



UEFA
**Women's
Cup**[®]

**UEFA Women's Cup 2008/09
Competition & Brand Manual**

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1 INTRODUCTION

1.1 *Message from the UEFA President*

There is nothing more pleasant for me, as UEFA President, to see than a competition whose popularity continues to grow and grow every year. This is indeed the case with the UEFA Women's Cup, with a record 45 clubs who participated in last edition.

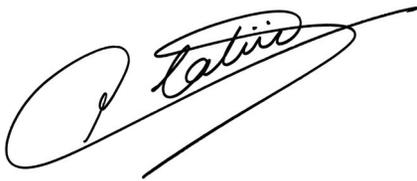
Following the ever-increasing success of women's football around the world, this top club competition for the women's game in Europe not only welcomed teams from Georgia and Malta for the first time, but also reaches yet another step up in terms of prestige and promotion of the tournament.

Indeed, as from this season, the new Competition & Brand Manual you are reading replaces the existing Club Manual, adding even more importance to the competition branding and so increasing the professionalism of the competition to put it on a par with our major club competitions such as the UEFA Champions League and UEFA Cup.

In other words, the UEFA Women's Cup has entered a new era which will hopefully soon allow it to become an equal in many respects to the men's club football equivalents.

I wish all the clubs taking part in the forthcoming edition the best of luck throughout the season and am already looking forward to seeing some exciting matches up to the final.

Yours sincerely,



Michel Platini
UEFA President

1.2 Definitions

The following words shall have the following meanings:

“Manual” means this *UEFA Women’s Cup Competition & Brand Manual*;

“Brand Identity” means the UEFA Women’s Cup brand identity developed by UEFA;

“Clubs” means the football Clubs participating in the UEFA Women’s Cup;

“Final” means the final match of the UEFA Women’s Cup, played on a home-and-away basis;

“Host” means the host club of the match or mini-tournament;

“LOC” means the Local Organising Committee appointed by the host club to organise the match or mini-tournament;

“Logo” means the UEFA Women’s Cup Logo;

“UEFA Women’s Cup Materials” means all the applications developed by UEFA as part of the Brand Identity;

“Competition Regulations” means UEFA’s Regulations of the UEFA Women’s Cup

1.3 Use of the Manual

The *UEFA Women’s Cup Competition & Brand Manual* is directly linked to the *2008/2009 Regulations of the UEFA Women’s Cup* and contains further information and guidelines for participating clubs. It is an official UEFA document.

This Manual should be used in conjunction with the *Regulations of the UEFA Women’s Cup* which shall always prevail in the event of conflict with the content of the Manual.

Additionally, it should be noted that while sections of the Manual contain extracts from the Competition Regulations, the Competition Regulations contain matters which are not covered

by this Manual (for example, competition system, player eligibility, disciplinary law and procedures, etc).

Whenever reference is made to a mini-tournament, the same principles may be applied to the organisation of a single match, with the appropriate adjustments.

In the case of the Final (played on a home-and-away basis), additional responsibilities will be defined under the Staging Agreement between UEFA and the finalist clubs.

Should you have any questions about the use of this Manual, please contact UEFA at the addresses provided in Section 9.

1.4 Purpose

The Manual is intended as a tool to assist Clubs hosting matches in the competition to:

- organise high-level mini-tournaments (qualifying rounds)
 - organise high-level home matches (final round)
 - provide the visiting teams, referees and UEFA representatives with the highest possible level of service so that they can fully concentrate on their matches and duties
 - provide the participating teams with the best possible conditions to ensure they can play high-quality football
 - provide modern and adequate infrastructure that meet the expectation of the players
 - ensure that the same level of organisation can be found through-out Europe
- promote the matches and, consequently, realise maximum stadium attendances and media coverage
 - realise their commercial potential
 - ensure a consistent application across all visual and sound media so that football fans recognise the UEFA Women's Cup message in the written press, on television and in the stadiums where the matches are played.
 - Raise the competition profile and impact.

Clubs attain experience in organising high-level competition matches, which experience may also be applied in the preparation of their domestic league matches.

1.5 Responsibilities

In hosting a mini-tournament or match in this competition, the Host is responsible for organising this event according to the Competition Regulations and for implementing the guidelines contained in this Manual as far as possible.

The Host is requested to assist the visiting teams and the UEFA representatives in any matters related to the mini-tournament or match and their travel arrangements (e.g. customs formalities, delayed departure, force majeure events).

Moreover, the Host is responsible for ensuring a safe and secure environment for the participating

teams, officials, referees, UEFA representatives and, not least, the spectators. In this respect, we refer to the relevant UEFA regulations as well as to section 3.10 of this Manual.

The Host must observe any deadlines set and respect any decisions taken by the UEFA administration.

Furthermore, in order to protect the UEFA Women's Cup Brand Identity, the Host must observe the provisions as stipulated in Part II: Brand Manual.

2 COMPETITION

2.1 The Competition

2.1.1 Introduction

The 8th season of the UEFA Women's Cup has a format with two qualifying rounds, played in the form of mini-tournaments with four teams each, followed by quarter-finals, semi-finals and Final, played on a home-and-away basis.

The number of teams in the first qualifying round depends on the number of entries into the competition.

Sixteen teams will participate in the second qualifying round.

For further information, please refer to the *Regulations of the UEFA Women's Cup 2008/2009*.

2.1.2 Qualifying Rounds

Unless the four teams in question agree otherwise, mini-tournaments must be organised according to the following schedule.

1st Qualifying Round

MD1	4 September 2008
-----	------------------

1 vs 3 and 2 vs 4

MD2	6 September 2008
-----	------------------

1 vs 4 and 3 vs 2

MD3	9 September 2008
-----	------------------

2 vs 1 and 4 vs 3

2nd Qualifying Round

MD1:	19 Oct 2008
------	-------------

1 vs 3 and 2 vs 4

MD2:	11 Oct 2008
------	-------------

1 vs 4 and 3 vs 2

MD3:	14 Oct 2008
------	-------------

2 vs 1 and 4 vs 3

2.1.3 Final Round

QFs: 5 or 6 Nov 12 or 13 Nov 2008

QF1 RU Group 4 vs W Group 1
 QF2 RU Group 3 vs W Group 2
 QF3 RU Group 2 vs W Group 3
 QF4 RU Group 1 vs W Group 4

Final: 16 May 23 May 2009

F W SF1 vs W SF2

The teams mentioned first play the first leg of the tie at home

SFs: 28 or 29 Mar 4 or 5 April 2009

SF1 W QF1 vs W QF2
 SF2 W QF3 vs W QF4

2.2 Choice of a Mini-Tournament Host

The competition entry documents include a form on which Clubs can indicate their interest in hosting a mini-tournament in the first and second qualifying rounds. The information provided on this form will allow UEFA to select hosts if the number of interested Clubs exceeds the number of mini-tournaments.

2.2.1 First qualifying round

In principle, the UEFA administration will decide on the first qualifying round mini-tournament hosts prior to the draw.

If there are more Clubs interested in hosting a mini-tournament than mini-tournaments to be allocated, the UEFA administration will choose hosts according to the following criteria:

- quality of the infrastructure (stadiums, tournament hotel, etc)
- travelling distances
- promotional concept
- previous experience as a host
- development of women's football

If there are fewer Clubs interested than mini-tournaments to be allocated, the UEFA administration will conduct a draw to determine the hosts.

The designation of mini-tournament hosts may take into consideration Clubs who have hosted a mini-tournament in the past seasons.

2.2.2 Second qualifying round

Due to the short time span between the first and second qualifying rounds, the UEFA administration will assign the hosts of the four mini-tournaments of the second qualifying round.

If there are more Clubs interested in hosting a mini-tournament than mini-tournaments to be allocated, the UEFA administration will choose hosts according to the following criteria:

- quality of the infrastructure (stadiums, tournament hotel, etc)
- travelling distances

2.3 Workshop

UEFA will organise a Workshop with the Hosts of the 1st qualifying round mini-tournaments on 3 July 2008 at UEFA Headquarters in Nyon, Switzerland, at the time of the draw for the qualifying rounds.

- promotional concept
- previous experience as a host
- development of women's football

If there are fewer clubs interested than mini-tournaments to be allocated, the UEFA administration will conduct a draw to determine the hosts.

The designation of mini-tournament hosts may take into consideration Clubs who have hosted a mini-tournament in the first qualifying round or in the past seasons.

2.4 Financial Provisions

The Host must cover the costs for the provision of the facilities and services specified in the Competition Regulations.

2.4.1 Qualifying Rounds

The Host retains its receipts and bears all organisational costs, including the provision of the facilities and services specified in Annex II of the Competition Regulations.

One person per Club will be invited to attend the Workshop. This should be the same person who will be appointed by the Host as the co-ordination person for the mini-tournament organisation (UEFA Women's Cup Coordinator, see section 3.2). This person must be fluent in English.

The Host bears the following costs for the visiting teams:

- the board and lodging in a hotel of at least medium standard for a maximum of 24 persons per delegation
- local transport
- laundry service for the match kit of the competing teams and referees

The Host's obligations commence one day before the first matchday and end one day after the last matchday.

Contribution from the Visiting Clubs

To cover the costs of the mini-tournament, the Host receives a contribution from the national associations of the visiting Clubs amounting to EUR 20,000 per visiting Club. This amount will be debited from the UEFA accounts of the visiting associations concerned and credited to the UEFA accounts of the Host's association on completion of the mini-tournament.

Contribution from the Association of the Host

The association of the Host will contribute to the mini-tournament budget the amount of EUR 20,000 it is saving by its Club not participating in a mini-tournament abroad.

International Travel Expenses

The visiting Clubs cover their international travel expenses to and from the mini-tournament venue.

UEFA Representatives' Costs

UEFA will credit the association of the Host with an amount of EUR 20,000 to cover the costs of board and lodging of the official UEFA representatives i.e. referees, UEFA match delegate, UEFA referees observer and, if

applicable, the tournament administrator, as well as any costs incurred due to a possible preliminary site visit.

2.4.2 Final Round (quarter-finals, semi-finals and Final)

In principle, each Club retains its receipts and bears all organisational expenses. Unless the two Clubs agree otherwise, the Host bears the following costs for the visiting team:

- the board and lodging in a hotel of at least medium standard for a maximum of 24 persons
- local transport

For each phase played, UEFA pays each participating team the following amount to help cover the financial demands connected with the staging of their home match, including the costs of board and lodging for the official UEFA representatives:

- | | |
|------------------|------------|
| ■ quarter-finals | EUR 20,000 |
| ■ semi-finals | EUR 20,000 |
| ■ Final | EUR 20,000 |

This contribution is credited to the Club via its association.

2.5 Commercial Concept

"Commercial Rights" means any and all commercial and media rights and opportunities in relation to the competition, which include, without limitation, the following: (a) all current and/or future world-wide visual, audio-visual and sound-broadcasting rights of still and/or moving images transmitted via radio, television, or current and/or future electronic media

(including Internet and wireless technology); and (b) all marketing, sponsorship, advertising, licensing and franchising rights, as well as any data and statistics rights in and in relation to the competition.

2.5.1 Qualifying rounds, quarter-finals and semi-finals

Member associations and their affiliated organisations or clubs are authorised to exploit the commercial rights to the matches that take place under their respective auspices. The mini-tournament Hosts hold the commercial rights of all matches played in the respective mini-tournament. In exploiting the commercial rights, they must observe the stipulations of Article 48 of the UEFA Statutes, as well as the regulations governing the implementation of the said article and any other instructions or guidelines issued by UEFA from time to time.

The commercial rights to matches may not be sold unless an appropriate fee is paid. Revenue from the exploitation of these rights constitutes part of the match revenue and is retained by the host association or its affiliated organisation or Club.

Any contracts concluded by member associations or their affiliated organisations or Clubs in relation to the competition and/or for the exploitation of commercial rights regarding the competition must be presented to UEFA upon request. If a member association, affiliated organisation or club withholds documents and/or avoids the payment of levies - if such levies are provided for - such matter will be referred to the Control and Disciplinary Body and may entail measures which could ultimately lead to disqualification from the competition and/or the non-payment by UEFA of any bonuses which may otherwise be due.

All contracts for the exploitation of commercial rights regarding the competition must contain:

- Article 48 of the UEFA Statutes as well as the regulations governing the implementation of Article 48 as an integral part of the contract;
- a stipulation guaranteeing that if any amendments are made to the regulations, then such contracts can be adapted to incorporate the amended provisions within 30 days of the regulations coming into force.

Member associations and their affiliated organisations or Clubs shall undertake to provide UEFA - free of charge, and at least 24 hours prior to the kick-off of the match - with access to the television frequency information for receiving the broadcast signal of the relevant match in the competition at a location of UEFA's choice. For the purpose of directly or indirectly promoting the UEFA Women's Cup, these broadcasts may be recorded by UEFA for editorial purposes, while a copy of the recording will be available for the

respective home club upon request. If the signal is unavailable, member associations and their affiliated organisations or clubs undertake to provide UEFA with a recording of the entire match - free of charge, in Digibeta (or, if not available, in Betacam SP) format - to be sent to the destination of UEFA's choice within seven days of the match. For the above purposes, and in particular within programmes produced by or on behalf of UEFA to be broadcast in any form of media, the person who owns such rights shall grant UEFA the right to use and exploit, and authorise others to use and exploit, by any and all means and in any and all media whether now known or invented in the future, throughout the world, for the full duration of such rights up to 15 minutes of audio and/or visual material from each match, free of charge without requiring any clearances, including payment of any associated clearance costs.

2.6 Advertising on Kit

Sponsor advertising on players' shirts shall be authorised in all the matches (see UEFA Kit Regulations).

2.6.1 Kit Approval

Each Club taking part in the qualifying rounds must submit a copy of the official kit approval form by the deadline indicated in section 8.2.

The players' kit used for the final round - i.e. from the quarter-finals onwards - must be approved by the UEFA administration. All Clubs participating in the final round must submit samples of their first-choice and second-choice kit (shirt, shorts and socks) to the UEFA administration, together with the corresponding application form, duly completed and signed, by the deadlines indicated in section 8.2. At a Club's request, the UEFA

2.5.2 Final

UEFA is the exclusive owner of all commercial rights in relation to the final matches (played on a home-and-away basis) and is solely responsible for negotiating and concluding contracts in relation thereto.

No existing contracts of any kind, including for the exploitation of audio-visual, sound-broadcasting, interactive and electronic media rights, advertising, merchandising and licensing, reserved seats or any other rights (if any) granted in relation to the stadiums or training facilities will be recognised for the final matches (played on a home-and-away basis).

administration may extend the aforementioned deadline as far as the announcement of the shirt sponsor is concerned. Kit authorisation granted by the UEFA administration is valid only for the season in question.

2.6.2 Colours

In order to minimise colour clashes, a team's first and second-choice kit must differ visibly and contrast enough so they could be worn by opposite teams in a match.

The home team shall always wear the official first-choice kit announced to the UEFA administration on the entry form, unless the teams concerned agree otherwise in due time, in which case details shall be submitted to the UEFA administration in writing.

- In the case of mini-tournaments, if there is a clash of colours, the team designated as the “away” team must wear other colours.
- For the quarter-finals, semi-finals and final, both teams may wear their first-choice kits. However, if there is a clash, the away team must wear other colours. If a clash still exists and the team officials are unable to agree on the colours to be worn by their teams, the UEFA match delegate will decide on the colours, in consultation with the referee.

2.6.3 Shirt Sponsor(s) for the Qualifying Rounds

Clubs may use for qualifying-round matches the shirt which has been approved for domestic competition matches provided that the sponsor advertising on the shirt complies with Article 31 of the UEFA Kit Regulations. No sponsor may appear on the shorts and socks.

2.6.4 Shirt Sponsor for the Quarter-Finals, Semi-Finals and Final

From the quarter-finals onwards only one sponsor is allowed on the front of the shirt in accordance with the *UEFA Kit Regulations*.

The total area used for sponsor advertising on the shirt of the playing attire must not exceed 200 cm². The form of advertising is unrestricted. The advertising surface may be placed on the front of the shirt either:

- horizontally, across the chest of the shirt (Fig A); or
- vertically, on the right or left side, or in the centre of the torso (Fig B).

Fig. A

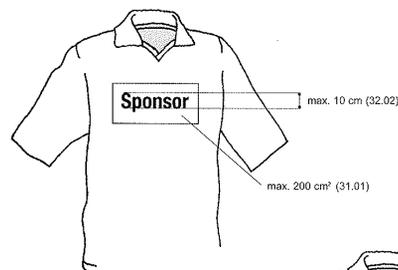
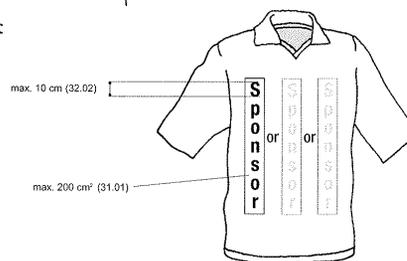


Fig. B



The height of the letters must not exceed 10 cm. The choice of script and colour of the lettering is free, but no manufacturer identification, decorative or other elements may be incorporated.

2.6.5 Clash of Shirt Sponsor

If, for the final, two clubs have the same sponsor, the home team may wear their regular sponsor advertising whereas the visiting team may only wear advertising for a product of the said sponsor. No identical advertising elements may appear on the shirts of the two teams in question. The visiting team must send a sample of such new shirts to the UEFA administration for approval.

2.6.6 Competition Logo

As from the quarter-finals, the UEFA Women's Cup competition logo badge must appear on the free

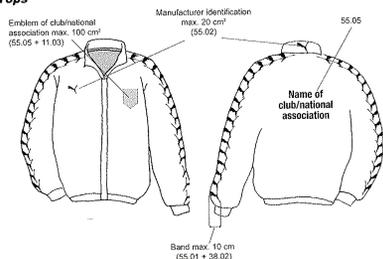
zone on the right sleeve of the shirt. UEFA provides the teams with a sufficient number of badges. The UEFA Women's Cup logo may not be used in any other competition.

2.6.7 Items which do not form part of the Playing Attire

For the final, all items worn by players and club officials which do not form part of the playing attire (shirt, shorts and socks) must be free of sponsor advertising. Manufacturer identification is allowed in accordance with chapters VIII, IX and X of the UEFA Kit Regulations. This provision applies:

- to the official training session which takes place in the match stadium the day before the match;
- to any UEFA Women's Cup media activities (in particular for interviews and press conferences) which take place in the match stadium the day before the match;
- on the day of the match from arrival at the stadium until departure from the stadium, including any interviews and press conferences while at the venue.

Tops



Bottoms



2.6.8 Special material used in the stadium for the Final

For the Final, all special material used in the stadium, such as kit bags, medical bags, drink containers, etc., must be free of sponsor advertising and/or manufacturer identification. This provision applies:

- To the official training session which takes place in the match stadium the day before the match;
- to any UEFA Women's Cup media activities (in particular for interviews
- and press conferences) which take place in the match stadium the day before the match;
- on the day of the match from arrival at the stadium until departure from the stadium, including any interviews and press conferences while at the venue.

2.6.9 Official Ball for the Final

The official UEFA Women's Cup match ball ("official ball") must be used for the final matches and for the official training sessions on the day prior to such matches. The official ball will be supplied to the clubs by UEFA in due time.



2.6.10 Disclaimer

UEFA declines all responsibility in the event of conflicts arising from contracts between a club and its sponsors and/or a club and a manufacturer on account of the provisions of the UEFA Kit Regulations regarding sponsor advertising and/or manufacturer identification.

3 GENERAL ORGANISATION

3.1 UEFA Representatives

Every match or mini-tournament involves the following persons from UEFA, who are on site to liaise with the Clubs:

UEFA match delegate

The UEFA match delegate has full overall authority for all aspects of match or mini-tournament organisation.

The LOC as well as all participating clubs are welcome to raise any issues regarding a match or mini-tournament organisation with the UEFA match delegate, who will revert to the UEFA administration, if necessary.

For matches, or for mini-tournaments where a UEFA tournament administrator is not appointed, the UEFA match delegate is requested to provide uefa.com with editorial information for promotional purposes (see tasks UEFA tournament administrator).

UEFA Referee Observer (if appointed)

The UEFA referee observer deals with all matters related to refereeing.

Official UEFA Referees

For mini-tournaments, UEFA appoints three referees from three different countries plus three assistant referees, one from each of these countries. The three assistant referees are proposed by the associations of the three referees. The association of the Host appoints one substitute referee (fourth official) plus one

assistant referee, in principle, for the entire mini-tournament.

For the quarter-finals, UEFA appoints one referee and two assistant referees from the same country. The two assistant referees are proposed by the referees' association. The association of the Host appoints one substitute assistant referee (fourth official).

For the semi-finals and Final, UEFA appoints one referee as well as two assistant referees and one fourth official (substitute referee) from the same country. The assistant referees and fourth official are proposed by the referees' association.

UEFA tournament administrator (if appointed; mini-tournaments only)

The role of the tournament administrator is to provide support to the Host, visiting teams, referees and the UEFA match delegate. She/he will:

- assist the Host with the mini-tournament organisation, including with the production of match-related documents
- assist the local media officer to promote the tournament

- provide uefa.com (send to newsdesk@uefa.ch) with editorial information for promotional purposes; information should include the results and matchsheets from each game and, if possible, action photos as well as quotes from the team coaches - assistance for the

latter material should be obtained from the participating Clubs' press officers

The tournament administrator is not appointed to take over responsibility for the mini-tournament organisation, which responsibility remains with the Host.

