



SESSION 4

FEI Championships Review



FEI Championship Review

1. Background

- Why this session?
- What kind of Championships will we be talking about?

2. Review of FEI Championships Requirements/Opportunities

3. Panel Discussion



Lots of FEI Championships!!

2024

Event	Allocation status	Application deadline	NF	Location	Approved date
JUMPING					
Longines FEI Jumping World Cup™ Final	ALLOCATED BM Nov 2019		KSA	Riyadh	16 -20 April
FEI WBFSH Jumping World Breeding Championship for Young Horses	ALLOCATED BM Jun 2022		BEL	Lanaken	18 - 22 September
FEI Jumping European Championship for Young Riders					15 - 21 July
FEI Jumping European Championship for Juniors					15 - 17 July
FEI Jumping European Championship for Children					15 - 17 July
FEI Jumping European Championship for Veterans					11 - 14 July
FEI Jumping European Championships for Ponies	ALLOCATED BM Jun 2022		BEL	Opglabbeek - Sentower Park	25 - 28 July
FEI Jumping Children's Classics Final	ALLOCATED BM Feb 2024		MEX	Rancho Salazar	12 - 17 November
FEI Jumping World Challenge Final	AVAILABLE TO BID	OPEN			
FEI Jumping Asian Championship for Juniors	AVAILABLE TO BID	OPEN			
FEI Jumping South American Championship for U25, Juniors, Pre-Juniors & Children	ALLOCATED BM Jun 2023		ECU	Quito	15-20 October

2024: 28!

Championships Cycle

4 Years

Senior World
Championships
(Olympic)

Some
Continental
Championships

2 Years

Senior World
Championships
(Non Olympic)

European
Championships
Senior

Annual

Youth
Championships

WBFSH/Young
Horses

FEI World Cup
Finals

Types of FEI Championships

- **“Minor”**

- Youth Championships
- Some Continental Champions
- Young Horses Championships



- **“Major”**

- FEI World Championships/WEG
- FEI European Championships (Senior)
- FEI World Cup Finals (LFJWC Final, DWC Final)



Minor v Major

	MINOR	MAJOR
Bid Process	✓	✓
FEI Board Allocation	✓	✓
Host Agreement b/w FEI, OC & NF	✓ (Light)	✓ (Detailed)
FEI HQ Involvement	Oversight role	Extensive

Bidding Models

Bid Process

The screenshot shows the FEI Bidding System interface for the year 2026. It features a table with columns for Event, Allocation status, Application deadline, NF, Location, Approved date, Bidders, Proposed date, and FEI allocation date. The table lists several events, including the FEI Jumping World Championship, Longines FEI Jumping World Cup™ Final, FEI WBFSN Jumping World Breeding Championship for Young Horses, FEI Jumping European Championship for Young Riders, FEI Jumping European Championship for Juniors, and FEI Jumping European Championship for Children. The allocation status for most events is 'ALLOCATED' or 'CLOSED'. The interface also includes a navigation bar at the top with years 2024, 2025, 2026, 2027, and 2028, and a 'Show Series & Championships' dropdown menu.

