



2029/2031 IHF Senior World Championships

Hosting requirements summary

Table of contents



01 *Foreword*
PAGE 5

02 *Bidding Procedure and
Concept*
PAGE 6

03 *Competition*
PAGE 13

04 *Venue requirements*
PAGE 18

05 *Government, Authorities,
Formalities*
PAGE 33

06 *Legal*
PAGE 36

07 *Finances*
PAGE 38

08 *Organising Committee*
PAGE 44

09 *Meetings, Visits, etc.*
PAGE 50

Table of contents



10

IHF Nominees

PAGE 52

11

IHF Accommodation

PAGE 61

12

Teams Accommodation

PAGE 71

13

*Further teams support /
Logistics*

PAGE 76

14

Anti-Doping

PAGE 79

15

Accreditation

PAGE 84

16

Branding

PAGE 93

17

IHF Partners

PAGE 96

18

Marketing

PAGE 102

Table of contents



19

Host broadcaster

PAGE 148

20

Scouting and statistics

PAGE 159

21

*Sports presentation design
templates*

PAGE 165

22

Media requirements

PAGE 168

23

Ticketing

PAGE 178

24

Sustainability

PAGE 183

25

Side events

PAGE 186

26

*Ceremony and protocol
requirements*

PAGE 188



1. Foreword

The present event requirements represent a means of quality management to ensure that IHF Senior World Championships are planned and staged in a professional and consistent manner.

These requirements shall serve as general guidelines for federations applying to host the IHF Senior World Championships and for the organisers, assisting them in planning and staging major handball events in close cooperation with the International Handball Federation that meet international top standards.

Layout and content of this document are subject to constant monitoring and amendments based on experience from IHF World Championships and other top events.

The World Championship is an IHF event. Therefore, the IHF basically holds all WCh-related rights.

The IHF Statutes and regulations are an integral part of IHF Events and Hosting obligations. All IHF regulations can be found [on the IHF website](#).



02

Bidding Procedure and Concept



2. Bidding procedure and concept



Each bidder needs to provide a comprehensive document with the basic elements of their bid following the guidelines of this document.

Event Concept

1. Vision

Create application with a clear mission/vision, including why the application is made – this shall have a greater goal than “just” hosting an event.

2. General information about the host countries / host cities

Provide details about the country, culture, handball federation, handball history and statistics; provide presentations of possible host cities, including size, population, location, infrastructure and public transport, city map, location of hall, distances; provide possible organisation chart of OC.

3. Entry and customs regulations

Inform about general possibility of facilitating entry for stakeholders.



2. Bidding procedure and concept

4. Legal aspects

Provide information on taxes, advertising prohibition, etc.

5. Weather and special climatic conditions

Especially, if they might have an impact on logistics, transportation during WCh period (during wintertime, etc.).

6. Security

Provide information about a basic security concept as well as certain criteria that have to be considered.

7. Match schedule

Provide remarks regarding match scheme according to requirements set out in this document and the Regulations for IHF Competitions, and submit proposals for special arrangements, if need be, e.g. opening match, shifted rest days in the preliminary round, use venues for multiple groups, etc.



2. Bidding procedure and concept



8. Halls

Provide location, seating capacity of the planned venues.

9. Accommodation

Provide information about standards of planned accommodation to serve as team hotels, IHF hotels and media hotels. The information about location, distances to the airports should be provided in addition to options for accommodations for the fans.

10. VIPs

Provide overall concept, consistent handling in different venues.

11. Catering

Include different kinds of catering, different categories for guests, VIPs, IHF, media, staff, etc.

12. Transportation/Logistics

Include public transportation, transportation of teams and IHF representatives, different categories of transportation for IHF President, highest-ranked IHF representatives and VIPs, transportation schedules.



2. Bidding procedure and concept

13. Technology

Provide communication technology, Internet and mobile phones, create network to distribute information, provide IT requirements at the halls and hotels.

14. TV

Include experience, know-how and equipment from past sporting events to prove that TV requirements for international top events can be satisfied. Further, provide information about the major TV stations in your country and experience with major handball events.

15. Media

Provide facilities and equipment to meet modern media requirements.

16. Finances

Draw up overall budget including insurances and bank guarantee, assure support from government and public authorities.

17. Marketing

Provide a concept on how to contribute to the event with national suppliers, or how to cooperate with marketing rights holder Sportfive in accordance with the Marketing Operations Guide.



2. Bidding procedure and concept



18. Handball Promotional Campaign

Develop promotional campaign including different activities and special programmes to attract public attention and to increase popularity of handball in the host country and abroad from the moment of the WCh awarding, throughout and after the event.

19. Spectators

Develop spectators' concept to ensure sold-out halls, e.g. attracting young spectators (via schools, clubs, universities, etc.), offer ticket packages abroad (participating countries, countries where handball is highly popular).

20. Sustainability

Launch special activities and programmes to enhance the popularity of handball in the host country from the moment of the WCh awarding as well as in the run-up to, during and after the major event.

21. Medical service

Detailed information about medical service in the different cities and about special agreements with hospitals, etc.



2. Bidding procedure and concept

2.1. Timeline

Bidding requirements sent to the bidders on 22 December 2023

Bidding documents to be received by 16 February 2024

Inspections, if applicable, to be conducted between 26 February and 29 March 2024

Presentation of bid on 16 April 2024 at IHF Council meeting in Paris

Awarding to take place on 16 April 2024 at IHF Council meeting in Paris

Draft contract of the event to be sent by 30 June 2024

We draw your utmost attention to the fact that the details of the bidding requirement should be considered as a basic working document and that the IHF reserves the right to update the present obligations for the Organiser, if applicable.



03

Competition



3. Competition

3.1. Basic information

Match schedule

- Event dates are planned as follows
 - 2029 Men: 10-28 January
 - 2031 Men: 15 January – 2 February
 - 2029 Women: 28 November – 16 December
 - 2031 Women: 3 December – 21 December
 - Final to be on a Sunday in general
- 32 teams
- 8 preliminary round groups of 4 teams, first three qualify for Main Round, teams ranked fourth play President's Cup
- 4 main round groups with 6 teams each, first two qualify for Quarter-finals
- Quarter-finals followed by Semi-finals, Finals
 - Placement matches 5-8 (concerning 2031: qualification for Olympic Games 2032 Brisbane if applicable)
- Rest days to be included in the match schedule
 - If travel time exceeds 4:30 hrs between accommodations, an additional rest day is required.
 - A team shall not play on consecutive days, i.e. each team has at least one (1) rest day between two (2) matches



3. Competition

3.2. Match schedule / overall event concept



Match schedule

- OC to propose a match schedule, containing special arrangements, if need be, e.g. opening match, shifted rest days in the preliminary round, combined hall usage, etc.
- The throw-off times are fixed in cooperation with the TV rights holder and the OC.
- In case of any disputes, the IHF shall have the final word and fix the throw-off times.

Overall event concept

- OC to propose an overall event concept with venue information, accommodation possibilities, travel connections as well as special concepts for certain areas, such as developing a special area in a country.



3. Competition

3.3. Training schedule



Training schedule

- Created by the OC and approved by the IHF
 - Required number of training halls
 - 1-4 teams: min. 1 hall / 5-8 teams: min. 2 halls / 9-14 teams: min. 3 halls
 - Gyms to be provided (preferably at the training hall; otherwise in short walking distance from hotel)
 - 1-4 teams: min. 1 gym / 5-8 teams: min. 2 gym / 9-14 teams: min. 3 gym
- To be provided to the IHF at least 8 weeks before the start of the event
- Requirements for training schedule:
 - Same conditions must be granted for all teams
 - Teams must be granted at least 1 session in the match venue before their first match (applicable to every competition phase) in accordance with the criteria below
 - Should be created in accordance with the throw-off times of the matches
 - In case of only one training hall, the team named first of each match has the right to train first
 - In case of more than one training hall, they have the right to train at the same time
 - 60-minute session/day/team to be guaranteed
 - requests from teams to be checked by OC regarding feasibility



3. Competition

3.4. Draw

Draw

- To be held and paid by the OC in the host country
- To take place 6 months prior to the event at the latest
 - Women's Senior: no later than 31 July in the year of the event
 - Men's Senior: no later than 31 July in the year before the event
- Information about the draw event to be sent to the participating teams at least 3 month before
- Concept of the draw to be provided by the OC (incl. suitable setting: hotel, public conference with stage)
- Travel costs to be born for up to 8 IHF representatives by the OC
- Participating teams should be invited to participate at own costs
- Location to be branded with IHF/World Championship layout





04

Venue Requirements



4. Venue requirements



- Playing halls for the World Championship must comply with international requirements and the IHF Regulations.
- The IHF will inspect the halls proposed by the Organiser.
- The halls are subject to IHF approval. The IHF reserves the right to reject a hall in case there is a major lack of technical, organisational or security standards.
- Only IHF-approved halls may be used as official playing halls.
- OC to provide documentation of halls.
- A maximum of four (4) different venues shall be used at a Senior World Championship at the same time.
 - The OC may propose to increase the number of venues. If more than four venues are used, the OC shall be responsible for any additional costs.
- The venues must be located in major cities of the host country, which are well known internationally.
- Confirmation of host cities is subject to several aspects such as venues and accommodation options. If the venue itself meets the requirements, but no accommodation can be provided as per IHF requirements, the city cannot be confirmed.



4. Venue requirements

Field of Play

- The entire field of play shall have a size of at least 48m x 28m.
- The area surrounding the FOP, especially the area captured by TV cameras, shall be covered by a carpet of the same colour in order to create a consistent appearance of the venue.
- Additionally, the area outside the court must be level with the court.
 - This applies particularly for the area between the court and the advertising boards as well as the area between the substitution benches and the support table.

Subfloor

- A professional subfloor must be installed in all venues.
- The official IHF floor partner shall confirm the set-up of flooring.



4. Venue requirements



Dimensions

- The height of the ceiling shall be at least 9 metres above the centre of the court at any place above the field of play.
- The safety net shall be coloured in black and fixed behind the goal along a total length of nine metres. ***Along a length of five metres from each corner, the safety net shall hang loose*** to allow for the photographers to work directly behind the advertisement boards in front of the safety net
- The support table shall be at least 60cm high, 2m wide, and the seats should have a distance of 70cm between each other.
- The playing area should be surrounded by a safety zone of at least 1 m along the side lines and 2m behind the outer goal lines.



4. Venue requirements

Scoreboards

- Two LED scoreboards with a 16:9 aspect ratio that have a size of at least 20m² (5.9m x 3.4m).
- Ratio between the size of the scoreboards and the size of the venue must be taken into account.

Cube / LED ring

- If a cube and LED rings are available, alternative concepts can be discussed.

Flags

- The national flags of all participating teams as well as the WCh flag and the IHF flag (of slightly bigger size but at least of the same size as the national flags) shall be flying from the ceiling in accordance with the IHF Flag Manual.



4. Venue requirements

Lighting

- Min. 1,500 lx (+ adequate back up) in any place of court
- At a right angle from the ceiling (not towards the camera lens) to avoid reflections
- Even distribution across the entire court
- No shadows, no patches
- No venue-wide flashlights for photographers
- Window facades might have to be covered
- Emergency lighting of 600 lx minimum
- Recommended lamps: 1200 watt.

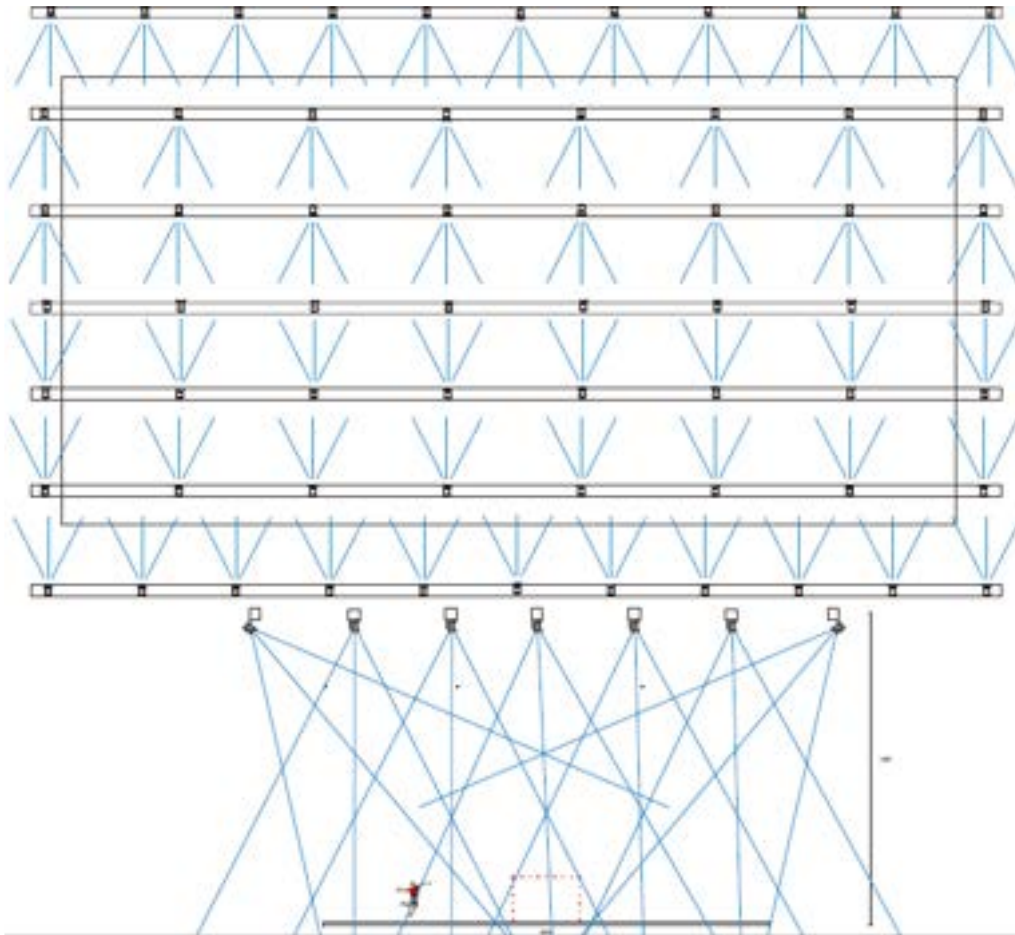
Value when new for:

- The vertical lighting in the centre > 400 lx
- With a regularity of > 0.5



4. Venue requirements

Ambient lighting concept (suggestion)



Installation with fluorescent tubes or modern LED tubes are recommended for handball events as they provide an ambient light without shadows. The intensity of lighting shall be on a level that helps focussing on the fast matches.

Lenses used on the fixture: super flood lenses providing a beam angle of 54° before the light output drops to beneath 50%.

All lamps have to be middle spot to obtain the accumulated 1200 lux but some might need adjustments, especially the lamps following the edge of the field.