3.2 The LOC

To facilitate the co-operation between the Host and UEFA, the Host must appoint a coordination person (UEFA Women's Cup Coordinator), responsible for administrative and organisational matters, who is fluent in English. The UEFA Women's Cup Coordinator needs to have the full authority of the club board and management to decide upon operational issues in connection with the match organisation.

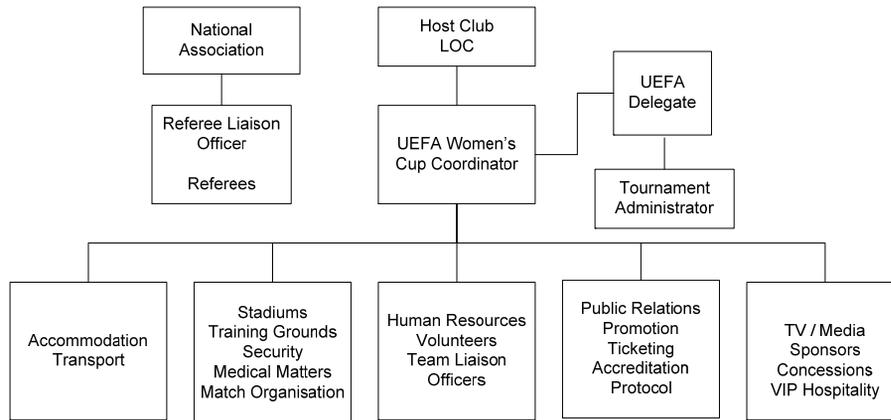
Preferably, the organisation of a mini-tournament or match should be undertaken by a Local Organising Committee (LOC), which is headed by the UEFA Women's Cup

Coordinator. The LOC should consist of the club press officer, the stadium authorities, the city, the police and the fire brigade as well as any other public authorities' representative(s) required.

Volunteers to assist with the mini-tournament/match organisation may be recruited from amongst current or former football players, current or former national or international referees, youth players, retired persons, club members, regional football association members, students, etc.

A possible LOC organisational chart follows:

LOC Organisational Chart



The LOC should be set up in good time before the start of the tournament and should be comprised of at least the following persons, who have the authority to fulfil their various tasks:

1 UEFA Women's Cup Coordinator who:

- has total control over the entire event
- is available 24 hours per day during the entire event
- must have a good knowledge of English
- should not have a leading role with her/his own team

1 Manager for Accommodation and Transport who is responsible for:

- the hotel reservations and ensures that all teams and UEFA representatives are

provided with the appropriate rooms, facilities (equipment room, massage room, meeting room, etc.) and services

- ensuring that the necessary vehicles are provided to the teams as described in section 3.6

1 Manager for Sports Facilities and Match Organisation who is responsible for:

- ensuring that the facilities and services are provided in accordance with the stadium and training ground sections of this Manual
- ensuring that the necessary measures are taken and requested facilities are provided for the medical arrangements and doping controls as described in section 3.9.6

- informing the competent local authorities about the staging of the mini-tournament or match
- the implementation of all directives given by the local authorities and UEFA regarding safety and security (no sales of alcohol, removal of dangerous materials at the venue, racist behaviour, prevention of pitch invasion and securing the technical zone, etc)
- ensuring that an adequate number of ground staff and police are present at each match to guarantee safety and security in the stadium
- ensuring that all necessary measures are implemented in a way that teams, officials, spectators, etc. are accommodated in a safe, comfortable and friendly environment

1 Manager for Human Resources who is responsible for:

- recruiting volunteers
- coordinating the team liaison officers

1 Manager for PR, Promotion and Ticketing who is responsible for:

- ensuring an appropriate promotion of the tournament/match
- preparing and implementing a ticketing strategy as outlined in section 7.3

1 Manager for TV/Media, Sponsors, Concessions and VIP Hospitality who is responsible for:

- ensuring that the local and international media are provided with the necessary facilities at the stadiums as described in section 4.3
- coordinating all media activities and ensuring a high level of media servicing as outlined in section 6.1
- exploiting the Commercial Rights to the match(es) taking place under their auspices (with the exception of the Final)
- coordinating the matchday concessions
- ensuring the necessary measures are taken for the VIP hospitality on matchday as outlined in section 4.1.16

Provided the work volume permits, and if deemed appropriate, a person within the LOC may occupy several positions and assume responsibility for various tasks.

Referee Liaison Officer (RLO)

The national association of the Host is responsible for appointing an RLO who must be actively involved in refereeing matters. This RLO must speak fluent English and be familiar with the region where the tournament is taking place. She/he is responsible for transporting the referees and referee observer throughout their stay, including making provisions for vehicle(s) for this purpose (minimum of six seats).

Team Liaison Officers (TLO)

The Host must do their best to ensure that the visiting teams are satisfied with the facilities and services provided. For this purpose, and in order

to assist the participating teams in all matters during their stay in the host country, a TLO must be at their disposal 24 hours a day from their arrival at the airport until their departure.

The LOC should organise a briefing with the TLOs before the tournament, during which all the necessary information should be provided and detailed explanations given regarding their tasks.

TLOs should meet the following requirements:

- good knowledge of the English language and the language of the team for which she/he will act as team liaison officer
- good knowledge of the region where the tournament/match is taking place
- good knowledge of football
- service-minded

Provided that the TLO lives near the team's hotel, there is no need to accommodate her/him together with the delegation. However, the TLO must be reachable 24 hours per day. In addition, the TLO must be available during the entire event and should not be involved in other business, school or other time-consuming activities during this period.

3.3 Site Visits

UEFA may carry out site visits to the match/mini-tournament Hosts in order to assess the facilities and services proposed.

The outcome of the site visit may be that UEFA requests the Host to provide alternative facilities of a higher standard than those originally proposed, in order to comply with the structural

The main duties of a TLO are:

- to act as contact person between the team, LOC and, if applicable, the UEFA tournament administrator
- to attend daily meetings with the LOC to discuss all practical details
- to accompany the team to any event including training sessions, matches, excursions, etc.
- to ensure that any material or services promised by the LOC are delivered
- to attend any official meetings
- to act as interpreter
- to provide useful information on the life-style and tradition of the regions where the matches take place.

The TLO will be contacted first when something goes wrong or complaints are lodged. The TLO should be in a position to solve any problems immediately. For this purpose, the TLO should be given certain responsibilities to act accordingly. If the problems encountered exceed the TLO's competence, she/he must contact the UEFA Women's Cup Coordinator for help.

criteria as laid down in the *UEFA Stadium Infrastructure Regulations* and in the *Competition Regulations*.

The costs of local transport, board and lodging of the UEFA representative must be assumed by the national association of the Host who will receive a contribution to cover the costs of the official UEFA

representatives, as well as the costs incurred at the site visit (refer to section 2.4 as well as to Article 26 of the Competition Regulations).

Site Visit Schedule

Club meeting

Participants: UEFA/LOC

Club Meeting Agenda

- Site Visit Schedule
- Match Organisation and Countdown
- Accommodation
- Transport
- Refereeing
- Medical Matters
- Promotion
- Social Events
- Participating Teams

Inspection of:

- Hotels
- Stadiums
- Training Grounds

The club will be asked to make the necessary arrangements.

3.4 Distances

The Host must ensure that all hotels used for matches or mini-tournaments are easily accessible and that the travelling conditions are favourable for the visiting teams. Unless the visiting delegations give their approval, no hotel may be situated more than a two-hour bus drive from the nearest international airport. Special approval by the UEFA administration is required for venues located on islands or in other places which have few international flights or which necessitate internal flights. Unless the visiting teams agree otherwise, no match venue should be located more than a one-hour bus drive from all hotels.

The Host must ensure that the following requirements are met:

3.5 Accommodation

3.5.1 General Remarks

All tournament participants must be accommodated in at least medium-standard hotels (3-star).

The Host should ensure that the teams can prepare for their matches in a comfortable, safe, quiet and undisturbed environment.

3.5.2 Qualifying rounds (mini-tournaments)

The use of one accommodation for all tournament participants (participating teams and UEFA representatives) is the ideal solution for logistical reasons as well as to ensure a tournament atmosphere.

Airport - Team Hotel

The maximum driving time from the arrival airport to the teams accommodation must not exceed more than two-hours by bus. An exception to this rule is only possible if the visiting delegation(s) give their approval.

Team Hotel - Stadium

The maximum driving time from a team hotel to a match venue must not exceed one hour by bus.

Team Hotel - Training Ground

The maximum driving time from a team hotel to a training field must not exceed more than 20 minutes by bus.

If this is not possible, a maximum of two hotels in the immediate vicinity and in the same city should be chosen to accommodate the four teams. In this case, the official UEFA referees and UEFA representatives should be accommodated in a separate (third) hotel.

If two places of team accommodation are used, both places of accommodation must offer the same standard of facilities and service.

At the organisational meeting, the Host must provide the delegations with clear information on the safety regulations and procedures applicable in case of an emergency, rules regarding telephone and mini-bars in the rooms, as well as the code of conduct in the hotel.

A room occupancy plan should be prepared by the Host and distributed to the UEFA representatives.

3.5.3 Final round (home-and-away matches)

In principle, for all matches in the final round, separate hotels should be used for the participating teams and for the official UEFA representatives. This rule applies even in the case where the both teams are accommodated in the same hotel.

3.5.4 General Room Requirements

- All hotel rooms must have en-suite bathroom and toilet facilities which meet standard hygiene requirements.
- All rooms should have an adequate wardrobe space.
- All rooms should, in principle, be equipped with a heating and/or air conditioning unit.
- Rooms must be cleaned daily

3.5.5 Rooms for the Delegations

The Host is responsible for providing the following facilities/services for each delegation (maximum of 24 persons per delegation):

- Nine twin rooms for the players (18 players = 9 rooms). Two individual beds must be provided in these rooms (one large bed for two players is not acceptable).
- Six single rooms for the delegation officials in the same place of accommodation as their team.

- One room for medical treatment equipped with a massage table.
- One room for equipment storage preferably located on the ground floor for ease of access from the car park (unless requested otherwise by the team concerned).
- One meeting room for a minimum of 30 persons, equipped with seating, a table with 2-3 chairs, a TV/DVD set and overhead projector.
- A 24-hour laundry service for the playing strips of the participating teams (kit which has been worn for matched, i.e. shirts, shorts and socks, but not tracksuits)

If possible, each delegation should be accommodated on a different floor or wing.

Additional members of the delegation may be accommodated, at the expense of their own Club, either at the same hotel or at a nearby hotel.

Unless otherwise indicated by the visiting team's head of delegation, in the players' rooms:

- the mini-bar should be emptied
- pay TV should be blocked
- international telephone lines should be blocked

Unless the Host and the visiting team concerned agree otherwise, a visiting team shall in principle arrive the day before its first match. If this is not possible for reasons of force majeure, the team concerned may arrive two days prior to its first match. The costs caused by this early arrival (i.e.

overnight costs, coach rental, additional meals, etc.) must be borne by the team concerned.

In the event that the visiting team wishes to arrive earlier or to depart later, all costs must be borne by the team concerned in full.

3.5.6 Rooms for the Referees and UEFA Representatives

The association of the Host is responsible for providing:

- single rooms for the referees, the UEFA representatives and, if applicable, tournament administrator;
- a 24-hour laundry service for the playing strips of the referees (kit which has been worn for matches, i.e. shirts, shorts and socks, but not tracksuits).

For mini-tournaments, if one hotel is used for all mini-tournament participants, the referees and all UEFA representatives must be accommodated on a different floor or wing of the hotel.

The referees and UEFA representatives are instructed not to pay any hotel bills except to settle extras (phone calls, faxes, mini-bar, Pay TV, etc.).

The national association will be reimbursed by means of the UEFA contribution as outlined in section 2.4.

3.5.7 Dining Room

For mini-tournaments, the Host must provide a spacious dining room split into different areas as applicable: four areas for the teams and one area for the referees, UEFA representatives and LOC.

Officials should refrain from smoking and drinking alcohol in the dining room in front of the players.

3.5.8 Common Recreational Facilities

The teams' hotel(s) should have a recreational area where teams can meet during their leisure time. Facilities could include fitness rooms, swimming pool, sauna, billiards, etc.

An area set up with computers with Internet access should also be available.



3.5.9 Tournament Office (mini-tournaments only)

A centrally located tournament office must be set up for the duration of the mini-tournament. This should become the tournament's central point where:

- the LOC carries out their administrative tasks
- the UEFA representatives can carry out administrative work

- information can be obtained on the mini-tournament itself or on other mini-tournaments taking place in parallel (ranking table, leading scorer list, etc)

Consequently, the tournament office should be centrally located and easily accessible. It should be equipped with a photocopier, a fax machine and a telephone, both with an international lines and a line for a high-speed internet connection.



3.5.10 Meals

The Host must provide each delegation with three meals per day.

The hotel restaurant must be flexible with regard to the meal times, with timings based on the match and training schedules of the teams in question.

Menus should follow sports nutritional guidelines and, in addition, must take into account the special dietary requests of the participating teams.

A detailed menu plan must be submitted to the participating teams one month before the start of the mini-tournament. Should a delegation have

any special dietary requests, these must be submitted to the Host three weeks before the start of the mini-tournament. Any cost difference between the proposed and requested menus must be borne by the requesting Club.

A good variety of food in sufficient quantities must be provided. All meals should be served buffet style and the food must be kept at an appropriate temperature.

Examples of menus suitable for athletes follow:

Breakfast

Toast & Jam
 Cereals with skim milk
 Fresh fruit salad & yoghurt
 Poached or scrambled egg
 Lean ham
 Grilled tomato & grilled/boiled mushrooms
 Fruit juices - orange/pineapple/apple

Lunch

Starter	Soup & Bread rolls
Main course	Grilled Chicken/turkey/beef strips/fish Rice/pasta/potatoes Steamed or boiled vegetables Salads
Dessert	Fruit salad Fresh fruit Cake

Dinner

Starter	Soup & bread rolls Salads
Main course	Fish/chicken/turkey/lean steak /pork fillet Rice/pasta/potatoes Steamed or boiled vegetables Salads
Dessert	Fruit salad Fresh fruit Cake and/or pudding

Snacks or Additional Meals

Snacks or meals in addition to the three meals provided by the Host must be made available to the teams upon request and be paid for by the team concerned. However, if the snack replaces an ordinary meal, the Host must bear the cost.

Drinks

A sufficient supply of drinks must be available for the participants at meals as follows:

- Still mineral water
- Soft drinks
- Tea, coffee

Additional drinks requested should be paid by the requesting team itself.

At all training sessions and matches a sufficient supply of still mineral water must be provided to the teams. In addition, mineral water must also be provided in the players' rooms.

NB: The Host should provide each team with a minimum of 60 litres of water per day with the distribution system being agreed between the Host and each team. Ideally, the water should be provided in half-litre bottles.

3.6 Transport

3.6.1 General Remarks

Note that this section specifically refers to transport for mini-tournament participants, for which the responsibility lies with the mini-tournament Host. Similar requirements, with the appropriate adjustments made, would apply in the case of a single match unless the two teams concerned agree otherwise.

3.6.2 Airport Pick-up

The teams, international referees and UEFA representatives must be welcomed upon their arrival in the host country and transported from their arrival place to the hotel. They must also be provided with transport from their accommodation to their point of departure on the day they leave.

The Host should indicate to the tournament participants the most suitable arrival airport.

Should the most suitable airport be located in a neighbouring country - distance to the tournament headquarters being considerably nearer than from an airport within the territory of the host country - the Host must assume the cost of the airport transfers.

Should the nearest arrival airport be an airport with few international flights or which necessitate internal flights, special approval by the UEFA administration is required. If such approval is given, and in the case where a bus transfer from the international airport would be more timely than an internal flight, the Host should make the arrangements for a transfer from the international airport and should assume the corresponding costs.

3.6.3 Vehicle Fleet

The Host is responsible for providing the vehicles for the different parties as follows:

Teams

Each team must be provided with a modern 50-seater air-conditioned bus with driver for the entire duration of the tournament. Each team bus should display a clearly-marked sign with the name of the team.



Individual cars

UEFA recommends that the Host provides one to two cars with drivers for the entire duration of the tournament for the mini-tournament participants including transport of the UEFA tournament administrator (if applicable) plus official members of delegations for reasonable requests (e.g. to see matches involving opponents or in the case of emergency).

In addition, each team should be provided with an equipment van on arrival and departure days between their place of arrival/departure and their hotel.

Special requests from teams

Any special requests from the visiting teams (e.g. VIP limousines, additional dedicated vehicles, etc.) should be arranged by the transport manager, but paid for by the team in question.

Referees

The national association of the Host is responsible for providing the transport for the referees group and the UEFA representatives. Two spacious and comfortable people carriers (capacity for 6 - 8 persons) with drivers must be provided for the entire duration of the tournament.

In principle, the UEFA representatives will travel with the referees.

3.6.4 Transport Manager

Transport is a key element for a successful organisation of a tournament. An experienced transport manager should be appointed well in advance of the mini-tournament. She/he should be accommodated at the tournament

headquarters and should be reachable 24 hours a day. Her/his main responsibilities are:

- organisation of the vehicle fleet
- selection, briefing and management of drivers
- preparation of a transport concept
- running an efficient reservation system
- conclusion of insurance for all cars and drivers

The transport manager must also ensure the following:

- she/he has a contact sheet with the mobile phone numbers of all drivers

3.7 Training

3.7.1 Training Grounds

Ideally, each team must be allocated with its own training ground for the entire duration of the mini-tournament. Two grounds may be shared by four teams. The teams must be given the possibility to use these grounds at any time and as often as requested.

The training pitch should be:

- of a similar size and type as the match grounds and be in good condition
- according to the dimensions laid down in the Laws of the Game for International Matches
- freshly mown

- maps indicating the tournament hotels and stadiums, plus route descriptions for all venues, are given to each driver and team liaison officer
- the drivers are familiar with the region where the matches are played
- the drivers are punctual and do not leave the tournament participants waiting
- there are sufficient parking places at the venues and the necessary number of VIP parking passes must be provided

The transport manager should present the transport concept at the organisational meeting including services offered and services to be paid.

- fully marked
- equipped with standard and/or mobile goals

The training ground facilities must include dressing rooms suitable for 25 persons with seated toilets and, preferably, showers.

The training grounds must be located near the team accommodation and travel time by bus must not exceed 20 minutes.

3.7.2 Training Balls

For the matches of the qualifying rounds, quarter-finals and semi-finals, the Host must provide a sufficient number of training balls to all participating teams. The balls provided for

training should be the same type as will be used for the matches.

The balls used for matches and training sessions in the Final will be supplied by UEFA.

3.7.3 Training in the Match Stadium

If the prevailing weather conditions and state of the playing field so allow, the teams are entitled to hold a training session of up to one hour the day before the match in the stadium where the match will be played.

In case of any uncertainty as to the use of the match stadium for training sessions, the Host, in cooperation with the referee and official UEFA match delegate, will take the final decision taking into account the following criteria:

- current state of the playing field
- number of matches to be played on the field
- weather forecast
- recommendation of the ground keeper
- time of the training session

3.8 Social Events

While participating teams are ultimately playing to win and qualify for the next stage of the competition, a match or mini-tournament is also a means of fostering good relations between Clubs.

Number of Teams Permitted to Hold a Training Session

Not more than two teams may use the match stadium for a training session on any one day.

Maintenance

The Host is responsible for maintenance of the playing field immediately following the training sessions.

General Remarks

It is in the interest of all participating teams that the playing fields used for matches are in perfect condition. Consequently, the teams must respect a negative decision taken with regard to the use of the match stadium for training sessions, based on the above criteria.

A decision may be reversed during the mini-tournament if the conditions have negatively or positively changed.

3.7.4 Referees Training

The referees must have the possibility to use training facilities. These facilities should be located nearby the referees' accommodation, with travel time not exceeding 20 minutes.

For a single match, a Host should organise an official dinner with guests including the UEFA match delegate and at least two persons from the visiting delegation.

In mini-tournaments, in addition to the official dinner with guests including the UEFA match delegate and at least two persons per delegation, a Host can create a good tournament atmosphere by organising events such as the following:

- an informal gathering immediately following the organisational meeting, if this takes place in the evening prior to the first matchday

- a small-scale excursion to visit regional attractions for all tournament participants (including players)
- a farewell dinner for all tournament participants (including players) in the teams' hotel on the evening of the third matchday

3.9 Medical Matters and Doping Controls

3.9.1 General Remarks

The Host should outline the medical arrangements at the organisational meeting.

Twenty-four hour medical care for match/mini-tournament participants must be guaranteed by a Host. For mini-tournaments, UEFA recommends the appointment of an official Tournament Doctor who should be available for participants throughout the duration of the event. In addition, arrangements must be made for emergency medical services to be present at all matches.

3.9.2 Hospitals

There should be a hospital located in close proximity to the match stadium which offers a comprehensive medical service (including 24-hour emergency treatment) on a priority basis for all designated persons.

3.9.3 Doctors

One doctor should be present at every UEFA Women's Cup match.

3.9.4 First-Aid Teams

A first-aid service should be arranged for each match with the number of first aid staff to be recruited based on the expected number of spectators (one first aid team consists of four persons). There must be at least one stretcher per match with one first aid team being assigned per stretcher. The stretcher must be positioned nearby the substitutes' benches. One first aid team should be in charge of the stadium first-aid room.

3.9.5 Ambulance

The public authorities concerned will determine the number of ambulances to be stationed on site during the match. UEFA recommends that at least one ambulance be present at the stadium for each match unless there is a hospital within very close proximity of the match stadium which has an ambulance on stand-by during the match.

