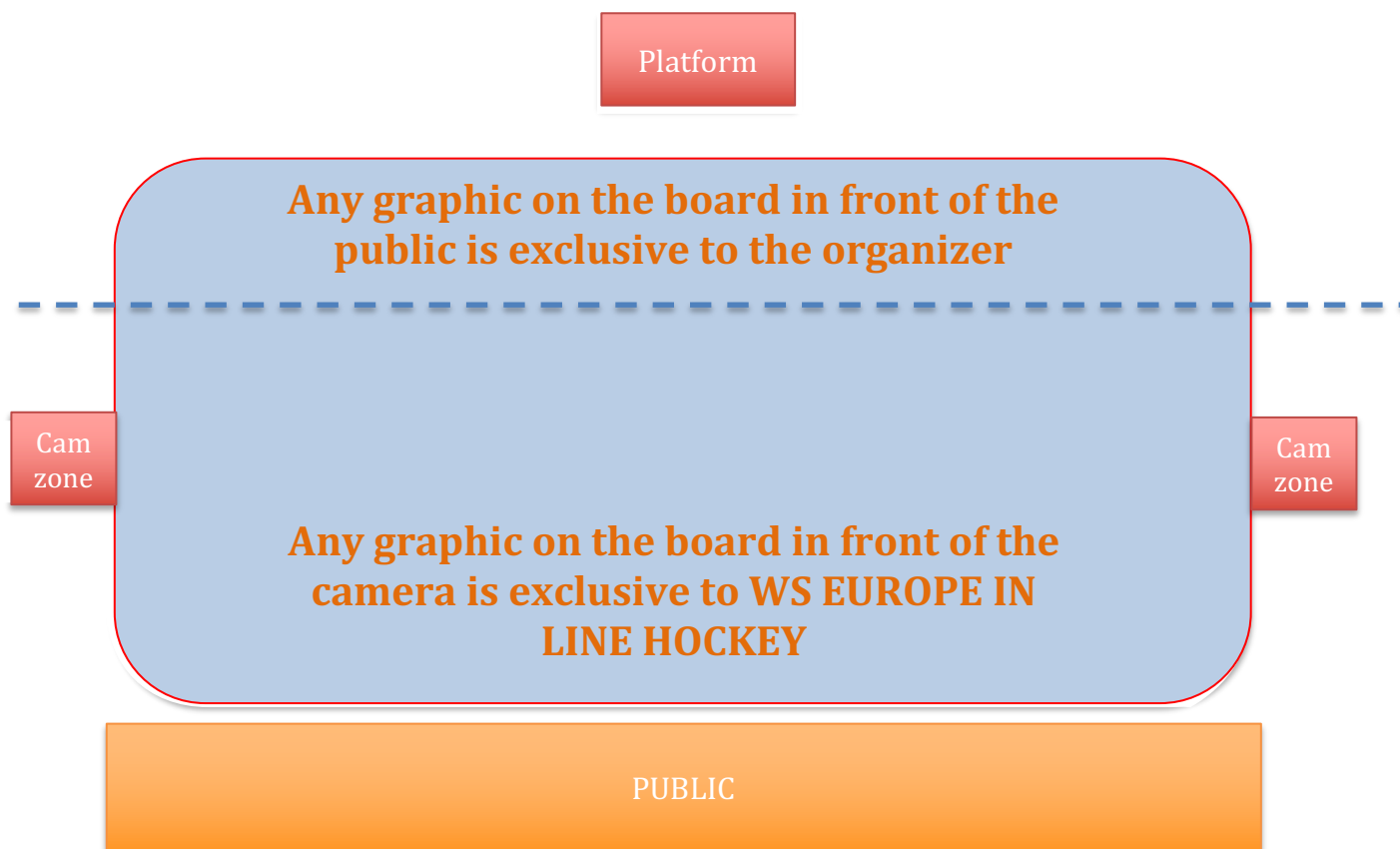
Advertising / Sponsoring Rights

Marketing, advertising, sponsoring rights for these competitions are owned by WS EUROPE/WS EUROPE IN LINE HOCKEY.

