



# REGULATIONS

EHF EUROPEAN LEAGUE MEN  
SEASON 2024/25

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## II. INTRODUCTION

The official name of the competition is [Title partner] EHF European League and of its final event [Title partner] EHF European League Finals. In case the current season shall be integrated, it must be written [Title partner] EHF European League 2024/25 resp. [Title partner] EHF European League Finals 2025.

Until the official announcement of the title partner, the official name of the competition is “EHF European League Men” and “EHF European League Finals Men” resp. “EHF European League Men 2024/25” and “EHF European League Finals Men 2025”.

Only these official names shall be used in all official publications, press releases, press conferences, programmes, commercials, etc. which are related to the competition.

The official logos of the EHF European League Men and the EHF European League Men Finals are available in the EHF Design Guide.

Hereinafter the official’s names referred to as “EHF European League Men” and “EHF European League Finals Men”.

### 1 General information

The EHF European League is a EHF competition. In accordance with its statutes, the European Handball Federation (EHF) established and conducts the EHF European League Men within the framework of its European club competitions.

The following documents shall form an integral part of these regulations. By registering for the EHF European League Men, a club confirms to accept and to follow the EHF statutes as well as the respective documents:

- EHF European League Finals Men Manual
- IHF Rules of the Game
- EHF Guidelines for the use of officiating technology
- EHF Advertising on Clothing Regulations
- EHF Rules on Safety and Security Procedure
- Arbitration Agreement and EHF Code of Conduct
- EHF Legal Regulations
- EHF List of Penalties
- EHF Catalogue of Administrative Sanctions
- Rules of Arbitration for the European Handball Court of Arbitration
- EHF Regulations for Anti-Doping and WADA Anti-Doping Code
- EHF Coaches Licensing Implementation Manual
- Rinck Convention Manual (2024 edition)
- EHF Design Guide
- Floor Installation Manual
- Electronic Advertising Board System Manual (EABS Manual)
- EHF Production & Broadcaster Manual
- Match of the Week Manual
- Sound Manual
- Press Conference Live Streaming Guidelines
- Photo Guidelines

- Official Sleeve Badge Guidelines
- Branch Exclusivity Guidelines
- EHFM Match Briefings
- EHFM Club Feedback
- Overview - EHF Official compensation
- EHF Flag Manual

The EHF Member Federations are legally and financially accountable towards the EHF in respect of the clubs entering the EHF European League Men.

By registering for the EHF European League Men, a club confirms to accept and to follow the respective terms and regulations regarding the release of players to the respective National Team.

The EHF is entitled to change and/or adapt the format of EHF competitions (including but not limited to the playing system, playing periods, throw-off times etc.) also during ongoing seasons. The EHF will especially make use of such right in case of exceptional circumstances (such as acts, events, omissions or accidents beyond the reasonable control of a party including, without limitation, a labour dispute, pandemic, accident, fire, flood, riot or civil commotion, act of public enemy, legal enactment, government act etc).

Furthermore, a club confirms to accept the terms and regulations of the compensation payments for those players that are released to the respective National Team.

EHF European League Men matches shall be played in accordance with the IHF's current Rules of the Game. Variations on a technical level are possible.

All commercial rights, incl. Audio-visual and Marketing Rights as well as Data Rights, in and to the EHF European League are original rights of the EHF and belong to the EHF which is the exclusive, absolute legal and beneficial owner. The EHF, being the original right holder of all Audio-visual and Marketing Rights relating to the EHF European League, is therefore exclusively entitled to assign such rights to third parties. The EHF transfers the use and exploitation of the complete Audio-visual Rights and Marketing Rights for the current season to EHF Marketing GmbH (EHFM) and entitles it to undertake the respective organisational measures with regards to the usage of these rights.

Legal decisions of EHF bodies or bodies recognised by the EHF prevail in cases of contradiction to individual points of these regulations.

A club earns the right to participate in the Forum Club Handball with the qualification for the Group Matches. This right is valid for the season in which the club participates in the EHF European League Men.

## 2 Fair play

The principles of fair play shall be observed by the EHF Member Federations and their clubs in all matches. This includes not only the treatment of the guest club, the referees and delegates but also the behaviour of the spectators towards all participating parties:

- Observe the Rules of the Game and the Regulations governing the competition.
- Respect all participants (players, officials, spectators, media representatives, etc.).
- Promote the spirit of sportsmanship and pursue the cultural mission.

- Participate in a correct and sportsmanlike way, not influencing any competitions and/or officials in an undue way or trying to manipulate any results.

(Further information point 55.2.4)

### 3 Awards

The winner of the EHF European League Men shall receive the trophy specifically made for this competition.

### 4 General timetable

02.07.2024	Deadline for final club registration incl. all requested documents and deposit
09.07.2024	Official publication of the EHF European League participants
16.07.2024	Draw of the EHF European League Men – Qualification Round
19.07.2024	Draw for the EHF European League Men Group Matches
August 2024	EHF/M Information: EHF Design Guide Floor Installation Manual EABS Manual EHF Production & Broadcaster Manual Match of the Week Manual Sound Manual Official Sleeve Badge Guidelines Branch Exclusivity Guidelines Press Conference Live Streaming Guidelines Photo Guidelines
31.8.- 01.09.2024	Qualification Round – 1st leg
07.- 08.09.2024	Qualification Round – 2nd leg
10.09.2024	Workshop for the EHF European League Men Group Matches
08.10.2024	Group Matches - round 1
15.10.2024	Group Matches - round 2
22.10.2024	Group Matches - round 3
29.10.2024	Group Matches - round 4
19.11.2024	Group Matches - round 5
26.11.2024	Group Matches - round 6
11.02.2025	Main Round - round 1
18.02.2025	Main Round - round 2
25.02.2025	Main Round - round 3
04.03.2025	Main Round - round 4
25.03.2025	Play-off– 1st leg
01.04.2025	Play-off – 2nd leg
22.04.2025	Quarter-final – 1st leg
29.04.2025	Quarter-final – 2nd leg

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tbd	Draw/Workshop for the EHF European League Finals Men 2025
24. - 25.05.2025	EHF European League Finals 2025

## III. COMPETITION

### 5 Entry conditions

#### 5.1 Eligibility to enter the competition

The participation in the EHF European League Men is restricted to those clubs which participate exclusively in national and international competitions which are approved by the EHF.

The National Federations are permitted to register those clubs to the EHF European League Men which follow the respective national legislation.

- 5.1.1 The registration of teams can only be made by the National Federation based on the clubs' sporting achievement in the last season. The results must be proved upon request. Exceptions are possible, a respective confirmation by the EHF is required.
- 5.1.2 In case the national regulations foresee a place in the EHF European League Men for a national cup participant, only the winner resp. the runner up of the national cup is entitled to receive this specific place.
- 5.1.3 The participating teams in the EHF European League Men are determined by the EHF place distribution, which is drawn up prior to each season. According to this ranking list the National Federations ranked 1 to 2 shall have the right to enter 4 teams and nations 3 to 9 in the EHF ranking list shall have the right to enter 3 teams. Nations ranked 10 to 18 shall have the right to enter 2 teams. All national champions of the National Federations ranked 1-21 of the EHF European Cup place distribution have the right to request an upgrade from the EHF European Cup to the EHF European League. Up to a maximum of eight (8) of those requests will be accepted (provided that all requirements are fulfilled) following the respective ranking list (starting from the top) of the EHF European Cup. These max. 8 teams will play their own qualification path to the Group Matches. The losing teams of this qualification path continue in the EHF European Cup.
- 5.1.4 The National Federations have the right to register their teams for the EHF European League Men 2024/25 according to the respective EHF place distribution.
- 5.1.5 The National Federation ranked number one (1) of the EHF European League Seeding List 2024/25, is awarded with one additional place in the EHF Champions League Men 2024/25. This national federation does not receive an additional place in the EHF club competitions (the total number of teams remains the same as indicated in the EHF place distribution 2024/25).
- 5.1.6 Per club only one team of the same gender is entitled to participate in any EHF club competition. It is the responsibility of the Member Federations to take this into consideration during the registration process.

- 5.1.7 Winner of the EHF European League 2023/24  
The winning team of the EHF European League 2023/24 has the right to enter the same competition in the 2024/25 season. If not directly qualified to the Group Matches, this team will be seeded as number 1 in the Qualification Round and the resp. National Federation has the right to enter a total of one team additionally to the places announced in the EHF place distribution.

If the defending champion does not participate in the EHF European League Men, the resp. National Federation has the right to enter one team additional to the places announced in the EHF place distribution.

The National Federation of the defending champion does not have the right to enter a total of one team additionally to the places announced if this federation has four (4) places in the EHF European League Men according to the EHF place distribution and at the same time does not apply for an upgrade for the EHF Champions League or the upgrade is not granted.

- 5.1.8 After the closing date for entries, the participating clubs are assigned by the EHF to the respective rounds in accordance with the ranking/seeding list.
- 5.1.9 The EHF reserves the right to allow a qualification match/tournament for this possible additional/upgrade place. The resp. National Federation has to submit the request/confirm a resp. participation within a deadline set by the EHF.

## 5.2 Participation requirements

### 5.2.1 General information

Eligibility to enter the competition is conditional upon the availability of the venue complying with the Rules of the Game, to the EHF European League Men Regulations and the respective documents for the EHF European League Men events. The responsibility for correct and completed documents rests with both the registering club as well as with the Member Federation of the club.

### 5.2.2 Registration requirements

A correct registration of clubs for the EHF European League Men includes the fulfilment of the respective technical and organisational or administrative requirements.

Such a correct registration consists of:

- Correct and fully completed registration documents, which are signed by a person/representative being legally entitled to commit the club (declaration concerning official signing of entitlements to be attached upon request)
- Presentation of all required information, documents and declarations being due as a part of a correct entry within the deadline stipulated. The registering club together with the National Federation concerned are to be held responsible for the completeness and correctness of the presented documents.
- Venue which is confirmed by the EHF for the EHF European League Men
- Confirmation of the availability of the venue for the required dates.
- Payment of the deposit of € 5,000

#### 5.2.3 Pledge of commitment

By registering for entry, all participants in the EHF European League Men take note of the conditions governing the competition and expressly undertake to observe applicable Rules and Regulations. At the request of the EHF an acknowledgement and pledge of commitment in this regard, signed by the responsible/authorised signatory of the club (official form), shall be sent to the EHF.

A copy of the paper shall be provided to the competent National Federation.

#### 5.2.4 Non-admittance of clubs to the EHF European League Men

Failures or omissions regarding basic requirements or administrative conditions in connection with a legally correct and complete registration of a club to the EHF European League Men lead to a refusal of the registration by the EHF.

The EHF is entitled not to admit clubs to the EHF European League Men, which do not fulfil the respective technical and/or organisational and/or administrative requirements. The competence for decision taking relating to such matters shall be with the EHF Competitions Commission regarding technical questions and with the EHF regarding organisational, administrative and financial issues. Such decisions shall be final.

#### 5.2.5 Moreover, the EHF is entitled not to admit clubs to the EHF European League Men, which do not fulfil the respective technical and/or organisational and/or financial and/or administrative requirements.

##### 5.2.5.1 The competence in this respect shall be with the EHF Competitions Commission regarding technical questions and with the EHF Office regarding organisational, administrative and financial issues. Such decisions shall be final.

### 5.3 Integrity of the competition

#### 5.3.1 Clubs are obliged to guarantee the integrity of the competition in every respect - this including an independent ownership, leadership/management, administration and/or sporting performance from all other handball clubs in the respective competition or a competition which is linked to the respective competition. No individual or legal entity of the club may have control or influence over any other club participating in the respective competition or a competition which is linked to the respective competition – this including ownership, leadership/management, administration and/or sporting performance.

#### 5.3.2 Together with the registration, clubs are obliged to provide the EHF with any information on individuals or legal entities within the club having control or influence (ownership, leadership/management, administration and/or sporting performance) over other clubs participating in the respective competition or a competition which is linked to the respective competition.



- 5.3.3 Clubs officially confirm their fulfilment of the integrity requirements concerning ownership, leadership/management, administration and/or sporting performance regarding independence from any other club in the respective competition or a competition which is linked to the respective competition by signing their registration for the respective competition without further information on the integrity question.
- 5.3.4 Clubs which do not fulfil the integrity requirements or do not have signed the respective documents shall not be admitted to the EHF European League Men.

#### **5.4 Registration system**

The registration for the EHF European League Men is only valid, if all requested documents, payment, etc. are available at the EHF in due time within the deadline stipulated.

- 5.4.1 The teams' registrations for entry in the EHF European League Men, Code of Conduct, the signed arbitration agreement and the confirmation of the availability of the venue and the payment of the deposit (€ 5,000) shall be received by the EHF not later than 02 July 2024.
- 5.4.2 Clubs shall be entered by their National Federation by name, based on the final outcome of the national championship of the past season. The qualification of each club to enter the competition shall be officially documented.
- 5.4.3 Registrations shall be made by the clubs using exclusively the official entry forms circulated by the EHF with the announcement of the competitions.
- 5.4.4 After the closing date for entries, the EHF shall draw up a list of all teams entered and communicate this list to the clubs and their National Federations.

#### **5.5 Additional team or upgrade to the EHF European League**

In case of non-participation of one or more teams, the EHF has the right to award these places to a maximum of one additional team from the National Federation starting from the top of the Place distribution (Ranking List) – except for the Federation of the Defending Champion and if the federation has four (4) places in the EHF European League Men according to the EHF place distribution and at the same time, does not apply for an upgrade for the EHF Champions League or the upgrade is not granted.

This means for Federations which do not have a place in the EHF European Cup Men according to the EHF place distribution, one team additional to the places announced in the EHF place distribution while it is not an additional place but rather an upgrade from the EHF European Cup Men to the EHF European League Men for all remaining Federations.

These requests must be presented to the EHF by the resp. national federation with the official application form not later than 11 June 2024. Following this request, the resp. club must fulfil all requirements (see point 5.2.2) by 02 July 2024.

## 6 Scheduling topics

### 6.1 Frequency

The EHF European League Men shall be played on an annual basis. The season shall start on 1 July and ends on 30 June of the subsequent year.

### 6.2 Playing days and throw-offs

#### 6.2.1 Playing periods

All playing periods for EHF European League Men matches shall be specified by the EHF. The participating teams and National Federations will be notified.

#### Individual fixtures

The playing period of each round is fixed by the EHF calendar. The exact playing day (Qualification Round only), the throw-off time of each game is subject to coordination between EHF/M, both participating clubs and the TV partners involved.

Qualification Round: The official match days are Saturday and Sunday. Matches on any other day can only be held in case of an exceptional situation and following a decision taken by the EHF/M. All final decisions regarding fixtures lie with the EHF

Starting from Group Matches: The official match day and throw offs are Tuesday at 17:00 hrs., 18:45 and 20:45 hrs. CET/CEST. Matches on any other throw-off time and/or day can only be held in case of an exceptional situation and following a decision taken by the EHF/M. All final decisions regarding fixtures lie with the EHF.

Playing dates as well as the exact throw-off time of any match are only valid after the official announcement by e-mail by the EHF/M.

6.2.2 The EHF has the right to switch the home right of a knockout phase pairing in situations of extraordinary circumstances. Additionally, the EHF has the right to switch the home right of a knockout phase pairing if the home team of the 2nd leg match refuses to carry out its home game on the date defined by the EHF.

6.2.3 Playing both matches in only one venue at one weekend is not permitted for any matches of the EHF European League Men starting from the Qualification Round.

## 7 EHF Events

### 7.1 Draw events

Starting with the Group Matches, clubs taking part in the EHF European League Men must be present with at least one club representative at each draw event of the competition phase in which the club is participating. The club representative(s) must have a management function within the club.

## **7.2 Club workshops**

Clubs taking part in the EHF European League Men must be present with at least one club representative at each club workshop of the competition phase in which the club is participating. The club representative(s) participating in club workshops shall either have a management function within the club or a function related to the core topic of the event.

Further details will be communicated by EHF/M in good time prior to the events.

## **7.3 Availability of delegation members**

Upon request by the EHF, delegation members (players, coaches and team officials) shall be available for activities relating to the above mentioned EHF European League Men events (draws, TV interviews, reportage, autograph sessions, internet chat, charity events, media matters, etc.).

## **7.4 Dates and venues**

The draw for the Qualification Round, Group Matches and the EHF European League Finals Men shall be held at the venue named by the EHF on the date scheduled in the General Timetable (see point 4).

There are no draws for Main Round, Play-offs and Quarter-final matches.

# **8 Drawing and Seeding**

Teams shall be seeded based on the EHF seeding list for the EHF European League Men resp. ranking list/place distribution.

In the Group Matches, teams from the same country shall not play against each other.

The EHF has the right but not the obligation to implement a country protection in the Qualification Round and/or Main Round.

There is no country protection from Play-off matches to the EHF European League Finals Men.

# **9 Playing system**

## **9.1 Qualification Round**

The matches of the Qualification Round shall be played as first and second leg matches. The matches of the Qualification Round shall be drawn by lots. The team drawn first shall play the first leg at home.

The winning teams of the Qualification Round qualify for the Group Matches.

Only the losing teams of the qualification path with upgraded teams from the EHF European Cup continue in the EHF European Cup at a later stage.

## **9.2 Group Matches**

The Group Matches shall be played in eight groups of four teams, with each team playing each of the other teams once at home and once away.

Basically, the group of the EHF European League Men shall be played in accordance with the schedule set out below, which is a guideline only. The EHF adapts the playing schedule in each group individually based on appropriate input and reason by any of the stakeholders. All final decisions lie with the EHF.

Round 1:	1 – 3	and	2 – 4
Round 2:	4 – 1	and	3 – 2
Round 3:	2 – 1	and	4 – 3
Round 4:	1 – 2	and	3 – 4
Round 5:	3 – 1	and	4 – 2
Round 6:	1 – 4	and	2 – 3

Those teams ranked 1<sup>st</sup> and 2<sup>nd</sup> of Group A - H after the completion of the Group Matches qualify for the Main Round and carry the results against each other with them.

### 9.3 Main Round

The matches of the Main Round shall be played in four groups of four teams, with each team playing once at home and once away against those two teams in the Main Round Group that qualified from another group in the Group Matches. This produces a total of 4 matches per team in the Main Round.

The 1<sup>st</sup> and the 2<sup>nd</sup> ranked teams of Group A and B (Group Matches) will form the Main Round Group 1. The 1<sup>st</sup> and the 2<sup>nd</sup> ranked teams of Group C and D (Group Matches) will form the Main Round Group 2. The 1<sup>st</sup> and the 2<sup>nd</sup> ranked teams of Group E and F (Group Matches) will form the Main Round Group 3. The 1<sup>st</sup> and the 2<sup>nd</sup> ranked teams of Group G and H (Group Matches) will form the Main Round Group 4.

Those teams ranked 1<sup>st</sup> after the completion of the Main Round qualify directly to the Quarter-finals.

Those teams ranked 2<sup>nd</sup> and 3<sup>rd</sup> qualify for the Play-offs.

### 9.4 Play-offs

The matches of the Play-offs shall be played as first and second leg matches. The pairings result from the final standing of the Main Round.

PO match 1:	3 <sup>rd</sup> ranked team Group II	vs.	2 <sup>nd</sup> ranked team Group I
PO match 2:	3 <sup>rd</sup> ranked team Group I	vs.	2 <sup>nd</sup> ranked team Group II
PO match 3:	3 <sup>rd</sup> ranked team gr Group IV	vs.	2 <sup>nd</sup> ranked team Group III
PO match 4:	3 <sup>rd</sup> ranked team Group III	vs.	2 <sup>nd</sup> ranked team Group IV

The winning teams of the Play-offs qualify for the Quarter-finals.

### 9.5 Quarter-finals

The matches of the Quarter-final shall be played as first leg and second leg matches.

Winner PO match 4	vs.	1 <sup>st</sup> ranked team of the Main Round Group I
Winner PO match 3	vs.	1 <sup>st</sup> ranked team of the Main Round Group II
Winner PO match 2	vs.	1 <sup>st</sup> ranked team of the Main Round Group III
Winner PO match 1	vs.	1 <sup>st</sup> ranked team of the Main Round Group IV

The winning teams of the Quarter-finals qualify for the EHF European League Finals Men.

## 9.6 EHF European League Finals

The semi-final matches of the EHF European League Men Finals are drawn by lots.

The matches of the EHF European League Men Finals (Semi-finals and Finals) shall be played in knockout format (one match).

The winners of the semi-finals play for the first and second place. The losing teams of the semi-finals play for the third and fourth place.

For the EHF European League Men Finals additional regulations apply complementing the EHF European League Men Manual.

## 10 Scoring of the matches and ranking

### 10.1 General

All matches shall be played in accordance with the IHF's current Rules of the Game. Variations on a technical level are possible.

All matches of the shall be played in 2 x 30 minutes with a half-time break of 15 minutes.

The matches shall be scored as follows:

- a) win = 2 points
- b) draw = 1 point
- c) loss = 0 points

Teams' rankings are obtained by adding up the number of points won.

### 10.2 Qualification Round, Play-offs and Quarter-final matches

If, after completion of the two matches, both clubs have won the same number of points (no extra time will be played), the teams' standings shall be determined by the following criteria:

- a) goal difference
- b) penalty throws

#### 10.2.1 Rules for execution of penalty throws

- Only players (incl. goalkeepers) who are listed on the match report and are not suspended or disqualified at the end of the playing time are entitled to participate at the penalty throws.
- Prior to the penalty throws, each team shall name five players by handing the referees a list of numbers. These players shall then take one throw each until a decision (a winner) is reached, alternating with their opponents. Each team is free to determine the sequence in which throwers will take their throws.
- The goalkeepers may be freely selected from the match report and exchanged in accordance with the Rules of the Game. Goalkeepers may take throws and throwers may perform as goalkeepers.
- The referees shall choose the goal at which throws are taken. The team taking the first penalty throw shall be determined by the referees by drawing lots. The team winning the draw may choose whether it wishes to throw first or last.

- If the scores are equal after the first round of penalty throws, it shall be continued until a decision is reached. In the second round, the other team shall start. Again, five players shall be named who are eligible to play (the players named before may be named once again).
- In the second round, a decision (a winner) is reached when a goal difference arises after both teams have taken one throw each.
- Serious infractions committed during penalty throws shall be sanctioned by disqualification. If a thrower is disqualified or suffers an injury, an eligible substitute player shall be supplementary named.
- While the throws are being taken, only the player taking the throw, the current goalkeeper and the referees may enter the respective half of the playing court.
- If the number of eligible players falls below five, players may be named to take a second throw in the same round.

### 10.3 Group Matches and Main Round

If two or more teams have scored the same number of points, the ranking will be determined as follows:

During the group phases:

- a) higher goal difference in all matches;
- b) higher number of plus goals in all matches.