3.9.6 Doping Controls

UEFA may conduct doping controls at the matches. Consequently, the Host must ensure that the match stadium is equipped with a doping control station which meets the requirements of the *UEFA Anti-Doping Regulations* (see also section 4.1.8 of this Manual).

An assortment of drinks, free of doping substances, in their original containers and in the form of unopened and sealed glass bottles or cans must be provided in a refrigerator in the waiting room of the doping control station (approx. 10 litres of mineral still water, 12 cans of caffeine-free soft drinks and approx. 12 cans of non-alcoholic beer).

For each match, the Host must appoint a Doping Control Liaison Officer whose duty is to remain at the disposal of the Doping Control Officer (DCO). This Doping Control Liaison Officer does not need to be medically trained. She/he should, however, be able to speak English and must remain available until the doping control has been completed. She/he also organises transport for the DCO back to her hotel on completion of the doping control.

If requested by UEFA, the Host will be asked to appoint four Chaperones to assist the UEFA Doping

Control Officer. See Appendix E: Definitions of the Anti-Doping Regulations.

A top-category seat must be reserved for the DCO in the directors' box or equivalent. This seat should be located near the seat reserved for the UEFA match delegate and must provide easy access to the doping station.

Stewards at the main stadium gates must be informed that persons who identify themselves as DCOs and who show special UEFA passes with their photograph are to be granted free access to the stadium.

The DCO may order security officers or stewards to ensure that non-authorized persons do not enter the doping control station.



3.10 Security

The Host is solely responsible for guaranteeing the safety and security of all persons attending and participating in the mini-tournament or match, and must ensure that the relevant local authorities

and the owners and/or operators of the stadiums take all the necessary measures to this end.

The requirements of the Competitions Regulations, the *UEFA Stadium Infrastructure Regulations* (edition 2006) as well as the *UEFA Safety and Security Regulations* (edition 2006) must be complied with.

The Host should elaborate a security strategy in co-operation with the local or national security authorities and should present this concept at the organisational meeting.

Given that a considerable number of visiting supporters may attend the match(es), the security and ticketing strategies should include a concept to deal with such situations. Such strategies may include a segregation area for the visiting supporters, as well as a car/bus parking concept.

Any special requests from the participating teams should be taken into consideration and discussed with the local or national security authorities.

To guarantee safety and security in the stadium, the Host must ensure:

- in cooperation with the public authorities, that there are sufficient police officers, assisted where appropriate by stewards, to counter any possible outbreaks of violence or public disorder and to ensure the safety of the general public and the match participants within the stadium, in its surrounding environs and along the routes leading to and from the stadium
- players and match officials are protected against the intrusion of spectators into the playing area according to the principles stated in Article 40 of the UEFA Safety and Security Regulations

- there is access to the field of play that guarantees the safe entry and exit of the players and match officials
- television cameras and advertising boards around the playing field are positioned in such a way that they do not create a danger for the players and must respect the minimum distances as laid down in Annex Vb of the Competition Regulations (see also diagram in section 4.3.6)
- the dressing room area is safeguarded to ensure that no spectators, journalists, media representatives, scouts, etc may enter

An accreditation system may be implemented in order to guarantee the security of the tournament participants (refer to section 5.7).

If deemed appropriate, and following consultation with the local security authorities, the Host may:

- organise security personnel in the teams' hotel
- organise police escorts on match days



3.11 Insurance

All persons involved are responsible for their own insurance coverage and shall, irrespective of UEFA's insurance coverage, cover any and all risks with reputable insurers at their own expense. The participating teams shall conclude all necessary and adequate insurance coverage for their delegations, including players and officials.

Clubs hosting matches must conclude adequate insurance coverage with reputable insurers in connection with the staging of the matches in question, including but not limited to third-party liability coverage. The third-party liability policy must include an appropriate guaranteed sum for damages to persons, objects and property, as well as for pure economic losses corresponding to the specific circumstances of the Club concerned. Likewise, the policies must fully cover all risks connected with the staging of the home matches

of the Club in question (including, without limitation, force majeure events).

If the Host is not the owner of the stadium in which matches are played, then it is also responsible for providing a fully comprehensive insurance policy, including among others third-party liability and property insurance, taken out by the relevant stadium owner and/or tenant. If appropriate insurance and/or release of liability of UEFA is not provided by the stadium owner or tenant in due time, the Host concludes such insurance cover at its own costs.

In any case, UEFA is exempt from any claims for liability and the Clubs shall hold UEFA harmless from any and all claims that may arise from, or in relation to, the staging and organising of the relevant matches.

4 STADIUM

4.1 General Facilities

4.1.1 Stadium Conditions

Matches in the competition must be played in a stadium which meets the category 1 structural criteria as defined in the UEFA Stadium Infrastructure Regulations:

In addition to the facilities required under the *UEFA Stadium Infrastructure Regulations*, the stadium for the final should be equipped with the following:

- a main grandstand with at least 200 covered seats;
- a minimum of six camera positions.

4.1.2 Exceptions to a Structural Criterion

The UEFA administration may grant an exception to a specific structural criterion for the stadium category in question in cases of particular hardship and upon reasoned request. An exception can be granted for one or more matches in the competition or for the whole duration of the competition. Such decisions are final.

4.1.3 Stadium Questionnaire and Safety Certificate

Each association on whose territory matches in the competition will be played is responsible for:

- submitting the UEFA Stadium Questionnaire for each stadium that will be used in the competition;
- sending the UEFA administration a copy of the certificate issued by the competent public authorities (UEFA Safety Certificate) confirming that the stadium, including its facilities (emergency lighting system, first aid facilities, type of protection against intrusion by spectators into the playing area, etc) has been thoroughly inspected and meets all the safety requirements laid down by the applicable national law.

The UEFA administration accepts or rejects the stadiums on the basis of these certificates and questionnaires. Such decisions are final.

4.1.4 Stadium/Tribune Naming

In principle stadium/tribune naming is not permitted. This means that any stadium/tribune sponsor may not be visible in TV camera view.

The following exceptions apply only in relation to one stadium sponsor which has been granted long-term stadium naming rights:

- the name of the stadium sponsor may be announced (as part of the stadium name) over the stadium PA system for the sole purpose of identifying the stadium if required for safety and security reasons. No additional identification connected with the

stadium sponsor (for example a jingle) may be included with the announcement.

- the name of the stadium sponsor may appear (as part of the stadium name) on UEFA Women's Cup printed materials, including match tickets, for the sole purpose of identifying the stadium if required for safety and security reasons and only in a non-commercial typeface and without any logos.
- the name of the stadium sponsor may appear (as part of the permanent stadium name signage) on the outside of the stadium building. Existing signage must be determined during the site visit to ensure that no additional signage is subsequently added.

The respective Clubs will be requested to propose a non-commercial name for the use in key UEFA Women's Cup items (e.g. TV graphics, uefa.com, etc.), subject to UEFA approval.

4.1.5 Stadium Inspections

The UEFA administration may carry out stadium inspections at any time before and during the competition to check whether the required structural criteria have been and are still being met. Cases of non-conformity with an applicable structural criterion may be referred to the UEFA Control and Disciplinary Body, which will decide on appropriate measures in accordance with the *UEFA Disciplinary Regulations*.

4.1.6 Artificial Turf

Matches in the competition may be played on artificial turf in accordance with the *UEFA Stadium Infrastructure Regulations* and provided that such artificial turf meets the "FIFA

Recommended 2-Star Standard" or the "FIFA Recommended 1-Star Standard", in compliance with the "FIFA Quality Concept - Handbook of Test Methods and Requirements for Artificial Turf Football Surfaces" dated January 2008.

The owner of the artificial turf and the Host are fully responsible for meeting the above requirements, in particular those related to:

- maintenance work and ongoing improvement measures; and
- safety and environment measures as set out in the "FIFA Quality Concept - Handbook of Test Methods and Requirements for Artificial Turf Football Surfaces".

The owner of the artificial turf and the Host must obtain sufficient warranties and/or guarantees related to the material and the installation from the manufacturer and the installer of the artificial turf.

UEFA cannot be held responsible for any damages to third parties resulting from the use of the artificial turf.

Participating clubs wishing to play on artificial turf must confirm that the artificial turf meets the applicable FIFA quality standards and must send the UEFA administration a copy of the required FIFA licensing certificate issued by a FIFA-accredited laboratory within the 12 months before the entry deadline.

4.1.7 General Stadium Conditions

Match stadiums must be located within a one-hour bus drive of the team accommodation.

To ensure that the match stadiums are in top condition for the match/mini-tournament, the Host must ensure that the playing fields are not used during the event itself and, if deemed necessary, three days before the first matchday.

The field of play must be smooth and level and must be equipped with a drainage system so that it cannot become unplayable due to flooding.

The size of the pitch must be within the following dimensions:

length: 100 - 110 metres, and
width: 64 - 75 metres

For the qualifying rounds, quarter-finals and semi-finals, the main grandstand must provide at least 200 seats. For the final, the main grandstand must provide at least 200 covered seats.

Seats for spectators must be individual, fixed (e.g. to the floor), separated from one another, shaped, numbered, made of an unbreakable and non-flammable material and have a backrest of a minimum height of 30 cm when measured from the seat.

The use of temporary stands is prohibited.

The stadium must be equipped with a public address system which is not vulnerable to failure of the main power supply.

The stadium must be equipped with a minimum of five flagpoles or other kind of supports allowing five flags to be flown in the stadium.

The stadium must be equipped with refreshment and catering facilities for all spectators in every sector of the stadium.

Adequate public sanitary facilities for spectators must be available. Specifically, seated toilets for all spectators of both sexes, as well as urinals, must be made available in each sector of the stadium, with a ratio of one seated toilet per 200 spectators and one urinal per 125 spectators.

Fully-equipped first-aid facilities approved by the competent local authorities must be made available for spectators in each sector of the stadium. These facilities must be clearly identified and access to them must be clearly signposted.

4.1.8 Technical Rooms

The stadium must guarantee direct, private and protected access for both teams and the referees from their dressing rooms to the playing area and ensure their safe arrival at/departure from the stadium.

Team Dressing Rooms

The team dressing rooms should be of equal size, style and comfort. A dressing room should provide the following minimum installations:

- seating room for at least 25 persons
- clothes hanging facilities or lockers for 25 persons
- one massage table
- one tactical board
- at least five showers
- three individual seated toilets

Additional Dressing Rooms

At least one separate dressing-room for male coaches should be available.

Referees' Dressing Room

The referees' dressing room should be equipped with the following installations:

- at least five seats and a desk
- clothes hanging facilities or lockers for five persons
- at least one shower
- one individual seated toilet

Delegate's Room

The stadium must be equipped with a delegate's room with access to communication facilities such as a phone and fax, located nearby, and with easy access to the team and referee dressing rooms.

First aid and treatment facilities for players and officials

The stadium must be equipped with a dedicated room for first aid and medical treatment of players and officials.

Doping Control Station

The stadium must be equipped with a dedicated doping control station which meets the requirements set out in the plan below.

The doping control station must be near the team dressing rooms and inaccessible to the public and the media.

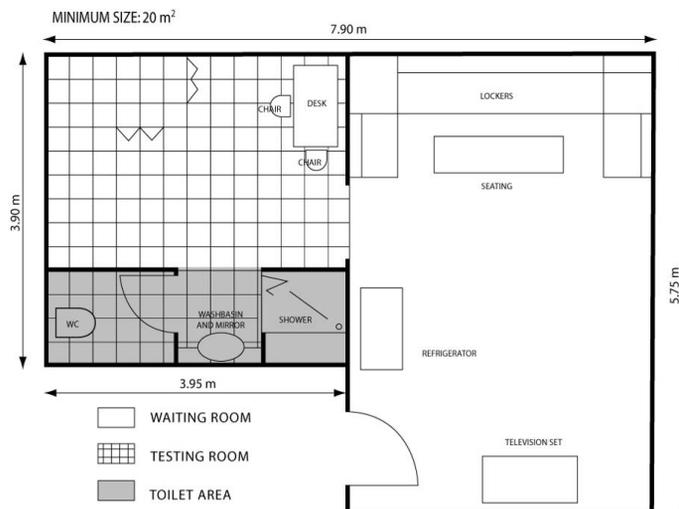
It must be at least 20m² and comprise a waiting room, testing room and toilet area, all adjoining.

The waiting room forms part of or is immediately adjacent to the testing room (a partition dividing the two areas is also acceptable). It must contain sufficient seating for eight people, clothes-hanging facilities or lockers, as well as a refrigerator.

The testing room must contain: one table, four chairs, a sink with running water, a lockable cabinet, and a toilet (adjacent to the room or in the room itself).

The toilet area must be within the testing room or immediately next to it and with direct private access to the testing room. It must contain a seated toilet as well as a sink with running water.

Plan of the doping control station:



4.1.9 Benches and Technical Seats

Covered benches have to be provided at pitch level and positioned at least five metres from the touchline for:

- the substitutes, technicians and officials of each team (each bench accommodating 13 persons one of whom must be a team doctor)
- UEFA officials supervising the match (bench accommodating at least two persons) which should be between the two team benches

If space permits, up to five additional technical seats are allowed for Club staff providing technical support to the team during the match (kit manager, assistant physiotherapist, etc). Such seats shall be outside the technical area and positioned at least five metres behind the benches but with access to the dressing rooms. The names and functions of all these persons must be listed on the match sheet.

4.1.10 Goals

Goalposts and crossbars must be made out of aluminium or similar material and must be round or elliptical. Moreover, they must be in compliance with the *Laws of the Game* as promulgated by the International Football Association Board (IFAB) which means, in particular, that:

- the distance between the posts must be 7.32m;
- the distance from the lower edge of the crossbar to the ground must be 2.44m;
- the goalposts and crossbars must be white;

- they must not pose any danger to players.

A spare goal, which can be easily installed if the circumstances so require, must be available within the stadium.

4.1.11 Floodlights

Matches may be played in daylight or under floodlights. If the matches are to be played in the evening, the stadium must be equipped with a floodlighting system maintaining a minimum average illuminance of 350 EV (lx) towards the main grandstand.

For televised matches played in the evening, the stadium should ideally be equipped with a floodlighting system maintaining a minimum average illuminance of 800 EV (lx) towards fixed cameras, and a minimum of 500 EV (lx) towards mobile cameras.

4.1.12 Clocks

Clocks in the stadium showing the amount of time played may run during the match, provided they are stopped at the end of normal time in each half, i.e. after 45 and 90 minutes respectively. This stipulation also applies in the event of extra time being played (i.e. after 15 and 30 minutes).

4.1.13 Giant Screens

Transmissions of any images and/or messages on giant viewing screens inside the stadium are in principle not allowed. However, transmissions of the above and, in particular, replays on such giant viewing screens may be authorised subject to a licence being granted by UEFA. On receipt of a justified request to this effect, the UEFA administration may grant a participating club such a licence, which may, however, be withdrawn at

any time during the season for improper use. Nevertheless, the results of other matches can be shown on the scoreboard and/or the giant screen during the match without need for a licence, while simultaneous transmissions and replays are similarly authorised for press monitors and closed-circuit channels.

4.1.14 Retractable Stadium Roofs

Before the match, the UEFA match delegate, in consultation with the referee, decides whether a stadium's retractable roof will be open or closed during the match. This decision must be announced at the match-day organisational meeting, although it may subsequently be altered at any time prior to kick-off if the weather conditions change, again in consultation with the referee.

If the match starts with the roof closed, it must remain closed for the entire match. If the match starts with the roof open, only the referee has the authority to order its closure during the match. Such decision may only be taken if the weather conditions seriously deteriorate. If the referee does order the closure of the roof during the match, it must remain closed until the final whistle.

4.1.15 Parking Areas

The stadium must provide parking space for a minimum of two buses and ten cars for teams and officials.

In addition, a minimum of 20 parking spaces for VIPs must be provided in a safe and secure area. For the final, a minimum of 50 parking spaces for VIPs should be available.

4.1.16 Hospitality

For the qualifying rounds, quarter-finals and semi-finals, the stadium must have a minimum of 50 VIP seats, at least 6 of which must be reserved for the visiting team.

For the Final, the stadium should have a minimum of 150 VIP seats.

The VIP seats must be situated in the grandstand and as close to the halfway line as possible, between the two penalty areas.

The Host should ensure that a VIP hospitality area is provided for the VIP guests of the visiting Club, its own guests and commercial partners, and the UEFA representatives. The size of the hospitality area should be appropriate for the number of guests expected.

The hospitality area should be located near the VIP seating area and the level of the hospitality facilities should be of a good standard. Hospitality (buffet style) should be available before the match, at half time, and after the match.



Tents may be constructed if the stadium does not offer an appropriate hospitality area

4.1.17 Advertising and Dressing

For the qualifying rounds, quarter-finals and semi-finals, the Host may exploit the Commercial Rights of all matches played under their auspices (see Article 27 of the Competition Regulations or section 2.5 of this Manual).

In relation to the Final, UEFA is the exclusive owner of all Commercial Rights and is solely responsible for negotiating and concluding contracts in relation thereto.

4.1.18 Advertising Boards

If the Host installs advertising boards at the match stadium, the minimum distances, as indicated in Annex Vb of the competition regulations and section 4.3.6 below, must be respected. Any variation to the minimum distance shall be authorised only by UEFA.

A board configuration plan template may be found in section 10.10 as well as on the accompanying CD-ROM.

If the advertising boards are on the same side as the substitutes' benches, there are three potential solutions:

1. Centre board in front of the substitutes' benches (closer to the stands than the other boards) leaving a gap on both sides to enter the pitch).
2. Boards in front of the substitutes' benches with two doors to be opened as a passway.
3. Where the Technical Zone has to be left free (according to the *Laws of the Game* and the

domestic rules): substitutes' benches to be moved to the other side of the pitch.

4.1.19 UEFA Women's Cup Competition Board

The Host may decide to produce and install, at its own cost, the UEFA Women's Cup competition board at the match stadium for all UEFA Women's Cup matches.

If the UEFA Women's Cup competition board is displayed, it must comply with the UEFA guidelines for use which include the following:

- in central position on the main side
- regular size of 6 m x 90 cm or special long version of 12 m x 1 m (unless otherwise approved by UEFA to fit in with the existing boards)



The artwork for the UEFA Women's Cup competition board may be found in the Artwork Templates in Part II: Brand Manual, section 14.6 as well as on the accompanying CD-ROM.

4.1.20 Directional Signage

The Club should also consider installing directional signage in the stadium to guide the VIPs and guests to seats and hospitality areas, media to their seats and working areas (media working area, press conference room) and teams to their dressing rooms, etc.



4.2 Media Facilities

4.2.1 Access

There should be a specific media entrance with reception desk where accreditation/media information packs can be collected.



4.2.2 Press Seating

A minimum of 20 seats - covered, if available, and in principle at least five of them equipped with desks and telephone/internet connections (or wi-fi facilities) - must be made available for local and foreign media representatives.

For the Final, a minimum of 50 covered seats, at least 25 of them equipped with desks and telephone/internet connections (or wi-fi facilities) must be made available.

The desks must be big enough to accommodate a laptop computer and a note pad.



4.2.3 Conference Room

A press conference room must be available in the stadium for the post-match press conference. For the qualifying rounds, quarter-finals and semi-finals, part of the media working area can be used for this purpose.

The Host is responsible for providing the necessary infrastructure (interpreters, interpreting and technical equipment, podium with tables and chairs). The podium should be large enough to accommodate the Club media officer, the head coach, two players and, if necessary, the UEFA Media Officer, as well as the interpreter.

In the case of TV coverage, a raised platform for TV cameras and ENG crews should be considered and proper lighting provided.

Ideally, a UEFA Women's Cup backdrop should be installed on the podium behind the table.



For the Final, at least one dedicated press conference room must be made available, equipped with a desk, camera platform, podium, split box, sound system and chairs (minimum 50 seats).

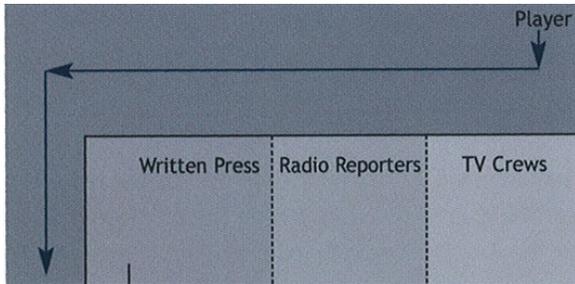
4.2.4 Media Working Area

At least one room must be provided for media representatives, equipped with desks and access to communication facilities. The room must have a minimum of 50 m² (100m² for the Final). For the qualifying rounds, quarter-finals and semi-finals, part of the media working area can also be used as the press conference room. Hospitality should also be available for the media (i.e. refreshments at reasonable prices).



4.2.5 Mixed Zone

A Mixed Zone - preferably covered - must be set up for the media on the way from the dressing rooms to the team transport area to offer reporters additional opportunities to conduct interviews after the match. This area - only accessible to coaches, players and representatives of the media - should be divided into three areas: one for broadcaster crews, one for radio reporters and one for journalists from the written press. The Host must ensure that the area is safe for players and coaches to walk through.