In order to clarify the question of the sponsoring, WS EUROPE owns exclusively all the rights for marketing visuals exposed in the video stream and on the boards. Any of the places own by WS EUROPE CKEY may be shared with the organizer depending on the conditions below.

Case of the platform for video capture in front of the public

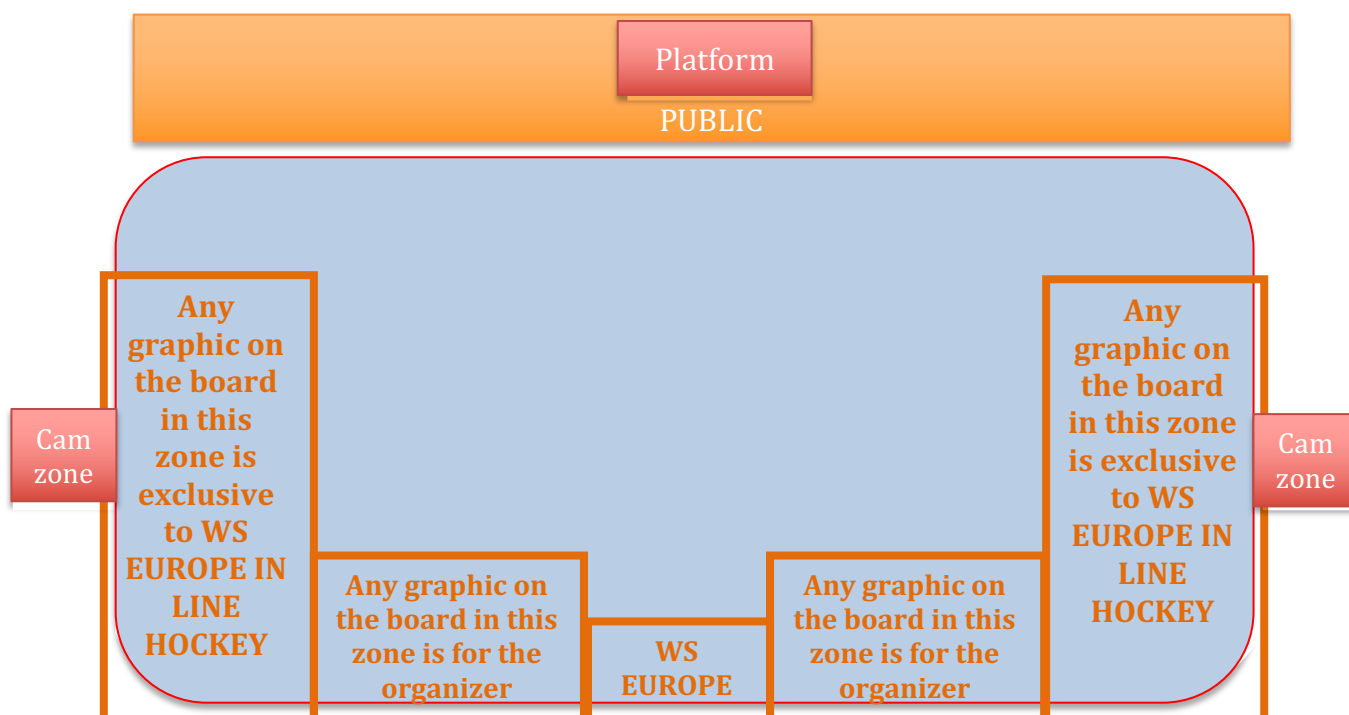
This includes all the logo overlays in the video stream itself, any advertising displayed on the boards in front of the central camera.



For all the marketing visuals exposed to the public, and not exposed to the video stream, WS EUROPE delegates the rights to the organizer to expose its sponsors. WS EUROPE may request to also expose its sponsors in this zone, in coordination with the organizer.

