

CEV EuroBeachVolley



Candidature Application Guideline



Facts and Figures EuroBeachVolley 2024

Sold out venues for 3 days
with a cumulative audience of
more than



+30K people

No of Online media mentions
5,660 mentions



Online Media Reach
3.4 Billion

Social Media no of mentions
4,116 mentions

Social Media Reach
383.5 Million

Online Media Advertising
Value



€160.4 Million

TV Media Reach in
24 markets



International Viewers
8.8 Million

+2,000 Views
of Men & Women
Finals on Eurovolley TV



497 hours
of international streaming



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General Information



This Candidature Application Guidelines aims to serve as a framework to all National Federations and their collaborating partners who are interested in bidding to host the most prestigious European Beach Volleyball tournament and to guide them through the various steps of an application.

Joint ventures including multiple cities or even countries are welcomed as they allow a wider reach for the promotion of Beach Volleyball within one country or more and overall in Europe.

The following criteria will be considered favorable in the process of evaluation of the applications:

1. Unique and special candidatures that will allow further development of our sport in Europe.
2. Long- term commitments to organise Beach Volleyball events.
3. Prior organising experience.
4. Level of completion in regards to the expectations set in this document will also be one of the evaluating factors.
5. Explaining the add-on of your candidature to increase the level of the CEV competition
6. Concrete plans and actions exceeding the requirements of the CEV Beach Volleyball Competitions Regulations.



The appointment process

Appointment of the Organiser

4 Basic Steps

1



2



3



4



Step 1 – Application

The appointment of the Organiser is based on a bidding process. Any application shall be presented in English as follows:

- According to the structure set below by the CEV,
- Answers to questions shall be factual, accurate and precise.

The Application needs to be supported by the [CEV BV-A Beach Volleyball Competition Application Form](#) and requires to obtain authorizations and guarantees from third parties.

Each Applicant shall appoint one individual as main contact for the CEV, during the entire process.

Any persons involved in the process shall act in accordance with the principles mentioned in the CEV Regulatory Framework.

The submission of the Application is an acceptance to comply with the CEV requirements and regulations for the organisation of the CEV competition.

Requests for additional assistance regarding the Application can be addressed to beach@cev.eu and events@cev.eu.

Step 2 – Evaluation

The CEV evaluates the applications based on the documentation provided, as well as the experience with previous organisations in the respective country and host city/cities.

The CEV may invite a Candidate during the process to present its Application before the CEV bodies.

The CEV may also inspect the sites proposed for the CEV competition.

Step 3 : Award

The CEV appoints the Organiser at the end of the evaluation process.

If appointed by the CEV, the Candidate will automatically become the Organiser of the CEV competition.

Public announcement of the appointed Organisers will be made together with the CEV at a mutually agreed time.

Step 4 – Execution

The Organiser and the CEV work together throughout the implementation process in order to deliver a great and remarkable event for all involved stakeholders.

The CEV competition will be prepared following various site visits, meetings, and further cooperation, including timetable of actions to follow, and a master-plan for the event delivery that will be agreed with the Organiser(s).

The Applicant and required Information

Expectations, Questions,
Documents (E-Q-D)



Application requirements

The present part aims to support each Candidate to identify key organising aspects by asking important questions, which should be considered before submitting the Application.

Furthermore, it aims to provide the CEV with the information necessary to properly evaluate each Application and appoint the Organiser.

The present part does not aim to repeat the requirements of the CEV competition, which are mentioned in the CEV Beach Volleyball Competitions Regulations and Guidelines, but to define how these need to be planned and applied.

The following symbols are used in this part:

E means “**expectations** from the CEV”

Q means “**questions** to be answered”

D means “**documents** to be provided”



Chapter 1

The Organiser

With this chapter, we would like to know more about you and your partners.

Concept

- Present a clear vision and objectives.
- Outline the sportive, social and economic parameters related to your Application.
- Provide a brief explanation about how you intend to use the event to further develop the sport in your country as well as how it could contribute to the promotion of the image of Eurobeachvolley across Europe.
- ▣ A summary statement (vision, legacy, objectives, challenges and opportunities, etc.).