After completion of the group phases if two teams have scored the same number of points:

- a) number of points in matches of the two teams directly involved;
- b) goal difference in matches of the two teams directly involved;
- c) goal difference in all matches of the group;
- d) higher number of plus goals in all matches of the group;

After completion of the group phases if three or more teams have scored the same number of points:

- a) number of points in matches of all teams directly involved;
- b) goal difference in matches of all teams directly involved;
- c) higher number of plus goals in matches of all teams directly involved;
- d) goal difference in all matches of the group;
- e) higher number of plus goals in all matches of the group;

If the ranking of one of these teams is determined, the criteria are consecutively followed until the ranking of all teams is determined.

If no ranking can be determined, a decision shall be obtained by drawing lots. Lots shall be drawn by the EHF, if possible, in the presence of a responsible of each club.

## 11 Delegation lists and player / club information

### 11.1 Transmission of the delegation list

The clubs shall transmit the delegation list which consists of max. 28 players as well as of team officials (unlimited) of the club via the EHFfamily to the respective National Federation. The National Federation must confirm the eligibility of the players by transmitting them to the EHF via EHFfamily by the following deadlines:

clubs starting in Qualification Round: 01 August 2024  
clubs starting in the Group Matches: 16 September 2024

This delegation list is valid for all following rounds in the EHF European League Men (resp. EHF European Cup for those teams who will continue after the qualification round in the EHF European Cup) and only players from the EHF approved delegation list are allowed to be mentioned on the match report.

### 11.2 Eligibility of players

- 11.2.1 Players are eligible to play in the EHF European League Men if they are eligible to play for the participating club in the national championship at the time of the match.
- 11.2.2 Those players for whom the National Federation is not entitled to issue a national eligibility to play at the time the players list is drawn up and communicated (transfer procedure pending/not completed) are not allowed to be registered for entering the EHF European League Men (from being named on the delegation list) at the respective point of time.
- 11.2.3 The official form shall be completed with all the required details and information.
- 11.2.4 A player may not compete in an EHF club competition if the player is playing at the same time for two clubs or two teams of one club in the top division of the domestic league. A transfer between two such clubs/ teams of a club is only permitted once a season. Players may compete in an EHF club competition if the player is playing for two clubs or teams but only if the second team is not playing in the top division of the domestic league.
- 11.2.5 The member federation of a participating team shall immediately announce to the EHF all national transfers from and to an EHF European League Men participating team.

Player, official, team information upload

The participating teams in the EHF European League Men must upload at the EHFamily portal the club logo by 01 August.

The file must be uploaded in the following size and format:

Image size: 512x512px

File format: png with transparent background

After approval of the delegation list, a team photo and photos of every player and every team official must be uploaded at the EHFamily portal as well as the required information for every player and every team official must be completed within the given deadline.

The files must be uploaded in the following size and format:

Team photo:

Image size: 2880x960px

File format: jpg

Player and team official photos

Image size: 512x640px

File format: jpg with a neutral white or transparent background

No other file formats or image sizes must be uploaded than those specified above.

When a club registers a new player or official, the club must upload the photo of this person at the EHFamily portal within three working days after the confirmation of the registration.

Club logos, player/team official and team photography must be made available copyright free for any use by the EHF/M, its stakeholders and for editorial purposes by the media.

### **11.3 Late entries of players and officials**

11.3.1 In cases in which a player is not recorded on the delegation list submitted within the prescribed deadline (point 11.1) but should become eligible to play in the EHF European League Men at a later date, the player may be named as a late entry under the conditions mentioned in point 11.3.

11.3.2 Each late entry of a player shall be transmitted via EHFamily to the National Federation and shall be confirmed by transmitting it via EHFamily to the EHF. For each player entered late a fee of € 80 shall be payable to the EHF. Evidence of payment shall be uploaded in the EHFamily with the late entry.

11.3.3 The maximum number of 28 players must not exceed during the entire season. In case a late entry exceeds the total number of 28 players, a player from the delegation list must be removed. A player being removed can be entered again with a further late entry under the conditions mentioned in point 11.3.



- 11.3.4 A late entry of a player is possible during each round/leg of each competition phase within the following deadlines at 12:00 hrs. (CET/CEST) - noon:

Qualification Round:

- 1<sup>st</sup> leg Thursday, 29 August 2024 at 12:00 hrs. (CEST) - noon  
 2<sup>nd</sup> leg Thursday, 05 September 2024 at 12:00 hrs. (CEST) – noon

Group Matches :

- Round 1 Monday, 07 October 2024 at 12:00 hrs. (CEST) - noon  
 Round 2 Monday, 14 October 2024 at 12:00 hrs. (CET) - noon  
 Round 3 Monday, 21 October 2024 at 12:00 hrs. (CET) – noon  
 Round 4 Monday, 28 October 2024 at 12:00 hrs. (CET) - noon  
 Round 5 Monday, 18 November 2024 at 12:00 hrs. (CET) - noon  
 Round 6 Monday, 25 November 2024 at 12:00 hrs. (CET) – noon

Main Round:

- Round 1 Monday, 10 February 2025 at 12:00 hrs. (CET) - noon  
 Round 2 Monday, 17 February 2025 at 12:00 hrs. (CET) - noon  
 Round 3 Monday, 24 February 2025 at 12:00 hrs. (CET) - noon  
 Round 4 Monday, 03 March 2025 at 12:00 hrs. (CET) - noon

Play-off:

- 1<sup>st</sup> leg Monday, 24 March 2025 at 12:00 hrs. (CET) - noon  
 2<sup>nd</sup> leg Monday, 31 March 2025 at 12:00 hrs. (CEST) – noon

Quarter-final:

- 1<sup>st</sup> leg Monday, 21 April 2025 at 12:00 hrs. (CEST) - noon  
 2<sup>nd</sup> leg Monday, 28 April 2025 at 12:00 hrs. (CEST) – noon

EHF European League Finals Men:

- Thursday, 22 May 2025 at 12:00 hrs. (CEST) - noon

- 11.3.5 Players who participated with a non-European club at a non-European club competition/tournament after 1 July 2024 and were not registered at any time during the 2023/24 season (01.07.2023 till 30.06.2024) with a European club can be registered for a participating club of the EHF European League Men also after the deadline for submitting the delegation list via a late entry within the resp. deadlines.

Players, whose transfer rights were with a non-European club for less than 30 days after 1 July 2024 and were registered during the 2023/24 season (01.07.2023 till 30.06.2024) with a European club are not eligible to participate in the EHF European League 2024/25.

- 11.3.6 A late entry of a player is not permitted between the two legs of the Qualification Round if the player already appeared on a match report of the EHF European League with a different club.

- 11.3.7 A late entry of a player is not permitted during rounds of the Group Matches of the EHF European League, if the player already appeared on the match report of at least one game of the EHF European League Group Matches with a different club.

- 11.3.8 A late entry of a player is not permitted during rounds of the Main Round of the EHF European League, if the player already appeared on the match report of at least one game of the EHF European League Main Round with a different club.
- 11.3.9 If a player changes clubs after 17 March 2025 (national or international transfer) he shall be eligible to play for the new club in the EHF European League via a late entry only if he did not play in any official club match (national or international) for another club between 17 March 2025 and the date on which he changed the club.
- 11.3.10 A late entry of player who already appeared on the match report of at least one game in either the EHF Champions League, EHF European League or EHF European Cup is permitted one (1) time per season under the conditions mentioned in point 11.3.
- 11.3.11 Regarding late registrations of team officials, regardless the reason (i.e. employment contract, termination, illness, etc.) should a club not having a team official registered (with the delegation list within the given deadline), a late registration shall immediately be transmitted via EHFfamily to the EHF. The late entry of a team official is free of charge.
- 11.3.12 Non-registration of team officials  
Not providing the team officials on time will result in sanctions.

## 12 EHF coaches licensing

At least one team official with a valid EHF Pro License must be registered on the match report for each match.

### 12.1 Registration

- 12.1.1 The clubs participating in the EHF European League Men shall communicate to the EHF Office the EHF Coaches Licensing Application Sheet (using the official EHF form), via the respective National Federation. The National Federation shall confirm that the coach(es) comply with the requirements of relevant categories of the EHF Rinck Convention (EHF Coaches Licensing Implementation Manual and Rinck Convention Manual, see point 1), sign and stamp the sheet and send it back to the EHF Office by the following deadlines:

clubs starting in Qualification Round: 01 August 2024

clubs starting in the Group Matches: 16 September 2024

- 12.1.2 The EHF Coaches Licensing Application Sheet shall be completed with all the required details and information.
- 12.1.3 The clubs can fill in the EHF Coaches Licensing Application Sheet for as many coaches as they wish (one sheet per coach).

## 12.2 Late registration

- 12.2.1 Regardless the reasons (i.e. transfer, employment contract termination, illness etc.), should a club not having any of its coaches registered under the EHF Coaches Licensing system entered on a match report, a late registration shall immediately be communicated to the EHF in accordance with the proceedings described in point 12.1 (without taking into account the deadlines).
- 12.2.2 If a coach changes club and responsible National Federation, a new EHF Coaches Licensing Application Sheet shall be communicated to the EHF in accordance with the proceedings described in point 12.1 (without taking into account the deadlines).
- 12.2.3 A late registration may be communicated to the EHF at any time of the season.

## 12.3 Non-registration

Not providing the filled in documents on time will result in sanctions.

# 13 Players' and officials' participation in the match

Each team is allowed to use a maximum of 16 players for an EHF European League Men match. These players must be announced at the Technical Meeting (see point 51). A later entry of an additional player or a later change of an announced player is not permitted.

A player is not allowed to be listed on the match report as a player and as an official.

The club confirms the correctly listed players for its team on the match report with the signature of the team official on the match report prior to the match.

# 14 Players' clothing

## 14.1 General information

- 14.1.1 Each team shall have two sets of playing clothing in different colours (one dark colour and one light colour). These shall be in line with the EHF's current Advertising on Clothing Regulations.  
In case playing shirts of the home team occupy both colours of the guest team (e.g. stripes), the home team must play with their "away dresses".
- 14.1.2 Both sets shall have players' shirts with short sleeves (except goalkeeper).
- 14.1.3 Starting with the Group Matches, each player has the obligation to have his name on the back of the shirt above or under the number. The minimum dimension is of 7cm height, the type of writing must be Latin letters, in order to make the names clearly visible for the spectators in the playing hall as well as for TV matters.
- 14.1.4 The players must wear numbers that are at least 20 cm high on the back of the shirt and at least 10 cm on the upper part of the front of the shirt. The numbers used must be from 1 to 99. The colour of the numbers must contrast clearly with the colours of the shirts.

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- 14.1.5 A player must wear the same number in the EHF European League Men matches of the entire season. This number is not allowed to be used by any other player.
- 14.1.6 Should playing clothing of the guest team get lost, the home club shall offer reserve uniforms.
- 14.1.7 Advertising on players' match and training clothes is allowed in EHF European League Men matches in accordance with the Advertising on Clothing Regulations.
- 14.1.8 The display of different main sponsor logos on the front of the shirt as well as on the back of the shirt is not allowed. The display of a different additional sponsor logo on the front as well as on the back of the shirt of different players is possible, however, all those different logos must have the same colour and the same size. Logos that are changing the general look of the shirt are not allowed.
- 14.1.9 Each club has the obligation to inform all other clubs of the EHF European League Men by 01 August of any restrictions or bans regarding advertising on players' playing clothing in the home country of that particular club.
- 14.1.10 Upon request by EHF/M, each club participating in the Group Matches of the EHF European League Men shall provide the EHF/M with a maximum of three (3) official players' shirts (with official sleeve badge) for promotional purposes free of charge.

## 14.2 Colour of dresses for each match

- 14.2.1 Starting with the Group Matches, the EHF sets up a plan with the colour of dresses for each match of respective phase.  
The clubs shall send a picture (front and back side) of the minimum two (2) players clothing sets (players' shirt and short as well as goalkeepers' shirt and short – preferred home and away set shall be marked separately) including RGB colour codes to the EHF by 18 September at the latest.  
The clubs shall follow the plan, exceptions are only allowed after approval of the EHF in due time prior to the resp. match.
- 14.2.2 The colour of the team officials must be announced at the Technical Meeting.
- 14.2.3 Upon request of the EHF Officials, in case of possible confusion, the visiting team and/or officials A-D shall change its playing clothing.

## 15 Match ball

All matches of the EHF European League Men Qualification Round must be played with balls of the size of 58 to 60 cm in circumference and 425 to 475 g in weight (IHF size 3).

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## IV. THE VENUE

### 16 General information

Matches of the EHF European League Men can only be carried out in venues that have been approved by the EHF.

The home club shall ensure that no signs (e.g. flags, banners) and/or verbal statements of political, ideological, religious or unsportsmanlike nature is displayed in the playing hall.

### 17 Arena and city names

The arena name can be visible on TV as it indicates the playing venue of the respective match. The arena name shall not be used for additional advertising and/or additional logo presence. Arena names that include a company/title sponsor are permitted (e.g. SAP arena, Orlen arena, etc.). The same holds true for the names of the respective city where the arena is located. Arena name and city name should provide information to the viewer but shall not be used for promotion purposes.

### 18 Venue availability

#### 18.1 Availability for training of the guest club

The home club shall provide the guest club the opportunity to hold a training session of at least 60 minutes (see point 49.1). This training session shall be scheduled at a reasonable time, in the playing hall on the day prior to the playing day. If the playing hall is not available for this purpose on the day before the playing day, the home club shall offer an alternative playing hall within a distance of 25 km or less and/or 45 minutes or less from the playing hall of the match. The training facility shall be offered free of charge.

Additionally, the home club shall provide the guest club with the opportunity to hold a training session of at least 60 minutes in the playing hall on the match day if training in the playing hall on the day prior to the match day was not possible.

Training facilities for a training session on the day before the match resp. on the match day shall be requested by the guest club not later than ten (10) days before the day of the match. A copy of this request shall be sent to the EHF. In case a club does not request this training session within the time period stipulated, training on the day prior to the match can be granted only by mutual consent.

60 minutes prior to the start of the match the playing court shall be made available to the two teams for warm-up and practice.

## 18.2 Availability for preparations

The venue shall be available at least 24 hours prior to the respective match in order to install the official flooring system, the EABS and the branding of the arena according to the given guidelines. Furthermore, the playing hall must be free from any unauthorized advertisement six (6) hours before the respective match (see chapter XV. Marketing Rights and point 93.2). Any exceptions to these rules are subject for approval by the EHF/M. Additional costs arising due to a delay in the hall availability must be covered by the home club.

## 19 Basic requirements

Each participating team must fulfil the following minimum requirements in relation to the appearance of the playing hall.

### 19.1 Venue outdoor surroundings

- Parking spaces (including VIP and media parking, if available)
- Parking area (TV: OB Van, SNG, 4 additional trucks)
- Dedicated redundant broadcast technical power for TV Compound (see point 78.4)
- Hi-speed internet connection at the OB truck

### 19.2 Venue

- Capacity: minimum 2,000 spectators (starting with the Group Matches)
- Grandstands on both long sides
- Playing court (size: 40 m x 20 m)
- Base area (minimum size: 44 m x 24 m)
- Chairs (for exactly 16 persons per team)
- Electronic team time-out (buzzer) system (starting with the Group Matches)
- Reserved seats for suspended players in the spectator area with easy access from the playing court
- Separate locker rooms for clubs: minimum of 30 sqm; equipped with showers, benches, lockers and a massage table; availability of water in closed bottles (minimum 1 litre / person)
- One locker room for referees: minimum of 15 sqm; equipped with shower, chairs and water in closed bottles (minimum 1 litre/person)
- One lockable room for EHF Officials: minimum 15 sqm; equipped with high speed internet access and easy access to printer
- Electronic scoreboard (minimum 1 on the long side – opposite the judges table or 2 on each short side)
- Timekeeper's table:
  - Size approx. 3 x 0,70 m (number of persons: 4)
  - The timekeeper's table shall not exceed a maximum length of 4 m and shall be positioned at least 0,5 m away from the substitution lines. It should be placed on a level 30 to 40 cm above the playing court, to ensure clear visibility.
  - Space for the following people shall be arranged at the timekeeper's table: EHF Delegate, timekeeper, scorekeeper and the announcer.

In case of a second nominated EHF Delegate, the hall announcer shall be seated behind the table. The scorekeeper, the timekeeper and the announcer shall be provided by the home club.

- Timekeepers' equipment: electronic timekeeping machine and reserve clock.
  - In all EHF European League Men matches, an electronic clock shall be available that is easy to read from the timekeeper's table and can be operated by the timekeeper; it shall run from 0 to 30 minutes. If in full working order, this device shall be authorised for official timekeeping. A reserve clock (with a diameter of 25 cm) displaying seconds and minutes shall be available.
  - Laptop with respective Digital match report software, internet connection and power access at the timekeepers table.
- Catch nets (20 x 7 m in black) behind the goals and behind the EABS must cover the entire outer goal line (fixed minimum at 3 m to the left and right of the goals; the photographers' positions must be taken into account). The catch nets must be fixed on top of the EABS.
  - Minimum one reserve goal
  - Heating (minimum temperature 18°)
  - Central Air Conditioning
  - Lighting system appropriate for TV broadcasts (minimum 1.000, optimum 1.200-1.500 lux)
  - Sound system, area for equipment
  - Media seats on tribune
  - Media room
  - Press conference room
  - Mixed zone / Flash zone area
  - Internet connection for media
  - Photographer working area behind the goals
  - Dedicated internet connection in the dedicated area for photographers
  - Electronic Advertising Board System
  - TV camera platforms/positions (Host broadcaster decides the best position according to the camera plan; Spectators must be informed by the club management about limited view related to camera positions in time/before season starts!)
  - Working station for scouting containing of a table with chairs (for at least 2 people), power access and internet connectivity.
  - TV commentary position(s) on the main camera side
  - Radio commentary positions
  - VIP tribune
  - VIP room
  - Dedicated area for merchandising and promotion stands
  - Area for medical staff (close to the playing court)
  - Barrier free access for disabled people
  - Emergency exits
  - Arena access (secure access for players, team officials, EHF Officials, etc.)
  - Public toilets
  - "No smoking policy" in accordance with the governmental smoking regulations

## 20 Venue inspections and auditing

The basic venue requirements set-up by the EHF shall be adhered to. The EHF has the right to inspect the venue of a participating club.

The home club must be represented by the club management. Moreover, the presence of local persons responsible for the individual topics (playing hall, media/TV/statistics and marketing) within the complete duration of the inspection must be secured by the club. In case of no fluent English knowledge a translator must be present.

Furthermore, the club is responsible for organising local transport and (eventually) accommodation for the inspecting EHF Official.

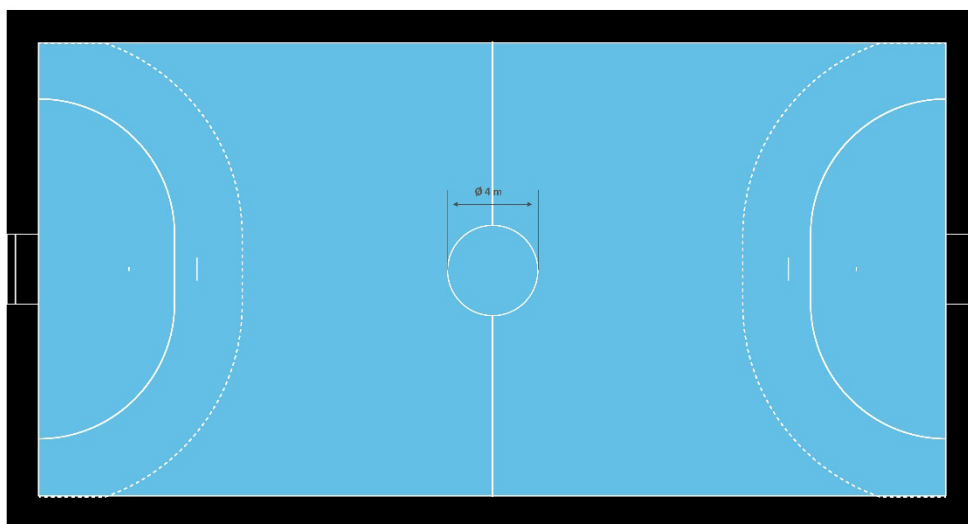
For the first site-inspection the cost of travel expenses as well as the daily allowance of the inspection is borne by the EHF, the cost for local transport and board and lodging (if necessary) of the EHF Official must be borne by the home club.

In case of a second inspection all costs are to be borne by the home club.

## 21 The EHF European League floor

### 21.1 General information

All matches of the EHF European League must be played on a handball floor with a throw-off area of 4 m in diameter according to the IHF Rules of the Games (as of 1 July 2022).



All matches of the Qualification Round must be played with handball lines only.

Starting with the Group Matches, each club participating must play all home matches on the official EHF European League floor in lagoon-blue colour with black surrounding areas. Each individual floor is subject for approval by the EHF/M.



## **21.2 Floor purchase**

If there is no official EHF European League floor, in good condition, available, it shall be purchased from EHFM. The exact buying price of the floor depends on chosen package, the shipping costs is communicated by EHFM upon request. Payment conditions are worked out by EHFM in close cooperation with the club. The buying price of the floor includes material and technical support during the first installation (no installation tools included). Thereafter it is the club's responsibility to organize appropriate material in time (recommendations are given in the Floor Installation Manual). EHFM does not take on material orders but will support the club with relevant information.

## **21.3 Production and transport**

The official EHF European League floor is produced by the "Official Flooring Supplier" and shipped to the club.

In case the club is located outside of the European Union, it is the club's responsibility to prepare all documents needed for custom clearance together with EHFM.

After having received the official EHF European League floor, the club is obliged to communicate all existing custom documents to EHFM.

## **21.4 Floor installation**

Each installation should be carried out by at least 6 people from the club. Detailed technical instructions are provided in the Floor Installation Manual.

The Floor Installation Manual is set up to provide the clubs with all relevant floor related information. The Floor Installation Manual will be communicated to all participating clubs in due time prior to the start of the season.

On the occasion of the first installation, technical assistance may be provided by a technician sent by EHFM. The responsibility for a proper installation lies with the club. EHFM does not take the responsibility for the stability of the floor.

In case the area that surrounds the floor is coloured in a way, that has a negative impact on the appearance on TV, the home club is obliged to cover this surrounding in a more decent colour (preferably black or dark grey carpet).

## **21.5 Floor maintenance**

The club agrees to keep the floor clean and in good condition. In case damages occur, the club must record the defective areas and communicate this information to EHFM as soon as possible. Maintenance costs must be covered by the club.

## **21.6 Storage**

The club is responsible to store the official floor carefully following the instruction given by the floor supplier. Additionally, the club is also liable for all damages caused during that time. Floor stickers must be removed and the floor must be cleaned before storage.

## 22 Electronic Advertising Board System (EABS)

All participating clubs must provide an Electronic Advertising Board System according to the EABS Manual (see point 1) for all EHF European League Men matches.