4.2.6 Television Broadcast

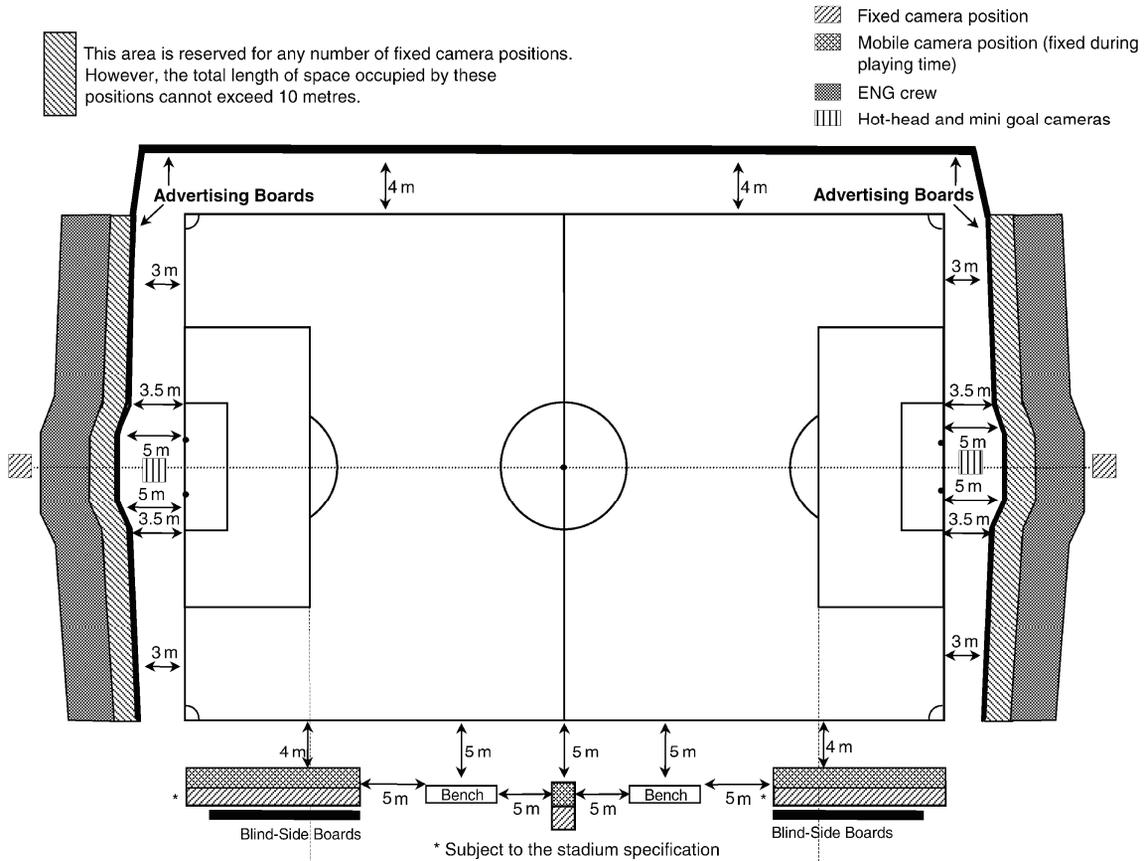
If the match will be broadcast on television, the Host should discuss the necessary requirements with the host broadcaster.

In principle, at least six camera positions should be available in the stadium for all matches in the competition. For the Final, there must be a minimum of six camera positions for the host broadcaster. The specific camera positions for the host broadcaster will be determined during the UEFA site inspection. Camera positions must have an unobstructed view of the pitch.

In any case, one main camera position should be provided in the grandstand which is centrally situated and at a height above the pitch which guarantees optimum picture quality. The main camera platform should be exactly in line with the halfway line and be at a height which forms an angle of 15-20° from the horizontal plane to the centre spot. The main camera platform must be minimum 4m² (6m² for the Final).

Clubs involved in the Final have certain obligations towards the host broadcaster and other rights-holding broadcasters. The clubs undertake to provide the rights-holding broadcasters with the necessary technical assistance, facilities and access for technical personnel. This includes, where necessary, the removal of seats and the non-sale of tickets, for the construction of camera platforms, studios and commentary positions. Any temporary construction such as scaffolding must be checked and approved by the relevant safety authorities.

TV camera positions are indicated in the following diagram:



4.2.7 Interview Areas

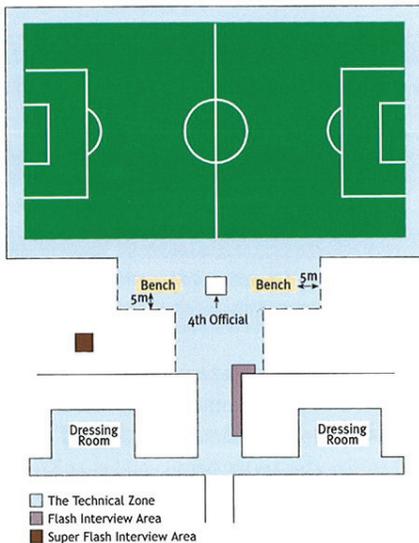
Flash Interview Area

If applicable, space should be provided for a position of approximately 3m x 3m x 2.5m (high) to conduct flash interview with players and/or coaches at half time and at the end of the match. This position should be located as close as possible to the dressing rooms.

Ideally, a UEFA Women's Cup backdrop should be installed at the Flash Interview Position.

Super-Flash Interview

If applicable, space should be provided for a position of approximately 3m x 3m x 2.5m (high) between the pitch and the tunnel entrance. The area must be safe for the participants.



4.2.8 Television & Radio Commentary Positions

Upon request of the host broadcaster, television and radio commentary positions should be prepared in the press box area at a location to be designated by the host broadcaster, ideally on the same side as the main camera. Each position includes a desk (dimensions: 1.8m wide, 0.7m deep, 0.7m high), power points, telephone lines and, potentially, TV monitor. Note that each position takes up nine normal spectator seats - three for the desk, three for the seats and three for access.

A minimum of two covered TV and radio commentary positions must be available.

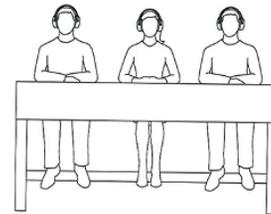


Fig. A

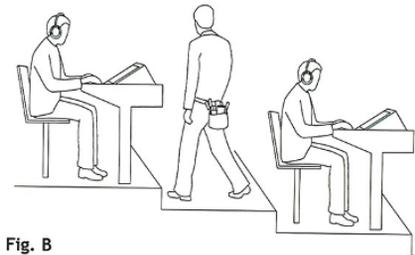


Fig. B

4.2.9 Television Studio

Upon request of the host broadcaster, a television studio should be prepared. Standard dimensions are 5 metres long by 5 metres wide by 2.3 metres high.



If the stadium does not have the necessary space for the preparation of a television studio, a container or covered platform may be used as a temporary solution. At least one TV studio must be available.



4.2.10 OB (Outside Broadcast) Van Area

The OB van area is an area which offers sufficient parking space for the trucks used by TV companies for their outside broadcasts of matches. The area should be located as close as possible to the stadium, ideally on the same side as the main camera and offer stable ground (tarmac or similar) suitable for heavy vehicles. The OB van area should have an unobstructed view of the southern horizon to facilitate satellite transmission.

For the qualifying rounds, quarter-finals and semi-finals, at least 100m² must be available for the OB van area. For the Final, at least 200m² should be available.



5 MATCHDAY ORGANISATION

5.1 *Schedule for Mini-Tournaments*

Unless the four teams in question agree otherwise, mini-tournaments must be organised according to the following schedule

Day 1

- Arrival of the tournament administrator (if appointed)
- Arrival of the official UEFA match delegate (if no tournament administrator appointed)

Day 2

- Arrival of the teams
- Arrival of the referees
- Arrival of the remaining UEFA representatives
- Tournament organisational meeting

Day 3

- First matchday:
1 vs 3 and 2 vs 4

Day 4

- Rest day

Day 5

- Second matchday:
1 vs 4 and 3 vs 2

Day 6

- Rest day

Day 7

- Rest day

Day 8

- Third matchday:
2 vs 1 and 4 vs 3

Day 9

- Departure of all the teams
- Departure of the referees
- Departure of the UEFA representatives

For reasons of sporting fairness, the matches played on the last match day in all mini-tournaments must kick off at the same time unless the results in a mini-tournament on the third

matchday would not make a difference to the rankings.

Should double-headers (two consecutive matches in the same stadium) be organised on the first and

second matchdays, the match stadium, or a building in the immediate vicinity, must be equipped with the appropriate facilities (e.g. four team dressing rooms, two referee dressing rooms plus dressing rooms for male coaching staff).

5.2 Organisational Meeting

In principle, the organisational meeting should take place as follows:

For a single match: 10.00 hours on matchday in the match stadium

For a mini-tournament: the day before the first matchday at the tournament headquarters. The time of this meeting must be determined according to the arrival of the delegations, referees and UEFA representatives. If this meeting cannot take place the day before the start of the tournament, it should be organised on the morning of the first matchday.

For the purpose of this meeting, a room with a capacity for a minimum of 30 persons must be reserved. The Host should prepare table cards with the names/functions of the persons present, as well as provide refreshments.

The organisational meeting will be chaired by the official UEFA match delegate and will be held in English. If necessary, the Host should provide one or more interpreters. This meeting should be attended by the following persons:

UEFA

- UEFA match delegate
- UEFA referee observer
- Referees

- UEFA tournament administrator, if applicable

Delegations

- Heads of delegations

LOC

- UEFA Women's Cup Coordinator
- Manager for Sports Facilities and Match Organisation
- Accommodation and Transport Manager
- Manager for Human Resources
- Team Liaison Officers (accompanying their team's head of delegation)
- Referee Liaison Officer
- Manager for PR, Promotion and Ticketing
- Manager for TV/Media, Sponsors, Concessions and VIP Hospitality

For a mini-tournament, the standard organisational meeting agenda will be adapted in order to cover several matches and in order to take into consideration additional items specific to mini-tournament organisation.

Agenda

- Welcome
 - UEFA
 - Host
- Match schedule
- Match / Refereeing Matters
- Disciplinary Matters
- Safety/Security Matters
- Administrative Matters
- Media Matters
- Hotel Arrangements
- Transport Arrangements
- Social Events
- Confirmation of Team Colours
- Passport Control

At the end of the meeting, the UEFA match delegate, in cooperation with the UEFA referee observer and the heads of delegation, will arrange a timetable to carry out the players' identity check and inspect the team colours for all

5.3 Match Arrangement

5.3.1 Host Responsibilities

It is important that the Host ensures that the matches are organised in conformity with the Competition Regulations and following the guidelines in this Manual as far as possible. The Host must appoint a person who is able to fulfil the necessary tasks (UEFA Women's Cup

matches. For this purpose, the heads of delegation are requested to bring with them the official 25-players list (maximum 18 players being permitted in the final squad), the player's passports and the full first and second choice kits for the field players (shirt, shorts and socks) as well as the full goalkeeper kits.

If deemed necessary, a meeting can be organised every morning in order to review the previous day, to discuss the programme of the day and the following day. In addition, any complaints or suggestions can be raised in the presence of the UEFA match delegate. This meeting should be attended by the UEFA Women's Cup Coordinator, the heads of delegations, the UEFA match delegate and the UEFA tournament administrator, if applicable.

The following documents may be found in section 10 of this Manual as well as on the accompanying CD-ROM:

- Invitation to Organisational Meeting
- Organisational Meeting Agenda
- Team Colours Summary

Coordinator - see section 3.2). A checklist with an overview of the various tasks and duties to be fulfilled by a Host prior to a match can be found in section 10.6 (Match Organisation Checklist).

5.3.2 Flags, Music and Announcements

The UEFA, UEFA Women's Cup and UEFA Respect flags must be flown at the stadium at all matches in this competition. These flags are available on loan from the national association. Other flags may be flown, e.g. participating clubs, host country, region, city.

An example of flag protocol may be seen in the illustration below:



Home Club UEFA Competition UEFA UEFA Respect Host Country Away Club

No national anthems are played.

At all matches in the competition, the UEFA Women's Cup anthem provided by UEFA shall be played upon entry of the teams to the field of play. Furthermore, the players are invited to shake hands with their opponents and the referees after the line-up ceremony as well as after the final whistle.

Any proposed pre-match ceremonies must be discussed in advance at the organisational meeting and require the approval of the UEFA match delegate.



Match announcements with relevant information may be made before, during and after the match. Some examples of announcements may be found in the Organisational Templates section of the CD-ROM accompanying this Manual.

5.3.3 Ball Kids

Use of the multiple ball system is recommended to limit the time the ball is out of play. In this case, 8 to 10 ball kids should be appointed who should be:

- dressed in different colours than the two teams in neutral clothing
- capable of performing the task (i.e. not too young)
- instructed beforehand

Note that sponsor advertising on kit used by ball kids is prohibited under article 59 of the UEFA Kit Regulations.



5.3.4 Players Escorts

If Clubs decide to use players' escorts (children accompanying the players when entering the field of play), this should be discussed and agreed at the organisational meeting.

The children should be:

- approximately 8 years old
- not taller than 1.30 m
- capable of performing the task



The Club can provide either two players' escorts (accompanying the captains) or 2 x 11 players' escorts. In this case 11 players' escorts should wear the away team's official kits and the other 11 the home team's official kits.

All players' escorts have to leave the pitch after the line-up before the handshake procedure and the team photo.

Note that sponsor advertising on kit used by players' escorts is prohibited under article 59 of the UEFA Kit Regulations.

An exception to this rule is where the official kit is worn. In this case, the official sponsors' advertisements on the shirts must comply with the UEFA Kit Regulations.

5.4 Countdown

The matchday countdown should be distributed to the teams, referees, stadium speaker and UEFA representatives in order to provide all parties with the match details and the exact timing of activities. This document should not be distributed to the public.

A standard countdown follows, which should be amended as appropriate taking into account the specificities of the stadium.

Arrival at the stadium:

-90' Teams, referees, official UEFA delegate/referee observer

Match sheet to be completed by:

-60' Both teams

Match timetable:

-45' to -10' Warm-up on the pitch
-4' Stud check in the corridor

5.3.5 Sales of Beverages in the Stadium

No public sale or distribution of alcohol is permitted within the stadium or its private environs. All alcohol-free drinks which are sold or distributed must be dispensed in paper or open plastic containers which could not be used in any dangerous manner.

-3'	Teams come onto the field and stand in line facing the VIP box; UEFA Women's Cup anthem starts, synchronised with entry of teams onto the field
-2'15	Hand-shake procedure
-1'30	Team photos
-0'30	Coin toss
0'	Kick-off (no earlier than 11.00 hours and no later than 21.00 hours local time)

Half-time interval: 15'

After the final whistle:

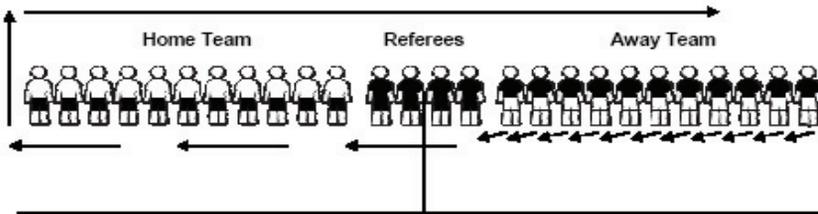
Both teams, referee and assistant referees gather in the centre circle, shake hands with each other, wave goodbye to the spectators and leave the field together.

This standard countdown can be found in section 10.7 of this Manual as well as on the accompanying CD-ROM.

5.5 Handshake Procedure

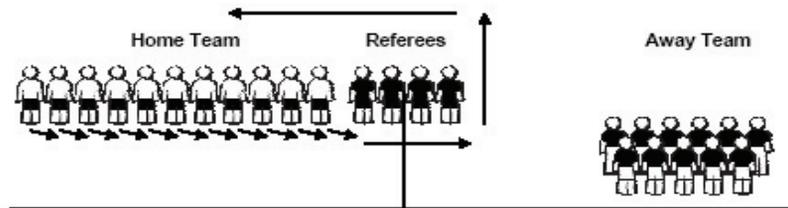
Step 1

Away Team shake hands with Referees and Home Team, and then line up for team photo



Step 2

As Away Team ends their handshake, Home Team begin to shake hands with Referees only and then line up for team photo



Step 3

Both teams line up for team photos



5.6 Match Sheet

In principle, the referee hands the squad list pages of his referee's report to the teams for completion. However, upon agreement with the referees and the UEFA representatives, the Match Sheet provided in section 10.8 of this Manual, as well as on the accompanying CD-ROM, may be used instead. For this purpose the following procedure must be respected.

5.6.1 Preparation of the Match Sheets

Following the identity check performed by the UEFA match delegate, which takes place after the organisational meeting, the Host may produce the Match Sheets by listing the full names of the players as well as their shirt numbers (replace the pre-printed numbers 1 to 25 in the template with the actual shirt numbers). This list should then be double-checked by the UEFA match delegate against the official list of 25 players. Once the Match Sheets for the first match day have been produced, the shirt numbers must remain the same throughout the tournament. The names of the team officials and the UEFA officials for each match must also be included.

On each match day, the sheets must be checked by the UEFA match delegate.

5.6.2 Completion of the Match Sheets

Before each match (ideally the day before), each team should be provided with the relevant Match Sheet and be asked to return it to the referee 60 minutes before kick-off. They must indicate the 11 starting players by placing a cross in the "P" column and the 7 substitutes by placing a cross in the "S" column. The "N" column is reserved for players who cannot be fielded (suspended,

injured, additional players above 18, etc.). The players listed in the "N" column are not permitted to sit on the bench but must sit in the main stand. The team captain and goalkeepers must also be clearly indicated on the Match Sheet.

The Match Sheet must be signed by the competent club official.

5.6.3 Photocopying

Ideally, the two squads should be listed on the same Match Sheet. This is possible by copying the away team onto the home team Match Sheet and having it re-signed by the responsible person of the away team. Alternatively, the two sheets can be folded in the middle and photocopied side-by-side ensuring that both squads can be read clearly.

5.6.4 Distribution

The Host must decide on the number of copies to be produced taking into account the number of media representatives and VIPs expected at the match. As a minimum, the following persons should be provided with the Match Sheet:

- Referees
- UEFA match delegate
- UEFA referee observer
- UEFA tournament administrator, if applicable
- Teams (minimum 8 copies per team)
- Media
- VIPs

5.6.5 Original Match Sheets

Whichever form of Match Sheet is chosen, the originals, properly completed and duly signed, must be handed over to the referee.

5.6.6 Responsibility

The referee is ultimately responsible for the Match Sheet procedure.

The Host (Local Venue Manager or Media Officer), assisted by the UEFA tournament administrator, if

applicable, is asked to produce these sheets and assist the referee in the collection of the documents and are responsible for the production and distribution of the copies.

Please note that while the Match Sheet may replace the squad list pages in the referee's report, it does not replace information on substitutions, goals and cautions. The referee's report will be considered as the official source of this information.

5.7 Accreditation System

As well as ensuring the security of tournament participants and restricting access to key areas (dressing rooms and pitch), an accreditation system ensures the consistency of access for the tournament participants.

In principle, an accreditation card (without a ticket) will allow the holder entrance into

and access within the stadium, in specified areas. However, accreditation passes do not normally allow access to a seat in the stadium.

Posters illustrating the accreditation system should be affixed at defined places throughout the stadium and should be marked accordingly.

Artwork for the accreditation system which follows the UEFA Women's Cup Brand Identity may be found in Part II: Brand Manual as well as on the accompanying CD-ROM.



6 MEDIA

6.1 Media Activities

Adequate pre-match or pre-tournament media servicing is an important tool to attract more spectators to the match(es) and for promoting club football in general.

Interviews and presentations may be scheduled before, during and after each UEFA Women's Cup match.

6.1.1 Club Press Officer

Each Club must appoint a press officer to coordinate cooperation between the Club and the media in accordance with UEFA's regulations and guidelines, including those contained in this Manual.

Where possible, the press officer will assist UEFA in compiling editorial features in text or electronic format before and during the season, to help promote the competition.

The club press officer should attend all home matches as well as travel with the team to away fixtures in order to coordinate all media arrangements, including, as applicable, pre-match and post-match press conferences and interviews and for the Final, to cooperate with the UEFA media officer at the venue.

The Club's press officer should send a full list of media accreditation requests at least five working days before the match to the Host's press officer. Both press officers must ensure that all accreditation requests come from bona fide media representatives covering football and/or related subjects.

6.1.2 Host's Press Officer

The Host's press officer is responsible for:

- coordinating all media activities surrounding the match/mini-tournament including fulfilling the duties outlined in the media section below
- undertaking activities in order to promote the event in the region
- before and during the event, providing the media with information on training sessions, matches, press conferences, etc. He/she should also co-operate with the visiting team(s) in order to provide information to the relevant foreign media
- facilitating media access and ensuring a high level of media servicing
- distributing copies of the official match sheets (line-ups) to media representatives and VIP area as soon as these are available (one hour before kick-off)

In addition, at a mini-tournament, the Host's press officer is responsible for the production of statistical material and the running of an information desk at the tournament office, which is located in the hotel or one of the hotels where the teams are staying (see section 3.5.9).

6.1.3 Official Training Sessions

Teams must make their last training session before the match open to the media for at least 15

minutes. The Host, together with the visiting team's press officer or, if appointed, the UEFA media officer, is responsible for ensuring that the stadium is clear of media after 15 minutes and that all cameras are turned off.

6.1.4 Press Conferences

UEFA recommends, for promotional purposes, that teams stage a pre-match press conference the day before a match so that the media can meet the coach and some players. The two press conferences should be arranged so that a media reporter can attend both conferences, and so that media deadlines in the countries concerned can also be respected.

