ASIAN FOOTBALL CONFEDERATION

Commercial Delivery Guidelines

ACL Elite I ACL Two I AWCL

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1. INTRODUCTION

1.1. Introduction to the Commercial Delivery Guidelines

The Commercial Delivery Guidelines (CDG) are introduced to administer commercial operations for the competition(s) listed under the Document Details section below. The competition(s) shall be referred to herewith as the Competition individually and Competitions collectively.

The purpose of the CDG is to inform the Host Organisation of the commercial concept for the Competition(s) and its role in the facilitation of the Asian Football Confederation (AFC) commercial rights on-site in partnership with the AFC and Asia Football Group (AFG).

This document has also been designed to provide the Host Organisation with a useful tool that can be their first point of reference for commercial queries.

The CDG will be updated and issued annually by the AFC in consultation with AFG, and should be read in conjunction with the AFC Competition Operations Manual, Competition Regulations as well as other official AFC documents and circulars.

The guidelines enclosed within this document deal with all Matches, excluding the Finals, of the AFC Champions League Elite™ (ACL ELITE), AFC Champions League Two™ (ACL TWO) and AFC Women's Champions League™ (AWCL).

All capitalised terms unless defined herein shall have the same meanings as set forth under the ACL ELITE, ACL TWO, and AWCL Competition Regulations, AFC Competition Operations Manual, AFC Equipment Regulations, directives, decisions, guidelines and/or circulars issued by the AFC.

Document Details

Document Name	Version
Commercial Delivery Guidelines – ACL ELITE, ACL TWO and AWCL *(excluding the Finals)*	3

Time Representations

Matchday Minus (-) or Plus (+)

This CDG employs the use of the Matchday minus X number of days (MD-X) as a representation to denote a specific day prior to Matchday, for example:

- MD-1 is the day prior to Matchday
- MD-14 is 14 days prior to Matchday

The same principle is used to indicate the number of days after Matchday, for example:

- MD+1 is the day after Matchday
- MD+2 is two (2) days after Matchday

Kick-Off Minus (-) or Plus (+)

Kick-off minus or plus X minutes (KO-X' or KO+X') is used to indicate the number of minutes before or after Match Kick-off, where X followed by an apostrophe (') represents the number of minutes, for example:

- KO-130' is 130 minutes prior to Kick-off
- KO+15' is 15 minutes after the Match has started

Half-time and Full-time

The same system is used to indicate minutes before or after Half-time and Full-time, for example:

- HT-10' is 10 minutes before Half-time
- FT+10' is 10 minutes after the Full-time whistle

1.2. Introduction to Asia Football Group

The AFC owns all Commercial Rights relating to the Competitions and has since appointed Asia Football Group (AFG) as the AFC's Commercial Rights Partner, i.e. its sole exclusive representative for the sale of Commercial Rights relating to the Competitions for the rights cycle commencing 2023 - 2028.

Headquartered in Dubai, UAE and with offices in Hong Kong, China, and Singapore, AFG is responsible for the marketing and commercialisation of AFC Competitions and will manage on-site delivery of these rights.

The AFC requests that the Host Organisation offer its full cooperation to AFG.

2. COMMERCIAL CONCEPT

2.1. Logo Usage Guidelines

The Host Organisation may use the official Competition Marks and/or AFC Commercial Affiliates' logos on Competition-related materials with prior written approval from the AFC. All requests for approvals shall be submitted to the AFC two (2) weeks prior to the intended use.

Competition Brand Guidelines and AFC Commercial Affiliates Logo Use Guidelines will be provided by the AFC on AFC's cloud-based platform before the start of the Competitions. Competition and AFC Commercial Affiliates' brand assets will be made available to download from the same location. These guidelines must be adhered to at all times and usage of such assets shall be approved by the AFC.

2.2. AFC Rights Protection and Ambush Marketing

The AFC owns all Commercial Rights to the Competitions and has granted the exclusive right of association, use and exploitation of the Commercial Rights to its Commercial Affiliates. All Ambush marketing activities (online and on-site) will be prohibited, and every step should be taken to ensure that the AFC Commercial Rights and Intellectual Property Rights are protected at all times. The Host Organisation shall, as part of the AFC Rights Protection Programme, ensure that it shall assist and coordinate with the AFC in combatting any form of ambush marketing activities. The Host Organisation will additionally refer to the AFC Competition Operations Manual, Competition Regulations, directives, decisions, guidelines and/or circulars issued by the AFC in this regard.

During the Site Visit, AFG will discuss with the Host Organisation:

- The procedure to be followed in case of a breach
- The parties to be involved and the entities that will carry out the intervention (i.e., police or stadium security)
- Proposed plans to prevent ambush marketing activities

In the event of an infringement, the Host Organisation shall immediately implement the agreed response and notify the AFC Match Commissioner, the AFC Venue Delegate and the AFC Venue Marketing Manager of the same.