Support

- Binding support from the Host city/cities, other institutions and partners on national, regional and local level, and sponsors involved in your Application.
- Ⓞ How will the public authorities, private sector and local communities support the organisation of the CEV competition?
- Ⓞ How do you plan to ensure continuous support from the local authorities in the preparation and delivery of the event?
- ▣ Letters of support with one or more of the following information:
 - a. Political support,
 - b. Financial support,
 - c. Human resources support,
 - d. Equipment / infrastructural support.

Finance

- ☑ Have you considered all the potential expenses related to the organisation of the CEV competition?
- ☑ Have you established the budget based on previous event experience, mainly of the CEV competitions?
- ☑ Have you foreseen a percentage of the budget for unforeseen events?
- ☐ A draft budget covering the entire organisation including all anticipated expenses and income (respective templates can be requested directly by CEV).

Management Team & Workforce

- ☑ An experienced, structured, complete and skilled management team is essential for the proper event delivery.
- ☑ Do you use the services of external companies? If yes, for which areas?
- ☐ The crucial roles that have to be specified in the Application are:
 - a. The Tournament Director and
 - b. The NF Delegate.

Upon confirmation of the application, the applicant needs to provide an event organisational chart with names, titles, functions and hierarchy including the following functional areas:

- a. Communication & Media,
- b. Administration,
- c. Competition,
- d. Finance,
- e. Accommodation and Catering,
- f. Technical and Infrastructure.
- g. Marketing & Promotion.

English will be the official working language, therefore the Organiser must appoint personnel with an excellent command of English.

Chapter 2

The Competition

With this chapter, we would like to know more about the staging of the CEV competition but also be informed about some sports related parameters.

Host city/cities

- Host city/cities with enough resources to support the CEV competition.
- Commitment of Host City/cities to ensure city branding covering most meaningful areas.
- What are the opportunities and challenges of the infrastructures of the Host city/cities?
- How do you plan to involve the Host city/cities in city branding?
- Host city/cities guarantee for city branding.
- A brief description (including photos and videos) of the Host city/cities.

Venue(s)

- Centre court with min. capacity of 2,500 seats including designated covered seating for VIPs, players and official delegation members, CEV Officials and Media. In case of multiple host cities 1 center court per city.
- At least 3 side courts with min. capacity of total 500 seats plus one warm up court per gender. In case of multiple venues these requirements need to be adjusted accordingly.
- Is there a major, historic or iconic venue/location that the CEV competition is planned to be staged?
- Are you planning to play late evening / night matches using flood lights?

- ▣ A City map indicating the Competition venue(s) localization with regard to pre-selected hotels.
- ▣ Other information about the Competition venue(s), such as in scale venue layout, history of other major sports events or competitions hosted
- ▣ A guarantee from the owner of the area that the venue(s) will be deployed concerning its exclusive use from 3 days before to 1 day after the CEV competition; as well as the exclusive grant of all rights concerning advertisement and promotion.
- ▣ Draft of competition schedule (including number of days and number of courts).
- ▣ Photos of the Competition venue(s) if used in the past for other sporting or cultural activities.
- ▣ In case of evening and night matches, a lighting system of minimum 1500 lux should be installed for minimum the center court, 1 warm-up court, the tribunes, the athletes and LOC area and the mixed zone.



Chapter 3

Services

With this chapter, we would like to know the services offered to teams, delegation members, officials and other accredited people and fans.

Accommodation

- Accommodation solutions meeting the requirements in terms of location, hotel quality, room categories, numbers, and respective services according to the CEV Regulations and Guidelines for team delegations, CEV Officials, CEV Event delivery team and VIP guests.
- Catering flexibility according to the competition timetable.
- Have you taken into consideration that additional team members may request accommodation packages?
- A list of available hotels for teams, CEV Officials and the CEV Event Delivery team with details (kind of rooms, contact details, services, etc.), taking into consideration distance and travel time to the venue(s).

Transportation

- Airport for arrivals and departures with frequent international flights. The Organiser will provide and manage the international transportation for the CEV Officials, neutral and challenge referees and the CEV Event Delivery team.
- Organisation of the transport from the airport to hotels and from hotels to the Competition venues for team delegations, officials, VIPs, CEV Officials and CEV Event Delivery team, according to the competition schedule and duties of people concerned as per the CEV regulations.
- Information about the airport (name, website, location, etc.).
- A public transport concept for fans (how to reach the venue, etc.).

