

***HSBC FEI World Cup™ Eventing 2009: Participation and Program of Event***

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**Participation and Program of Event**

**1. Participation**

Qualification and participation must be in accordance with the HSBC FEI World Cup™ Eventing Rules.

**2. Prize Money**

As per the HSBC FEI World Cup™ Eventing Rules, the Organizer must award a prize money of minimum CHF 41.000.- (forty-one thousand Swiss francs). An additional amount of USD 15.000,- (fifteen thousand US-Dollars) for the Event must be added by the Organizer (as per Article 4 of this agreement).

If other competitions are held within the framework of the Event, the prize money for the HSBC FEI World Cup™ Eventing must be the highest paid at the event, exceeding them by a minimum of 60%.

**3. Prize-Giving Ceremony**

The protocol for the prize-giving ceremony will be mutually agreed upon by the Parties and will take into account, in good faith, HSBC's remarks and comments. The Prize-giving ceremony must be approved by the FEI prior to the Event and an FEI and/or HSBC representative(s) shall be allowed to hand over prizes.

**3.1. General requirements**

- (i) The prize giving ceremony must take place immediately after the end of the Event;
- (ii) A person in charge of the prize-giving protocol should be appointed and it will be his/hers responsibility to ensure that prizes, medals, flowers, rosettes, sashes and any other items necessary for the ceremony are available. He/she will also be in charge to organize entrance of riders and VIPs;
- (iii) Information on the prize-giving protocol should be provided during the last riders briefing. Alternatively, it should be put in writing and distributed to all participants before the Event begins.

**3.2. Basic scenario**

- (i) The arena is totally cleared of all fences. However, if this should take too long, it will be arranged in such a way so that spectators and TV (if present) may have a good view;
- (ii) All riders who have completed the competition should be invited to take part in the prize-giving ceremony. Alternatively, the number of participants (first 3 (three), 5 (five), 10 (ten), 12 (twelve)) is fixed beforehand;

- (iii) The winner followed by riders placed 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, etc. come in on horse. The horse of the winner carries the HSBC FEI World Cup™ Eventing 2009 rug. The horses of the placed have the HSBC FEI World Cup™ Eventing 2009 rosettes on. The winning rider wears the HSBC FEI World Cup™ Eventing 2009 sash;
- (iv) HSBC shall have the right to provide a podium. In case HSBC does not exercise this right, the Organizer may provide such podium. If there is a podium, the first 3 (three) riders dismount and come up the podium. All others presented prizes mounted. If there is no podium, all riders are presented prizes mounted. The winner is placed in the middle surrounded by 2<sup>nd</sup> (on his/her right) and 3<sup>rd</sup> (on his/her left). Other riders are placed symmetrically around the winners. Horses are held behind the podium;
- (v) Prizes are handed out in reverse order of merit (3<sup>rd</sup>, 2<sup>nd</sup> and 1<sup>st</sup>). HSBC shall have the right to award the winner if requested.
- (vi) Flowers (in HSBC colours –white and red-) and other gifts (gifts by the sponsors, prize-money, cheques, etc.) are handed out;
- (vii) National anthem of the winner;
- (viii) Victory gallop, led by the winner. All leave the arena.

### **3.3. Remarks**

- (i) The arena speaker may be in the arena during the prize-giving ceremony to act as a Master of Ceremonies;
- (ii) To avoid stress and last minute issues, a staff member should be appointed to follow the riders in the paddock after the end of the competition and make sure:
  - a. The winning rider wear the HSBC FEI World Cup™ Eventing 2009 sash;
  - b. The winning horse carries the HSBC FEI World Cup™ Eventing 2009 rug before entering;
  - c. That all horses wear rosettes.
- (iii) The needs of photographs shall also be considered. A spot with good visibility (in front of the podium) should be chosen for them, but they should also be kept under order (rope-off) in order to avoid disturbing riders and horses. Ideally, someone from the press office should accompany them and make sure things go smoothly.

### **4. Speaker/commentator**

An official speaker/commentator will be arranged by the Organizer. The speaker/commentator of the Event shall mention HSBC FEI World Cup™ Eventing at least 6 (six) times each day of the Event. In order to further develop the uniformity and the notion of the HSBC FEI World Cup™ Eventing Series, the speaker shall integrate the text provided by FEI/HSBC and approved by the FEI as part of the commentary, if any.

### **5. Press Conference**

A press conference with the best 3 (three) riders and the best national rider – if not one of the above – is organized immediately after the prize-giving ceremony of the Event. Ideally, the riders are seated in the following order, from left to right: 2<sup>nd</sup>, 1<sup>st</sup>, 3<sup>rd</sup> and best national rider.

**We recommend that the following procedure be followed:**

- (i) The press conference should be held in the Press Centre, as defined in Media Requirements information. The location should be announced the previous day, along with the exact timing.
- (ii) The room should be prepared, i.e. arrange the chairs, make sure there is drinking water for the riders, etc. Any useful information (press kit, press releases, riders' biographies, etc.) should be made available.
- (iii) The HSBC FEI World Cup™ Eventing 2009 branded press conference backdrop shall be clearly visible.
- (iv) The riders should be informed well in advance (ideally before the beginning of the Jumping test) that the best 3 (three) are expected to take part in the press conference.
- (v) To avoid stress, 1 (one) person (press office staff or other) should be appointed to bring the riders to the press conference room immediately after the end of the prize-giving ceremony.
- (vi) At the beginning of the press conference, someone, e.g. the press officer, should very briefly explain the HSBC FEI World Cup™ Eventing and introduce the riders (current result, standings, qualification for the Final). The riders should be asked to say a few words. A question and answer session will follow.
- (vii) Translation should be provided.
- (viii) On request, individual interviews could be organized at the end of the press conference.
- (ix) Pictures at the end of the press conference are always welcome.

**6. Officials**

The President of the Ground Jury must be an International Judge and the Technical Delegate must be an FEI International Technical Delegate. Either the President or the Technical Delegate must be foreign.