



**Bidding Guidelines for**

**RUGBY EUROPE 7's**

**CHAMPIONSHIPS SERIES**

**2020-2023 Editions**

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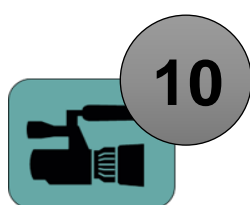
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# About the Event

**The Rugby Europe (RE) Championships Series is the most prestigious European Rugby 7's annual event** (formerly known as Grand Prix Series), bringing together close to 300 Rugby players, Men and Women, on the same location on the very same week-end. The gathering of the elite of European Rugby guarantees the associated media attention that a competition of its stature commands. For the seasons 2020-2023, there will be two legs of the Championships Series, completed in 2021 by the introduction of Rugby Europe 7's Championships Finals that will crown the best Male and Female European teams. The Championships Series is also the first step towards the **Olympic Games**, as it will determine in 2023 the pathway and seeding for the 2023 Olympic Qualification Tournament.

**With an estimated global audience of more than 700.000 TV and OTT viewers and up to 1,000 bed nights required for visiting delegations**, both the prestige of organizing the Rugby Europe 7's Championships Series and the positive impact for the local economy and tourism industry are important. Hosting the Rugby Europe 7's Championships Series means forever associating your country and city with the history and values of rugby Seven's: a dynamic, young and entertaining Olympic Sport.

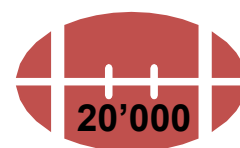
*Some key data from previous edition:*



**BROADCASTERS**



**BEST EUROPEAN  
PARTICIPATING COUNTRIES**



**ON SITE  
SPECTATORS**



**NUMBER OF  
TERRITORIES  
REACHED**



**BROADCASTED TIME**



**AUDIENCE**

## Key Facts

This Tender offers the opportunity to Participating Unions **to bid for one leg of the Rugby Europe 7's Series for the year 2020 to 2023**, based on a two (2) years plus two (2) years in option Host Agreement. The Host Agreement does not offer the Host Protection. A relegation to the Trophy will give to the Host the right but not the obligation to terminate the contract, without any penalty.

|                            |   |
|----------------------------|---|
| <b>Official Event Name</b> | Rugby Europe Championships Series (Host City, Host Country Name)  |
| <b>Event dates:</b>        | June 2020 - Week end of 12-14 June or another week end in agreement with RE, including first week end of July<br><br>June 2021, 2022, 2023: Week end to be mutually agreed by November 30 <sup>th</sup> of the preceding year |
| <b>Competition days</b>    | 2 or 3 days according to the Competition format chosen  |
| <b>Categories</b>          | One Men's Event and One Women's Event   |
| <b>Age Category:</b>       | Adult Rugby according to World Rugby Regulations  |

### GENERAL DETAILS

|                           |   |
|---------------------------|---|
| <b>Competition Format</b> | <ul style="list-style-type: none"> <li>12 Men's Teams, 12 Women's Teams</li> <li>2 half-time of 7 minutes each per match</li> <li>3 Pools of 4 played in Round Robin then Knock-out Phase</li> </ul>                                  |
|                           | <b>OPTION 1</b>   |
|                           | <ul style="list-style-type: none"> <li>Competition played on <b>2 RUGBY PITCHES</b> and <b>2 DAYS</b></li> <li>Round Robin system then Quarter-Finals, Semi-Finals and Finals. Classification Matches for eliminated teams</li> </ul> |

- 
- 6 Matches per team guaranteed

**OPTION 2**

- Competition played on **1 RUGBY PITCH** and **3 DAYS**
  - Round Robin system then Semi-Finals and Finals.  
Classification matches for eliminated teams
  - 5 Matches per team guaranteed
- 