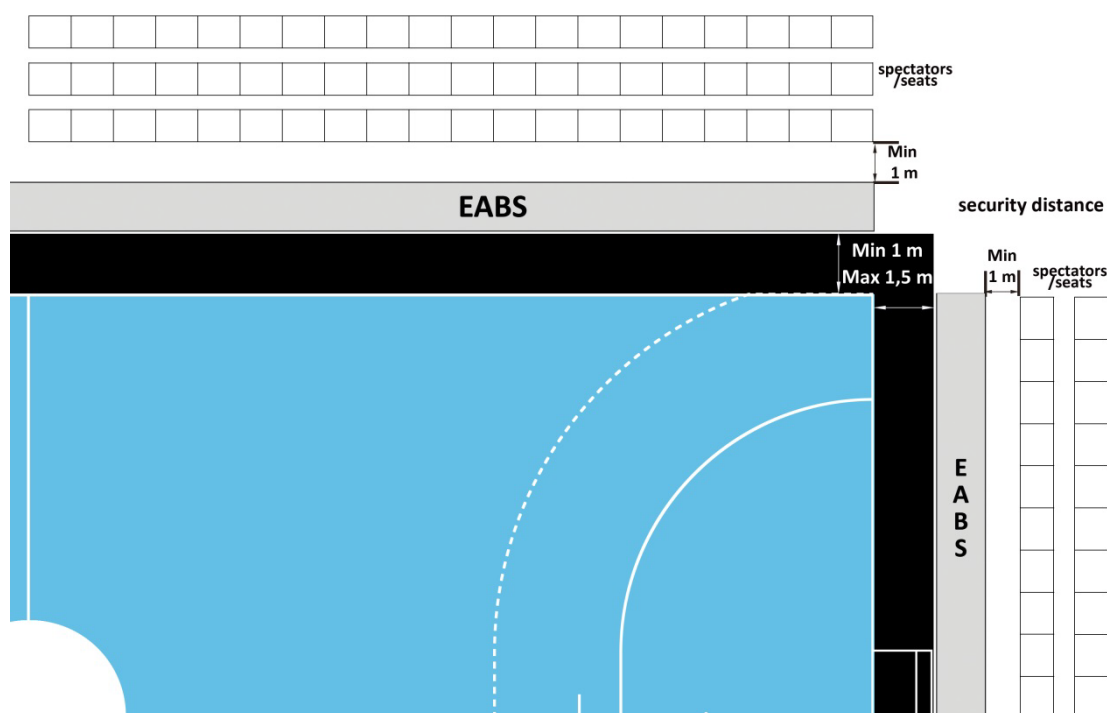
The EABS (LCD or LED) must have minimum 80 m in total – minimum 40 m and maximum 42 m on the long side (opposite the main TV camera) and 20 m on each short side (behind the goal) of the playing court. The total height must be minimum 0,8 m and maximum 1,1 m. Only EHF/M approved EABS can be used for EHF European League matches.

Technical specifications of the EABS and the minimum operating requirements together with the requirements for the animations, as defined in the EABS Manual, must be sent to EHF/M by 01 August (clubs of the Qualification Round) resp. 01 September (clubs qualified directly in the Group Matches), at the latest. Any changes and/or updates to the provided specifications must be communicated immediately to EHF/M by the club. Costs arising through late or wrong information and changes in the EABS specifications must be covered by the home club.

The final position of the EABS must be approved by the EHF Marketing Supervisor (see point 27), if nominated, together with the EHF Delegate. For security reasons a minimum distance of 1 m shall be kept between the EABS and the spectators' seats. The distance between the outline of the playing court and the EABS must be 1 m at least, but not more than 1,5 m (see graphic below). Any different set-up is subject for approval by the EHF/M.

The EABS must be kept clear of promotional items, clothing, food, drinks or any other items at all time. The home club shall provide dedicated security people free of charge to ensure the above mentioned.

The home club is responsible for the set-up, removal and operation of the EABS and for the proper progress of the playlists, provided by EHF/M. The operation of the EABS must start three hours before throw-off at the latest.



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In order to achieve the optimal visual appearance in the TV broadcast a TV check must be made prior to the match. The TV check must be done with full arena light (match light). Training/work lighting is not sufficient.

## 23 Security

The clubs undertake to observe the provisions of the EHF Rules on Safety and Security Procedure before, during and after all matches. All safety and security measures shall be coordinated with the persons responsible for specific services and with the EHF Delegate.

The home club is responsible for maintaining good order and safety and security before, during and after the match. It may be held responsible for incidents of any kind. The relevant provisions of IHF and EHF Regulations shall apply.

The EHF reserves the right to hold the guest club responsible for actions and damages that occurred around a game within activities of supporters of the guest club resp. individuals that are connected with the guest club.

The clubs and national federations are responsible for the conduct of their players, officials, members (any person exercising a function on their behalf at a match), and fans.

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## V. EHF OFFICIALS

### 24 General information

EHF Officials include referees, delegates, referee delegates, representatives, EHF Marketing Supervisors, EHF/M office staff and any other persons nominated by the EHF in relation with a match of the EHF European League Men.

EHF Officials nominated by the EHF act in representation of the EHF. They supervise the run-down of the EHF European League Men events following the requirements of the EHF. They provide the EHF with event reports in order to inform about the correct implementation of technical requirements, procedures and organisation. These reports of the EHF Officials are basis for possible disciplinary procedures or sanctions toward the clubs.

#### 24.1 Nomination

The EHF is entitled to appoint EHF Officials to EHF European League Men matches.

The clubs will be informed in good time before the match about the nomination (contact details) of the EHF Officials (see points 40.4, 41.3, 42.2).

In addition to the EHF Referees, EHF Delegate and the EHF Referee delegate, the EHF has the right to appoint further officials mainly in the field of marketing and organisation/security of the event. The duties and competences of these additional officials are to be defined for the individual appointment.

#### 24.2 Non-appearance

In case an EHF Official fails to appear, the EHF must be informed immediately, and any further action shall be coordinated with all parties involved.

The EHF Official has the obligation to immediately contact the EHF (mobile phone +43-664-4105243 or +43-664-8318337) with a report of the situation.

### 25 EHF Delegate

The EHF Delegate shall verify and ensure the orderly conduct of the event before, during and after the match and prevent any occurrences that may lead to a protest or a repetition of the match. The safety and security of players, referees, delegates and spectators shall be ensured. All measures shall be taken that are necessary to maintain safety and security. The provisions of the Rules on Safety and Security Procedure shall be implemented.

A delegate is not a chief referee. Responsibility on the playing court rests solely with the referees. Nonetheless, the delegate shall interrupt the match if necessary and bring errors that may lead to a protest to the referees' attention. Errors in this context do not mean decisions made by the referees based on their observation of facts. The delegate shall not take decisions but only make recommendations. When on duty, the delegate shall always carry a copy of EHF and IHF Regulations as well as the Rules of the Game.

The officially appointed delegate must always sit at the timekeeper's table to have a good view of the substitution area at any time and to be able to intervene if necessary (see IHF Substitution Area Regulations).

If an EHF Referee delegate is present at the match, it is his/her duty to guide the referees during the entire stay from their arrival to their departure.

The following is a summary of the most important tasks of the EHF Delegate:

- Check of the playing hall
- Holding of the Technical Meeting (12.00 hrs. on the day of the match)
- Preparation of the match report in cooperation with the home club
- Preparation and final check of the timekeeper's table's equipment
- Overall programme of the event at the venue
- Security aspects in and around the playing hall
- Overall plan of the activities around the game
- Receiving of the correct number of spectators at half time from the responsible persons for tickets/accreditation (see point 33).

## 26 EHF Marketing Supervisor

### 26.1 Nomination

The EHF/M is entitled to nominate a EHF Marketing Supervisor out of a pool of people who have experience in event management and who are trained especially by the EHF/M in order to secure the implementation of Marketing and Audio-Visual Rights during an EHF European League Men event.

### 26.2 Responsibilities

The EHF Marketing Supervisor has the authority upon marketing, media related and pre-/post-match procedure matters. He/she has been given full information about site-inspections and local event preparations by the EHF/M office and is meant to participate in the Technical Meeting.

The EHF Marketing Supervisor cooperates closely with all responsible persons of the home club and assists in the event personnel briefings. The EHF Marketing Supervisor is ready to assist in open questions/problems, nevertheless his/her instructions must be followed at any time.

The EHF Marketing Supervisor is responsible for the correct implementation of the EHF European League Men Regulations concerning the following topics:

#### 26.2.1 Marketing

- Inspection of playing hall and venue facilities concerning marketing & branding issues (correct sponsoring exposure).
- Supervision of the correct implementation of the advertising set-up
- Supervision if limitation of floor advertisement is respected
- Supervision of the proper removal/coverage of advertising areas in conflict with EHF/M branch exclusivities (see point 87)
- Supervision of the proper removal/coverage of advertising areas in the playing hall in conflict with point 88
- Supervision of the removal of the advertising after the match

- Supervision of the proper storage of the advertising material after the match
- Reporting of damages of any advertising material
- Check/supervision of “other advertising forms”
- Check of EHF European League Men promotion (if available) on video screens
- Control of proper usage/implementation of EHF/M sponsors, partners and suppliers’ rights
- Check of the VIP room + catering
- Supervision of side events (if there are any)
- Check of PR material
- Check of branding items and proper installation

#### 26.2.2 Media (in case no EHF Media Supervisor is nominated)

- Inspection of playing hall and venue facilities concerning press/media facilities, TV facilities.
- Check of media room
- Check of media seats on the tribune
- Check of mixed zone / flash zone
- Check of press conference room
- Check of list of accredited media representatives
- Supervision post-match press conferences
- Check of media hand-outs/press releases/media report
- Briefing of photographer (if requested)
- Contact person for problems during the TV set-up
- Contact person for the TV producer on-site as well as in the studio
- Organisation of the TV meeting (before/after the match)
- Collecting and checking the media accreditations list regarding rights situation

#### 26.2.3 Others

- Supervision of floor installation in relation to marketing activities
- Pre-/Post-match procedures (official ceremonies)
- Works in close cooperation with the EHF Delegate concerning an exact compliance of the event timetable (throw-off, etc.) and is the link to other partners (TV, etc.)
- Presence in the meeting with the announcer
- Presence in the meeting with the chief of security
- Protocol (seating plan of VIP tribune)
- Check club homepage
- Feedback meeting after the event (club responsible, EHF Delegate)
- Final Event Report (sent to the EHF/M office)

## 27 EHF Media Supervisor

### 27.1 Nomination

The EHF/M is entitled to nominate a EHF Media Supervisor out of a pool of people who have experience in TV production management and who are specially trained by the EHF/M in order to secure the implementation of the host broadcaster’s obligations and TV rights during these matches.

## 27.2 Responsibilities

The EHF Media Supervisor has the authority upon host broadcasting and media related matters. He/she has been given full information about all host broadcasting and media matters by EHF/M office.

The EHF Media Supervisor cooperates closely with the EHF Marketing Supervisor and the club media/TV/statistics responsible, assisting in the TV meetings and all media related issues. The EHF Media Supervisor is ready to assist in all media related open questions/problems; nevertheless his/her instructions must be followed at any time.

They are responsible for the correct implementation of the EHF European League Men Regulations concerning the following topics:

- Responsible for the correct implementation of the EHF European League Men host broadcaster's manual
- Inspection of playing hall and venue facilities concerning media facilities, TV facilities (camera positions, commentary positions etc).
- Check of mixed zone / flash zone
- Check of list of accredited media representatives
- Supervision post-match press conferences (or its alternative if applicable) with the host broadcaster and the EHF Marketing Supervisor
- Contact person for problems during the TV set-up
- Contact person for the TV producer on-site as well as in the studio
- Organisation of the TV meeting (before/after the match)
- Statistics (in case of implementation)
- Presence in the meeting with the announcer
- Final Event Report (sent to the EHF office)

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## VI. ORGANISATIONAL STAFF

### 28 General information

Technical equipment and personnel shall be made available by the home club in accordance with the requirements defined by the EHF/M, its partners as well as the local TV host broadcaster.

The home club must nominate a person responsible for each of the following event topics:

- Key contact for EHF/M
- Venue/floor management
- Guest club
- EHF Officials
- Tickets/Accreditations
- Media/TV/Statistics
- Marketing
- Security

Contact details (full name, mobile number and email address) of these persons must be communicated to EHF/M before the start of the season. In case of any changes during the season the updated contact details must be officially communicated by the club management to EHF/M at the earliest convenience.

Additionally, the club must provide further personnel in the following fields and – during the event – under the responsibility of the above-mentioned persons:

- Announcer
- Scorekeeper / timekeeper
- Officially accredited scouts
- Floor moppers
- Photographer
- Flag carriers, volunteers, hostesses for opening and closing ceremonies
- Technical support
- Personnel for advertising and floor set-up
- Security staff
- Travelling fans
- Medical staff
- Mascot (if available)

The club personnel must carefully prepare the event in advance, be on-site during the event and participate in the meetings concerning the topic they are responsible for. The club personnel must be able to communicate in English.

### 29 Key contact for EHF/M

The key contact for EHF/M is informed about all duties related to a EHF European League Men match resp. of the club personnel within the organisational structure. He/she supervises the whole event in all terms of reference.



He/she is also responsible for the EHF Marketing Supervisor, if nominated, who he/she must contact in good time prior to the event. The EHF key contact must be available for the EHF Marketing Supervisor during the entire event.

### 30 Person responsible for venue/floor management

The person who is responsible for the venue/floor management has the following duties:

- He/she instructs the hall personnel.
- He/she is liable for providing the EHF with a contact person in the playing hall that is available during the venue inspection.
- In particular he/she makes sure that the equipment, technical facilities (lightning system, heating, scoreboard, sound system, etc.) are in line with EHF requirements and that technical support personnel of the venue is available.
- Together with a team he/she is responsible for securing a good standard of locker rooms for teams and referees.
- He/she is responsible that during the event at least 2 persons must be available in case of any technical problem/incident.
- Furthermore, he/she must guarantee that emergency exits are not closed or blocked by spectators.
- In case any of the technical devices or rooms (e.g. VIP room, media room, etc.) does not meet the requirements or does not exist in the venue, the person who is responsible for the venue management is liable for instructing the hall personnel to carry out the renewal or installation of the facilities following the amendments of the EHF.
- Furthermore, he/she is liable for the installation of the official floor as well as for the correct implementation of security distances (bench/spectators, playing court/boards), lines, goals, timekeeper's table and teams' benches.
- In close cooperation with the person responsible for the media/TV/statistics, he/she is available during the set-up of the EABS as well as the set-up of the host broadcaster.
- Moreover, he/she is responsible for the protocol procedures.
- He/she recruits and instructs at least 2 floor moppers.
- The person responsible for floor/protocol procedures is positioned next to the playing court throughout the complete duration of the match.
- He/she recruits and instructs the announcer and makes sure that the announcer has the necessary information about the EHF European League Men (e.g. competitions background information, EHF European League Men sponsors, announcement of special guests/celebrities) as well as about the players of both teams. He/she provides the announcer with a detailed briefing concerning the event run down (fair play clause, words of welcome for EHF and club VIPs, announcements of protocol procedures, opening/closing/awarding ceremonies, etc.) in good time before the beginning of the match.
- He/she instructs the staff involved in the entry ceremony. He/she takes part in the Technical Meeting in order to be able to clarify any open points concerning the entry ceremony. He/she is responsible for holding a mandatory rehearsal of the entry ceremony according to the official match day schedule (see point 55.2).
- He/she supervises the rundown of the entry ceremony and makes sure that EHF/M requirements are fulfilled.

- He/she makes sure that the adequate protocol procedures are respected and discusses the seating plan of the VIP area together with the EHF Marketing Supervisor, if nominated.

### 31 Person responsible for the guest club

The person who is responsible for the guest club has the following duties:

- He/she is informed about the travel schedule of the guest club and organises the pick-up at the airport and the transfer to the hotel. In case of direct arrival by bus, he/she is in charge of giving the necessary direction to assure a convenient arrival at the hotel. In case of any problems during the journey (flight cancellations, bad weather, etc.) he/she will be a close contact to the representative of the guest club and the EHF.
- Moreover, this person must be liable for assisting the guest team with the local transport during the stay, if necessary.
- Furthermore, he/she makes sure that the guest team is informed about possible side events (common dinner with the home club, etc.) and assists the delegation accordingly. He/she is the contact person for any change in official events.
- He/she is responsible for the guest club accompanies the team representatives to the technical meeting and the team to training sessions as to the match.
- He/she supervises the locker rooms, makes sure that water is available and remains at the disposal of the guest club during the complete stay.
- On the day of departure, he/she is responsible for the guest club organises the pick-up at the hotel and the transfer to the airport.

### 32 Person responsible for EHF Officials

The person who is responsible for the EHF Officials has the following duties:

- The clubs are informed about the travel schedules of the EHF Officials and organise the pick-up at the airport and the transfer to the hotel. In case the EHF coordinates the local transport and accommodation, the clubs will be informed accordingly in due time.
- Moreover, he/she is liable for arranging local transport.
- He/she is responsible for booking of hotel rooms. He/she makes sure that the hotel rooms meet the requirements of the EHF and reserves the restaurant for relevant lunch/dinner.
- He/she supervises the availability respectively the equipment of the EHF Officials' room/s as well as the meeting room.
- He/she accompanies the EHF Officials to the Technical Meeting as well as to the match, where he/she supervises the locker rooms and makes sure that water is available.
- Furthermore he/she is in charge of the timekeeper and the scorekeeper who are positioned on the timekeeper's table assisting the EHF Delegate.
- During venue inspections he/she remains at the disposal of the EHF Officials and coordinates the other responsible persons for the meetings.
- On the day of departure, he/she organises the pick-up at the hotel and the transfer to the airport.

### 33 Person responsible for tickets/accreditations

The person responsible for tickets/accreditations has the following duties:

- He/she is in charge of allocating tickets and promoting ticket pre-sale initiatives (to improve the number of spectators).
- In cooperation with the persons responsible for marketing and for media/TV/statistics, any kind of necessary accreditations (media, TV, etc.) must be allocated and the users must be instructed in a proper way.
- Together with the person responsible for venue/floor management, an accreditation plan concerning seating and parking availability must be developed.
- Furthermore, he/she assists the EHF Marketing Supervisor, if nominated, and the person responsible for venue/floor management in positioning the VIP guests on the VIP tribune.
- He/she secures a correct branding of the accreditations and (eventually) tickets and provides the guest club with the required number of tickets before the match.
- When distributing the tickets, he/she considers the security factor and makes sure that a sector that can be easily supervised and separated is reserved for the fans of the guest club.
- He/she must provide the EHF delegate with the correct number of spectators during the half time break (at the latest).

### 34 Person responsible for media/TV/statistics

The person responsible for media/TV/statistics should have media experience and a wide and diverse knowledge within this area. He/she must be able to communicate well in English and has the following duties:

- He/she organises the promotion of the event to local, national and international media representatives prior to the match.
- Press releases (previews, press kits, event reports, etc.) before and after the event as well as information concerning player lists, team line-ups, match reports etc. during the event should be published.
- He/she together with the person responsible for marketing is responsible to produce the official match programme (see point 93.11).
- He/she must be present at all EHF European League Men matches. In case the initial person in charge is not available on the match day, a qualified deputy must be nominated and his/her contact details must be communicated to EHF/M at the earliest convenience. For every away game in the EHF European League Men, it is recommended, that He/she or his/her nominated deputy travels with the team in order to perform media duties accordingly.
- He/she is in charge for the development, coordination and management of all digital projects of the club related to, but not limited to, the EHF European League Men.
- He/she is in charge of uploading player and head coach profile and team photos to a dedicated link on the photo platform provided by the EHF Media and Communications Department by 15 September. Photo specifications for the upload can be found in the photo guidelines.

- He/she must submit a full list of the club's and players' accounts for each social media platform by 15 September. In case of any changes during the season, the club must inform the EHF/M by email attaching the new updated list at the earliest convenience.
- He/she is responsible to implement digital campaigns and/or activations related to the EHF European League Men according to the information provided by the EHF/M on the club's digital platforms. Upon request, he/she must send a full report of all implemented digital campaigns and/or activations by email to EHF/M (see point 47.3).
- Upon request of EHF/M, he/she also must provide a detailed analysis of the digital accounts of the club, including social media platforms, website and applications. Different KPIs according to each platform shall be part of this analysis. If requested, a template for the analysis will be provided by EHF/M before the start of the season.
- Furthermore, he/she is in charge of the media team and is in overall charge of the media room and makes sure that the necessary equipment, information and beverages are available.
- He/she is also in charge of the press conferences (or its alternative if applicable). He/she ensures that the teams attend at the correct time, translation is available and that the press conference room is correctly equipped for a press conference. He/she should inform the media representatives accordingly and may also act as a moderator of the press conference.
- He/she also supervises the written media seats on the tribune, ensures that information is distributed and secures that the requirements stipulated by EHF/M are fulfilled.
- Shortly after the match he/she makes sure that the mixed zone gives media representatives the opportunity to do interviews with the players/coach by informing teams on the location of the mixed zone in advance.
- He/she makes sure that the TV interviews are carried out in front of the EHF European League Men backdrop. This area should be supervised by security staff, who should be given clear instructions.
- He/she is responsible for the organisation of a professional photographer to take pictures of the event and must pass on the contact details to the EHF/M on request.
- He/she organises a pre-match meeting between the official club photographer and the EABS technician to synchronise the frame rate of the photographer's camera with the EABS refresh rate.
- In case EHF/M nominates an official EHF photographer or EHF media representative, he/she must provide the respective support.
- He/she is in charge for providing professional assistance to the host broadcaster. He/she is the first contact person for the TV representatives and is present in the playing hall during the set-up of the host broadcaster's equipment. On request, he/she makes sure that commentary positions are available.

- He/she also organises the TV meeting to be held approximately two and a half (2,5) hours before the match as well as a short feedback meeting after the end of the match. He/she can be substituted for the feedback meeting in case there are any scheduling problems with the post-match press conference (or its alternative if applicable). He/she is in charge of providing the meeting room as well as beverages for the participants.
- He/she must supervise the two (2) statistics assistants who need sufficient space, with a table with a view over the entire court area from where they operate the statistic programme and must organise the necessary hardware.
- He/she is also responsible for distributing the statistics sheet during the half-time and after the game.
- In close cooperation with the person responsible for tickets/accreditations, he/she hands out pre-registered media accreditations to local, national and international media representatives.