Case of the platform on the side of the public

This includes all the logo overlays in the video stream itself, any advertising displayed on the boards in zones starting behind the net, and goes to 2 meters after the rounded corner. In those zones and in a 5 meter (2,5m from each side of the middle of the rink) central zone, rights are owned exclusively by WS EUROPE. For other zones, WS EUROPE delegates the rights to the organizer that owns the right to display its sponsors. WS EUROPE may request to also expose its sponsor in those zones, in coordination with the organizer.



Sponsoring

In both cases, if the organizer wants to give an access to sponsors in the zones exclusively owned by WS EUROPE IN LINE HOCKEY, WS EUROPE has the exclusive rights to enter contracts or written agreements with affiliated federation, European club or organizer entity, to receive the proceeds related with the contracts/agreements and to share the net receipt.

Contracts on a delegated right should be grant by WS EUROPE Executive Committee, which is the only entity competent for receiving the proceeds related with a contract/agreement. Incomes on marketing and advertising rights are shared between the organizer, WS EUROPE IN LINE HOCKEY and WS EUROPE.

Sales tickets

All the rights related to the proceeds from the sale of tickets for this event are fully owned by the organizer.

Merchandising

Merchandising rights for these competitions are owned by WS EUROPE/WS EUROPE IN LINE HOCKEY

WS EUROPE IN LINE HOCKEY may delegate the merchandising rights to the organizer or any third part company interested in delivering a merchandising offer for the event, against the payment of a license fee that is proposed with a length of the duration of the event.

The license includes:

- The right to use the branding of the event, created by WS EUROPE IN LINE HOCKEY
- The ability to propose any product with this brand

The duration of the right starts the 1st day of the event and ends the last day of the event. Outside this time frame, any selling of product with the European League brands is not allowed.

The brand can't be changed

Any adaptation of the brand to the product must be approved by WS EUROPE



Communication

WS EUROPE IN LINE HOCKEY is hiring for the event a communication team composed with photographs, video producers, social managers and communication managers.

The team works in priority to create content for the event:

- Event Facebook Page
- Event social platform pages
- Internet website
- Media
- Teams

All the material created is available for the organizer and the press officer, with no extra costs.

Press

The organizer must designate a press officer that will be:

- ✦ Responsible for local communication,
- ✦ Ensure the relation with counterparts from other countries and work closely with WS EUROPE IN LINE HOCKEY communication & media teams
- ✦ The contact person for all matters regarding communication during the event
- ✦ Representative for the press of his country, in charge of adequately publicizing the event in previous weeks, with news, interviews and other initiatives.

Accreditations

The accreditation process for press and influencers is the only responsibility of WS EUROPE IN LINE HOCKEY. The organizer can set-up a registration form and collect all the requests regarding accreditation, final decision to accept or reject a request is the solely responsibility of WS EUROPE IN LINE HOCKEY.

Communication means

A Wi-Fi Internet connection with authentication and exclusively dedicated to the press must be available. This connection is separate from the connection used for web streaming. Alternatively, a LAN cable for each of the accredited journalists should be provided (it is recommended to set up a connection that includes a different username and password for each journalist, with a unique password valid for all, the risk of permitting its use to those not having right, is incurred). The organizers must provide a connection capacity in relation to the number of accredited media.

2.4. Participants, public and key financial issues

Teams

European League is a 12 teams event. This represents between 140 and 200 people that will register to the event. Providing services to those people is allowed, especially hotel booking, meal offering...

In case the organizer negotiates full board offer for the teams, WS EUROPE IN LINE HOCKEY can impose teams registration through the services proposed by the organizer, which can be a source of revenue, in the only conditions that:

- Organizer propose 3 level of prices from 1st class prices to medium and high standards services (hotel / food)
- Prices must be lower than what a team can find on the market
- The offer includes all the transfers means from/to the official airport and from/to the hotel and the rink
- Teams don't have to manage their equipment from the rink to the hotel on a daily basis

Public

The event must be framed to attract public. Prices below have been proposed in the 2 editions in Rethel, they are proposed as an example to help the organizer evaluate incomes from ticketing.