3. OPERATIONAL MATTERS

3.1. AFG Team Structure

AFG Regional Manager (Planning)

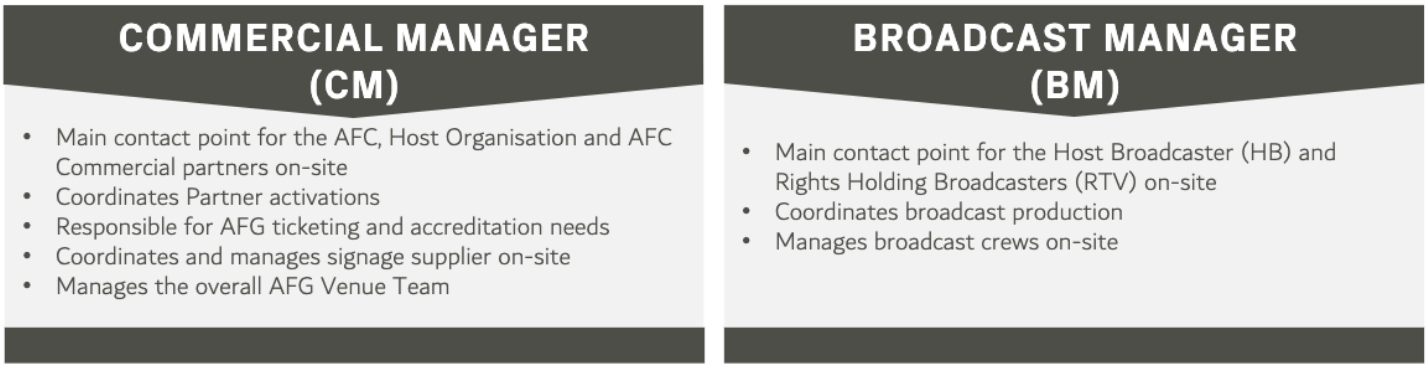
AFG will assign an AFG Regional Manager who will act as the contact point regarding the planning of the Site Visit and preparation of the Matches ahead of the arrival of the AFG Venue Team on-site.

AFG Venue Team (Delivery)

The AFG Venue Team will be present at the Site Visit and Matches to work with the AFC and Host Organisation for the delivery of all AFC Commercial Affiliates' rights and obligations.

The AFG Commercial Manager is responsible for ensuring all AFC Commercial Affiliates-related activities are conducted as planned, while the AFG Broadcast Manager is responsible for the broadcast activities. The Signage supplier will report to the Commercial Manager. At the Venue, during the Site Visit and Matches, the AFG Commercial Manager will be on-site and become the main communication point.

The standard AFG Venue Team will comprise the following:



In some instances, depending on the level of commercial activity, additional AFG Venue Team members such as Assistant Manager(s) or Local Assistant(s) may also be present to support the delivery of rights.

3.2. Host Organisation Communication

The Host Organisation should assign one (1) or two (2) persons as the main point(s) of contact, who will be able to interact with the AFG Regional Manager and Venue Team regarding commercial and broadcast matters. The Host Organisation should provide the email and mobile details of their main point of contact.

Host Organisation Kick-off Call

AFG will organise a Kick-off Call with the Host Organisation in June/July to introduce themselves and discuss all Commercial and Broadcast-related matters of the Competition. Prior to the meeting, the AFG Regional Manager will share the meeting agenda, which may include the following:

- Site Visit coordination
- Venue and training site information
- Ticketing requirements
- Accreditation concept
- AFC Commercial Affiliates' activation plans (if any)
- Broadcast requirements

The attendees listed below from the Host Organisation are required at the meeting. It is a requirement that an individual with sufficient expertise in each of the mentioned areas is in attendance.

Host Organisation responsible for:	Venue Operation (when Venue is confirmed) responsible for:
• Event/Matchday Operations • Commercial Delivery • Ticketing • Accreditation • Media Operations	• Venue Operations • Media/Broadcast areas • F&B/Hospitality (if required)

Host Organisation responsible for:	Venue Operation (when Venue is confirmed) responsible for:
• F&B/Hospitality (if required) • Safety and Security Operations	

Match Preparation Report

The AFG Regional Manager will compile all key information relating to the commercial operations and delivery for a Match into a Match Preparation Report to be sent no later than seven (7) days prior to each Match. Such reports include but are not limited to the following:

- Accreditation details and summary
- Activation summary
- Ticketing summary
- AFG Venue Team contact details

Outside AFG Communication

For the specific instances mentioned below, the Host Organisation will be expected to interact directly with the corresponding party, keeping the AFG Regional Manager copied when necessary:

- Purchase tickets: AFG will consolidate all purchase ticket orders and submit them to the Host Organisation, with the Host Organisation then liaising directly with the AFC Commercial Affiliates for final arrangements (order, shipping and payment).
- Authorities' approvals and permits: the Host Organisation shall guide AFC Commercial Affiliates through the approval process for commercial activations and secure all relevant permits with local authorities and the Venue if required.
- Broadcast production: the AFG Broadcast Manager may contact the Host Organisation in relation to specific broadcast/technical issues that need to be resolved ahead of the first round of Matches.

3.3. Site Visit Definitions and Windows

Official Site Visits

A Site Visit is an activity where different stakeholders of the Competition visit all relevant Venues to check facilities, meet with the Host Organisation, and exchange various information and plans.

AFG will conduct an Official Site Visit with the Host Organisation ahead of the start of the Competition, giving enough time for all parties to make the required arrangements for the first Match of the season.