Visa

- If required, support a procedure to obtain visas.

Accreditation & Security

- Apply security measures to ensure a safe environment to all accredited people in the venue, the broadcasting compound and at the Officials hotel.
- Use the CEV Accreditation System and the CEV Accreditation Zoning Plan.
- Develop a zoning plan considering access control for accredited and not accredited people and monitor access to the courts as well as other zones defined in the Venue.
- Develop a security action plan.
- Ⓞ Have you contacted the respective authorities in your country/city to discuss and ensure the necessary security measures?
- Ⓞ Are there any national laws in place regarding security measures applicable to this event?
- Ⓞ Are there any special actions needed to ensure the safety of all participants?

Medical and anti-doping requirements

- Delivery of necessary qualified personnel to deliver the medical services in the venue(s) in line with the CEV Beach Volleyball Regulations and Guidelines.
- Ensuring first aid facilities are available in the Venue for players and spectators, according to the CEV Beach Volleyball regulations.
- Having an ambulance at the competition Venue is highly recommended. Should the national legislation not allow for this, an ambulance should be available in less than 10 minutes.
- CEV ensures the collaboration with a WADA Accredited Laboratory and its services. The Organiser will only need to ensure the necessary facilities and support the specialized personnel on site, under the guidelines of the CEV Medical Delegate.

Chapter 4

Event Promotion

With this chapter, we would like to know how you would promote the organisation of the event within your country, region and Host City/cities as well as across Europe and make of this event a great experience.

Promotion and media

- The Organiser shall present the list of promotional activities consider for the competition.
- Deliver of a comprehensive national and regional event promotional plan, from target audience identification to storytelling, marketing channels and results tracking
- Appoint a person in charge of promotional activities who will cooperate closely with the CEV to prepare and deliver a detailed plan, ensuring the best possible promotion of the event in their city and country.
- Develop a ticketing strategy with progressive pricing, adapting to different stages of the competition and/or number of sessions per day etc.
- Ⓞ How are you planning to promote the event online (social media, other campaigns etc.)?
- Ⓞ What are the most popular marketing channels in your market?
- A promotional plan overview with the list of planned activities and a tentative timeline.

Sponsorship & marketing plan

- Present the marketing concept and pricing for the CEV competition.
- Develop a draft marketing plan including targets, strategies and financial terms.
- Ⓞ Have you considered your marketing policy? Who are your potential sponsors and supporters?

- ⓐ What ticketing sales strategies and programs would you wish to implement (points of sales, pricing, time frame)?
- ⓓ A description of the marketing structure and deliverables between the different sponsors, suppliers and partners.
- ⓓ An overview of the ticketing policy considered

Entertainment

- ⓔ Culturally rich program of side events, ceremonies and other entertainment providing an added value.
- ⓔ Creation of opportunities to increase engagement with the CEV competition.
- ⓐ Are you aiming to use the services of a third company? If yes, have you already identified this company?
- ⓐ What are the fans expecting from the Beach Volleyball Experience?
- ⓓ An outline for sport presentation, with a focus on court entertainment and technology usage (Giant screen, leds, speed / fan cams etc.) before, during, and after the match and between matches and sets aiming for spectator's involvement (dj and moderators, dancers, cheerleaders, performance acts, etc.).

Host Broadcasting

- ⓔ The CEV Sport Media Agency (by itself or by third parties on its behalf) is responsible for the world feed signal production of the CEV EuroBeachVolley event.
- ⓔ The world feed signal production covers sixteen matches across genders from quarter-finals to the final and third place match.
- ⓔ Production of additional matches of the tournament before the quarter finals stage and the respective broadcasting requirements and media rights need to be discussed with the CEV, the CEV Sport Media Agency and the Organiser.
- ⓔ Close cooperation with the CEV, CEV Sport Media Agency and the appointed host broadcaster prior and during the event to ensure the correct delivery of the international TV signal and the fulfillment of all broadcasting standards.
- ⓓ Delivery of detailed venue blueprints for the camera plan, platforms and broadcasting compound installation.
- ⓓ Plan for production and broadcasting and/or streaming of additional matches (number of matches, which court and streaming platforms used)

Chapter 5

Impact

With this chapter, we would like to know the planned effects of the event in regard of legacy and sustainability but also the way to measure the event impact in the local economy.

