



UEFA Women's Champions League 2010/11

Competition & Brand Manual

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1. INTRODUCTION

1.1. Message from the UEFA President

After eight seasons of UEFA Women's Cup contributing to the substantial development of women's football, the first UEFA Women's Champions League ended on Thursday 20 May 2010 when the best European side won the one-leg final in the Coliseum Alfonso Pérez in Getafe, Madrid.

A record number of 53 teams entered the competition last year, either in the qualifying round or directly in the round of 32, thanks to the fresh rebranding and reformatting of UEFA's women's club competition. With the inclusion of the runners-up from the top eight leagues and more knock-out matches, allowing more fans to watch their team contest European successes at home, the UEFA Women's Champions League now reflects enhanced quality and prestige, raising more interest among fans and media alike. I have no doubt that football should make people dream and all changes that have been made to date aim at bringing European women's football to new heights.

The road to London – where the final will take place on Thursday, 26 May 2011, once again just two days before the UEFA Champions League final – promises attractive and already looks as if it will throw up some ties with thrilling scenarios with all best European sides competing for the prestigious title.

I hope this Club Manual will enable you to get the most out of your participation in the UEFA Women's Champions League, both on and off the pitch, and I wish you the best of luck for the forthcoming season.

Yours in football,

A stylized black ink signature of Michel Platini.

Michel Platini
UEFA President

1.2. Definitions

The following words shall have the following meanings:

“Manual” means this UEFA Women’s Champions League Competition & Brand Manual;

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

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

“Final” means the final match of the UEFA Women’s Champions League;

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

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

“Logo” means the UEFA Women’s Champions League Logo;

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

“Competition Regulations” means the *Regulations of the UEFA Women’s Champions League*

1.3. Use of the Manual

The UEFA Women’s Champions League Competition & Brand Manual is directly linked to the *Regulations of the UEFA Women’s Champions League 2010/11* and contains further information and guidelines for participating clubs. It is an official UEFA document.

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

Additionally, it should be noted that while sections of the Manual contain extracts from the Competition Regulations, the Competition Regulations contain matters which are not covered by this Manual (for example, competition system, player eligibility, disciplinary law and procedures, etc).

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

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

1.4. Purpose

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

- organise high-level mini-tournaments (qualifying round)
- organise high-level home matches (round of 32, round of 16, quarter-finals, semi-finals)
- provide the visiting teams, referees and UEFA representatives with the highest possible level of service so that they can fully concentrate on their matches and duties
- provide the participating teams with the best possible conditions to ensure they can play high-quality football
- provide modern and adequate infrastructure that meet the expectation of the players
- ensure that the same level of organisation can be found through-out Europe
- promote the matches and, consequently, realise maximum stadium attendances and media coverage
- realise their commercial potential
- ensure a consistent application across all visual and sound media so that football fans recognise the UEFA Women's Champions League message in the written press, on television and in the stadiums where the matches are played.
- raise the competition profile and impact.

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

1.5. Responsibilities

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

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

Moreover, the Host is responsible for ensuring a safe and secure environment for the participating teams, officials, referees, UEFA representatives and,

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

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

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

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2. COMPETITION

2.1. The Competition

2.1.1. Introduction

The UEFA Women's Champions League has a qualifying round, played in the form of mini-tournaments with four teams each, followed by knock-out matches with a round of 32, a round of 16, quarter-finals and semi-finals. The final will be played in one single match in the same city as the UEFA Champions League final (2011 Final in London, England).

The qualification path to the round of 32 depends on the number of entries for the competition.

For further information, please refer to the *Regulations of the UEFA Women's Champions League 2010/11*.

2.1.2. Qualifying Round

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

MD1	5 August 2010
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1 vs 3 and 2 vs 4

MD2	7 August 2010
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1 vs 4 and 3 vs 2

MD3	10 August 2010
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2 vs 1 and 4 vs 3

2.1.3. Round of 32

MD1	22 or 23 September 2010
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MD2	13 or 14 October 2010
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2.1.4. Round of 16

MD1	3 or 4 November 2010
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MD2	10 or 11 November 2010
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2.1.5. Quarter-Finals

MD1	16 or 17 March 2011
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MD2	23 or 24 March 2011
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2.1.6. Semi-Finals

MD1	9 or 10 April 2011
MD2	16 or 17 April 2011

2.1.7. Final

Final:	26 May 2011
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2.2. Choice of a Mini-Tournament Host

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

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

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

2.2.1. Qualifying Round

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

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

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

2.3. Workshops

Round of 32

UEFA will organise a Workshop with the teams participating in the round of 32 on 19 August 2010 at the House of European Football in Nyon, Switzerland, at the time of the draws for the round of 32 and round of 16.

Quarter-Finals

UEFA will organise a Workshop with the teams participating in the quarter-finals on 19 November 2010 at House of European Football in Nyon, Switzerland,

at the time of the draws for the quarter-finals and semi-finals.

Representation

For each Workshop, Clubs will be invited to send one representative. This representative should be the person who has been assigned the responsibility for administrative and organisational matters for the UEFA Women's Champions League during a club's participation in the competition (UEFA Women's Champions League Coordinator).

2.4. Financial Provisions

2.4.1. Qualifying Round

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

The Host bears the following costs for the visiting teams:

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

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

Contribution from the Visiting Clubs

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

Contribution from the Association of the Host

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

International Travel Expenses

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

UEFA Representatives' Costs

UEFA will credit the association of the Host with an amount of EUR 20,000 to cover the costs of board and lodging of the official UEFA representatives i.e. referees, UEFA match delegate, UEFA referees observer and, if applicable, the tournament administrator, as well as any costs incurred due to a possible preliminary site visit.

2.4.2. Knock-Out Matches

In principle, each Club retains its receipts and bears all expenses.

The visiting club assumes its expenses for travel, board and lodging, unless the two Clubs agree otherwise.

The Host assumes the costs of local transport for the visiting Club.

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

- round of 32 EUR 20,000
- round of 16 EUR 20,000
- quarter-finals EUR 20,000
- semi-finals EUR 20,000

This contribution is credited to the Club via its association which, as the body responsible for the care of the referees' team, may deduct the associated costs.

2.5. Commercial Concept

“Commercial Rights” means any and all commercial and media rights and opportunities in relation to the competition, including, without limitation, the following: (a) all current and/or future world-wide visual, audio-visual and sound-broadcasting rights of still and/or moving images transmitted via radio, television, or current and/or future electronic media (including Internet and wireless technology); and (b) all marketing, sponsorship, advertising, licensing, merchandising, publishing, betting, gaming, retailing, music and franchising rights and opportunities, as well as any data and statistics rights in and in relation to the competition.

2.5.1. Qualifying round, Round of 32, Round of 16, Quarter-Finals and Semi-Finals

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

implementation of the said article and any other instructions or guidelines issued by UEFA from time to time. Club may not participate in, or allow any third party to use rights granted by the club in, any aggregation of commercial rights in any way that would permit third parties to create an association with the qualifying round or any other round of the competition, any mini-tournament and/or the UEFA Women’s Champions League generally, whether through the use of a branded marketing programme or otherwise.

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

Any contracts concluded by member associations or their affiliated organisations or Clubs in relation to the competition and/or for the exploitation of commercial rights regarding the competition must be presented to UEFA upon request.

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

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

Member associations and their affiliated organisations or Clubs shall undertake to provide UEFA – free of charge, and at least 24 hours prior to the kick-off of the match – with access to the television frequency information for receiving the broadcast signal of the relevant match in the competition at a location of UEFA’s choice. For the purpose of directly or indirectly promoting the UEFA Women’s Champions League, these broadcasts may be recorded by UEFA for editorial purposes, while a copy of the recording will be available for the respective home club upon request. If the signal is unavailable, member associations and their affiliated organisations or clubs undertake to provide UEFA with a recording of the entire match – free of charge, in Digibeta (or, if not available, in Betacam SP) format – to be sent to the destination of UEFA’s choice within seven days of the match. For the above purposes, and in particular within programmes produced by or on behalf of UEFA to be broadcast in any form

of media, the person who owns such rights shall grant UEFA the right to use and exploit, and authorise others to use and exploit, by any and all means and in any and all media whether now known or invented in the future, throughout the world, for the full duration of such rights up to 15 minutes of audio and/or visual material from each match, free of charge without requiring any clearances, including payment of any associated clearance costs.

Member associations and their affiliated organisations or clubs may not use or authorise any third party to use any of the UEFA Women’s Champions League trademarks, music or any graphic material or artistic forms developed in connection with the UEFA Women’s Champions League in programmes, promotions, publications or advertising or otherwise without the prior written consent of UEFA or if not specially permitted in the Competition Regulations.

All contracts that a club (or any third party acting on behalf of a club) enters into in respect of any commercial rights authorised by the Competition Regulations in relation to the competition must expire on 30 June 2012 at the latest or contain a clause allowing the club to terminate any such contract (or be able to release its rights) as of this date.

2.5.2. Final

UEFA is the exclusive owner of all commercial rights in relation to the final match and is solely responsible for negotiating and concluding contracts in relation thereto.

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

2.6. Advertising on Kit

The *UEFA Kit Regulations* (2008 edition) apply to all matches in the competition.

2.6.1. Kit Approval

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

The players' kit used from the quarter-finals onwards must be approved by the UEFA administration. All Clubs participating in the quarter-finals must submit samples of their first-choice and second-choice goalkeeper and player kit (shirt, shorts and socks) to the UEFA administration, together with the corresponding application form, duly completed and signed, by the deadline indicated in section 8.2. At a Club's request, the UEFA administration may extend the aforementioned deadline as far as the announcement of the shirt sponsor is concerned. Kit authorisation granted by the UEFA administration is valid only for the season in question.

2.6.2. Colours

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

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

- In the case of mini-tournaments, if there is a clash of colours, the team designated as the "away" team must wear other colours.
- For the round of 32 onwards, both teams may wear their first-choice kits. However, if there is a clash, the away team must wear other colours. If the clubs are unable to agree on the colours to be worn by their teams,

the UEFA administration decides. If the referee notices on the spot that the colours of the two teams could lead to confusion, she decides on the colours after consulting the UEFA match delegate and the UEFA administration. As a rule, in such cases it is the home team that has to change colours for practical reasons.

- For the final, both teams may wear their home colours. However, if there is a clash, the team designated as the “away” team must wear alternative colours. If a clash still exists and the team officials are unable to agree, the UEFA administration will decide on the colours.

2.6.3. Player numbers

Players must wear set numbers between 1 and 99. No number may be used by more than one player and no player may use more than one number in the course of a season. The numbers on the back of the shirts must correspond with the numbers indicated on the official player list. The number 1 must be worn by a goalkeeper.

2.6.4. Player names

For the final, players’ names must be shown on the back of shirts (see Article 11 of the *UEFA Kit Regulations*).

2.6.5. Shirt Sponsor(s) for the Qualifying Round, Round of 32, Round of 16

For matches in the qualifying round, round of 32 and round of 16, clubs may use the shirt which has been approved by the member association and used in one of the domestic competitions, provided that the sponsor advertising on the shirt complies with Article 31 of the *UEFA Kit Regulations*. No sponsor may appear on the shorts and socks.

2.6.6. Shirt Sponsor for the Quarter-Finals, Semi-Finals and Final

From the quarter-finals onwards only one sponsor is allowed on the front of the shirt.

The sponsor has to be approved by the member association and used in one of the domestic competitions as a shirt sponsor and it has to comply with Article 31 of the *UEFA Kit Regulations*. No sponsor may appear on the shorts and socks.

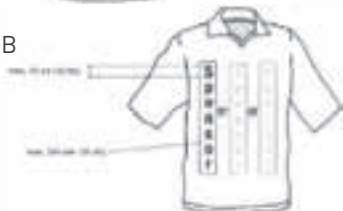
The total area used for sponsor advertising on the shirt of the playing attire must not exceed 200 cm². The form of advertising is unrestricted. The advertising surface may be placed on the front of the shirt either:

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

Fig. A



Fig. B



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

2.6.7. Clash of Shirt Sponsor

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

2.6.8. Change of shirt sponsor

Clubs which want to change their shirt sponsor must submit a written request to the UEFA Administration at least ten working days before the respective match day.

2.6.9. Captains' Armbands

At all matches in the competition, team captains must wear the UEFA Women's Champions League branded captain's armbands, which will be provided by UEFA to all participating clubs in due time.



2.6.10. Competition Logo

From the quarter-finals, the UEFA Women's Champions League competition logo badge must appear on the free zone on the right shirt sleeve. UEFA provides the teams with sufficient badges to cover their needs (as determined by UEFA) throughout the competition. The UEFA Women's Champions League logo may not be used in any other competition.



2.6.11. Titleholder Logo

The reigning titleholder must wear the UEFA Women's Champions League titleholder logo badge instead of the UEFA Women's Champions League competition logo badge on the free zone of the right shirt sleeve. UEFA will provide the club concerned with sufficient badges to cover its needs (as determined by UEFA) throughout the competition. The UEFA Women's Champions League titleholder logo may not be used in any other competition.