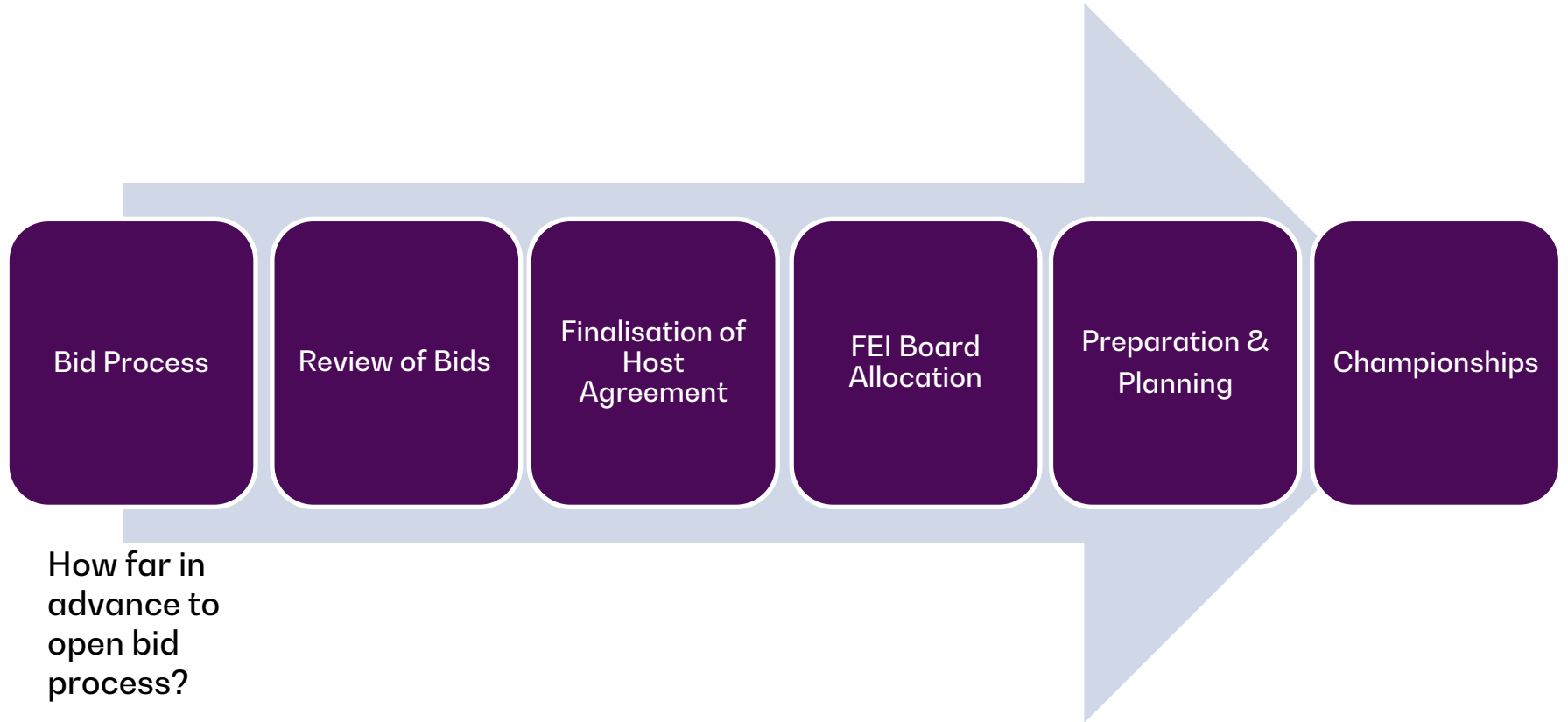
Event	Allocation status	Application deadline	NF	Location	Approved date	Bidders	Proposed date	FEI allocation date
FEI Jumping World Championship	ALLOCATED	BH Nov 2023	GER	Aachen	10 - 25 August			
Longines FEI Jumping World Cup™ Final	ALLOCATED	BH Jun 2022	USA	Fort Worth	8-12 April			
FEI WBFSN Jumping World Breeding Championship for Young Horses	ALLOCATED	BH Jun 2023	BEL	Leuze-en-Saule	TBD			
FEI Jumping European Championship for Young Riders	CLOSED							
FEI Jumping European Championship for Juniors	CLOSED							
FEI Jumping European Championship for Children	CLOSED							

or

Direct Dialogue



Process: Bid to Championship Delivery



Single Discipline

v

Multi Discipline

Pros

- Clear Focus
- Shorter
- Appeal to Core Fans in Country
- More flexibility re venue
- More potential bidders

Cons

- No Economies of Scale
- Gaps in Timetable
- NFs: multiple championships = more costs

Pros

- Economies of Scale (OC, FEI, NFs)
- More attention
- Full Schedule
- More likely to get public funding?