Ideally, the press conference will be staged in the stadium but, in any case, they must take place in or near the city where the match is to be played.

The post-match press conference at the venue must start no later than 15 minutes after the final whistle.

Each press conference must be attended by at least the manager / head coach of the team plus one or, preferably, two key players.

Each press conference should be conducted by the press officer of the Club, assisted by the appointed interpreter(s). Unless alternative arrangements have been agreed beforehand by the clubs concerned, the Host is responsible for providing a qualified interpreter.



6.1.5 Interviews on Match Day

Interviews are not permitted before, during or after the match on the field of play itself or in its immediate vicinity. However, “upon arrival”, “half-time”, “super-flash” and “flash” interviews can take place under the following circumstances. “Upon arrival” interviews are allowed with coaches and players upon their arrival at the stadium, at a pre-determined location where a fixed camera can be positioned. A “half-time” interview may only be conducted in the designated area (either “super-flash” or “flash” interview), and the clubs are obliged to make one of their listed team officials available for this purpose. “Super-flash” interviews can be conducted after the match in a designated pitch-side area located between the pitch and the players’ tunnel. “Flash” interviews take place after the match has finished in an area between the pitch and the dressing-rooms. For post-match interviews, as a minimum requirement, both teams must make their team manager/coach, as well as at least two key players, i.e. players who had a decisive influence on the result, available. All interview locations must be pre-determined by

the Host, or in the case of the Final, by the UEFA media officer.

6.1.6 Media Positioning at Match

No media representatives (including broadcasters, radio, ENG crews, photographers or reporters) are allowed to go onto the field of play before, during or after the match, with the following exceptions:

Pre-match on-field activities undertaken by the host broadcaster only, using one camera:

- Team line-ups - as teams stand facing tribune of honour during playing of UEFA Women's Cup anthem
- The coin toss - when the match officials and team captains come together after the handshake procedure and the team photo session. A sound operator carrying a microphone may also join at this point.



Post-match activities undertaken by the host broadcaster only, using up to two cameras:

- Following the players off the pitch as far as the tunnel entrance.

No cameras are allowed in the tunnel and dressing-room areas, with the exception of those accredited to operate in the "flash" interview locations and a host-broadcaster camera filming the following activities:

- Team arrivals (as far as to the dressing-room area)
- Players in tunnel prior to taking the field (before the match)
- Players returning to the pitch at the start of the second half



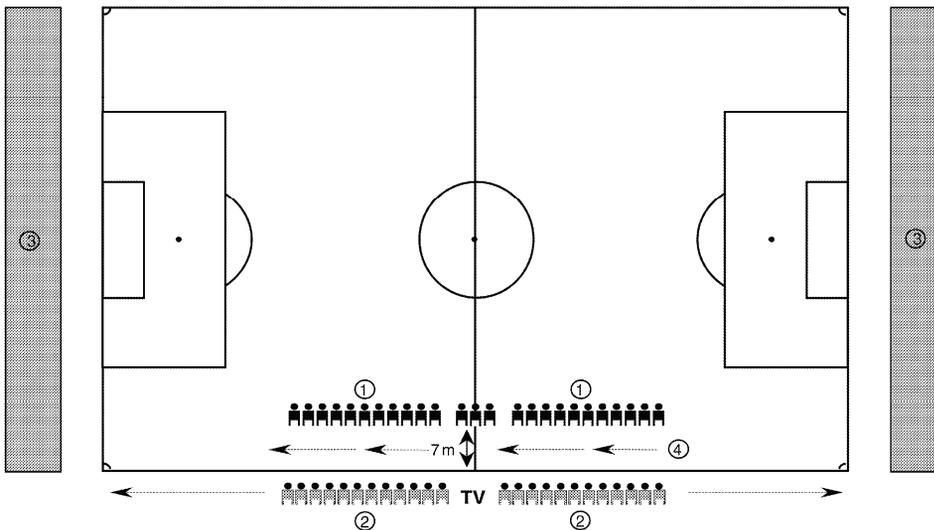
The team dressing rooms are off limits to representatives of the media before, during and after the match. The only exception is that, with the prior agreement of the Club, one host-broadcaster camera may enter the dressing room to film the players' shirts and equipment and also

conduct one brief presentation involving the main reporter of presenter from the host broadcaster. This filming must be completed well before the arrival of the players, ideally some two hours before kick-off.

Unauthorised media representatives are not allowed on the playing area or the area between

the boundaries of the field and the spectators. Only media representatives who have been granted permission as agreed by the press officer of the Host (and/or the visiting team) are allowed to carry out their work in the specific locations assigned to them (see diagrams below and in 4.3.6).

Media Positioning at Match:



① Teams before the game

② Photographers and TV crews before the game

③ Photographers and TV crews during the game

Important: Photographers and TV representatives must keep off the field of play at all times

④ Hand-held TV camera of host broadcaster (for individual close-ups during line-up)

6.1.7 Mixed Zone

A Mixed Zone must be set up for the media on the way from the dressing rooms to the team transport area to offer reporters additional opportunities to conduct interviews after the match. Players of both teams are obliged to pass through the Mixed Zone but they are not obliged to give interviews if

they do not wish to do so. This area should only be accessible to coaches, players and representatives of the media. In principle, all accredited media may be allowed access to the Mixed Zone, space permitting.



6.1.8 Internet

Clubs should accept accreditation applications from websites, on condition that they do not cover the game (for the sake of clarity, this includes press conferences and the mixed zone) live in

sound and/or pictures. They may cover the game in text only. Therefore, subject to places being available in the press box, they should be accredited as written press, with access to the post-match press conference and to the mixed zone. Photographs taken by officially accredited photographers may be published on websites as long as they appear as stills and not as moving pictures or quasi-video streaming. Should such photographs be published on the unrestricted public Internet, they are to be limited to no more than ten photographs per half of normal playing time, and five per half of extra time, if applicable. There must be an interval of at least one minute between the posting of each photograph on the website.

6.1.9 Recording of Matches

Should matches be televised, the Host must provide UEFA with a recording of the entire match - free of charge, in Digibeta (or, if not available, in Betacam SP) format - to be sent to the UEFA administration for the attention of the Competition Manager. Please refer to section 2.5 of this Manual and to paragraph 27.06 of the Competition Regulations. If possible, a copy of the tapes should also be provided to the participating teams as well as to the referees, the day following the match.

6.2 Co-operation with Media

6.2.1 Pre-Season Procedure

Provision of Information to UEFA

In order to promote and raise the level of exposure of the UEFA Women's Cup, as well as to give interested parties more information on the participating teams, all Clubs must send the following information to UEFA (newsdesk@uefa.ch) no later than **25 July 2008**. This information will be used for non-commercial promotional purposes including posting on the UEFA Women's Cup pages of www.uefa.com.

- Individual player statistics:
 - full name of player (including shirt name)
 - date of birth
 - nationality
 - playing position
- Club details:
 - Club history / club honours
 - President
 - Head Coach (full name - date of birth - nationality - career as a player and as a coach - honours)
 - Press Officer
 - Founded
 - Stadium Name
 - Stadium Capacity
 - Internet address (if available)

Photographs

The Clubs are requested to provide UEFA with the following photographs (on a CD) by the same deadline:

- Individual player photographs
- Team group photograph
- Coach/Manager photograph
- Home and away team kits
- Stadium (home ground in the UEFA Women's Cup)
- Action shots of the team playing

As the official website of UEFA and the UEFA Women's Cup, uefa.com will endeavour to keep followers of the competition up-to-date with all the latest reports and news. As such, it would be appreciated if your press officer could mail newsdesk@uefa.ch with any interesting news/quotes/features plus the accompanying photos which would be appropriate for the website. As a minimum, such features should be sent a few days prior to each UEFA Women's Cup fixture. The better the information sent, the better the coverage of this top women's club event.

6.2.2 Matchday Procedures

Press-kit

Prior to a match in the UEFA Women's Cup, and in order to service the media, UEFA recommends that the Host prepares a press-kit which includes the following information:

- Latest news from the two teams
 - Quotes/interviews from both coaches and at least one player from each team
 - Updated player list for each Club (including information such as: matches played / goals scored by each player in national league, in UEFA Women's Cup and for the national team)
 - Updated list of season competition results for each Club
- Head to head results of the two Clubs (if applicable)
 - Record in Europe for the two Clubs (if applicable)
 - Disciplinary situation in UEFA Women's Cup
 - Information about the referee and assistant referees

The Host's press officer should cooperate with the press officer of the visiting Club(s) for the preparation of the press-kit.

7 *MARKETING AND PROMOTION*

7.1 *Sponsorship Packages*

For the qualifying rounds, quarter-finals and semi-finals, the Host may exploit the Commercial Rights of all matches played under their auspices (see Article 27 of the competition regulations or section 2.5 of this Manual).

Following are some examples of rights that may be sold to sponsors in relation to the UEFA Women's Cup matches. Commercial Rights for these matches (excluding the Final)

could be marketed together with a Club's domestic league matches. They could also be offered as a bonus to the Clubs' existing commercial partners.

Sponsorship opportunities include:

- Exclusivity
- Broadcast rights
 - Broadcast sponsorship, commercial airtime, on-screen credits, etc
- Event rights
 - Boards, other advertising (backdrops, magazine, etc), tickets and hospitality
- Association rights
 - Use of Marks and designation, merchandise
 - Pass-through rights
- Promotional rights
 - On-site, sole and exclusive promotion (priceless moments), Sponsor Recognition Programme

Sponsorship opportunities should be fine-tuned with potential partners and be delivered in a professional way. More details on some of these opportunities follow.

7.1.1 *Exposure on Print Material*

The sponsor logo may be shown on all printed material. Standard artwork for the following print materials following the UEFA Women's Cup Brand Identity may be found in the Artwork Templates in Part II: Brand Manual, section 14.6, as well as on the accompanying CD-ROM.

- Match/Mini-Tournament Programme
 - sponsor logos on back cover
 - one page, half-page or quarter-page advertisements in the programme (depending on the level of sponsorship/supply)
- Official Posters, Flyers and Banners
- Ticket
 - sponsor logos on back of ticket
- Media Backdrops
- Press Kit Folders
- Press Paper

7.1.2 Exposure in the Match Stadium

UEFA would recommend a minimum of two or maximum of four advertising boards in the match stadium to be offered to sponsors or suppliers. Standard board dimensions are: 6m length x 0.9m height.

The number of boards offered to a sponsor or supplier would depend on the level of sponsorship/supply.

To ensure quality standards, boards should be made from a rigid material; PVC boards (banners) should not be used.

7.1.3 Television Exposure

With the exception of the Final matches, television rights may be exploited as follows:

- International rights (outside of the host country)
- National rights (throughout the host country)
- Regional rights (regional television)

Rights may be sold on an exclusive or non-exclusive basis to one or more of the above categories.

7.1.4 Services

VIP Package

Based on the level of sponsorship or supply, a partner may be offered a certain number of VIP packages including a match ticket, hospitality access and parking pass.

Invitations

A partner may be invited to official functions and social events organised by the Host.

Product Sales

Provided that the stadium infrastructure allows, and the corresponding local laws are respected, a partner may expose and sell its products in the match stadium.

Other items

The Host may also offer some souvenir items to a partner. For example, UEFA Women's Cup merchandising articles (approved by UEFA - see Part II: Brand Manual, section 17.3).

7.1.5 Promotional Material

In addition to the exposure on print material, the sponsor logo may also be shown on the following promotional material or communicated through the following tools:

- Advertisements in newspapers
- Radio advertising
- Television advertising
- Giant City Television Screen
- Public address system in the stadiums
- Internet (Host website)

7.2 Promotion

The success of a Host's promotional activities may be measured by the attendance figures in the stadiums.

The Host should formulate a promotional strategy with the aim of realising maximum stadium attendances and media coverage.

Possible promotional activities include the following:

- Radio/TV spots
- Banners and billboards throughout the host city/cities



- Posters throughout the host city/cities
- Distribution of flyers
- Cooperation with newspapers
- Cooperation with schools (adopt a team, cultural activities related to the countries of the participating clubs)

- Cooperation with regional football association
- “Football Ambassadors” - involvement of well-known players
- Promotional activities at domestic league matches (women's and men's), such as:
 - information stand
 - announcements at half-time
 - video board
- As well as promoting on the Club's website, advertise on regional association's and national association's websites
- Club activities linked to the mini-tournament/match, e.g. club's youth teams
- Competition to become player's escorts and/or ball girls
- Active approach towards sponsors, inviting sponsors, employees and their children; providing a special sponsor promotion programme
- Ticket competitions



A matchday/mini-tournament programme, which is intended primarily for supporters, is another important means of promotion which the Host may decide to use.

The programme can be sold to the general public or be distributed free of charge. In addition, the programme should be distributed free of charge to media representatives, the competing teams and VIP guests.

The Host should take an active approach towards the local and national media by providing news and comments on the competition including results of the other groups, possible opponents for

the next round, information on the final round, etc.

Standard artwork following the UEFA Women's Cup Brand Identity may be found in Part II: Brand Manual, section 14.6, as well as on the accompanying CD-ROM, for the following items:

- city banner
- entrance banner
- poster
- flyer
- matchday/mini-tournament programme

7.3 Ticketing Strategy

The Host should formulate a ticket strategy with the aim of attracting spectators to the stadium.

Such a strategy should include the following elements:

7.3.1 Ticket Prices:

- prices should be reasonable so as not to deter attendance

Note, in order to emphasize the top international nature of the matches UEFA does not recommend that entrance into the stadium be free (with an exception for children).

7.3.2 Ticket Categories:

- individual match tickets

- mini-tournament pass (valid for any match of the tournament)
- family ticket e.g. parents attending matches with children under a certain age pay a single price for the whole family
- ticket offer to local schools
- ticket offer to communities/ municipalities at low prices - the local government may distribute tickets to the population free of charge emphasizing the municipalities' support of this tournament
- ticket offer to sponsors at low prices - the sponsor may distribute tickets to employees and their children
- supporters wearing the shirt of one of the participating teams may enter free of charge or at reduced fee

- special offers to local companies
- team ticket - a certain number of persons may attend the match for a special rate (a team of 15, 20 or more persons)
- invitation cards for VIPs and guests

7.3.3 Added Value:

The purchase of a ticket may entitle the buyer to an additional added value. For example, a free souvenir item (T-shirt, cap, etc).

7.3.4 Ticket Design

The design of the tickets should follow the UEFA Women's Cup Brand Identity. Standard artwork for a ticket may be found in the Artwork Templates in Part II: Brand Manual, section 14.6, as well as on the accompanying CD-ROM.

7.3.5 Reserved Tickets

An adequate number of complimentary and purchase tickets must be reserved for the visiting Clubs.

In addition, the official UEFA representatives and six representatives of the visiting Club and its national association must be provided with top-class seats (and associated hospitality) in the VIP sector.

Visiting Clubs must advise Hosts of the number of tickets required at least 10 days before the date of the match/mini-tournament. The price of tickets for supporters of the visiting team may not exceed the price paid for tickets of a comparable category that are sold to supporters of the home team.



UEFA Women's Cup
FINALE RÜCKSPIEL | 27. MAI 2006 | 14.15 UHR

Stadion am Bornheimer Hang | Frankfurt/Main
I. FFC FRANKFURT
I. FFC TURBINE POTSDAM

Block: **A** Reihe: **1** Platz: **1**

Der Inhaber der Eintrittskarte verpflichtet sich, die Stadionordnung sowie die Allgemeinen Geschäftsbedingungen des Veranstalters zu beachten und einzuhalten. Bei Verstößen kann ein Stadionverbot – in schwerwiegenden Fällen ein bundesweit wirksames Verbot – ausgesprochen werden. Für Personen- und Sachschäden wird über die versicherten Risiken hinaus keine Haftung übernommen. Bei Abbruch des Spiels erfolgt keine Erstattung des Eintrittspreises.

Dieses Ticket gilt für Hin- und Rückfahrt auf allen Verkehrsmitteln des RMV im Verbundangebot.

KombiTicket

SITZPLATZ TRIBÜNE
€ 20,- / € 18,-
 inkl. 16% Mehrwertsteuer

Stadion am Bornheimer Hang | Frankfurt/Main
I. FFC FRANKFURT
I. FFC TURBINE POTSDAM
Block A Reihe 1 Platz 1

8 COMMUNICATION OF INFORMATION

8.1 Host to UEFA

Stadium Questionnaires and Certificates

The following questionnaires and certificates in relation to the stadiums which will be used for the matches in the competition, including those which would be used in the final round, are required by **Monday, 2 June 2008 (or Monday, 23 June if club not known at time of entry)**:

- UEFA Stadium Questionnaire for each stadium where the matches are proposed to be played.
- Certificates issued by the competent public authorities (UEFA Safety Certificate) confirming that the stadiums where the matches are proposed to be played, including their facilities, have been thoroughly inspected and meet all safety requirements laid down by the applicable national law.
- If applicable, the “FIFA Recommended 2-Star” licence or “FIFA Recommended 1-Star” licence issued by a FIFA accredited laboratory within the 12months before the entry deadline.

Match Administration

Clubs must provide the UEFA administration with the following information by the deadlines indicated:

Match Administration			
	Exact Match Dates	Hotel Details	Kick-off times
1 st Qualifying Round	fixed	Mon, 2 June 2008 Mon, 23 June 2008 if club not known at time of entry	Mon, 4 August 2008
2nd Qualifying Round	fixed	Mon, 2 June 2008 Mon, 23 June 2008 if club not known at time of entry	Mon, 15 September 2008
Quarter-Finals	Mon, 20 October 2008	Mon, 20 October 2008	Mon, 20 October 2008
Semi-Finals	Wed, 28 January 2009	Wed, 28 January 2009	Fri, 27 February 2009
Final	fixed	Thu, 16 April 2009	Thu, 16 April 2009

8.2 All Participating Teams to UEFA

All participating teams must provide the UEFA administration with the following information by the deadlines indicated:

Team Administration			
	List of Players form W	Amendments on List of Players form W2	Players Kit Approval Request Form
1 st Qualifying Round	Thu, 21 April 2008	Tue, 2 September 2008, 12.00 CET	Mon, 4 August 2008
2nd Qualifying Round	Thu, 25 September 2008	Tue, 7 October 2008, 12.00 CET	Mon, 4 August 2008
Quarter-Finals	Wed, 25 September 2008	-	Mon, 20 October 2008 (plus samples of 1st & 2nd choice kit)
Semi-Finals	Fri, 20 March 2009	-	-
Final	Same list as for semi-finals	-	-

In addition, information on each club for media information/promotional purposes, as requested in section 6.2.1, should be provided by **25 July 2008**.

Contact details for the UEFA administration can be found in section 9.

8.3 Host to the Visiting Team(s)

In order to facilitate the co-operation between the teams concerned the Host should provide the visiting team(s) with the following information:

- if requested, a standard invitation letter to fulfil visa formalities
 - information on any special procedures regarding visas, customs clearance, passport controls, etc
 - health information (e.g. recommended vaccinations, suitability of tap water for drinking, etc)
 - information on the nearest international or domestic airport to the tournament headquarters/hotels. Note: the Host may also propose an airport in a neighbouring country if the journey from this airport to the venue is considerably shorter (see also section 3.6.2)
 - information on the vehicles which will transport the teams and their luggage (see also section 3.6.3)
 - information on the LOC including names, functions and contact details
 - the names and contact details of the Team Liaison Officer of each team
- full details of the tournament accommodation
 - information on the room reservations (singles for the officials, twin rooms for the players, equipment room, massage room, meeting room, separate floor, etc.)
 - details on the room rates to be settled at the hotel before departure for any additional delegation member or for extended stay
 - names of the match stadiums
 - names of the training grounds
 - distances from the hotel to the airport, stadiums and training grounds (in km and minutes) - ideally a map should be provided (see also section 3.4)
 - proposed menu plan
 - mini-tournament schedule including venues and kick-off times
 - information on any official receptions/events

A copy of the relevant correspondence should be sent to the UEFA administration.