2.6.12. Respect Logo

From the quarter-finals, the UEFA Respect logo must be worn horizontally and in the centre of the free zone of the left shirt sleeve. UEFA will provide the clubs with sufficient badges to cover their needs (as determined by UEFA) throughout the competition. This badge may not be used for any other purpose, including commercial or promotional activities, and may not be used in any other competition.



2.6.13. Items which do not form part of the Playing Attire

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

- to any official training session before the match;
- to any media activities (in particular for interviews and press conferences and appearances in the mixed zone) before and after the match;
- on the day of the match from arrival at the stadium until departure from the stadium.



2.6.14. Special material used in the Stadium for the Final

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

This provision applies:

- to any official training session before the match;
- to any media activities (in particular for interviews and press conferences and appearances in the mixed zone) before and after the match;
- on the day of the match from arrival at the stadium until departure from the stadium.



2.6.15. Balls and Official Ball

Balls must comply with the *FIFA Laws of the Game* as well as with Article 63 of the *UEFA Kit Regulations*. The Host must provide the visiting club with match balls of excellent quality for its training session the day before the match (MD-1) as well as for warming up before the match. These match balls must be the same as those used for the match.

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



GENERAL ORGANISATION

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3. GENERAL ORGANISATION

3.1. UEFA Representatives

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

UEFA Match Delegate

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

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

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

UEFA Referee Observer

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

Official UEFA Referees

For the qualifying round mini-tournaments UEFA appoints three referees from three different countries

plus three assistant referees, one from each of these countries. The three assistant referees are proposed by the associations of the three referees. The association of the Host appoints one substitute referee (fourth official) plus one assistant referee, in principle, for the entire mini-tournament.

For the round of 32, round of 16 and quarter-finals, UEFA appoints one referee and two assistant referees from the same country. The two assistant referees are proposed by the referees' association. The association of the Host appoints one substitute assistant referee (fourth official). If the referee has to be replaced, the assistant 1 will continue to referee the match; the assistant 2 will take the role of assistant 1 and the fourth official will act as assistant 2.

For the semi-finals and final, UEFA appoints one referee as well as two assistant referees and one fourth official (substitute referee) from the same country. The assistant referees and fourth official are proposed by the referees' association. If the referee has to be substituted, the fourth official will replace her.

UEFA Tournament Administrator (mini-tournaments only)

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

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

Venue Data Coordinator (VDC)

UEFA appoints a Venue Data Coordinator (VDC) for all UEFA Women's Champions League matches. The VDC's role is to collect match data from all UEFA matches and transmit them live to UEFA. These data serve as the groundwork for the activities of the UEFA Disciplinary Unit, UEFA Competition Administration,

Refereeing and the Web and Content Unit. The Disciplinary Unit will study further the data collected to detect and act upon irregular betting activities through its Fraud Detection Unit.

The VDC will:

- attend the Match Day Organisational Meeting to obtain latest squad information from the teams
- obtain a copy of the original Match Sheet before the match
- enter online event information during the match (published live on uefa.com)
- meet with the referee after the match for validation of the match data

The VDC needs access to the referee dressing rooms, internet connectivity and a commentary position.

All costs and transportation are organised by UEFA.

3.2. The LOC

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

issues in connection with the match organisation.

Preferably, the organisation of a mini-tournament or match should be undertaken by a Local Organising Committee (LOC), which is headed by the UEFA Women's Champions League Coordinator. The LOC should consist of the club press officer, the stadium authorities, the city, the police and the

- ensuring that the facilities and services are provided in accordance with the stadium and training ground sections of this Manual
- ensuring that the necessary measures are taken and requested facilities are provided for the medical arrangements and doping controls as described in section 3.9.6
- informing the competent local authorities about the staging of the mini-tournament or match
- the implementation of all directives given by the local authorities and UEFA regarding safety and security (no sales of alcohol, removal of dangerous materials at the venue, racist behaviour, prevention of pitch invasion and securing the technical zone, etc.)
- ensuring that an adequate number of ground staff and police are present at each match to guarantee safety and security in the stadium
- ensuring that all necessary measures are implemented in a way that teams, officials, spectators, etc. are accommodated in a safe, comfortable and friendly environment

A Manager for Human Resources who is responsible for:

- recruiting volunteers
- coordinating the team liaison officers

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

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

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

- ensuring that the local and international media are provided with the necessary facilities at the stadiums as described in section 4.2
- coordinating all media activities and ensuring a high level of media servicing as outlined in section 6.1
- exploiting the Commercial Rights to the match(es) taking place under their auspices (with the exception of the Final)
- coordinating the matchday concessions
- ensuring the necessary measures are taken for the VIP hospitality on matchday as outlined in section 4.1.16

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

Referee Liaison Officer (RLO)

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

Team Liaison Officers (TLO)

The Host must do their best to ensure that the visiting teams are satisfied with the facilities and services provided. For this purpose, and in order to assist the participating teams in all matters during their stay in the host country, a TLO must be at their disposal 24 hours a day from their arrival at the airport until their departure.

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

TLOs should meet the following requirements:

- good knowledge of the English language and the language of the team for which she/he will act as team liaison officer

- good knowledge of the region where the tournament/match is taking place
- good knowledge of football
- service-minded

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

The main duties of a TLO are:

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

The TLO will be the first contact should something go wrong or complaints are

lodged. The TLO should be in a position to solve any problems immediately. For this purpose, the TLO should be given certain responsibilities to act

accordingly. If the problems encountered exceed the TLO's competence, she/he must contact the UEFA Women's Champions League Coordinator for assistance.

3.3. Site Visits

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

The outcome of the site visit may be that UEFA requests the Host to provide alternative facilities of a higher standard than those originally proposed, in order to comply with the structural criteria as laid down in the *UEFA Stadium Infrastructure Regulations* and in the *Competition Regulations*.

The costs of local transport, board and lodging of the UEFA representative must be assumed by the national association of the Host who will receive a contribution to cover the costs of the official UEFA representatives, as well as the costs incurred at the site visit (refer to section 2.4 as well as to Article 25 of the *Competition Regulations*).

Site Visit Schedule

A. Club meeting

Participants: UEFA/LOC

Club Meeting Agenda

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

B. Inspection of:

- Hotels
- Stadiums
- Training Grounds

The club will be asked to make the necessary arrangements.

3.4. Distances

The Host must ensure that all hotels used for matches or mini-tournaments are easily accessible and that the travelling conditions are favourable

for the visiting teams. Hotels must be situated within an acceptable distance of the nearest international airport. Special approval by the UEFA administration is

required for venues located in places which have few international flights or which necessitate internal flights. Unless the visiting teams agree otherwise, no match venue may be located more than a one-hour bus drive from all hotels.

The Host must ensure that the following requirements are met:

Airport – Team Hotel

The teams' accommodation must be situated within an acceptable distance of an international airport.

Team Hotel – Stadium

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

Team Hotel – Training Ground

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

3.5. Accommodation

3.5.1. General Remarks

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

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

3.5.2. Qualifying Round (Mini-Tournaments)

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

If this is not possible, a maximum of two hotels in the immediate vicinity and in the same city should be chosen

to accommodate the four teams. In this case, the official UEFA referees and UEFA representatives should be accommodated in a separate (third) hotel.

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

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

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

3.5.3. Knockout Matches

In principle, for all knockout matches, the UEFA referees should be accommodated separately from the participating teams. This rule applies even in the case where the both teams are accommodated in the same hotel.

3.5.4. General Room Requirements

- All hotel rooms must have en-suite bathroom and toilet facilities which meet standard hygiene requirements.
- All rooms should have an adequate wardrobe space.
- All rooms should, in principle, be equipped with a heating and/or air conditioning unit as appropriate for the time of year the matches take place.
- Rooms must be cleaned daily

3.5.5. Rooms for the Delegations

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

- Nine twin rooms for the players (18 players = 9 rooms). Two individual beds must be provided in these rooms (one large bed for two players is not acceptable).

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

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

Additional members of the delegation may be accommodated, at the expense of their own Club, either at the same hotel or at a nearby hotel should space not permit.

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

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

Unless the Host and the visiting team concerned agree otherwise, a visiting team shall in principle arrive the evening before the match (or start of the mini-tournament) at the latest. A team arriving more than one day before the start of a mini-tournament is responsible for the extra costs incurred as a result of its early arrival (i.e. overnight costs, coach rental, additional meals, etc.).

Visiting teams should depart the day after their last match in a mini-tournament. Teams departing any later bear the extra costs incurred as a result of their late departure.

3.5.6. Rooms for the Referees and UEFA Representatives

The association of the Host is responsible for providing:

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

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

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

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

3.5.7. Dining Room

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

3.5.8. Common Recreational Facilities

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

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

3.5.9. Tournament Office (Mini- Tournaments Only)

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

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

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



The tournament office should be equipped with a photocopier, a fax machine and a telephone, both with international lines and a line for a high-speed internet connection.

3.4.10. Meals

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

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

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

A detailed menu plan must be submitted to the participating teams one month

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

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

Examples of menus suitable for athletes follow:

Breakfast

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

Lunch

Starter	soup & bread rolls
Main course	grilled chicken/turkey/ beef strips/fish rice/pasta/potatoes steamed or boiled vegetables salads
Dessert	fruit salad fresh fruit cake

Dinner

Starter	soup & bread rolls salads
Main course	fish/chicken/turkey/lean steak /pork fillet rice/pasta/potatoes steamed or boiled vegetables salads
Dessert	fruit salad fresh fruit cake and/or pudding

Snacks or Additional Meals

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

Drinks

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

- Still mineral water
- Soft drinks
- Tea, coffee

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

In addition, the Host must provide each team with a sufficient supply of still mineral water in their bedrooms, at all training sessions and at matches.

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

3.6. Transport

3.6.1. General Remarks

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

With regards to air travel and in view of possible lost luggage, it is recommended not to include football boots and other essential items required for the match in the delegation's check-in baggage. Instead, such material should be carried in the hand luggage.

3.6.2. Airport Pick-up

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

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

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

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

3.6.3. Vehicle Fleet

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

Teams

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



Individual cars

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

In addition, each team should be provided with an equipment van on

arrival and departure days between their place of arrival/departure and their hotel.



Special requests from teams

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

Referees

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

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

3.6.4. Transport Manager

Transport is a key element for a successful organisation of a tournament. An experienced transport manager should be appointed well in advance of the mini-tournament. She/he should be accommodated at the tournament headquarters and should be reachable 24 hours a day. Her/his main responsibilities are:

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

The transport manager must also ensure the following:

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

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

3.7. Training

3.7.1. Training Grounds

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

The training pitch should be:

- of a similar size and type as the match grounds and be in good condition
- according to the dimensions laid down in the *FIFA Laws of the Game* for International Matches
- freshly mown
- fully marked
- equipped with standard and/or mobile goals

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

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

3.7.2. Training Balls

For the matches of the qualifying round and for the knock-out matches the Host must provide a sufficient number of training balls to all participating teams. The balls provided for training should be the same type as will be used for the matches.

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

3.7.3. Training in the Match Stadium

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

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

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

Number of Teams Permitted to Hold a Training Session

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

Maintenance

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

General Remarks

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

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

3.7.4. Referees Training

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

3.8. Social Events

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

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

In mini-tournaments, in addition to the official dinner with guests including the UEFA match delegate and at least two persons per delegation, a Host can

create a good tournament atmosphere by organising events such as the following:

- an informal gathering immediately following the organisational meeting, if this takes place in the evening prior to the first matchday
- a small-scale excursion to visit regional attractions for all tournament participants (including players)
- a farewell dinner for all tournament participants (including players) in the teams' hotel on the evening of the third matchday

3.9. Medical Matters and Doping Controls

3.9.1. General Remarks

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

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

3.9.2. Hospitals

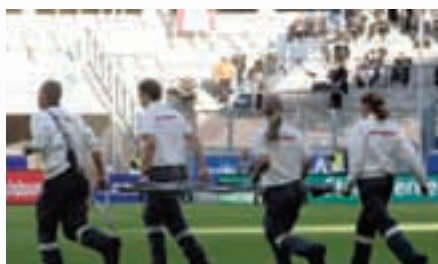
There should be a hospital located in close proximity to the match stadium which offers a comprehensive medical service (including 24-hour emergency treatment) on a priority basis for all designated persons.

3.9.3. Doctors

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

3.9.4. First-Aid Teams

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



3.9.5. Ambulance

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

3.9.6. Doping Controls

UEFA may conduct doping controls at the matches. Consequently, the Host

must ensure that the match stadium is equipped with a doping control station which meets the requirements of the UEFA Anti-Doping Regulations (see also section 4.1.8 of this Manual).

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

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

She/he also organises transport for the DCO back to her hotel on completion of the doping control.

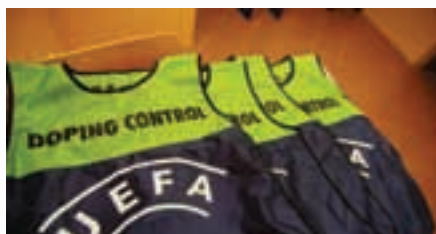
If requested by UEFA, the Host will be asked to appoint four Chaperones to assist the UEFA Doping Control Officer. See *Appendix E: Definitions of the Anti-Doping Regulations*.

A top-category seat must be reserved for the DCO in the directors' box or equivalent. This seat should be located near the seat reserved for the UEFA

match delegate and must provide easy access to the doping station.