The purpose of the Site Visit is to:

- Introduce the various parties
- Provide AFG, suppliers, and AFC Commercial Affiliates, including Host Broadcasters, the opportunity to familiarise themselves with the Match Venue
- Introduce any new commercial initiatives for the upcoming edition of the Competition
- Outline and discuss commercial delivery and broadcast operations arrangements, including any requirements of the Host Organisation

Site Visit Window Concept

An official Site Visit window will be introduced and communicated by the AFC in order to nominate a fixed period of time within which the Host Organisation should make itself available.

This will allow the Host Organisation to pre-emptively block the corresponding time in their calendars as well as those of Venue staff and other required attendees.

Exact Site Visit dates within this window will be subsequently coordinated directly between AFG and the Host Organisation at the Kick-Off Call.

3.4. Site Visit Requirements

Site Visit Participants

The table below identifies the stakeholder groups and functional areas that are required to be present during the Site Visit. It is a requirement that an individual with decision-making power in each of the mentioned areas is involved in the Site Visit.

Stakeholder Group	Function
AFC	• Venue Delegate and/or other AFC Officials
Host Organisation	• Matchday Operations • Commercial Operations • Broadcast Operations

Stakeholder Group	Function
	• Ticketing • Hosting and hospitality areas/F&B
Host Venue	• Venue Operations • Venue Facilities • Technology systems including Giant Screen and LED signage • Broadcast areas, cabling and power • Safety and Security • Hosting and hospitality areas/F&B
AFG	• Commercial Manager • Broadcast Manager • Signage Supplier
Host Broadcaster	• Director • Producer • Technical Manager
AFC Commercial Affiliates (if requested and approved by the AFC)	• Representative of the local office/agency

Site Visit Agenda

Site Visits should be conducted in person and participants of the stakeholder groups mentioned above shall follow a pre-determined agenda in order to complete a Site Visit Report covering all areas relevant to commercial delivery.

The Site Visit will be composed of three (3) parts:

- A plenary meeting
- Stadium tours
- A wrap-up meeting summarising key points and action points

Activity	Content
Plenary Meeting	• Initial Site Visit Report questions are addressed during the meeting
Plenary Stadium Tour	• Familiarisation of the Stadium relevant to all parties involved
Dedicated Stadium Tours	• Commercial Operations • Broadcast Operations • Signage Operations
Wrap-Up Meeting	• Summary of open points and next steps

When the Site Visit is conducted at the Venue, the Host Organisation shall organise the following:

- A meeting room with sufficient seating for the expected attendance
- A projector, cables, power outlet and screen to connect a computer, if required

An official Training Site (referred to herewith as the Training Site) is any site designated by the Host Organisation and approved by the AFC for use by the Participating Clubs throughout the duration of the Competition for training purposes.

Training Site details should also be shared with the AFC and AFG prior to the Site Visit. If requested, the Host Organisation shall organise a visit to the Training Site in addition to the Match Venue Site Visit.

Site Visit Report and Action Points

After the Site Visit, AFG will compile the Site Visit Report and share it with the Host Organisation. The Site Visit Report is expected to remain the only reference for commercial delivery and any deviation from it must be discussed and agreed with AFG and the AFC.

As there might be unresolved items at the end of the Site Visit, action points will be shared; these need to be resolved prior to the start of the Competition.

Host Organisation Actions

Item	Host Organisation Actions	Due
Kick-off Call	Coordinate required participants' availability	Prior to the Kick-off Call
Confirmation of Site Visit Dates	Agree dates with AFG for Site Visit	Kick-off Call
Site Visit	Ensure the Venue is prepared to host the visit: • All facilities and rooms accessible • All staff available • Meeting room set up (including projector/screen)	Site Visit

3.5. Official Activities

A schedule of official activities will be implemented for each Matchday. Some activities will be arranged by AFG whilst others will be managed by the AFC or the Host Organisation. A standard schedule has been provided below; however, AFG will confirm specific details on a Match-by-Match basis directly with the AFC and Host Organisation.