### 35 Person responsible for marketing

The person responsible for marketing has the following duties:

- He/she is liable for the implementation of the event advertising and instructs the staff carrying out the advertising set-up.
- He/she secures the Advertising Rights granted to the EHF/M and the clubs and acts in case of eventual problems with advertising material/floor stickers during the match.
- He/she makes sure that branch exclusivity is guaranteed for EHF/M sponsors, partners and suppliers and handles the set-up, removal and storage of the advertising material.
- He/she confirms in written form the receipt of the advertising material sent by the EHF/M.
- Moreover, he/she is in charge with the organisation of production and implementation of the EHF European League Men in- and outside the venue (posters, signposting, programmes, etc.), the VIP room, the media room, the press conference room (backdrops), etc.
- Together with the person responsible for media/TV/statistics, he/she prepares an official match programme to satisfy the needs of the on-site spectators.
- He/she is also liable for supervising the equipment of the VIP room and making sure that catering and the necessary personnel is provided.
- On request, he/she cooperates closely with the EHF Officials and/or the EHF/M in order to check the arrangements for VIP guests in terms of accommodation, reception, meals, side events, etc.

### 36 Person responsible for security

The person responsible for security has the following duties:

- Security staff and first-aid teams must be provided in accordance with the standards set by the EHF Rules on Safety and Security Procedure (see Safety and Security Regulations).
- He/she is in charge of working out a security concept for the playing hall and is responsible for the security staff as well as for their clear identification.

- He/she takes part in the Technical Meeting and supplies the EHF Delegate with the necessary information concerning the security situation.
- He/she must be in contact with the EHF Delegate before, during the entire match and after the event in case of any incident.
- An exact briefing before the match as well as a short feedback briefing after the match must be held with the security staff in order to clarify exact tasks and duties respectively discuss eventual problems.
- He/she also checks that an ambulance and respective medical staff is always available at the venue in order to be able to assist players and spectators.

## 37 Announcer

The announcer provided by the home club must have public speaking experience, good knowledge of the game and must be fluent in both, the local language as well as English. Enthusiasm for the sport is appreciated, but statements shall be neutral and must not push the crowd towards unsportsmanlike behaviour against the guest club or the referees. Instructions given by EHF Officials must be followed by the announcer.

The announcer in charge should respect the following guidelines:

- The announcer must be well prepared for the match and draw attention to the official competition website(s) (see point 47.1): script; time schedule; background information and stories concerning the competition, the teams, players' information (injuries, comebacks, anniversaries), latest results, interviews top scorer; etc.
- The announcer must be well informed about the run-down of the official entry/closing ceremony. The given time schedule before the match shall be observed by the announcer.
- The announcer shall be available for the mandatory rehearsal of the entry ceremony according to the official match day schedule (see point 55.2)
- Rules of fairness must prevail in the official entry and closing ceremony by presenting the home and guest club in the same way.
- The announcer must be informed about the names of players, the names and nation of EHF Officials, the names and functions of special VIP guests, etc. correct pronunciation shall be guaranteed.
- The announcer must call the competition by its full name.
- The announcer shall draw the attention to the official match programme, if available, handed out by the home club.
- The announcer must be informed about events planned before, in the break and after the match.
- The announcer must be familiar with emergency procedures.
- A sound check must be carried out before the match. The best position in the playing hall to avoid echo and interferences of the microphone should be located. In case the announcer takes seat next to the timekeeper's table, it must be in accordance with the EHF Delegate.
- The announcements shall be made clearly and in harmony with the music concept.
- The announcer shall not speak during match actions.

- The announcements shall support a positive atmosphere in the playing hall and shall calm down the crowd in case of unsportsmanlike behaviour against the referees, the guest club or their supporters. Examples for unsportsmanlike behaviour are disrespectful shouts/songs, political or racist slogans, booing, throwing objects on the playing court, quarrels with supporters of the guest club, etc.
- In case referee whistles or horns are used the announcer shall ask the spectators to stop using these instruments.
- The announcer must not misuse his position in an unsportsmanlike way.
- After the end of the match the announcer shall inform about further upcoming matches of the EHF European League Men.

### 38 Timekeeper and scorekeeper

It is the responsibility of the home club, that an English-speaking scorekeeper and timekeeper are present at the venue. The timekeeper shall have at his disposal a sufficient number of cards (sized A4) matching the EHF corporate design for noting the numbers of players suspended and the end of their suspension periods. These cards shall be placed visibly on the timekeeper's desk, in vertical position, easily legible for both teams.

The scorekeeper and the timekeeper shall be appointed by the national federation in whose territory the venue of the match is located. The cost of the timekeeper and the scorekeeper shall be paid by the home club.

The scorekeeper must be trained with the EHF digital match report system (see point 59). The home club must provide the technical equipment (laptop with resp. software, power supply, internet connection).

The following persons shall be seated at the timekeeper's table in the following order: EHF Delegate, timekeeper, scorekeeper, official announcer.

Alternatively, it is possible that the announcer is seated behind to the timekeepers' desk.

### 39 Person responsible for travelling fans

Parallel to the ordering of the tickets (see point 40.2.3), the guest club must provide the home team with the contact details (full name and mobile number) of the person responsible for travelling fans. This person must travel together with the fans.

The EHF reserves the right to hold the guest club responsible for actions and damages that occurred around a game within activities of supporters of the guest club resp. individuals that are connected with the guest club.



## VII. ATTENDEES MANAGEMENT

### 40 Tickets and accreditations

#### 40.1 General information

The issuance of tickets and the implementation of an accreditation system are within the competence of the clubs. An accreditation system for team members, the EHF/M sponsors, partners and suppliers, court personnel and EHF Officials must be introduced.

The EHF implemented an accreditation system for all TV and radio request. The clubs must inform the local media to use only this accreditation system for these requests.

The EHF reserves the right to implement an accreditation system for all remaining parties, based on a central database, handling the approval of accreditation requests. In case the EHF makes use of this right, the clubs must be informed beforehand in good time prior and additional information is to be provided. After an initial implementation phase all clubs are obliged to use this system.

Only people with the respective authorisation are allowed to access certain areas of the venue. Accreditations are to be used for working staff only.

Access controls must prohibit an uncontrolled movement of unauthorised people. Special access control must be provided for the playing court. Only EHF Officials, the team members, the club's officials, the ceremony/event staff, the official photographer, the medical and security staff as well as a specific number of camera men/technical TV support, media representatives and other personnel having the approval of the EHF/M are allowed to be present next to the playing court during the match.

#### 40.2 Guest club tickets

- 40.2.1 Home clubs shall make available 10% (minimum 200 tickets) of the admission tickets to the guest clubs against payment of the customary local price.
- 40.2.2 At least ten (10) of those tickets must be VIP tickets. However, the guest club must name the recipients of the VIP tickets not later than at the Technical Meeting. Excellent visibility is a basic requirement for VIP tickets provided to the guest club. VIP tickets include hospitality access (food and beverage) as well as best category seats.
- 40.2.3 The complete number of tickets must be ordered by the guest club in writing not later than ten (10) days before the match. If no order for tickets is received by that date, the tickets may be sold by the home club without any restrictions (see point 39).

#### 40.3 EHF/M guest tickets

Tickets for VIP guests requested by EHF/M must be prepared by the home club according to the information provided by EHF/M.



- 40.3.1 For each match from the Group Matches to the Quarter-finals, an allocation of max. 85 admission tickets must be made available to the EHF/M upon request. The expected number of tickets needed by EHF/M will be communicated to the club not later than seven (7) days prior to the respective match. Contingents not needed will be returned in due time. At least 55 must be VIP tickets and the other 30 tickets must be premium tickets. These tickets are to be made available to EHF/M free of charge. All 55 VIP tickets must be of the highest ticket and service standards and shall be in the same area in the venue. No difference in service or ticket standards shall be made between the VIP guests of a club and EHF/M VIP guests. Prizes of VIP and premium category tickets must be communicated to EHF/M at the beginning of the season.
- 40.3.2 Excellent visibility is a basic requirement for VIP and premium tickets provided to EHF/M VIP guests. VIP tickets include hospitality access (food and beverage) as well as best category seats whereas premium tickets provide guests with best category seats but without catering.
- 40.3.3 Upon request by EHF/M and if available, the club must provide EHF/M with a maximum of 15 promotional tickets free of charge. The ticket request by EHF/M is to be communicated to the club not later than seven (7) days prior to the respective match.
- 40.3.4 In addition, the EHF/M shall have the right to buy 10% of all admission tickets at the customary local price for its sponsors, partners and suppliers. The request shall be made within a reasonable period after the respective draw, not later than ten (10) days before the respective match.
- 40.3.5 Upon request and if available, parking spaces shall be reserved for VIP guests of EHF/M free of charge.

#### **40.4 Accreditations for EHF Officials and EHF/M staff**

- 40.4.1 The home club shall grant the EHF Officials as well as EHF/M staff and its respective partners all access to all indoor premises and outdoor areas of the venue.
- 40.4.2 All access accreditations for EHF Officials and EHF/M staff must be prepared by the home club according to the information provided by EHF/M. The accreditations shall be handed out to the EHF/M upon arrival.

#### **40.5 Accreditations for media representatives**

Upon request, a list of all accredited media representatives shall be sent to the EHF/M. The home club shall be flexible regarding the number of accreditation requests. The home club must provide all accepted media representatives with the necessary accreditations according to points 40.5.1 – 40.5.4, which shall provide them with access to the media room, the press conference room, the mixed zone and the media seats on the tribune. The accreditations must always be worn fully visible.

The EHF Marketing Supervisor, if nominated, must be informed by the club about accredited media representatives.

Unless otherwise requested by the EHF, the media representatives accompanying the guest club must apply for accreditation three (3) days prior to the match at the latest in order to be provided with the necessary accreditation(s). Moreover, they should receive the necessary assistance with visa applications.

Should the home club wish to reject an application for media accreditation, the EHF must be consulted beforehand and the final decision rests with the EHF.

The accreditations must be available for pick-up starting one (1) day before the event in the club's facilities or at the venue. Media representatives shall be informed about the exact pick-up place once their accreditation request has been confirmed.

If possible, a number of parking spaces shall be reserved for media representatives. On request and in cooperation with the EHF/M, accommodation and/or local transport shall be organised for media representatives. In such a case the costs are borne by the parties themselves.

#### 40.5.1 TV and radio representatives

The home club is not authorised to grant on-site accreditations to any representative of TV, WebTV, radio broadcaster or film crew without the prior approval of EHF/M. Therefore, the accreditations for TV/WebTV/Radio representatives must be requested to EHF/M at least four (4) days prior to the match. EHF/M provides the home clubs with the final approval at latest two (2) days prior to the match.

#### 40.5.2 Host broadcaster

The home club must provide the host broadcaster with an adequate number of accreditations for carrying out the respective production and broadcasting task and in accordance with the specifications stated above. The number of accreditations must be agreed upon with the host broadcaster in good time prior to their arrival.

#### 40.5.3 Written media representatives

The home club has the right to grant the accreditations for all written media representatives in accordance with the regulations stated above.

#### 40.5.4 Photographers

The home club has the right to grant the accreditations for all photographers in accordance with the regulations stated above. Each accredited photographer shall have access to dedicated areas around the playing court. Photographers shall be able to take photos related to the respective match without obstructing the match, the visibility of advertising boards and the view of spectators.

### 40.6 Accreditations for scouts of the official EHF/M match data partner

The home club shall grant data collecting accreditations exclusively for officially approved scouts of the official EHF/M data partner. An accreditation request will be sent by the official EHF/M match data partner prior to the match day. No other scout is allowed to be accredited.

### 40.7 Tickets for participating clubs of the EHF European League Finals

The allocation of the tickets for each participating club will be regulated in the EHF European League Finals Men Manual.

Further, one (1) VIP Box is booked for each participating club, located close to each allocated club fan block. If there is no VIP Box available in the venue, an equivalent amount of VIP tickets will be reserved for the clubs. The costs for the ordered regular tickets as well as the VIP Box will be added accordingly to the clubs' final invoices after the EHF Finals Men. Additional VIP Boxes or VIP tickets can be requested via EHFM upon availability.

## 41 Transport

### 41.1 Duties of the guest club

The guest club is responsible for the organisation and the payment of its trip including all respective extra costs like visa, insurance, etc. to and from the airport that is chosen by the guest club.

The guest club is liable and must bear all costs incurred should the home club have a right to compensation in reference to the compulsory guarantees stated in point 41.2.

The local transport starting and ending at the respective airport is covered by a bus, which is provided by the home club.

The EHF approved airport/s for a club is available on the EHF homepage / club detail page by 15 August. If an airport is chosen by a guest club which does not appear on this list, the away club can be held responsible for additional costs of the home club resulting from the bus that needs to be made available for the guest club.

The guest club is obliged to inform the home club and the EHF upon its travel arrangement 4 days prior to the arrival at the latest.

### 41.2 Duties of the home club (visa, welcome and local transport)

The home club is obliged, to grant all compulsory guarantees of the respective embassies, upon issuance of an invitation for a required visa for EHF Officials as well as for the guest team. Furthermore, the home club is obliged to send the respective invitation within 48 hours after the receipt of the request.

The home club must provide a bus of an international standard for a minimum of 30 people for the local transport of the guest team. The bus shall be equipped with a heating and air-condition system and, in general, must be of an appropriate standard. The bus must be at the disposal of the guest team starting with the arrival at the airport to the departure at the airport, however, for a maximum of 72 hours only.

A bus driver shall be available for the complete duration of the stay including all usual transports that relate to the stay of the guest team.

A representative of the home club is obliged to be present at the moment of arrival at the airport. It is his/her duty to welcome the guest team and to assist the guest team in any difficulties at the airport (customs, luggage, meeting the bus etc.).

In case the guest team travels by bus, the home club is free from the obligation to provide a bus arrangement. No costs are to be refunded as a consequence.

In case of unusual difficulties of the guest club during its stay, the home club is expected to provide appropriate assistance within the framework of a sportsmanlike co-operation.

### **41.3 EHF Officials**

#### **41.3.1 Travel arrangements**

In the Qualification Round, the costs of EHF officials appointed by the EHF must be borne by the organiser/home club. All payments have to be paid only in Euro or after approval by the EHF in another currency. All payments according to point 63 have to be handed over prior to the match.

Starting with the Group Matches, the EHF/M handles the travel arrangements of all EHF Officials appointed to EHF European League Men matches and the costs must be borne by the clubs equally.

#### **41.3.2 Local transport**

Appropriate transportation for the EHF Officials between the airport, the hotel and the playing hall must be organised by the home club during the competition's period as well as during the site inspections.

Whenever the EHF President or a member of the EHF Executive Committee attends an EHF European League match in his function as an EHF Representative, an adequate car with an English-speaking driver shall be at his disposal during the duration of the stay. The EHF will inform in good time prior to the event about the attendance of an EHF Representative.

The arising costs are to be covered by the home club.

### **41.4 EHF/M media representatives**

If nominated and upon EHF/M request, the home club must organise local transport for EHF/M media representatives. In such a case the costs are borne by the parties themselves resp. the EHF/M.

### **41.5 EHF/M sponsors, partners and suppliers resp. EHF/M guests**

Upon EHF/M request, the home club must organise local transport for EHF/M sponsors, partners and suppliers resp. EHF/M guests. In such a case the costs are borne by the parties themselves resp. the EHF/M.

## **42 Board and lodging**

### **42.1 Guest club**

The guest club is responsible for the organisation and the payment of its stay at the away match. This includes all aspects of accommodation, food as well as additional activities of the guest team.

If the distance between the playing hall and the hotel (chosen by the guest team) is more than 50 km, the guest team must bear the additional costs of the bus transportation provided by the home club.

The guest club is therefore free to define the number of people in the delegation, the duration of its stay, the level of accommodation and food as well as the complete programme during its stay etc.

Upon a mutual consent between the two clubs, other arrangements regarding board and lodging are possible. The EHF cannot be held responsible for any dispute or discussions about financial issues between the clubs resulting from individual agreements between clubs.

#### **42.2 EHF Officials (except EHF Representatives)**

Single rooms in a hotel with a minimum of a 3-stars classification on an international rating scale must be booked for the EHF Officials nominated by the EHF. The officials shall pay any further cost related to personal matters themselves (phone, internet, TV or mini-bar charges).

Breakfast, lunch and dinner must be provided in the hotel restaurant or a restaurant close to the hotel. The costs for boarding and lodging of all EHF officials are to be covered by the home club. The EHF Officials must be accommodated in a separate hotel independent from the home team, guest club and the fans of the guest club.

#### **42.3 EHF Representatives**

A single room in a hotel with a minimum of a 4-stars classification on an international rating scale must be booked for the EHF President or an EHF Representative.

Depending on the individual timetable breakfast, lunch and dinner must be provided in the hotel restaurant or a respective restaurant by the home club. The costs for boarding and lodging are to be covered by the home club.

#### **42.4 EHF/M media representatives**

In case EHF/M nominates dedicated EHF/M media representative(s) for an EHF European League Men match, the following applies:

On EHF/M request, single rooms in a hotel with a minimum of a 3-stars classification on an international rating scale must be booked for EHF/M media representatives.

Depending on the individual timetable, breakfast, lunch and dinner must be provided in the hotel restaurant or any first-class restaurant chosen by the home club.

The costs for boarding and lodging of EHF/M media representatives are to be covered by the parties themselves resp. the EHF/M.

#### **42.5 EHF/M sponsors, partners and suppliers resp. EHF/M guests**

On EHF/M request, single rooms in a hotel with a minimum of a 4-stars classification on an International rating scale must be booked for EHF/M sponsors, partners and suppliers resp. EHF/M guests.

Depending on the individual timetable, breakfast, lunch and dinner must be provided in the hotel restaurant or any first-class restaurant by the home club.

The costs for boarding and lodging of EHF/M sponsors, partners and suppliers respectively EHF/M guests are to be covered by the parties themselves resp. the EHF/M.

## 43 VIP facilities on-site

VIP facilities, including a dedicated VIP room and tribune, must be prepared and made available by each home club. VIP facilities must be located in the playing hall of the respective EHF European League Men match, easy to access and clearly indicated by the sign posting system in English language.

Information regarding VIP and hospitality facilities must be communicated to EHF at least four (4) weeks prior to the start of the Group Matches. This includes photos of arranged VIP facilities such as VIP room, VIP parking, VIP entrance, etc.

### 43.1 VIP tribune

The VIP tribune must have a minimum of 55 VIP seats with good visibility on the playing court for EHF sponsors, partners and suppliers and additional dedicated seats for 1-2 EHF Representatives, if nominated. The VIP tribune must be clearly identifiable (sign posting in local and English language) and easy to access.

### 43.2 VIP room

The VIP room (for at least 55 people) must be opened at least 45 minutes before the match, during the halftime and 30 minutes after the match and must be equipped with a buffet section, if possible with tables, chairs and/or standing tables providing sufficient room for the number of VIP tickets sold for the respective match. All VIP areas must meet international standards in terms of hygiene, equipment and furnishing. The overall appearance and service need to be of high quality. The buffet sections as well as the tables must be covered with table cloths (see point 93.6).

### 43.3 VIP catering

High quality catering and service, which meets international standards, must be provided by the home club. All costs arising through the VIP catering must be covered by the home club.

## 44 VIP side activities

### 44.1 Special events

The EHF/M and/or its sponsors, partners and suppliers shall have the right to organise events, banquets, hospitality receptions with on-site services at the venue in connection with EHF European League Men matches. Any rooms and resources required for this purpose shall be made available by the home club. On request a pre-defined number of parking spaces right next to the playing hall shall be made available for these sponsors, partners and suppliers. All costs arising through these special events must be borne by EHF/M and/or its sponsors, partners and suppliers.

### 44.2 Special VIP invitations

In conformity with local possibilities the EHF/M shall have the right to integrate honorary guests into VIP events, other events/receptions (including food service) organised by the home club on the occasion of EHF European League Men matches and/or to expand the scope of such events against payment of the additional costs incurred.

## VIII. MEDIA MANAGEMENT

### 45 General information

All participating clubs are committed to play an active role in motivating the local, national and international media (newspapers, magazines, websites, TV and radio, etc.) by providing them with information and match invitations to the EHF European League on a regular basis. This shall be done in close cooperation with the EHF Media and Communications Department. The responsibility on a local and national level and the costs for media management lies with the home club.

### 46 On-site media management

#### 46.1 Media bibs

Beginning with the Group Matches, EHF may provide all clubs with dedicated bibs. In case media bibs will be provided, each person, who is accredited by the club as a host broadcaster, TV crew member or photographer must wear the corresponding bib.

Bibs are handed out at the accreditation desk and shall be pulled over head and shoulders. The writing on the bib shall be fully visible at any time.

The following bibs must be worn by the respective media representatives:

- Host Broadcaster: "HB" black
- Other audio-visual rights holder: "RH" green
- Camera operators without rights: "NRH" orange
- Photographer: "PHOTO" blue
- Special purposes: "EHF" white

The complete set of bibs, shipped to each club at the beginning of the season, needs to be sent back to EHF at the end of the season. The costs of bibs not returned to EHF will be charged to the club.

The official EHF photographer, if nominated, shall be entitled to wear a white, special purposes "EHF" bib and shall be provided with an 'all access' accreditation including access to the playing court, changing rooms and VIP areas.

#### 46.2 Media room

The home club shall create good working conditions for media representatives (TV, radio, written media, photographers) by providing a media room with an appropriate size. The media room shall be located as close as possible to the mixed zone. It shall be opened at least two (2) hours before the match until two (2) hours after the match. It shall only be accessible for accredited media representatives.

46.2.1 The following equipment must be available:

- Electric power points for all accredited media representatives with guaranteed access to electricity
- An adequate number of workstations (recommendation: 20 places) and the corresponding number of tables



- ISDN/ASDL line for broadcast services must be arranged by media representatives through the local telecommunications company
- High speed internet access (WIFI or cable connection e.g. ISDN, ADSL - a line for internet access/ISDN or equivalent shall be provided by the club free of charge). This network should be password-protected and only for the use of the media. Internet supply in the media room must be guaranteed at least until two (2) hours after the match.
- Minimum of one printer
- One photocopier
- Mobile phone reception
- Media information material
- Official EHF information (press kit etc.)
- Beverages (water, coffee, non-alcoholic drinks) and light snacks
- Adequate heating / central air conditioning

46.2.2 All accredited media representatives must have access to media information such as the official match programme, player lists, match reports, statistics as well as additional competition, team and player information. This should be available in the media room (preferably in labelled compartments for ease of reference). Furthermore, the person responsible for media/TV/statistics must ensure that the match report and the official match statistics are also distributed prior to as well as immediately after the match in all relevant media areas, i.e. the media seats, the TV commentary positions, the media and the press room.

### 46.3 Media seats on the tribune

In the playing hall, an adequate number of seats (recommendation: min. 10 seats during the Group Matches, min. 15 seats during the Main Round and min. 20 seats for Play-offs and Quarter-final matches) must be available. All seats shall be equipped with working tables. The EHF reserves the right to request the installation of additional seats with working tables.

If possible, the seats are to be situated in the middle of the seating area. In any case the seats must permit clear visibility to the playing court. The seats shall be segregated from the spectators' area and shall have an electricity access point. Security should ensure that the areas remain separated and secure a professional work environment for accredited media representatives.