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

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



3.9.7. Security

The Host is solely responsible for guaranteeing the safety and security of all persons attending and participating in the mini-tournament or match, and must ensure that the relevant local authorities and the owners and/or operators of the stadiums take all the necessary measures to this end.

The requirements of the Competitions Regulations, the *UEFA Stadium Infrastructure Regulations* (edition 2010) as well as the *UEFA Safety and Security Regulations* (edition 2006) must be complied with.

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

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

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

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

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

- there is access to the field of play that guarantees the safe entry and exit of the players and match officials
- television cameras and advertising boards around the playing field are positioned in such a way that they do not create a danger for the players and must respect the minimum distances as laid down in Annex Vb of the Competition Regulations (see also diagram in section 4.2.6)
- the dressing room area is safeguarded to ensure that no spectators, journalists, media representatives, scouts, etc may enter

An accreditation system may be implemented in order to guarantee the security of the tournament participants (refer to section 5.4.7).



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

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

3.10. Insurance

Irrespective of UEFA's insurance coverage, each Club and host association must conclude insurance coverage with reputable insurers at their own cost, in relation to any and all risks, according to the following principles:

Each Club must conclude and maintain insurance coverage to fully cover all its risks in connection with its participation in the competition;

In addition, the Host or the host association must conclude and maintain insurance coverage for the risks in connection with staging and organising its home matches and which must include, without limitation, third party liability insurance (for all third parties participating in matches or present at the relevant venue) providing for appropriate guaranteed sums for damages to

persons, objects and property, as well as for pure economic losses corresponding to the specific circumstances of the club or association concerned;

If the Host or the host association is not the owner of the relevant stadium in which matches are played, then it is also responsible for providing fully comprehensive insurance policies, including, without limitation, third-party liability and property insurance, taken out by the relevant stadium owner and/or tenant;

In any case, the Club and host association must ensure that UEFA is included in all insurance policies as defined in the present section and must hold UEFA harmless from any and all claims for liability accruing in relation to the staging and organising of the relevant matches;

At any time, UEFA may request from anyone involved, in writing and free of charge, releases of liability and/or hold harmless notes, and/or confirmations or copies of the policies concerned in one of UEFA's official languages.

STADIUM

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4. STADIUM

4.1. General Facilities

4.1.1. Stadium Conditions

With the exception of the final, matches in the competition must be played in a stadium which meets the category 1 structural criteria as defined in the UEFA Stadium Infrastructure Regulations (edition 2010).

4.1.2. Exceptions to a Structural Criterion

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

4.1.3. Stadium Certificate and Safety Certificate

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

- Inspecting every stadium concerned and issuing stadium certificates which have to be forwarded to the UEFA administration confirming that the stadiums meet the structural criteria of the required stadium category;

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

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

4.1.4. Stadium Inspections

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

4.1.5. Alternative Venues

If at any time during the season, the UEFA administration deems that, for whatever reason, some venues may not be fit for staging a match, UEFA may consult the associations and clubs concerned and ask them to propose an alternative venue, in accordance with the requirements of UEFA. The costs of staging the match are borne by the host club. The UEFA administration takes a final decision on the match venue in due time.

4.1.6. Artificial Turf

With the exception of the final which must be played on natural turf, matches in the competition may be played on artificial turf in accordance with the *UEFA Stadium Infrastructure Regulations* and provided that such artificial turf meets the FIFA Recommended 2-Star Standard or the FIFA Recommended 1-Star Standard, in compliance with the *FIFA Quality Concept for Football Turf - Handbook of Requirements, May 2009 Edition*.

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

- maintenance work and ongoing improvement measures; and

- safety and environment measures as set out in the *FIFA Quality Concept for Football Turf - Handbook of Requirements, May 2009 Edition*.

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

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

4.1.7. General Stadium Conditions

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

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

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

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

length: 100 – 105 metres, and
width: 64 – 68 metres

The stadium must have a capacity of at least 200 spectators.

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

The use of temporary stands is prohibited.

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

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

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

Sufficient clean and hygienic sanitary facilities must be distributed evenly throughout all sectors of the stadium. Toilets and urinals must be equipped with flushers. Sinks and amenities such as toilet paper and soap must be available. The minimum requirements for sanitary facilities are the following, based on an 80:20 ratio of male and female:

- a) 1 seated toilet per 250 males;
- b) 1 urinal per 125 males;
- c) 1 seated toilet per 125 females.

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



4.1.8. Technical Rooms

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

Team Dressing Rooms

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

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



Additional Dressing Rooms

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

Referees' Dressing Room

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

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

Delegate's Room

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

First aid and treatment facilities for players and officials

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

Doping Control Station

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

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

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

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

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

The toilet area must be within the testing room, or immediately adjacent and with direct private access to the testing room. It must contain a seated toilet, a sink with running water and, if possible, a shower.

Plan of an "ideal" doping control station:



4.1.9. Benches and Technical Seats

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

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



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

4.1.10. Goals

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

- the distance between the posts must be 7.32m;
- the distance from the lower edge of the crossbar to the ground must be 2.44m;
- the goalposts and crossbars must be white;
- they must not pose any danger to players.

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

4.1.11. Floodlights

Matches may be played in daylight or under floodlights. For matches played in the evening that are not being broadcasted, the stadium must be equipped with a floodlighting system maintaining a minimum average illuminance of 350 Ev(lx) towards the main grandstand.

For matches that are being broadcast, the stadium must be equipped with a floodlighting system that allows the broadcaster to ensure adequate broadcasting of the match.



Clubs must ensure that floodlighting installations are maintained and provide UEFA with a valid lighting certificate issued within the previous 12 months.

4.1.12. Clocks

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

4.1.13. Giant Screens

The results of other matches can be shown on the scoreboard and/or giant screen during the match, while simultaneous transmissions and replays are authorised for press monitors and closed-circuit channels only. Delayed footage of the relevant match may be transmitted on the giant screen inside the stadium provided that the host club has obtained all the necessary third party permission to transmit such footage including (without limitation) permission from the relevant UEFA match officer and any relevant local authorities. Moreover, the Host must ensure that such footage is transmitted on the giant screen during the match only when the ball is out of play and/or during the half-time interval or break before extra time (if any) and that it does not include any images that:

- may have an impact on the playing of the match;
- may be reasonably considered as controversial insofar as they are likely to encourage or incite any form of crowd disorder;
- may display any public disorder, civil disobedience or any commercial and/or offensive material within the crowd or on the pitch; or
- may be deemed to criticise, undermine or damage the reputation, standing or authority of any player, match official and/or any other party at the stadium (including but not limited to any images that aim to highlight directly or indirectly any offside offence, fault committed by a player, potential mistake of a match official and/or any behaviour which is contrary to the principle of fair play).

4.1.14. Retractable Stadium Roofs

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

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

4.1.15. Parking Areas

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

This parking space must be located in a safe and secure area in the immediate vicinity of the players' and officials' areas.

In addition, a minimum of 20 parking spaces for VIPs must be provided in a safe and secure area.

4.1.16. Hospitality

The stadium must have a minimum of 50 VIP seats, at least 10 of which must be reserved for the visiting team.

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

The Host should ensure that a VIP hospitality area is provided for the VIP guests of the visiting Club, its own guests and commercial partners, and the

UEFA representatives. The size of the hospitality area should be appropriate for the number of guests expected.



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



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

4.1.17. Advertising and Dressing

With the exception of the final, the Host may exploit the Commercial Rights of all matches played under their auspices (see Article 26 of the Competition Regulations or section 2.5 of this Manual).

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

4.1.18. Advertising Boards

If the Host installs advertising boards at the match stadium, the minimum distances, as indicated in Annex Vb of the competition regulations and section 4.2.6 below, must be respected. Any variation to the minimum distance shall be authorised only by UEFA.

A board configuration plan template may be found in section 10.10 as well as on the accompanying USB key.

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

Centre board in front of the substitutes' benches (closer to the stands than the other boards) leaving a gap on both sides to enter the pitch).

Boards in front of the substitutes' benches with two doors to be opened as a passway.

Where the Technical Zone has to be left free (according to the *FIFA Laws of the Game* and the domestic rules): substitutes' benches to be moved to the other side of the pitch.



4.1.19. UEFA Women's Champions League Competition Board

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

As from the quarter-finals, the production of a UEFA Women's Champions League competition board is compulsory.

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

- in central position on the main side
- regular size of 6 m x 90 cm or special long version of 9 m x 90 cm (unless otherwise approved by UEFA to fit in with the existing boards)

The artwork for the UEFA Women's Champions League competition board may be found in the Artwork Templates in Part II: Brand Manual, section 14 as well as on the accompanying USB key.



4.1.20. Directional Signage

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



4.2. Media Facilities

4.2.1. Access

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

4.2.2. Press Seating

A minimum of 20 seats, with a clear view of the field of play and both goals, must be made available for the written press in a separate and secure area. At least five of these seats should be equipped with desks big enough to accommodate a laptop computer and a notepad. All seats with desks must be equipped with a power supply and phone/internet connections or alternative Wi-Fi facilities must be available.



4.2.3. Press Conference Room

A press conference room must be available in the stadium for the post-match press conference. Part of the media working area can be used for this purpose.

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

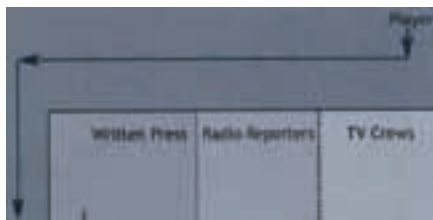
In the case of TV coverage, a raised platform for TV cameras and ENG crews should be considered and proper lighting provided.

Ideally, a UEFA Women's Champions League backdrop should be installed on the podium behind the table. As from the quarter-finals, a UEFA Women's Champions League press conference backdrop is compulsory.



4.2.4. Media Working Area

At least one room, equipped with desks, power supply and phone/internet connections must be provided for media representatives. The room must have a minimum of 50 m². Part of the media working area can also be used as the press conference room. Hospitality should also be available for the media (i.e. refreshments at reasonable prices).



4.2.5. Mixed Zone

A Mixed Zone – preferably covered – should be set up for the media on the way from the dressing rooms to the team transport area to offer reporters additional opportunities to conduct interviews with players after the match. The Host must ensure that the area is safe for players and coaches to walk through.

4.2.6. Television Broadcast

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

In principle, at least six camera positions should be available in the stadium for all matches in the competition. Camera positions should have an unobstructed view of the pitch.



In any case, one main camera position must be provided in the grandstand. It must be centrally situated, at a height above the pitch which guarantees optimum picture quality. The main camera position must be exactly in line with the halfway line and be at a height which forms an angle of 15-20° from the horizontal plane to the centre spot.



TV camera positions are indicated in the following diagram:



4.2.7. Interview Areas

Flash Interview Area

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

Ideally, a UEFA Women's Champions League backdrop should be installed at the Flash Interview Position. As from the quarter-finals, a UEFA Women's Champions League flash interview backdrop is compulsory.



Super-Flash Interview

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



4.2.8. Television & Radio Commentary Positions

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

nine normal spectator seats - three for the desk, three for the seats and three for access.

A minimum of two covered TV and radio commentary positions must be available. At least one commentary position must be equipped with dedicated broadband internet access for live data gathering requirements.

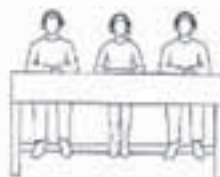


Fig. 4.



Fig. 5.

4.2.9. Television Studio

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

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

4.2.10. TV Compound Area

The TV Compound area is an area which offers sufficient parking space for the trucks used by TV companies for their outside broadcasts of matches. The area should be located as close as possible to the stadium, ideally on the same side as the main camera platform and offer stable ground (tarmac or similar) suitable for heavy vehicles as well

as power supply. The TV compound area must either provide a clear, unobstructed view of the southern horizon, or a separate satellite uplink area is required no more than 50m from the centre of the TV compound area.

At least 100m² must be available for the TV compound area.



MATCHDAY ORGANISATION

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5. MATCHDAY ORGANISATION

5.1. Schedule for Mini-Tournaments

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

Day 1

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

Day 2

- Arrival of the teams
- Arrival of the referees
- Arrival of the UEFA match delegate (if tournament administrator appointed)
- Arrival of the remaining UEFA representatives
- Tournament organisational meeting

Day 4

- First matchday:
1 vs 3 and 2 vs 4

Day 3

- Rest day

Day 5

- Second matchday:
1 vs 4 and 3 vs 2

Day 6

- Rest day

Day 7

- Rest day

Day 8

- Third matchday:
2 vs 1 and 4 vs 3

Day 9

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

For reasons of sporting fairness, the matches played on the last match day in all mini- tournaments must kick off at the same time unless the results in a mini-tournament on the third matchday would not make a difference to the rankings.

The UEFA administration reserves the right to set the kick-off time for the last matchday for all mini-tournaments if necessary for sporting reasons.

Should double-headers (two consecutive matches in the same stadium) be organised on the first and second matchdays, the match stadium, or a building in the immediate vicinity, must be equipped with the appropriate

facilities (e.g. four team dressing rooms, two referee dressing rooms plus dressing rooms for male coaching staff if possible).