**Number of Rugby  
Europe Officials**

2 Tournament Directors, 2 Referee Managers, 12 Referees,  
2 Citing Commissioner(s) 1-4 Staff (to be confirmed)

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**Number of Athletes**

Approximatively 288 Athletes

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**Number of  
Delegation Members**

Minimum 72 Team Delegation Members

# Benefits of hosting Rugby Europe 7's Championships Series

- *Hosting Rugby Europe 7's Championships Series is a fantastic opportunity to enhance a City attractiveness through 3 major aspects.*

## Economy

- The Local Organising Committee (LOC) will be granted the **right to exploit all national marketing rights** to build fruitful partnerships. Additionally, the organiser will **own 50% of advertising space** to highlight its institutions and partners.
- **All ticketing revenues** (including VIP packages) are owned by the LOC.
- With a large amount of bed nights and meals to be provided, *Rugby Europe 7's Championships Series* will help to **support the city's economic growth**.
- Possibility to set up a "**Rugby Village**" with stands, food trucks, animation for children, Rugby demonstrations, with all rights owned by the LOC.

## Image

- **Increase tourism** in your City by welcoming fans for all around Europe.
- Give a **positive and dynamic image** of your City, Region and Country thanks to a **large International Media Exposure**.
- By hosting a leg of the Rugby Europe 7's Championships Series, **your city will be forever associated with Rugby 7's culture and popularity**.

## Social

- **Teach sport's values** to the younger generations and illustrate your actions with a live international event.
- Give your citizens the chance **to be a part of the success** of the competition by getting involved in the volunteer Programme.
- Hosting the Rugby Europe 7's Championships Series is an opportunity for your National Rugby Union to **reinforce its development** across the country and **showcase its organizational skills at the international stage**.

# Requirements and Bidding Requests

- *This section introduces all RE requirements for all areas of organization and will also ask National Unions who are applying to provide specific proposals in each relevant organizational area to allow RE to better evaluate the bid and to make the final decision.*

## A. Motivation to Host the Event

- *RE would like to know whether you have a prevailing reason to host this event, which might be beneficial for the further development of rugby in your country.*



- *In your proposal, please describe the motive and rationale behind the decision to host this event.*
- → *Letter of Interest*

## B. About the Country and the Host City



- RE needs to know in which city in your country you propose to host this event.
- *In your proposal, please specify the city and provide the following additional information:*
  - *Location of the city*
  - *Accessibility to the city*
  - *Demographic information on the city and country*
  - *The city's transportation system*
  - *The city's records of hosting any international sporting event*
- → *RE-01 Host City form*

## C. Host City Letter Support

- *RE requires the proof of your Host City support in the form of a support letter signed by the city Mayor.*



- → Host City's letter of support

## D. Government Support

- *RE requires the proof of your Government's support and/or endorsement of this event.*



- → Government's letter of support

## E. National Federation

- *For hosting its competitions, RE gives preference to experienced National Federations, who have organized RE Competitions or other international sporting events in the past with proven records.*



- *In your proposal, please provide record(s) or proof of your National Federation or the city hosting any RE or international sporting event(s).*
  - *Name of event(s)*
  - *Your National Federation's involvement*
  - *National Federation's Rugby 7's facts (history, number of licensees, clubs, projects...)*
- → RE-02 Previous Events Form



## **F. Proposed Competition Venue (Stadium)**

- *In order to ensure a high standard of competition, RE requires the following facilities within the Competition Venue:*

### **For the Competition Format n°1 only**

- *Two Pitches located in the same Facility divided as follows:*
  - *One main stadium with a seating capacity from 5'000 to 15'000, according to your spectators' expectations*
  - *One additional stadium or training ground, that will serve as annex pitch for the ranking matches and some pool matches, with seating capacity from 500 to 2'000 spectators*

### **For the Competition Format n°2**

- *One main stadium with a seating capacity from 5'000 to 15'000, according to your spectators' expectations*