High speed internet access (WIFI or cable connection e.g. ISDN, ADSL – a line for internet access/ISDN or equivalent) shall be provided by the club free of charge. This network should be password-protected and only for the use of the media. Mobile phone reception shall be guaranteed.

### 46.4 Mixed zone

The implementation of a mixed zone is mandatory. The location shall not be too far from the media seats on the tribune, the media room and the press conference room. It should be located directly at the players' exit of the playing court and/or next to the changing rooms. All players and coaches are obliged to pass through the mixed zone once they have left the playing court. The area should be separated into clear zones – walkway for the players and the section for the accredited media representatives. The zone for media representatives should be divided into four specific areas:



- area for TV rights holders,
- area for TV non-rights holders,
- area for radio,
- area for written media.

All accredited media representatives should be provided with a plan of this area (including details of the routing) when they register upon arrival. The person responsible for media/TV/statistics should also inform the teams on the location of the mixed zone. Security staff must be well briefed on the restrictions in this area.

Adequate heating/air conditioning and sufficient light conditions shall be arranged to guarantee the best possible conditions for players and media.

Access for all media representatives which have a valid media accreditation must be granted. Spectators and court staff shall not have access to this area.

After the end of the match, TV and radio right holders as well as non-right holders and written media are permitted to conduct interviews in the mixed zone. Therefore, EHF will provide all clubs with a mixed zone backdrop. All TV/video interviews must be carried out in front of this backdrop. The distance from the camera to the player should be set up in a way that the backdrop is fully visible, but no surrounding. In case an individual format is needed by a home club, the respective design is done by EHF (see point 93.3).

Photography is not permitted in the mixed zone. Photographers may enter the mixed zone for editorial (i.e. writing) purposes only.

#### **46.5 Flash zone**

On request of EHF/M, a space to set up a flash zone shall be made available. The flash zone must be located at the playing court. Flash interviews can only be held during the half-time break and after the match by the host broadcaster and/or right holders with permission (see point 93.4).

##### **46.5.1 Flash zone interview requests**

On request of EHF/M and/or the right holders, a minimum of two players and the head coach of each team shall be available for interviews with the right holders at the playing court until 45 minutes prior to the match and right after the final whistle of the match.

#### **46.6 Press conference/Post-match media activities**

Starting with the Group Matches a post-match press conference has to be organised by the home club. However, in order to reflect national media standards and to facilitate the information gathering process for accredited media representatives, clubs participating in the EHF European League may opt for offering a different post-match media activity of equivalent value and content output to replace the press conference (see point 46.6.2).

The clubs are to be informed of their post-match media duties at the Technical Meeting. Head coaches and/or players who have been disqualified during the match, are not allowed to attend the press conference.

The EHF has the right to stipulate that a press conference or an equivalent media activity must take place prior to the matches.

#### 46.6.1 Press conference

- The post-match conference starts 15 minutes after the end of each match. Changes to the starting time can be coordinated by both teams at the Technical Meeting.
- The teams' attendance is split. First attending is the guest team with its head coach and one key player. Immediately afterwards the home team with its head coach and one key player attends the press conference.
- The person responsible for media/TV/statistics (who may delegate this responsibility to a secondary person from the media team) must ensure that the head coaches and key players of each club appear at the agreed time at the post-match conference.
- The person responsible for media/TV/statistics (or another qualified person) shall act as a moderator and a translator (if required). The translator must have a sufficient understanding of the sport of handball and the terms being used. The moderator must announce the start of the press conference to all media representatives in the media room.
- The head coach and the key player must sit in front of the official press conference backdrop. If required, a moderator may also sit at the tables. The moderator interviews the parties involved – asking them to give a statement on the match and the floor is then given to media representatives for questions.
- The post-match press conference can be carried out in the local language of the home club, respectively the native language of the head coach/key player. However, at least the participants' initial statement on the match must be provided in English. The use of a translator is permitted. Following this initial statement, the post-match press conference may continue – if no additional questions in English are asked – in the local language of the home club, respectively the native language of the head coach/key player.

The press conference room shall be equipped as follows (see point 93.5):

- Room: approx. 30 sqm
- Lighting and sound system for TV recordings
- Minimum of 2 tables and 6 chairs at the front of the room
- Press conference backdrop
- Table banner
- Microphones (branded with microphone flags) on the table
- 1 portable microphone
- EHF/M sponsors, partners and suppliers table tags
- Name tags
- Beverages (water, etc.) on the tables
- Approx. 20 chairs for media representatives

#### 46.6.2 Post-match media activity

A club participating in the EHF European League may opt for an alternative media activity to replace the post-match conference. If the club opts to do so, the suggested alternative must be provided to EHF/M for final approval one week prior to the respective club's first EHF Champions League match of the season.

Any suggested alternative must fulfil the following requirements:

- The alternative media activity must be a live event, starting at the latest 15 minutes after the end of the match and accessible for the accredited media representatives including the possibility to ask questions.
- The presence of the competitions' official partners and the EHF European League brand must be guaranteed and correctly implemented.
- The home and guest club with the head coach and a key player, appearing either at the same time or after each other, must be present. Coaches and key players have to comment on the match.
- Head coaches and/or players who have been disqualified during the match, are not allowed to attend the post-match activity.

The final approval of any suggested alternative rests with EHF/M. If not approved, it is the club's duty to organise a post-match conference. If the alternative is approved, it shall be implemented at all home matches until the club exits the EHF European League. This notwithstanding, EHF/M reserves the right to introduce mandatory post-match press conferences for the knockout matches.

It is recommended that all post-match press conferences respectively the approved alternative are streamed live on the home club's social media channel(s). If post-match press conferences respectively the approved alternative are streamed live on the home club's social media channel(s), information on the dedicated streaming channel(s) must be sent to EHF/M one week prior to the respective match and/or competition phase. The channel(s) shall remain the club's primary social media channel for streaming of the press conference/the approved alternative. In case the club adds additional channel(s) or decides to change the channel(s) for the live streaming, it is obliged to inform EHF/M accordingly. It is the club's responsibility to ensure a sufficient technical setup (i.e. sound and light) which enables viewers to follow the press conference/the approved alternative online. Please find further information in the Press Conference Live Streaming Guidelines (see point 1).

## 47 Digital media management

### 47.1 EHF European League Men on official club website

- 47.1.1 All clubs participating in the EHF European League Men must have an official club website, on which the club, latest news, match previews and reviews, players and ticket sales are presented and promoted. The official club website must be regularly updated with news and other relevant content.
- 47.1.2 The club website shall also include all official competition news and announcements from the EHF European League Men and EHF European League Finals Men. Furthermore, the club should translate and post all relevant EHF/M press releases related to the EHF European League Men and EHF European League Finals Men on the club's website. The included material (photos, graphics and links) has to be published accordingly.
- 47.1.3 Clubs must post a written match review in their local language on their official website within two hours after the end of each EHF European League Men match.

- 47.1.4 The official web banners linking to ehfel.eurohandball.com, ehfel.eurohandball.com/men/2024-25/ehf-finals-2025/, ehftv.com and the app.eurohandball.com must be integrated into the official club website. Additionally, clubs must integrate the official web banner of the EHF European League Men seasonal merchandise linking to the merchandise web shop. Any links to the social media platforms of the home club, the players and the EHF European League Men shall also be integrated into the club's website.
- 47.1.5 These references and links must be implemented into the club's website, on the main page/starting page, at a prominent position. This implementation shall be done prior to the beginning of the season. The respective web banners are designed by EHF/M and provided to the clubs through the EHF Design Guide.
- 47.1.6 The home club shall dedicate one area on its website to the announcement of TV schedules for upcoming home and away matches in the EHF European League Men.

## **47.2 EHF European League Men on official club's social media channel(s)**

- 47.2.1 It is highly recommended that all clubs participating in the EHF European League Men run at least one social media channel – the most relevant in the club's region, on which the club's latest news, match previews and reports, players and ticket sales are presented and promoted. The official social media channel(s) shall be regularly updated with news and other relevant content.
- 47.2.2 The clubs shall ensure that their official social media channel(s) follow/like the official social media channels of the EHF European League Men e.g. Facebook, Twitter, Instagram etc.
- 47.2.3 In addition, promotions, contests or other online activities shall be promoted with mutual effort in order to increase traffic on the respective channel(s). Such activities will be announced by EHF/M in good time prior to its implementation. For further information also refer to the responsibilities of the person responsible for media/TV/statistics as outlined under point -.

## **47.3 Digital campaigns and/or activations**

EHF/M reserves the right to provide each club with an overview of which digital campaigns and/or activations relating to the EHF European League Men have to be implemented on the respective club's digital platforms (website and social media).

In case digital campaigns and/or activations relating the EHF European League have been implemented, the club, upon request, must send a full report of the digital campaigns and/or activations implemented to EHF/M. Parameters for such reports will be provided by the EHF/M.

## **47.4 Quotes and additional information for the official EHF channels**

To ensure extensive coverage of the EHF European League Men on the official websites and social media channels, the EHF has a network of journalists reporting on the competition, which will reach out to clubs with different media requests during the season.

- 47.4.1 Pre-match quotes: by 12:00 hrs. on Monday (one day prior to the match) preceding the next match, the person responsible for media/TV/statistics shall send pre-match quotes of one key player and a head coach on their upcoming match to [newseditor@eurohandball.com](mailto:newseditor@eurohandball.com) in written form in English language.
- 47.4.2 Post-match quotes: match reviews are published on official website on the respective match day after the match/es have been played. To assist with writing these reviews, the person responsible for media/TV/statistics shall provide post-match quotes of players and head coaches no later than 45 minutes after the end of the match to [newseditor@eurohandball.com](mailto:newseditor@eurohandball.com) (starting with the group phase).
- The post-match quotes should be delivered as follows:
- post-match quotes of one key player and head coach of home team
  - post-match quotes of one key player and head coach of away team
  - written form, in English language.
- 47.4.3 The clubs shall inform the EHF about VIPs and special guests attending the home matches.

## 48 Photographers

### 48.1 Basic guidelines

Photographers must be provided with benches behind the goals and a dedicated internet access (a password protected Wi-Fi network or cable connections) at these positions. Photographers are permitted to sit in front of the catch nets to the point where the net is fixed to the advertising board system. The advertising boards must be visible all times and must not be covered or blocked in any way.

This area should be reserved for photographers and separated from the spectators' area.

Photos can be taken during the line-up. An area must be defined prior to the match with the EHF Marketing Supervisor, if nominated. Photographers may stand in this position until the pre-match procedure is finished.

After the line-up, photographers must return to the dedicated area behind the goals on each of the short sides of the court. Photographers shall stay in this area and remain seated during the match. Minimum one position should be identified in the tribunes where photographers can take photographs without disturbing spectators.

Photographers, with the exception of the official EHF photographer (if nominated) and the official photographer of the home club, are not permitted to access the playing court at any time.

There are strict routing systems for changing sides during the match. If a photographer wishes to switch sides during the match, the routing system must be observed at any time.

Photographers are not allowed to stay behind the players' benches or on the opposite side of the benches, right behind the advertising board system.

Strobe light photography is not permitted during the entire match.

## 48.2 Official EHF photographer

The EHF/M has the right to nominate an official EHF photographer with special permissions and guidelines for a EHF European League Men match. Upon request and in case no official EHF photographer is nominated, the person responsible for media/TV/statistics shall provide the EHF/M with the contact to the home club's photographer.

## 48.3 Online publishing guidelines

Photographs taken by accredited photographers at the EHF European League Men matches may be published online for editorial purposes, only if any photographs appear as stills and not as moving pictures or quasi-videos.

## 48.4 Photographs for on- and offline publications

The club must upload the following photo material to the EHF photo system (details of uploading will be distributed to clubs in good time prior to the start of the season):

For the Qualification Round:

- At least 10 match photos

Starting from the Group Matches:

- At least 3 pre-match photos (fans, full arena, warm-up, entry ceremony) – sent 10 min before the match's start
- At least 8 action/emotion photos from the first half (one photo of each team in action) – sent before the start of the second half
- At least 15 match photos – sent not later than 20 minutes after the match

These photographs (minimum 26 – duplicates of the same photo do not count) must cover at least the scenes as outlined in the Photo Guidelines (see point 1):

The following quality criteria must apply to each photo:

- Minimum resolution of at least 8 megapixel per picture
- 300 dpi
- jpg file format
- Files must be delivered without filters and watermarks

These photographs will be used on the official EHF and EHF European League Men website, social media channels as well as in official EHF on- and offline publications and promotion material. These images shall be provided to EHF/M free of charge and will not be passed on to third parties for commercial use.

On request, access to an ftp-server or cloud system containing at least 50 photographs must be sent to the EHF one (1) day after the event.

# 49 Media events

## 49.1 Team trainings

In case team training sessions of both teams are scheduled on the day prior of the match, it is recommended to open the first 15 minutes of the training for media. Players and coaches shall be available for in this first 15 minutes.

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## **49.2 Filming sessions for long-term content**

Upon request, each club must grant an official content creation crew of EHF/M access to training sessions (including short interviews next to the training court) and additional filming with selected players, coaches or staff outside the club infrastructure. The produced material will be used for the creation of video material related to the competition, e.g. for magazines or documentary series. EHF/M will contact the selected clubs at least three (3) weeks prior to the session for coordination thereof and has the right to request up to two (2) filming sessions per season and club.

## IX. PROCEDURES AND PROTOCOL

The purpose of procedures laid down by the EHF for EHF European League Men matches, is to create consonance throughout the entire competition in terms of official ceremonies and the official protocol.

### 50 Final inspection of the venue

The final inspection of the venue shall take place on the playing day at 11:00 hrs. A person responsible for the venue of the home club, the EHF Delegate and the EHF Marketing Supervisor must inspect all relevant areas of the venue.

After the final inspection, no activities on the court are allowed without the confirmation of the EHF/M, EHF Delegate resp. EHF Marketing Supervisor.

### 51 Technical Meeting

The Technical Meeting must be carried out at 12:00 hrs in a meeting room of the venue.

The Technical Meeting is conducted by the EHF Delegate in cooperation with the home club responsible and the representatives of both teams. The EHF Marketing Supervisor, if nominated, also attends the Technical Meeting. Technical matters as well as the security concept are to be discussed in detail. The run-down of the event (ceremonies, side events, etc.) must be handed out to all participants of the meeting by the home club. The same information will be distributed to press/media representatives in the press room as well as to TV representatives during the TV meeting. An exact checklist of this meeting is detailed in the appendix section.

At this Technical Meeting, both teams shall enter all players they intend to use (no more than 16) and officials (no more than 4), in the match report.

A later entry of an additional player or a later change of a registered player is not permitted.

Additional topics for the Technical Meeting (see check list – enclosure 99)

- The playing eligibility of maximum 16 players of each team is to be checked with the EHF players list.
- There is no longer any check of the passports/player licences at the Technical Meeting.
- Check of the EHF Licensed Coach.
- Technical matters of the game
- The colour of the team officials must be announced.
- Security concept of the complete event (security inside and outside the playing hall, separation of the opposing fan sectors, medical emergency resources, etc.)
- Press conference (time, place, participants) / mixed zone / flash zone
- Pre- and post-match procedure (official entry ceremony, protocol, players' presentation etc.)
- Side events (banquet, etc.)
- Organisational matters (VIP guests of opponent team, etc.)
- Special marketing and promotion activities



## 52 Administrative match preparation and post-match procedure

After the Technical Meeting as well as after the match the home club must provide the EHF Delegate a computer with internet access for the administrative match preparation resp. entering the match data after the match.

## 53 Playing eligibility

The EHF Delegate has the right to control the passports/player licences with photo of a maximum of 3 players not later than 30 minutes prior to the match.

## 54 Match day schedule

The following match schedule and timings must be observed for every EHF European League Men match:

11:00 hrs. Final inspection of the venue

12:00 hrs. Technical Meeting

Throw off-time minus

3:00 hrs: Completion and final inspection of playing floor (incl. lining, floor sticker, cleaning)

3:00 hrs: Completion of EABS set up; EABS playlist and animations check

2:30 hrs: TV meeting and EABS TV check (full match lights required)

1:30 hrs: Mandatory rehearsal of official entry ceremony

1:00 hrs: Official start of warm up (full match lights required)  
Check Electronic Team Time-Out (“Buzzer”) system

0:15 hrs: Official end of warm up

0:10 Hrs: Start of official entry ceremony

## 55 Official ceremonies and activities

### 55.1 General information

The EHF European League Men competition must be able to be identified due to their official ceremonies.

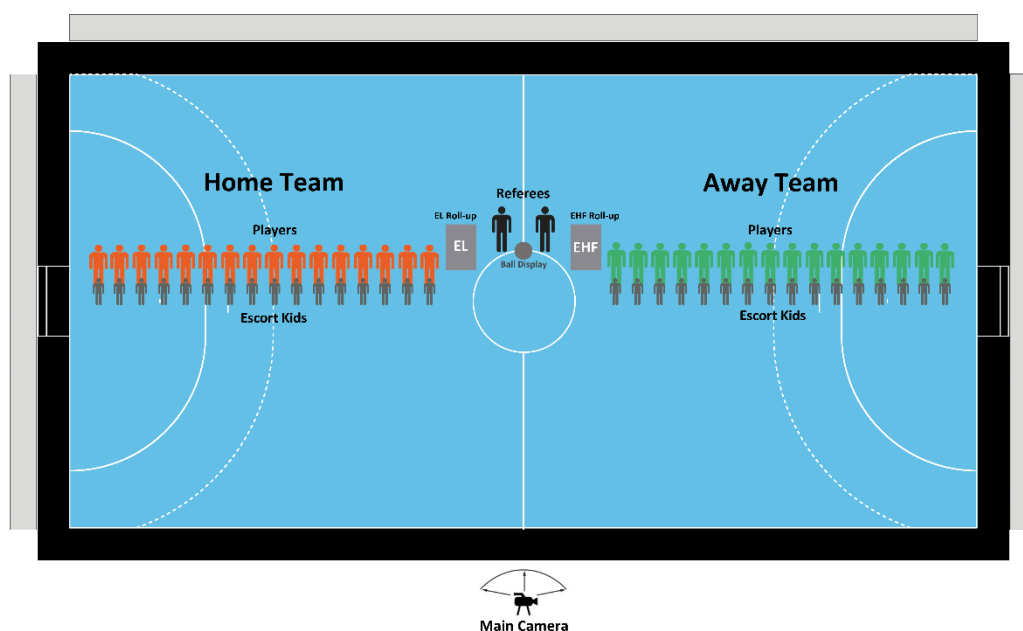
Unofficial throw offs are not permitted before the game and/or before the second halftime. Exceptions are subject to written approval by the EHF/M.

Any additional official activities (moment of silence, best player award, etc.) are subject for approval by the EHF/M.

## 55.2 Entry ceremony

As the entry ceremony gives the first impression of the event for TV spectators and spectators in the playing hall it is important that all players of both teams respect and strictly stick to the timings fixed in the Technical Meeting for the entry ceremony and throw off.

During the entry ceremony the players must wear identical clothing: either with the player's clothes (short shirts and trousers) or tracksuits.



- 55.2.1 Ball display  
EHFM has the right to provide a branded ball display. This ball display must be used with a completely clean/unused official match ball.
- 55.2.2 Escort kids  
The players can be accompanied by children during the entry ceremony. This right is valid until recalled by EHFM. Escort kids may be visible on TV. The following criteria must be observed if the home club chooses to involve escort kids:
- Escort kids must be used equally for both, home and away team.
  - Only one escort kid per player is permitted.
  - They must be equally dressed for both teams.
  - Escort kids must wear neutral clothing, club branded t-shirts/pants or players' shirts of home club (see point 91.3).

- Layout/photos of branded clothing for escort kids must be sent to EHF for approval prior to use.
- The exact procedure must be approved by EHF/M and discussed in the Technical Meeting.

### 55.2.3 Official flags

#### 55.2.3.1 Qualification Round

The EHF flag and EHF European League Men flag is to be displayed in the hall and is not meant to be used for the entry ceremony. If the home club would like to display the national flags of the clubs, delegate and referees in the playing hall, then all these national flags must be displayed. EHF recommends adapting the size of those flags to the official EHF flag and the EHF European League Men flag (EHF flag manual, see point 1).

#### 55.2.3.2 Starting with the Group Matches:

The following flags shall be available in the playing hall at each match: flag of the EHF (2 x 4 m) and the EHF European League Men flag (2 x 4 m). EHF/M will provide roll ups with the EHF European League logo and the EHF logo for the official entry ceremony. If the home club would like to display the national flags of the clubs, delegate and referees in the playing hall, then all these national flags must be displayed. EHF recommends adapting the size of those flags to the official EHF flag and the EHF European League Men flag (EHF flag manual, see point 1).

#### 55.2.4 Fair Play

The EHF fair play statement is to be read by the announcer prior to each game in the language of the home club as well as in English:

“To ensure fair conditions for all players, officials and referees and in the interest of the sport of handball we kindly request you, the spectators, to support your team in a fair manner and to show a positive attitude towards all participants and spectators. Thank you.”

#### 55.2.5 Rundown

The official EHF European League Men Opening shall start exactly 3 minutes before the match. EHF/M provides each club with detailed guidelines about the procedure.

Until then individual team presentations must be carried out and finished.

The referees must stand in the middle of the playing court, wearing the official referee shirts (no track suits). The EHF roll up must be positioned on the right side of the referees in the view of the main TV camera/judges table. The EHF European League Men roll up must be carried on the left side of the referees in the view of the main TV camera/judges table.

Both teams must line up in one line with the referees facing the main TV camera/judges table. The home team must line up on the left side and the guest team on the right side in the view of the main TV camera/judges table.

This part of the official ceremony shall be accompanied by the official EHF European League Men Opening and the fair play text. After this part, the players approach the middle line behind each other for the handshake. The referees should be directing players to make the handshakes in the appropriate way. The roll ups have to be removed from the playing court after the handshake.

Adaptions in the rundown because of the availability of the official flags are possible for the Qualification Round. EHF/M may provide additional information in special cases. If roll ups are used instead of the flags, they have to be removed from the playing court after the handshake.

#### 55.2.6 Protocol and timings

A detailed run down of the entry ceremony as well as the exact timings must be set-up by the home club before each match and shall be handed out to all parties involved in the Technical Meeting (delegate, opponent team, security, announcer, ceremony staff, etc.).

The following protocol and timings must be observed:

Throw off-time minus

15:00 min:	End of warm up
10:00-03:00 min:	Start of the official entry ceremony Walk in of EHF Referees Presentation of EHF Referees and EHF Delegate Presentation of both teams / players line up
03:00-00:30 min:	Playing of the official EHF European League Opening Fair play text (in local and English version by announcer)/handshake
00:30 min:	Players are ready for throw-off
00:00 min:	Throw-off (start-up signal of EHF Delegate)

### 55.3 Post-match ceremony

At the end of the match the teams shall line-up and shake hands. The referees should be directing players to make the handshakes in the appropriate way.