Cons

- Complexity
- Need expertise in all disciplines
- Infrastructure – large venue needed

FEI HQ Role in Championships



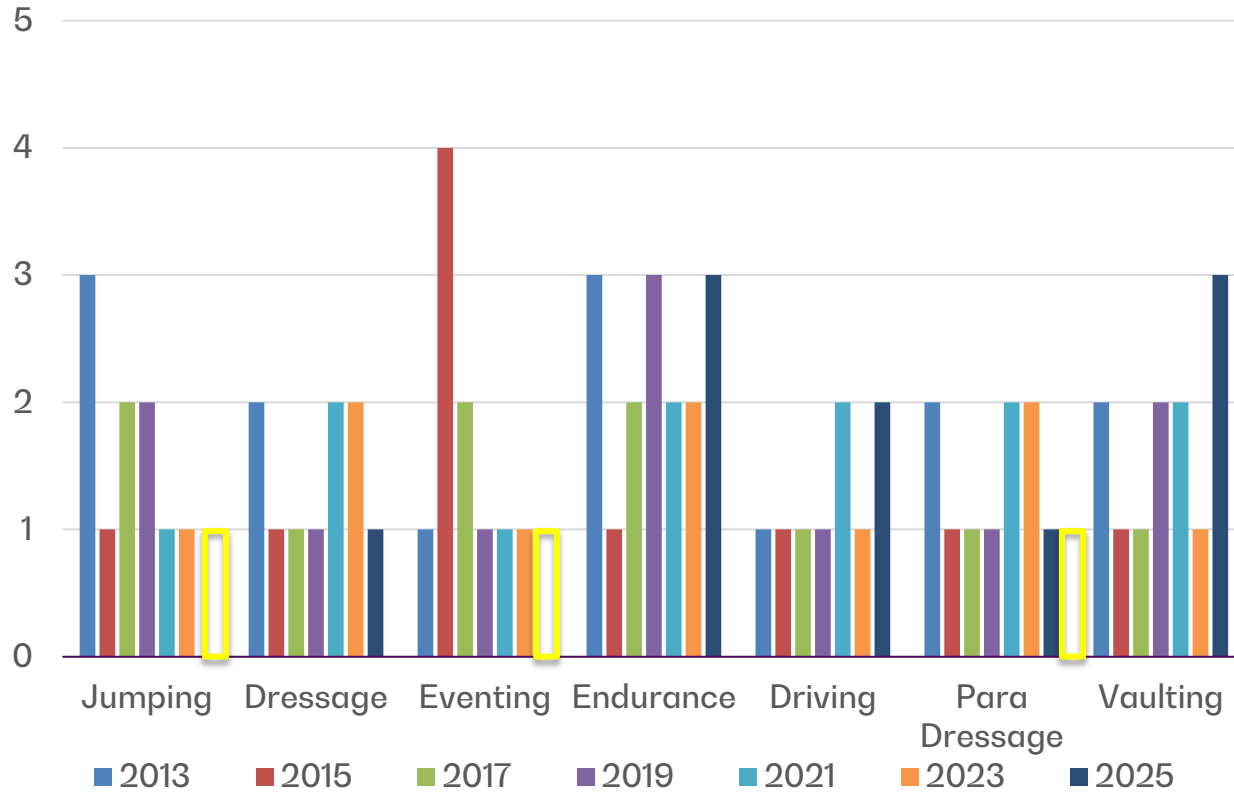
- FEI Primary Point of Contact for Planning
- Area Specific Support
- On site: OC – FEI Daily Meeting
- Transfer of Knowledge