4. Venue requirements



Seating capacity

In general, the *minimum* requirements for spectators are as follows

Phase	Women	Men
Preliminary round:	2500	4000
Main round:	2500	4000
Quarter-finals:	6000	8000
Semi-finals and Finals:	10000	15000

**The venues in which the host nations play their matches shall have a bigger capacity. The IHF might change the minimum requirements upon request of the applicant.*

In addition, the following number of VIP seats should be available:

Preliminary round: 300-500 (500-700 when the host is playing)

Main round: 400-600 (600-800 when the host is playing)

Quarter-finals: 500-700 (700-900 when the host is playing)

Semi-finals and Finals: 800-1,000



4. Venue requirements

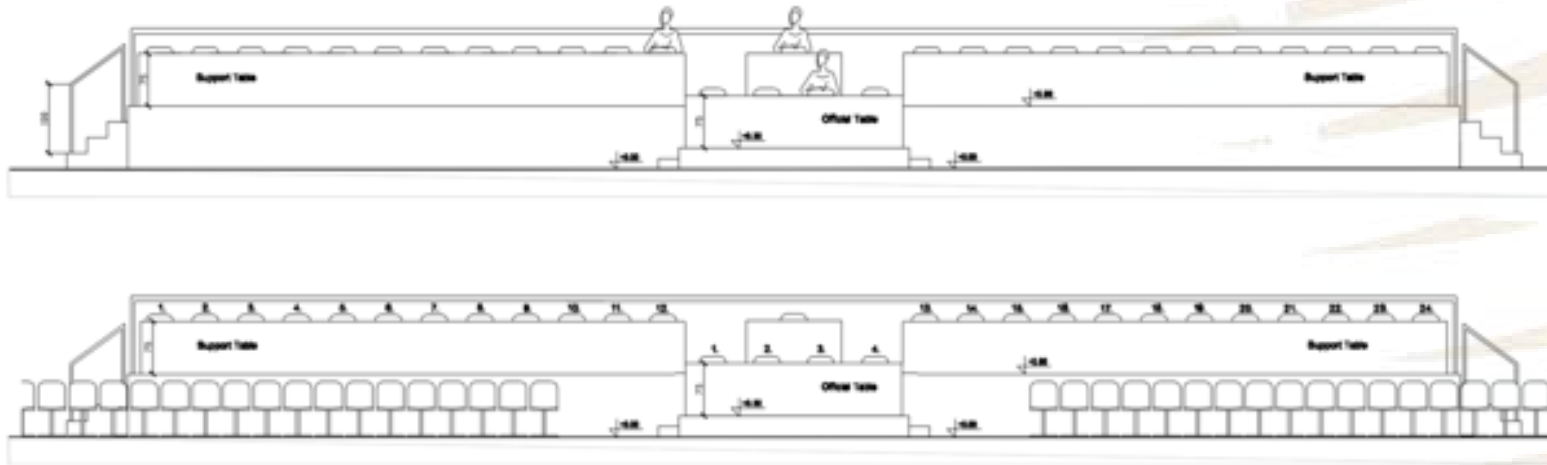
Changing rooms for teams

- Min four changing rooms, i.e. for approximately 25 persons
- Height of the ceiling must be at least 2.5m
- Sufficient coat racks or lockers and benches for the above-mentioned number of persons
- Distance between the playing court and the changing rooms should be as short as possible.
- For each changing room, separate toilets and separate showers (approx. 8-10) are required.
- Ice bath options if applicable
- Sound protected
- Direct access from one changing room to another is not allowed.
- Changing rooms to be equipped with
 - sinks and mirrors
 - at least two hairdryers
 - two massage tables
 - 25 towels
 - whiteboard with pens and magnets



4. Venue requirements

- Provide and create a support table
- Provide and create match management table
- Prepare team benches in accordance with rules of the game





4. Venue requirements



IHF office:

- Equipped with tables, chairs, high-speed Internet connection, a computer, a printer
- TV showing the match played at the venue
- Must be lockable.
- Soft drinks, fruits and small snacks should be available in the office.
- For the final weekend, the IHF will need at least two offices in addition.

TV offices and service providers office:

- TV rights holder and the Host Broadcaster usually need two (2) offices.
- Service providers might need one office.
- Must be lockable and have a size of approx. 25m².
- The office shall be equipped with four chairs, two tables, high-speed Internet.
- The office should be located in an area of the venue that is close to the parking area for technical service providers.



4. Venue requirements

IHF nominees/lounge room

- Room for IHF delegates where they can change and leave personal belongings or valuables
- A lounge where they can sit, meet and refresh themselves.
- The lounge and the delegates' room may be combined.
- A television with TV signal of the matches should be available.

For further planning, via [this link](#) you will find a document with details about various materials/equipment required for organising a major handball event, which is based on the requirements for Olympic Handball Tournaments.



4. Venue requirements



Changing rooms for referees

- At least two changing rooms for referees
- Shall allow for at least four persons to change (minimum size of 20m²).
- Direct access to restrooms and showers for the exclusive use of the referees.
- The referees' changing rooms must provide the following:
 - two showers
 - toilets
 - sink and soap
 - three white towels
 - mineral water
 - fruits
 - mirror
 - table and chairs



4. Venue requirements

IHF nominees/lounge room

- Room for IHF delegates where they can change and leave personal belongings or valuables
- A lounge where they can sit, meet and refresh themselves.
- The lounge and the delegates' room may be combined.
- A television with TV signal of the matches should be available.

For further planning, via [this link](#) you will find a document with details about various materials/equipment required for organising a major handball event, which is based on the requirements for Olympic Handball Tournaments.



4. Venue requirements

4.1. Venue access

External Areas and Parking

Access to and from the venues must be carefully assessed. Parking lots for cars shall be located as near to the main entrance as possible, although the closest lots should be reserved for people with disabilities and media representatives. In addition, parking lots for buses (with room to turn) and athletes as well as for official WCh vehicles transporting IHF officials, staff and VIP guests shall be provided close to their respective entrance.

Access for ambulance and fire brigade must be guaranteed at any time. Ideally, they are provided with general and exclusive access to the back entrance of the venue and to emergency exit(s).

Parking for technical vehicles:

- Sufficient space to form a TV compound / Parking for all production vehicles, OB vans, mobile earth stations and other technical vehicles that may be required depending on the country (at least seven trucks for the preliminary round, 10 trucks for the knock-out phase and up to 15 for the semi-finals and finals)
- Same side of the venue as the main camera positions
- Must be fully secured with 24h security service, fences and no access for general public



05

Government, Authorities, Formalities



5. Basics

- ***Full support and confirmations from regional, state and federal governments***
 - Support for staging the World Championship and any corresponding events
 - Trouble-free entry into the host country and departure is guaranteed for all participants if procedures and local law is followed
- ***Close cooperation with local authorities needed***
- ***The Organiser, in cooperation with the ministry/authority in charge, shall guarantee that the following requirements are met:***
 - Arrival and departure permissions (for all IHF nominees, players, team officials, team representatives, media representatives, staff)
 - Guarantee that visas are obtainable for the teams/delegations, IHF representatives, IHF sponsors, TV partners and their service providers, and the media, regardless of nationality, ethnicity or religion.



5. Basics



Further obligations

- OC to guarantee work permits for all stakeholders
- Customs and taxes support to be provided by the OC; IHF must be exempt from taxes
- Coordination of security concept and safety measures with the government for all areas of the event, such as hotels, playing venues, transportation, etc.
- Help and support at immigration, customs and entry procedures
- Guarantee that there are no legal restrictions or prohibitions on the sale or distribution of products of IHF sponsors, including food and beverages, in all the venues (alcohol)
- Guarantee the availability of a comprehensive medical service (including 24-hour emergency service) for every participant accredited for the competition in each venue. All emergency cases must be treated immediately, regardless of the patient's insurance status.



06

Legal



6. Legal

A member federation applying to host an IHF event is expected to follow the rules and provisions set forth in the present Manual as well as all further IHF Regulations. The IHF and the Organiser conclude a contract. When the contract has been duly signed, both parties shall make every effort to achieve a successful outcome

Renunciation of Mandate

In case an Organiser renounces the mandate to host the event, despite the signed contract and agreements to follow the requirements or in case the Organiser's mandate to host the event has been revoked by the IHF, the IHF may impose sanctions amounting up to CHF 500,000.00

Arbitration

The contracting parties shall attempt to settle any differences of opinion or disputes out of court. If no agreement can be reached, Swiss law shall apply. Any dispute concerning its validity, interpretation or performance shall be determined conclusively by arbitration, to the exclusion of the ordinary courts of Switzerland or of the host country, and be decided by the IHF adjudicating bodies. The arbitration shall take place in Basel.

The IHF Executive Committee is entitled to impose fines or disciplinary measures at any time for non-compliance with the present Manual that do not lead to the revocation of the event.



07

Finances



7. Finances

7.1. Financial transactions regarding the 2029/2031 Senior World Championships

- Host to receive a host fee of
 - CHF 1,600,000 for hosting the Women's World Championship
 - CHF 980,000 for hosting the Men's World Championship
- In general, the payment of the host fee shall be made as follows. The exact timeline will be fixed in the WCh contract.
 - a) $\frac{1}{4}$ of the amount will be paid 12 months before the start of the event.
 - b) $\frac{1}{4}$ of the amount will be paid 6 months before the start of the event.
 - c) $\frac{1}{4}$ of the amount will be paid 1 month before the start of the event.
 - d) $\frac{1}{4}$ of the amount will be paid 1 month after the event or will be settled with the final settlement of accounts.
- To be paid to the IHF nominees
 - CHF 250 per person and day for each council member
 - CHF 150 per person and day for IHF officials
 - CHF 175 per person and day for IHF referees
 - CHF 150 (weekdays) / CHF 200 (weekend) per person and day for IHF Office staff
 - CHF 100 per person and day for all other nominees



7. Finances

7.1. Financial transactions regarding the 2029/2031 Senior World Championships

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 - b) $\frac{1}{4}$ of the amount will be paid 6 months before the start of the event.
 - c) $\frac{1}{4}$ of the amount will be paid 1 month before the start of the event.
 - d) $\frac{1}{4}$ of the amount will be paid 1 month after the event or will be settled with the final settlement of accounts.

7. Finances



7.1. Financial transactions regarding the 2029/2031 Senior World Championships

- Host to provide to the IHF a bank guarantee in the amount of CHF 500,000 by two years prior to the event
- Host to pay CHF 100,000 as part of the prize money for the medal winners, which will be deducted from host fee

The above-mentioned does not include organisational/local costs, but only payment transactions.

If there are financial or fiscal provisions in the host country which must be observed by all institutions based in the country, then the taxes due in this context shall be covered by the Organiser



7. Finances

7.2. Insurances

The host nation must provide and issue the following insurances

- An event cancellation insurance with a renowned insurance company in the value of the overall budget to be provided two years prior to the event. Amount to be defined when contract is signed
- A liability insurance in accordance with Swiss law. Amount to be defined when contract is signed.

Health insurance

- The IHF is responsible for medical insurance for possible costs of the IHF nominees.
- The teams are responsible for medical insurance for possible costs of the team members.



7. Finances

7.3. Ticketing / Penalty clause



Income for OC

- Ticketing system and personnel to be covered by OC
- Well-known and reputable partner needed for handling ticketing
- In case of multi-nation event, same partner is required for all venues

Penalty Clause

- The IHF reserves the right to include a penalty clause in the WCh contract in order to guarantee that certain milestones in the organisation process are fulfilled in time.



08

Organising Committee



8. Organising Committee

8.1. General Provisions – Minimum Requirements for Structure of OC

The hosts must set up a professional Organising Committee with corresponding task distribution. The following areas shall be covered (the items listed are not exhaustive and may be combined):

- competition
- technical facilities
- finances
- TV and other media
- accommodation
- transportation and logistics
- international relations
- security
- hospitality
- marketing and communication
- medical matters
- protocol
- ticketing
- accreditation
- anti-doping



8. Organising Committee

8.2. *Local Organising Committees*



Local Organising Committees must be established in each venue. The following areas shall be covered (the items listed are not exhaustive and may be combined):

- LOC venue manager
- head of press
- floor manager
- head of local timekeeper and scorekeeper
- physician in charge
- person in charge of IHF nominees
- TV and other media
- written press
- head of logistics
- team guides

A full test match must take place in each arena, including statistics, scoreboard, walk-in, etc.



8. Organising Committee

8.3. *Volunteers*

The OC shall create a special volunteer programme. Volunteers are important for the competition. Volunteers shall be used for example in following areas (the items listed are not exhaustive and may be combined):

- Information desk
- Ball boys/girls
- Entry ceremony
- Flag carriers
- VIP guides
- Transportation
- Court wipers
- Support in press centre and accreditation centres



8. Organising Committee

8.4. Further logistical requirements



Mobile Telephones

The Organiser shall offer mobile phones to all IHF Nominees, except referees, which can be used to communicate within the country. At least 10 mobile phones must be available for international calls. These phones will be given to the IHF Competition Management, anti-doping officials and the IHF Office. The Organiser should provide the IHF with a list of the corresponding phone numbers at least four weeks before the start of the event. The list should also be distributed to all LOCs. Additionally, the Organiser shall provide approximately 20 mobile phones to the major service providers and partners such as the TV rights holder, advertising provider and the scouting and statistics crew, etc. in order to guarantee proper communication throughout the event.

Upon request of the IHF, the Organiser shall also provide wireless hotspot routers (4G/5G technology) in each venue and hotel (approximately 20 routers in total).

The Organiser shall assume all costs for the above.



8. Organising Committee

8.4. *Further logistical requirements*

Shipment

The IHF and their respective partners shall be responsible for transportation/shipment of their material. Law and national provisions in the host country must be taken into account.

The OC shall transport all goods and material throughout the championship phases to the different cities and halls. The costs incurred shall be covered by the OC.

Storage

The Organiser shall be responsible for storing all goods sent by the IHF or their partners until the material is collected. All costs for storage shall be covered by the Organiser.



09

Meetings, Visits, etc.



9. Preparation meetings, inspection visits

In view of the World Championship, several meetings, visits and workshops will take place. In general, the OC has to cover all costs for IHF personnel at meetings, inspections and visits including travel costs and daily allowances. The following kinds of meetings, visits and inspections might take place:

- Visit as part of the bidding procedure
- Technical inspection of infrastructure
- Coordination meetings/workshops
- Marketing meetings/workshops
- Medical/anti-doping meeting
- Post-WCh briefing
- TV inspections
- Rights holders inspection
- Inspection by service and technical providers

The IHF reserves the right to have meetings/visits that are not listed above.



10

IHF Nominees



10. IHF Nominees



For the Senior World Championships in 2029 / 2031 up to **150 nominees** from below groups will be present (assumption of four venue concept, if increased more nominees present).

- IHF President
- IHF Representatives
- Competition Management
- IHF General Director
- IHF Competitions Director
- IHF Office staff members
- Technical Delegates
- Event Delegates
- Legal experts
- Coaching analysts / experts
- Referees
- Referee support team
- Media representatives
- Marketing representatives
- Service providers
- Anti-Doping education ambassadors
- Anti-Doping representatives
- Guests
- Other categories to be defined in the upcoming years if applicable



10. IHF Nominees

10.1. Logistics

Travel

In general, arrival and departure shall take place with car, bus, train, plane. Different comfort to be provided depending on the position of IHF nominees. This shall be done in cooperation with a travel agency. The list of IHF nominees will be provided at least three months before the start of the WCh. For planning, the OC shall calculate with the following:

- Flights
 - Up to 30 business class tickets, remaining economy class or premium economy
 - Avoid low coast carriers
- Train
 - First class tickets
- Car
 - Reimbursement of CHF 0.70 per km
- Bus
 - First class category
 - Only applicable if comfortable coach offers direct connection
- Alternative transportation upon agreement
- Travel agency to be available 24/7 to arrange travel if necessary



10. IHF Nominees

10.1. Logistics



Luggage

- Each nominee is entitled to two pieces of luggage; to be considered for accommodation (wardrobe, spaces) but as well for travelling by plane or other means of transportation.

Transportation on site

- Transportation to be organised by the OC as described below. In general, the OC must organise transportation and provide cars and drivers. All IHF nominees, including certain numbers of service providers and partners have the right to transportation. The OC needs to define responsible persons on general and on local level.
- Dedicated cars for up to 10 nominees
 - Car must be available at all times
 - Driver to be kept for the same nominee throughout the competition
 - Contact details of the driver to be shared with the nominee concerned
- Different categories of transportation shall be provided to the IHF nominees depending on their position. The vehicles shall be branded with the WCh logo.
- Transportation shall also be made available to IHF main partners and service providers such as the TV rights holder or the scouting and statistics crew.