Legacy

- A long-lasting and creative heritage supporting the development of all forms of Volleyball in the region.
- ⓐ How can the staging of the CEV competition help the national and regional Volleyball institutions to further develop Beach Volleyball?
- ⓐ What kind of direct social benefits can it bring to the Community?
- A development activities plan (timeframe, targeted population, investment, goals, etc.).

Sustainability

- A “green” CEV competition, which helps saving costs and increases the positive perception of the event.
- ⓐ What are your plans and potential obligations concerning environmental protection?
- ⓐ How do you plan to involve green companies and non-governmental organisation as partners of the event?
- An organisation environmental plan (initiatives, energy consumption, re-use of materials, waste management, water and paper use reduction, transportation, etc.).

Monitoring of success

- An independent, objective and accurate evaluation system of the fulfilment of the objectives set prior to the Applicant is a crucial success factor towards the event partners.
- Have you considered measuring the effect to the local economy and the effect to the public's perception and feelings?
- Delivery of a post event report, including impacts, revenue generated etc.



Chapter 6

Specific organising conditions

The detailed terms and conditions for the organisation of the CEV competition are listed in the CEV Beach Volleyball Competitions Regulations and the CEV Beach Volleyball.

In addition the following parameters that will be detailed in the Event Handbook apply for the hosting of the event:

Competition title:

“CEV EuroBeachVolley 202X”, *(including the year of hosting)*

Bidding Amount:

Please submit your application indicating in the Commitment text that you will find in this document a bid amount no less than 300,000 Euros as part of your application. Instalment schedule of the bid amount to be detailed in the Organiser Agreement.

Figures:

- Min. 5 days of competition.
- 32 teams per gender.
- Up to 2 team delegation members per gender (no obligation for board and lodging).

Competition System:

- Pool play or modified pool play format (subject to Organiser’s proposal).

Media rights:

All media rights worldwide in relation to the event are exclusively managed by the CEV Sport Media Agency on behalf of CEV.

Notwithstanding the above, CEV will make available to the Organiser carve-outs for promotional purposes on its official digital and social media platforms.

Betting rights (data & streaming):

All betting data and streaming rights worldwide in relation to the event are exclusively managed by the CEV and its appointed agency.

Offered rights

Intellectual Property:

Non-exclusive right to use and exploit the CEV identification markers and CEV competition identification markers on event promotion. Prior approval of the CEV required.

For the avoidance of doubt, all merchandising rights related to the CEV EuroBeachVolley are reserved by CEV.

Naming:

- Exclusive rights to use and exploit a Presenting sponsor in the competition title for national promotion using this form:
“CEV EuroBeachVolley (year)” presented by “Presenting sponsor”.
- Exclusive right to use and exploit titles including the terms “national” or “local” together with “sponsor”, “partner” or “supplier” and “host city” for national promotion.

The detailed breakdown and visibility of these packages will be detailed in the event Handbook and shall not exceed the visibility of the Title sponsor in the advertisement means listed below.

For the avoidance of doubt, CEV retains the rights for the Title sponsorship package. The Organiser may present an offer to the CEV to acquire the Title sponsorship package such offer is subject to the CEV approval.

Advertisement:

Exclusive right to use and exploit the following Advertising spaces:

- 70 % on a dynamic advertising system - LED system - on the first row, according to the total rotating sequence, content, sequences and timing confirmed by the CEV on all center courts.
- 70 % of the advertising space on the second row and 100% on the third row.
- 70 % of the advertising space on side courts.
- 70 % of the advertising space on backdrops.
- 70% of advertising space in sponsors flags around the field of play (excluding the country flags that need to be placed as per CEV branding Guidelines).

CEV Protected categories:

- Airlines.
- Banking.
- Betting and Gambling Services.
- Body and Healthcare Products.
- Courier services and Logistics.
- Sports Equipment - Beachvolleyball Balls.
- Sportswear.