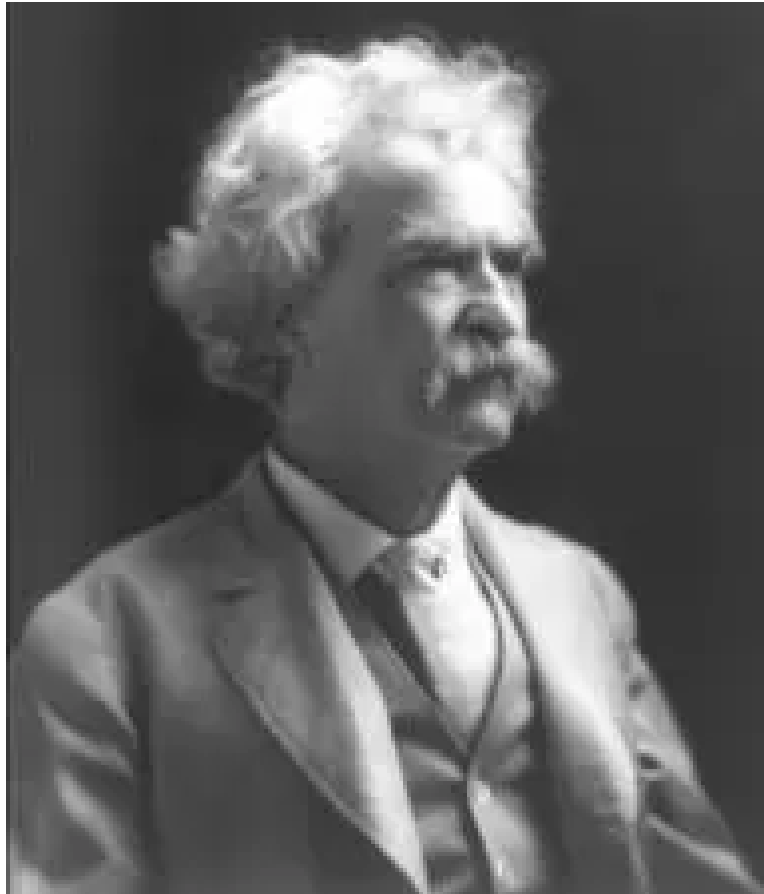
Role of National Federations

- All bids must have support of NF
 - NF is a signatory to the Host Agreement
- To what extent are NFs involved in the bid?
 - Passive/Active? Liaising with public authorities for funding?
- What is the role of NFs in relation to the financial aspects of the bid?
 - Additional Levy/Fee?
- What is the role of the NF in planning/preparation?

Is there a problem?

Bids Received: FEI European Championships





“There are
three
kinds of
lies: lies,
damn lies,
and
statistics.”
~ Mark Twain

Perception vs. Reality



Requirements

Hosting Fee

	EU CH	World Championships	WC Final
Jumping:	\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$
Dressage:	\$\$\$\$	\$\$\$\$	\$\$
Eventing:	\$\$	\$\$	
Driving:	\$	\$	0
Endurance:	0	\$\$	
Para Dressage:	0	\$	
Vaulting:	0	\$	0

Prize Money*

	EU CH	World Championships	WC Final
Jumping:	CHF 500,000	CHF 1,000,000	EUR 1,300,000
Dressage:	CHF 100,000	CHF 350,000	EUR 300,000
Eventing:	CHF 100,000	CHF 300,000	
Driving:	CHF 30,000	CHF 175,000	EUR 29,500
Endurance:	CHF 10,000	CHF 55,000	
Para Dressage:	CHF 0	CHF 50,000	
Vaulting:	CHF 0	CHF 25,000	EUR 8,000

*Minimum Amounts

Officials

- Travel, Accommodation, Meals, Per Diem: OC Responsibility

No. of Judges	EU CH	World Championships	WC Final
Jumping:	4	7	5
Dressage:	8 + 3 JSP	8 + 3 JSP	8 + 3 JSP
Eventing:	3 + 1 Jumping Judge	3 + 1 Jumping Judge	
Driving:	5	5	3
Endurance:	7	13	
Para Dressage:	6	8	
Vaulting:	8 (+ on site reserve)	8 (+ on site reserve)	3