10. IHF Nominees

10.1. Logistics

- Individual cars on request to be available for up to 30 nominees
 - To be organised on a daily schedule through information desk at the hotel, these cars can be shared if agreed by nominees.
- Shuttle transportation for remaining nominees to and from the venues
 - Before and after each match
 - Means of transportation depending on number of nominees (considering large amount of luggage)
 - All day transportation between hotel and venue to be granted as a shuttle service
 - Details about daily transportation to be set
- Daily transportation schedule to be prepared by the OC
- Reserve van to be kept at each IHF hotel in case of need
- In general, transportation shall be for competition-related purposes only
- Transportation for practical session/shuttle run test for referees during preparatory days to be provided by the OC for appr. 75 pax
- Possibility of change of venues during competition for several nominees



10. IHF Nominees

10.2. Clothing / Equipment

- IHF will provide sports equipment to all IHF nominees
- Storage room needed during preparatory days in the IHF hotel
- Volunteers to be appointed by the OC to sort and pack
- Equipment to be delivered to the hotel rooms of the nominees
- OC to provide business suits for all IHF nominees unless otherwise agreed
 - Jacket, pants, 2 white shirts for men/blouses for women, tie for men/scarf for women
 - Dark blue
 - Required measurements to be defined by the OC
 - Tailor to be present to amend if needed



10. IHF Nominees

10.3. Practical session for referees

Venue for Practical Session

- Sports hall for practical sessions/shuttle run test for referees (max. 30 minutes distance from hotel; equipped with audio system; suitable for 75 pax)
- Technical equipment and demonstration team required
- Duration around 4 hours



10. IHF Nominees

10.4. Referee course prior to event



Preparatory meeting (6 months prior)

Referee course prior to the event

The IHF reserves the right to ask the OC to arrange accommodation for a referee course taking place approximately six months prior to the event. The IHF shall assume travel costs which incurred from the referee course. The OC shall provide accommodation for the referees as well as for the delegates involved. Referees shall be accommodated in double rooms for this event, delegates in single rooms. Further, the OC shall provide full board for all people involved as well as all facilities including but not limited to meeting rooms, sports hall, gym, etc.



10. IHF Nominees

10.5. Visa

Visa

- The OC guarantees that visas are obtainable for the IHF nominees and other stakeholders, if applicable.
- OC to provide a list of diplomatic representations of the host country (e.g., embassies, consulates, etc.) in the countries involved.
- OC shall guarantee in cooperation with the government that the participants receive priority treatment regarding visa procedure.
- OC to cover costs for visas of IHF nominees.
- Invitation letters for visa application to be sent to the nominees.
- OC to appoint a person responsible for visa matters to coordinate directly with IHF nominees.
- OC to ensure that all nominees requiring visa receive the necessary documentation.



11

IHF Accommodation



11. IHF Accommodation

11.1. Basics



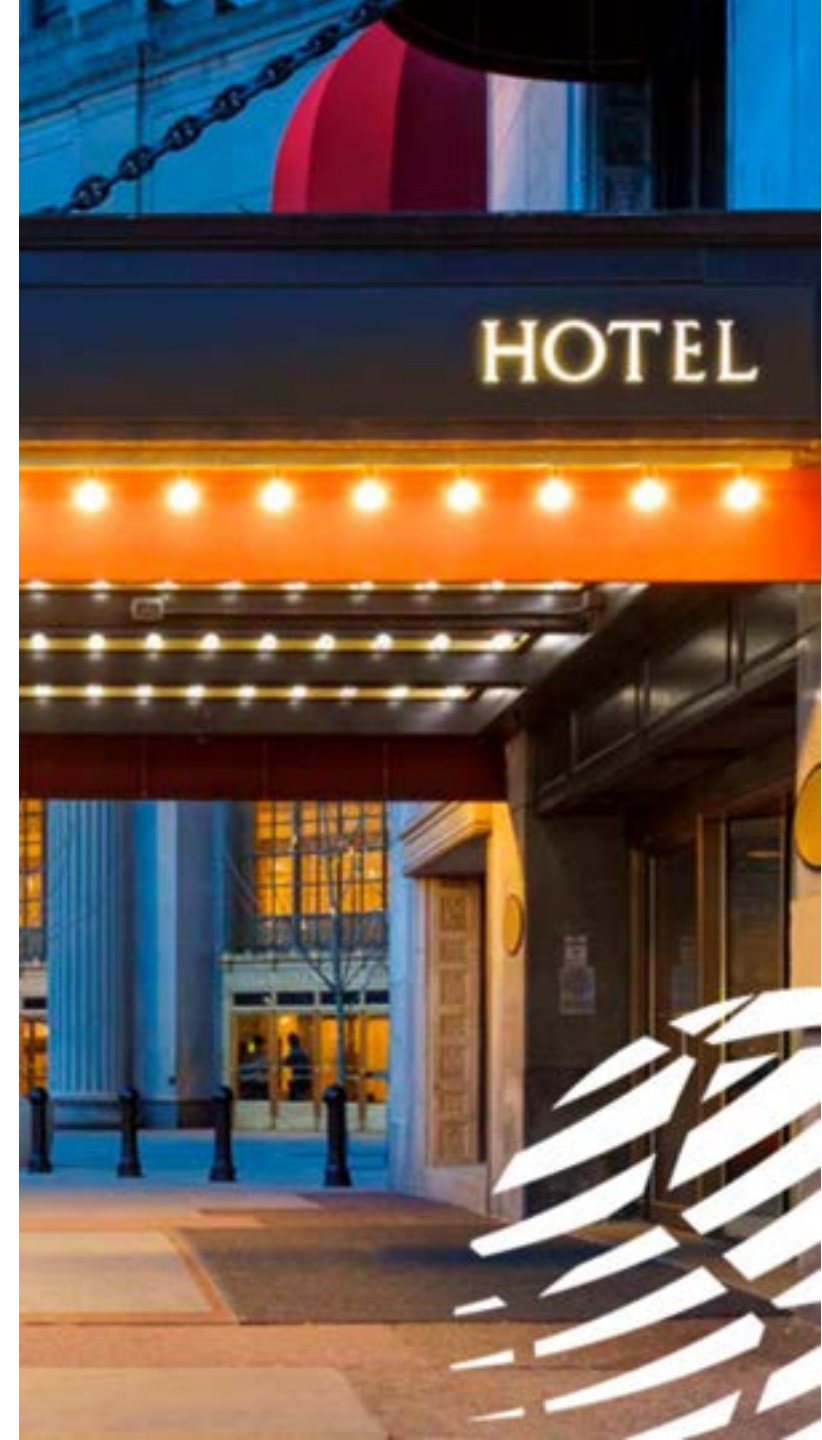
- 5 stars hotels in general, but to be confirmed by IHF. Lower ratings only after confirmation of IHF.
- Max. 30 minutes from venue
- Hotel must be located in an area with possibilities for activities outside the hotel.
- All IHF nominees to be accommodated in single rooms
- Different room categories to be offered in each hotel for IHF nominees
 - 1=best category; equals master/presidential suite
 - 2=2nd best category; grand/junior suite
 - 3=3rd category; deluxe room
 - 4=4th category; standard room
 - IHF will assign the rooms to the different categories at the inspection and decide which rooms are used for which group of nominees
- Meals (breakfast, lunch, dinner) shall be served in a buffet format. Full board for all IHF nominees
 - Nutritional protocol for referees to be considered
 - Food restrictions due to allergies, religion, intolerances or personal choices (e.g. lactose intolerance, vegetarian, etc.)
 - Flexible mealtimes for match days (incl. lunch boxes or catering service at the venue)
 - Soft drinks, water, juices to be available; bottled water, no tap water



11. IHF Accommodation

11.1. Basics

- Information desk in the lobby (operated by the OC; to provide details on transportation, match details, etc.)
- Laundry (3 pieces/day/nominee free of charge)
 - Drop-off time at hotel: until approx. 09:00
 - Pick-up time at hotel: 24hrs later at the latest
- Separated from other guests, teams and media
- Security control
- Accommodation to be branded with IHF / Event layout
- Internet access in all hotel rooms, meeting rooms and offices
 - Wi-Fi (stability and speed; approx. 100mbps)
 - LAN
- Air-conditioning/heating must be available





11. IHF Accommodation

11.2. Preparatory days

- Meeting rooms/facilities for preparation days to be provided
 - IHF President (10 pax)
 - IHF General Director (10 pax)
 - Competition Management (5 pax)
 - Commission of Coaching and Methods (10 pax)
 - IHF Office (10 pax; equipped with printer, laptop and office material)
 - Storage room (approx. 150m²; available from 10 days before arrival of IHF nominees)
 - Referees meeting room (75 pax; equipped with projector/screen and audio system; classroom setup)
 - Delegates meeting room (50 pax; equipped with projector/screen and audio system; classroom setup)
 - Meeting room for combined sessions of referees and delegates (150 pax; equipped with projector/screen and audio system; classroom setup)
 - Coffee break (incl. coffee, fruits, snacks, juice, etc.)
 - Fitness area (at hotel or max. 5 minutes walking distance)
 - Min. equipment requirement:
 - Aerobic machines: treadmill, bikes, etc.
 - Strengthening equipment

11. IHF Accommodation

11.2. Preparatory days



Preparatory days

- Hotel rooms (all single rooms)
 - Category 1 (Qty: appr. 1)
 - Category 2 (Qty: appr. 15)
 - Category 3 (Qty: appr. 20)
 - Category 4 (Qty: appr. 115)



11. IHF Accommodation

11.3. General requirements during competition



During competition

- Meeting rooms/facilities for standard competition days, (numbers based on two groups of four teams each per venue; in case of different distribution, numbers can change)
 - IHF President (if on site; 10 pax)
 - IHF General Director (if on site; 10 pax)
 - Competition Management (5 pax)
 - IHF Office (5 pax; equipped with printer, laptop and office material)
 - Meeting room for technical meeting (40 pax; equipped with projector/screen, audio system; classroom setup)
 - Referees/delegates (30 pax; equipped with projector/screen, audio system; classroom setup)
 - Service providers (5 pax)
 - Coffee break (incl. coffee, fruits, snacks, juice, etc.)
 - Room for physio treatments (hotel room or equivalent space with privacy; equipped with stretcher/massage table)
 - Fitness area (at hotel obligatory or max. 5 minutes walking distance)
 - Min. equipment requirement:
 - Aerobic machines: treadmill, bikes, etc.
 - Strengthening equipment



11. IHF Accommodation

11.4. Room requirements - standard competition days

Standard competition days

- Hotel Rooms (all single rooms)
 - Category 1 (Qty: appr. 1)
 - Category 2 (Qty: appr. 2)
 - Category 3 (Qty: appr. 5)
 - Category 4 (Qty: appr. 35)



11. IHF Accommodation

11.5. Meeting facilities - requirements final round



Final round

- Meeting rooms for final round/weekend
 - IHF President (if on site; 10 pax)
 - IHF General Director (if on site; 10 pax)
 - Competition Management (5 pax)
 - IHF Office (5 pax; equipped with printer, laptop and office material)
 - Referees/delegates (30 pax; equipped with projector/screen, audio system; classroom setup)
 - Service providers (5 pax)
 - Coffee break (incl. coffee, fruits, snacks, juice, etc.)
 - Room for physio treatments (hotel room or equivalent space with privacy; equipped with stretcher/massage table)
 - Fitness area (at hotel obligatory or max. 5 minutes walking distance)
 - Min. equipment requirement:
 - Aerobic machines: treadmill, bikes, etc.
 - Strengthening equipment



11. IHF Accommodation

11.6. Room requirements for final round

Final round

- Hotel Rooms (all single rooms)
 - Category 1 (Qty: appr. 1)
 - Category 2 (Qty: appr. 15)
 - Category 3 (Qty: appr. 15)
 - Category 4 (Qty: appr. 60)
 - Depending on developments of schedule, etc. all IHF nominees may stay until final weekend
- Additional rooms in IHF hotel or in separate hotel close by to be provided for guests, partners, sponsors
 - At Men's WCh up - to 150 rooms
 - At Women's WCh - up to 50 rooms



11. IHF Accommodation

11.7. Final comments



Further comments

- If the Organiser prefers to increase the number of venues, the IHF reserves the right to increase the number of nominees accordingly. This has to be discussed with the Organiser, where the IHF has the final say about the number of nominees needed.
- The contingents are to be understood as overall contingents applying for the whole period of the event. The IHF shall have the right to reassign quotas to other positions if needed. The total number of IHF nominees shall, however, not be exceeded unless it has been agreed with the Organiser.



12

Teams Accommodation



12. Teams Accommodation

- 5 stars hotels in general, but to be confirmed by IHF. Lower ratings only after confirmation of IHF.
- Max 30 minutes from venue, max 20 minutes from training venue
- Hotel must be located in an area with possibilities for activities outside the hotel
- Separated from other guests, also physically, team to be on same floor, rooms shall be close to each other
- Teams not to be mixed on the same floor (in case of multiple teams per hotel)
- Good access for team bus needed
- Separate entrance needed to control that no mix between regular guests and teams
- Security control
- Laundry
 - Drop-off at hotel: in the morning after match at 09:00 at the latest
 - Pick-up at hotel: preferably same day in the evening, 24 hrs later at the latest
 - Price/kg is expected to be reasonable and in accordance with local standards. IHF to confirm.
- Accommodation to be branded with IHF / event layout



12. Teams Accommodation

- Meals (breakfast, lunch, dinner) shall be served in a buffet format. Each team shall have its own area
 - Meals shall satisfy the standards of international sports competitions
 - Nutritional protocol adapted for each team (if requested)
 - Food restrictions due to allergies, religion, intolerances or personal choices (e.g. lactose intolerance, vegetarian, etc.)
 - Flexible mealtimes for match days
 - Snacks to be provided on match days
 - Drinks shall be provided, including soft drinks. A minimum of one litre (at least mineral water) per person and meal is required. Water must be available 24 hours a day free of charge.
 - Option for own chef at own costs and own organisation by team
- Information desk in the lobby (operated by the OC; to provide details on transportation, match details, etc.)
- Internet access in all hotel rooms, meeting rooms and offices
 - Wi-Fi (stability and speed: approx. 100mbps)
 - LAN
- Rooms shall be equipped with storage appropriate for a long stay
- Air-conditioning / heating



12. Teams Accommodation



Meeting Rooms and Facilities

- Each team with own meeting room (to be available 24/7) (equipped with projector/screen, audio system)
 - Alternatively, permanent meeting room per team and separated area for dining
 - Additional meeting rooms available for use of team measures (e.g. press conferences) but with access control
- Fitness area in hotel to be made available if needed
- Leisure activities or small games to be offered
- Relax areas in hotels to be available
- Further, an information and transportation desk must be available in the hotel lobby.

Arrival / Departure

- Arrival is two days before the first match
- Departure is the day after last match



12. Teams Accommodation

Rooms

- Max. 35 persons per team to be guaranteed.
 - 8 double rooms (single beds min. 1 x 2m, other sizes only after approval) / 5 single rooms
 - 1 room for physiotherapist to be provided (connecting room or room next door to be used for physio treatments) to be provided by the OC free of charge
 - Additional rooms to be provided for a special fee per person/day, which must be according to usual standard prizes and approved by IHF.

General remarks

- When selecting the team hotels, it should be taken into consideration that the team delegations will have luggage for a period of three weeks and that handball players are usually larger than average. From experience, so-called business and city hotels are not suitable, as these hotels are mostly designed for overnight stays of two to three days. The double rooms shall have a size of at least 25m² and must be equipped with single beds that are not smaller than 1 x 2 metres, spacious wardrobes and a bathroom with toilets and showers. Additionally, there should be two chairs, a desk and a smaller side table in the room. The bathroom must be big enough to be used by two people at the same time.



13

Further teams support / Logistics



13. Further teams support / logistics / transportation

- Each team to be provided with a team guide who speaks their language, if possible. Otherwise, they must speak English.
 - Contact details (phone number, email, etc.) to be provided
- To provide ice to the teams on request. The price per kg must be announced in advance.
- Streaming platform of matches in coordination with TV rights holder to be provided.
- **Local Transportation** (during the competition; to matches, training halls, points of arrival/departure, etc.)
- Team bus
 - Heating/AC
 - With capacity for large amount of luggage
- Vehicles branded with WCh logo and a sign corresponding to the relevant team
- Police escort if needed
- Parking spaces and drop-off points shall be available at halls/hotels
- Daily transportation schedule to be defined and communicated
- Offer leisure activities/sightseeing
- TV signal for recording the match in the venue to be provided by OC
- Each team shall receive VIP access for their Head of Delegation
- In addition, each participating federation shall receive two accreditations with VIP access.