Official Activity Schedule

Activity	Responsibilities	Attendance
AT ARRIVAL OF VENUE TEAM		
Arrival of AFG Venue Team latest by MD-2	Host Organisation to hand over agreed spaces to AFG and its suppliers	AFG Venue Team
Clean Stadium Check	AFG to conduct a Venue walk-through with the AFC and Host Organisation to check Clean Stadium status	Host Organisation/Venue Operator AFG Venue Team
Commercial Meeting	AFG to inform all parties of commercial activities and collect any outstanding items All parties to finalise any on-site arrangements	AFC (optional) Host Organisation/Venue Operator AFG Venue Team
MATCHDAY-1		
Match Coordination Meeting	Host Organisation to prepare meeting as per usual practice AFG to advise of any relevant commercial activations, confirm broadcast activities, attendance and key timings	AFC Participating Clubs Match Officials Host Organisation/Venue Operator AFG Venue Team
Signage Check	AFG to conduct a Venue walk-through with the AFC and Host Organisation to check/test all signage, including field of play (FOP) perimeter boards	Host Organisation/Venue Operator AFG Venue Team
Giant Screen Rehearsals and PA System Testing	Host Organisation to inform Venue Operator and AFG of the scheduled time for rehearsal AFG to check whether all files are functioning correctly and the rundown is implemented	Host Organisation/Venue Operator AFG Venue Team
Official Training	Host Organisation to prepare Official Training as per usual practice AFG Commercial Manager to manage any AFC Commercial Affiliates' activations and make sure FOP perimeter board and media backdrop set-ups are correctly implemented AFG Broadcast Manager to manage broadcast requirements	AFC Host Organisation/Venue Operator AFG Venue Team
Pre-Match Press Conference	Host Organisation to prepare Press Conference room as per usual practice AFG Commercial Manager to manage any AFC Commercial Affiliates' activations such as Match Ball display AFG Broadcast Manager to manage broadcast requirements	AFC Host Organisation/Venue Operator AFG Venue Team
Pre-Match Ceremony Rehearsal	Host Organisation to prepare Pre-Match Ceremony Rehearsal as per usual practice AFG Commercial Manager to coordinate the presence of Line-Up Kids, Official Match Ball Carrier and any other applicable activation participants AFG Commercial Manager to ensure Signage elements are in place AFG Broadcast Manager to coordinate any Broadcast testing (if required)	AFC Host Organisation/Venue Operator AFG Venue Team
MATCHDAY		
Debrief Meeting (post-Match)	All parties to share Match debrief points and align with the AFC and Host Organisation for respective reports as well as identify potential improvements with all parties	AFC (optional) Host Organisation/Venue Operator AFG Venue Team

3.6. Official Meeting

Two (2) meetings are noted in the Official Activity Schedule above:

1. Commercial Meeting
2. Debrief Meeting

The following attendees are required at both meetings. It is a requirement that an individual with decision-making power in each of the mentioned areas is in attendance.

AFC Venue Team	Host Organisation responsible for:	Venue Operation responsible for:	AFG Venue Team
• Venue Delegate* • Match Commissioner*	• Event/Matchday Operations • Commercial Delivery • Ticketing • Accreditation • Media Operations • F&B/Hospitality (if required) • Safety and Security Operations	• Venue Operations • Media/Broadcast areas • F&B/Hospitality (if required)	• Commercial Manager • Broadcast Manager
**The AFC Venue Team may choose to attend if time allows*			

Commercial Meeting

When: MD-2 latest

Time: Morning/early afternoon

The purpose of the meeting is to allow all parties to exchange any new information regarding commercial operations. The items to be covered include:

- Broadcast requirements
- AFC Commercial Affiliates' activations
- Signage installation and dismantling
- Clean Stadium requirements
- Access and accreditation
- Rehearsals and testing schedule
- Any other business

AFG will collect or exchange any outstanding items at this meeting, such as:

- Tickets
- Accreditation
- Parking passes (if applicable)
- Any other equipment as previously agreed

Debrief Meeting

When: Matchday

Time: As soon as practical after the Match

The purpose of the Debrief Meeting is to have a short and issue-focused meeting to evaluate overall Match operations, identify future improvements, and confirm dismantling plans of Broadcast and Signage when relevant. This is also when any relevant items that need to be reported officially to the AFC Match Commissioner should occur.

3.7. Rehearsals and Testing

Rehearsals and/or testing may be required for various pre-Match activations, awards and/or ceremonies. All rehearsals will be directed by the AFC, e.g., the Pre-Match Ceremony; however, AFG or AFC Commercial Affiliates will attend as required and will provide various participants (e.g., Line-Up Kids or the Official Match Ball Carrier).

Rehearsals will usually be scheduled on MD-1 or Matchday, depending on attendee availability and will be communicated to the Host Organisation prior to each Match by the AFC.

Any Commercial requirements for rehearsals or testing will be pre-arranged by AFG with the AFC and Host Organisation on a per-Match basis.

3.8. Content Capture

The AFC and AFG will send Official Photographers and Official Digital Teams to capture content for both sporting and commercial purposes.

These teams will have access to various areas including, at times, sensitive areas such as the teams' dressing rooms, competition areas and around the pitch.

There are no specific requirements from the Host Organisation with regard to AFC and AFG content capture, other than being aware of the movement of these crews as they capture content around the Venue and during the Match.

Photography

Both the AFC and AFG may send an Official Photographer to cover standard Match photography as well as AFC Commercial Affiliates activities. The AFG Official Photographer will be included in the accreditation list sent by AFG to the Host Organisation.

Occasionally, there may also be additional AFC Commercial Affiliates-dedicated photographer(s) on-site to cover specific AFC Commercial Affiliates content. The Host Organisation will be made aware by the AFG Commercial Manager if additional photographers will be present. In this specific scenario, the AFG Venue Team will manage that person on-site.

The Official Photographer is not to be confused with the written press and media photographers that are managed by the Host Organisation as per usual AFC Match practice.

Digital Content

With the expanding importance of digital platforms, the AFC and AFG will continue to increase the presence of digital crews at Match Venues to capture exciting content for football fans in Asia and around the world.

The Official Digital Team may consist of, but is not limited to, an influencer, videographer, producer, AFG Marketing representative, and AFG-appointed agency representative. Deployment of the Official Digital Team will be managed directly between the AFC and AFG and may vary from Match to Match.