8.4 Visiting Team(s) to the Host

In order to ensure that the appropriate reservations and arrangements are made, a visiting team should provide the Host with the following information/requests, as applicable, well in advance of the match or mini-tournament:

- flight details
- exact number of delegation members
- special wishes regarding hotel room categories (singles, doubles, suites, etc.)
- rules with regard to mini-bar, Pay TV, telephone lines in the players' rooms, etc
- training schedule
- meeting schedule
- menu plan and any special dietary requests
- eating times (including pre-match snacks)
- information on the luggage to be collected at the airport (number of pieces, type of luggage, approximate weight, etc.)
- whether a cook would travel with the team
- information on any food/beverages to be brought into the country
- information on any special equipment (television camera, computer equipment, etc.) to be brought into the country
- whether the team travels with its own massage table
- whether the team travels with its own training balls
- requests regarding equipment/services to be provided at the match stadiums or training grounds (additional massage tables, tactical board, number of balls, mobile goals, small goals, specific quantity of water, tea, fruits, etc.)
- requests for additional vehicles
- colours of the first-choice and second-choice team kits
- colours of the goalkeeper kits
- requests with regard to attending matches of the other teams
- information as to how the visiting team will settle its extras, including the expenses of additional delegation members or additional days
- requests regarding equipment in the meeting room

Ideally, a small folder or tournament guide should be produced and handed over to the visiting teams and UEFA representatives upon their arrival. This document may include the following items:

- information as outlined above
- a welcome message
- the printed souvenir programme, if applicable
- the names and nationalities of the UEFA match delegate and referees

- a list of important numbers (LOC members, hospital, police, embassy, etc.)
- a hotel brochure
- photos of the match venues
- important information on the match venues (name, city, capacity, lighting, dimensions of the playing field, etc.)
- a list of interesting places to visit / a proposal regarding excursions
- a day-to-day programme (including the activities of each team)
- training schedule
- meeting schedule
- information on television coverage
- information on any pre-match activities
- match countdown
- Host's expectations regarding the conduct of a visiting team during the mini-tournament
- information on any special habits in the Host's country
- pre-tournament press releases
- information on the ticketing procedure, accreditation, etc.
- information on any security issues at the hotel, training grounds or match venues (police escort, etc.)
- information on the expected spectator attendance at the matches
- information on any special activity during the mini-tournament (national holiday, grassroots events before the matches, etc.)
- feedback form, on which a visiting team can provide the Host with its feedback and suggestion

9 UEFA CONTACT INFORMATION

9.1 Main Address

UEFA - Union des associations européennes de football
Route de Genève 46
CH-1260 Nyon 2
Switzerland

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Media Desk Tel: +41 22 848 04 27 27
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David Taylor

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Head of National Team Competitions
Mikael Salzer

9.2 UEFA Women's Cup Contact Persons

The following persons may be contacted in case of specific queries or for general assistance or advice with regard to the organisation of a mini-tournament or match of the UEFA Women's Cup:

Competition Manager Women's Football

Anne Vonnez-King (womensfootball@uefa.ch)

- competition format
- financial conditions
- Competition Regulations
- Manual
- coefficients and draws

Assistant Women's Football

Sophie Margueron (womensfootball@uefa.ch)

Competition Administration

Anne Meyer (matchcentre@uefa.ch)

- administration of matches/mini-tournaments (dates, venues, kick-off times, preliminary site visits)
- players' registration
- kit approval

Stéphane Keller (delegate@uefa.ch)

- delegates

Refereeing Operations Manager

Luzia Porret (referee.appointments@uefa.ch)

- refereeing matters

Junior Brand Manager

Mary-Laure Bollini (brand@uefa.ch)

- use of UEFA Women's Cup Logo and Artwork Templates
- approval of designs

Press Officer - Media Services

Pascal Gysel (media@uefa.ch)

- media matters

uefa.com

Paul Saffer (newsdesk@uefa.ch)

- UEFA Women's Cup editor
- club information and photographs

10 ORGANISATIONAL TEMPLATES

10.1 Telephone Contact Sheet



Telephone Contact List

Name	Telephone	Fax	Mobile	Function

10.2 Invitation to Organisational Meeting



ORGANISATIONAL MEETING

Qualifying- Group x
Mini-Tournament in (city), (country)

Date : Day, xx Month 200x

Time: xx:xx hours

Place: Name of the Hotel - Floor x, Room Name

Please bring to the meeting:

- The final 25 players list
- The passports or identity cards of the players listed on the above list who are participating in the mini-tournament
- Official kit as well as the reserve kit of a field player (socks, shorts, shirt)
- Goalkeeper kits (socks, shorts, shirt, gloves)

10.3 Organisational Meeting Agenda (Mini-Tournament)

ORGANISATIONAL MEETING AGENDA

1. Welcome and introduction of all those present by Chairman
2. Welcome by the Host
3. Match Schedule
4. Match / Refereeing Matters
 - Kick-off
 - Transport for the referees / delegates / teams
 - Technical stadium facilities
 - Substitution boards
 - Colours of the playing kits
 - Floodlighting
 - Matters relating to television and the press
 - Referee's report form
 - Countdown
 - Substitutes' bench
 - Field of play, goal dimensions, etc
 - Instructions from the referee
5. Disciplinary Matters
6. Safety/Security Matters
 - Stadium capacities: number of seated/standing places
 - Expected attendance
 - Security measures for the visiting teams

- Information and measures with regard to the supporters of the visiting teams
 - Security measures in the stadiums
 - Television surveillance system in the stadiums
 - No public sale of alcohol
 - Entry control procedures
 - Public address announcers
 - Stadium exit doors and emergency gates
 - Liaison group
7. Administrative Matters
- Doping Controls
 - Eligibility of players
 - Seats for the UEFA match delegate, referee observer (where applicable) and Doping Control Officer
 - Flags in the stadium
 - Accreditation and stadium passes
8. Media Matters
9. Hotel Arrangements
10. Transport Arrangements
11. Social Events
12. Confirmation of Team and Referee's Colours
13. Passport/ID control

10.4 Organisational Meeting Agenda (Match)

ORGANISATIONAL MEETING

AGENDA

Welcome and introduction of all those present by the chairman

1. Match / Refereeing Matters

- Kick-off
- Transport for the referees / delegates / teams
- Arrival at the stadium of the referees / delegates / teams
- Technical stadium facilities
- Substitution boards
- Colours of the playing kits
- Players
- Goalkeepers
- Referees
- Advertising on the players' kits
- Floodlighting
- Matters relating to television and the press
- Referee's report form
- Countdown
- Substitutes' bench
- Field of play, goal dimensions, etc.
- Instructions from the referee

2. Safety / Security Matters

- Stadium capacity: number of seated/standing places
- Expected attendance
- Security measures for the visiting team
- Information and measures with regard to the supporters of the visiting team
- Security measures in the stadium
- Television surveillance system in the stadium
- No public sale of alcohol
- Entry control procedures
- Public address announcers
- Stadium exit doors and emergency gates
- Liaison group

3. Administrative Matters

- Doping Controls
- Eligibility of players
- Seats for the UEFA match delegate, referee observer (where applicable) and Doping Control Officer
- Flags in the stadium
- Accreditation and stadium passes

10.5 Team Colours Summary



X QUALIFYING ROUND
GROUP X MINI-TOURNAMENT PLAYED IN X

DETERMINATION OF COLOURS

Match #	Teams	Player Colours			Goalkeeper Colours			Referee	Ballkids Colours
		Shirt	Shorts	Socks	Shirt	Shorts	Socks	Shirt	
	Home Team								
	Away Team								
	Home Team								
	Away Team								
	Home Team								
	Away Team								
	Home Team								
	Away Team								
	Home Team								
	Away Team								
	Home Team								
	Away Team								

10.6 Match Organisation Checklist

The following checklist gives an overview of the various tasks and duties which should be fulfilled by a Host prior to a match.

10.6.1 Preparatory Phase

Stadium/Training Ground Matters

- Supervise any possible renovation and construction work at match stadium to ensure venue ready for match/mini-tournament
- Supervise preparation and maintenance of the pitches and training grounds
- Check for roadworks or other potential problems that may hinder access to the stadiums
- Check all goals in conformity with the Laws of the Game
- Check all training grounds ready from arrival of teams until their departure (watering and grass cutting, field markings, goal nets, temporary goals, dressing rooms open and cleaned, still bottled mineral water available)

Protocol Matters

- Prepare list of local VIPs that may attend the matches
- Prepare seating plan for team officials, VIPs, guests, sponsors, etc.
- Define VIP hospitality areas in the stadium and planned level of service
- Check public address system
- Check UEFA Women's Cup anthem
- Arrange the necessary numbers of flags
- Define entrance ceremony for the teams (UEFA Women's Cup anthem, players' escorts, flag carriers, etc.)

Accreditation Matters

- Define the accreditation policy
- Prepare instructions for stewards/security/police on all matters related to security, accreditation, etc.

Media Matters

- Preparation of media infrastructure (press seats, electricity, modem plugs, mixed zone, press conference room, etc - see section 3.3)
- In case of TV coverage, provision of necessary facilities (camera positions, electricity, OB-van area, up-links, etc - see section 3.3)

Team Matters

- Dressing rooms equipped with massage benches and tactical boards
- Dressing rooms cleaned and sanitary facilities restocked

Referee Matters

- Dressing rooms cleaned and sanitary facilities restocked
- Dressing rooms equipped with table & chairs
-

Doping Control Matters

- Refrigerator stocked with an assortment of drinks (unopened and sealed glass bottles or cans)

Ball Kids

- Appoint and instruct 8 - 10 ball kids per match
- Uniform and neutral dressing

Signage

- Signage of key areas in the stadium (dressing rooms, benches, medical room, doping control room, media rooms, VIP facilities, toilets, parking, etc.)

Delegate's Room

- Delegate's room equipped with photocopy machine and, if appropriate, a fax
- Check correct functioning of equipment
- Check sufficient paper is available for copies

10.6.2 One day before the match (MD-1)

Stadium

- In case of doubt, check with referee and UEFA match delegate on use of playing field for training sessions. If negative, UEFA match delegate to inform teams concerned.
- Check goals
- Check pitch quality (watering and grass cutting)
- Check dressing rooms clean and keys available to open/lock doors
- Check doping control room equipped with refrigerator, drinks and keys available to open/lock door
- If applicable, check functioning of floodlights and time lights switched on
- Check availability of flag poles and flags
- Check PA system functioning
- Check UEFA Women's Cup anthem
- Check scoreboard and stadium clock

Protocol

- Update VIP list
- Check sufficient staff available for hospitality area
- Check hospitality areas are ready and food/drinks ordered

Accreditation

- Ensure all persons have received accreditation cards
- Ensure stewards/security staff/police are briefed on tasks, timings and meeting point
- Define last-minute pick-up point for accreditation cards and tickets

Commercial Matters

- Check correct installation of advertising boards

Media

- Check all media facilities are installed and functioning
- Check broadcasting arrangements (in case of TV coverage)

Teams

- Check teams are aware of their departure time (in co-operation with transport manager and Team Liaison Officer)
- Double-check the kit colours and remind teams to bring their second-choice kit

Refereeing matters

- Check with referee liaison officer:
- Electronic substitution boards or traditional substitution panels

- Substitution forms
- Refreshments ordered for referees

Equipment

- Prepare 10 match balls to be handed over to the referee for measuring the pressure
- Check availability of ball pump in stadium

Ball Kids

- Confirm availability of ball kids
- Check neutral equipment no clashing with team colours

Players Escorts

- Confirm availability of players' escorts

Signage

- Installation of signage
- Briefing of staff to guide the teams, guests, etc.

Delegates Room

- Check correct functioning of equipment
- Check sufficient paper is available for copies

10.6.3 Match Day

Morning

- Check items that were not ready during previous check
- Check with ground keeper watering schedule (if necessary)

- Check availability of the following material at the stadium:
- Minimum 10 match balls
- Flags (UEFA, UEFA Women's Cup, UEFA Fairplay)
- Warm-up bibs (2 x 10) - in principle responsibility of the team in question
- Sufficient still bottled mineral water for the teams
- Massage tables for the teams
- Tactical boards for the teams
- Signage

Arrival at the Stadium (2 hours 30 min. before kick-off)

Carry out the necessary briefings and check the following:

- Sufficient number of balls available in the referees' room
- Ball pump functioning
- Photocopier and fax functioning (turn on, sufficient paper)
- Seat labels for VIP seating - officials of the participating teams, representatives of other teams not involved in the match, Club and national association representatives, guests, etc.
- Arrival time of ambulance, fire-brigade, security and ball kids
- Stretchers and carriers
- Flag protocol
- Position of advertising boards and cameras (distances to the touch line and goal line, security)
- Signage in place
- Accreditation system
- Dressing rooms (clean, equipped with massage tables and tactical boards; still bottled mineral water provided)
- Technical equipment for music and announcements

- Brief announcer and provide announcement text
- Check hospitality area open
- Replacement goal available

Arrival of Referees and UEFA match delegate (1 hour 30 min. before kick-off):

- Welcome
- Pitch inspection
- Briefing on match arrangements
- Check with referee; balls, time, countdown, number of players permitted in warm-up zone
- Handover of balls to person responsible for ball kids
- Agree on sign and position for kick-off

Arrival of Teams (1 hour 30 min. before kick-off):

- Welcome
- Briefing on match arrangements
- Guidance and assistance whenever needed

The Local Venue Manager should then oversee the following activities:

Time until kick-off	Activity
- 45 minutes	Warm-up on the pitch
	Check arrival of security, ambulance, fire brigade, ball kids Double check all open items
- 10 minutes	Finish warm-up on the pitch
	Ensure everyone leaves pitch (to dressing room or bench) Ball kids in position Players escorts in tunnel Teams line-up in playing field entrance (tunnel) on correct sides for entrance Give sign to stadium speaker (welcome text)
- 3 minutes	Start of the Countdown
	Lead teams onto the pitch as per countdown; UEFA Women's Cup anthem synchronised with entry of teams Co-ordinate correct countdown procedure Co-ordinate team entrance with TV, if necessary
Kick-off	Give sign to referee
During match	Assist 4th official if necessary Check for problems concerning match arrangements (ball kids, boards, TV, security)
After match	Assist the UEFA match delegate and, if applicable, the tournament administrator

10.6.4 Potential Problems and Solutions

Below is a list of potential problems that may occur before a match and the action to be taken by the persons responsible.

Match Abandoned

- Only the referee can decide if a match must be postponed, abandoned or cancelled
- For cases beyond control (weather conditions, floodlight failure), the LOC and delegate may provide the referee with their opinion and relevant information (e.g. weather forecast)
- The LOC is responsible for ensuring that any other problems that could affect the match are avoided (goal dimensions, security problems due to pitch boards, kit problems, etc.)
- LOC to inform the spectators and teams of decisions taken

Late Arrival of Teams or Referees

- First priority: the match must be played
- LOC to find a solution with UEFA match delegate, teams and referees (e.g. delay kick-off)
- UEFA match delegate and referee to prepare a resolution which must be signed by both teams. The resolution should include a stipulation that protests following the match will not be accepted.
- LOC to inform the spectators of decisions taken

Team brings Incorrect Kit

- First priority: the match must be played
- LOC to check if teams have replacement kits. If not, team official requested to bring the correct kit - LOC to organise this transport
- If the procedure causes a delayed kick-off, LOC to inform the spectators of the problem and decision

Set-up of Advertising Boards

- Check all boards correctly placed around the playing field with correct distances to the pitch
- If the boards are too close to the pitch, arrange to have them moved backwards immediately (to avoid referee refusing to start match)

Position of Teams / Defined Areas / Protocol

- In principle, away team sits on bench behind first assistant
- Away team starts hand-shake procedure and lines up on the right side of the referee (when looking from the main stand onto the pitch). To ensure teams are correctly lined up in the tunnel to avoid crossover when coming onto pitch
- LOC to decide allocation of dressing rooms to teams
- Referee defines warm-up area (normally behind first assistant or behind own goal)
- Three flags must be flown (UEFA, UEFA Women's Cup, UEFA Respect). Other flags may be flown, e.g. participating clubs, host country, region, city. For the three compulsory flags, the standard flag protocol is, from left to right: UEFA Women's Cup - UEFA - UEFA Fairplay.
- Number of persons on the bench (7 substitute players and 6 team officials one of which must be a team doctor) and number of players allowed to warm up during the match (normally 3 per team) are reconfirmed before the first match day
- The teams may have more than 6 officials on the bench during the warm-up and in the dressing rooms. The additional persons must go to the five additional technical seats or to the main stand before kick-off
- If a team is not satisfied with their bench position (e.g. not protected from the sun), the players may be seated elsewhere on condition that both teams and the referee agree
- The media is not allowed on the pitch at any time (except for handheld cameras of the host broadcaster during line-up)
- The media is not allowed in the dressing room area at any time
- Interviews of players, substitutes or officials are not allowed during the match
- Photographers may approach the touchline during the line-up. During the match, they must be positioned according to the media officer's instructions (normally behind the goals)

Distribution of team sheets

- LOC to distribute copies of the team sheets to: teams (8 copies each), referees (4), UEFA match delegate, announcer, VIPs and scouts (if applicable)
- Host Media Officer to distribute copies of the team sheets to host broadcaster, if applicable, (10) and the media

Pre-match activities

- As a rule, there should be no activities on the pitch during the warm-up (except in the centre circle if announced beforehand)
- Activities should not disrupt the warm-up or delay the kick-off (e.g. no landing of parachutes on pitch between warm-up and kick-off)

Kick-off on time

- LOC must ensure that the match kicks off on time. LOC should calculate the time needed to walk from the dressing rooms to the pitch and adjust the departure time from the dressing rooms before the match and after half time accordingly.
- LOC to assist the referee to call the two teams on time
- The clocks should be adjusted according to TV time (if match is broadcast) or according to the referee's watch. Teams should be informed upon arrival of official time

Camera positions

- LOC together with referee and UEFA match delegate to check camera positions on the playing field
- 1st priority: no safety risk for the players;
- 2nd priority: no view obstruction for the substitution benches;
- 3rd priority: visibility of pitch boards

10.7 Countdown

Time	Countdown to Kick-Off
-120'	Stadium gates open to spectators and media.
-90'	Pitch inspection by UEFA match delegate, referees and team representatives.
-60'	Teams to deliver Match Sheets to referee.
-45'	Teams warm-up on pitch.
-10'	Players exit pitch.
-10'	Ball kids take up positions around pitch. Players' escorts ready in tunnel.
-6'	Welcome message announced. Players' names announced of away and home teams.
-4'	Teams join referees in players' tunnel for studs check.
-3'	Referees lead teams out of players' tunnel (with player escorts). UEFA Women's Cup anthem synchronised with entry of teams onto field.
-3'	Teams and referees line up facing the tribune of honour.
-2'15	Teams shake hands according to handshake procedure.
-1'30	Teams complete handshake and line-up for team photos.
-0'30	Coin toss with referee and captains.
xx:xx:xx	KICK-OFF

Half-Time	
HT	Teams exit pitch.
HT +14 mins	Teams and referees re-enter pitch.
HT +15 mins	Second half kick-off.
Full Time	
FT	Teams, referee and assistant referees gather in centre circle, shake hands, wave to spectators and leave field together.
FT +1 mins	Host media officer escorts selected players for Flash Interviews.
FT + 15 mins	Official press conference begins.

10.9 Announcements in the Stadium

10.9.1 Before the Match



ANNOUNCEMENTS BEFORE THE MATCH

- 6 minutes before kick-off
- in the local language and, if appropriate and possible, in the language of the visiting team

Good afternoon/evening Ladies and Gentlemen.

Welcome to the (stadium name) here in (name of town/city) for the UEFA Women's Cup (x qualifying round) match between (name of home team) and (name of away team).

We would like to take this opportunity to thank you for coming to watch the match today.

The line-ups today will be the following:

(name of home team, followed by the number, first name and surname of 11 players)

(name of away team, followed by the number, first name and surname of 11 players)

Today's referee is (name) from (country)

He/she will be assisted by (full name) and (full name), also from (country)

The 4th official is (full name) from (country)

and the UEFA Delegate is Mrs/Mr (name) from (country)

(Information on the current ranking of the mini-tournament and the qualification to the next competition phase)

We hope that you will enjoy the game, and wish both teams the best of luck in a match played in the spirit of sportsmanship and fair

10.9.2 During the Match



ANNOUNCEMENTS DURING THE MATCH

The announcer may communicate the following information immediately after these actions have taken place:

Goals scored:

- Score
- Minute
- Shirt number
- Name of the player

Text could be: (N° & name) of (team) scored (score) in the (minute)

Substitution:

- Minute
- Shirt number and name of player substituted
- Shirt number and name of player entering the field

Text could be: N° 9 (name) of (team) has been substituted by (N° & name) in the (minute)

Note: announcer must not announce yellow or red cards.

10.9.3 At Half-Time



ANNOUNCEMENTS AT HALF TIME

In order to provide the spectators with some information on the tournament the following information should be announced:

- Number of spectators at the match
- Half-time score of the other match
- Information of the next matches in the mini-tournament (date, kick-off, venue and match)
- Information on any future domestic league matches of the home club
- Security announcement = it is strictly forbidden to enter the playing field at any time. This message should be repeated shortly before the end of the match.