### **For All Competitions Formats:**

- *Playing Area of the pitches fully compliant with World Rugby LAW 1 on Playing area and Perimeter area dimensions*
- *One warm-up pitch*
- *Sufficient space for meeting rooms and offices according to RE and WR requirements (RE Office fully equipped with Printer, desks, Wi-fi..., Citing Commissioner Office)*
- *Catering space for lunch inside the facility and large enough to accommodate teams and officials with large serving hours (for lunch time only)*
- *A Minimum of 6 Changing Rooms large enough to be divided in two, plus additional space to set up an overlay for the additional Changing rooms (24 teams in total that can share a Changing room if big enough)*
- *Fully Equipped Anti-doping and Medical Examination rooms*
- *Sufficient storage rooms*
- *TV Camera positions in Tribunes and area dedicated for the TV Truck outside the venue*

- *Jumbo screen(s) and scoreboard*
- *IT equipped press room and press conference room*
- *Wi-fi with separated channels (Staff – Media – Guests)*
- *A Training Venue must be prepared by the Host Union on the day preceding the tournaments for the teams to practice, with pre-organized training slots for Participating Unions. Before and after the Event Dates, the Host Union can propose a training venue upon request but all incurred cost will be paid by visiting Unions.*



- *In your proposal, please provide details about the venue and include photos and floorplan(s) of all facilities, and please provide the rationale for choosing this specific venue.*
- *→ RE-05 Competition Venue form*

## **G. Accommodation**

- *RE prefers that all participants stay at the same Hotel, three or four stars:*
- *The Host must propose different hotels with the following conditions:*
  - *Half Board for the teams, with a price of 90 Euros or below per day per room, to be paid by Visiting Unions, based on a delegation of 15 PAX (6 twins and 3 single rooms, breakfasts all days and meals of Friday and Saturday evening only)*
  - *Half Board for the RE Officials, with a price of 100 Euros or below per person (Single rooms), to be paid by Rugby Europe*
- *The Host must provide at its own cost lunches for Team delegations and RE Officials at the Competition Venue on competition days*
- *The Host must organize at its own cost the Closing Banquet with all participants and guests on the evening of the last day of competition. RE prefers the Banquet to be organized either at the Hotel or in another location (restaurant, Ballroom, etc) but not at the Competition Venue.*
- *RE recommends and will give its preference to hotels located close to the competition venue (walking distance would be a significant asset). You can propose several Hotels in your Bid. Final Selection to be done together with RE.*

- *In your proposal, please specify proposed room rates for the different hotels depending on their star-levels, as requested below:*



- → RE-B04 Accommodation form

## H. International Transportation

- *RE requires information on the International airport(s) servicing the Host City. The Host Union does not have to cover the cost of International Transportation for the teams, neither for Rugby Europe Officials.*



- *In your proposal, please include information on major international airports in or near the city, availability of direct flights and the estimated travel time from capital cities of the potential participating Unions. Europe Specific Visa requirements could also be detailed in this part.*

## I. Local Transportation

- *RE requires the Local Organizing Committee (LOC) to provide the following transportation:*
- *Free transportation between the nearest international point of entry to the Host City and to Hotel*
- *Free transportation between all hotels and the Competition Venue*
- *Specific cars / shuttles / buses for each of the previously mentioned groups.*

## J. Visa cost and Procedures

- *The Visa cost, if any, is that the charge of the visiting delegation. The Host Union must however uses its best endeavor in order to provide invitations letters at the request of the visiting Unions.*

## K. Promotion and Marketing

- *RE requires the description of all activities that could be implemented to promote the event through different channels, including but not limited to: city promotional*

*materials/campaigns, website, advertising, partnership (media & Institutions) activation, Rugby Village, etc...*

- *On the other hand, please provide your marketing plan including sponsorship opportunities and information regarding your ticketing strategy to both fill the venue and optimize revenues in accordance with Commercial / Marketing policy defined by Rugby Europe in Annex4.*



- *In your proposal, please detail your communication plan, marketing and ticketing strategies.*