Occasionally, there may be a dedicated digital team(s) on-site to capture the content of AFC Commercial Affiliates' activities when there are specific needs. In this specific scenario, the AFG Venue Team will manage that crew on-site.

3.9. Team Equipment Service

Team Equipment Service (TES) is the online portal (https://www.afc-link.com/) launched by the AFC to manage Team Equipment and kits for the Participating Clubs. It is the Participating Clubs' responsibility to ensure they submit their Team Equipment to TES as per the instructions and deadlines communicated by the AFC.

Communication with the Participating Clubs is handled by the AFC directly. The Participating Clubs will have to comply with the current terms of the AFC Equipment Regulations and if the Participating Clubs fail to comply with the same, the AFC will inform the Participating Clubs of the need to rectify the situation.

If there are any changes to Team Equipment in the middle of the Competition season, Participating Clubs must inform the AFC immediately and seek approval as per the AFC Equipment Regulations.

4. ACCESS AND FACILITIES

4.1. Venue Access and Exclusivity

Timeframes

The Host Organisation must ensure that no Matches and/or other activities are held at any Venue scheduled to host AFC Matches during the exclusive use periods given below. The AFG Venue Team, its suppliers and AFC Commercial Affiliates shall be granted access within these periods to set up their equipment prior to the Match and to dismantle it post-Match.

Exclusive Window in ACL ELITE:

Competition Stage	From	To
Group Stage; Round of 16	MD-2	MD+1
Finals	MD-10	MD+1

Exclusive Window in ACL TWO:

Competition Stage	From	To
Group Stage; Round of 16; Quarter-finals; Semi-finals	MD-2	MD+1
Final	Determined by the AFC	MD+1

Exclusive Window in AWCL:

Competition Stage	From	To
All Stages	MD-7	MD+1

**The AFC reserves the right to amend this exclusive window as deemed necessary*

The Host Organisation shall provide access to all agreed spaces within the Controlled Access Area (CAA). These areas will usually include but are not limited to:

- Internal and external public concourses, including any concession areas
- Commercial display areas, including designated Fanzones
- Stadium bowl, including all seating and vomitories
- The Inner Arena, including the FOP and any pitch entry tunnels
- Dressing rooms and competition areas
- Matchday offices and working rooms
- Storage and staging areas
- Any areas beneath the stands, including access roads
- Parking facilities and load zones
- VIP Hosting and hospitality areas
- Media Tribune, Media Centre and any media areas, including the Press Conference room
- The Broadcast Compound, hosting areas and commentary boxes

The Match Venue must be accessible during its usual business hours, and if required, out-of-hours access should be arranged and facilitated by the Host Organisation. The AFG Venue Team will coordinate any requests for out-of-hours access with the Host Organisation, providing as much notice as possible prior to the arrival of the relevant parties, and where practically possible, such parties will be accompanied by the AFG Venue Team.

4.2. Accreditation Management

Personnel from AFG-authorised parties shall be provided with a valid Accreditation Card that grants working access to the corresponding area(s) of the Venue for the execution and delivery of their duties and obligations throughout the Competition.

The AFC will issue Accreditation Cards directly to the AFG Venue Team. As for other AFG-authorised parties, Host Organisation support will be required to issue the appropriate Accreditation Cards as per the following process:

- Any Accreditation produced either by the AFC or a Participating Club is valid for the entire Competition (excluding the Final) and provides access to all Venues (i.e., Participating Clubs will be required to accept existing accreditations that are not produced on their own). Therefore, reprinting of Accreditations is not required for each Matchday.
- Any missing accreditations will be managed by the Host Organisation and the AFC Match Commissioner on-site, subject to local security regulations, AFC regulations and policies. The AFC will coordinate with the Host Association on all related matters pertaining to the VVIP hosting.

AFG-Authorised Parties

AFG-authorised parties include but are not limited to:

- AFG Venue Team
- AFG Suppliers
- AFC Broadcast Partners
- AFC Commercial Affiliates and their Agencies

Accreditation Production

The Host Organisation must follow the accreditation application data fields that have been established for this Competition by the AFC. AFG will screen and approve their stakeholders' accreditation requests in line with pre-approved principles agreed with the AFC.

The AFG Regional Manager will then provide the list of accreditation applicants as per the established format (MS Excel spreadsheet) together with their photos to the Host Organisation via email and a link to download the photos. If the Host Organisation has an existing online platform, it will be the Host Organisation's duty to input such data into their platform from the provided MS Excel spreadsheet.

The AFG Regional Manager will share the accreditation information with the Host Organisation no later than ten (10) days prior to Matchday.

The Host Organisation must ensure that all Accreditation Cards are produced according to the list shared by AFG and handed over to the AFG Commercial Manager on-site as per the timeframes given later in this section.

The Host Organisation may be required to amend and/or produce additional Accreditation Cards upon AFG's request at any given time.

Accreditation Applicant Data

The provided Accreditation Applicant data includes the following fields only:

- Organisation
- Designation
- Category
- Name (first name and last name)
- Date of Birth
- Gender
- Nationality
- Passport/ID Number
- Accreditation Photo

Any additional data requirements over and above the abovementioned fields should be communicated to the AFG Commercial Manager by the Host Organisation during the Site Visit. Such additional data collection should only be requested when required by the local government and/or other authorities in accordance with the respective local laws. AFG will otherwise only provide the applicant data listed above. Upon completion of the Competition, all such data in relation to the Competition shall be transferred to the AFC.