- Discussions about reviewing number of Officials required

Athletes and NF Delegation

- **OC responsible** for accommodation & meals of Athletes, Chef de Mission/Equipe, Team Vet, Grooms*
- **Grooms:** More flexibility for OCs to propose Grooms' accommodation may include the use of own lorries on-site provided that the ancillary facilities are of an appropriate standard (showers, WiFi, toilets)
- **Para Dressage:** 2023 Rule Change – OC also responsible accommodation and meal expenses for 1 support personnel for NFs bringing Individual Athletes and 2 support personnel for NFs bringing a Team.
- **Eventing:** For Continental Championships, OC has the option to charge an entry fee and provide Athletes & NF Delegation with accommodation, food etc OR waive the entry fee and Athletes/NF delegation are responsible for their accommodation & food expenses

FEI Delegation & Pre Visit

- OC responsible for accommodation & meals of **FEI Delegation** (usually capped at 10 pax for single discipline Championship).
 - Additional FEI Representatives at FEI own cost
 - FEI covers all travel costs
- **Pre Visit** (case by case basis if necessary)

OC responsible for cost of travel & accommodation & food of at least 1 pre-visit of key FEI Representatives (max 8 persons) + key FEI Officials (e.g., Technical Delegate (s), Vet Delegate (s)) + pre visit of HB and Timing Provider

Host Broadcaster

- OC responsible for cost of appointing Host Broadcaster; FEI retains broadcast rights.
- On a case by case basis, domestic rights can be granted to OC.



Sport Specific Requirements



- Infrastructure Requirements
- Timetable Constraints

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Opportunities

FEI (Longines) Financial Contribution

	EU CH	World Championships*	WC Final*
Jumping:	No automatic financial contribution	Significant financial contribution.	Significant financial contribution
Dressage:			Nil
Eventing:	<i>Longines has right of first refusal to acquire sponsorship rights</i>	Varies per discipline	
Driving:			Nil
Endurance:			
Para Dressage:			
Vaulting:			Nil

Potential for Sponsorship Income

EU CH	All sponsorship rights with the OC (subject to Longines Right of First Refusal)
World Championships	Longines is Official Timekeeper, Brand Sector exclusivity. OC can appoint a Title Sponsor for Championships and/or Discipline/Competition Sponsors
WC Finals	Jumping: Title Sponsorship reserved for Longines Dressage, Vaulting , Driving: FEI reserves right to appoint a Title Sponsor (+ financial contribution). OC can appoint a Presenting Sponsor

Entry Fees

	EU CH 2023	World Championships 2022	WC Final 2023
Jumping:	€750 per horse + VAT	€1000 per Horse + VAT	US\$300 per Horse
Dressage:	€1000 per Horse + VAT	€1000 per Horse + VAT	US\$300 per Horse
Eventing:	€750 per Horse + VAT	€850 per Horse + VAT	
Driving:	€1350 (for 4 in hand, not per horse)	€1250 (for all horses, not per Horse + VAT)	€500 per turnout
Endurance:	€1050	EUR 0	
Para Dressage:	€1000 per Horse + VAT	€1000 per Horse + VAT	
Vaulting:		Squad: €1000 per squad + VAT Pas-de-deux: €600 € per pas-de-deux + VAT Individual: €500 per individual + VAT Reserved Horses €700 € per Horse + VAT	US\$ 0

Other Income Opportunities

- Public Subsidies
 - Government Grants
 - Support from City/Region
 - Tourism Authority Investment
- Ticketing
- Corporate Hospitality
- Food & Beverage
- Village/Trade Show



What has Changed?

- Requirements?
- General Costs?
- SLO Concerns?
- Becoming too difficult to plan?
- Too many other Events?