13. Further teams support / logistics / transportation



Team Guidelines

- To be drawn up by the Organiser
 - Information about competition in general, such as but not limited to:
 - Host country(ies)/Organiser(s), travel/transportation, accreditation, training, competition, medical service, leisure activities

Visa

- The OC guarantees that visas are obtainable for the teams/delegations.
- OC to provide a list of diplomatic representations of the host country (e.g. embassies, consulates, etc.) in the countries involved.
- OC shall guarantee in cooperation with the government that the participants receive priority treatment regarding visa procedure.
- Invitation letters for visa application to be sent to the teams.
- OC to appoint a person responsible for visa matters to coordinate directly with teams.
- OC to ensure that all teams requiring visa receive the necessary documentation.



14

Anti-Doping



14. Anti-Doping

14.1. Doping control

- The doping control procedures shall be conducted in accordance with the World Anti-Doping Code (Code), the International Standards for Testing & Investigations, and the IHF Anti-Doping Rules.
- The list of prohibited substances and methods, "Prohibited List", which are published annually, can be found on the homepage of the World Anti-Doping Agency (WADA).
- IHF is having a continuous close collaboration with the International Testing Agency (ITA) to further enhance the quality of the IHF anti-doping programme and remain fully compliant with the Code.





14. Anti-Doping

14.1. Doping control

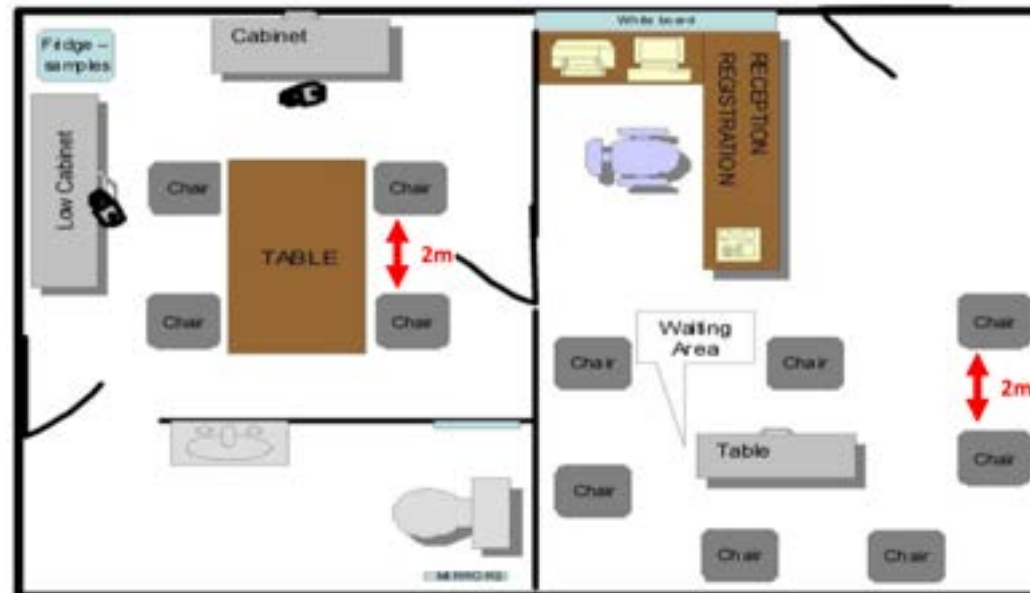
- The Organisers will be responsible for all costs incurred for sample collection, sample analysis and transportation of the samples to the laboratory.
- ITA/IHF will contact the Organisers about the in-competition testing plan, discuss and negotiate for mutual agreement.
- During Senior World Championships, at least 100 and maximum of 160 tests will be conducted. The IHF reserves the right to increase the number of tests in case the doping control procedures should change until the World Championships.
- Further details regarding doping controls are available in the [“In-Competition Testing Guidelines”](#) and [“In-Competition testing Local Organizing Committee \(LOC\) checklist”](#) documents.



14. Anti-Doping

14.2. Doping control station

- The designated doping control station must not be used as a public facility, office, team changing room, or shared with any event operation during the testing session.
- It must be used solely for doping-control purposes until the end of the sample collection session.
- Toilets must be included in the doping control station.
- Below chart is an ideal example of the doping control station:





14. Anti-Doping

14.1. Further details

Transportation

- Special transportation must be arranged by the OC under certain circumstances.
- Following the completion of the doping control, anti-doping officials, players selected for the doping control, and team doctors/physiotherapists accompanying the players need special transportation from venue to venue or venue to accommodation.
- The OC must be prepared for such requirements.

Event-based education outreach

- In light of the 2021 WADA International Standards for Education, anti-doping education needs to be enhanced in order to comply with all WADA Code requirements.
- Event-based education outreach on the occasion of the IHF World Championship is one of the WADA Code requirements.
- When a specific World Championship is determined for education outreach, details will be provided to the OC by ITA and IHF in terms of number of days, logistics, education ambassadors onsite and booth set-up requirements.



15

Accreditation



15. Accreditation

15.1. Responsibilities of the Organising Committee

The accreditation system is crucial in terms of access, access control and identification of all stakeholders involved in the World Championships.

- Handling the entire accreditation process
- Providing the accreditation system (software)
- The accreditation system must be available at least 6 months before the start of the World Championship.
- Must follow the IHF Accreditation Guidelines
- Prepare venue maps with accreditation zones
- Prepare print outs on site
- Cooperation with the IHF and Sportfive
- Accreditation centres must be available in venue and other places



15. Accreditation

15.2. Zones & OAZs & Access Zones

There are 2 types of zones: "Zones" and "Over Accreditation Zones"

Zones

- 1 – Field of Play (FoP)
- 2 – Dressing Rooms
- 3 – Organisation
- 4 – Media Areas
- 5 – Broadcast Areas
- 6 – Spectators Areas
- 7 – VIP Area
- 8 – Special Guest Area

Over Accreditation Zones

- DCR – Doping Control Room
- PCR – Press Conference Room
- MIX – Mixed Zone
- VSC – Venue Security Centre
- require a special access permit
- might be located in one of the zones 1-8

Zone access

- A separate Excel sheet defines the access of each group/person
- OC must ensure that only persons authorised for the respective zone access this zone
- Special Access Devices (SAD) allow temporary zone access only. SAD are either cards or bibs.





15. Accreditation

15.3. Accreditation card



Elements

- IHF & Event logo
- Name, surname, nationality and photo of the accredited person
- Organisation & Sub-Orga (only applicable for media, rights holding broadcasters and providers)
- Group
- Function
- Zones & Over Accreditation Zones
- Venues
- Validity
- QR Code



15. Accreditation

15.4. Layout

- Size: 148 mm x 105 mm
- Elements shall be placed as shown on the IHF template
- Colours can be amended in accordance with the corporate design of the event
- Final layout to be approved by IHF
- Colour of organisation/sub-orga field is pre-defined per organisation
- Alternative options only possible after confirmation of IHF

The image shows a template for an IHF Accreditation Card. The card is dark blue with white and gold text and elements. At the top left is the IHF logo and the text 'International Handball Federation'. At the top right is a white box labeled 'EVENT LOGO'. Below the IHF logo is a white box labeled 'PHOTO'. To the right of the photo box is the text 'NAME SURNAME'. Below the name is the text 'Group Function Nationality'. Below the photo and name fields is a white box labeled 'ORGANISATION SUB-ORGA (if applicable)'. Below this box is a row of eight numbered buttons (1-8). Below the numbered buttons is a row of four colored buttons: 'DCR' (gold), 'PCR' (gold), 'MIX' (gold), and 'VSC' (gold). Below the colored buttons is a grid of eight buttons labeled 'V1' through 'V8'. Below the 'V1' through 'V8' buttons is the text 'DD/MM-DD/MM'. To the right of the 'V1' through 'V8' buttons is a white box labeled 'QR CODE'.



15. Accreditation

15.5. Examples





International
Handball
Federation

EVENT LOGO

PHOTO

**KALLE
BLOMQUIST**

OC Management
Accreditation Manager
SWE

ORGANISING COMMITTEE

1

2

3

4

5

6

7

8

V1

V2

V3

V4

V5

V6

V7

V8

QR CODE

DD/MM-DD/MM



International
Handball
Federation

EVENT LOGO

PHOTO

**PATRIC
STRUB**

IHF Office
IHF Competitions Director
GER

INTERNATIONAL HANDBALL
FEDERATION

1

2

3

4

5

6

7

8

PCR

MIX

V1

V2

V3

V4

V5

V6

V7

V8

QR CODE

DD/MM-DD/MM



International
Handball
Federation

EVENT LOGO

PHOTO

**RICHARD
BLUE**

Media
Photographer
GBR

PHOTO
..... (Name of the media house/company)

4

6

PCR

MIX

V1

V2

V3

V4

V5

V6

V7

V8

QR CODE

DD/MM-DD/MM



15. Accreditation

15.5. Examples





International
Handball
Federation

EVENT LOGO

PHOTO

**RICHARD
BLUE**

Media
Photographer
GBR

PHOTO

(Name of the media house/company)

4

6

PCR

MIX

V1

V2

V3

V4

V5

V6

V7

V8

QR CODE

DD/MM-DD/MM



International
Handball
Federation

EVENT LOGO

PHOTO

**FABIENNE
LAGARDE**

Media
Journalist
FRA

NRH TV

(Name of the media house/company)

4

6

PCR

MIX

V1

V2

V3

V4

V5

V6

V7

V8

QR CODE

DD/MM-DD/MM



International
Handball
Federation

EVENT LOGO

PHOTO

**PABLO
VESTIDO MUNOZ**

Rights Holding Broadcasters
Technician
BRA

RADIO

(NAMEE OF THE RADIO STATION)

4

5

6

PCR

MIX

V1

V2

V3

V4

V5

V6

V7

V8

QR CODE

DD/MM-DD/MM



15. Accreditation

15.5. Examples



IHF International Handball Federation

EVENT LOGO

PHOTO

EMILIA PETTERSEN

Catering Staff
NOR

PROVIDER
..... (NAME OF THE PROVIDER)

6

V1

QR CODE

DD/MM-DD/MM

IHF International Handball Federation

EVENT LOGO

PHOTO

ANDRÉ SCHMID

Teams Player
SUI

TEAM SWITZERLAND

1 2 3 4 5 6

DCR PCR MIX

V1 V2 V3 V4

V5 V6 V7 V8

QR CODE

DD/MM-DD/MM

IHF International Handball Federation

EVENT LOGO

PHOTO

DRAGO VOJNVIC

IHF Statistics/Scouting
Statistics Supervisor
CRO

INTERNATIONAL HANDBALL
FEDERATION

1 3 6

V1 V2 V3 V4

QR CODE

DD/MM-DD/MM



15. Accreditation

15.6. System/Software

- Must allow to display all elements of the accreditation card
- Should allow to import data from Excel documents
- Needs to correspond with standard data points
- If IHF appoints a partner for software, this company has to be used and costs must be covered by OC



16

Branding



16. Branding

16.1. Logo

- Create a World Championship logo in accordance with the guidelines and the CI
- Create a brandbook including the following elements
 - About
 - Logo (vertical, horizontal, incl. slogan, usage and colours)
 - Colours
 - Typography
 - Visual Guidelines
 - Communication Guidelines
 - Images
 - Dos and Don'ts



16. Branding

16.2. Branding in Venue/Hotel/Cities

- Establish a branding concept for the respective IHF World Championship
- Present it to the IHF for approval
- Define the areas to be branded at inspections
- Consider TV picture
- Samples of previous branding elements, can be found via this [link](#).





17

IHF Partners



17. IHF Partners

17.1. IHF Partners with reserved marketing rights

IHF PARTNERS WITH RESERVED MARKETING RIGHTS FOR THE IHF.

- **IHF partners** with product category exclusivity:
 - ✓ **Sports Equipment supplier HUMMEL:** sport and leisure footwear and clothing
 - ✓ **GERFLOR:** Flooring
 - ✓ **MOLTEN:** Official match balls
 - ✓ **SPORTFIVE:** TV/media (advertising and media agency / official media and marketing partner)

Nb.: this list can be extended by further new IHF partners and sponsors.
- The Organisers must always use the official designations:
 - ✓ **HUMMEL:** "Exclusive Sports Equipment Supplier of the IHF"
 - ✓ **GERFLOR:** "Exclusive official supplier of sports flooring"
 - ✓ **MOLTEN:** "The Official Ball Supplier to International Handball Federation"
 - ✓ **SPORTFIVE:** "Official Media Partner of IHF"
- The Organisers must exclusively use the products of the official IHF partners and sponsors (product category exclusivity). The Organisers must display them prominently wherever possible.
- Balls for the World Championship will be provided by the IHF Partner, and only these balls may be used.
- **SPORTFIVE** has the right to add new partners (products or services suppliers with exclusivity).





17. IHF Partners

17.1. IHF Partners with reserved marketing rights



IHF PARTNERS WITH RESERVED MARKETING RIGHTS FOR THE IHF:

- Branding: ***logos of the IHF partners and approved sponsors*** shall be ***integrated in the branding concept*** established by the Organisers with the IHF for the event.
 - ✓ The IHF hotel(s) shall display the ***logos of the IHF partners***.
 - ✓ The official playing halls shall use and display the ***logos of the IHF partners and approved sponsors***.
 - ✓ The ***logo*** and a ***hyperlink*** of each ***IHF partners and sponsor*** have to be displayed on the official event website.
- IHF partners and potentially event sponsors must be ***displayed:***
 - ✓ ***on all tickets***
 - ✓ ***on all accreditations***



17. IHF Partners

17.1. IHF Partners with reserved marketing rights

IHF PARTNERS WITH RESERVED MARKETING RIGHTS FOR THE IHF:

On-site sale, franchising, sampling and display in official arenas and event-related areas (fan zones):

- **IHF partners** have the **priority** regarding:
 - ✓ presence in the **fan zones**
 - ✓ sampling, display and promotional activities **inside the arenas**
 - ✓ usage of spaces for commercial purposes inside + right outside the arena
 - ✓ promotional activity inside and right outside the arena
 - ✓ sponsorship activation

Nb.: The Organisers shall inform the IHF and the IHF partner SPORTFIVE and get approval on the usage of spaces for commercial purposes inside and right outside the arena. Further, the Organisers have to inform the IHF about any promotional activity inside and right outside the arena and request corresponding approval.

- The Organisers have to **reserve booths** for on-site sales and franchising for the **IHF partners and sponsors**.



17. IHF Partners

17.1. IHF Partners with reserved marketing rights



FOCUS ON THE IHF PARTNER SPORTFIVE'S RIGHTS & DUTIES:

- Hold **exclusively** the **television, film and video rights**, as well as the rights for **advertising** at the playing halls (the Arenas), the arena grounds of the premises and entrances of the venues included.
- Advertising boards and other supports: SPORTFIVE **shall appoint an advertising company** to produce and provide all **advertising boards** (including LED system) and **media backdrops**. (The Organisers must ensure that all advertising boards – within the range of the television cameras – are clearly visible and not obscured by people or objects.)
- **ONLY advertising boards described in** the IHF documents are permitted. **NO advertising of any other type** is permitted in and around the halls (including on drinks and other containers, etc.).
- Additional advertising spaces may be approved by the IHF (**exclusive rights of the IHF partners and sponsors must be guaranteed**).



17. IHF Partners

17.2. Advertising



FOCUS ON THE IHF PARTNER SPORTFIVE:

- The Organisers shall provide all necessary power supply and an emergency power system for **LED systems** (+ a forklift/means to load and unload trucks of the advertising company as well as corresponding personnel).
- The Organisers must ensure all support and preparation (such as but not limited to power supply, technical support, including personnel to a certain extent, etc.) for the **construction, set-up** and **functionality** of the **LED advertising boards** as well as the **static boards** and cover all related costs.
- Backdrops:
 - ✓ ***Produced for all media areas*** by the ***company hired by SPORTFIVE.***
 - ✓ ***Logos of IHF partners and IHF approved sponsors*** will be displayed on all backdrops.