Daily Pass		Weekend Pass		Pass 4 days	
Thursday -	15€				
Friday -	15€	Sat. & Sun. -	35€	All Days -	40€
Saturday -	25€				
Sunday -	30€				

Of course, the organizer is free to define its own ticketing policy, based on all the local constraints, those figures are given as examples.

City interests

As an example, in Valladolid 2017, the club has communicated some figures:
More than € 150,000 of direct revenue generated to the city (More than 300 hotel beds, 5 days, ...). About 10,000 people who have passed through the two sports centers throughout the four days of competition.

From a media perspective, the visibility of the event is growing in Europe. This event generates more than 55 000 video viewed and 25 000 minutes of video viewed on social platforms, and 30 000 views on Live / Full Event Replay video.

Local authorities may sponsor the event, based on the benefits for the local economic activity and the awareness it creates for the city.

3. Ceremony

In order to identify the winner of the competition, the organizer will provide visual material in order to visually enhance the celebration of the winner

This material should be:

This material should be:

- ◆ Winner identification sign



- ◆ Confetti



4. Financial Conditions for the Organizer

4.1. Inspection of the proposed venue

All applicants should pay for the charges listed below:

- ✦ Travel expenses, meals and accommodation in relation to the travel by a WS EUROPE IN LINE HOCKEY representative in order to make the inspection of the conditions of the proposed venue of the event as well as the assessment of the other conditions laid in the proposal in question

4.2. Organizer's costs

- ✦ Organizational tax
- ✦ Referees Accommodation & Meals
 - ☐ 11 Referees designated by WS EUROPE IN LINE HOCKEY
- ✦ WS EUROPE IN LINE HOCKEY Transport, Accommodation & Meals
 - ☐ 2 WS EUROPE IN LINE HOCKEY Members
 - ☐ 4 members max of the media production team
 - ☐ 4 members max of the communication and social media team
- ✦ Technical means for the production of a web streaming service
 - ☐ A dedicated platform for cameras
 - ☐ A dedicated zone for the camera behind the net
 - ☐ A dedicated zone for interviews near the rink
 - ☐ A dedicated working zone, secured, for the production teams
 - ☐ A dedicated web connection with at least 8Mo uplink and unlimited data
- ✦ Transportation means
 - ☐ To ensure the transport means necessary for the transfer of the official delegations (participating teams + WS EUROPE IN LINE HOCKEY/WS EUROPE members) and the designated Referees, between:
 - The nearest international airport or train station and the hotel accommodation and vice versa;
 - The Hotel of accommodation (or the local of the meals) and the site of the competition and vice versa.
- ✦ Visual Elements & Marketing Costs
 - ☐ Payment for the visual materials to be displayed on the boards (including WS EUROPE partners)
 - ☐ Payment of the visual materials for the ceremonies (opening / closing)
 - ☐ The production costs of all the marketing and advertising materials, promotional campaigns, social and development projects
- ✦ Medical Services
 - ☐ Availability of a doctor and the emergency team during the event
 - ☐ Anti-Doping control **if programmed**

Depends on choices made on 6.4 Awarded applicant payments

5. Event Concept

The « event concept » is a document developing the organizer's proposition to meet a Euro standard for InLine Hockey. This document is written in English and mandatory to be provided for the bidding procedure.

The bid and event manual defines, for each event, 2 types of criteria:

- ✦ **The requirements:** criteria that have to be developed in the application as « must-have » to ensure a minimum standard for a euro event
- ✦ **The options:** criteria that enhance the quality of the event and are mostly appreciated, but are not « must-have »

Requirement for the « event concept » of this event should focus on:

- ✦ General information about the host / host cities
 - ☐ Provide details about country, people, Roller Sports federation, Roller Sports / InLine Hockey history and statistics
 - ☐ Provide presentation about the host city including sizes, population, location, infrastructure and public transport, city map, location of hall, distances
 - ☐ Provide possible organization chart of the Organizing Committee
- ✦ Halls
 - ☐ Provide location, seating capacity, changing rooms, rink size, type of the playing surface, description of the boards, scoreboards etc., with pictures and drawings
- ✦ Security and Health care
 - ☐ Describe all the elements of the security system organized for the competitions (eg: arena security, teams security, public security, police, professional and volunteer security, access control to the hall)
 - ☐ Describe medical services mandatory inside rink during matches
- ✦ Match Schedule
 - ☐ The definition of the beginning hours of the matches included in the competition, as well as the hours scheduled for the training sessions (adaption to the rink) of the participating teams
- ✦ Accommodation
 - ☐ Evaluate possible hotels to serve as teams hotels, WS EUROPE IN LINE HOCKEY hotels, referees hotel, media hotels, location, distance
- ✦ Catering
 - ☐ Include different kind of catering and different categories for guests, VIPs, WS EUROPE IN LINE HOCKEY/WS EUROPE, media, staff etc.
- ✦ Transportation / Logistics
 - ☐ Include public transportation of teams, WS EUROPE IN LINE HOCKEY/WS EUROPE representatives, different categories of transportation for WS EUROPE president, highest ranked WS EUROPE IN LINE HOCKEY representatives, transportation schedule
- ✦ Weather and special conditions
 - ☐ Provide details on conditions that might have an impact on logistics and transportation during the event



- ◆ Technology
 - ☐ Provide Internet network in the hall
 - ☐ Provide for communication technologies, IT requirements at the hall, hotels...
- ◆ Media
 - ☐ Provide facilities and equipment to meet media requirements
 - ☐ Provides elements to show the hall meets TV or Internet TV broadcast
- ◆ Finances
 - ☐ Draw up overall budget, including insurances, bank guarantee and assure support from government, public authorities
 - ☐ Detail the revenues of the event and for WS EUROPE IN LINE HOCKEY
- ◆ Accommodation
 - ☐ Provide a list of hotels where price has been negotiated or is offer by the organizer to teams, with the process to book
 - ☐ Describe accommodation for fans

Options for the « event concept » of this event should focus on:

- ◆ Marketing
 - ☐ Cooperate with local sponsors in domains such as office equipment, logistics, refreshments, catering etc.
 - ☐ If possible, draw up the marketing plan to attract possible local partners and detail the event rights delegation wished
- ◆ InLine Hockey Promotion and development campaign
 - ☐ Design campaigns (promotional, activities, special programs) to attract public attention and to increase InLine Hockey popularity inside the country and all over Europe
 - ☐ Integrate the Euro competition to a development program of InLine Hockey inside the country
- ◆ Spectators
 - ☐ Develop spectators' concept in order to ensure sold out halls, such as:
 - Design a plan to attract young spectators
 - Offer ticket for teams, InLine Hockey crazed countries
- ◆ Medical Services
 - ☐ Detailed information about medical services and special agreement with hospitals
 - ☐ Details about doping procedure

Additional documents to the « event concept » will be mostly appreciated.
In addition, provide the completed questionnaires proposed in Annex 1 & 2

6. The Bidding Procedure

6.1. Application

- ✦ WS EUROPE IN LINE HOCKEY can accept proposals from clubs, for the organization of a clubs' event, only with the agreement of the European InLine Hockey Federations affiliated to World Skate
- ✦ Prior providing the application document and the event concept document, the club shall address a 'letter of intent', in which shall be expressed the interest of organizing, before **Aug. 1st 2023**.
- ✦ Application document and Event Concept document shall be addressed to WS EUROPE IN LINE HOCKEY, before the bidding closing date that is set to **Sept. 1st 2023**. The applicants shall confirm that they satisfy the requirements set in this document.
- ✦ The application shall include official declarations issued by the host city, which prove that they support the application.
- ✦ WS EUROPE IN LINE HOCKEY will evaluate all applications and is entitled, if needed, to ask for additional documents.
- ✦ WS EUROPE IN LINE HOCKEY/WS EUROPE members shall visit the applicant country and get information in order to acknowledge the so-called « event concept » presented by the applicant.