Organisational Meeting

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

For a single match: 10.30 hours on matchday in the match stadium

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

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

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

UEFA

- UEFA match delegate
- UEFA referee observer
- Referees
- UEFA tournament administrator, if applicable

Delegations

- Heads of delegations

LOC

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

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

Agenda

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

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

are requested to bring with them the official 25-players list (maximum 18 players being permitted in the final squad listed on the match sheet), the player's passports and the full first and second choice kits for the field players (shirt, shorts and socks) as well as the full goalkeeper kits.

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

The following documents may be found in section 10 of this Manual as well as on the accompanying USB key:

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

5.2. Match Arrangements

5.2.1. Host Responsibilities

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

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

5.2.2. Flags, Music and Announcements

Clubs must fly the UEFA Respect, UEFA and UEFA Women's Champions League flags (in that order) at the stadium at all matches in this competition. These flags are available on loan from the national association.

Clubs may also fly Club and national flags in addition to these UEFA flags.

An example of the flag protocol follows:



No national anthems are played.

At all matches in the competition, the UEFA Women's Champions League walk-on music provided by UEFA must be played from when the players emerge from the players' tunnel until they have lined up, at which point the UEFA Women's Champions League anthem provided by UEFA must be played.

Furthermore, the players are invited to shake hands with their opponents and the referee team after the line-up ceremony as well as after the final whistle, as a gesture of fair play.

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



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

5.2.3. Ball Kids

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



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

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

5.2.4. Players Escorts

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

The children should be:

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

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

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

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

An exception to this rule is where the official kit is worn. In this case, the

official sponsors' advertisements on the shirts must comply with the *UEFA Kit Regulations*.



5.2.5. Sales of Beverages in the Stadium

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

5.2.6. Pitch Watering

The pitch watering schedule must be communicated by the host club at the matchday organisational meeting. The pitch must be watered evenly and not only in certain areas. As a general rule, pitch watering must finish 75 minutes before kick-off. However, pitch watering may also take place after that time if the referee and both clubs agree, and provided it takes place:

- between 75 and 60 minutes before kick-off,
- between 10 and 5 minutes before kick-off, or
- during half-time (for a maximum of 5 minutes).

5.2.7. Countdown

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

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

Arrival at the stadium:

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

Match sheet to be completed by:

- 75' Both teams

Match timetable:

- 40' to -10' Warm-up on the pitch
- 10' Teams return to dressing-room
- 4' Studs control (in corridor)
- 3'30 Teams enter field and stand in line facing the VIP box
- 3'30 UEFA Women's Champions

- 3'00 League walk-on music starts, synchronised with entry of teams onto the field
- UEFA Women's Champions League anthem starts once the players have lined up
- 2'20 Teams shake hands and break for team photos
- 1'30 Team photos
- 1'00 Coin toss – referees and captains
- 0' Kick-off (no earlier than 11.00 hours and no later than 21.00 hours local time)

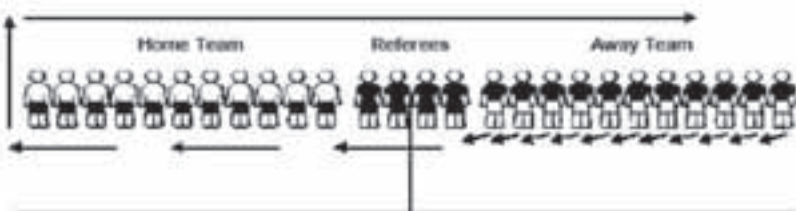
Half-time interval: 15'

This standard countdown can be found in section 10.7 of this Manual as well as on the accompanying USB key.

5.3. Handshake Procedure

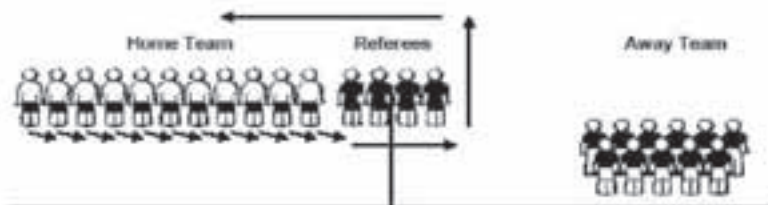
Step 1

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



Step 2

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



Step 3

Both teams line up for team photos



5.4. Match Sheet

In principle, the referee hands the match sheet to the teams for completion. However, upon agreement with the referees and the UEFA representatives, the Match Sheet provided in section 10.8 of this Manual, as well as on the accompanying USB key, may be used instead. For this purpose the following procedure must be respected.

5.4.1. Preparation of the Match Sheets

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

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

5.4.2. Completion of the Match Sheets

Before each match (ideally the day before), each team should be provided with the relevant Match Sheet and be asked to return it to the referee 75 minutes before kick-off. They must indicate the 11 starting players by placing a cross in the "P" column and the 7 substitutes by placing a cross in the "S" column. The "N" column is reserved for players who cannot be fielded (suspended, injured, additional players above 18, etc.). The players listed in the "N" column are not permitted to sit on the bench but must sit in the main stand. The team captain and goalkeepers must also be clearly indicated on the Match Sheet.

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

5.4.3. Photocopying

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

5.4.4. Distribution

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

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

5.4.5. Original Match Sheets

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

5.4.6. Responsibility

The referee is ultimately responsible for the Match Sheet procedure.

The Host (Local Venue Manager or Media Officer), assisted by the UEFA tournament administrator, if applicable, is asked to produce these sheets and assist the referee in the collection of the documents and are responsible for the production and distribution of the copies.

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

5.4.7. Accreditation System

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

In principle, an accreditation card (without a ticket) will allow the holder entrance into and access within the stadium, in specified areas. However, accreditation passes do not normally allow access to a seat in the stadium.

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

Artwork for the accreditation system which follows the UEFA Women's Champions League Brand Identity may be found in Part II: Brand Manual as well as on the accompanying USB key.



MEDIA

06

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06

6. MEDIA

6.1. Media Activities

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

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

6.1.1. Club Press Officer

Each Club must designate a specific person who is responsible for media matters, to coordinate cooperation between the Club and the media in accordance with UEFA's regulations and guidelines, including those contained in this Manual.

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

This person will be responsible for ensuring that media facilities and services provided by the Club meet the competition requirements and for coordinating the team's media activities for both home and away matches,

The visiting club should send (by fax or email) a full list of media accreditation

requests to the host club no later than five days before the match. In the case of the UEFA Women's Champions League final, a copy must also be sent to the UEFA venue director and UEFA media officer. The Club press officer must also ensure that all accreditation requests come from bona fide football reporters.

6.1.2. Host's Press Officer

The Host's press officer is responsible for:

- coordinating all media activities surrounding the match/mini-tournament including fulfilling the duties outlined in the media section below
- undertaking activities in order to promote the event in the region
- before and during the event, providing the media with information on training sessions, matches, press conferences, etc. He/she should also co-operate with the visiting team(s) in order to provide information to the relevant foreign media
- facilitating media access and ensuring a high level of media servicing

- distributing copies of the official match sheets (line-ups) to media representatives and VIP area as soon as these are available (one hour before kick-off)

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

6.1.3. Official Training Sessions

Both teams must make their last training session before the match open to the media for at least 15 minutes. In principle, the visiting team holds its official training session in the stadium where the match is taking place. Each club may decide whether the entire training session in question or only the first or last 15 minutes will be open to the media. If a club decides to make only 15 minutes open, this applies to all the media, i.e. audiovisual media, audio media, written press, photographers, the official club platforms and the club photographers.

Should the Club decide to open the training session for only 15 minutes and if its own official club platform crew wishes to attend the entire session, then an ENG crew from both (i) the host broadcaster and (ii) the main visiting broadcaster must be given the same

opportunity. This applies for both home and away matches.

Should the club allow its own photographer to attend the entire training session (of which only 15 minutes are open to the media), the club photographer must provide UEFA – upon request – with photos which UEFA will then make available to the international media.



6.1.4. Press Conferences

Both clubs should hold a pre-match press conference the day before a match timed to respect the media deadlines in the two countries. The two press conferences should be arranged so that a media reporter can attend both. Ideally, the press conference will be staged in the stadium but, in any case, they must take place in or near the city where the match is to be played. The Host (LOC) is responsible for providing suitable facilities and infrastructure.



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

Each press conference should be conducted by the press officer of the Club, assisted by the appointed interpreter(s). Unless alternative arrangements have been agreed beforehand by the two clubs, the Host (LOC) is responsible for providing a qualified interpreter at pre-match and post-match press conferences. Wherever possible, simultaneous translation facilities should be offered.

6.1.5. Interviews on Match Day

If requested by UEFA, both clubs must make the head coach and one player available the day before each match for an interview of up to five minutes, to be recorded by the host broadcaster, the main audiovisual rights-holder in the territory of the relevant team and other audiovisual rights holders.

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



and (ii) the main visiting broadcaster. These and other players must also be available for flash interviews with other audiovisual rights-holders. All interview locations must be pre-determined by the Host, or in the case of the Final, by the UEFA media officer.

6.1.6. Media Positioning at Match

No media representatives are allowed to go on to the field of play before, during or after the match, with the exception of the hand-held camera crew covering the team line-ups at the start of the match and up to two cameras of the host broadcaster filming after the end of the match. The same applies to the tunnel and dressing-room area, with the exception of UEFA-approved flash interviews and a camera of the host broadcaster filming the following activities:

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

In terms of the mass media, only a limited number of photographers, cameramen and production staff of the audiovisual rights-holders – all equipped with the appropriate pitch-access accreditation – are allowed in the area

between the boundaries of the field and the spectators (see diagrams in 4.2.6 and 6.1.9).

The team dressing rooms are off limits to representatives of the media before, during and after the match. However, subject to the Club's prior agreement, one camera of the host broadcaster may enter the dressing room to film the players' shirts and equipment and also conduct one brief presentation involving the main reporter or presenter from such audiovisual rights-holder. This filming must be completed well before the arrival of the players, ideally some two hours before kick-off.

6.1.7. Club Audio Media Partners

Audio reporters are not allowed to enter the field of play nor may they have access to the pitch, tunnel, dressing rooms or flash interview area. They may attend the post-match press conferences and will be granted access to the mixed zone.

6.1.8. Written Press

This section applies to media that report in writing only, whatever may be the support they use (e.g. newspaper, internet websites, mobile portals). Clubs should accept accreditation applications from such media on condition that they do not cover the game live in sound and/or pictures (for the sake of clarity, this includes press conferences and the mixed zone).

They should be accredited as written press, with access to the post-match press conference and mixed zone.

6.1.9. Photographers

A limited number of photographers may work in the areas behind the advertising boards behind the goals. Photographers may only change ends at half-time or, if appropriate, during the interval before the start of extra time. For the final, in exceptional circumstances, special dispensation to work in other areas is given by the UEFA media officer.



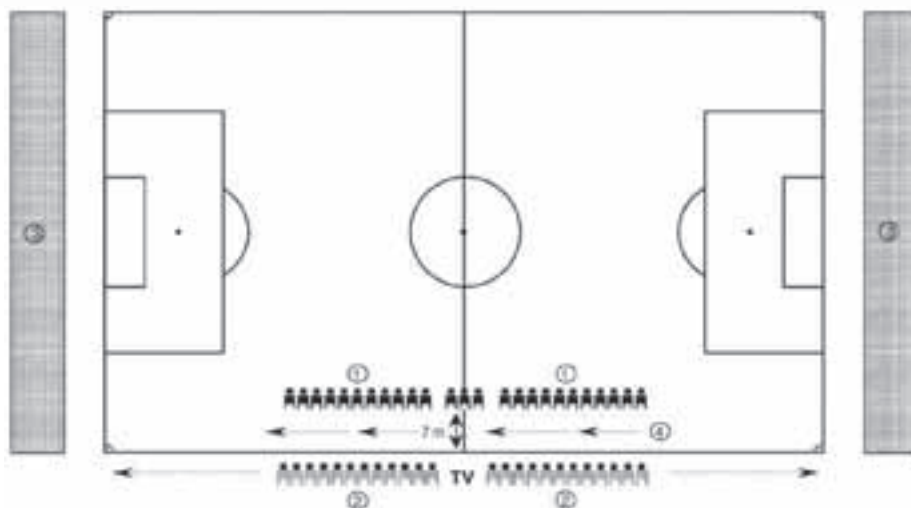
Photographers may attend the post-match press conferences subject to space restrictions. However, no photography is allowed in the mixed zone.

For the final, each photographer must obtain – and sign for – the appropriate UEFA Women's Champions League photographer's bib before the match and must return it before leaving the stadium. The bib must be worn at all times, with the number clearly visible on the back.

Photographs taken by officially accredited photographers may be published online (including internet and mobile) for editorial purposes only, subject to the following conditions:

- They must appear as stills and not as moving pictures or quasi-video;
- There must be an interval of at least 20 seconds between postings of photographs.

Media Positioning at Match:



① Teams before the game

② Photographers and TV crews before the game

③ Photographers and TV crews during the game

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

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

6.1.10. Mixed Zone

A Mixed Zone must be set up for the media on the way from the dressing rooms to the team transport area to offer reporters additional opportunities to conduct interviews with players after the match. The Host must ensure that the area is safe for players and coaches to walk through. Players of both teams are obliged to pass through the mixed zone but they are not obliged to give interviews if they do not wish to do so. Any alternative arrangements require the prior agreement of UEFA.