18

Marketing

Marketing operations guide



Introduction

The IHF & SPORTFIVE marketing guide



The IHF has all rights in relation to its event and has awarded the marketing rights for the 2029/2031 Senior World Championships to SPORTFIVE who, as a global sports marketing agency, is exclusively responsible for the worldwide sales and implementation of marketing rights, as well as the distribution and production of media rights for all IHF World Championships and Olympic Qualification Tournaments until the end of 2031.

The IHF & SPORTFIVE Marketing Operations Guide is designed to support all stakeholders involved to successfully implement IHF World Championships, the pinnacle of world's handball.

The Guide introduces the various parties involved in the process of running an IHF World Championship including the IHF, SPORTFIVE and the Organising Committees (OC).

Furthermore, the booklet introduces the IHF World Championship Commercial Partnership Model including but not limited to brand management, sponsorship sales, general marketing and media matters as well as IP-related rights and ticketing.

The objective of the Guide is to provide all necessary information as well as to foster efficiency and establish workflows for the overall goal to deliver successful and memorable events for fans, players, media and brand partners alike.

The IHF & SPORTFIVE Marketing Guide is under constant review and subject to changes by the IHF and SPORTFIVE.



Marketing overview: involved parties & marketing rights

Overview of involved parties, structural set-up as well as marketing rights per party.



18.1. Marketing overview

18.1.1. Overview of involved parties, structural set-up as well as marketing rights per party

IHF World Championships involved parties:





18.1. Marketing overview



COMMERCIAL PARTNERSHIP MODEL:

In principle, there are three (3) different ways to partner with an IHF World Championship:

- IHF Partners
- Event Partners
- National Suppliers

During an IHF World Championship, “Event Partners” enjoy the greatest visibility and recognition equal to “IHF Partners”, followed by “National Suppliers”.

Each partnership package is customised by a scope of individual marketing rights.

The following pages are designed to outline available marketing rights for designated partnership categories & parties involved.

CATEGORY	MARKETED BY	RIGHTS	NUMBER OF PARTNERS
Event Partners	SPORTFIVE	Designated rights package	8-12
IHF Partners	IHF	Designated rights package	3
National Suppliers	Organising Committee(s)	Designated rights package	max. 8



18.1. SPORTFIVE rights overview

18.1.2. SPORTFIVE has been awarded the exclusive marketing rights for the IHF World Championships. SPORTFIVE is granted the following rights, among others:

ON-SITE MARKETING RIGHTS

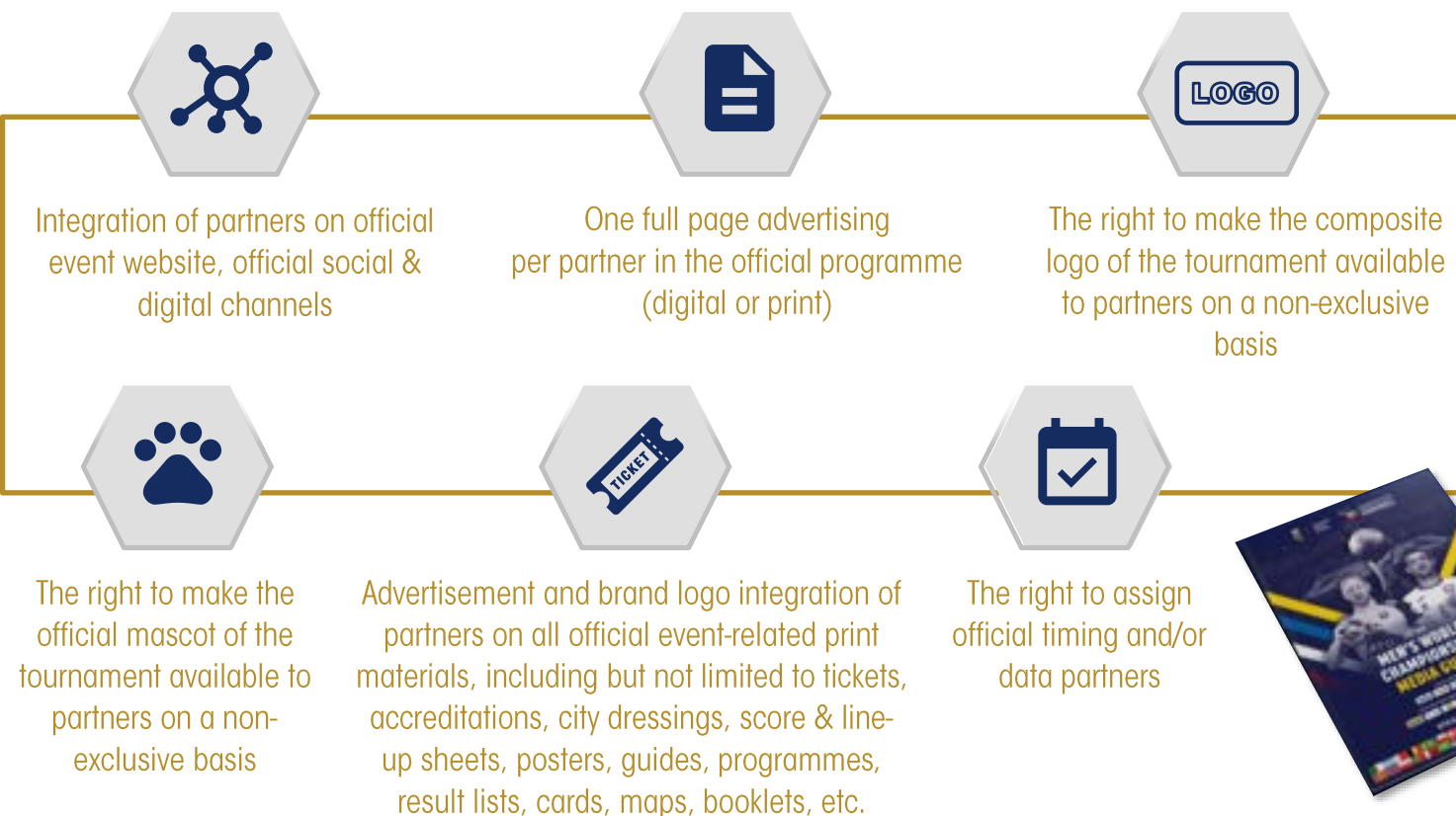
- LED board advertising on all sides (along sidelines and behind the goals)
 - LED advertising / advertising on upper ring*
 - Floor advertising (see Appendix A)
 - Team chairs / substitution benches
 - Referee shirts and shorts
 - Floor cleaning staff shirts
 - Coolers
 - Team arrival area
 - Player tunnel
 - Court entry arch
 - Match management table
 - Speed measurement device/display
 - Product placement in venues incl. press conference and locker rooms
- Logo integration on all interview backdrops
 - On-site activations (kiss cam and other cams, on-court/half-time activities, time-outs, awards, team presentation, distribution of clappers, etc.)
 - Use of the video cubes for commercial spots from partners (3x30 seconds / 1x before the match, 1x half-time, 1x after the match)
 - Logo integration signage (venue)
 - Fan sofa (all venues) or other special advertising forms
 - Money Can't Buy Experiences (behind the scenes tour, etc.)
 - Presentation booths for partners (promotion, presentation) in venue entry area, corridors and fan area (no charging for partners concerning the space of the booths, operational costs like water, etc. may be charged)
 - Merchandise



18.1. SPORTFIVE rights overview

18.1.2. SPORTFIVE has been awarded the exclusive marketing rights for the IHF World Championships. SPORTFIVE is granted the following rights, among others:

OFF-SITE MARKETING RIGHTS





18.1. SPORTFIVE rights overview

18.1.3. Tickets, logo & mascot

Tickets

- As per the IHF/SPORTFIVE agreement, the IHF/OC shall provide SPORTFIVE with 200 tickets per match (100 VIP and 100 cat. 1 tickets) for senior events free of charge.
- SPORTFIVE has the option to purchase additional VIP and cat. 1 tickets per match prior to the event.
- For event partners: option to purchase sky boxes within reasonable time frame.
- OC shall use best efforts to include VIP parking passes (customary amount) as part of VIP ticket contingent.
- The tickets have to be delivered to SPORTFIVE 3 months prior to the world championships. As an exception, the IHF/OC may deliver vouchers instead of tickets.
- The logos of the event partners are integrated on the tickets.

Mascot & logo

- SPORTFIVE shall have the right to use the official event logo as well as mascot.
- SPORTFIVE shall have the right to assign these rights to Event Partners on a non-exclusive basis.





18.1. IHF Partner rights overview 1/2

18.1.4. The IHF has a selected pool of IHF Partners. Those companies are primarily meeting the needs for operating matches. The IHF may use the following advertising opportunities for self-promotion, event promotion or the IHF Partners:



- Use of LED sequences for IHF Partners per match
- IHF may use static LED board positions behind the goals in television camera view (see Appendix A) in cooperation with SPORTFIVE, considering exclusivity of the Event Partners.
- Two goal-side floor stickers of the word mark of the court supplier - twice outside the official playing court (see Appendix A)
- Advertising spots (30 sec.) on the video cube/screen prior to and after the match as well as at half-time
- Giant ball placement on/next to the court, and
- Presenting player of the match awards after each match
- Current IHF Partners: Molten, Hummel, Gerflor and SPORTFIVE



18.1. IHF Partner rights overview 2/2

18.1.4. The IHF has a selected pool of IHF Partners. Those companies are primarily meeting the needs for operating matches. The IHF may use the following advertising opportunities for self-promotion, event promotion or the IHF Partners:

Further examples:

- Matchday rights

- Promotion booths for IHF Partners in the venue entry area or the surrounding corridors and/or in the fan zones (if accessible with match ticket)
- Right to run promotional activities (samplings and/or promotion teams)
- Neither the IHF nor the Event Partners may be charged for such promotional spaces. Operational costs like utilities etc. may be charged.

- Off-site rights

- Use of the title "IHF Partner"
- One (1) full page per IHF Partner in the official programme (digital/print)
- Logo integration on all official event printing materials, including official poster, city dressing, etc.
- Logo integration (IHF Partners) on official event website
- Logo integration at press conferences and/or in-venue dressing (tbd with SPORTFIVE)



18.1. Organising committee rights overview

SPORTFIVE and the IHF have to approve potential national suppliers before the OC agrees to a potential partnership, except for the categories exclusively reserved for the OC (as per appendix B).

On-site rights

- Exclusive right to assign the title "National Supplier" of the IHF World Championship free of licensing costs to a company in compliance with the product categories.
- Maximum of 8 National Suppliers per hosting country.
- Use of the title "National Supplier" of the corresponding IHF World Championship.
- Use of the event logo & composite logo.
- Activation rights subject to coordination with SPORTFIVE, respecting the 2:1 ratio in favour of IHF and Event Partners vs National Suppliers.
- Logo integration on official event printing materials, including official poster, respecting the dominant presence of IHF Partners and Event Partners.
- Logo in specific "National Supplier" section on the official event website and other owned digital products, respecting the dominant presence of IHF Partners and Event Partners.
- Right to have promotion stands in the venue after first option right for Event Partners and IHF Partners regarding the positioning.
- Commercial spots on video cubes in the venues, respecting the 2:1 ratio in favour of IHF and Event Partners vs National Suppliers.
- One (1) full-page advertising per National Supplier in the official programme (print/digital).
- The OC is entitled to use the advertising space on the non-televised side of the match management table free of licensing costs solely for venue promotion (e.g. host city's name).



Marketing operations: Implementation



General information

The following section is designed to define standards to establish a smooth workflow between the three parties involved to conduct a successful IHF World Championship.

SPORTFIVE and its team is supportive before, during and after the event to represent and respect the IHF World Championship Commercial Partnership Model as well as all further stakeholders' interests.



18.2. Marketing operations: Implementation

18.2.1. Venue & playing area guidelines

Clean venue

It is the Organising Committee's responsibility that all venues used for an IHF World Championship (e.g. arenas, practice and official playing courts as well as, among other things, locker rooms, press areas, VIP areas) have to be entirely "clean" of any sort of advertising. The only visible advertising should be that of the commercial affiliates.

- This also includes TV studios and other areas in the venue that are relevant for TV, print or social media.
- This also applies to other areas with associated event activities, e.g. the official fan zone, if accessible with a match ticket.
- Other advertising requires an explicit approval in writing by SPORTFIVE.

Clean playing area

- Refers to the playing facilities and adjacent buildings and facilities under the direct or indirect control of the OC and associated with the IHF World Championship.
- All existing advertising materials inside the venues (e.g. perimeter advertising along the sidelines, the stands, second level advertising, scoreboards/video boards, press, venue entrance areas, fences, walls, corridors, antenna surfaces, etc.) and controllable areas outside the venues (i.e. parking areas next to the venue, official press centre) must be covered and/or removed three working days before the start of the IHF World Championship.



18.2. Marketing operations: Implementation

18.2.2. On-site advertising guidelines (Appendix A)

Advertisings boards

- SPORTFIVE LED advertising boards must be positioned in a predefined way (Appendix A).
- SPORTFIVE bears full responsibility for the production, placement, installation and removal of the LED advertising boards next to the field of play.
- The OC ensures that the LED boards are mounted at the start of matchday -2.
- The size of the LED advertising is currently about 40m x 1m (sideline), two times about 20m x 1m (behind the goal) and two times about 1.5m x 1m (corner boards).
- SPORTFIVE covers all commercial LED advertising in the venue, irrespective of whether or not it is relevant for TV

Floor advertising

- The advertising allowed inside the venue shall be SPORTFIVE floor advertising and shall be positioned in a predefined way.
- SPORTFIVE bears full responsibility for the production, placement, installation and removal of the floor advertising

Centre circle

- Size: approx. 4m diameter

SPORTFIVE reserves the right to change or adapt the on-site advertising guidelines.



18.2. Marketing operations: Implementation



18.2.4. Other on-site advertising

Referee advertising

- SPORTFIVE has the exclusive right to use advertising on the referees' shirts/shorts. The advertising is placed on the chest and/or back of the jerseys. The size is based on the design of the sponsor's logo and the IHF regulations.

Floor cleaning staff and staff advertising

- SPORTFIVE has the exclusive right to use advertising on the front and back of the floor cleaning staff shirts. The size is based on the design of the sponsor's logo and the IHF regulations.
- SPORTFIVE has the exclusive right to use advertising on the towels of the floor cleaning staff. The size is based on the design of the sponsor's logo and the IHF regulations.
- The OC is obliged to equip staff with clothes/uniforms with no other brand/logo visible than that of the IHF Partner. In case the OC intends to provide such staff equipment with the brand/logo of a sponsor, the explicit approval of SPORTFIVE and the IHF is required, thereby preserving the product exclusivity granted to SPORTFIVE and the IHF.



18.2. Marketing operations: Implementation

18.2.4. Other on-site advertising

Coolers or provision of sports drinks/water

- SPORTFIVE has the exclusive right to place facilities for sports drinks (bidons or coolers) in a designated way in coordination with the IHF. If SPORTFIVE provides a sports drinks supplier, all participating teams have to use the bottles/bidons provided in the venue, including but not limited to the field of play and the locker rooms.
- A space of approximately 1m x 1m is needed for each bidon/cooler, which shall be positioned next to the substitution benches.
- This cooler placement includes but is not limited to the area next to the field of play. Other locations such as the dressing rooms or the media areas are also conceivable.
- Please note that SPORTFIVE is not obliged to provide the sports drinks supplier but informs the OC in a timely manner about the status of this partnership.



18.2. Marketing operations: Implementation

18.2.4. Other on-site advertising

Special advertising

- SPORTFIVE has the exclusive right to use special advertising forms, e.g. the “Fan sofa” or the “Fan lounge”, in all venues of the World Championship.
- Special advertising could also refer to “Money Can’t Buy Experiences”, e.g. behind the scenes tours. SPORTFIVE will inform the OC in a timely manner about the type and scope of those activities.

Substitution benches

- SPORTFIVE has the exclusive right to use advertising in the area of the substitution benches.
- This advertising includes but is not limited to the branding of the substitution benches/chairs.
- SPORTFIVE has the exclusive right to use advertising on the towels of the teams participating in the World Championship. The size is based on the design of the sponsor’s logo and the IHF regulations.
- Non-branded towels will be provided by the OC.