EHF/M reserves the right to nominate a “Player of the Match” of each match of the competition.

### 55.4 Post-match activities

#### 55.4.1 Mixed and flash zone interviews

Upon request, players and coaches are available for interviews in the mixed zone (see points 46.4 and 93.3) and flash zone (see points 46.5 and 93.4).

#### 55.4.2 Post-match press conference

A post-match press conference/media activity shall be held after the end of the match. The person responsible for media/TV/statistics is in charge for the timely attendance of the participants as well as the proper implementation of the press conference/media activities (see points -, 46.6 and 93.5).

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## X. TECHNICAL SERVICES

### 56 Scouting for statistics / live match ticker

The EHF implemented official match statistics for the EHF European League Men matches. The project is carried out in cooperation with the official EHF data partner and participating clubs.

The club must provide two scouts at each home match. Those scouts need to be registered and fully go through a training process (availability of laptop needed) prior to the start of the current season. The knowledge of English language is mandatory for the scouts. The effort to pass the training is estimated to approx. 10 hours (containing of reading through the Tutorial, doing the multiple-choice quiz, getting familiar with the application, completing 3-4 training matches).

Besides, the club must provide two working stations with good court visibility, power supply and stable internet access (wired) for the use of the scouting application.

Deadlines:

Registration of scout for clubs starting in Qualification Round: 14.07.2024

Passing the training for clubs starting in Qualification Round: 14.08.2024

Registration of scout for clubs starting in Group Matches: 14.08.2024

Passing the training for clubs starting in Group Matches: 14.09.2024

The cost for the required software will be borne by the EHF/EHFM resp. EHF/EHFM partner, hardware and personnel must be taken care of by the home club.

Further information will be provided. Not meeting the given deadlines will lead to penalties according to the applicable regulations at the time of the violation.

### 57 Goal light technology

The EHF reserves the right to implement goal light technology.

In case the EHF makes use of this right, the clubs must be informed beforehand in good time prior to the match and additional information is to be provided at the latest at the Technical Meeting.

### 58 Video replay technology

The EHF reserves the right to install a video replay technology.

Please check the EHF Guidelines for the use of officiating technology for the use of the Video replay technology (see point 1).

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## 59 Digital match report

The digital match report must be used by the scorekeeper at the timekeepers' table in all EHF European League Men matches. The respective software will be provided by the EHF without any costs for the club resp. the national federation and is available in the clubs' EHFfamily for download.

The home club resp. the national federation must secure that the nominated scorekeeper is registered for the EHF digital match report and passed the respective training.

The home club must provide a laptop with the respective digital match report software, with sufficient internet connection and power supply at the timekeepers' table.

## 60 Players and ball tracking

The EHF reserves the right to implement player and ball tracking in cooperation with clubs. Corresponding and defined live data will be available for clubs and media.

## 61 Electronic Team Time-Out ("Buzzer")

An Electronic Team Time-Out system must be installed, be available and must be used for all matches of the EHF European League.

Please check the EHF Guidelines for the use of officiating technology for using the Electronic Team Time-Out (see point 1).

# XI. FINANCES

## 62 Entry fees

The amount of the entry fees for the respective phases and the due dates for the payments are set out in the table below:

Account holder: European Handball Federation  
 Account number: 640 000 204  
 Name of the bank: UniCredit Bank Austria AG  
 Bank CODE: 12000  
 SWIFT-CODE: BKAUATWW  
 IBAN-CODE: AT46 1200 0006 4000 0204

	Amount	Date
Qualification Round	€ 530	15.08.2024

The first payable entry fee will be reduced by € 100 as a compensation of the production costs for the EHF flag and the EHF European League flag (see point 94.1.3).

Group Matches	€ 1.950	01.10.2024
Main Round	€ 1.300	01.02.2025
Play-off	€ 1.070	15.03.2025
Quarter-finals	€ 1.070	15.04.2025
EHF European League Finals Men	€ 2.130	15.05.2025

Each team will receive an individual ID number. Whenever payment is sent to the EHF, this number and the reason for payment must be stated. The deposit will be used to cover open entry fees and other receivables to EHF/M.

An invoice will be sent only upon written request.

## 63 EHF Officials

### 63.1 Allowances/match package

In the Qualification Round, the remuneration of EHF Officials appointed by the EHF shall be borne by the home club (see point 1) and must be paid prior to the match (see point 41.3).

Starting from the Group Matches, the remuneration of EHF Officials appointed by the EHF shall be borne by all participating clubs equally (see point 1).

### 63.2 Travel costs

In the Qualification Round, the travel costs of officials appointed by the EHF must be paid prior to the match (see 41.3) according to the overview EHF Official compensation (see point 1).

Starting from the Group Matches, the travel costs incl. all additional costs related to the travel of EHF officials, appointed by the EHF, must be borne equally by all participating clubs (see point 1).

## 64 Income of Audio–visual and Marketing Rights

### 64.1 Guaranteed disbursements per club

The following amounts will be disbursed to participating clubs based on the fulfilment of the regulations.

Group Matches:

Match participation compensation per match (6 in total)	€ 3.000
Bonus per point	€ 500

Main Round:

Match participation compensation per match (4 in total)	€ 3.000
Bonus per point	€ 1.000

Bonus for 1st ranked team of each group of the Main Round	€ 6.000
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Play-offs:

Match participation compensation per match (2 in total)	€ 3.000
Bonus per point	€ 1.000

Quarter-finals:

Match participation compensation per match (2 in total)	€ 3.000
Bonus per point	€ 1.000

EHF European League Finals Men:

Bonus of € 250.000 to be shared among the four teams according to the final ranking.

Winner	€ 100.000	(40%)
Second placed team	€ 75.000	(30%)
Third placed team	€ 50.000	(20%)
Fourth placed team	€ 25.000	(10%)

### 64.2 Taxes

The payment of the disbursements will be done according to the valid Austrian fiscal regulations and existing double taxation treatments between the countries concerned. Upon request, the clubs must provide EHF/M with the necessary fiscal documents (Certificates of Residence) in a format acceptable to the Austrian fiscal authorities.

Any taxes that might be due, in the EHF/M's reasonable assessment, due to the current or future Austrian fiscal regulations, double taxation treaties or the non-submitting of the requested fiscal documents, will be deducted from the amounts to be paid to the clubs and transferred to the fiscal authorities. In case of a change of the legal framework by the Austrian fiscal authorities this is also applicable for previous seasons. Upon request, respective documentation will be sent to the clubs concerned for further use.

### 64.3 Dates of payment

The guaranteed disbursements shall be paid out to the participating clubs after they are out of the competition, however by 31 July 2025 at the latest.

### 64.4 Additional advertising arrangements

Any income from the sale of admission tickets and advertising of club sponsors shall not be subject to the distribution principle and shall belong directly to the respective club.



## XII. ANTI-DOPING

### 65 General information

Anti-doping controls may take place before, during and after a match of the EHF European League Men in accordance with the EHF Regulations for anti-doping.

In case of an anti-doping control, the anti-doping officer/s shall have easy access to the substitution area.

The EHF regulations for anti-doping and the WADA's anti-doping Code including the list of banned substances are an entire part of these EHF European League Men regulations.

In case of anti-doping rule violations, EHF will initiate disciplinary proceedings against the perpetrators and take the appropriate disciplinary measures in accordance with the EHF Legal Regulations, the EHF List of Penalties and the EHF Regulations for anti-doping. This may include the imposition of provisional measures.

Member federations must immediately inform the EHF of any decision at national level sanctioning a player for an anti-doping offence (including interim measures of protection/temporary injunction). A copy of the decision must be sent to the EHF Office. Decisions of member federations concerning anti-doping offence confirmed by the EHF Anti-Doping Unit will be automatically implemented by the EHF at European level.

### 66 Anti-doping infrastructure

An anti-doping infrastructure complying with the WADA Anti-Doping Code and the EHF Regulations for Anti-Doping applicable at the date of the beginning of the EHF European League Men shall be available in all EHF Event venues/arenas. Such infrastructure shall include without limitation:

- An anti-doping room with working infrastructure (2 tables, 4 chairs, control equipment, etc.) for the anti-doping control staff
- A refrigerator filled with small water bottles;
- A direct access to a toilet;
- A waiting room;
- Personnel (Chaperons) for assistance, supervision of red card players, etc.



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Please find below the link for the EHF anti-doping homepage with all relevant anti-doping subjects including EHF regulations for anti-doping, WADA Code, WADA Prohibited List (List is updated on annual basis and coming into effect always on January 1st of the new year) and much more important anti-doping issues: <http://www.eurohandball.com/ehf/eadu>

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## XIII. LEGAL MATTERS

### 67 General

The provisions of the EHF European League Men Regulations (incl. all documents see point 1), EHF Legal Regulations, the EHF List of Penalties and the EHF Catalogue of Administrative Sanctions apply to all legal matters including procedural aspects and disciplinary offences committed by the teams, delegations, individuals and/or EHF Officials of the EHF European League Men unless stipulated otherwise in the present section.

### 68 *Withdrawal (forfeit) and failure to play a match*

By entering the EHF European League Men, a club agrees to enter all rounds resulting from the match system.

A withdrawal shall result in the match/es being scored as lost with 0:10 goals and 0:2 points.

Any withdrawal after the official entry date of the competition (02 July 2024 at the latest) is to be regarded as a forfeit and shall lead to the consequences stipulated under article C of the EHF List of Penalties.

Failure to play a match which, after an evaluation of the respective situation, was explicitly confirmed, is regarded as a withdrawal ("Force Majeure" situation excluded) and shall lead to the consequences stipulated under articles B.8 and B.9 of the EHF List of Penalties.

A situation is considered as "Force Majeure" only if the situation resp. the circumstances of the situation occurred only after the explicit confirmation of the match by the EHF and if the situation resp. the circumstances of the situation could not be envisaged at the time of the explicit confirmation of the match by the EHF.

The EHF has the right but not the obligation to replace a team which withdraws or is regarded as withdrawn from the competition after the competition has started.

### 69 *Use of suspended players not eligible to participate in a specific match*

The use of a player who has been suspended and/or is not eligible to play will result in the match being scored as lost with the same result, but in any case with 0:10 goals and 0:2 points.

In cases in which a player not eligible to participate is used, this is regarded as serious unsportsmanlike behaviour, further punishments including a monetary fine up to € 15,000 and a suspension of the club until the end of the running season (cf. clause B.6 of the EHF List of Penalties) may be awarded. As a general principle throughout the regulations, acts according to legal regulations apply cumulatively.

## 70 Unauthorized activities

The home club has to undertake with its best effort to avoid any unauthorized activities.

### 70.1 Unauthorized match data collection

The home club must ensure that only officially approved scouts of the official EHF/M data partner receive accreditation resp. tickets for a match of the EHF European League Men.

The clubs must include a respective paragraph in their ticketing terms and conditions to avoid any unauthorized match data collection.

### 70.2 Unauthorized live streaming

It is prohibited for all accredited media representatives (exception: right holders) to record, reproduce and/or share any footage on any platform, may it be live or on demand, showing match action on the playing court from the start of the match until five (5) minutes after the end of the match.

Any accredited media representative who is recording, reproducing and/or sharing any footage on any platform recorded beyond the time limits state above, will have his/her accreditation revoked and the case must be reported to the EHF office. Repeated infringements lead to additional consequences.

The clubs must include a respective paragraph in their ticketing terms and conditions to avoid any unauthorized live streaming.

## 71 Protests and disciplinary procedures

### 71.1 Definition

Under the present chapter 'protest' shall mean any match-related claim which may have an impact on the result of a EHF European League Men match.

### 71.2 Exclusion of protests

In all matches of the EHF European League Men, there shall be no valid reasons for protests and protests shall be inadmissible if relating to:

- scheduling of and drawing for matches
- nomination of referees and delegates
- referees' decisions on facts in accordance with the Rules of the Game, including those based on EHF Delegate's recommendations

### 71.3 EHF European League Men (starting from Qualification Round)

#### 71.3.1 Protests

Protests related to matches of the EHF European League Men shall be settled at first instance by the EHF Court of Handball unless they refer to matters of administrative nature defined in the Catalogue of Administrative Sanctions. In these cases, they shall be settled by the EHF Office.

Protests shall be communicated in writing and in English to the EHF Office with any relevant statement and documents no later than twenty-four (24) hours after the end of the relevant match.

Besides, a protest fee of € 1,070 shall be paid by the claimant to the EHF or a written confirmation to deduct the amount from the club account within the EHF/M within the aforementioned deadline. The receipt by the EHF Office of a written proof of payment of the protest fee no later than twenty-four (24) hours after the end of the relevant match shall be deemed sufficient.

If the protest is fully granted, the protest fee is refunded to the claimant; otherwise it is forfeited to the credit of the EHF.

#### 71.3.2 Appeals

The decisions of the EHF Court of Handball and of the EHF Office on protests or other issues may be appealed to the EHF Court of Appeal.

Unless otherwise provided in the first instance decision, any appeal shall be received by the EHF Office in writing no later than three (3) days after communication of decision to the relevant parties.

Moreover an appeal of fee € 1,070 shall be paid by the appellant to the EHF or a written confirmation to deduct the amount from the club account within the EHF/M within the aforementioned deadline. The receipt by the EHF Office of a written proof of payment of the appeal fee no later than three (3) days after communication of the decision to the relevant parties shall be deemed sufficient.

If the appeal is fully granted, the appeal fee is refunded to the appellant; otherwise it is forfeited to the credit of the EHF.

#### 71.4 Eligibility to play

The submission of protests concerning eligibility to play is not subject to any mandatory deadlines and fees.

## 72 Administrative restrictions

Exclusion of a team from a current competition is possible only if there is a period of not less than two (2) weeks between the EHF legal body (EHF Delegate/EHF Court of Handball/EHF Court of Appeal) ruling and the date of the match in the next playing round. The two-week period is required to ensure the proper conduct of the next round of the competition. Such sanction applies of the point of time the restricted period is over.

## 73 European Handball Court of Arbitration (ECA)

Any issue decided upon by the EHF Court of Appeal may be referred by any of the relevant parties to the ECA. The Rules of Arbitration for the ECA apply. The initiation of proceedings before the ECA on a specific issue does not suspend the implementation of the decision taken by the EHF Court of Appeal on such issue, unless decided otherwise by the ECA in accordance with the Rules of Arbitration for the ECA.

## 74 Arising costs

Rules governing the apportionment and payment of costs related to the EHF legal bodies proceedings by and between the parties are stated in Article 48 of the EHF Legal Regulations.

## 75 Insurance

### 75.1 Accident and health insurance

#### 75.1.1 Teams

Teams entering the competition shall arrange accident, health and other insurance for their players and officials at their own expense for the entire season. Neither the EHF as the administrator, nor the respective home clubs can be held liable in this regard.

#### 75.1.2 EHF Officials

Health and accident insurance for the appointed EHF Officials for the duration of their nominations is arranged by the EHF.

### 75.2 Organiser's insurance

The home club is responsible for the insurance coverage of the site(s) used for the EHF European League Men matches including hall, facilities and official zones. If the club is not the owner of the hall(s) used, the club is also responsible for ensuring that the hall owner and or tenant in question provides a fully comprehensive insurance coverage, including property damage.

Moreover, the club shall arrange an organiser's adequate insurance including third party liability insurance for the event for which it has responsibility including loss or damage of those EHF European League Men materials provided by the EHF.

It is highly recommended to arrange an organiser's third-party liability insurance for the event to secure all EHF/M Audio-visual Rights as well as Marketing Rights (see point 88.3).

## 76 Exclusion of liability and indemnification

The EHF shall not be liable for any third-party liability claims arising from the preparation and execution of single matches or any other events in connection with the EHF European League Men.

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The EHF shall be indemnified and hold harmless of and from any and all claims, causes of action, damages and judgments arising from any act or omission in connection with the execution of single matches or any other events in connection with the EHF European League Men by the club and its representatives concerned.

## XIV. AUDIO–VISUAL RIGHTS

### 77 General information

The EHF is the original, exclusive, absolute legal and beneficial right holder of all Audio-visual Rights relating to the EHF European League Men and is therefore exclusively entitled to assign such rights to third parties. Distribution and usage of rights for the EHF European League Men, relating to television, radio, film, video and internet, shall be executed by the EHF in accordance with the principles set out below. The EHF, being the original right holder, transfers the use and exploitation of the complete Audio-visual Rights for the current season to EHFM and entitles it to undertake the respective organisational measures with regards to the usage of these rights. Consequently, all Audio-visual Rights of the EHF European League Men belong to and are centrally marketed by EHFM in accordance with its respective partners.

In all matches which are played within the framework of the EHF European League Men, the exclusive rights relating to television recordings, internet recordings, radio recordings and film recordings (including video recordings) along with all other multimedia rights (including mobile rights and any further media and transmission rights not mentioned herein) belong to and shall be marketed by EHFM and its respective partners.

### 78 TV and radio rights

#### 78.1 TV production

78.1.1 As of the Group Matches, each club has to guarantee the production of an international TV signal for each home match. Clubs can find all necessary requirements of the host broadcaster in the EHF Production & Broadcaster Manual, which is distributed to each club at the beginning of the season. This signal must be made available to the EHF/M and its respective partners free of charge at an EHFM chosen satellite. The broadcast rights stay with EHFM and its respective partners in all territories and in respect to the respective club.

78.1.2 Clubs will be released by EHFM from the duty to produce their home matches if a respective agreement with a TV partner is reached or the production obligation is transferred to a respective EHF/M partner.

In these cases, clubs directly qualified for the Group Matches will be released from this duty by 06 September 2024. Clubs having qualified via Qualification Round will be released from this duty by 20 September 2024.

78.1.3 Should there be neither a TV agreement between the EHFM and a club participating in the Group Matches nor between EHFM and a TV partner by 20 September 2024 and the club is not in the position to guarantee the production of an international TV signal of the home matches following the clauses 78.1.1 and 78.1.2, EHFM takes over the organisation of the production of the TV signal. The respective costs are to be covered by the club.



## 78.2 Usage of match footage

- 78.2.1 The EHF/M and its respective partners have the option of using existing TV and film footage for the production and broadcasting of a news magazine/programme/ documentary at a later date (exploitation of secondary and third-party rights) free of charge. The option of using additional cameras, microphones, etc. for broadcasting matters during the match (e.g. using microphones during time-outs) shall be decided by the EHF/M.
- 78.2.2 Clubs interested to use TV footage or any match action on their homepage or on any club related media platforms shall inform EHF/M in due time. It is not allowed to use TV footage or reproduce match actions in the playing hall at any time during a match without prior authorization of EHF/M.
- 78.2.3 If a club intends to use TV footage or reproduce match actions on the video screens/cube of its playing hall, a respective request shall be made in writing to EHF/M. EHF/M decisions in this respect are final.
- 78.2.4 Match action replays are not permitted and shall not be shown on video cubes and screens in the playing hall prior to, during and after the respective match (see point 93.2.2)

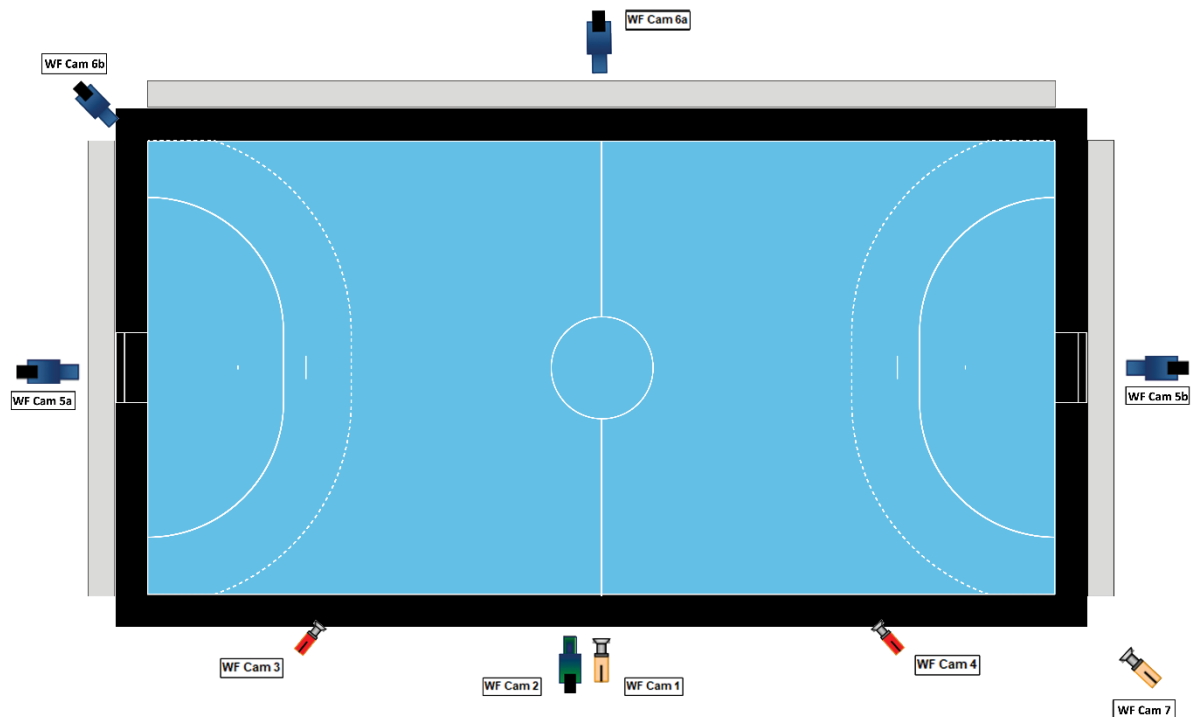
## 78.3 Video recordings

- 78.3.1 Upon request to the EHF, any participating club shall be allowed to make video recordings of EHF European League Men matches for teaching and coaching purposes. People making video recordings of a match on video who are unable to present an EHF permit may be asked to leave the playing hall. Due to space limitations in a playing hall, restrictions may have to be imposed. Such restrictions shall be agreed with the EHF.
- 78.3.2 All clubs participating in the EHF European League Men shall be permitted to make video recordings for teaching and training purposes from official home matches (also in national competitions) of other clubs which participate in the EHF European League Men. Such recordings shall be made by only one person using one camera. Such video recordings shall be shown only privately to the teams concerned for study of tactics and shall not be exploited commercially. For filming these videos, a request should be sent to EHF/M and an official confirmation is required, together with an accreditation for the respective match.
- 78.3.3 Each club is responsible to upload a copy of the complete home match played in the Qualification Round to the designated EHF platform within 8 hours after the end of the match. In case the match will not be produced for TV or Stream platforms, the home club itself is responsible to record the match with minimum one camera (set on centre line) and a tripod.

## 78.4 Technical requirements

In the sense of optimising high-quality TV exposure, irrespective of the event's location throughout Europe, the home club shall guarantee a professional collaboration as well as excellent working conditions for the host broadcaster and other TV right holders.