6.1.11. Recording of Matches

Should matches be televised, the Host must provide UEFA with a recording of the entire match – free of charge, in Digibeta (or, if not available, in Betacam SP) format – to be sent to the UEFA administration for the attention of the Competition Manager. Please refer to section 2.5 of this Manual and to paragraph 26.06 of the Competition

Regulations. If possible, a copy of the tapes should also be provided to the participating teams as well as to the referees, the day following the match.

6.1.12. Filming for technical purposes

For mini-tournaments, should the matches be televised, or in the case where the host club organises technical filming of the matches, all teams must be provided with a DVD of the matches the morning after the matches at the latest.

For home-and-away matches, the clubs involved in a match may film the match for technical purposes. Clubs which are not involved in the match and who wish to film the match for technical purposes must obtain the permission of the host club given that clubs hold the commercial rights to their home matches, as laid down in Article 26 of the competition regulations.

6.2. Cooperation with Media

6.2.1. Pre-Season Procedure

Provision of Information to UEFA

In order to promote and raise the level of exposure of the UEFA Women's Champions League, as well as to give interested parties more information on the participating teams, all Clubs are kindly requested to send the following information to UEFA. This information will be used for non-commercial promotional purposes including posting on the UEFA Women's Champions League pages of UEFA.com.

Club details

All Clubs playing in the Qualifying Round are requested to provide UEFA with the following information by 1 August 2010:

- Head Coach (full name – date of birth – nationality – career as a player and as a coach – honours)
- Press Officer
- Club history / club honours
- Internet address (if available)

News

As the official website of UEFA and the UEFA Women's Champions League, UEFA.com will endeavour to keep followers of the competition up-to-date with all the latest reports and news. As such, your press officer is requested to send as of the Qualifying Round a mail to newsdesk@uefa.ch with any

interesting news/quotes/features plus the accompanying photos which would be appropriate for the website. As a minimum, such features should be sent a few days prior to each UEFA Women's Champions League fixture. The better the information sent, the better the coverage of this top women's club event.

Photographs

The Clubs that qualify for Round of 32 are requested to provide UEFA with the following photographs on a FTP by 1 September 2010:

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

The details of the FTP will be communicated once the qualified teams are known.

6.2.2. Matchday Procedures Press-kit

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

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

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

MARKETING AND PROMOTION

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7. MARKETING AND PROMOTION

7.1. Sponsorship Packages

For the qualifying round, round of 32, round of 16, quarter-finals and semi-finals, the Host may exploit the Commercial Rights of all matches played under their auspices (see Article 26 of the competition regulations or section 2.5 of this Manual).

Following are some examples of rights that may be sold to sponsors in relation to the UEFA Women's Champions League matches. Commercial Rights for these matches (excluding the Final) could be marketed together with a Club's domestic league matches. They could also be offered as a bonus to the Clubs' existing commercial partners.

Sponsorship opportunities include:

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

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

7.1.1. Exposure on Print Material

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

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

- Media Backdrops
- Press Kit Folders
- Press Paper



7.1.2. Exposure in the Match Stadium

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

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

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

7.1.3. Television Exposure

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

- International rights (outside of the host country)

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

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

7.1.4. Services

VIP Package

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

Invitations

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

Product Sales

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



Other items

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

7.1.5. Promotional Material

In addition to the exposure on print material, the sponsor logo may also be shown on the following promotional

material or communicated through the following tools:

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

7.2. Promotion

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

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

Possible promotional activities include the following:

- Radio/TV spots
- Banners and billboards throughout the host city/cities
- Posters throughout the host city/cities
- Distribution of flyers
- Cooperation with newspapers
- Cooperation with schools (adopt a team, cultural activities related to the countries of the participating clubs)
- Cooperation with regional football association
- "Football Ambassadors" – involvement of well-known players
- Promotional activities at domestic league matches (women's and men's), such as:
 - information stand
 - announcements at half-time

- video board
- As well as promoting on the Club's website, advertise on regional association's and national association's websites
- Club activities linked to the mini-tournament/match, e.g. club's youth teams
- Competition to become player's escorts and/or ball girls
- Active approach towards sponsors, inviting sponsors, employees and their children; providing a special sponsor promotion programme
- Ticket competitions



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

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

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

Standard artwork following the UEFA Women's Champions League Brand Identity may be found in Part II: Brand Manual, section 14, as well as on the accompanying USB key, for the following items:

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



7.3. Ticketing Strategy

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

Such a strategy should include elements covering ticket prices and ticket categories

7.3.1. Ticket Prices:

- prices should be reasonable so as not to deter attendance

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

7.3.2. Ticket Categories:

- individual match tickets
- mini-tournament pass (valid for any match of the tournament)
- family ticket e.g. parents attending matches with children under a certain age pay a single price for the whole family
- ticket offer to local schools
- ticket offer to communities/municipalities at low prices – the local government may distribute tickets to the population free of charge emphasising the municipalities' support of this tournament

- ticket offer to sponsors at low prices – the sponsor may distribute tickets to employees and their children
- supporters wearing the shirt of one of the participating teams may enter free of charge or at reduced fee
- special offers to local companies
- team ticket – a certain number of persons may attend the match for a special rate (a team of 15, 20 or more persons)
- invitation cards for VIPs and guests

7.3.3. Added Value

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

7.3.4. Ticket Design

The design of the tickets should follow the UEFA Women's Champions League Brand Identity. Standard artwork for a ticket may be found in the Artwork Templates in Part II: Brand Manual, section 14, as well as on the accompanying USB key.



7.3.5. Reserved Tickets

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

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

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

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8. COMMUNICATION OF INFORMATION

8.1. Host to UEFA

Stadium Questionnaires and Certificates

The following questionnaires and certificates in relation to the stadiums which will be used for the matches in the competition, including those which would be used in the final round, are required by Monday, 7 June 2010:

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

Match Administration

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

Match Administration		
	Exact Match Dates	Venue and kick-off times
Qualifying Round	fixed	Mon, 5 Jul 2010
Round of 32	Wed, 25 Aug 2010	Wed, 25 Aug 2010
Round of 16	Mon, 18 Oct 2010	Mon, 18 Oct 2010
Quarter-Finals	Mon, 1 Feb 2011	Wed, 16 Feb 2011
Semi-Finals	Mon, 28 Mar 2011	Mon, 28 Mar 2011
Final	fixed	fixed

8.2. All Participating Teams to UEFA

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

Team Administration			
	List of Players form W	Amendments on List of Players form W2	Players Kit Approval Request Form
Qualifying Round	Wed, 22 Jul 2010	Tue, 3 Aug 2010 12.00 CET	Mon, 5 Jul 2010
Round of 32	Wed, 8 Sep 2010	Mon, 20 Sep 2010 12.00 CET	Mon, 23 Aug 2010
Round of 16	Same list as for Round of 32	Mon, 1 Nov 2010 12.00 CET	Same as for Round of 32
Quarter-Finals	Same list as for Round of 32	Mon, 14 Mar 2011 12.00 CET	Wed, 16 Feb 2010 (plus samples of 1st & 2nd choice player and goalkeeper kit)
Semi-Finals	Same list as for Round of 32	-	-
Final	Same list as for Round of 32	-	-

8.3. Host to the Visiting Team(s)

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

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

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

8.4. Visiting Team(s) to the Host

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

- flight details
- exact number of delegation
- members
- special wishes regarding hotel room categories (singles, doubles, suites, etc.)
- rules with regard to mini-bar, Pay TV, telephone lines in the players' rooms, etc
- training schedule
- meeting schedule
- menu plan and any special dietary requests
- eating times (including pre-match snacks)
- information on the luggage to be collected at the airport (number of pieces, type of luggage, approximate weight, etc.)
- whether a cook would travel with the team
- information on any food/beverages to be brought into the country
- information on any special equipment (television camera, computer equipment, etc.) to be brought into the country

- whether the team travels with its own massage table
- whether the team travels with its own training balls
- requests regarding equipment/services to be provided at the match stadiums or training grounds (additional massage tables, tactical board, number of balls, mobile goals, small goals, specific quantity of water, tea, fruits, etc.)
- requests for additional vehicles
- colours of the first-choice and second-choice team kits
- colours of the goalkeeper kits
- requests with regard to attending matches of the other teams
- information as to how the visiting team will settle its extras, including the expenses of additional delegation members or additional days
- requests regarding equipment in the meeting room

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

- information as outlined above
- a welcome message
- the printed souvenir programme, if applicable

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

UEFA CONTACT INFORMATION

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9. UEFA CONTACT INFORMATION

9.1. Main Address

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

Tel: +41 22 848 00 27 27
Fax: +41 22 848 01 27 27
Media Desk Tel: +41 22 848 04 27 27
Press Fax: +41 22 707 28 38
www.uefa.com

President

Michel Platini

General Secretary

Gianni Infantino

Competitions Director

Giorgio Marchetti

Head of Women's & Futsal Competitions

Mikael Salzer

9.2. UEFA Women's Champions League Contact Persons

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

Women's Competitions Manager

Anne Vonnez (womensfootball@uefa.ch)

Women's Competitions Assistant

Katharina Scheel
(womensfootball@uefa.ch)

- competition format

- financial conditions
- competition regulations
- Manual
- coefficients and draws

Match Centre Assistant

Yolande Seewer (matchcentre@uefa.ch)

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

Delegates Assistant

Stéphane Keller (delegate@uefa.ch)

- delegates

Refereeing Operations Manager

Luzia Porret
(referee.appointments@uefa.ch)

- refereeing matters

Brand Coordinator

Julie Chanel (brand@uefa.ch)

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

Press Officer - Media Relations

Emilia Hinkkanen (media@uefa.ch)

- media matters

uefa.com

Paul Saffer (newsdesk@uefa.ch)

- UEFA Women's Champions League editor
- club information and photographs

ORGANISATIONAL TEMPLATES

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10. ORGANISATIONAL TEMPLATES

10.1. Telephone Contact List



Telephone Contact List

Name	Function	mobile number	e-mail

10.2. Invitation to Organisational Meeting



Organisational Meeting

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

Date: (day), (xx month) 2010

Time: xx:xx hours

Place: hotel name, floor, room name

Please bring to the meeting:

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

10.3. Organisational Meeting Agenda (Mini-Tournament)

ORGANISATIONAL MEETING

AGENDA

1. Welcome and introduction of all those present by Chairman
2. Welcome by the Host
3. Match Schedule
4. Match / Refereeing Matters
 - Kick-off
 - Transport for the referees / delegates / teams
 - Technical stadium facilities
 - Substitution boards
 - Colours of the playing kits
 - Floodlighting
 - Matters relating to television and the press
 - Referee's report form
 - Countdown
 - Substitutes' bench
 - Field of play, goal dimensions, etc
 - Instructions from the referee
5. Disciplinary Matters
6. Safety/Security Matters
 - Stadium capacities: number of seated/standing places
 - Expected attendance
 - Security measures for the visiting teams
 - Information and measures with regard to the supporters of the visiting teams
 - Security measures in the stadiums
 - Television surveillance system in the stadiums
 - No public sale of alcohol
 - Entry control procedures
 - Public address announcers
 - Stadium exit doors and emergency gates
 - Liaison group
7. Administrative Matters
 - Doping Controls
 - Eligibility of players
 - Seats for the UEFA match delegate, referee observer (where applicable) and Doping Control Officer
 - Flags in the stadium
 - Accreditation and stadium passes
8. Media Matters
9. Hotel Arrangements
10. Transport Arrangements
11. Social Events
12. Confirmation of Team and Referee's Colours
13. Passport/ID control

10.4. Organisational Meeting Agenda (Match)

ORGANISATIONAL MEETING

AGENDA

Welcome and introduction of all those present by the chairman

1. Match / Refereeing Matters

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

2. Safety / Security Matters

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

3. Administrative Matters

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

10.5. Team Colours Summary



Determination of colours

Group: x Mini-Tournament played in (city, country)

Match 12*	Teams	Field player colours			goalkeeper colours			substitutes kits	referees' shirts	ballkicks colours
		shirts	shorts	socks	shirt	shorts	socks			
	Home Team									
	Away Team									
	Home Team									
	Away Team									
	Home Team									
	Away Team									
	Home Team									
	Away Team									
	Home Team									
	Away Team									
	Home Team									
	Away Team									

10.6. Match Organisation Checklist

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

10.6.1. Preparatory Phase

Stadium/Training Ground Matters

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

Protocol Matters

- Prepare list of local VIPs that may attend the matches
- Prepare seating plan for team officials, VIPs, guests, sponsors, etc.
- Define VIP hospitality areas in the stadium and planned level of service

- Check public address system
- Check UEFA Women's Champions League walk-on music and anthem
- Arrange the necessary numbers of flags
- Define entrance ceremony for the teams (UEFA Women's Champions League walk-on music and anthem, players' escorts, flag carriers, etc.)