18.2. Marketing operations: Implementation

18.2.4. Other on-site advertising

Promotion booth

- SPORTFIVE has the right to run promotion booths for Event Partners in the venue entry area or the surrounding corridors and in the official fan zone, if this fan zone is accessible with a match ticket.
- Right to run promotional activities at the booths (samplings and promotion team).
- No charging of Event Partner concerning the space of the booths, operational costs like water, etc. may be charged.



18.2. Marketing operations: Implementation



18.2.4. Other on-site advertising

Product placement

- SPORTFIVE has the exclusive right to place products of sponsors in the venue in coordination with the IHF.
- This product placement includes but is not limited to the press conference room, the dressing room and all other areas where products can be presented to spectators or be seen in areas relevant to the media.
- This product placement is exclusively reserved for IHF Partners and Event Partners.



18.2. Marketing operations: Implementation

18.2.4. Other on-site advertising

Branding

- SPORTFIVE has the exclusive right to use advertising/branding at each venue in areas with media coverage. This includes but is not limited to:
 - Team arrival area
 - Player tunnel
 - Court entry arch
 - Match management table
 - Speed measurement device/display



18.2. Marketing operations: Implementation

18.2.4. Other on-site advertising

Merchandise

- SPORTFIVE has the exclusive right on commercial merchandise (branded/non-branded) for IHF World Championships and related events.
- The exclusivity of IHF Partners must be respected.





18.2. Marketing operations: Implementation

18.2.5. Fan activation

Fan activation / fan TV / half-time / spots

- SPORTFIVE has the exclusive right for fan-related activation in the venues.
- This on-site activation includes but is not limited to the kiss cam, dance cam, look-alike cam or other activations executed via FAN TV.
- Furthermore, SPORTFIVE has the exclusive rights regarding on-court/half-time activities, time-outs, distribution of clappers, etc.
- Use of the video cubes for commercial spots from Event Partners and IHF Partners (3x30 seconds / 1x prior to the match, 1x at half-time, 1x after the match)
- The ratio between IHF Partners' and Event Partners' ads vs National Suppliers' ads is 2:1.
- All fan-activation tools used by the OC, such as fan clappers or air sticks, are subject to approval by SPORTFIVE and the IHF.



18.2. Marketing operations: Implementation



18.2.6. Outside activations

Fan zone

- If the OC plans an official fan zone in the playing venues, near to the playing venues or in the host city, any commercial parties involved in the fan zone have to be approved by SPORTFIVE and the IHF.
- To effectively manage the local marketing programme, those companies/categories (other than those listed in Appendix B), require prior approval by SPORTFIVE.
- Within the fan zones, space for promotional booths for IHF Partners and Event Partners is free of charge.
- Chargeable costs are operational costs like water, electricity, etc.



18.2. Marketing operations: Implementation

18.2.7. General print guideline 1/2

General principles

- Signage elements with integration of commercial partners have to respect the exclusivity and hierarchy of the IHF & SPORTFIVE Commercial Partnership Model. Approval of any materials by SPORTFIVE is obligatory prior to production.
- The Commercial Partnership Model and hierarchies of associated partners from highest to lowest level are as follows:
 - IHF Partners / Event Partners
 - National Suppliers
- Partners of equal hierarchy have to appear in the same size and proportion (logo / artwork area). In order to increase the quality and quantity of the partner brand/logo presence and to better differentiate the commercial levels, SPORTFIVE ties all brands/logos into a specific box concept (see Appendix C). Partners must always be placed according to the approved hierarchy in terms of size and position.
- All logos must use the correct graphics, colours and copyright and trademark symbols. All print and signage elements using IHF World Championship and commercial member organisation trademarks must be approved by SPORTFIVE and the IHF prior to production. Production costs for printed materials, including tickets and accreditations, are to be borne by the OC.



18.2. Marketing operations: Implementation

18.2.7. General print guideline 2/2

**THE OFFICIAL PRINTED
MATERIALS OF
THE IHF WORLD
CHAMPIONSHIP ARE
PRODUCED BY THE OC.**

About one third of the cover page/poster of the official print materials is to be blocked for the logos of the IHF and Event Partners and the National Suppliers.

Not more than three (max. four) of the IHF Partners are to be displayed on the cover page/poster of the official print materials.

All Event Partners are to be integrated on the official print materials.

SPORTFIVE will provide the respective logos in a timely manner before the World Championship.

In general, for material that needs to be printed earlier, a special solution with reduced logo presence must be agreed on.

Examples of logo usage within the mentioned box system can be found in Appendix C.



18.2. Marketing operations: Implementation

18.2.8. Accreditation & event print guidelines

Accreditation

- The names and/or logos of the IHF and Event Partners must appear on the accreditation card and the lanyards.
- SPORTFIVE confirms the design of the accreditation card and the lanyards.
- SPORTFIVE provides the artwork of the logos of the Event Partners for the accreditation card and therefore needs information about the layout of the accreditation card.
- Partners will be integrated in the known box system.
- SPORTFIVE will deliver the logo types of the IHF and Event Partners in a timely manner before the event.
- If accreditation cards and/or lanyards are needed before the World Championship, this can be done after consultation with SPORTFIVE. Please note that these materials must be produced with all IHF and Event Partners before the World Championship.
- Any costs incurred are the responsibility of the OC.



18.2. Marketing operations: Implementation

18.2.8. Accreditation & event print guidelines

Event-related print material

- All printed materials related to the event must be submitted to SPORTFIVE for written approval prior to printing.
- SPORTFIVE must be aware of the production deadlines for these items in order to provide the required artwork in a timely manner and ensure that the partners have sufficient time to deliver their advertisements by the due date.
- The guidelines apply to all official printed materials and signage elements.





18.2. Marketing operations: Implementation

18.2.8. Accreditation & event print guidelines

Official programme

- The OC will notify SPORTFIVE of the exact print specifications of the official programme so that SPORTFIVE can provide the IHF and Event Partners with appropriate advice when creating their advertisements.
- SPORTFIVE is granted the right to use 10-13 pages in the official programme booklet (including the inside of the front cover, the inside of the back cover and the back cover itself, if any) for its own use and that of the IHF and Event Partners.
- About one third of the cover page of the official programme shall be reserved for the logos of the IHF and the Event Partners.
- In the upper part of the cover page/poster of the official programme, the Event and the IHF logo shall be integrated.
- The ratio between IHF and Event Partners' logos and National Suppliers' logos is 2:1.
- The number of IHF Partners displayed on the cover page/poster of the official print materials shall be three, the number of Event Partners is currently 8-10.



18.2. Marketing operations: Implementation

18.2.8. Accreditation & event print guidelines

Official poster

- About one third of the cover of the official poster is to be reserved for the logos of the IHF Partners, Event Partners and National Suppliers.
- In the upper part of the official poster, the event logo and the IHF logo shall be integrated.
- The ratio between the Event/IHF logo and the IHF and Event Partners' logos is 2:1.
- The ratio between the IHF and Event Partners' logos and the National Suppliers' logos is 2:1.
- The maximum number of the National Suppliers' logos shown on the official print materials shall be eight.
- National Suppliers are not to be shown as stand alone.
- The layout of the poster has to be approved by SPORTFIVE and the IHF.
- Furthermore, the middle page(s) is/are reserved for a layout showing the Commercial Partnership Model of the event: IHF Partners, Event Partners, National Suppliers.
- The Organising Committee shall offer additional advertising space in the official programme to SPORTFIVE in a timely manner prior to the event.
- The OC is allowed to award advertising space to approved National Suppliers.
- IHF and Event Partner ads are expected to be placed opposite a page of editorial material (picture or text).
- SPORTFIVE will provide the relevant logos.
- SPORTFIVE will be provided with a certain number of copies for its own use and for distribution to the IHF and Event Partners. The exact number will be coordinated with the OC.



18.2. Marketing operations: Implementation

18.2.9. Digital rights & ticket design guidelines

Event website

- The OC is in charge of creating and operating an official IHF World Championship event website.
- IHF Partners have to be integrated on the home page and the partner section according to the Commercial Partnership Model.
- The ratio between IHF and Event Partners' logos and National Suppliers' logos is 2:1.
- IHF and Event Partners should be involved in the areas where interactions take place, for example on the match schedule, which can be downloaded.
- Further partner involvement where appropriate.
- IHF and Event Partners receive advertisement space such as banners, L-Sticks, etc. free of charge.

Official match tickets

- The ticket design must be approved by the IHF and SPORTFIVE prior to ticket production. The OC shall share timelines.
- The logos of the IHF World Championship, the IHF as well as the IHF and Event Partners are to be shown on the front or back of the tickets. The integration of the logos applies to both print at home and digital tickets. Logos of the IHF and Event Partners are provided by SPORTFIVE by a mutually agreed date.
- The production costs of the tickets are borne by the OC.



18.2. Marketing operations: Implementation

18.2.10. LED boards

Production

- All matters related to LED advertising boards are supervised and operated by SPORTFIVE.

Production costs

- SPORTFIVE bears all the production, handling, maintenance and removal costs for all advertising boards which are related to Event Partners and IHF Partners.

Helpers

- The OC will provide SPORTFIVE with an appropriate number of helpers (qualified staff) for the assembly and disassembly of the LED advertising boards, including machinery such as forklifts and forklift drivers, free of charge.
- SPORTFIVE will inform the OC in due time about the number of helpers required.

Power supply

- The OC provides SPORTFIVE free of charge with the suitable power outlets and electricity to operate the LED system and any other advertisement which needs light.



18.2. Marketing operations: Implementation

18.2.11. Backdrop & display guidelines

Official backdrops

- SPORTFIVE will provide all backdrops for the flash and mixed zone as well as for the press conference areas.
- This includes but is not limited to at least two (2) flash and four (4) mixed zone boards plus boards for the press conference area. The number can be adjusted according to the available space and demands.
- The OC will provide the required space.
- Players who are interviewed directly after the match must stand in front of the backdrop. A SPORTFIVE representative ensures that the players/coaches are interviewed only in front of the flash backdrop.
- SPORTFIVE takes care of all production and handling costs.

BACKDROP	SIZE OF BOARD	SPONSOR LOGOS (WITHOUT NATIONAL SUPPLIERS)
Flash & mixed zone	2050mm x 1500mm*	yes
Press conference	6000mm x 2200 mm*	yes



18.2. Marketing operations: Implementation

18.2.11. Backdrop & display guidelines

Official displays

- SPORTFIVE provides displays with the IHF and Event Partners.
- The OC shall produce its own displays with National Suppliers. Those displays shall be positioned close to the IHF and Event Partner displays.
- The design and number of National Supplier displays shall be the same as those of the IHF and Event Partner displays.
- The amount of displays depends on the size of the venue.
- The display design must be approved by SPORTFIVE prior to production.

DISPLAY	SIZE	QUANTITY
Commercial Partnership Structure (IHF and Event Partners)	Tbd. 200 x 100 mm	eight (8) per venue



18.2. Marketing operations: Implementation

18.2.12. *Forbidden marketing activities (ambush marketing)*

UNAUTHORISED ACTIVITIES

Any commercial, promotional or advertising activity claiming a connection with the sports event that has not been approved by SPORTFIVE, the IHF, the OC or the respective rights holder will be considered illegal and necessary measures, including legal action, will be taken.

1. FORGERY, PIRACY

- Unauthorised usage of the event trademarks in advertising, promotions or on products (counterfeit competition equipment, unofficial and unauthorised goods).

2. AMBUSH MARKETING

- Unauthorised combination with the sports event without use of the event trademarks in third party advertising and promotions
- Unauthorised merchandise
- Unauthorised publications
- Unauthorised promotional activity or media-savvy promotion
- Unauthorised broadcasts, virtual advertising, web advertising around sports content, live screenings, films, video, photography, telephone commentary, sponsored online text or other media coverage

3. TICKET ABUSE

- Unauthorised use of match tickets, e.g. as prizes in campaigns conducted by unauthorised third parties, or unauthorised resale of match tickets.



18.2. Marketing operations: Implementation

18.2.13. Hospitality guide

VIP areas and hospitality

- It is the obligation of the OC to make an appropriate hospitality programme available at the venues.
- IHF and SPORTFIVE guests shall receive the best available seating in the stands and in the food & beverage / lounge areas in each venue.
- Catering as well as alcoholic and non-alcoholic beverages shall be available to guests before, during and after the matches.
- SPORTFIVE shall receive parking passes for VIP customers as part of the hospitality experience.
- The OC exchanges information with the IHF and SPORTFIVE about the VIP programme, the location, the branding and the routing in the venues.
- If possible, the branding and/or routing should include the IHF and Event Partners.





Event-related requirements

The following pages outline some of the most important infrastructural requirements, among other things.



18.3. Event-related requirements

18.3.1. Office and storage room

Facilities

- SPORTFIVE requires its own staff office space at each venue, near the field of play.
 - Marketing office for staff
 - Storage room

Requirements for the storage room:

- 20-30m² for service materials and empty boxes, minimum door width of 1 m
- Should be accessible with forklift/trolley
- Should be lockable and have adequate light and power outlets
- Should be as close to the field of play as possible and used exclusively by SPORTFIVE or its service provider.

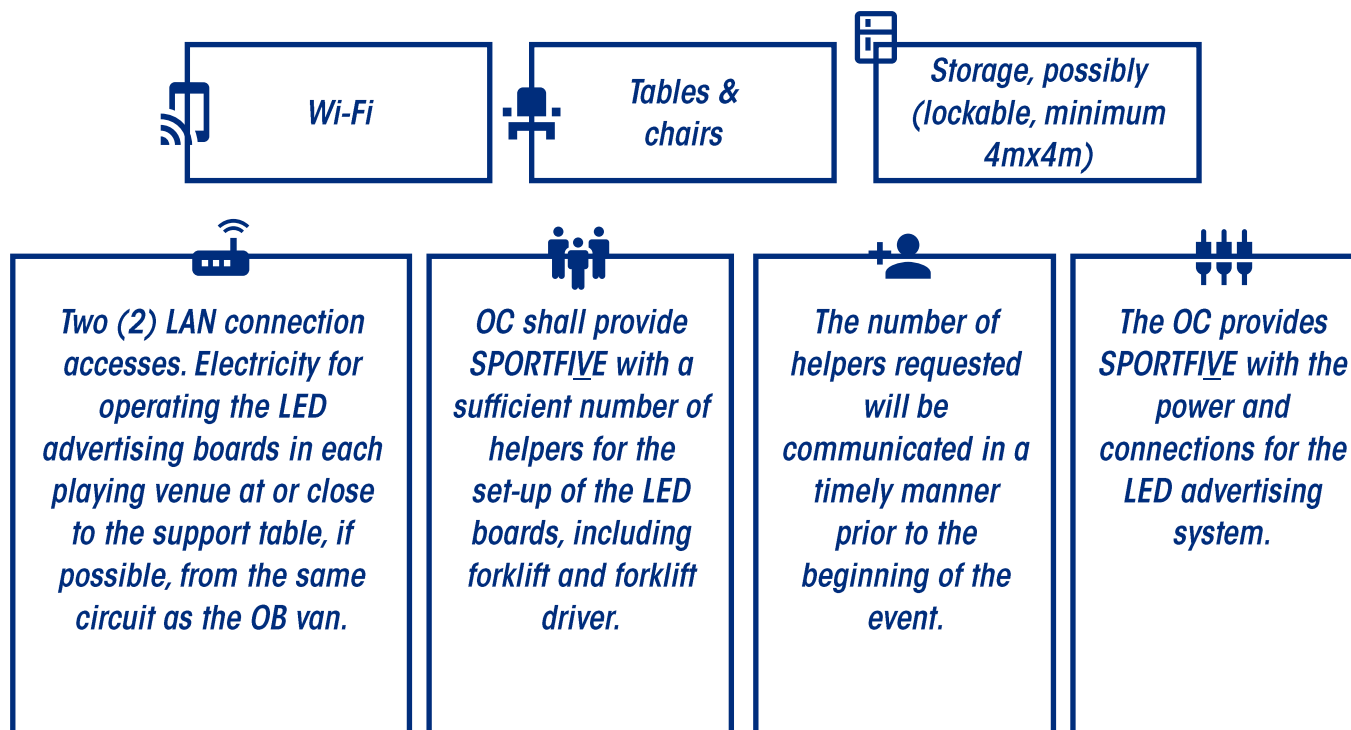


18.3. Event-related requirements

18.3.1. Office and storage room

Services

**THE OC SHALL PROVIDE SPORTFIVE
WITH THE FOLLOWING SERVICES FREE OF CHARGE:**





18.3. Event-related requirements

18.3.2. Travel support, accreditations, security protection & additional staff requirements

CUSTOMS/VISA

- The OC will assist SPORTFIVE in handling customs, visa and other country-specific matters. SPORTFIVE will inform the OC in a timely manner about the demands.
- If a car supplier is provided by SPORTFIVE, the import/export customs have to be paid by the OC.