10.9.4 After the Match



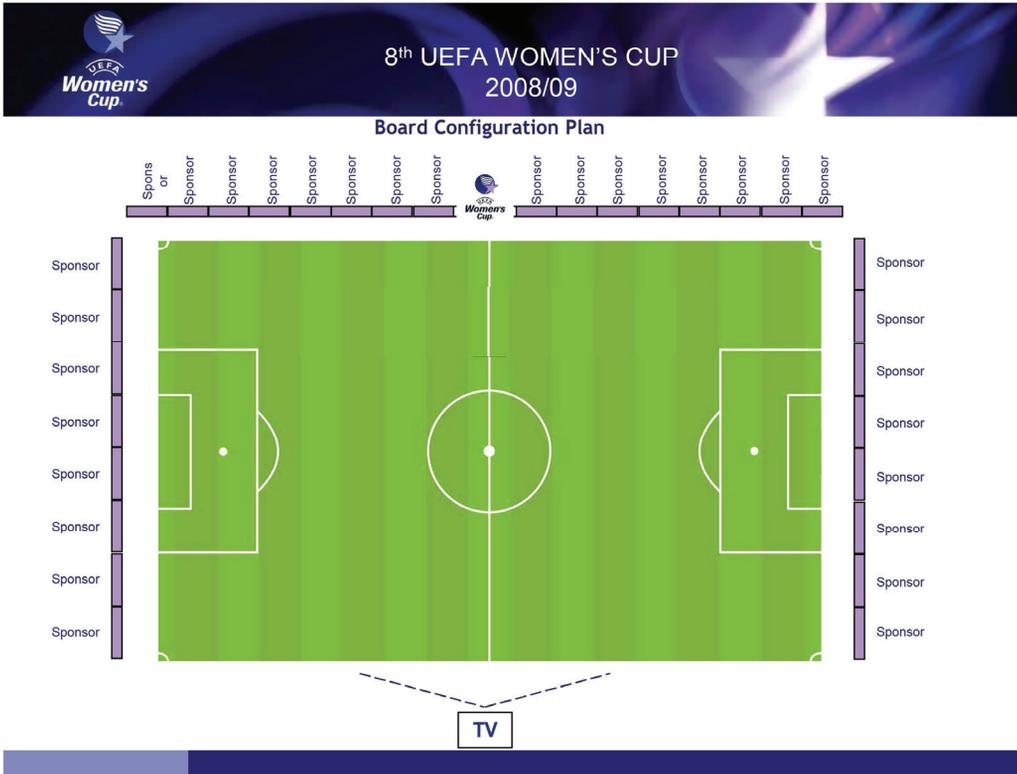
ANNOUNCEMENTS AT END OF MATCH

The following details should be announced to the spectators:

- Final score of the other match
- Information of the next matches in the mini-tournament (date, kick-off, venue and match)
- Farewell message

Thank you once again for having attended this UEFA Women's Cup match.
We hope to see you again soon and wish you a good and safe journey home

10.10 Stadium Board Configuration Plan



10.11 Mini-Tournament Ranking



GROUP RANKINGS

X Qualifying Round

Group X - Mini-Tournament played in XXX

RANKING after Match day 1

Pos.	Team	Matches played	Points	Goals	
				for	against
1					
2					
3					
4					

RANKING after Match day 2

Pos.	Team	Matches played	Points	Goals	
				for	against
1					
2					
3					
4					

RANKING after Match day 3

Pos.	Team	Matches played	Points	Goals	
				for	against
1					
2					
3					
4					

10.12 Mini-Tournament Statistics



Qualifying Round
Group X Mini-Tournament played in xxx

FIRST MATCHDAY STATISTICS

<i>LOGO</i>	CLUB	-	CLUB	<i>LOGO</i>	x'	x - x	N'	x
					x'	x - x	N'	x
					x'	x - x	N'	x
	x	-	x		Attendance: x			

<i>LOGO</i>	CLUB	-	CLUB	<i>LOGO</i>	x'	x - x	N'	x
					x'	x - x	N'	x
					x'	x - x	N'	x
	x	-	x		Attendance: x			

Pos	Club	Played	Won	Draw	Lost	For	Against	Points
1								
2								
3								
4								

Cards							
Min	No.	Club	Yellow Card	Red Card	Suspended for next match		
x'			X				
x'			X			X	
x'			X				
x'				X	X		

11 REGULATIONS OF THE UEFA WOMENS CUP

12 BRAND SUPPORT

12.1 What is it?

Brand support is a brand strategy providing artwork, together with broadcast and digital support, to clubs and broadcasters to help them promote the UEFA Women's Cup.

Its objectives are:

- firstly, to provide the means of reinforcing the UEFA Women's Cup Logo and visual identity, together with the Clubs' visibility, in a memorable way;
- secondly, to build brand equity in the UEFA Women's Cup, promoting and encouraging commercial interest from both broadcasters and sponsors.
- Thirdly, to ensure the strategic emphasis is placed on what you can do, rather than what you cannot.

12.2 Music

A UEFA Women's Cup music theme has been produced in several edits to accompany broadcast and event usage.

On-Air

From opening sequences to break bumpers, an accompanying music edit is available to support broadcasters in their live and delayed coverage of the UEFA Women's Cup.

In-Stadia

For player walk-on, full time and goal moments, the edits produced will cover all usual live match usage.

General Events

Music edits are available to support general event usage.

13 GENERAL GUIDELINES

13.1 Intellectual Property Rights

The UEFA name, the UEFA Women's Cup Logo and the UEFA Women's Cup Materials are intellectual property of UEFA and are protected by national and international laws on copyright and/or trademark.

Any and all copyright and other intellectual property rights for all purposes throughout the world, which are created, developed and/or used in relation to the UEFA Women's Cup Materials and/or the Logo shall remain vested in UEFA or, as the case may be, become the sole and exclusive property of UEFA. The Clubs shall not claim any right, title or interest in relation thereto. All uses of the above will accrue for the sole benefit of UEFA. Should any right, title or interest in any of the above become vested in the Clubs (by operation of law or otherwise), the Clubs shall hold the same in trust for UEFA and shall, at the request of UEFA, forthwith unconditionally assign free of charge all such right, title or interest to UEFA and execute any documents necessary in connection therewith.

13.2 Use of UEFA Women's Cup Logo and UEFA Women's Cup Materials by the Clubs

The Clubs shall not use the UEFA Women's Cup name, the Logo or the UEFA Women's Cup Materials in any way which: (i) may damage the distinctiveness or value of the UEFA Women's Cup name or the Logo; or (ii) may be deceptive or misleading. The Clubs undertake that they will not use any name or Logo which is an imitation of or

which is confusingly similar to the UEFA Women's Cup name, the Logo and/or any UEFA Women's Cup Materials.

All uses of the Logo and the UEFA Women's Cup Materials by the Clubs must be in full accordance with the guidelines contained in this Manual and other instructions issued by UEFA from time to time. All uses of the Logo and the UEFA Women's Cup Materials by the Clubs shall faithfully and accurately reproduce the colour, language, design and appearance of the Logo/UEFA Women's Cup Material as transmitted to the Clubs by UEFA (including, without limitation, any copyright or trade mark notices).

If requested to do so by UEFA, the Clubs will immediately remove the UEFA Women's Cup name, the UEFA Women's Cup Logo and/or the UEFA Women's Cup Materials from any material if the use thereof is in the reasonable opinion of UEFA in breach of the guidelines provided in the Manual.

13.3 Approvals

All proposed uses of the UEFA Women's Cup Logo and UEFA Women's Cup Materials that the Clubs wish to make, must be submitted to UEFA for written approval. Unless approval is received in writing, Clubs may not proceed with their proposed use.

Approval requests shall be made to UEFA Brand Management by sending a PDF of the artwork or by sending representative samples or accurate photographic representations of the intended use.

UEFA should have at least ten working days to send its comments/final approval back to the club.

UEFA Brand Management

Contact details:

E-mail: brand@uefa.ch
Tel: +41 848 00 27 27

14 PRINT

14.1 Artwork

The artwork provided can be adapted to fit with common print dimensions, but the overall ‘look’ should always stay the same. The different elements cannot be changed proportionally to one another.

14.2 Text

The texts within the templates can be replaced with the correct information, or deleted if inappropriate. The recommended typeface is Arial. If this is not available, use Helvetica. To complement the identity, Univers can be used.

The text can be written in local language and does not have to be in English.

14.3 Logos

The Club Logos and Club names should be used in place of the dedicated boxes, but they must not exceed the size of these boxes. If you do not have all the required Club logos, use the Club names.

14.4 Approval

If the artwork size has been adapted, please make sure that the artwork maintains the exact proportions and is not deformed or distorted in any way.

Please send the revised versions of your layouts to UEFA Brand Management for approval at: brand@uefa.ch prior to production and implementation.

14.5 Sponsor Integration

In order for the Clubs to integrate their Sponsor Logos within the print backdrop items (e.g. flash backdrops, press conference backdrops, telescopics, etc.), a special Sponsor template grid has been developed.

The recommended size of one Sponsor box is: 134mm wide x 55mm high.

Clubs are advised to request that their Sponsors submit a version of their Logo that will fit the landscape space of 134mm x 55mm.

The spacing between each box should be 15mm (horizontally and vertically) for all media, flash backdrops and telescopics.

Sticker spacing example:

4 Sponsors	4	1	2	3	4	1	2	3	4
	3	4	1	2	3	4	1	2	3
	2	3	4	1	2	3	4	1	2
	1	2	3	4	1	2	3	4	1

6 Sponsors	1	2	3	4	5	6	1	4	6
	4	1	2	3	4	5	6	2	5
	2	5	1	2	3	4	5	6	3
	1	3	6	1	2	3	4	5	6

The Sponsor Logos can either be printed with the item itself, or stickers may be produced and placed on top of the predefined spaces.

Any given Sponsor should be limited to a maximum of 50% overall visibility, i.e. there should be a minimum of two Sponsors in the sticker configuration.

For all other print items which require the inclusion of Sponsor Logos, e.g. programme cover, please use the Sponsor spaces provided in the artwork templates.

14.6 Artwork Templates

14.6.1 Pitch Boards

Size of artwork provided: The regular size is 6m x 0.9m
We have also prepared a special long version of 12m x 1m

- Size can be modified to fit with your board requirements
- UEFA Women's Cup Logo cannot be modified

Material Recommendation: Wood 6mm Exterior Plywood

Colours: Pantone 2735c



14.6.2 Corner Boards

Size of artwork provided:

The regular size is 1m x 0.9m

- Size can be modified to fit with your board requirements
- UEFA Women's Cup Logo cannot be modified

Material Recommendation: Wood 6mm

Colours: Pantone 2735c or CMYK (for logo on white)



Corner board with Word Mark



Corner board with logo



14.6.3 Promotional Posters

Size of artwork provided: A3

- layout can be modified to fit with your poster requirements
- text can be put in your language
- sponsor logos can be added on the bottom

- Image may be changed to illustrate your club players

Material Recommendation: Coated, SK 3, 175gm2

Colours: CMYK



14.6.4 Promotional Flyers

Size of artwork provided: A4 folded in 3

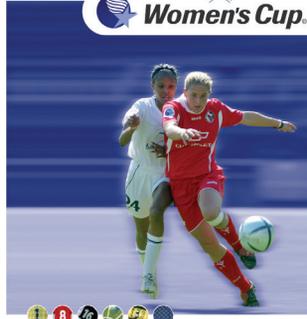
- layout can be modified to fit with your flyer requirements
- text can be put in your language
- sponsor logos can be added on the back

- Image may be changed to illustrate your club players

Material Recommendation: Coated, SK 3, 150gm2

Colours: CMYK

		COACH OR CLUB IMAGE	
Goalkeepers			
1	Last Name	First Name	Date of birth
20	Last Name	First Name	Date of birth
25	Last Name	First Name	Date of birth
Defenders			
1	Last Name	First Name	Date of birth
2	Last Name	First Name	Date of birth
3	Last Name	First Name	Date of birth
4	Last Name	First Name	Date of birth
5	Last Name	First Name	Date of birth
6	Last Name	First Name	Date of birth
Midfielder			
7	Last Name	First Name	Date of birth
8	Last Name	First Name	Date of birth
9	Last Name	First Name	Date of birth
10	Last Name	First Name	Date of birth
11	Last Name	First Name	Date of birth
12	Last Name	First Name	Date of birth
13	Last Name	First Name	Date of birth
14	Last Name	First Name	Date of birth
15	Last Name	First Name	Date of birth
Forward			
16	Last Name	First Name	Date of birth
17	Last Name	First Name	Date of birth
18	Last Name	First Name	Date of birth
19	Last Name	First Name	Date of birth
20	Last Name	First Name	Date of birth
21	Last Name	First Name	Date of birth
22	Last Name	First Name	Date of birth
23	Last Name	First Name	Date of birth
24	Last Name	First Name	Date of birth



vs



Stadium Name, City Name
26.09.2008









14.6.5 Match/Mini-Tournament Programme Cover

The club may produce a matchday / mini-tournament programme if they so wish. Guidelines for the production of a programme follow:

Programme Specifications

There are no restrictions on the publication size or the paper weight of the programme.

Programme Language

Programmes may be printed in the local language of the club; however, the UEFA Women's Cup Logo shall always be used in its entirety and be written in English.

Programme Design

The use of the UEFA Women's Cup name and/or Logo requires that the club follows the proper usage outlined in section 13.2. There are no other design restrictions for the programme.

On any page where the UEFA Women's Cup name and/or Logo are included, third party association (advertisement or sponsorship) is not permitted.

Programme Content

There are no restrictions on the programme contents. Information about the UEFA Women's Cup, such as results tables, are available on uefa.com or from UEFA upon request.

The contents may include:

- welcome messages from the hosting club/city
- all relevant information on the participating teams including squad lists and squad numbers (if available)
- match schedule
- information on the hosting city
- results of previous rounds of the competition
- player or coach interviews
- feature articles
- historic data

Pages in the souvenir programme may be sold to sponsors or suppliers of the Hosts as follows (see also section 7.1.1):

- sponsor logos on back cover
- one page, half-page or quarter-page advertisements in the programme (depending on the level of sponsorship/supply)

Size of artwork provided: programme A3 folded in 2 => A4

Material Recommendation: Cover 250gm2, laminated

Inside pages:

100gm2, coated
Colours: CMYK



TEAM 1 vs TEAM 2
26.09.2008

CLUB
LOGO

SPONSOR SPONSOR SPONSOR SPONSOR

14.6.6 Tickets

A standard UEFA Women's Cup ticket design follows. The design may need to be amended in order to fit the exact size of the ticket to be used.

Guidelines for ticket design

Front of ticket should include in the main section:

- UEFA Women's Cup Logo
- Home Club Logo or Name
- Away Club Logo or Name
- Match date and time
- Venue details (name of stadium)
- Seating information
- Ticket price
- Security feature, i.e. hologram (optional)

Back of ticket should include:

- UEFA Women's Cup Logo
- Official partners
- Stadium information - drawing (optional)
- Legal information (optional)

Size of artwork provided: landscape 16cm x 8cm

- layout can be modified to fit with your ticket requirements
- the idea is to have on UEFA Women's Cup Logo per part of the ticket, i.e. If you have only 2 parts, 2 Logos are enough.

- on the back, if there isn't any legal text, please keep a grey line for clear delineation between the UEFA Women's Cup Logo and the Club's Sponsors.
- Image may be changed to illustrate your club players

Material Recommendation: Will depend on the printers production set-up

Colours: CMYK

 <p>UEFA Women's Cup®</p> <p>Stadium XYZ 15.09.2008 20:45</p>	 <p>15.09.2008 Sector V Row 11 Seat 023</p>	 <p>15.09.2008 Sector V Row 11 Seat 023</p>
<p>TEAM 1 vs TEAM 2</p>		
<p>Sector V Row 11 Seat 023</p>		

Ticket Front

		 <p>please insert here the terms and conditions and insurance disclaimers</p> <table border="1"> <tr> <td>sponsor</td> <td>sponsor</td> <td>sponsor</td> <td>sponsor</td> <td>sponsor</td> </tr> <tr> <td>sponsor</td> <td>sponsor</td> <td>sponsor</td> <td>sponsor</td> <td>sponsor</td> </tr> <tr> <td>sponsor</td> <td>sponsor</td> <td>sponsor</td> <td>sponsor</td> <td>sponsor</td> </tr> </table>					sponsor														
sponsor	sponsor	sponsor	sponsor	sponsor																	
sponsor	sponsor	sponsor	sponsor	sponsor																	
sponsor	sponsor	sponsor	sponsor	sponsor																	

Ticket Back

..... Tear-off part lines (do not print)

14.6.7 Hospitality Cards

Size of artwork provided: 8.5cm x 9.5cm

- layout can be modified to fit with your pass requirements

Material Recommendation: Paper SK 3, 250gm2, Coated, laminated

Colours: CMYK

———— Cutting guide (do not print)



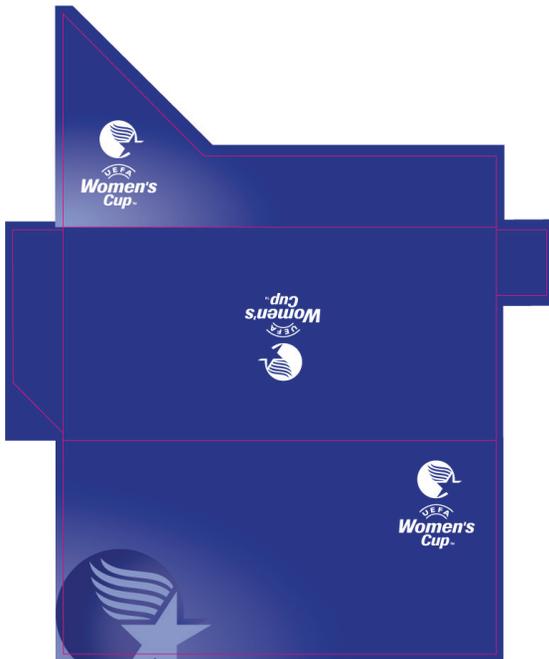
14.6.8 Welcome Pack

Size of artwork provided: 21.5cm x 10.5cm (closed)

Material Recommendation: Paper SK 3, 250gm2, Coated, laminated

Colours: CMYK

- Cutting guide (do not print)
- Fold (do not print)



14.6.9 Welcome Envelopes

Size of artwork provided: 224x113mm

- The back can be plain, or you can add the Club logo and address

Colours: CMYK



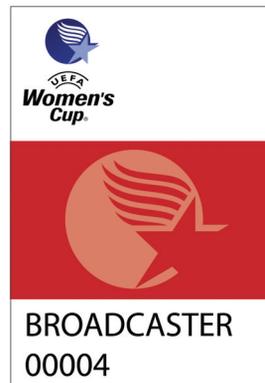
14.6.10 Accreditation Cards

Size of artwork provided: 10.5 x 14.85
(4 accreditations per A4 page)

- layout can be modified to fit with your accreditation requirements
- Club Logos can be added if necessary
- more colours can be used if needed

Material Recommendation: different options are possible: Paper coated and laminated, plastic or rigid PVC

Colours: CMYK



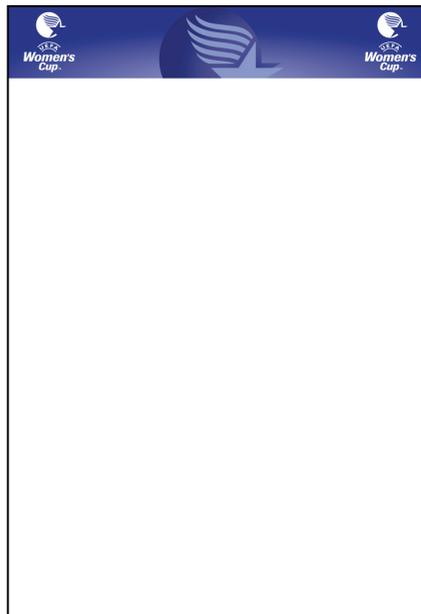
14.6.11 Accreditation Poster

Size of artwork provided: A3

- Artwork can be adapted to fit your stadium access points and usual accreditation symbols

Material Recommendation: Coated SK 3, 175gm2

Colours: CMYK



14.6.12 Parking Pass

Size of artwork provided: A5

- layout can be modified to fit with your requirements
- text can be put in your language

Material Recommendation: Paper SK 3, 250gm2, coated, laminated

Colours: CMYK



14.6.13 Substitution Board Sticker

Size of artwork provided:
landscape 47cm x 10cm

- size can be adapted to fit with your requirements
- sticker can also be used for other applications and decoration

Colour: Pantone 2735 c



14.6.14 Clipboard

Size of artwork provided:
Portrait 23.5cm x 34cm

- size can be adapted to fit with your requirements

Colour: Pantone 2735 c



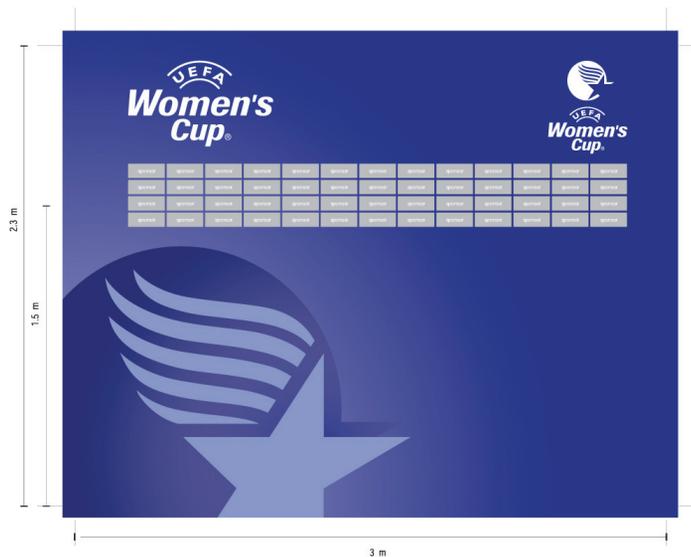
14.6.15 Press Conference Backdrop

Size of artwork provided: 3m x 2.3m

- layout can be modified to fit with your requirements
- Club Logos can be added
- grey sponsor boxes are for positional use only and should be replaced with Sponsors Logos. The line of Sponsors can be moved to make sure that they are behind the speakers during the press conference

Material Recommendation: Correx 4/6mm or Foamex 5mm with supporting structure

Colours: CMYK



Women Cup
Media backdrop 3m x 2.3m

14.6.16 Press Conference Table Banner

Size of artwork provided: 300cm x 70cm and 400cm x 75cm

- layout can be modified to fit with your requirements

Material Recommendation: Correx 4mm

Colours: CMYK

————— Cutting Guide (do not print)