## **L. Video-production & Broadcasting requirements**

- *RE requires the following production and broadcasting for this event:*
- *Full coverage from the 1<sup>st</sup> competition day.*
- *High Definition TV production from the local Host Broadcaster. Live streaming and satellite uplink of TV signal for international takers.*
- *The cost of TV production must be borne by the LOC, the production company or the broadcaster*
- *Revenues generating from TV and Streaming broadcasting are detailed in Annex4.*
- *For more detailed specifications, please refer to Sebastien Faye, Head of Marketing and Communication Rugby Europe, [sebastien.faye@rugbyeurope.eu](mailto:sebastien.faye@rugbyeurope.eu) .*



- *→ Letter of intent from the host broadcaster.*

## **M. Provisional budget**

- *RE requires the submission of a first budget draft.*



- *In your proposal, please detail your main provisional source(s) of income (government support, sponsorship agreement, ticketing...) and the estimated expenses (transportation, accommodation, general equipment, branding, scoring equipment, per diems...)*

## N. Educational Programme

- *Organizing the Rugby Europe 7's Championships Series is a fantastic opportunity to promote and develop Rugby 7's across your country. RE recommends that you take this chance to implement an Educational Programme to improve general knowledge of Rugby 7's in your country, attract future generations, and help the Rugby 7's family to develop its skills.*



- *In your proposal, please describe your projects and actions. The creativity potential for these activities is broad and could include educational seminars, but also plans for future generations to get involved in Rugby 7's.*

## O. Event Host Fee

- *RE requires the submission of your proposed "Host Fee" amount, which should be any amount equal or above the minimum required Host Fee which is **50'000 EUROS** (Fifty thousand Euros).*

## P. Additional Offers

- *In addition to the above mentioned mandatory requirements, the Bidding National Federations can propose any additional offer or services which might help them to win the bid.*

# Submission Guidelines

- *RE requires the following for the bidding document:*
  - All contents should be written in English.
  - Use of graphics and colors is recommended.
  - The bidding document should be presented in A4-size format or Power Point Presentation
  - The bidding document shall be sent by email to [bids@rugbyeurope.eu](mailto:bids@rugbyeurope.eu)

***Please note that only complete bidding packages will be considered by RE Secretariat for further assessment and further presentation at the Board of Directors.***

# Timeline

| Date                     | Process   |
|--------------------------|---|
| October 14, 2019         | Deadline for Letter of Intent (LOI) to be sent to the RE Headquarters |
| October 31, 2019         | Deadline for sending complete bidding document to the RE Headquarters |
| October 31 – November 20 | Assessment Period. RE may request additional documents                |
| November 28              | Decision by RE Board of Directors                                     |
| Before December 15       | Signature of the Host Union Agreement                                 |

## Contact Details

- The bidding document should be sent to the following address: [bids@rugbyeurope.eu](mailto:bids@rugbyeurope.eu)
- Letter of Intent (LOI) should also be sent to the following email address: [bids@rugbyeurope.eu](mailto:bids@rugbyeurope.eu)

***Should you require any additional information, please do not hesitate to contact RE Director of Competitions Philippe Tuccelli: [Philippe.tuccelli@rugbyeurope.eu](mailto:Philippe.tuccelli@rugbyeurope.eu)***

# Annex 1: Cost Allocation Matrix

- The following table does not have any contractual value and has to be used only as an estimate of the major costs incurred by the event.