Accreditation Matters

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

Media Matters

- Preparation of media infrastructure (press seats, electricity, modem plugs, mixed zone, press conference room, etc – see section 4.2)
- In case of TV coverage, provision of necessary facilities (camera positions, electricity, OB-van area, up-links, etc – see section 4.2)

Team Matters

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

Referee Matters

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

Doping Control Matters

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

Ball Kids

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

Signage

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

Delegate's Room

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

10.6.2. One day before the match (MD-1)

Stadium

- In case of doubt, check with referee and UEFA match delegate on use of playing field for training sessions. If negative, UEFA match delegate to inform teams concerned.
- Check goals
- Check pitch quality (watering and grass cutting)
- Check dressing rooms clean and keys available to open/lock doors
- Check doping control room equipped with refrigerator, drinks and keys available to open/lock door
- If applicable, check functioning of floodlights and time lights switched on
- Check availability of flag poles and flags
- Check PA system functioning
- Check UEFA Women's Champions League walk-on music and anthem
- Check scoreboard and stadium clock Protocol
- Update VIP list
- Check sufficient staff available for hospitality area
- Check hospitality areas are ready and food/drinks ordered

Accreditation

- Ensure all persons have received accreditation cards
- Ensure stewards/security staff/police are briefed on tasks, timings and meeting point
- Define last-minute pick-up point for accreditation cards and tickets
- Commercial Matters
- Check correct installation of advertising boards

Media

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

Teams

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

Refereeing matters

- Check with referee liaison officer:
- Electronic substitution boards or traditional substitution panels
- Substitution forms
- Refreshments ordered for referees

Equipment

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

Ball Kids

- Confirm availability of ball kids
- Check neutral equipment not clashing with team colours

Players Escorts

- Confirm availability of players' escorts

Signage

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

Delegates Room

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

10.6.3. Match Day

Morning

- Check items that were not ready during previous check
- Check with ground keeper watering schedule (if necessary)
- Check availability of the following material at the stadium:

- Minimum 10 match balls
- Flags (UEFA Women's Champions League, UEFA, UEFA Respect)
- Warm-up bibs (2 x 10) – in principle responsibility of the team in question
- Sufficient still bottled mineral water for the teams
- Massage tables for the teams
- Tactical boards for the teams
- Signage

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

Carry out the necessary briefings and check the following:

- Sufficient number of balls available in the referees' room
- Ball pump functioning
- Photocopier and fax functioning (turn on, sufficient paper)
- Seat labels for VIP seating – officials of the participating teams, representatives of other teams not involved in the match, Club and national association representatives, guests, etc.
- Arrival time of ambulance, fire-brigade, security and ball kids
- Stretchers and carriers
- Flag protocol
- Position of advertising boards and cameras (distances to the touch line and goal line, security)
- Signage in place

- Accreditation system
- Dressing rooms (clean, equipped with massage tables and tactical boards; still bottled mineral water provided)
- Technical equipment for music and announcements
- Brief announcer and provide announcement text
- Check hospitality area open
- Replacement goal available

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

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

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

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

The Local Venue Manager should then oversee the following activities:

Time until kick off	Activity
- 40 minutes	Warm-up on the pitch
	Check arrival of security, ambulance, fire brigade, ball kids Double check all open items
- 10 minutes	Finish warm-up on the pitch
	Ensure everyone leaves pitch (to dressing room or bench) Ball kids in position Players escorts in tunnel Teams line-up in playing field entrance (tunnel) on correct sides for entrance Give sign to stadium speaker (welcome text)
- 3'30 minutes	Start of the Countdown
	Lead teams onto the pitch as per countdown; UEFA Women's Champions League walk-on music synchronised with entry of teams UEFA Women's Champions League anthem starts once the players have lined up Co-ordinate correct countdown procedure Co-ordinate team entrance with TV, if necessary
Kick-off	Give sign to referee
During match	Assist 4th official if necessary Check for problems concerning match arrangements (ball kids, boards, TV, security)
After match	Assist the UEFA match delegate and, if applicable, the tournament administrator

10.6.4. Potential Problems and Solutions

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

Match Abandoned

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

Late Arrival of Teams or Referees

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

- LOC to inform the spectators of decisions taken

Team brings Incorrect Kit

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

Set-up of Advertising Boards

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

Position of Teams / Defined Areas / Protocol

- In principle, away team sits on bench behind first assistant
- Away team starts hand-shake procedure and lines up on the right side of the referee (when looking from the main stand onto the pitch). To ensure teams are correctly lined up in the tunnel to avoid crossover when coming onto pitch

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

Distribution of team sheets

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

Pre-match activities

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

Kick-off on time

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

Camera positions

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

10.7. Countdown

Time	Countdown to Kick Off
-120'	Stadium gets open to spectators and media.
-75'	Pitch inspection by UEFA match delegate, referees and team representatives.
-75'	Teams to deliver Match Sheets to referee.
-40'	Teams warm-up on pitch.
-15'	Players exit pitch.
10'	Ball boys take up positions around pitch. Players' escorts ready in tunnel.
-5'	Welcome message announced. Players' names announced of away and home teams.
-4'	Teams join referees in players' tunnel for shorts check.
3:33	Referees lead teams out of players' tunnel (with player escorts) and stand in line facing the VIP lounge. UEFA Women's Champions League walk on music starts, synchronised with entry of teams onto field.
3:03	UEFA Women's Champions League anthem starts once the players and referees have lined up.
-2:23	Teams shake hands according to handshake procedure.
1:33	Teams complete handshake and line up for team photos.
-1:03	Coin toss with referee and captains.
0'	KICK-OFF
Half-Time	
HT	Teams exit pitch.
HT +14 mins	Teams and referees re-enter pitch.
HT +18 mins	Second half kick-off.
Full Time	
FT	Teams, referee and assistant referees gather in centre circle, shake hands, wave to spectators and leave field together.
FT +1 mins	Head media officer escorts selected players for Flash interviews.
FT +15 mins	Official press conference begins.



10.9. Announcements in the Stadium

10.9.1. Before the Match

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

Good afternoon/evening Ladies and Gentlemen.

Welcome to the [stadium name] here in (name of town/city) for the UEFA Women's Champions League match between (name of home team) and (name of away team).

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

The line-ups today will be the following:

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

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

She will be assisted by (full name) and (full name), also from (country).

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

And the UEFA match delegate is Mrs/Mr (name) from (country).

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

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

10.9.2. During the Match

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

Goal scored

Goal scored by (number of player and player name and team).

Substitution of players

(Number of player and player name leaving) is being [has been] substituted and replaced by (number of player and player name entering)

Additional time

A minimum of (xx) minutes of additional time will be played.

NB: announcer must not announce yellow or red cards.

10.9.3. At Half Time

In order to provide the spectators with some information on the mini-tournament the following information may be announced:

- Number of spectators at the match
- Half-time score of the other match
- Information of the next matches in the mini-tournament (date, kick-off, venue and match)
- Information on any future domestic league matches of the home club

10.9.4. In the Case of Extra Time

The match will now proceed to extra time. Two periods of 15 minutes each will be played. If the score is still level after the second period, the winners shall be determined by penalty kicks.

10.9.5. After the Match

The following details should be announced to the spectators:

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

Ladies and Gentlemen,

We hope you enjoyed today's/this evening's UEFA Women's Champions League match. We wish you a safe journey home and hope to see you again soon.

10.10. Stadium Board Configuration Plan



10.11. Mini-Tournament Ranking



GROUP RANKINGS RANKING AFTER MATCHDAY 1

Pos	Club	Played	Wins	Draws	Loss	Fair	Against	Points
1								
2								
3								
4								

RANKING AFTER MATCHDAY 2

Pos	Club	Played	Wins	Draws	Loss	Fair	Against	Points
1								
2								
3								
4								


RANKING AFTER MATCHDAY 3

Pos	Club	Played	Wins	Draws	Loss	Fair	Against	Points
1								
2								
3								
4								

10.12. Mini-Tournament Statistics


**QUALIFYING ROUND
MINI-TOURNAMENT IN CITY, COUNTRY**

FIRST MATCHDAY STATISTICS

	CLUB	-	CLUB		1 st 0-0	H ¹	0
					2 nd 0-0	H ²	0
					3 rd 0-0	H ³	0
					4 th	H ⁴	0
0		0	Attendance: 0				

	CLUB	-	CLUB		1 st 0-0	H ¹	0
					2 nd 0-0	H ²	0
					3 rd 0-0	H ³	0
					4 th	H ⁴	0
0		0	Attendance: 0				

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

Pos	No.	Club	Cards			suspended for next match
			yellow	red		
1 st						
2 nd						
3 rd						
4 th						



REGULATIONS OF THE UEFA WOMEN'S CHAMPIONS LEAGUE

BRAND SUPPORT

- 12.1. What is it?
- 12.2. Music

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12. BRAND SUPPORT

12.1. What is it?

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

Its objectives are:

- firstly, to provide the means of reinforcing the UEFA Women's Champions League Logo and visual identity, together with the Clubs' visibility, in a memorable way.

- secondly, to build brand equity in the UEFA Women's Champions League, promoting and encouraging commercial interest from both broadcasters and sponsors.
- thirdly, to ensure the strategic emphasis is placed on what you can do, rather than what you cannot.

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

12.2. Music

On-Air

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

In-Stadia

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

General Events

Music edits are available to support general event usage.

GENERAL GUIDELINES

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13. GENERAL GUIDELINES

13.1. Intellectual Property Rights

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

Any and all copyright and other intellectual property rights for all purposes throughout the world, which are created, developed and/or used in relation to the UEFA Women's Champions League Materials and/or the Logo shall remain vested in UEFA or, as the case may be, become the sole and

exclusive property of UEFA. The Clubs shall not claim any right, title or interest in relation thereto. All uses of the above will accrue for the sole benefit of UEFA. Should any right, title or interest in any of the above become vested in the Clubs (by operation of law or otherwise), the Clubs shall hold the same in trust for UEFA and shall, at the request of UEFA, forthwith unconditionally assign free of charge all such right, title or interest to UEFA and execute any documents necessary in connection therewith.

13.2. Use of UEFA Women's Champions League Logo and UEFA Women's Champions League Materials by the Clubs

The Clubs shall not use the UEFA Women's Champions League name, the Logo or the UEFA Women's Champions League Materials in any way which:

- (i) may damage the distinctiveness or value of the UEFA Women's Champions League name or the Logo; or
- (ii) may be deceptive or misleading.

The Clubs undertake that they will not use any name or Logo which is an imitation of or which is confusingly similar to the UEFA Women's Champions League name, the Logo and/or any UEFA Women's

Champions League Materials.

All uses of the Logo and the UEFA Women's Champions League Materials by the Clubs must be in full accordance with the guidelines contained in this Manual and other instructions issued by UEFA from time to time. All uses of the Logo and the UEFA Women's Champions League Materials by the Clubs shall faithfully and accurately reproduce the colour, language, design and appearance of the Logo/UEFA Women's Champions League Material as transmitted to

the Clubs by UEFA (including, without limitation, any copyright or trade mark notices).

If requested to do so by UEFA, the Clubs will immediately remove the UEFA Women's Champions League name, the

UEFA Women's Champions League Logo and/or the UEFA Women's Champions League Materials from any material if the use thereof is in the reasonable opinion of UEFA in breach of the guidelines provided in the Manual.

13.3. Approvals

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

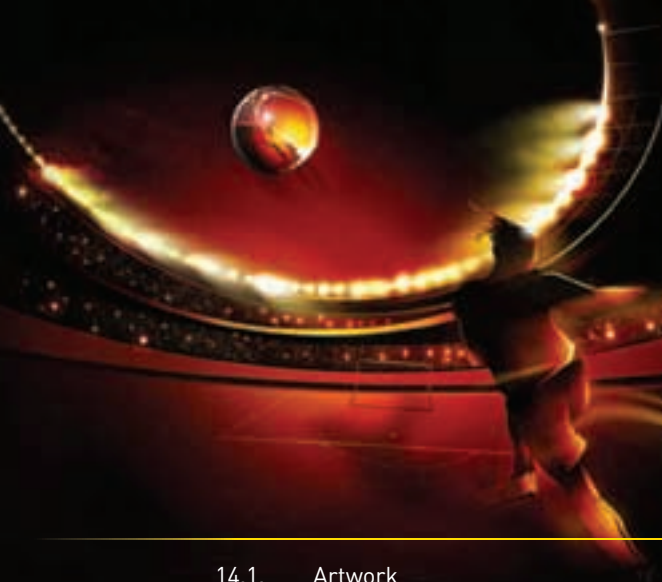
Approval requests shall be made to UEFA Brand Management by sending a PDF of the artwork or by sending representative samples or accurate photographic representations of the intended use. UEFA should have at least ten working days to send its comments/ final approval back to the club.

UEFA Brand Management

Contact details:

e-mail: brand@uefa.ch

Tel: +41 848 00 27 27



PRINT

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14. PRINT

14.1. Artwork

The artwork provided can be adapted to fit with common print dimensions, but the overall 'look' should always stay the same. The different elements cannot be changed proportionally to one another. In case you would like to produce additional artwork than those provided, UEFA will develop the necessary artwork. The following information would be required:

Item name – size and orientation (width/height – portrait/landscape); Usage – texts, images, sponsors logos to be inserted; Material to be printed on – paper, nylon, canvas; Deadline for delivery of artwork; Comments. Please allow a minimum of five working days to UEFA to provide you with the requested artwork.