14.6.17 Table Signs

Size of artwork provided: 3m x 2.3m

- Sign to be positioned in front of microphone(s) on the press conference table

Material Recommendation: Uncoated (non-reflecting), 250gm2

Colours: CMYK

————— Cutting guide
..... Fold



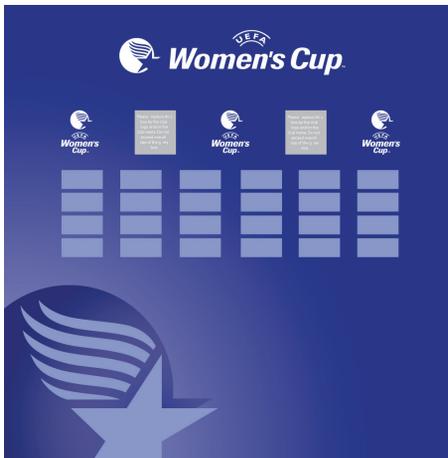
14.6.18 Flash Backdrops - small

Size of artwork provided: 1.2m x 1.2m

- blue sponsor panels are for positional use only and should be replaced with sponsor logos
- Sponsors can either be printed at the same time as the backdrop or colour stickers can be added after the backdrop is produced
- In case you don't have sponsors, the option with UEFA women's cup and uefa.com logos can be used.
- Club logos can be inserted instead of the grey boxes

Material Recommendation: Correx 4/6mm or Foamex 5mm with supporting structure

Colours: CMYK



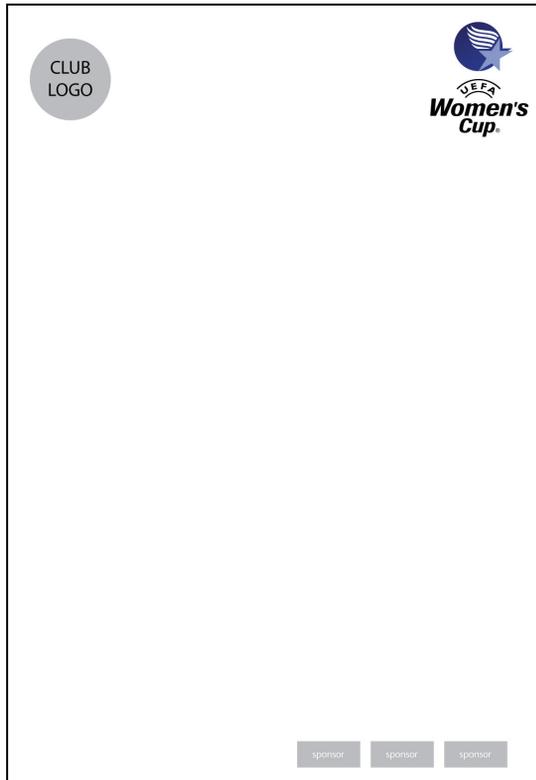
14.6.19 Press Paper

Size of artwork provided: A4

- layout can be modified to fit with your requirements
- Club Logo can be added
- if you have more Sponsors, boxes can be added on the left in line with the others

Material Recommendation: Paper 80-100gm2, uncoated

Colours: CMYK



14.6.20 Press Kit Folder

Size of artwork provided: 215 x 305mm (folded)

- layout can be modified to fit with your requirements ie different closing mechanism
- Club Logo and address can be added on the back

Material Recommendation: Gloss laminated, 350gm2

Colours: CMYK

— Guide (do not print)



14.6.21 Wall Signs

Size of artwork provided: 60x90cm, 90x60cm, 150x120cm

- layout can be modified to fit with your requirements
- text can be adapted to your language

Material Recommendation: 4mm Correx, fixed with double-sided tape

Colours: CMYK



60x90cm



150x120cm



90x60cm

14.6.22 Substitutes Benches

Size of artwork provided: 7x1m

- layout can be modified to fit with your requirements
- Club Logo can be added and replace the grey boxes

Material Recommendation: 4mm Correx or PVC

Colours: CMYK



14.6.23 Inside Substitutes Bench

Size of artwork provided: 50x20cm

The signs should be positioned so the branding appears right above players' head.

Material Recommendation: 4mm Correx

Colours: Pantone 2735c



14.6.24 Player Tunnel

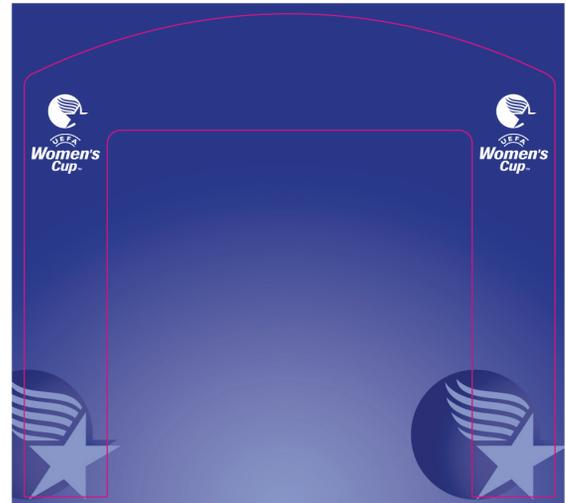
Size of artwork provided: 3.2mx2.9m

Cutter guide illustrates optimum player tunnel shape. Artwork is supplied with a large bleed area to accommodate variations in Player Tunnel shape. Never crop close to the UEFA Women's Cup Logos.

Material Recommendation: 4mm Correx or 5mm Foamex

Colours: CMYK

Fixing: with double-sided tape to existing tunnel structure



14.6.25 Telescopic

Size of artwork provided: 0.9m x 2.3m

- Telescopic can be used with or without sponsors.
- blue sponsor boxes are for positional use only and should be replaced with Sponsors Logos

Material Recommendation: pop-up display or free standing structure. 4mm Correx or 3mm Foamex if attached to existing structure.

Colours: CMYK



14.6.26 Welcome Desk

Size of artwork provided: 1.1m x1.2m

Material Recommendation: 4mm Correx or 3mm Foamex

Colours: Pantone 2735c



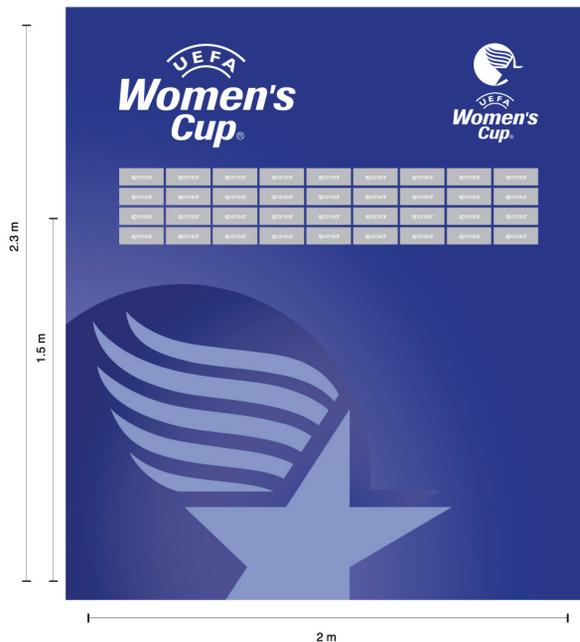
14.6.27 Welcome Backdrop

Size of artwork provided: 2m x 2.3m

- layout can be modified to fit with your requirements
- Club Logos can be added
- grey sponsor boxes are for positional use only and should be replaced with Sponsors Logos

Material Recommendation: Correx 4/6mm or Foamex 5mm with supporting structure

Colours: CMYK



Women Cup
Welcome backdrop 2m x 2.3m

14.6.28 City Banner

Size of artwork provided: portrait 1m x 4m

- layout can be modified to fit with your banner requirements

Material Recommendation: Fabric or PVC

Colours: CMYK or Pantone 2735 c



Women's Cup
Citybanner 1m x 4m

■ background colour (C:100/M:94/Y:0/K:0)
■ panel colour (C:80/M:75/Y:0/K:0)

14.6.29 Entrance Banner

Size of artwork provided: landscape 7m x 1m

- size can be modified to fit with your banner requirements
- text can be put in your language

Material Recommendation: PVC

Colours: CMYK



14.6.30 Pennant

Size of artwork provided: portrait 15cm x 20.5cm

- shape can be adapted to your requirements
- text can be put in your language

Material Recommendation: Textile or PVC

Colours: CMYK or Pantone® 2735c + black



15 BROADCAST

15.1 Introduction

The Broadcast On-Air Toolkit - a Digital Betacam Format Tape or an HD Format Tape - will be provided upon request from:

womensfootball@uefa.ch

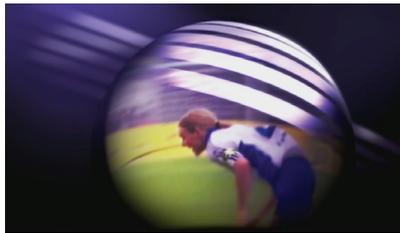
15.2 General Principles

The use/broadcast by the Club and/or by any third party on its behalf of any elements of the On-Air Toolkit shall respect the following rules:

- The Club shall not use the UEFA Women's Cup name, the Logo or any elements of the On-air Toolkit or exercise any other rights licensed hereunder in any way which expressly or by implication may create an association between any third party and the UEFA Women's Cup or UEFA;
- No Sponsor ident versions are provided by UEFA in the On-air Toolkit and the Club is not allowed to develop such idents;
- Any of the On-air Toolkit elements shall be used/broadcast in their entirety;
- Editing of any elements of the On-air Toolkit is not allowed;
- When UEFA provides the Club with a range of edit times for the same element, UEFA recommends the Clubs to use the longest;
- The 15'' hold added to the sequences is provided to give more flexibility to the broadcasters
- In most cases, edits are available in 4:3 and 16:9 format picture;
- For File names and running order please refer to the log sheet accompanying the tape.

15.2.1 Opening Sequences (with and without hold)

The opening sequence is provided in 2 durations: 30'' and 20''. It should be broadcast immediately before the start of any UEFA Women's Cup related programme.
The 30'' is the preferred option.



15.2.2 Closing Sequences (with or without hold)

The closing sequence is provided in 2 durations: 15'' and 10''. It should be broadcast immediately after the end of any UEFA Women's Cup related programme.

The 15'' is the preferred option.



15.2.3 Break Bumpers and Animated Logos (with or without hold)

The break bumpers are provided in 3 durations: 3'', 5'', 10''.

The broadcaster should broadcast the break bumpers when entering and leaving commercial breaks in the UEFA Women's Cup programme.

The animated logos are provided in 3 durations: 3'', 5'' 10''

Animated logos can be used for any transition during the UEFA Women's Cup programme.

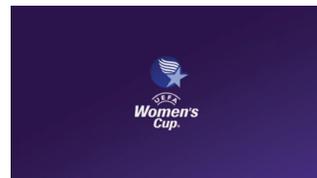
3'' break bumper:



3'' animated logo



10'' animated logo

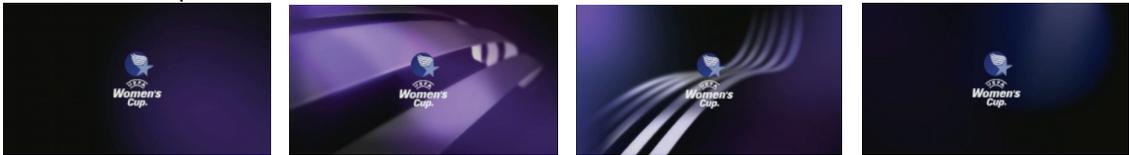


15.2.4 Studio Loops

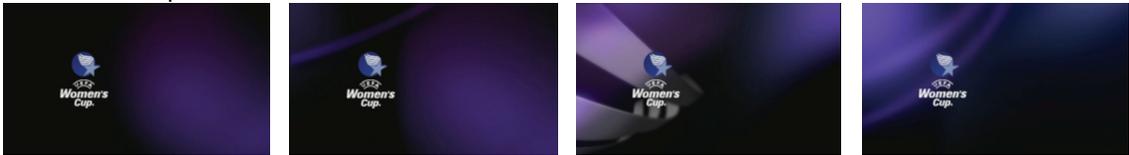
Studio Loops are provided in 3 options: generic (logo in the centre), logo on the left, logo on the right

Each are 20'' and can be repeated as many times as necessary. Studio loops can be used behind presenters, during interviews with guests in the studio, or to decorate screens in the studio.

Generic backdrop



Virtual backdrop left



Virtual backdrop right (same as the left, but with the logo on the right)



15.2.5 Replay Wipes

Only the replay wipe supplied should be used by the broadcasters.



15.2.6 TV On-Screen Graphics

All graphics used in a UEFA Women's Cup programme (including without limitation team line-ups, results and clock and score captions) must be in the standard UEFA Women's Cup graphic style. The Club may authorise a third party to add its normal captions for the commentator and/or director provided the captions are in the standard UEFA Women's Cup graphics style. The Club may authorise a third party to add minor timing and/or score graphics provided that they are in the standard UEFA Women's Cup graphics style.

Extranet Address: <http://uefawomenscup.tv.deltatre.com>



Presentation



Line-up



Result



Clock



Player

15.2.7 Additional Promo Kit Applications

The broadcasters or clubs can use the promo to promote the coverage of UEFA Women's cup. Club footage from previous matches can be added by the broadcasters.



16 DIGITAL

Use of UEFA Women's Cup Material on Club web site

The Clubs are encouraged to use the UEFA Women's Cup Banners provided in the CD Rom attached to illustrate the UEFA Women's Cup section of their official and fully owned and operated web site under the following conditions:

16.1 Web Banners

1. The UEFA Women's Cup Banners may only be used by the Clubs to illustrate the UEFA Women's Cup section of their web site.
2. No third party may be permitted to be associated with the UEFA Women's Cup Banners or any other UEFA Women's Cup Material on the Clubs' web site. For example, the UEFA Women's Cup Banners must not be used in proximity to such third parties' corporate names and/or Logos which could create the possibility of an association between the UEFA Women's Cup and the third party.
3. The Clubs must not use the term "UEFA Women's Cup" or any other UEFA trademark in the "top level domain" URL of their web site.
4. All uses of the UEFA Women's Cup Material must also serve as hyper-links to the home page of the official UEFA website www.uefa.com.
5. The UEFA Women's Cup Banners must not be used as a link to any other web site, any other part of the web site of the Clubs, or any feature of the web site of the Clubs (for example, multimedia and games).



133x100 pixels



250x90px



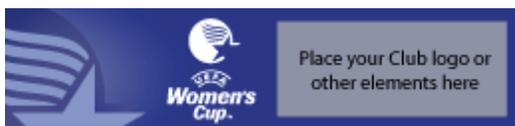
250x250px



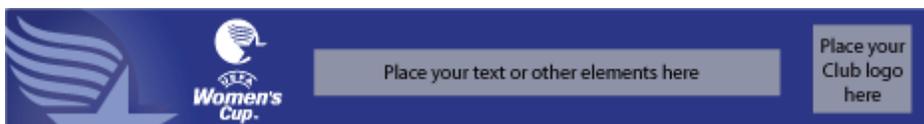
234x60px



250x60px



259x60px



468x60px

17 LOGO

17.1 Use of Logo

The UEFA Women's Cup Logo is protected by UEFA and all reproduction and any use of these materials without prior written permission from UEFA will be strictly monitored.

This section sets out the conditions under which the Clubs may use the UEFA Women's Cup Logo. The Clubs must not use any other marks, devices, symbols, and Logos to identify the event.

The Clubs may only use the UEFA Women's Cup Logo as provided in the pre-defined templates for the purpose of promoting their participation in the UEFA Women's Cup competition to the exclusion of any commercial or advertising use or association, in accordance with the conditions set out below. These conditions apply to all Clubs.

UEFA recommends that the following materials, if produced by the Clubs, contain the UEFA Women's Cup Logo:

- Advertisements in the newspaper
- Official posters, flyers and banners to promote the UEFA Women's Cup matches
- Matchday/Mini-tournament programmes
- Match tickets and VIP passes
- Press kit folders
- Press paper
- Accreditation pass
- Parking pass

- Car and bus signage
- Media backdrops for press conferences and flash interviews
- Welcome backdrop
- Event giveaways (e.g. pennants)
- On-screen graphics (if TV broadcast)

UEFA would appreciate receiving, for its files, hard copies of any promotional materials produced (posters, programmes, etc). These should be addressed for the attention of the UEFA Competition Manager Women's Football.

17.2 Conditions

1. No composite or combined Logo is permitted to be created using the UEFA Women's Cup Logo and the Logo or any other device of the Club.
2. The relevant copyright and trademark notice must always be used on the Logo: © or TM
3. All elements of the design of the UEFA Women's Cup Logo must appear together in the exact configuration provided and may not be used in part, or adapted or modified in any way.
4. The Logo must always be used in the exact forms shown in this section and may not be adapted or modified in any way.
5. The Club may not authorise or attempt to authorise anyone else to use or associate themselves with the UEFA Women's Cup Logo.
6. If at any time it appears to UEFA that the UEFA Women's Cup Logo is not being used by the Club in the manner approved by UEFA, the Club will be notified accordingly and shall immediately stop such usage.
7. The Clubs can use the UEFA Women's Cup Logo only as presented in the templates or for pure editorial use, to illustrate an article about the UEFA Women's Cup competition.

17.3 Merchandising

The UEFA Women's Cup Logo may be used on a non-exclusive basis by participating Clubs on a limited number of items of merchandise, namely T-shirts, scarves and caps for sale to the public. The distribution of such items should be limited to Club Shop, Club Official outlet or Official Club Mail order/Internet site.

Such opportunity is subject to:

- a) the prior written approval of UEFA for each use of the UEFA Women's Cup Logo; pre-production sample requested for final approval.
- b) there being no third party branding appearing on such items;
- c) the manufacture of such products should cease when the Club is eliminated from the competition.

Should a Club want to use the Logo of its opponent Club, it should liaise directly with the relevant Club.



17.4 Promotional Items

If the Club wishes to use the UEFA Women's Cup Logo on promotional items bearing their own Logo, it may do so subject to:

the prior written permission of UEFA;

- b) there being no third party branding appearing on such items; and
- c) such items may only be used as gifts and may not be sold, nor used in any other commercial manner - including, but not limited to, promotions run by Sponsors of Club.



17.5 Logo Versions

Full colour Portrait



Full colour CMYK

Gradient from

C=100 C=100
M=94 to M=94
Y= 0 Y=0
K= 40 K=0

Light purple:

C=47
M=34
Y= 0
K= 0

Black: K=100



Full colour Pantone®

Dark purple: pantone® 2735 C

Light purple: pantone® 2716 C

Pantone® Black



1 colour Pantone® 2735 c



1 colour Black



1 colour White
on purple Pantone® 2735 c



1 colour White
on Black

Full Colour Landscape



17.6 What to avoid



Do not use the full colour logo over a dark purple background



Do not use non-approved colours



Avoid having patterned or complex backgrounds.



Do not distort the logo



Do not crop the logo



Do not separate the symbol from the word mark



Do not flip or rotate the symbol or any elements within the logo



Do not move any elements within the symbol or word mark



Do not use the logo without legal notice



Do not put the word mark over the symbol



Do not use the symbol as a repetitive graphic element or pattern device



18 REFERENCE TREE

CD: ORGANISATIONAL TEMPLATES, PRINT ITEMS AND LOGO, DIGITAL AND MUSIC

ORGANISATIONAL TEMPLATES

Telephone Contact Sheet
Invitation to Organisational Meeting
Organisational Meeting Agenda (Mini-Tournament)
Organisational Meeting Agenda (Match)
Team Colours Summary
Local Venue Manager Checklist
Countdown
Match Sheet
Announcements in the Stadium
Stadium Board Configuration Plan
Mini-Tournament Ranking
Mini-Tournament Statistics
Mini-Tournament Top Scorer

PRINT ITEMS AND LOGO

STADIUM

Centre_Board_1.eps
Centre_Board_2.eps
Corner_Board_WOCUP.eps
Corner_Board_WOCUP_OnWht.eps
Corner_Board_WM.eps
Substitution_Board_Sticker.eps
Dug_Out.eps
Internal_Player_Bench.eps
Player_Tunnel.eps
Wall_Sign_Deco_1.eps
Wall_Sign_Deco_2.eps
Wall_Sign_Info.eps

PROMOTIONAL MATERIAL

Poster.eps
Flyer.eps
Programme.eps
Ticket_Front.eps
Ticket_Back.eps
Accreditation_Card.eps
Accreditation_Poster.eps
Parking_Pass.eps
Clipboard.eps
City_Banner.eps
Entrance_Banner.eps
Pennant_square.eps
Pennant_triangle.eps

HOSPITALITY

Hospitality_Card.eps
Welc_Pack.eps
Welc_Env_1.eps
Welc_Env_2.eps
Telescopic.eps
Welc_Desk.eps
Welc_Backdrop.eps

MEDIA

Press_Backdrop.eps
Press_Table_Banner.eps
Table_Sign.eps
Flashbd_Sp.eps
Flashbd_No_Sp.eps
Press_Paper.eps
Press_Kit_Folder.eps

LOGOS

Logo Black.eps
Logo Black.jpg
Logo CMYK.eps
Logo CMYK.jpg
Logo Landscape.eps
Logo Landscape.jpg
Logo Pantone.eps
Logo White.eps
Logo White.jpg

DIGITAL

Web banner 468x60.eps
Web banner 259x60.eps
Web banner 250x60.eps
Web banner 250x250.eps
Web banner 234x60.eps
Web banner 133x100.eps

MUSIC

IN-STADIA

20 SEC WALK ON.
30 SEC WALK ON.WAV
42 SEC Fast Pace LINEUP.WAV
42 SEC SLOWER LINE UP.WAV
60 SEC WALKOFF.wav
5 SEC GOAL.WAV
10 SEC GOAL.WAV

GENERAL EVENTS

GENERAL STADIUM MUSIC 60 SEC.wav
GENERAL STADIUM MUSIC 90 SEC.wav

ON-SCREEN GRAPHICS EXTRANET ADDRESS

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