| Cost description   | Borne by  |
|--|---|
| Host fees  | LOC / Host Union                                      |
| Competition & Training venue                                   | LOC / Host Union <b>during Event Dates</b>            |
| Training Venue outside Event dates                             | Proposed by Host Union, paid by Participating Unions  |
| Venue branding   | Design by RE, printing and implementation by LOC / NF |
| Flight tickets – RE Officials and supporting staff             | RE  |
| Flight tickets – Team Delegations                              | Participating Unions                                  |
| Local transportation for all participants, officials and staff | LOC / Host Union                                      |
| Visa costs   | Participating Unions                                  |
| Accommodation (Half Board) – RE Officials and supporting staff | RE  |
| Accommodation (Half Board) – Team Delegations                  | Participating Unions                                  |
| Lunch on Competition Days                                      | LOC / Host Union                                      |
| Banquet on the last Competition Day                            | LOC / Host Union                                      |
| TV Production  | LOC / Host Union or Host Broadcaster                  |
| Insurance of the Event   | LOC / Host Union                                      |
| Medical Insurance of participants                              | Participating Unions                                  |
| Scoring system, Public Address system in venue                 | LOC / Host Union                                      |
| Rugby Balls  | RE  |
| Medals and Trophies  | LOC / Host Union                                      |
| Security and Medical services                                  | LOC / Host Union                                      |



## Annex 2: Checklist

- *The following list is to be used by the bidding Union as a reminder to summarize the content of its bid. It does NOT need to be included in the final version of the documents to be submitted. Please use it to prepare your bidding package.*

|   |                          |
|---|--------------------------|
| 1. Motivation to host the event                                   |                          |
| • Description of your motivation and rationale to host the event  | <input type="checkbox"/> |
| • Letter of interest  | <input type="checkbox"/> |
| 2. About the Host City and Country                                |                          |
| • Host City selected  | <input type="checkbox"/> |
| • Map of the City and Country provided                            | <input type="checkbox"/> |
| • Demographic information on the City and Country                 | <input type="checkbox"/> |
| • Description of the City's transportation system                 | <input type="checkbox"/> |
| • Records of hosting any international sporting event             | <input type="checkbox"/> |
| • Host city form (RE-B01)   | <input type="checkbox"/> |
| • Host city's letter of support                                   | <input type="checkbox"/> |
| • Government's letter of support                                  | <input type="checkbox"/> |
| 3. National Federation  |                          |
| • Description of your experience hosting RE events                | <input type="checkbox"/> |
| • Rugby 7's facts   | <input type="checkbox"/> |
| • Previous Events form (RE-B02)                                   | <input type="checkbox"/> |
| 4. Competition Venue and Format                                   |                          |
| • Selection of Competition Format 1 or 2                          | <input type="checkbox"/> |
| • Capacity of the Stadium   | <input type="checkbox"/> |
| • Playing and Perimeter area according to World Rugby Regulations | <input type="checkbox"/> |
| • Appropriate space for meeting rooms and offices                 | <input type="checkbox"/> |
| • Jumbo screen(s)   | <input type="checkbox"/> |
| • Scoreboard  | <input type="checkbox"/> |
| • Lunch Area  | <input type="checkbox"/> |
| • Change rooms  | <input type="checkbox"/> |
| • Anti-doping room and medical rooms                              | <input type="checkbox"/> |
| • Storage room  | <input type="checkbox"/> |
| • IT-equipped press room and conference room, Mixed Zone          | <input type="checkbox"/> |
| • Existing Camera Positions for TV                                | <input type="checkbox"/> |

- Three (3) Wi-fi channels ☐
- Competition venue form (AOB-B05) ☐
- Floorplan(s) and photos ☐
- Warm-up pitch ☐

#### 5. Accommodation

- Information about the Official Hotels ☐
- Map showing location of hotels ☐
- Accommodation form (RE-B04) ☐

#### 6. International transportation

- Information on major international airports in or near the City ☐
- Visa requirement guidelines (if any) ☐

#### 7. Broadcasting requirements

- Letter of intent from the Host Broadcaster ☐

#### 8. Promotion and ticketing

- Description of commercial strategy ☐
- Description of promotional activities ☐

#### 9. Finances

- Provisional budget ☐

#### 10. Educational Programmes

- Description of the project and actions ☐

#### 11. Additional Proposals

- Additional programmes for VIPs ☐
- Rugby Village ☐
- Awards Ceremony ☐
- Others proposals ☐

#### 13. Submission Guidelines

- Contents in English ☐
- Presented in A4-size binder or PowerPoint Presentation ☐
- Digital copy of the bid file ☐

## Annex 3: Bidding Forms

The following forms are attached to these guidelines. They have to be duly completed and integrated in your bidding document.