On-Site Management

All AFG-related Accreditation Cards should be made available for collection upon the initial arrival of the AFG Commercial Manager on-site.

The Host Organisation should conduct an accreditation walk-through with the AFC Representative and the AFG Commercial Manager no later than MD-1 in order to familiarise them with all routes and ensure the correct access will be provided to the relevant parties.

On each Matchday, the Host Organisation must ensure that Venue security personnel and stewards are appropriately briefed to ensure that persons possessing proper accreditation and Supplementary Access Devices are given access to areas that correspond to their access privileges.

Supplementary Access Devices

All requests for Supplementary Access Devices (SADs) for AFG-authorised parties will be arranged by AFG directly with the AFC.

4.3. Access and Parking

AFG will require parking for both operational staff and guests. This shall include but is not limited to:

- Host Broadcaster
- Rights Holder Broadcast Partners
- Signage Supplier(s)
- AFC Commercial Affiliates and their Agencies
- AFG Venue Team
- Complimentary Ticket Holders (Zone A, Zone B), VIP Guests, VVIP Guests and Corporate Hospitality Guests (if applicable)

Parking Facilities

During the Site Visit, the Host Organisation should confirm the available parking facilities and access and entry procedures. This shall include but is not limited to:

- Parking maps with vehicle access points (entry/exit)
- Location of the parking area
- Capacity and/or dimension of the parking area
- AFG allocation per Match
- Operating hours
- Type of parking passes in use (see section below)

Vehicle Access and Parking Passes

The Host Organisation should advise whether a parking pass is required for vehicles to enter and park at the Venue. If a physical pass is required, the Host Organisation should confirm the parking pass application process and timeline to the AFG Commercial Manager during the Site Visit. This shall include:

- Information required for parking pass applications
- Deadline for parking pass applications
- Validity of the parking pass (i.e. valid for the entire season or a specific Matchday)

If a physical pass is not required for all or certain parking areas, the Host Organisation should advise whether a Vehicle List is required to be submitted. During the Site Visit, the Host Organisation should confirm with the AFG Commercial Manager the details required (e.g. guest name, vehicle plate number) and the desired format (e.g. MS Excel spreadsheet) for submission of AFG parking requests. If there is an existing Host Organisation template, this should be provided at the same time.

Parking Requirements

The AFG Commercial Manager will send a consolidated list of AFG operational and guest parking requests to the Host Organisation no later than MD-10. The minimum required quantity is provided in the table below; however, the Host Organisation should accommodate any reasonable additional requests from AFG. The Host Organisation should confirm parking with the AFG Commercial Manager no later than MD-9. Any unused parking allocations will be returned to the Host Organisation.

VVIP and VIP parking locations should be close to the VVIP/VIP entrance. Parking passes for the ticket holders should be sent together with the corresponding ticket shipment.

Stakeholder Group	**Quantity Required**
Host Broadcaster	Refer to the Broadcast Operations Chapter
Rights Holder Broadcast Partners	As requested by AFG according to Match production
Signage Supplier	3
AFG Venue Team	2
AFC Commercial Affiliates and their agencies	As requested by AFG according to activation activities
VIP Guests	One (1) parking pass for four (4) VIP guests
VVIP Guests	Requested separately via AFC from AFG
Other Complimentary Ticket Holders (Zone A, Zone B)	As requested by AFG according to guests' needs. Host Organisation to accommodate the requests at their best endeavour

Provision of Delivery and Drop-off

The Host Organisation should advise whether a delivery/drop-off pass is required for vehicles to enter the Venue no later than two (2) weeks prior to the first Match.

If a physical pass is required, the Host Organisation should confirm the request, approval and distribution process to the AFG Commercial Manager.

If a physical pass is not required for all or certain loading/unloading areas, the Host Organisation should advise whether a Delivery Schedule is required to be submitted. The Host Organisation should confirm the details required (e.g. type of vehicle, vehicle plate number) and the desired format (e.g. Excel spreadsheet). If there is an existing Host Organisation template, this should be provided at the same time for AFG and the AFC to consider amending the same to be utilised for the Matches.

On-Site Parking Management

If parking passes cannot be shipped ahead of time and are therefore distributed on-site, the Host Organisation should provide all parking passes to the AFG Commercial Manager no later than MD-3.

If specific parking spots are reserved for AFG stakeholders, these should be provided to the AFG Commercial Manager no later than MD-3.

On each Matchday, the Host Organisation must ensure that the Venue's security personnel and stewards are appropriately briefed to ensure that access is granted to authorised vehicles. Any issues relating to AFG parking on Matchday should be escalated to the AFG Commercial Manager immediately.