Uniforms:

- CEV holds and reserves the right for the advertisement on the front side of the players’ uniform for the Title sponsor.
- Organiser has the right to display its “presenting” partner on the back side of the players’ uniform following the predefined position and size that will be detailed in the Event Handbook.
- The Organiser is granted the right to display the “presenting” partner together with the Title sponsor on other individuals clothing equipment (workforce, the CEV Officials and Event Delivery Team, Match Officials) proportionally and as will be detailed in the Event Handbook.

Others:

Exclusive right to get incomes from ticketing, VIP and hospitality, Host city partnership and fan zone.

Additional income revenues from the following areas:

- From a commercial village in the Competition venue and any promotional stands.
- Through the event promotional campaign.
- Entertainment and side events (in and outside the Competition venue).

CEV retains the right to also exploit commercially any of above-mentioned areas.

Obligation

To organise the CEV competition according to the CEV Beach Volleyball Competitions Regulations and Guidelines, the Event Handbook, the Official Beach Volleyball Rules and relevant provisions of the FIVB Sports Regulations, FIVB Medical and Anti-doping Regulations and CEV Regulatory Framework applying mutatis mutandis to the CEV EuroBeachVolley.

To comply with the rules, process and deadlines stated in the Application guidelines. The lack of compliance with the latter may lead to a denial of the Application, submission or request.

To organise a Drawing of Lots event, in line with the respective CEV guidelines in terms of space, equipment, personnel and broadcasting.

To provide the following:

- a. All necessary facilities and organisational areas for athletes, official delegation members, CEV Officials, CEV Event Delivery Team and VIPs, as detailed in the Event Handbook.
- b. Accommodation and local transportation for the participating team (32 twin rooms per gender), as per the CEV Beach Volleyball Regulations and Guidelines. The following requirements shall be taken into consideration to ensure the best suitable accommodation: Quality - Location -Room categories - services
- c. Accommodation, international and local transportation plus per diem for the appointed CEV Officials (up to 5 persons), neutral and challenge referees (up to 12 persons), and the CEV Event Delivery Team (up to 8 persons). In case of multiple venues the above numbers need to be adjusted.
- d. Accommodation and local transportation for the CEV Sport Media Agency (up to 6 rooms) and the CEV protocol attendees (up to 5 rooms).
- e. All the technical equipment needed for courts with TV production and in line with the technical specifications that will be detailed in the Event Handbook, including the led perimeter minimum for the 1st row and minimum 1 videoboard/giant screen,.
- f. Match technology and human resources for the following competition areas:
 - Running the VIS competition management software
 - Video challenge system for all World Feed produced matches, minimum from quarter-final onwards.
 - Referees Communication system for the center court as a minimum.
 - Appropriate hardware for data collection with CEV e-Scoresheet and CEV match statistics applications, software to be provided by CEV.
 - Hardware for match video recording and upload to the CEV Video sharing platform for match analysis purposes platform to be provided by CEV.

- g. All the graphical elements and files for Sport Presentation and Spectator Interaction needs, in line with the Event Handbook.
- h. Fifty (50) tickets with access to the VIP area and stands with all benefits related to the highest VIP status and Thirty (30) tickets with general admission access per match free of charge for the CEV and CEV partners, plus athletes family & friends tickets.
- i. In case of late evening night matches, match lights of minimum 1500 lux for the interested court and stage lights for the court and the tribunes, plus lights for warm-up court and the mixed zone.
- j. Uniforms for all participating athletes and the appointed CEV Officials as per the CEV Regulations and Guidelines.
- k. Equipment, material and personnel for the awarding ceremony such as podiums, backdrops, table and trays.

To minimum produce and use the following print and digital material as per the CEV Brand Guidelines:

- Digital media promotion.
- Host city dressing and branding.
- Stadium entrance.
- Venue cladding.
- Referee chair.
- Nets and Net posts padding.
- Mixed zone.
- Venue signage.
- Competition bracket / results billboard.
- Scoreboards for side courts.
- Branded VIP area.
- Accreditation cards and event branded lanyards.
- Podium and backdrop for the awarding ceremony.

Any additional print and digital material should be produced after consultation with the CEV and in line with the branding principles.

All promotion material has to be produced in English or English and local language.