- 78.4.1 A parking area large enough to fit the OB van, the SNG truck and up to 4 additional trucks (production, editing, graphics and technical devices) must be available directly next to the playing hall. The home club has to bear all extra costs in case the parking area for the OB van and the trucks is more than 50 m away from the playing hall. The exact number of vehicles will be confirmed depending on the individual preparation of TV productions. A LAN-internet connection with a minimum of 20 Mb should be available at the OB van. This area must be secured and closed to the public.
- 78.4.2 The host broadcaster's access to the venue at least 12 hours before the match shall be guaranteed. The respective accreditations (see point 40.5.1) must be issued to the TV representatives and staff.
- 78.4.3 Camera platforms or fixed camera positions for a minimum of 7 cameras shall be available and must be provided to the host broadcaster by the home club according to the camera plan. Spectators must be informed about possible viewing restrictions.
- 78.4.4 The position of the main camera must be in line with the centre line of the playing court in the playing hall. The exact positions of all additional cameras - height, angle and distance to the playing court – will be decided by EHF in cooperation with the host broadcaster. The final camera positions will be communicated to the clubs 14 days prior to the first home match of the EHF European League Men. The home club shall make the respective seats/area(s) available to the host broadcaster for the positioning of cameras.



- 78.4.5 Power supply: Redundant broadcast technical power according to Host Broadcaster power requirements, approx. 2 x 63 Amp, 3 x 32 Amp
- 78.4.6 Cable ways for all technical devices in the playing hall.
- 78.4.7 A working area for the statistic supplier must be made available (upon implementation of official EHF statistics by the EHF).
- 78.4.8 The home club shall make available the output of the electronic timekeeping device of their home matches to the host broadcaster (see point 19.2). The requirements of this connection shall be clarified with the host broadcaster at least 30 days prior to the first home match.
- 78.4.9 The installation of at least two (2) TV commentary positions (each with two seats) and at least three (3) radio commentary positions (each with one seat) must be possible. The position shall be on the same side as the main camera. A good view to the playing court must be guaranteed. The commentary positions must fulfil international standards: TV monitor provided by host broadcaster (statistics channel – if available), one (1) table, two (2) chairs, power, LAN connection (min 20Mb). Security personnel must ensure that there is no interference from the public.
- 78.4.10 Depending on the local conditions the set-up of a TV studio shall be feasible either courtside or integrated into the grand stand.

## 78.5 Multilateral feed production requirements

The host broadcaster produces EHF European League Men matches. Dedicated people within the home club are therefore required to cooperate with the production crew.

The filming may start with the teams' arrival at the arena and continue until their arrival in the changing rooms. Short recordings in the changing rooms may be done just before and/or after the match. Clubs shall support the access of the host broadcaster to the changing rooms.

EHF/M in cooperation with the host broadcaster will schedule interviews with players and coaches for domestic and international TV stations (see points 55.3 and 46.5.1).

## 79 Footage rights

All participating clubs grant EHF/M the right (royalty-free) to use photos and graphic materials of players and officials as well as club names, emblems and players uniforms within the framework of the competition for non-commercial purposes.

All participating clubs grant EHF/M the right (royalty-free) to use any photo, any material (print material, ads, internet, product presentation, video etc.) produced for/at an EHF club competition match for handball/EHF competitions promotions and sport development (training, teaching, etc.) purposes.

The EHF/M has the right to transfer these aforementioned rights of use to a marketing partner for the same purposes. Such transfer is limited to an advantageous usage in the framework of the direct promotion of the event and/or the sport, prior, during and directly after the event and serves the increase of the event venue and the attraction of additional spectators. Exclusively film material, TV footage and group pictures may be used for such purposes by the EHF/M and its related partners. Any individual picture use or any use which assigns an individual person to a specific product and its values shall not be comprised by the actual entitlements.

Each participating club must obtain the consent of the respective players and officials participating at an EHF club competition match to the use of their image as defined here above. Each participating club must hold EHF and its partners harmless from any legal action from a player concerning the player's image rights.

## 80 TV meeting

Two and half (2,5) hours prior to the start of the match a TV meeting shall be held at the venue with the following participants: the HB production manager, the EHF Delegate, the EHF/M Supervisor and representatives of both teams. In case an EHF Marketing Supervisor is nominated to a EHF European League Men match he/she takes over the responsibility to chair the TV meeting in the presence of the EHF Delegate. The following points are to be discussed during this meeting (see also enclosures - check list for TV meeting or the EHF Production & Broadcaster Manual):

- TV check (in connection with EABS), done with full arena light ('match light')
- Pre-match run down - to be prepared in written form by the home club
- Detailed event schedule - to be prepared in written form by the home club
- Team line-ups must be provided to all media representatives before the match via e-mail - to be prepared in written form by the home club
- Information regarding injuries/comebacks/new players, etc.
- Information specifying the position of the mixed zone (for interviews before/after the match)

- TV set-up, interest in interviews, TV schedule, implementation of EHF European League Men intro/outro/graphics - information provided by the EHFM representative
- Names of EHF Officials - information provided by the EHF Delegate

## 81 Team Time-Out production

To deliver the best quality in TV production for the World Feed (WF), all participating clubs shall be aware that the WF run-down also provides the filming of the Team Time-Outs. To this effect EHFM requires the full cooperation of the teams. The host broadcaster will enter the Teams' Time-Out with a camera and a microphone. Each team is requested to provide access to the host broadcaster.

## 82 Non-match content production

EHF/M in accordance with its respective partners produce additional non-match content on a regular basis. Clubs shall provide their support in the preparation of feature stories and additional content both in match days and in non-match days.

## 83 Additional media coverage

For selected matches of the EHF European League Men, EHF/M reserves the right to organize/coordinate additional media activities for TV and digital channels (e.g. Match of the Week) with the aim to improve the media coverage of the competition (see also 93.14.3 and 93.14.4).

All details about the event organization, rundown and protocol of the promoted matches will be communicated in a separate document, which will be made available in good time prior to the event. The home club shall support EHF/M in this matter. All costs arise through additional media coverage must be borne by EHF/M and/or its sponsors, partners and suppliers.

## 84 EHF European League Finals

The EHF is the original, exclusive, absolute legal and beneficial right holder of all Audio-visual Rights relating to the EHF European League Finals Men and is therefore exclusively entitled to assign such rights to third parties. Distribution and usage of rights for the EHF European League Men, relating to television, radio, film, video and internet, shall be executed by the EHF in accordance with the principles set out below. The EHF, being the original right holder, transfers the use and exploitation of the complete Audio-visual Rights for this season's event to EHFM and entitles it to undertake the respective organisational measures with regards to the usage of these rights. Consequently, all Audio-visual Rights of the EHF European League Finals Men belong to and are centrally marketed by EHFM and its respective partners.

## XV. MARKETING RIGHTS

### 85 General information

The EHF is the original, exclusive, absolute legal and beneficial right holder of all Marketing Rights relating to the EHF European League Men and is therefore exclusively entitled to assign such rights to third parties. The EHF, being the original right holder, transfers the use and exploitation of the complete Marketing Rights for the current season to EHFM and entitles it to undertake the respective organisational measures with regards to the usage of these rights. Consequently, all Marketing Rights of the EHF European League Men belong to and are centrally marketed by EHFM.

The advertising set-up defined hereunder shall be implemented during each EHF European League Men match. Therefore the playing hall shall be free from any unauthorized advertisement six (6) hours before the respective EHF European League Men match (see points 18.2 and 93.2). This includes the playing court and its surrounding area, the VIP room(s), the press conference room, the media room as well as the spectators' areas. Matches of other competitions on the EHF European League Men floor set-up are not permitted. Any specific instructions from the EHF/M and/or respectively the EHF Marketing Supervisor, if nominated, shall be implemented by the clubs. Any exceptions are subject to written EHF/M approval.

### 86 Sponsors, partners and suppliers

#### 86.1 Title partner of the EHF European League Men

The title partner of the EHF European League Men has the exclusive naming right of the competition ([Title partner] EHF European League). A composite logo is created and communicated to all stakeholders. It must be used in all relevant communication tools relating to the competition. The respective title must be used in all official publications, press releases, press conferences, programmes, commercials, etc.

#### 86.2 EHF/M sponsors, partners and suppliers

Sponsors, partners and suppliers of the EHF European League Men shall be named according to their official engagement in the competition.

The respective titles will be communicated by EHFM separately and must be used in all official publications, press releases, press conferences, programmes, commercials, etc.

#### 86.3 Club sponsors

EHF European League Men club sponsors shall have the right to be presented in all home matches of the respective club during Group Matches, Main Round, Play-offs and quarter-final matches following the advertising positions defined in detail hereunder.

### 86.3.1 Nomination of club sponsors

Each club has the right to nominate eight (8) club sponsors observing the deadline given by EHF (see point 87.1) in order to be approved by EHF. These eight (8) nominated club sponsors must be among the current sponsors of the club. In case a nominated sponsor is operating with more than one (1) brand, each brand counts as one (1) nominated sponsor. EHF reserves the right to refuse a nominated club sponsor, if such club sponsor infringes the branch exclusivity of an EHF/M sponsor, partner and supplier.

Only the eight (8) approved club sponsors may be present on the EABS and may be shown on floor advertising and in the VIP area. Changes of the eight (8) approved club sponsors during the season are not permitted.

### 86.3.2 Usage of clubs' Advertising Rights

The home club must make use of the reserved club advertising positions.

## 87 Branch Exclusivity

During all EHF European League Men matches, the EHF/M sponsors, partners and suppliers must be granted with branch exclusivity in the venues.

EHF reserves the right to refuse a club sponsor based on such EHF/M sponsors' branch exclusivity. Furthermore, it is not allowed to infringe the exclusive right of the official host broadcaster of the respective match and country (e.g. in case the home club announces or presents another TV partner as club sponsor than the official host broadcaster).

### 87.1 Deadlines

The branches of the EHF/M sponsors, partners and suppliers are to be communicated to the clubs until 15 August at the latest. Thereafter the clubs must nominate their eight (8) sponsors to EHF until 1 October at the latest. All exceptions are subject for written approval by EHF.

## 88 Qualification round to Quarter-finals

### 88.1 On-court advertising positions

#### 88.1.1 Floor advertising

The number of floor stickers during each EHF European League Men match shall be limited to

- 15 floor stickers (including the centre circle) on the playing court and
- 6 floor stickers in the surrounding area of the playing court. The surrounding area includes the goals (net and goal posts) and the areas next to and inside the goals.

#### 88.1.2 Board advertising

For each match of the EHF European League Men an EABS, fulfilling the minimum requirements as defined in the EABS Manual, shall be set up and display animations of the EHF/M sponsors, partners and suppliers and the eight (8) approved club sponsors (see point 22).

## 88.2 Rights distribution

All reserved club advertising positions must be used by the home club.

### 88.2.1 Floor advertising

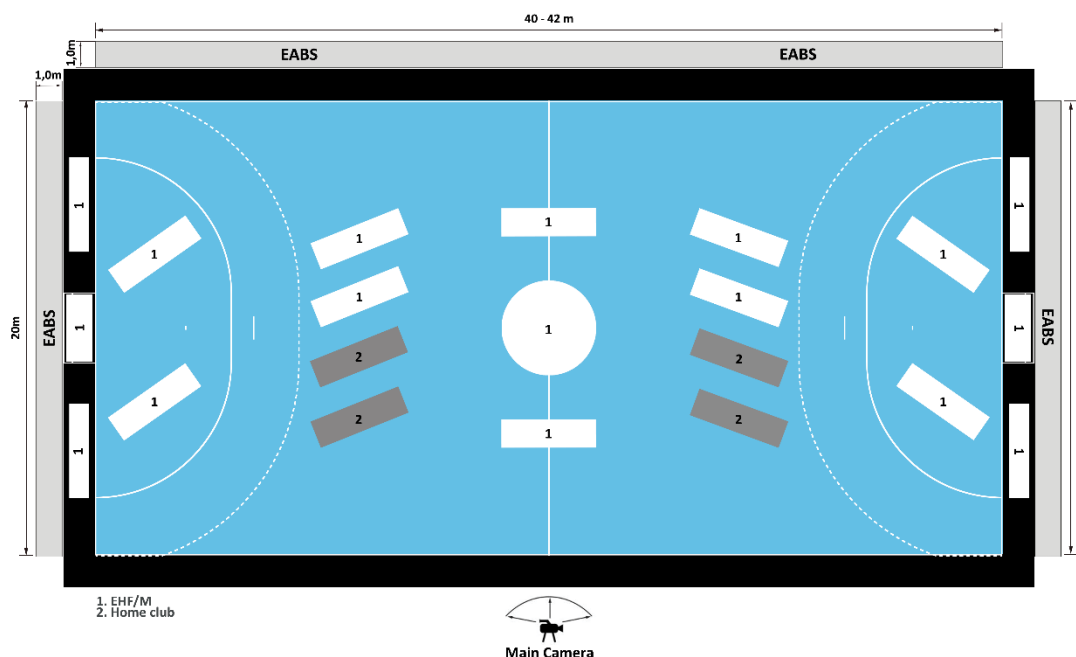
Floor advertising on the playing court and in the surrounding area marked with number 1 (see chart below) is reserved for EHF/M sponsors, partners and suppliers.

Floor advertising on the playing court marked with number 2 (positions and dimensions see chart below) is reserved and must be used for a maximum of four (4) of the eight (8) approved club sponsors.

### 88.2.2 Electronic board advertising

The home club has the right to present the eight (8) approved club sponsors for a maximum of twenty (20) minutes of TV relevant EABS presence (equals 40 thirty-seconds sequences, showing a maximum of one animation within one sequence) on the full length (80-82m) of the EABS.

All remaining minutes of the EABS are reserved for EHF/M sponsors, partners and suppliers.



## 88.3 Securing of the Advertising Rights

Any advertisement in the playing hall, positioned within the frame of a EHF European League Men match, must not be covered by spectators, organiser's staff, photographers or materials. The clear visibility of the advertising set-up in the TV picture must not be impeded by any obstacle at any time.



The home club is responsible and is held liable for the correct implementation of the advertising set-up (incl. EABS) and the clear visibility of all TV relevant advertising areas in the playing hall throughout the entire match. In case the correct implementation of the advertising set-up and clear visibility of all TV relevant advertising areas is not given, the responsibility for all arising recourse claims is with the respective club.

Sufficient club personnel (minimum of two (2) persons recommended) must be at the disposal of EHF Marketing Supervisor, if nominated, before and during the match in order to secure the correct implementation and visibility of these Advertising Rights.

## 89 EHF European League Finals

The EHF is the original, exclusive, absolute legal and beneficial right holder of all Marketing Rights relating to the EHF European League Finals Men and is therefore exclusively entitled to assign such rights to third parties. The EHF, being the original right holder, transfers the use and exploitation of the complete Marketing Rights for this season's event to EHF Men and entitles it to undertake the respective organisational measures with regards to the usage of these rights. Consequently, all Marketing Rights of the EHF European League Finals Men belong to and are centrally marketed by EHF Men.

Branding and marketing activities including advertising during the EHF European League Finals Men are exclusively subject to the provisions of the separate EHF European League Finals Men Regulations.

## 90 Official match ball

The official match ball for the EHF European League Men will be provided by the 'Official Ball Supplier'. Only the official match ball shall be used during warm-up and EHF European League Men matches.

Starting with the Group Matches, each club participating in the EHF European League Men receives 30 balls for training purposes. In addition to that each club receives 2 match balls per home match, which must be made available without prior use/markings for each home match. The training and match balls will be shipped to each club in good time prior the beginning of the season.

No signs or other marks shall be written or affixed on the provided training and match balls. The clubs are not permitted to modify the corporate identity of the official match ball.

Any use of balls other than the official match balls within the frame of the EHF European League Men, including but not limited to the half time break as well as pre- and post-match activities in the playing hall, infringes the exclusivity rights granted to the 'Official Ball Supplier' and is therefore not permitted, unless expressly agreed otherwise by EHF/M.

## 91 Other advertising forms

Any forms of advertising other than defined within the present regulations shall not be affixed, presented or otherwise visible in the playing hall and/or on any material, equipment and objects presented in the playing hall unless expressly agreed by EHF Men.

### **91.1 Referees'/officials' advertising**

Advertising on the clothing of referees and other EHF Officials is reserved for EHF/M in accordance with its respective partners.

### **91.2 Advertising on players' kits**

Advertising rights for the left sleeve of the players' shirts belong exclusively to the EHF/M. The official sleeve badge of the EHF European League Men shall be placed onto the left sleeve, which shall therefore be free of any other advertisement (see point 0).

Notwithstanding the 'EHF Advertising on Clothing Regulations', the advertising rights of the right sleeve of the players' shirts shall belong to the respective home club in all EHF European League Men matches from the Qualification Round to the EHF European League Finals Men.

### **91.3 Event staff clothing**

The EHF/M has the exclusive right to market the clothing of the event staff (floor moppers, flag carriers, awarding hostesses, escort kids). The respective sponsor is to be announced by EHF/M to the clubs concerned in writing in due time prior to the respective matches of the competition (see point 93.13).

### **91.4 Fan-activation tools**

EHF/M has the first right of refusal in regards of fan-activation tools. All fan-activation tools, such as e.g. fan clappers or air sticks, are only allowed for the eight (8) approved club sponsors and are subject to approval by EHF/M.

### **91.5 Sponsors' promotion activities**

EHF/M has the first right of refusal in regards of sponsors promotion activities. Any sponsor's promotion activity carried out by a club in the venue and the surrounding areas prior to, during and after a match is only allowed for the eight (8) approved club sponsors and is subject to approval by EHF/M.

In case the EHF/M and/or its sponsors, partners and suppliers make use of the right to carry out promotion activities in the venue and the surrounding areas prior to, during and/or after a match, the clubs will be informed in good time prior to the respective match. Upon request, the home club shall make available up to six (6) separate spots of 20 square metres in/around the venue for EHF/M. Broadband internet connections for the sponsors' stands shall be available. Any cost that might arise for such promotion activities shall be borne by the EHF/M and/or its respective sponsors, partners and suppliers. The clubs have to use their best effort to support, promote and publish such campaigns.

### **91.6 Promotion clips**

EHF/M may provide each club participating in the EHF European League Men with a video file including the official EHF European League Men promotion clips of EHF/M sponsors, partners and suppliers or EHF/M event promotion. These provided promotion clips shall be shown on video screens/cube (see point 93.2.2) in the playing hall and in the VIP room(s), if available.

# XVI. BRANDING

## 92 General information

A unique EHF European League Men branding throughout Europe is one of the main requirements to successfully promote and develop the product. The usage of the official EHF European League Men corporate identity is mandatory and exclusively reserved to the EHF European League matches and EHF European League match promotion.

Any layouts showing the official EHF European League Men corporate identity must be sent to EHF/M for approval prior to production at least four (4) days before the respective match. Templates and detailed instructions on typeface, colours, layouts, dimensions, etc. are provided in the EHF Design Guide. The home club must strictly comply with the given EHF European League Men templates.

Prior to the start of the Group Matches EHF/M may provide each club with a basic set of branding items, which are ready to be used. Only official EHF/M sponsors, partners and suppliers have the right for logo presence on these branded items.

## 93 Branding areas and material

### 93.1 Sign posting system

EHF/M provides templates for sign posting in the EHF Design Guide. Any sign posting in and around the venue must be designed using the official EHF European League Men layout. Layouts must be sent for approval to EHF/M prior to production.

### 93.2 Venue

A unified EHF European League Men branding implies that advertising, banners or signage other than those authorized in the present regulations and/or by EHF/M and those related to security measures (e.g. exit signs) shall not be visible in the playing hall within the frame of EHF European League Men matches. Clubs shall therefore remove or cover any unauthorized advertising (e.g. unapproved club and/or arena partners), banners or other signage (e.g. letters, slogans, commercials) present in the playing hall with neutral branding or solid dark-coloured material (see point 85).

#### 93.2.1 Neutral branding

In case EHF/M provides the club with neutral branding, this material must be positioned in the 2nd row areas, on the tribunes, in the substitution areas, or other areas that must be branded or neutralized. The exact positions/areas are defined by EHF/M depending on the competition stage and the local venue situation. The clubs are therefore obliged to follow the instructions given by EHF/M and the EHF Marketing Supervisor, if nominated, on-site.

- 93.2.2 Scoreboards, video cube, fascia boards, additional LED boards  
In case scoreboards, video cubes, fascia boards and/or additional LED boards are situated in the venue, it must be totally free from advertising. In case the advertising cannot be removed, it must be covered with neutral material.

Scoreboards, screens, video cubes, fascia boards and/or additional LED boards situated in the venue may display information relating to the event and may show official EHF/M sponsors, partners and suppliers as well as EHF/M neutral branding in digital form. Informational or promotional content may be shown up until the start of the official entry ceremony resp. 10 minutes prior to the start of the match as well as during halftime until the teams re-enter the playing court and after the match.

Technical specifications and the minimum operating requirements together with the requirements for the animations must be sent to EHF/M by 1 August at the latest. Any changes and/or updates to the provided specifications must be communicated immediately to EHF/M by the club. Costs arising through late or wrong information and changes in specifications must be covered by the home club.

Such boards may not be in use for commercial and promotional purposes during the match (e.g. players pictures and presented by claim or logo of a club/arena sponsors/partners when a goal is scored). However, the EHF/M reserves the right to display graphics/videos of EHF/M sponsors, partners and suppliers on those boards/cubes in specific situations while the match is interrupted. During the match only match action but no replays are permitted (see also point 78.2.4). Exceptions are subject to approval by EHF/M.

- 93.2.3 Timekeeper's table  
The official table banner provided by EHF/M must be affixed to the timekeeper's table. A digital table banner using the official layout may be implemented with approval by EHF/M.
- 93.2.4 Product placement around the playing court  
The EHF/M reserves the right for product placement of EHF/M sponsors, partners and suppliers in these areas.

### 93.3 Mixed zone

EHFM may provide each club with a mixed zone backdrop according to the EHF European League Men corporate identity (see point 46.4). The backdrop must be fixed to a solid background only. The home club shall position this backdrop in the mixed zone for interviews and photographs. Only the official EHF European League Men backdrops of the current season are allowed to be used. Logo presence in the mixed zone is exclusively reserved for EHF/M sponsors, partners and suppliers.

In case EHFM does not provide a mixed zone backdrop, no other mixed zone backdrop with any kind of sponsor or partner logos must be used.

### 93.4 Flash zone

For flash interviews EHFM may provide each club with a respective movable backdrop, which shall be positioned on the playing court (see point 46.5). Only the official EHF European League Men backdrops of the current season are allowed to be used. Logo presence in the flash zone is exclusively reserved for EHF/M sponsors, partners and suppliers.

In case EHFM does not provide a flash zone backdrop, no other flash zone backdrop with any kind of sponsor or partner logos must be used.