Host Organisation Actions

Item	Host Organisation Actions	Due
Vehicle Access and Parking System	Confirm parking facilities, access maps and mechanisms (i.e. parking pass or Vehicle List)	During the Site Visit
Delivery	Confirm vehicle delivery requirement	No later than two (2) weeks prior to the first Match at each Venue
Parking Requirements	AFG Commercial Manager to send parking needs to Host Organisation ahead of each Match	MD-10
Parking Confirmation	Confirm parking with the AFG Commercial Manager as per AFG requirements	MD-9
Parking Passes for VIP/VVIP Invitation	Ensure all requested parking passes are sent together with the tickets and invitations	As per the ticketing timeline in sections 5.6 & 5.7
Provision of Physical Parking Passes or Space Numbers	Ensure all AFG-requested parking passes/space numbers are reserved for Matchday	MD-2

4.4. Bibs

Overview and Shipment

The Host Organisation will receive two (2) bib shipments – one (1) from the AFC and one (1) from AFG. Arrangements for the AFC shipment will be coordinated directly between the AFC and the Host Organisation.

The shipment from AFG will include the following three (3) categories of bibs:

- HB
- ENG
- RTV

** The quantity of bibs in each category varies according to the competitions.*

AFG will confirm courier details including the tracking number with the Host Organisation no later than sixteen (16) days prior to the first Match of the Group Stage.

ACL ELITE



ACL TWO



AWCL



Customs and Import/Export Arrangements

Whilst AFG will arrange for the shipping of goods, the Host Organisation is responsible for ensuring all shipments clear customs within one (1) week of landing. Customs arrangements may extend to:

- Liaising with the relevant local authorities
- Submitting any necessary paperwork
- Providing general assistance to the appointed courier
- Covering additional charges

Storage and Handover

Media bibs will be shipped around one (1) month prior to the first Match of the Competition by the AFG. The Host Organisation will be asked to confirm receipt of delivery with the AFG Regional Manager ten (10) days prior to the first Group Stage Match. The Host Organisation should subsequently store the bibs securely until the Matchweek.

On arrival at the Match Venue for the first Group Stage Match, the AFG Commercial Manager will collect the following bibs from the Host Organisation and will be responsible for distribution on MD-1 and recollection post-Match. The AFG Commercial Manager will hand the used bibs back to the Host Organisation post-Match. The Host Organisation will store and manage these for the rest of the Competition.

- HB
- ENG
- RTV
- SERVICE

Host Organisation Actions

Item	Host Organisation Actions	Due
Delivery Details	Host Organisation to confirm delivery address/contact with the AFG Commercial Manager	Site Visit
Delivery Schedule	AFG Regional Manager to confirm shipment details including courier tracking number and bib quantities	No later than 16 days prior to the start of the first Group Stage Match
Customs Clearance and Duties	Host Organisation to ensure items clear customs promptly	As required
Receipt of Goods, Checks, and Delivery Confirmation	Host Organisation to take receipt of bibs and check and confirm with the AFG Commercial Manager that items have been received	As soon as received
Storage	Host Organisation to ensure secure storage of items before the first Group Stage Match and between Matchdays	Upon receipt
Handover and Management	Host Organisation to hand over bibs to the AFG Commercial Manager before the first Matchday of the Competition. The AFG Commercial Manager will distribute the bibs to AFG stakeholders ahead of each Matchday	Commercial Delivery Meeting on MD-2

Team Media Bibs

Whilst Team Media bibs will be part of the AFC shipment, they should be handed over to the AFG Broadcast Manager on his/her arrival at the first Matchday of the season.

The AFG Broadcast Manager will then administer and manage the handover of the bibs for each Matchday with the Team Media personnel from each Team, provided they have signed the AFC Footage Transmission Guidelines (FTG) document for the respective Competition.

AFC Footage Transmission Guidelines will be shared by the AFC with the Teams ahead of each Competition and must be signed by each Team before any Team Media bibs are handed over by the AFG Broadcast Manager.

The AFG Broadcast Manager will continue to monitor the activities filmed by Team Media during Matchdays, and any abuse of the agreed filming rights within the FTG will result in the removal of the bibs and filming access.

4.5. AFG Room Requirements

AFG will require several secure rooms within the Venue so that the AFG Venue Team as well as AFC Commercial Affiliates and suppliers can work effectively and efficiently on-site. These rooms will be used as both working and storage spaces and will be identified as part of the Site Visit.

Overview

Requirement	Quantity	Size	Due
AFG Office	1	15m^2	MD-3
Broadcast Rooms and Spaces	Refer to Broadcast Operations Chapter		MD-3
Signage Rooms and Spaces	Refer to Signage Chapter		MD-5
AFC Commercial Affiliates' Activations/VIK Storage	As per confirmed activations	Refer to Appendix A for specifications of spaces required per activation	Prior to AFG's arrival on-site

AFG Office

The Host Organisation is required to provide AFG with a suitable office space within the Venue, close to the AFC Secretariat and preferably on the same level as the competition areas. The space should be well-ventilated, clean and large enough to allow up to six (6) people to work comfortably. Desks or tables, along with chairs, sufficient Wi-Fi, lighting and electrical sockets are required to allow six (6) persons to work simultaneously. The room must be lockable and secure.

Walkie-Talkie Radios

If the Host Organisation is using radios on-site to communicate within their own Matchday operations team and with the AFC, three (3) walkie-talkie radios, including earpieces, should also be supplied to the AFG Commercial Manager, AFG Broadcast Manager and the Host Broadcast Floor Manager. The AFG Commercial Manager will need to be briefed on the channel(s) being used, including the channels that should be used by themselves and the HB Floor Manager.