FEI™ SPORTS FORUM

Panel Discussion



Ralph Straus

FEI Director
Commercial



Simone Perillo

ITA NF
Secretary General



Michael Stone

President Wellington
International



Casper Cassøe
Krüth

FEI World & European
Championships,
Herning



Nayla Stoessel

EEF
Board Member



Moderator

Tim Hadaway

FEI Director
Games Operations

Discussion in five parts....

- Championships – why are they important & are formats optimal?
- What drives interest in hosting Championships?
- Additional requirements & costs
- Commercial aspects & income drivers
- Bid process – encouraging or discouraging?

Championships – why are they important & are formats optimal?

“The competition has become boring. Too long and too repetitive. Make it exciting again”

“The FEI should ensure that competition formats are as engaging as possible, through the elimination of non-essential compulsory elements and reduction of session length”

“Dressage programme results in no competition on Saturday, a key day for ticketing and hospitality – therefore case for combining Dressage with Jumping to fill the Saturday, making the week generally more commercially appealing”

“It is the big display of our sport to the world, particularly to people from outside the sport. But if you have too many highlights a year (LLN, WC, GCTs, 5*s), with lots of prize money, then from rider’s point of view, what is the point of the Championship?”

“Riesenbeck situation raises questions regarding Dressage / Para Dressage – unviable even though at permanent venue with excellent established infrastructure, in Germany, home of dressage, strong existing commercial relationships/backing and established fan base”

“There is no incentive and interest to run a European Championship immediately after the Olympic Games, there is a different value between the two EU-CH.”

What drives interest in hosting Championships?

“GB has a very established sporting calendar across sports and for equestrian as well. So, a new one-time special event does not really register in people’s thoughts. And this makes the commercial model quite challenging.”

“I think hosting a European Championship is economically a huge challenge for a private and a family business such as ours. It is a big budget for a small OC with not so many sponsors, so basically, we find a risk in this initiative.”

“What encourages us the most to organise the European Championships would be to have a competition of this level. The riders have asked us many times to organise it in our facilities so we thought it was a good idea to bid”

“It is about boosting visits and spending in the city, the visitor economic impact was 12m”

Additional requirements & costs

"FEI's requirements have remained more or less the same since 2013, but the costs of organisation have risen substantially."

"In splitting up WEG, FEI still asked for same conditions/service levels across all disciplines despite this not being aligned with income potential relating to each discipline or expectations/norms of each discipline"

"It would be nice to have a discussion around accommodation, transport etc and whether some of these costs should be spread across the NFs."

"You do not see the difference in some requirements between the must haves and the nice to haves. And these cost money."

"The (broadcast) requirements on the Para Dressage are too big, they could do with fewer cameras. Currently the cost to produce Para is the same as Dressage. We need more flexibility in requirements."

Commercial aspects & income drivers

“The control of commercial rights by the FEI has limited the OC’s ability to explore mutually beneficial partnerships and sponsorships independently. This constraint affects the financial sustainability and growth potential for the OC.”

“Revenue potential for disciplines can depend on location, therefore aim to allocate discipline WCH where the discipline has a strong established following, supporters, sponsors etc.”

“FEI Branding makes everything looks the same. The uniqueness / visibility for the city/OC is not there....you only see FEI.”

“Dressage and Jumping work well together the same week (also at times on the same day(s), with VIP tables split between disciplines’ timings.”

Bid process – encouraging or discouraging?

“We need to look at pre-bid process differently, perhaps on a case-by-case basis, working together with potential organisers.”

“There is a need for a more collaborative approach, more strategic, more open and more flexible approach”

“The bid Guide has very useful information for hosting a Championship in all equestrian disciplines, but there are a lot of demands on the bid process that might scare any OC.”

“We should look at working together on a medium to long term basis with targeted opportunities (i.e. OCs). Fairness questions is still open. We need a long term approach. Interest in 2027 but the bidding is still not open...it should be...its only 3 years left.”

“The FEI should have a global map, complete with sport and impact analysis to determine where all the different Championships should be, in the next for e.g. 10 years.”