- RE-B01 Host City Form
- RE-B02 Previous Event Form
- RE-B03 Accommodation Form
- RE-B04 Competition Venue Form

# Annex 4: Commercial & Marketing Policy

The following elements are attached to these guidelines. They must be considered to define the budget plan and promotion and marketing strategy of the events.

## **Part 1 – Media Rights (TV and streaming):**

- The host union has the right to sell and retain revenue from domestic broadcast rights of the games.
- Rugby Europe has the non-exclusive right to sell and retain revenue from domestic streaming rights
- Rugby Europe has the sole right to sell and retain revenue from overseas broadcast and streaming rights outside the Host Union.

## **Part 2, Rugby Europe Commercial Rights**

The following rights shall be retained by Rugby Europe

### **2.1 Website**

The Rugby Europe Website shall be the official Tournament website in accordance with this agreement.

The Host Union may create a specific website, mobile applications and social media channels for the tournament respecting Rugby Europe commercial partners exclusivity (title and tournament) and subject to Rugby Europe's absolute approval.

Rugby Europe shall exclusively retain all rights in respect of the official Tournament and Tournament website, official Tournament and Tournament Mobile Applications and official tournament and Tournament Social Media Channels in accordance with this Agreement.

### **2.2 Championship Title Partnership**

Rugby Europe shall have the exclusive right to determine a single title partner for the Rugby Europe 7s Championship Series (hereinafter referred to as the "Title Partner") in each year of the Term including rights among which Naming rights, Events Logo rights and Trophy Rights

## 2.3 Official Rugby Europe 7's 7s Championships Series Partners

### a. Sector exclusivity for Centralized Commercial Rights

- i. Rugby Europe's shall have the exclusive right to sell Centralized Commercial Rights without limitation of sector with the following rules of Exclusivity of Sector Category applying to such Centralised Sponsorship Sales;
- ii. Rugby Europe can only sell under these exclusivity rules up to a maximum of 5 Centralised Sponsorship Sales plus match balls;
- iii. Once Rugby Europe sells into a Sponsorship package with Exclusivity of Sector category; then this sector becomes "Exclusive" to Rugby Europe

The Host Union shall not be entitled to sell advertising (within the Rugby Europe defined 'TV arc') and sponsorship rights in relation to the Tournament to a competitor of one of Rugby Europe Sponsors (including a Title Sponsor duly appointed under paragraph 2.2) as appointed pursuant to this paragraph.

***Rugby Europe's Exclusivity Period will only apply to sales made for the Rugby Europe Championship Series before 31<sup>st</sup> March in any year and annually thereafter.***

Up to date, Rugby Europe's sponsors for the Competition are:

- **Société Générale Group:** Exclusive Banking and Finance activity partner (excluding payment tools and/or system);
- **Rhino:** Exclusive Balls Suppliers
- **ERREA:** Exclusive Apparel/textile Supplier

## 2.4 On-ground advertising inventory and other commercial rights available for Championship Title Partner, Championship Partners and Rugby Europe branding

On-ground advertising inventory available for the Championship Title Partner and the Championship Official Partners on an exclusive basis unless stated otherwise below

- 50% of the televised arc advertising boards
- 25% of all non-televised arc advertising boards
- 25% of the advertising spaces above the tiered seating/standing other than in the TV arc on a non-exclusive basis;
- 50% of the Interview Backdrop (including Rugby Europe branding)
- Match Official kit including Referees jerseys (exclusive)
- 50% of the Medal presentation podium Interview Backdrop
- 50% of all Flash Interview Boards
- 40% of the tournament programme (for sponsors and RE)
- Ball branding (exclusive)