14.2. Text

The texts within the templates can be replaced with the correct information, or deleted if inappropriate. The recommended typeface is DIN. If this is

not available, use Arial.

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

14.3. Logos

The Club Logos and Club names should be used in place of the dedicated boxes, but they must not exceed the size of

these boxes. If you do not have all the required Club logos, use the Club names.

14.4. Approval

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

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

14.5. Sponsor Integration

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

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

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

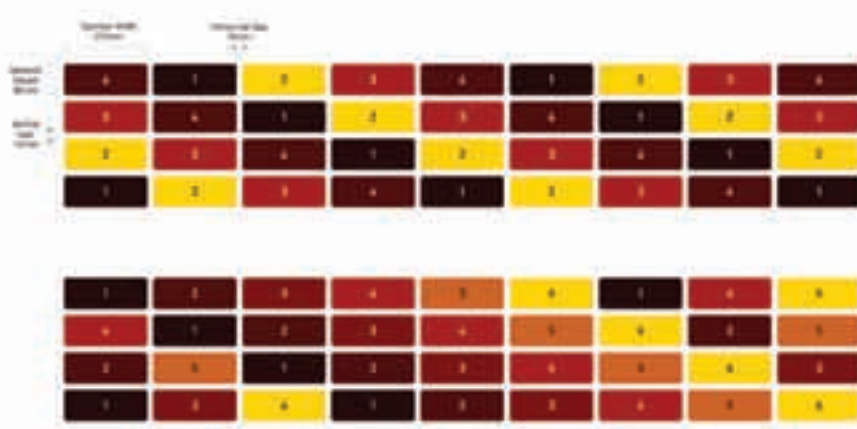
The spacing between each box should be 15mm (horizontally and vertically) for all media, flash backdrops and telescopic.

Sticker spacing example:

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

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

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



Sponsor Stickers - Size and Spacing for Press Backdrops Only

14.6. Artwork Templates

14.6.1. Pitch Boards

Size of artwork provided: The regular size is 6m x 0.9m

UEFA Women's Champions League Logo cannot be modified

We have also prepared a special long version of 9m x 0.9m

Material Recommendation: Wood 6mm Exterior Plywood

Size can be modified to fit with your board requirements



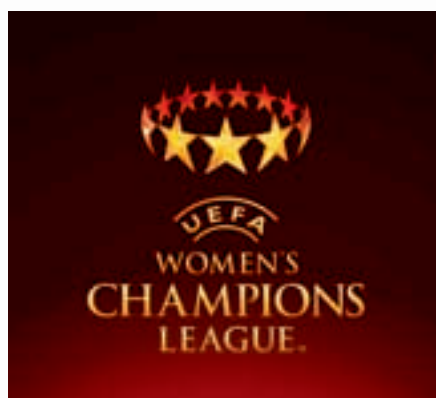
14.6.2. Corner Boards

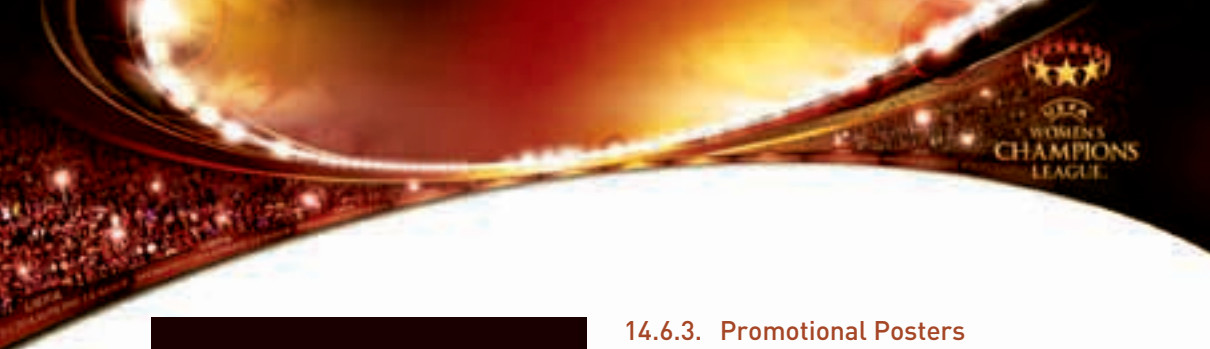
Size of artwork provided: the regular size is 1m x 0.9m

- Size can be modified to fit with your board requirements
- UEFA Women's Champions League logo cannot be modified

Material Recommendation: Wood 6mm Exterior Plywood

Colours: CMYK





14.6.3. Promotional Posters

Size of artwork provided: A3

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

Colours: CMYK

14.6.4. Promotional Flyers

Material Recommendation: Coated, SK 3, 175gm2

Size of artwork provided: A4 folded in 3

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

Colours: CMYK



14.6.5. Match / Mini-Tournament Programme Cover

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

Programme Specifications

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

Programme Language

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

Programme Design

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

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

Programme Content

There are no restrictions on the programme contents. Information about the UEFA Women's Champions League,

such as results tables, are available on uefa.com or from UEFA upon request.

The contents may include:

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

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

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

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



Material Recommendation:

Cover: Coated, SK 3, 150gm2

Inside pages: 100gm2, coated

Colours: CMYK



14.6.6. Tickets

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

Guidelines for ticket design

Front of ticket should include in the main section:

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

Back of ticket should include:

- UEFA Women's Champions League Logo
- Official partners
- Stadium information – drawing (optional)
- Legal information (optional)

Size of artwork provided:

landscape 16cm x 8cm

- layout can be modified to fit with your ticket requirements

- the idea is to have on UEFA Women's Champions League Logo per part of the ticket, i.e. if you have only 2 parts, 2 logos are enough.
- on the back, if there isn't any legal text, please keep the shaded area for clear delineation between the UEFA Women's Champions League Logo and the Club's Sponsors.

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

Colours: CMYK





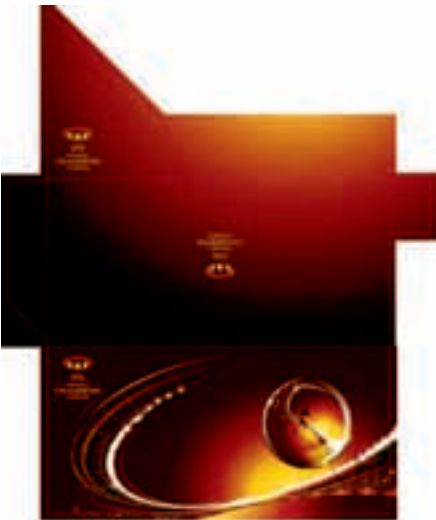
14.6.7. Hospitality Cards

Size of artwork provided: 8.5cm x 9.5cm

- layout can be modified to fit with your pass requirements

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

Colours: CMYK



14.6.8. Welcome Pack

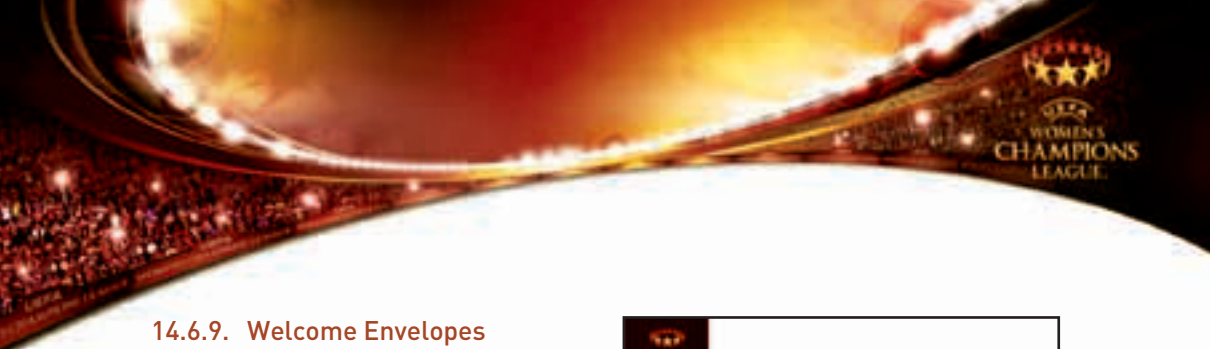
Size of artwork provided: 21.5cm x 10.5cm (closed)

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

Colours: CMYK

———— Cutting guide (do not print)

----- Fold (do not print)

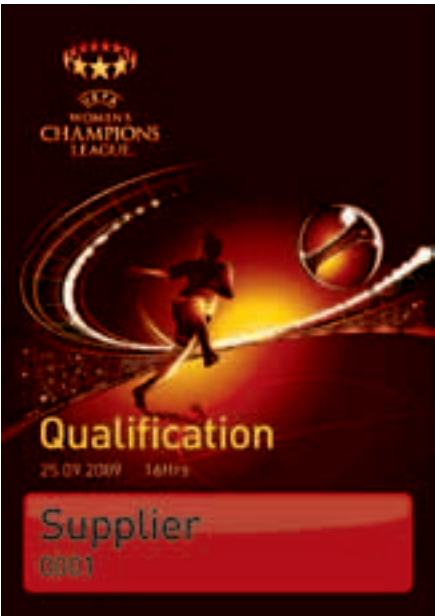
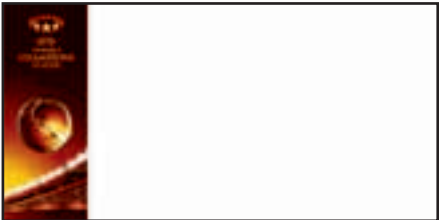


14.6.9. Welcome Envelopes

Size of artwork provided: 224 x 113mm

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

Colours: CMYK



14.6.10. Accreditation Cards

Size of artwork provided: 10.5 x 14.85

(4 accreditations per A4 page)

- layout can be modified to fit with your accreditation requirements
- Club Logos can be added if necessary
- Change colour zone as required (template has different layers of colours)

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

Colours: CMYK



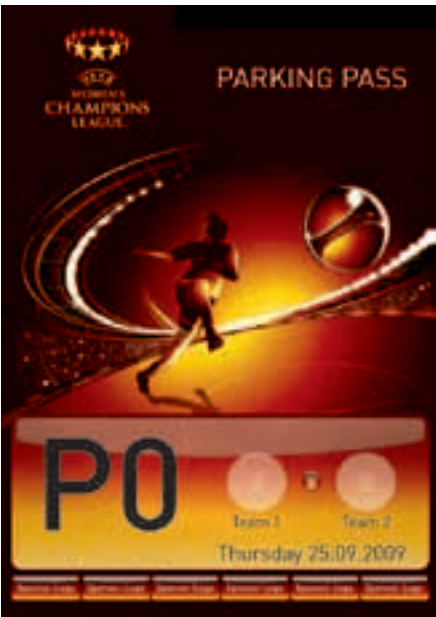
14.6.11. Accreditation Poster

Size of artwork provided: A3

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

Material Recommendation: Coated SK 3, 175gm2

Colours: CMYK



14.6.12. Parking Pass

Size of artwork provided: A5

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

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

Colours: CMYK



14.6.13. Substitution Board Sticker

Size of artwork provided: landscape
47cm x 10cm

- size can be modified to fit with your requirements

- sticker can also be used for other applications and decoration

Colour: CMYK



14.6.14. Clipboard

Size of artwork provided: portrait
23.5cm x 34cm

- size can be adapted to fit with your requirements

Colour: CMYK



14.6.15. Press Conference Backdrop

Size of artwork provided: 3m x 2.3m

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

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

Colours: CMYK



14.6.16. Press Conference Table- Front Banner

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

- layout can be modified to fit with
your requirements

Material Recommendation: Correx 4mm

Colours: CMYK



14.6.17. Table Signs

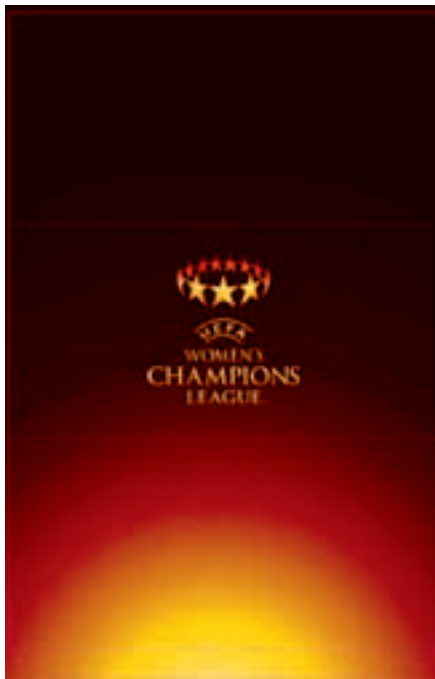
Size of artwork provided: 3cm x 2.3cm

- Sign to be positioned on the press conference table (in front of microphones, if applicable)

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

Colours: CMYK

----- Fold (do not print)



14.6.18. Flash Backdrop

Size of artwork provided: 1.2m x 1.2m

- Sponsor panels are for positional use only and should be replaced with sponsor and club logos