To provide the CEV Sport Media Agency with the following host broadcasting facilities:

- a. Necessary camera platforms and scaffoldings defined by the CEV Sport Media Agency and the appointed host broadcaster to ensure a professional sport broadcast of the event.
- b. Up to three (3) commentary positions for each world feed produced matches. Each commentary position shall be equipped with two (2) or three (3) seats, one (1) table, electricity sockets, internet connection and telephone lines (for the avoidance of doubt, the Organiser is to provide technical assistance only in relation to telephone lines to be booked and paid for by the broadcasters).
- c. Provided that it is not provisioned by the appointed Host Broadcaster, sufficient and uninterrupted supply of electricity including a Twin-Pack Power Generator 100 + 100 KW fully redundant power plant (i.e. two (2) power generators always working at the same time with one (1) functioning as emergency back up to the first one).
- d. An office for the entire duration of the CEV Competition located in the vicinity of the CEV's Office, fully furnished and equipped with broadband and one (1) HD TV monitor with the competition signal.
- e. Access to the relevant competition information, data and statistics generated by the CEV applications.

To bear the costs related to the granted rights and obligations to be fulfilled.

CEV centralized ticketing platform:

In order to optimize the sales and marketing processes, CEV may offer the collaboration of a CEV Ticketing Partner through which all available tickets of the Event may be managed and sold. This includes not only public ticketing but also all other ticket contingents such as VIP, Commercial partners' tickets, complementary tickets, etc.

In case the CEV Ticketing Partner is used, CEV confirms the right for the ticketing income to the Organiser (after coverage of the system fees and with the exception of the pre-defined tickets for the CEV).

By usage of the system, the Organiser will be supported by a European campaign promoting the Event using promotional channels of the CEV Ticketing Partner. Furthermore, the CEV will support the Organiser with the set-up of the ticketing system and its implementation for this event.

In case the Organiser uses a different Ticketing Partner, this partner needs to provide a centralized ticketing system that includes online sales in English and in the local language. The Organiser ensures the implementation of this system for delivery of the ticketing strategy.

The seating maps creating as well as the ticketing strategy and start of the sales will be coordinated among the CEV, the Ticketing partner and the Organiser.

The Organiser shall share with CEV the customer and ticketing data of the EuroBeachVolley ticket holders.

The Organiser is allowed to collect personal user data for the CEV Competition in relation to digital media, including but not limited to us a user database created for any online sales of tickets or other spectator registration systems.

Other event rights

Any granted rights are not related to the following sectors and/or categories: alcohol (spirit), tobacco and pornography.

The CEV is the exclusive owner of the author's right and related rights for each, any and all literary or artistic works arising during the Candidature process. In case a literary or artistic work or related rights is considered by law as a work of joint authorship between the CEV and the Candidate or as a work of the latter, all author's rights and related rights of the Applicant are irrevocably granted to the CEV.

The CEV is the exclusive owner of each, any and all signs capable of being represented graphically, - inventions, discoveries, processes, ideas, methods, ornamental or aesthetic aspect of an item and know-how arising during the Candidature process.

The Applicant supports the CEV in applying and obtaining patents, designs and trademarks if requested. The Applicant refrains for obtaining for itself any rights for these items.

Commitment

Please print the following text on the official letterhead of your organisation. The names of all parties and their representatives shall be included at the end of the text. Please return one copy to the CEV office together with your Application file.

Dear Sir or Madam,

Hereby, we decide to apply for the organisation of the CEV EuroBeachVolley _____ with a bidding amount of _____ EUROS.

The present letter expresses our serious, clear and certain will. We are prepared to do our best to deliver a top quality sport event for athletes, media and partners.

By submitting this Application, we are irrevocably, fully and unconditionally willing to organise the CEV competition; in accordance with the data mentioned in this Application and the requirements set by the CEV in the Application guidelines, the Beach Volleyball Regulations and Guidelines.

Our Application is complete, true, accurate, realistic, based on existing and verified data and according to the CEV requests for information. The budget for the organisation of the CEV competition as well as the payment of the Organiser fee is already fully guaranteed and secured.