- 100% of the in-goal areas Pitch branding
- Post-protectors, touchline flags, toblerones and balls (exclusive)
- 50% of scoreboard advertising
- 50 % of brand signage at the venue, training grounds
- Activation on site at each tournament without restriction including the sale or give-a-way of 'fan-friendly' premium items
- 50% of branding on all promotional material (paper and electronic) related to the tournament including tickets
- 50 % of place Centralized Sponsor flags and banners on any external Venue building and fences
- 50 % of fly tournament and Centralized Sponsor flags and banners at the venue, training grounds, official hotels, team busses, media centre, press conferences, official functions and ceremonies.
- Obtain selected hospitality and tickets rights for each tournament as to defined in the Host Union Agreement
- Three advertising commercials of 30 seconds each during the competition (to be used by the Title Sponsor who shall provide the message) on the big screen.

Note – On behalf of the Championship Title Partner and / or Championship Partners, Rugby Europe reserves the right to hand back some or all of the above rights by 30 March each year to allow the Host Union to exploit these Rights.

The revenues for any sales made by the Host Union in relation to these returned Rights, after 30 March each year, shall be retained by the Host Union.

Note – Within (and not in addition to) the on-ground advertising inventory and other commercial rights available for the Championship Title Partner and Championship Official Partners as set out above, the details of existing Rugby Europe partnership will be detailed in the H.U.A

## 2.5 Tournament Ticketing Policy

The Host Union shall additionally provide (if requested by 30 days before a match) to Rugby Europe the following for each Rugby Europe Commercial Partner unless stated otherwise:

- Quota of Best category hospitality tickets and facilities (tickets being complimentary but food, beverage and other costs being charged to Rugby Europe at cost);
- Ability to purchase catering for Hospitality guests
- Ability to purchase an additional best category tickets
- VIP tickets
- Press conferences, official functions and ceremonies access as agreed between the parties.
- Additional commercial rights and opportunities to be granted to the Championship Title Partner and the Championship Partners if agreed between the parties.

### **Part 3, Local Commercial Rights**

All revenue received and/or derived from the exploitation in the Host Union of the following Local Rights shall be Host Union Revenue:

- Advertising Rights for centre pitch branding (subject to Host Union Venue and Rugby Europe approval)
- All advertising spaces and rights of association other than as set out in Part 1 of this Appendix. The spaces retained by the Host Union shall include:
  - All soft pitch kit with the exception of post pads;
  - 50% of TV arc perimeter advertising;
  - 50% of secondary in-bowl Venue TV arc advertising sites;
  - 75% of Non-TV arc perimeter advertising and related secondary in-bowl Venue non-TV advertising sites
  - 50% of interview backdrop;
  - the remaining proportions of advertising spaces not allocated to Rugby Europe under Part 1 of this Appendix; and

#### **Merchandising Rights**

The Host Union Merchandising Rights are granted on a non-exclusive basis in the Host Nation - subject to the prior reasonable approval of Rugby Europe, with the exception of the Rugby Europe exclusive sponsors category rights. The Host Union has the non-exclusive right to sell the use of event Marks in connection with Advertising Materials and the right of manufacture, merchandising, packaging, distribution and sale of Licensed Products (and on the packaging thereof and the Advertising Materials related thereto). In the event that such Rights are exercised, the Host Union will provide Rugby Europe with 8 pieces of each item at no cost to Rugby Europe.

#### **Ticketing**

All ticketing revenues in respect of the Championship matches in the territory are retained by the Host Union.

#### **Concession Vending Rights**

The Host Union has the right to sell and/or license the right to sell products through concession, vending, distribution or selling points in relation to the Tournament subject to the approval of Rugby Europe in respect of design and the use of the Rugby Europe mark.

#### **Hospitality**

The Host Union has the right to sell and/or license the right to sell corporate and/or other hospitality in relation to the Tournament as a whole or as to any part thereof and to retain all revenues derived from it

#### **Venue**

Host Union shall retain any payment made by a Host Union Venue or Training Venue in return for staging a Match / training session in relation to the Championship.