6.2. Awarding process

On a first phase, WS EUROPE IN LINE HOCKEY/WS EUROPE members will visit the applicant country and get information in order to acknowledge the elements provided in the event-concept.

Based on the information provided on the “event-concept” document and the information collected during the visit phase, WS EUROPE IN LINE HOCKEY members will rank the applications, **based on 5 criteria**:



- ◆ Application that provides the **best organization plan and venue for the competition** (size of the rink, number of locker rooms, training sessions for athletes, planning adapted etc...)
- ◆ Application that provides **best guarantees for athletes** (facilities, hotels, free transportation, social plan for athletes etc.)
- ◆ Application that provides the **best plan for dissemination**, such as media plan, communication plan and development plan and media coverage such as TV broadcast, Internet broadcast of the event
- ◆ Application that provides the **best guarantees and plan to attract a maximum of spectators** to the hall and offer them great moment
- ◆ Country that has **organized a championship for a long time** or never organized it in the past

Each criteria of each application has to be individually ranked by each WS EUROPE IN LINE HOCKEY member. When putting all the appreciations together, the application that obtains the best overall ranking when putting all rankings on criteria together will be awarded.

In the case of persisting uncertainty on the proposal to select, the award decision will be decided by majority vote of the members of the WS EUROPE IN LINE HOCKEY executive.

6.3. Final decision

The initial decision to award this competition will always be assigned by WS EUROPE IN LINE HOCKEY provisionally and it only becomes final after observing the accomplishment of the three following conditions:

- ◆ The payment of financial compensation proposal
- ◆ The assent from the WS EUROPE IN LINE HOCKEY member that was responsible for the inspection of the proposed facilities and the verification of other proposed conditions for the organization of the event
- ◆ WS EUROPE final approbation

6.4. Awarded applicant payments



The awarded organizer is committed to pay an organizational tax, in order to endorse the award for the event organisation. There are 2 options to pay the organizational tax, up to the awarded organizer. The option chosen has to be specified in the application.

6.4.1. OPTION 1: ACCOMODATION MANAGED BY ORGANIZER

The financial compensation to be paid to WS EUROPE by the Organizer in the Option 1, is set to respect the minimum value of € 5 000,00 (Five thousand euros).

Note that in this option, organizer is in charge of all the charges listed in paragraph 4.2 *Organizer's Costs*

6.4.2. OPTION 2: ALL INCLUSIVE

The financial compensation to be paid to WS EUROPE by the Organizer in the Option 2, is set to respect the minimum value of € 12 350,00 (twelve thousand, three hundred and fifty euros). In this option, organizer is **not** in charge of the charges listed in paragraph 4.2 *Organizer's Costs* corresponding to the **accommodation and meals** for the referees designated for the event as well as for the WS EUROPE IN LINE HOCKEY representatives members and the entire media & communication team. In this option, those costs are in charge of WS EUROPE.

6.4.3. PAYMENT

Payment will be regularized in 3 working days after the related communication of the award, through a bank transfer to be made to the following WS EUROPE account:

BANK DETAILS	Payment shall be made in EUROS
BENEFICIARY	WORLD SKATE EUROPE
BANK	BPI - Banco Português de Investimento
ACCOUNT N.	3-6007130.000.001
IBAN	PT50 0010 0000 6007 1300 0013 2
BIC	BBPIPTPL
PAYMENTS SHALL BE MADE WITH NO BANK CHARGES	

7. Insurance

The organizer of the event will be liable of contracting an insurance and other guarantees that may be necessary or required, in particular with regards to accidents that may occur with the representatives of the teams (players and others), with the Referees, with the institutional representatives and employees serving on event and with the spectators.

8. Referees payment

Daily Token is paid by WS EUROPE

9. Health Care

The organizer must provide a medical service for first cares provided to the athletes.

10. Participating teams payments

Each one of the participating teams bears the costs of travel, meals and accommodation of their own team representatives except if the organizer provides those services for free for participating teams.