Accreditation needs

- Accreditation with full access for SPORTFIVE staff at the venues.
- At least one parking accreditation at each venue.
- Sufficient accreditations with access to all relevant areas for service providers.
- SPORTFIVE has the right to request accreditations for corporate partners.

Security

- The OC provides sufficient security service for LED and panel advertising installations free of charge.
- If necessary, this security service must be available 24/7.

Automotive

- If a car supplier is provided by SPORTFIVE, the operational costs (electricity, gas, oil, washing) of the cars have to be paid by the OC.
- In case the OC has a National Supplier from the automotive industry, SPORTFIVE shall be entitled to use the shuttle fleet free of charge.



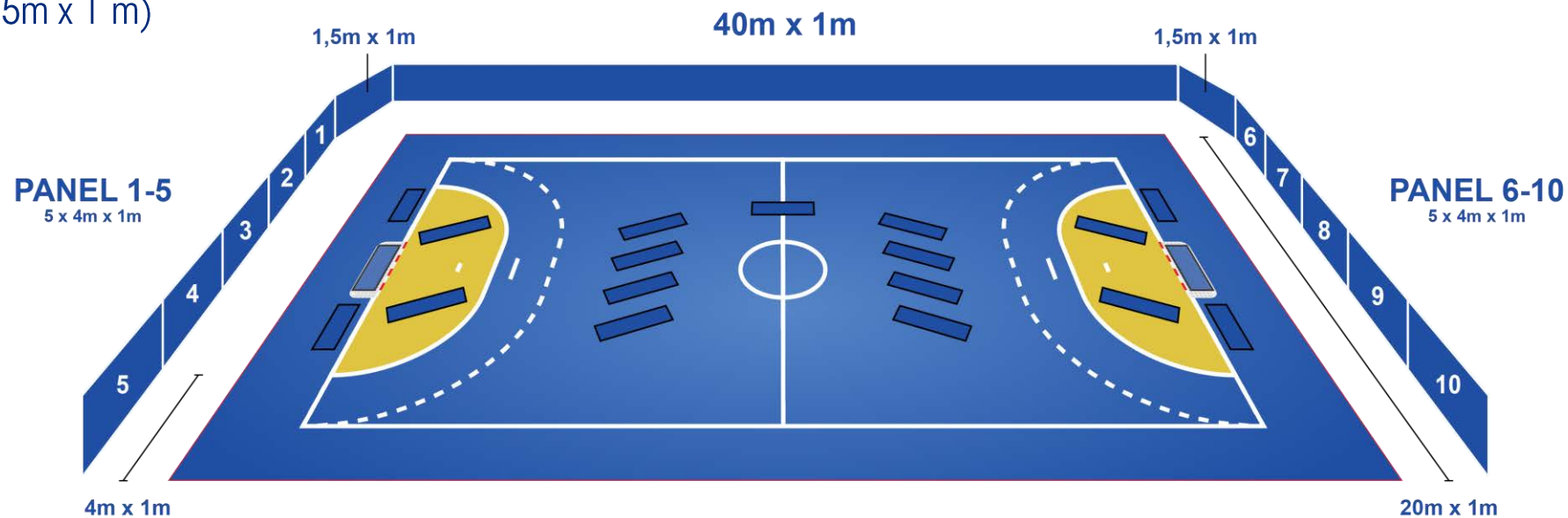
Appendix



Appendix A

Board/field of play set-up plan

- On-court floor stickers (9 à 5m x 1m)
- Goal area floor stickers (4 à 5m x 1m)
- In-goal floor stickers (2 à 3m x 1m)
- Goal side floor stickers: (4 à 3m x 1m)
- Centre circle floor sticker (diameter 4m)
- Rotating static LED boards (10 à 4m x 1m)
- Corner boards (2 à 1.5m x 1 m)





Appendix B

Categories for national supplier model

All other categories must be discussed with and approved by SPORTFIVE.

- Catering
- Authorities, cities (excluding tourism boards, tourism companies, tourism campaigns)
- Public transport (local/regional)
- Newspapers
- Security services
- Temporary buildings
- Fair constructions/stands
- Medals/cups
- Storage rooms/companies



Appendix C

Print material

IHF Logo *100%*
Event Logo *100%*

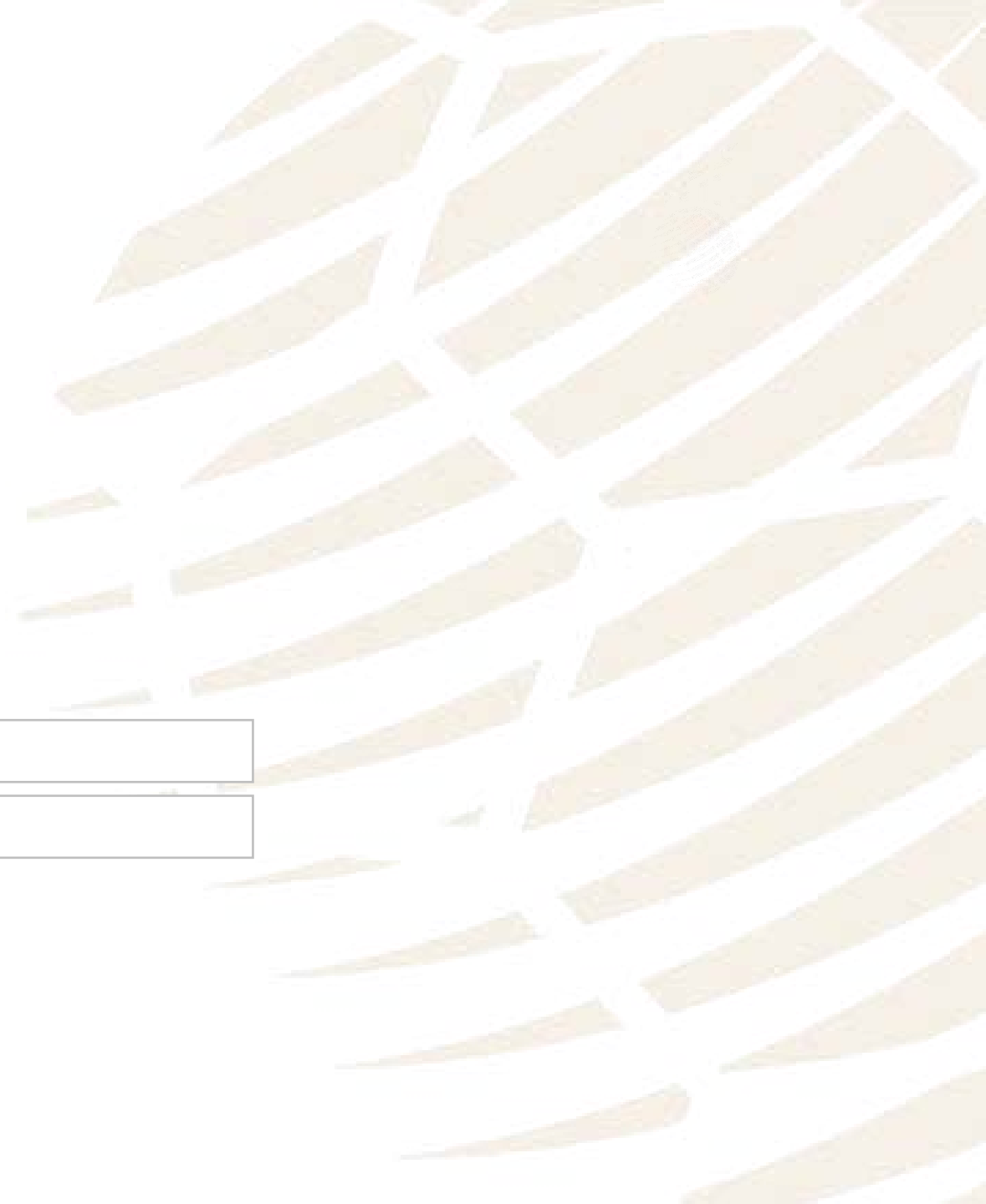
PRINT MATERIALS

EVENT PARTNERS AND IHF PARTNERS

75%			

NATIONAL SUPPLIERS

25%			





Appendix D

Backdrops

BACKDROP (ILLUSTRATION/EXAMPLE)



FLASHBOARD (ILLUSTRATION/EXAMPLE)





Appendix E

Backdrops



PRESS CONFERENCE (ILLUSTRATION/EXAMPLE)





19

Host broadcaster



19. Host broadcaster

19.1. Camera positions

- The world feed camera setup will be defined by SPORTFIVE and approved by IHF.
- The different rounds of competition will have different levels/ qualities of the world feed camera setup. The number of cameras will increase throughout the tournament.
- Requests for additional unilateral cameras from rights holding broadcast partners are expected in all rounds of competition. All requests shall be handled by SPORTFIVE after informing IHF about RHB intentions.
- OC will be responsible for the setup of suitable camera platforms for elevated cameras or cameras within the stands.
- Some camera positions may cause view obstructions for the spectators. Potential obstructions shall be taken into consideration for the ticketing in the respective arena. The OC has no right to be recompensated for any seat kills.
- In case of any issue the LOC might have with a camera or camera operator (especially during a match), the LOC shall address this to SPORTFIVE venue management.



19. Host broadcaster

19.2. Studios



- Rights holding broadcast partners have the right to request space for a TV studio inside the arena (with view to the field of play).
- The LOC is obliged to deliver the space for a studio, incl. a basic setup as an elevated platform or a basic carpet, as requested free of charge to SPORTFIVE.
- SPORTFIVE coordinates the allocation of studios with the various broadcast partners. After the venue inspection with the broadcast partners SPORTFIVE will define the needed positions towards COC.
- General studio dimensions are minimum 5m x 5m.
- Studio access needs to be controlled and in principle separated from the general public.
- Studios in operation will have lights. It will be forbidden to have studio activities during the matches (unless the operation does not disturb the players, referees, officials and spectators).
- SPORTFIVE will instruct broadcast partners and control the use of studio lights during the competition.



19. Host broadcaster

19.3. Commentary positions

- The TV and radio commentary positions shall be created at the official side of the arena. Depending on competition round and playing teams SPORTFIVE expects up to 20 single positions per venue.
- The setup of the platform, tables and chairs shall be done by LOC or the arena, the technical setup and management of the area during the match days shall be done by SPORTFIVE.
- Each position shall accommodate 2–3 people and shall be equipped with necessary chairs and tables, big enough to set up 3 TV monitors, 2 computer and 1 commentary unit. Each position shall have available at least 4 electrical plugs (16A/ position, redundant and on the same phase as the technical facilities) and a dedicated IP line (DHCP) of up to 10 Mbit/s.
- There should be enough space behind the seats to allow other commentators and technical crew to reach their position. Access to commentary positions must be separate from the general public and fully secured.
- Commentator cameras from RHB may be installed upon request.



19. Host broadcaster

19.4. Interview positions at FOP



- In coordination with IHF and LOC, SPORTFIVE will define interview and presenter positions around the field of play to be used by interested broadcasters before and after the match as well as in half time.
- These temporary positions are meant for broadcast presentations and interviews only. The areas will be cleaned for the matches. SPORTFIVE will ensure that only a limited number of broadcasters and broadcast colleagues (technicians and hosts) will be in the area during operation.
- The coordination of each broadcast activity at the defined positions shall be done by SPORTFIVE.
- For flash interviews after the match dedicated see-through sponsor backdrops, created and delivered by SPORTFIVE, will be used. Suitable storage positions for these boards during the matches shall be found.
- To allow selected broadcast colleagues access to these positions an extra ID shall be integrated into the accreditation concept.
- SPORTFIVE will be in touch with the arena entertainment team to raise the awareness for the PA audio level especially while broadcast partners are on air at their studio and/or FOP pre- and post-match positions.



19. Host broadcaster

19.5. Mixed Zone

- LOC is responsible for setting up a Mixed Zone, an area where players and media meet for interviews after end of the match.
- LOC responsibility includes:
 - providing and setting up the area,
 - venue dressing,
 - sufficient spotlights (especially for the TV part of the area since regular ceiling lights might not be sufficient) and
 - management and security of the area during operation.
- SPORTFIVE is responsible for the commercial part of the Mixed Zone and will provide sponsor backdrops, sufficient in numbers, for each arena.
- SPORTFIVE will manage the TV part during Mixed Zone activities. A separation from rights-holding and non-rights-holding media shall be established with help from LOC.



19. Host broadcaster

19.6. Conference room

- The LOC will be required to create a press conference room (PCR) within the vicinities of the press area and easy to access for players and coaches and also media.
- The setup of the PCR shall be in line with the IHF manual and include an elevated platform (30 – 50cm high) for TV cameras in the back of the room and an audio distribution box with splits from the stage microphones.
- The PCR dressing shall be done by LOC in cooperation with SPORTFIVE which is responsible for the sponsor backdrops in each PCR.





19. Host broadcaster

19.7. TV Compound

- The TV compound (TVC) shall be allocated just next to the arena with direct access to the arena.
- The TVC shall – in addition to the host production – contain sufficient space for all unilateral productions on site. Dimensions shall be defined after individual production plans have been communicated.
- TVC shall be hard-surfaced and reasonably flat.
- The TVC must be under full security 24 hours a day and starting, minimum, the day the first truck arrives and until the day after the last match.
- TVC shall be lighted.
- If there are no available facilities nearby, the TVC shall contain men's and women's toilets for the compound.
- If needed special cable bridges or yellow jackets into the venue shall be provided by the arena.
- SPORTFIVE will do an allocation of dedicated positions within the TVC for all unilateral productions after the RHB tour.



19. Host broadcaster

19.8. Power



- Fully-redundant technical (three phase) power and domestic (single phase) power from the venue main supply is required to operate the host production and event broadcasters' equipment. In case such systems are used in a venue, HBC has the right to use it without any costs. If such systems are not available, this matter has to be clarified between the OC and SPORTFIVE.
- Ideally the venue power derives from two separate city or area substations. Where redundant venue power is not available or not sufficient SPORTFIVE may install a back-up solution which includes an automatic switch / UPS and generators.
- SPORTFIVE will collect all unilateral power requirements from the broadcast partners and create together with its own HB needs an overall power concept.
- In coordination with the individual LOC, SPORTFIVE and its technical HB partner will set up an efficient and preferably sustainable power concept for the broadcast part of each arena.



19. Host broadcaster

19.9. Other information

Venue Access

- Access to the venue from at least three days before the first matchday in order to install, test and rehearse the broadcast production; at any time during the course of the event to maintain and operate the broadcast production equipment; and for at least 24 hours after the event to dismantle and remove equipment.
- Sufficient accreditations & access devices to enable the event broadcasters to fulfil their broadcast responsibilities. Access to all other venue facilities including training venues, team hotels and in exceptional cases to VIP facilities.

Fibre transmission

- Where the venue has existing fibre / VOIP connectivity to one or more telecommunications services, SPORTFIVE will need access to and use of the termination box. SPORTFIVE will coordinate the needs of all events broadcasters and book the respective services from the telecommunications partner.



19. Host broadcaster

19.9. Other information



Cable routing

- SPORTFIVE, its technical partners and the event broadcasters may use existing cable routing systems (j-hooks, tunnels, trays etc.) and /or hard-patched video and audio cabling and/or hard-patches video and audio termination boxes that may be installed in the venue.
- Where such facilities are not pre-installed in the venue, the LOC shall allow the event broadcasters access to any cable routing required to link the broadcast operations locations.