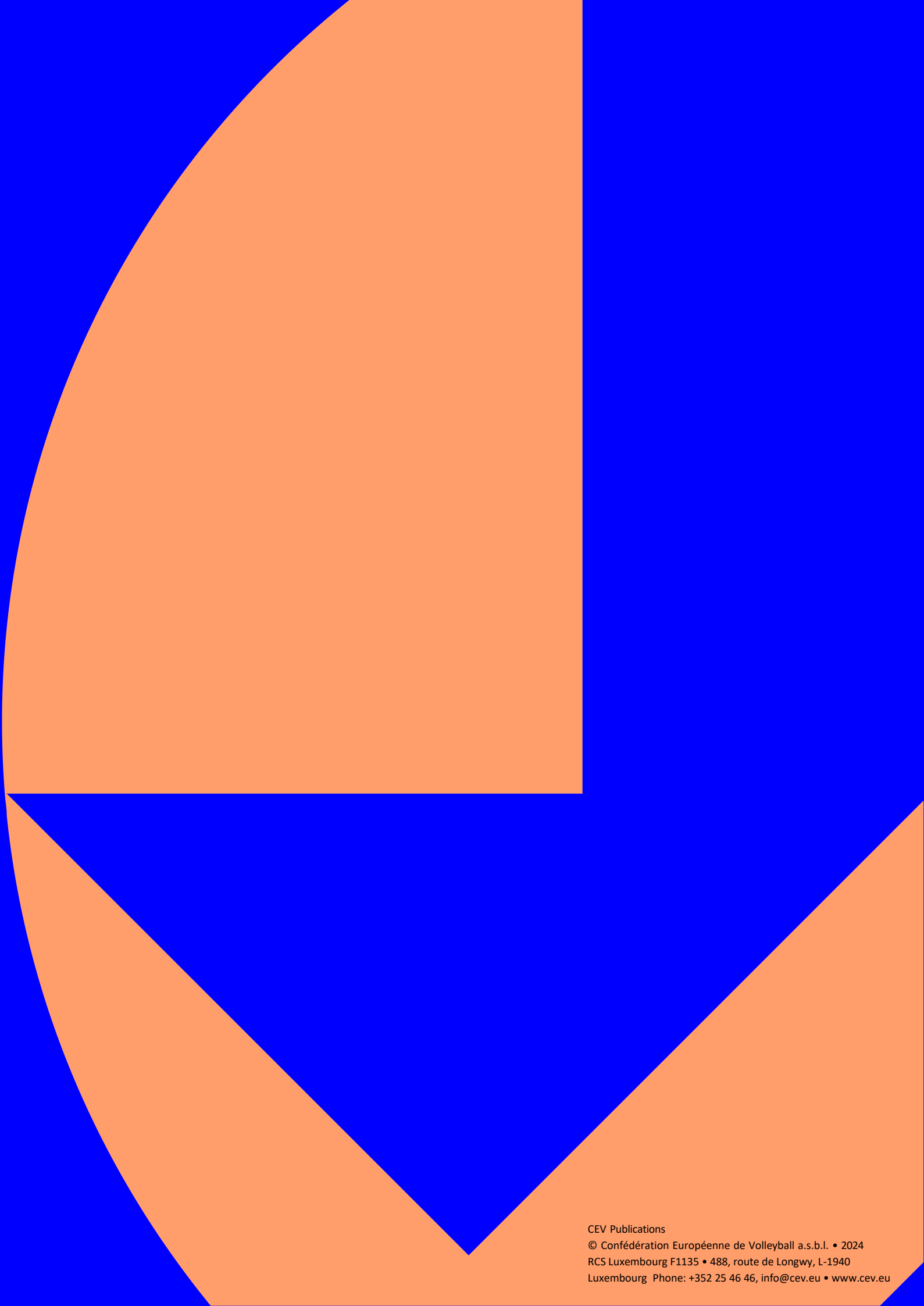
We own, have or will obtain all the necessary and appropriate rights, licenses, consents skills, work- force, experience and other resources to comply with the CEV requirements and implement the content of our Application.

If the CEV appoints us as Organiser, we acknowledge, agree and warrant that our Application will automatically be considered as a binding agreement.

Yours sincerely,

Place, Date

Name, signature



CEV Publications

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