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

Colours: CMYK



14.6.19. Press Paper

Size of artwork provided: A4

- layout can be modified to fit with your requirements
- Club Logo can be added
- If you have more sponsors, boxes can be added on the right in line with the others

Material Recommendation: paper 80-100gm2, uncoated

Colours: CMYK



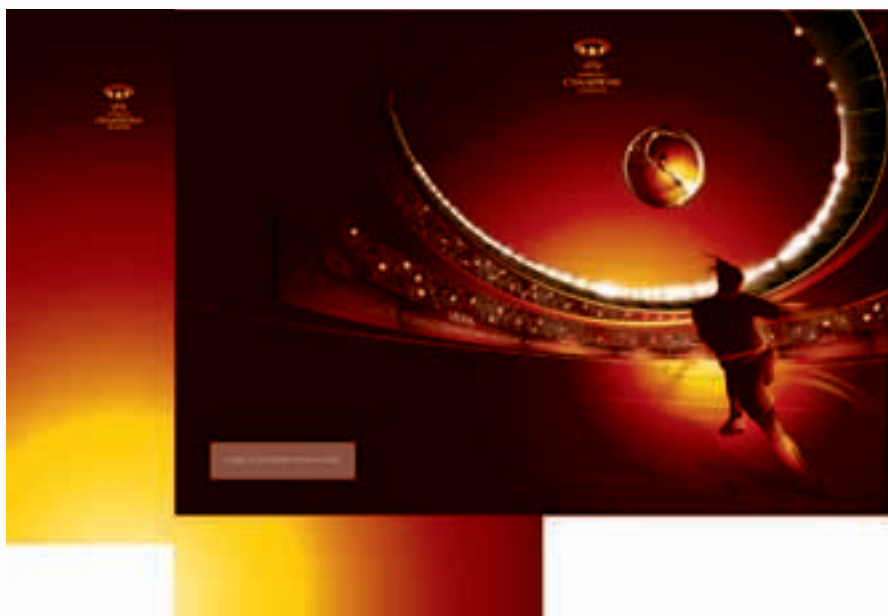
14.6.20. Press Kit Folder

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

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

Material Recommendation: Gloss laminated, 350gm²

Colours: CMYK



14.6.21. Wall Signs

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

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

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

Colours: CMYK



14.6.22. Substitutes Benches

Size of artwork provided: landscape 7m
x 1m

- size can be modified to fit with your banner requirements
- text can be adapted to your language
- generic version or version with club logos

Material Recommendation: PVC

Colours: CMYK



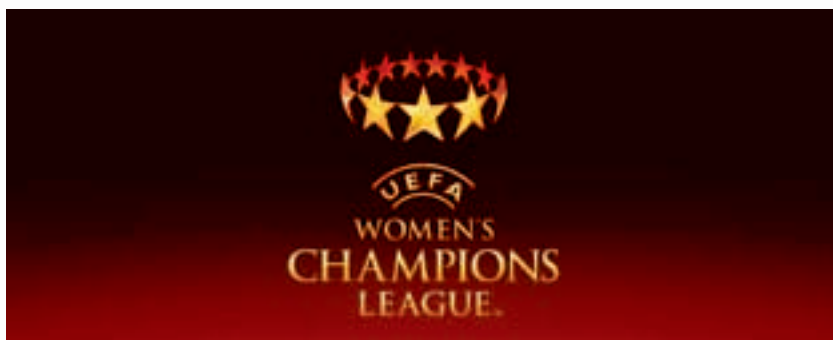
14.6.23. Inside Substitutes Bench

Size of artwork provided: 50 x 20cm

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

Material Recommendation: 4mm Correx

Colours: CMYK



14.6.24. Player Tunnel

Size of artwork provided: 2.3m x 3.2m

- size can be modified to fit with your tunnel requirements

Material Recommendation: 4mm Correx
or 5mm Foamex

Colours: CMYK

Fixing: with double-sided tape to existing
tunnel structure



14.6.25. Telescopes

Size of artwork provided: 0.9m x 2.3m

- Telescopes can be used with or without sponsors
- Sponsor panels are for positional use only and should be replaced with sponsor and club logos

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

Colours: CMYK



14.6.26. Welcome Desk

Size of artwork provided: 1.1m x 1.2m

Material Recommendation: 4mm Correx
or 3mm Foamex

Colours: CMYK



14.6.27. Welcome Backdrop

Size of artwork provided: 2m x 2.3m

- Layout can be modified to fit with your requirements
- Club logos can be added
- Sponsor panels are for positional use only and should be replaced with sponsor and club logos

Material Recommendation: 4/6mm

Correx or 5mm Foamex with supporting structure

Colours: CMYK





14.6.28. City Banner

Size of artwork provided: portrait 1m x 4m

- Layout can be modified to fit with your banner requirements

Material Recommendation: Fabric or PVC

Colours: CMYK





14.6.29. Entrance Banner

Size of artwork provided: landscape 7m x 1m

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

Material Recommendation: PVC

Colours: CMYK



14.6.30. Pennant

Size of artwork provided: portrait 15cm
x 20.5cm

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

Material Recommendation: Textile or
PVC

Colours: CMYK



BROADCAST

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15. BROADCAST

15.1. Introduction

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

womensfootball@uefa.ch

15.2. General Principles

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

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

15.3. Opening Sequences (with and without hold)

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

The 30'' is the preferred option.

15.4. Closing Sequences (with or without hold)

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

The 15'' is the preferred option.

15.5. Break Bumpers and Animated Logos

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

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

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

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

15.6. Studio Loops

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

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

15.7. Replay Wipes

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

15.8. TV On-Screen Graphics

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

The Club may authorise a third party to add minor timing and/or score graphics provided that they are in the standard UEFA Women's Champions League graphics style.

15.9. Additional Promo Kit Applications

The broadcasters or clubs can use the promo to promote the coverage of UEFA Women's Champions League.

Club footage from previous matches can be added by the broadcasters.

DIGITAL

16.1. Web Banners

149

16. DIGITAL

Use of UEFA Women's Champions League Material on Club web site

The Clubs are encouraged to use the UEFA Women's Champions League Banners provided on the USB key to illustrate the UEFA Women's Champions League section of their official and fully owned and operated web site under the following conditions:

16.1. Web Banners

The UEFA Women's Champions League Banners may only be used by the Clubs to illustrate the UEFA Women's Champions League section of their web site.

No third party may be permitted to be associated with the UEFA Women's Champions League Banners or any other UEFA Women's Champions League Material on the Clubs' web site. For example, the UEFA Women's Champions League Banners must not be used in proximity to such third parties' corporate names and/or Logos which could create the possibility of an association between the UEFA Women's Champions League and the third party.

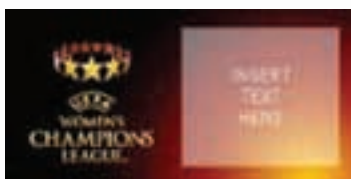
The Clubs must not use the term "UEFA Women's Champions League" or any other UEFA trademark in the "top level domain" URL of their web site.

All uses of the UEFA Women's Champions League Material must also serve as hyperlinks to the home page of the official UEFA website www.uefa.com.

The UEFA Women's Champions League Banners must not be used as a link to any other web site, any other part of the web site of the Clubs, or any feature of the web site of the Clubs (for example, multimedia and games).



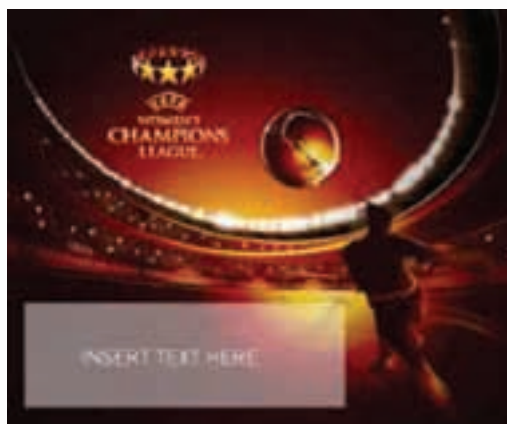
150 x 200 pixels



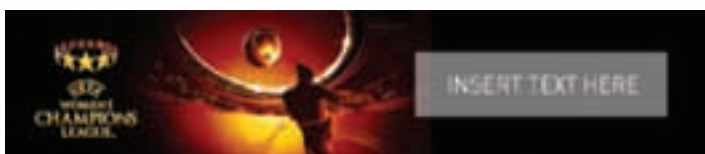
240 x 120 pixels



300 x 170 pixels



300 x 250 pixels



385 x 80 pixels



470 x 60 pixels

LOGO

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17. LOGO

17.1. Use of Logo

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

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

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

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

- Advertisements in the newspaper
- Official posters, flyers and banners to promote the UEFA Women's Champions League matches
- Matchday/Mini-tournament programmes
- Match tickets and VIP passes
- Press kit folders
- Press paper
- Accreditation pass
- Parking pass
- Car and bus signage
- Media backdrops for press conferences and flash interviews
- Welcome backdrop
- Event giveaways (e.g. pennants)
- On-screen graphics (if TV broadcast)

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

17.2. Conditions

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

17.3. Merchandising

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

Such opportunity is subject to:

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

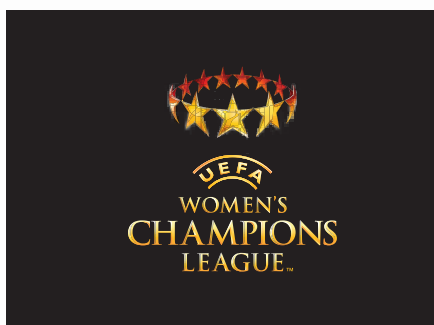
17.4. Promotional Items

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

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

17.5. Logo Versions

Full Colour



One Colour



17.6. What to Avoid



Do not use non-approved colours within the Logo



Do not have patterned or complex background



Do not distort the Logo



Do not separate the text from the Visual Mark



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



Do not recreate the logo in any way



Do not rotate or flip the logo



Do not use a rotated version of the logo



Do not substitute the logotype with another typeface

REFERENCE TREE



18

18. REFERENCE TREE

USB key: ORGANISATIONAL TEMPLATES, PRINT ITEMS AND LOGO, DIGITAL AND MUSIC

ORGANISATIONAL TEMPLATES

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

PRINT ITEMS AND LOGO STADIUM

Centreboard: UWCL_PB_6x09(@25%)_aw
Centreboard: UWCL_PB_9x09(@25%)_aw
Cornerboard: UWCL_CornerBoards_aw
Substitution Board Sticker: UWCL_SubBoardSticker470x100_aw
Substitutes Benches: UWCL_Bench_7000x1000(@10%)_aw
Internal Players Bench: UWCL_Internal Players Bench_50x20_aw
Players Tunnels: UWCL_PlayerTunnel_2300x3200_Club_aw
UWCL_PlayerTunnel_2300x3200_Generic_aw
Wall Sign: UWCL_WallSign_600x900mm_aw

PROMOTIONAL MATERIAL

Poster_v1_aw
UWCL_3fold_A4_Flyer_aw
UWCL_3fold_A4_Flyer_inner_aw
UWCL_ProgrammeCover_aw
UWCL_Ticket_front_master_aw
UWCL_Ticket_front_master_optional_aw
UWCL_Ticket_back_aw
UWCL_AccreditationCards105x148_aw
UWCL_Accreditation_Poster_aw
UWCL_ParkingPass_148x210_aw
UWCL_ClipBoard_aw
UWCL_CityBanner_1000x4000mm(Ø25%)_aw
UWCL_EntranceBanner_7000x1000_aw
UWCL_Pennant_150x205_aw

HOSPITALITY

UWCL_Hospitality85x90_aw
UWCL_Welcome_Pack_aw
UWCL_Envelope_224x113_aw
UWCL_Telescopic_900x2300_aw
UWCL_Welcome_Desk_aw
UWCL_Welcome_2000x2300mm_aw

MEDIA

UWCL_PressBack_3000x2300_master_aw
UWCL_ConferenceTable_3000x700_aw
UWCL_ConferenceTable_4000x750_aw
UWCL_Table_Sign_aw
UWCL_FlashBack_1200x1200_aw

UWCL_PressPaper_A4_aw

UWCL_PressKit_folder_aw

LOGOS

UWCL_LOGO_1col_black.jpg

UWCL_LOGO_1col_white.jpg

UWCL_LOGO_FC_on_BLACK.jpg

UWCL_LOGO_FC_on_white.jpg

TEXT TYPEFACE

FF DIN

DIGITAL

Web banner 150x200.eps

Web banner 240X120.eps

Web banner 300X170.eps

Web banner 300X250.eps

Web banner 385X80.eps

Web banner 470X60.eps

MUSIC (mp3 & wav files)

IN-STADIA

UWCL Walk On 20

UWCL Walk On 30

UWCL Walk On 60

UWCL Stadium Line Up

UWCL Goal 10 sec

UWCL Goal 5 sec

UWCL Stadium 60 sec walk off

GENERAL EVENTS

UWCL Stadium 60sec

UWCL Stadium 90sec pno

UWCL Stadium 3 min pno

UEFA
Route de Genève 46
CH-1260 Nyon 2
Switzerland
Telephone +41 848 00 27 27
Telefax +41 848 01 27 27
uefa.com

Union des associations
européennes de football