### 93.5 Press conference room

The press conference room shall be free from any unauthorized advertisement. EHFM may provide each club with the following branding material (see point 46.6 and 94):

- The official EHF European League Men press conference backdrop must be positioned just behind the table where the participants of the press conference are seated. Backdrop presence is exclusively reserved to EHF/M sponsors, partners and suppliers.
- Two (2) roll ups presenting the eight (8) nominated club sponsors may be placed left and right of the official EHF European League press conference backdrop. The use of the provided layout template and approval by EHF/M are obligatory.
- A table banner must be fixed on the front side of the press conference table.
- Table tags of EHF/M sponsors, partners and suppliers must be positioned on the press conference table.
- Microphone flags must be positioned on the microphones used for interviews.

Only the official EHF European League Men branding material of the current season is allowed to be used.

In case EHFM does not provide a press conference backdrop or table banner, no other press conference backdrop or table banner with any kind of sponsor or partner logos must be used.

In case an agreement with a beverage partner is reached by EHF/M, the respective beverages shall be positioned on press conference table, clearly visible for attendees and TV cameras. Product placement on the press conference table is exclusively reserved for EHF/M sponsors, partners and suppliers.

### 93.6 VIP room

The VIP room shall be free from any unauthorized advertisement. This includes any branded items which might be placed in the VIP room.

The EHF/M may provide roll-ups with EHF/M sponsors, partners and suppliers and/or with EHF European League Men design which shall be positioned next to the entrance of the VIP room. Further roll-ups with EHF/M sponsors, partners and suppliers may be positioned inside the VIP room, perfectly visible for all VIP guests. Upon request, table cards (sponsor name/logo) must be placed on the tables. These table cards of EHF/M sponsors, partners and suppliers will be provided by EHFM. Only the official EHF European League Men roll-ups of the current season are allowed to be used.

If available, TV screens may be used to show EHF/M sponsors, partners and suppliers and the eight (8) approved club sponsors. Sponsors, partners and suppliers of EHF/M and the club must be presented according to the given sponsor structure.

### **93.7 Accreditations**

The accreditations with access to the playing court level must be implemented in the official EHF European League Men design as provided in the EHF Design Guide. Layouts must be sent to EHF for approval prior to production.

Starting with the Group Matches, only official EHF European League Men lanyards, provided by EHF, must be used in combination with these accreditations.

### **93.8 Officials' tags**

Each home club must produce officials' tags (official A, official B, official C, official D) in the respective EHF European League Men design which must be used only in combination with the official EHF European League Men lanyards. Layouts must be sent to EHF prior to production. These tags must be provided to the EHF Delegate at least 1 hour prior to the match.

The officials of both teams, which were announced at the Technical Meeting, must wear these tags during the entire match.

### **93.9 Tickets**

EHF highly recommends using the ticket templates given in the EHF Design Guide, showing the corporate identity of the EHF European League Men. Modifications of this template may be designed by the home club but must be approved by EHF. Exclusivity rights of EHF/M sponsors, partners and suppliers are also valid for any kind of ticket designs and must be observed at any time.

The official name of the competition must be implemented on the ticket. In case one or more approved club sponsor logos are implemented on the ticket, it is an obligation to also add the logo of the official EHF European League Men as well as the logos of the EHF/M sponsors, partners and suppliers. The ticket layout must be sent to EHF for approval prior to production.

### **93.10 Media information/official information sheets**

All information (match report, player information, etc.) handed out to the media representatives as well as information sheets (Technical Meeting, TV Meeting, etc.) shall be branded with the official EHF European League Men letterhead. Templates are available for download in the EHF Design Guide and branded layouts must be sent to EHF for approval prior to production.

### **93.11 Official match programme**

It is recommended to produce an official match programme of each home club in good time prior to each home match. The programme can be made available in printed version and/or for download in digital form and shall be distributed accordingly to VIP guests as well as to media representatives free of charge.

The minimum content guidelines for the programme must be observed in order to guarantee coherence throughout all stages of the competition. Additional pages with club related content may be added. Advertisements which infringe the exclusivity rights of EHF/M sponsors, partners and suppliers including TV partners are not permitted. Full- and half-page advertisements are exclusively reserved for EHF/M sponsors, partners and suppliers as well as the eight (8) approved club sponsors.

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The minimum requirements of the official match programme are:

- Page with the foreword of the EHF President
- Page with the official EHF European League Men sponsors, partners and suppliers
- Separate pages with advertisements of EHF/M sponsors, partners and suppliers
- Page with presentation of the home team
- Page with the presentation of the guest team

A template showing the guidelines for the official match programme is provided in the EHF Design Guide of the EHF European League Men. Layouts must be sent to EHFM for approval prior to publication. Clubs are not entitled to produce and/or publish a second programme in addition to the official match programme.

### **93.12 Official sleeve badge on players' shirts**

The official EHF European League Men sleeve badge shall exclusively be used on the players' shirts in the EHF European League Men. The usage of the official sleeve badge is an obligation for all teams. Any modification of the official sleeve badge design is not permitted.

EHFM provides all clubs with the layout of the official sleeve badges in digital form and for download in the EHF Design Guide. The official sleeve badge of the EHF European League Men shall be placed onto the left sleeve, which shall therefore be free of any other advertisement (see point 91.2).

Each club must send photos of a printed sample shirt to EHFM for approval prior to production and not later than two (2) weeks before the first home and/or away match.

Detailed information about the exact position, size and other aspects of the official sleeve badge will be provided by EHFM.

### **93.13 Event staff clothing**

In case the EHF/M makes use of the right to market the rights of event staff clothing (see point 91.3), branded clothing will be provided to each club, which shall be worn by the flag carriers, the mopping crew, escort kids and further staff members.

### **93.14 Promotional material and activities**

#### **93.14.1 Posters and Flyers**

EHFM provides a general template for posters and flyers, which shall be customized by each home club. The use of the given template is mandatory. Templates and detailed instructions are provided in the EHF Design Guide. Layouts must be sent to EHFM prior to production. Commercial advertising or logo presence is exclusively reserved for EHF/M sponsors, partners and suppliers as well as the eight (8) approved club sponsors.

#### **93.14.2 Additional promotional material**

Any additional promotional material must promote the club, a match and/or the sport of handball in general and is subject to prior approval by EHF/M..



#### 93.14.3 Additional branding package

For selected matches of the EHF European League Men, EHF/M reserves the right to introduce and provide an additional branding package with the aim to improve the visual appearance of the competition (e.g. Match of the Week). The implementation of the additional branding package is mandatory for the respective home club. Detailed instructions are given by EHF/M in good time prior to the respective event. All costs that arise through additional branding must be borne by EHF/M and/or its sponsors, partners and suppliers.

#### 93.14.4 Additional promotional activities

For selected matches of the EHF European League Men, EHF/M reserves the right to organise additional promotional activities with the aim to increase the awareness of the competition (e.g. Match of the Week). Further details about the event organization, rundown and protocol of these specially marketed matches will be communicated in a separate document, which will be made available in good time prior to the event. All costs that arise through additional promotional activities must be borne by EHF/M and/or its sponsors, partners and suppliers.

### 93.15 Official cars

EHFM has the right to provide car stickers to each club prior to the first home match. Car stickers show the EHF European League Men design and must be positioned on the official cars used during the event, especially when transporting EHF Referees and Officials.

## 94 Production and logistics

### 94.1 Production

All advertising material used in the EHF European League Men is in the responsibility of EHFM. Exceptions within the production obligations are defined hereunder and in the appendix point 96.

#### 94.1.1 Production of floor stickers

The production of the floor stickers of the approved club sponsors is in the responsibility of the home club. The costs to produce these floor stickers must be borne by the home club. Mandatory specifications and layouts for the club sponsor floor stickers will be communicated by EHFM. Layouts of club sponsor floor stickers must be approved by EHFM prior to production. Floor stickers which do not meet the specifications or without prior approval of EHFM will be refused by the EHF Marketing Supervisor, if nominated, on-site.

The floor stickers of EHF/M sponsors, partners and suppliers will be produced by EHFM and provided to the clubs.

For further information about the floor sticker set-up see point 88.2.1.



- 94.1.2** Production of EABS animations and playlists  
The production of the animations of the approved club sponsors is in the responsibility of the home club and must follow the guidelines given in the EABS Manual. The costs to produce these animations must be borne by the home club. The animations for the club sponsors need to be approved by EHFM. Therefore a preview file of the animation must be provided to EHFM at least five (5) days before the respective match.

Animations of EHF/M sponsors, partners and suppliers will be produced by EHFM according to the provided EABS specifications (see point 22).

The playlists for each match will be generated by EHFM according to the provided EABS specifications. The club will receive the playlists at least three (3) days before the respective match. Minute allocations will be defined in the playlists. The home club is responsible to programme the EABS software according to the provided playlists.

The EHF Marketing Supervisor, if nominated, is responsible to verify the final playlists on the match day. Any changes to the approved EHFM playlists are not permitted.

- 94.1.3** Official flags  
For the Qualification Round, the home club must produce the EHF flag (1x2 m) as well as the EHF European League Men flag (1x2 m). These flags must be displayed in the playing hall accordingly. The costs have to be borne by the home club (see point 62).

## **94.2 Shipment of advertising and branding material**

The advertising and branding material produced by the EHF/M is delivered to the home club in due time prior to the match. The person responsible for marketing of the home club shall confirm in writing the receipt of the advertising and branding material to EHFM. Any customs related costs (e.g. customs duties, customs broker) must be covered by the club.

## **94.3 Installation of floor stickers**

The installation of the floor stickers must be carried out only under supervision and after approval from the EHF Marketing Supervisor. The floor stickers shall only be installed on a cleaned and dry floor. The positioning and installation of floor stickers shall be completed by a sufficient number of persons but at least 2 persons, provided by the home club free of charge.

In case no EHF Marketing Supervisor is nominated any specific instruction from the EHF/M, concerning the exact size and positions of the floor stickers must be implemented by the home club according to the provided floor advertising map.

## **94.4 Removal**

After the match floor stickers and branding materials must be removed by the home club. Branding materials must be removed carefully and shall be used for the entire season. Floor stickers are for one-time-use only. Should any advertising or branding material be damaged or lost, EHFM and the EHF Marketing Supervisor, if nominated, must be informed immediately. Costs for reproduction and shipment must be borne by the club.

### **94.5 Storage**

The home club must maintain any provided materials and/or equipment in a good condition in order to secure multiple usage. Therefore, the clubs shall carefully store all advertising and branding materials in order to avoid any damages or loss.

### **94.6 Return of advertising and branding material**

Advertising and branding material provided by EHF/M at the beginning of the season must be returned to EHF/M after the season according to the given information. Costs of material, which is not returned in time, will be charged to the respective club.

Clubs from non-European Union countries must bear any customs duties for returning relevant advertising and branding material back to the EHF Office. The final decision, whether the club shall keep or return advertising and branding material, will be taken by EHF/M.

## **95 Official EHF European League Sound**

### **95.1 EHF European League Opening**

EHF/M will provide each team participating in the EHF European League with a digital audio file including the official EHF European League Opening. The official EHF European League Opening is to be used according to the official entry ceremony procedure/rundown (see point 55.2).

### **95.2 EHF European League Song**

The EHF/M reserves the right to introduce an official EHF European League song to the competition. In such case EHF/M will provide each team participating in the EHF European League Men with a digital audio file including the official EHF European League song.

### **95.3 EHF European League Sound Library**

The EHF/M reserves the right to introduce an official EHF European League Sound Library in line with the audible brand of the competition. In such case EHF/M will provide each team participating in the EHF European League Men with the digital audio files including the official EHF European League Sound Library and a Sound Manual that provides guidelines for implementation and use. This EHF European League Sound Library provides clubs with a certain number of musical elements to be used in relation to the EHF European League Men.

## XVII. APPENDIX

### 96 Checklist – organisation/production and cost obligations

The following chart provides an overview on the most important obligations in terms of organisation/production and costs for the Group Matches to Quarter-finals.

Relevant obligations in relation with the EHF European League Men Finals shall be an integrated point of the EHF European League Finals Men Regulations:

Type of cost	Organisation/ production obligation	Cost obligation
Draws & Workshops: accommodation/board	EHF/M	EHF/M
Draws & Workshops: travel expenses	Clubs	Clubs
Entry fees	-	Clubs
Late entries	-	Clubs
Playing hall (rental fee, training facilities, technical equipment, etc.)	Home club	Home club
Site inspections (1) travel expenses/allowance of EHF Officials	EHF/M	EHF/M
Site inspections (1) board, lodging/local transport of EHF Officials	Home club	Home club
Site inspections (2) - optional - travel expenses/allowance of EHF Officials	EHF/M	Home club
Site inspections (2) - optional - board/lodging, local transport	Home club	Home club
Floor (set-up/storage/maintenance/material/utilization)	Home club	Home club
Water guest team/EHF Officials in the playing hall	Home club	Home club
Timekeeper/scorekeeper/announcer/security/technical staff/medical staff/other staff, etc.	Home club	Home club
<b>EHF Referees/Delegates:</b>		
- Travel arrangements/visa (Qualification Round)	Home club	Home club
- Travel arrangements/visa (as of Group Matches)	EHF/M	Clubs
- Board and lodging/local transport/working facilities	Home club	Home club
- Match package	EHF/M	Clubs
<b>EHF Marketing &amp; EHF Media Supervisor:</b>		
- Travel arrangements/visa	EHF/M	EHF/M

- Board and lodging/local transport/working facilities	Home club	Home club
- Remuneration	EHF/M	EHF/M
<b>Guest club:</b>		
- Travel arrangements/visa/board and lodging (complete stay at the away match)	Guest club	Guest club
- Bus for the local transport of the guest club	Home club	Home club
EHF/M media representatives (travel arrangement/visa/local transport/board and lodging)	EHF/M resp. media representative	EHF/M resp. media representative
Media facilities (press room: technical equipment/snacks/beverages; media seats on tribune: technical equipment; press conference: microphones, beverages, towels, etc.)	Home club	Home club
TV production	Host broadcaster resp. home club	Host broadcaster resp. home club
Commentary positions (installation facilities)	Host broadcaster resp. home club	Host broadcaster
Commentary positions (ISDN lines, telecom, etc.)	Host broadcaster resp. home club	Host broadcaster
TV studio set-up	Host broadcaster	Host broadcaster
Provision of power and internet to OB van	Home club	Home club
<b>Branding:</b>		
- Storage branding material	Home club	Home club
- Staff and technical items for advertising set-up/removal	Home club	Home club
- Official designs	EHF/M	EHF/M
- Playing court (floor stickers for EHF/M sponsors. etc)	EHF/M	EHF/M
- Playing court (floor stickers for club sponsors)	Home club	Home club
- Playing hall (1 table banner, neutral branding material)	EHF/M	EHF/M
- Press conference (1 back drop, 1 table banner, table tags, mic flags)	EHF/M	EHF/M
- Mixed zone & flash zone (2 backdrops)	EHF/M	EHF/M

- Media information	Home club	Home club
- VIP room (roll-ups with EHF/M sponsors, etc.)	EHF/M	EHF/M
- VIP room (table cards for EHF/M sponsors etc.)	EHF/M	EHF/M
- VIP room (table cards for club sponsors etc.)	Home club	Home club
- Official cars (stickers)	EHF/M	EHF/M
- Promotional material (music, promotion clips, etc.)	EHF/M	EHF/M
- Tickets/accreditations	Home club	Home club
- Official match programme	Home club	Home club
- Promotional material (posters, flyers)	Home club	Home club
- Signposting system	Home club	Home club
- Lanyards	EHF/M	EHF/M
- Official flags 1 x 2 m for playing hall (for Qualification Round)	Home club	Home club
- Roll ups (for entry ceremony)	EHF/M	EHF/M
- Production official EHF player's badge	Home club	Home club
Player's shirts	Home club	Home club
<b>Official EHF match balls:</b>		
- Training balls/match balls/ball display	EHF/M	EHF/M
- Shipment	EHF/M	EHF/M
- Importation cost/customs duties	Home club	Home club
<b>EABS:</b>		
- Shipment/transport	Home club	Home club
- Storage	Home club	Home club
- Staff and technical items for EABS set-up/removal	Home club	Home club
- Operation	Home club	Home club
- Animations club sponsors	Home club	Home club
- Animations EHF/M sponsors, partner and suppliers	EHF/M	EHF/M
- Playlist EABS	EHF/M	EHF/M
<b>VIP:</b>		
- VIP guests (accommodation/local transport – in case of request)	EHF/M resp. VIP guests	EHF/M resp. VIP guests
- VIP catering	Home club	Home club
- VIP side activities – on request (additional cost)	EHF/M	EHF/M
<b>Insurance:</b>		

- Health and accident insurance - EHF Officials	EHF/M	EHF/M
- Health and accident insurance - Teams	Clubs	Clubs
- Organiser's insurance	Home club	Home club

## 97 Check list – security briefing

- Welcome and introduction by the EHF Delegate
- Check of list of participants by the EHF Delegate
- Who is who?
- Explanation of preparatory measures by the home club
- Security concerns: the guest club representative provides information about potential sources of danger and special characteristics of the guest club fans and announces the end chosen
- Presentation of the safety and security plan by the club responsible
- Information about access and escape routes, routes for referees and clubs, past problems and incidents, etc. provided by the playing hall responsible
- Information about the number and strategic deployment of police forces inside and outside the playing hall, control of the entrance area and the emergency plan provided by the police officer in charge
- Information about the number, training and deployment of staff in the playing hall, controls in the entrance area and accessibility of steps and stairways provided by the security/tickets responsible
- Information about the number, training and location of staff provided by the Security/tickets responsible
- Information about the number, training and location of staff provided by the Officer in charge of fire fighters
- Explanation of organisational details of the competition and how to deal with problem situations (including references to past experience) provided by the home club responsible
- Information about the number of spectators expected and provision of a map of the playing hall by the home club responsible
- Who is seated where? (fans of home club and guest club, VIPs, press, additional members of the guest club delegation) - sketch
- Information about traditions and ceremonies in connection with the match
- Additional problem areas
- The EHF Delegate highlights potential problem areas (objects being thrown onto the playing court, bengal fire sticks, clashes among spectators, smoke bombs, invasion of the playing court, assaults on referees, etc.) and optimises the safety and security plan in consultation with the officers in charge
- Finally, the operating plan is approved
- The EHF Delegate shall announce where they will be positioned during the match
- Communication aids, equipment, pagers, walkie-talkies
- Strategy for 'worst case scenario/emergency plan'

## 98 Check list – venue set-up

Technical set-up / equipment:

- Flooring set-up in general
- Size of base area
- Size of playing court
- General condition of the surface
- Positioning of the playing court
- Security spaces
- Handball line-markings respectively colour areas in case of floorings without lines
- Check of areas (6 m, 9 m), tape markings
- Correctness of measurements
- Dimensions of substitution areas
- Check of substitution area, positioning of benches/chairs (to be tied together in order to avoid moving), tape markings
- Assembly of the goal
- Lighting
- Working places for photographers behind the goal
- Overall conditions of infrastructure and overall appearance of the event site flags (EHF, participants, EHF Officials, clubs), banners, event identification, venue dressing, etc.
- Set-up advertising (overall appearance, correct application of EHF advertising)
- Fixing of the catch nets behind the goals at the advertising boards
- Changing rooms – size, massage table, routing, signposts on the doors, water;
- Medical room
- Reserve goal
- Table size and position (three persons – EHF Delegate-timekeeper-scorekeeper, approximate size 3 m x 0,8 m)
- Positioning of the speaker – most suitable behind the table (an alternative can be at the timekeepers table)
- Material for the work at the table (timekeeping apparatus, reserve clock, TV clock – if TV transmission, Team Time-Out cards for backup, cards for 2 minutes suspension, etc.)
- Routing system/sign posting throughout the hall – arrow signposts, door signs, etc.
- EHF Delegates' office – sufficient technical infrastructure (match report handling and distribution)
- Places for statistics (scouting) – if necessary
- Check mixed zone / flash zone – infrastructure
- Working places with desk for the media in the arena
- Arena accesses/exits
- Position/number of scoreboards
- Availability of air-conditioning/heating
- VIP seats in the arena
- VIP room

## 99 Check list – Technical Meeting

- Welcome words by the EHF Delegate
- Who is who
- Introduction and explanations by a representative of the home club
- Explanations on relevant points in the regulations and information on the competition
- General timetable (side events etc.)
- Procedure before, during and after the match
- Detailed rundown of the official entry ceremony
- Routing of players before and after the match
- Press conference procedures
- Marketing matters (e.g. special MOTW and/or sponsors' activations, etc.)
- Check of the players' clothing
- Check of delegation lists
- Check of EHF Licensed Coach
- Venue
- Information on the playing court and the substitution area
- Safety and Security measures concerning clubs and officials
- Hall capacity
- Information on the ticket sales
- Entrance control
- Technical equipment, TV, marketing
- DMR (Laptop, power supply, internet connection, training scorekeeper)
- Safety and security measures concerning spectators and first aid
- Questions by home/guest clubs
- Accompanying programme
- Miscellaneous
- Closing

## 100 Check list – TV Meeting

- Time schedule
  - Briefing 2,5 hours before the throw-off of the match (duration: 10 minutes)
- Place
  - All participants shall be informed about in good time prior the meeting by the home club representative
  - Meeting should take place in the playing hall or the TV broadcast vehicle
- Participants
  - EHF Marketing Supervisor (leads the meeting)
  - EHF Delegate (if no EHF Marketing Supervisor nominated leads the meeting)
  - Representative of home club
  - TV producer / Editorial responsible on-site
  - Representative of guest club (upon request of the EHF Marketing Supervisor / EHF Delegate)



- Agenda for Briefing (before the match)  
Information given by the club representative / EHF Marketing Supervisor:
  - Presentation of participants
  - General schedule of event (throw-off time, expected crowd)
  - Detailed run down: 60 min before match until throw-off; half-time programme and schedule after the - match (to be handed to all participants – see point 2, chapter 10 of the EHF European League Men Regulations)
  - Special arrangements / side event
  - Injuries / comebacks / new players, etc.
  - Up-to-date team line-ups (place/time of delivery or pick up)
  - Names of EHF Referees
  - Name of EHF Delegates/representatives
  - Name of VIPs
  - Attitudes in case of unforeseen incidents (injuries, problems with fans, etc.)
  - Check of accreditation list for the event (TV, Web TV and Radio representatives)
  - Coordination of interviews in Flash zone / playing court after the match
  - Interviews to be carried out in the mixed zone
- Information given by the TV representative:
  - Programme schedule of today's match (live/delayed)
  - TV set-up (number of cameras, general set-up, use of mobile cameras during time-break, etc.)
  - Interest in interviews (time/place/player to be defined)
  - Use of EHF European League Men graphics (intro/outro/statistics)
  - TV floor manager contact for EHF Marketing Supervisor
- Miscellaneous and synchronisation of watches
- Closing