



Bidding Guidelines for

RUGBY EUROPE 7's TROPHY SERIES And CONFERENCE

2020-2023 Editions



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About the Events

The Rugby Europe (RE) Trophy Series is the second level of competition of Rugby Europe dedicated to 7's rugby, after the Championship Series. The Trophy level offers a unique chance for the teams that are emerging at the high level to compete against challenging European opponents, and bring together close to 300 Rugby players, Men and Women, on the same location on the very same weekend. For the seasons 2020-2023, there will be two legs of the Trophy Series. From 2021 onwards, The Trophy Series will qualify its best teams to the Championships Finals (new event to be introduced in 2021), that will crown the European Champion. Trophy Series will also qualify its best teams to the **Olympic Qualification Tournament in 2023**. Competing in Rugby Europe 7s Trophy Series also give the chance to participating teams to be promoted every year at the Championship Series level.

The Rugby Europe (RE) Conference level is the entry level of competition for European Competitions, where developing teams can experience their first international encounters. This is the perfect occasion for new countries to test their capacities at the international stage and be promoted to the Trophy Series ! There will be one Conference 1 event for Men and Women for the period 2020-2021 and one Conference 2 event for Men.

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



Key Facts

This Tender offers the opportunity to Participating Unions to:

- **bid for one leg of the Rugby Europe 7's Trophy Series for the year 2020 to 2023**, with a two Gender event, or Men/Women only based on a two (2) + two (2) optional years Host Agreement.

- **bid for the Rugby Europe 7's Conference 1 Event, for the year 2020 to 2023**, with the following possibilities:

- A Women event only in 2020 and a two Gender event in 2021, based on a two (2) years + one (1) or two (2) optional years Host Agreement*
- A two Gender event for the years 2021-2023, based on a two (2) years + one (1) optional year Host Agreement
- A Men event only for the years 2021-2023, based on a two (2) years + one (1) optional year Host Agreement
- A Women event only for the years 2020-2023, based on a two (2) years + two (2) optional years Host Agreement

- **bid for the Rugby Europe 7's Conference 2 Event, for the year 2020 to 2021**, with a Men event only based on a one (1) + one (1) optional year Host Agreement.

In all cases, the Host Agreement does not offer the Host Protection. A relegation to the lower division or a promotion to the upper division will give to the Host the right but not the obligation to terminate the contract, without any penalty.

For double Gender Events, Competition Formats option 1 or option 2 can be selected by the bidding Union. For single Gender Events, the option 3 only is to be considered in your bidding document.

** Rugby Europe being already under contract with Serbia for the 7's Men Conference 1, in 2020*



Official Event Names Rugby Europe 7's Trophy Series (Host City, Host Country Name)
Rugby Europe 7's Conference 1 (Host City, Host Country Name)
Rugby Europe 7's Conference 2 (Host City, Host Country Name)

Event dates: June 2020 - Weekend of 12-14 June or another weekend in agreement with RE, including first weekend of July
June 2021, 2022, 2023: Weekend to be mutually agreed by November 30th of the preceding year

Competition days 2 or 3 days according to the Competition format chosen

Categories One Men's Event and One Women's Event, or single Gender only

Age Category: Adult Rugby according to World Rugby Regulations

GENERAL DETAILS FOR OPTIONS WITH DOUBLE GENDER EVENTS

- 12 Men's Teams, 12 Women's Teams
- 2 half-time of 7 minutes each per match
- 3 Pools of 4 played in Round Robin then Knock-out Phase

Competition Formats **OPTION 1**

- Competition played on **2 RUGBY PITCHES** and **2 DAYS**
- Round Robin system then Quarter-Finals, Semi-Finals and Finals. Classification Matches for eliminated teams
- 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

GENERAL DETAILS FOR SINGLE GENDER EVENTS – OPTION 3

- 12 Men's or Women's Teams (6 Men's Teams for Conference 2 Men)
 - 2 half-time of 7 minutes each per match
 - 3 Pools of 4 played in Round Robin then Knock-out Phase
 - Competition played on **1 RUGBY PITCH** and **2 DAYS**
 - Round Robin system then Quarter-Finals, Semi-Finals and Finals. Classification matches for eliminated teams
 - 6 Matches per team guaranteed
-

Number of Rugby Europe Officials

Double Gender Event

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

Single Gender Event

1 Tournament Director, 1 Referee Manager, 6 Referees, 1 Citing Commissioner, 1- 4 Staff (to be confirmed)

Number of Athletes

Double Gender Event

Approximatively 288 Athletes

Single Gender Event

Approximatively 144 Athletes (72 for Conference 2 Men)

Number of Delegation Members

Double Gender Event

Minimum 72 Team Delegation Members

Single Gender Event

Minimum 36 Team Delegation Members (18 for Conference 2 Men)



Benefits of hosting Rugby Europe 7's Trophy Series or Conference

- *Hosting Rugby Europe 7's events 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, the event 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 Trophy Series or Conference 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 2'000 to 10'000, 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 and n°3

- *One main stadium with a seating capacity from 2'000 to 10'000, 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 (up to 24 teams in total for double gender events, 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) (optional) and scoreboard (mandatory)*
- *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 55 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 80 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 use 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 1st competition day.*
- *Video-production from the local Host-Broadcaster (National or Local TV or Streaming company – 3 cameras minimum for Trophy / 2 for Conference).*
- *Live streaming for Rugbyeurope.TV and possible TV-partners (mutli-feed distribution possible)*
- *The cost of Video-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 .*



- *→ 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 a Rugby Europe 7's event 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

- *For the avoidance of doubt, RE confirms that there is no Hosting Fee associated to the bidding to any leg of the Trophy Series or to the Conference events.*

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

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
- Letter of Intent (LOI) should also be sent to the following email address: 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

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 during Event Dates
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
- Letter of interest

2. About the Host City and Country

- Host City selected
- Map of the City and Country provided
- Demographic information on the City and Country
- Description of the City's transportation system
- Records of hosting any international sporting event
- Host city form (RE-B01)
- Host city's letter of support
- Government's letter of support

3. National Federation

- Description of your experience hosting RE events
- Rugby 7's facts
- Previous Events form (RE-B02)

4. Competition Venue

- Capacity of the Stadium
- Playing and Perimeter area according to World Rugby Regulations
- Appropriate space for meeting rooms and offices
- Jumbo screen(s)
- Scoreboard
- Lunch Area
- Change rooms
- Anti-doping room and medical rooms
- Storage room
- IT-equipped press room and conference room, Mixed Zone
- Existing Camera Positions for TV
- 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 31st 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.