

**GUIDELINES FOR
ORGANISERS OF THE COMPETITION**

2007 FEI WORLD JUMPING CHALLENGE

To further improve the popularity and standard of Jumping in your country, please follow the guidelines given below:

1. HOW TO HANDLE ORGANISATION

The following suggestions by the FEI are aimed to improve the popularity and media coverage of the competition, during the current season. The FEI highly recommends that you try to put them into practice:

1.1 Person Responsible for marketing/sponsoring within your Federation

He or she should maintain full contact with the press, TV, etc. and ensure that they are informed on progress, timetable, composition of the Ground Jury, names of competitors and horses etc. This person should also be responsible for publicity and public relations organisation at the event.

1.2 Liaison with the Press

The Person Responsible for marketing/sponsoring should mail the Press Release from the FEI with the 2004 results to the Press (if any), 10 days before the start of the competition.

1.3 Liaison with your National Television Company

Utmost attention should be paid to TV coverage, for TV coverage and the subsequent broadcast of the competition is, of course, the ideal method of making the competition known amongst a widespread and numerous public. The Person Responsible should be tasked with this liaison and should begin very early with arrangements for TV coverage.

1.4 Cocktail Parties at the Event

Organize a cocktail party before or after the event, to which the Press, competitors, all Officials and the Sponsor (or representatives) if present, should be invited.

1.5 Riders are to be informed of the following:

"Any rider entered by his or her NF in the FEI World Jumping Challenge Competition concedes the rights of any photographs of the rider and/or horse and accepts their publication in the FEI Bulletin or l'Année Hippique."

2. APPOINTMENT OF JUDGES FOR THE COMPETITION

National Federations are invited to appoint qualified Judges to judge the competitions in accordance with the rules for the competition.

3. DOCUMENTS TO SEND TO THE FEI

Immediately (it should reach the secretariat not later than 14 days) after the event:

- List of the team (s) members
- 2 copies of the event programme. (As riders are allowed to start two horses, it must be remembered that only one horse can count for the worldwide standings and that this horse must be declared before the start of the first round of the first competition and must be ridden first in each first round).
- Results, clearly written on the enclosed special 4 rounds, and team results sheets.
- The Judge's report.
- Photos of the competition with names of all the people figuring on them clearly written in English, either on the photos, or on a separate list.
- Press clippings relating the event.

4. HOW TO PLAN ON THE MEDIUM/LONG RANGE

In the medium and long range, The FEI World Jumping Challenge can be optimized as follows:

4.1 Place one of the Jumping Competitions in conjunction with the FEI World DRESSAGE Challenge.

This would involve the public far more in the Dressage Competition and present a more interesting structure for the media. A complete set of printed results must be handed to the Judges prior to leaving to the next stage.