Telecom services

- The OC shall assist in the provision of broadcast required telco services, incl. internet lines for fully equipped positions (for commentators and presenters).

Venue Lighting

- Venue lighting on the field of play and in the spectators areas needs to meet the standard minimum lighting levels as set out in the IHF manual.
- After the match(es) the LOC shall maintain venue lighting at levels required by broadcasters until SPORTFIVE venue managers advise that the lighting may be reduced or switched off.



20

Scouting and Statistics



20. Scouting and Statistics

20.1. General



- Scouting and statistics will be provided by the IHF service partner.
- IHF service partner staff shall be accommodated in the IHF hotels and have a dedicated office in the hotels.
- The scouting and statistics software used during the event will be provided by the IHF partner.
- The IHF service provider will be responsible for the education of volunteers who perform scouting and statistics tasks (data entry staff).
- Only personnel certified by the IHF partner will be deployed as data entry staff.
- Local transportation between hotel and venue for IHF service partner to be organised by OC:
 - Arrival at venue: 2 hours before first match
 - Departure from venue: ca. 30 minutes after last match



20. Scouting and Statistics

20.2. Data entry staff

Personnel required per venue (to be provided by the OC):

- Main statistics – **2 persons** (data entry staff and assistant data entry staff)
- Substitutions (tracking playing time) – **2 persons** (data entry staff and assistant data entry staff)
- Data control – **1 person** (reviewing validity of the data using match stream, possibly rewinding, with focus on scorers)
- Scoreboard – **1 person**
- Standby – **1 person** (replacement in case of unforeseen event)
- Sports presentation service – **1 person**
- Back-up – **2 persons**



20. Scouting and Statistics

20.3. Data entry staff – Selection and Education



All candidates will receive a licence of the scouting and statistics software from the IHF service partner as well as teaching material.

To receive certification, candidates must complete and pass an online test provided and evaluated by the IHF service partner.

Candidates who pass the online test provided by the IHF partner will receive further on-site training.

If the required minimum number of people (10 per venue) is not certified by the deadline specified by the IHF and the IHF service partner, the IHF service partner reserves the right to appoint the necessary number of people needed for the work. In that case, the OC shall cover travel costs, accommodation in single rooms in the IHF hotel, as well as daily allowances.

Requirements for on-site training:

- Candidates must be available three days prior the start of the event.
- Training sessions will be 8 hours per day in total (with breaks).
- Room for lessons in the hall equipped with TV screen/projector, internet access, adequate number of tables and chairs, etc.
- Local transportation as well as meals at the venues (pr points of education) for staff of the IHF service partner.



20. Scouting and Statistics

20.4. Venue requirements

The following equipment / setup shall be provided at each competition venue:

- Seats for nine persons at the support table
- Two wired internet connections at the support table (one main and one backup connection)
- Two power sockets
- Printer and backup printer with USB connection (15 pages per minute, laser printer recommended)
- A4 paper (at least 3 x 500)
- Lockable room for storing equipment

For installing the scoreboard operating device (device provided by IHF service partner), the OC shall provide the following:

- HDMI cable to the match management table (signal for official scoreboard)
- Audio connection to the venue's sound system
- Power sockets
- Desk hole at match management table to ensure a clean image

Venues shall be ready for setup at least two days prior to the start of the event.



20. Scouting and Statistics

20.5. Duties of the OC



The OC shall make all necessary arrangements in connection with scouting and statistics and cover all corresponding costs, which includes:

- International transportation for staff of the IHF service partner
- Local transportation for staff of the IHF service partner
- Accommodation of staff of the IHF service partner
- Meals (in hotel and venue) for the staff of the IHF service partner
- Equipment for on-site training and match operations in all venues
- Daily allowances for staff of the IHF service partner
- Any needs/costs arising for volunteers



21

Sports presentation design templates



21. Sports presentation design templates

21.1. Elements

A professional sports presentation concept must be provided by the host and must be the same in all venues. The sports presentation shall consist of the following elements:

- Players and officials entry ceremony
- Players presentation on FOP and on scoreboard
- Public information
- Fan TV
- Announcer
- Scoreboard designs and concept of how to use
- Game branding
- Fan interaction
- Partners interaction
- Lighting set up and show
- Shows in general (raffles, etc.)
- [Sample of detailed running order/pre-match procedure](#)



21. Sports presentation design templates

21.2. Game branding



1

[!\[\]\(cd14cb1f9033e7e78aefcb7b03a2ff14_img.jpg\)](#)

STANDING

	W	D	L	PTS	
1 NOR 	4	4	0	0	8
2 BRA 	4	4	0	0	8
3 GER 	4	3	0	1	6
4 ANG 	4	2	1	1	5
5 NOR 	4	1	1	2	3
6 ARG 	4	0	0	4	0

IHF OFFICIALS

NORA MØRK	NOR
JAMINA ROBERTS	BRA
MELANIE NOCANDY	GER
ANJA ALTHAUS	ANG
NATALIE HAGMAN	NOR

TODAY'S MATCHES

SWE	23	14:00	23	NOR
NED	31	16:30	27	BRA
POL	0	18:30	0	GER
ISL	0	21:00	0	ANG



Player comparison graphic for Linn Blohm (ISL) and Fanny Laursen (NOR). The graphic features a large number "7" for Linn Blohm and a large number "11" for Fanny Laursen. Below the numbers are their names and the text "VS".

4 / 4	GOALS / SHOTS	3 / 8
109	FASTEST SHOT IN MINS	125
8	PERCENT	22
10	2 MIN SUSPENSION	1

ISL VS NOR



22

Media Requirements



22. Media Requirements

22.1. Venue facilities and equipment

In order to guarantee a functional and efficient working environment, the Organiser shall provide the best possible venue facilities and equipment for the media.

- reserve a minimum of 5% of all seats in the venue(s) for media use, depending on the size of the venue. A smaller venue may require a higher percentage of seats reserved for the media.





22. Media Requirements

22.2. Media facilities

- The media shall have a separate entrance to the venue in order to facilitate access for professional media representatives (appropriate signs must be used for all relevant zones).
- The press seats shall provide sufficient working space and be easily accessible even during the game when other seats are occupied.
- Each press seat should be equipped with power points indicating the voltage.
- The Organiser **must** provide **free** Internet access at the workplaces, either via WLAN or via LAN. If WLAN is used, the Organiser must provide a designated media tribunal network, separated from other networks and secured with a password.
- All LAN connections must be 100 Mbit download / upload minimum, and 200 Mbit preferred, with two dedicated LAN lines.
- The minimum number of press seats for World Championships shall be (unless otherwise agreed):
 - 50 + 20 for commentators during the preliminary round per venue
 - 70 + 40 for commentators during the main round per venue
 - 150 + 80 for commentators during the final phase per venue



22. Media Requirements



22.3. Media workroom

- The media centre shall open two days prior to the event (match days). Opening hours shall be: 11:00 – two hours after end of the last match (on match days) and 12:00 – 18:00 (on rest days).
- The same number of seats as in the press stands shall be available in the media centre (number of accredited representatives), plus additional seats for photographers.
- Catering for media representatives shall be provided. Mineral water, coffee, non-alcoholic beverages and snacks shall be served at all times when the media centre is open. Several giant screens shall be installed in order to follow matches in other venues. Free Internet access (designated WLAN or LAN for the working room) and power shall be available at all seats.



22. Media Requirements

22.4. Press conference room

- The press conference rooms in each venue shall be branded with the event logo, the IHF logo and all sponsors' logos.
- At least 30 seats shall be available in the press conference room. During the final phase of the event, at least 80 seats shall be available (depending on the number of accredited media).
- The following equipment/refreshments shall be available:
 - Sound system (at least 5 microphones on the desk for the announcer, coaches and players as well as interpreters)
 - Seven chairs at the press conference table
 - Wireless microphones for journalists to ask questions
 - Non-alcoholic beverages



22. Media Requirements

22.5. Press conferences

- The press conferences shall start 10-15 minutes after the end of each match. The only exception shall be the press conference after the final, which shall start 45 minutes after the end of the award ceremony.
- The head coaches and at least one player per team shall attend the press conferences. An interpreter should also be present if required. The Organiser's press chief shall run the press conference and the respective match reports shall be available.
- OC to provide a host for the press conference
- OC to provide guidance to the participants of the press conference





22. Media Requirements

22.6. Photographers



- A minimum of 36 seats for photographers (on benches, if possible with LAN access at each place) must be available in each venue unless otherwise agreed.
- For the photographer positions, the Organiser should provide benches with a recommended height of approximately 40cm and a length of 7m.
- These benches should be placed behind the advertising boards on the goal sides of the court and must not obstruct any of the host broadcast television cameras or hinder in any way the work of the Host Broadcaster.
- Safety nets should provide cover for the photographers and have to be coloured in black and fixed behind the goal along a total length of nine metres.



22. Media Requirements

22.7. Mixed zone

- The mixed zone is a media area in which players and coaches meet the media for interviews after the game. The ideal location of the mixed zone would be between the players' entrance to the court and the teams' changing rooms.
- The different types of media in the mixed zone shall be separated:
 - TV and radio rights holders
 - TV and radio non-rights holders
 - Print media



22. Media Requirements

22.8. Media hotels



- The Organiser shall offer a certain number of media hotels of different categories in every host city.
- Those media hotels should be announced on the official event website and in the Media Guide. Meals (breakfast, lunch, dinner) shall be served in the hotel restaurants or in restaurants within walking distance from the hotels.
- The media hotels shall have WLAN and LAN access in the rooms and the hotel lobby and should be equipped with at least five computers with printers and Internet access as well as a press information desk.



22. Media Requirements

22.9. Accreditation categories

Media accreditation can be divided into the following groups, or the different tasks to determine appropriate access, for example:

- a) TV commentator
- b) Radio commentator
- c) TV rights holder
- d) TV non-rights holder
- e) Radio rights holder
- f) Radio non-rights holder
- g) Technician
- h) Written press
- i) Web
- j) Photographer

All media should have access to the following areas:

1. Media workroom
2. Press tribune
3. Mixed zone
4. Press conference room
5. Media hospitality area



23

Ticketing



23. Ticketing



IHF REQUIREMENTS/COMMITMENTS

- Professional centralised system required, only digital are solutions allowed. In case of more than one host country, the same system must be used everywhere.
- Reporting and insights for IHF
- Professional customer service
- Customer database to be provided to IHF
- Operational ticketing system and launch of the ticket sales: ***at least 6 months prior to the start*** of the competition.

The IHF reserves the right to appoint a professional and exclusive ticketing partner, if applicable.

- ***15% of all tickets*** shall be offered and distributed equally ***to the participating teams*** for sale for every phase of the World Championship:
 - ✓ Timeline and procedure agreed by the IHF and the Organisers.
 - ✓ If tickets cannot be sold in this timeframe: the ticket sale option reverts back to the Organisers with enough time to sell them to the general public to reach the ***key objective*** of “***full arenas***”.



23. Ticketing

IHF REQUIREMENTS/COMMITMENTS

- For each World Championship match (or session) the Organisers have to provide free of charge a total of:
 - ✓ **250 hospitality tickets** (VIP access, food and beverage)
 - ✓ **150 best-category tickets**
- For the opening match, semi-finals and finals, the Organisers shall provide:
 - ✓ a total of **350 hospitality tickets** (VIP access, food and beverage)
 - ✓ a total of **250 best-category tickets**
 - ✓ **one VIP box** for **12 to 24 persons** shall be available to the IHF at the central position of each venue.
- For the venue of the final:
 - ✓ a **minimum of 24 seats** shall be available **to the IHF** in the **VIP box**. *The location of the IHF seats shall be confirmed by the IHF.*



23. Ticketing



IHF REQUIREMENTS/COMMITMENTS

- The IHF is also entitled to **50% of the seats** in the **“official/presidential” stand** during the *opening and the closing ceremony* (distribution plan to be confirmed by the IHF)
- Reception of the electronic tickets by the IHF: **2 month before the start** of the World Championship at the latest.
- Return of unused tickets: The IHF and the Organisers will agree on the procedure with enough time for the Organisers to sell the tickets to the general public in order to accomplish the **key objective** of **“full arenas”**.
- **IHF partners** and potentially **event sponsors** shall be **displayed on all tickets**.
- Further, the OC must provide seats for each IHF nominee who is not on duty.
- Each participating federation shall receive two VIP accreditations including a seat in the VIP area.



23. Ticketing

TICKET PRICES

- Ticket prices should be fixed according to the IHF requirements and in accordance with ***local conditions***.

“Full halls” / Spectators concept:

- The Organisers must develop a concept ***to achieve capacity crowds in the halls***.
- The Organisers must present the concept to the IHF at least ***twelve (12) months prior to the event*** in order to receive IHF approval.

If the ticketing and full arena concepts do not meet IHF requirements, the IHF reserves the right to take appropriate measures, the costs of which must be covered by the OC.



24

Sustainability



24. Sustainability

24.1. Basics

Following the adoption of Olympic Agenda 2020, sustainability was included as a working principle of the Olympic Movement. The International Handball Federation had already previously required sustainability concepts from bidders for the IHF World Championship.

For the IHF and the IOC, including sustainability as a working principle means that when making decisions, we ensure feasibility and seek to maximise positive impact and minimise negative impact in the social, economic and environmental spheres.

The IHF has decided to follow the principles developed by the IOC. This means that each bidder shall pay special attention to the five sustainability focus areas described on the following slides.

Therefore, it is expected that each bidder provides further information regarding their plan how to make the 2029/2031 events as sustainable as possible as part of their bidding documents.



24. Sustainability

24.2. Focus areas

Infrastructure and natural sites:

Development and operation of indoor and outdoor sites wherever sports activities take place, including support and administrative infrastructure such as non-competition venues at the Olympic Games and offices of the Olympic Movement's organisations.

Sourcing and resource management:

Sourcing of products and services by organisations within the Olympic Movement, and management of material resources over their lifecycle.

Mobility:

Mobility of people and goods associated with the Olympic Movement's activities, at the local and global scale.

Workforce:

Working conditions and opportunities offered to employees, volunteers and contractors of the Olympic Movement.

Climate:

Management of direct and indirect greenhouse gas emissions associated with the Olympic Movement's activities, and adaptation to the consequences of climate change.



25

Side Events



25. Side events

The Organiser is requested not only to focus on the World Championship, but to create a handball-related environment. This can be supported with different side events such as:

- Coaching clinics
- Mini handball events
- School handball events
- Referees and delegates clinics
- Medical congresses
- Best practice and conferences from other sports
- Celebrations, dinners, invitations, etc.



26

Ceremony and Protocol Requirements



26. Ceremony and protocol requirements

26.1. Ceremonies

Opening ceremony

- OC to prepare the opening ceremony including detailed timeline
- Show required, i.e. artistic performances or entertainment acts
- Basic elements
 - Welcome by Organising Committee
 - Presentation of IHF flag
 - Presentation of the trophy
 - National anthem of the host
 - Official opening of the World Championship by the IHF President

The opening ceremony should be held prior to the host team's opening match.



26. Ceremony and protocol requirements

26.1. Ceremonies

Closing ceremony

- OC to prepare the closing ceremony, taking place after the final match
- The OC shall provide and cover costs for 30 medals per team for the teams ranked 1st – 3rd and a replica trophy of the permanent WCh Trophy. For the Women's trophy the replica can be ordered from the producer. For the men's, the OC shall create a replica of the existing one.
- Hoisting of flag
- Trophies for teams ranked 2nd and 3rd are appreciated but not obligatory. One set of medals shall be provided to the IHF. The medals shall display the IHF logo as well as the event name.
- All-star team to be awarded, to be discussed if included in ceremony or not
- Closing speech if agreed





26. Ceremony and protocol requirements

26.2. Protocol requirements

- Follow IHF seating order
- Name responsible person on OC level
- Reception area for protocol area
- Guidance to seats
- Welcome desk
- Leaflets about competitions or other activities to be distributed
- Coordinating possible security activities if state protocol or similar requires it
- Access control
- Other receptions (such as mayor's receptions, etc. to be coordinated with the IHF)