Furniture and Equipment

The table below summarises the furniture and equipment requirements for the AFG Office that should be provided by the Host Organisation prior to the arrival of the AFG Venue Team.

Item	Quantity	Due
Table (ideally foldable trestle tables – for hot desks and meetings)	3	Prior to AFG's arrival on-site
Chairs	6	
Bin – large	1	
Wi-Fi access	For 6 simultaneous users	
Power wall socket	4	
Key(s)	1 (2 if possible)	
Host radios for Host Organisation and AFG communications	3 plus 3 back-up batteries	
Small fridge (optional)	1	
Water dispenser (optional)	1	
Water (if dispenser not available)	TBC between Host Organisation and AFG Commercial Manager	

Other Rooms

AFG may from time to time request additional space to support commercial activities on-site. For example, AFC Commercial Affiliates' activations may require dressing rooms for their participants and/or storage space, or AFC Broadcast Partners may require additional broadcast studio space. The AFG Commercial Manager will liaise directly with the AFC should additional room requirements and/or additional furniture or equipment requirements arise.

5. COMMERCIAL DELIVERY

5.1. Clean Stadium

Clean Stadium guidelines must come into effect as per the Venue access and exclusivity periods provided later in this document.

It is expected that commercial elements will be professionally removed or covered to ensure the Venue reflects the high standard and prestige of this Competition. When undertaking the removals/cover-ups, the Host Organisation must ensure:

- The entirety of any sign is removed or covered, not just any logo/brand elements (by way of e.g., structures, look and feel and any other physical items deemed to be in association with a third-party entity);
- The entirety of any logo or brand mark is covered
- The materials used for covering commercial elements across the Venue:
    - Are appropriate for the item, sign, or piece of equipment it is covering and where it is located
    - Are fixed safely and securely in consideration of player, official and spectator safety
    - Cannot be seen through, transparent or around
    - Should be colour-matched to the surrounding areas where possible

SCENARIO	CLEAN STATUS	AREAS (within the Control Access Area)	DETAILS
A	Fully Clean No commercial branding allowed	**STADIUM BOWL** Field of play, stands, giant screen, roof.	- In-bowl large stadium naming needs to be covered if there are any third party or commercial element involved - Tourism logo, city logo, messaging from tourism board needs to be covered or removed
		TECHNICAL AREAS Tunnel, dressing rooms, Players drop-off, competition tunnel, players access routes, VAR room.	
		MEDIA AREAS Media working area, media tribune, press conference room, mixed zone, broadcast areas, media access routes.	
		VIP & VVIP AREAS VIP & VVIP rooms & lounges, VVIP & VIP Parking, drop-offs access routes.	- Branding of the fridge needs to be covered. - Branded beverage can be placed in the fridges and/or on the bar tables/shelves on the table with branding, but service needs to be done at the bar or pass around with non-branded glass/cup.
		SPONSOR DISPLAY AREAS Fan Zone, display booth areas, product sampling areas.	
		SUPPLIER BRAND ON UNIFORMS & EQUIPMENT Security, stewarding, cleaning or any other service provider company name.	If in camera view, supplier brand/company logo will need to be covered (e.g. located around the field of play) as well as apparel manufacturer.

SCENARIO	CLEAN STATUS	AREAS (within the Control Access Area)	DETAILS
B	Competitive Branding Clean No competitor branding allowed	**SHOPS** Club shop, merchandise shop, convenience store, other shops.	- External facing (shop front & entrance) branding needs to be covered if competitive, except for team kits that are permitted. - Large internal competitive signs needs to be covered or removed within shop. - No promotional activities allowed. - No branded shopping bags allowed (except for club or FA logo). - Shops can remain open with all usual products allowed to be sold.
		FOOD & BEVERAGE Restaurants, F&B concessions, take away, temporary stands, product sales.	- Competitive beverage brands can be sold, branded bottles need to be poured into non-branded cups. - Fridges and menus displaying competitive branding needs to be covered. - Competitive branding on bottles cannot be displayed in fridges (i.e. either the fridge window needs to be covered or the branding removed).
		STADIUM EXTERIOR Stadium façade including competitive stadium naming, public access gates, outer concourse/ring.	Will be consulted with and agreed by the AFC on a case-by-case basis with the aim of ensuring clean site principles at all times.
		PUBLIC CONCOURSE AREAS Vomitories, staircases, stadium gates, common areas for spectators.	Providing Partners are not operating/activating in these areas, if they are, competitive branding needs to be covered or removed.
		FRONT AND BACK OF HOUSE AMENITIES Storage rooms, offices, control rooms, access routes.	
		SUPPLIER BRAND ON UNIFORMS & EQUIPMENT Security, stewarding, cleaning or any other service provider company name.	If not in camera view, supplier's company name is permitted on staff uniform and equipment if non-competitive. Any apparel manufacturer will need to be covered if competitive.

**The table above is subject to potential modifications or revisions upon the directives or updates by the AFC*

Please note that for purposes of identification, an exception will be made where local laws require the Security ID to be visible.

5.2. Ticket Categorisation and Zoning

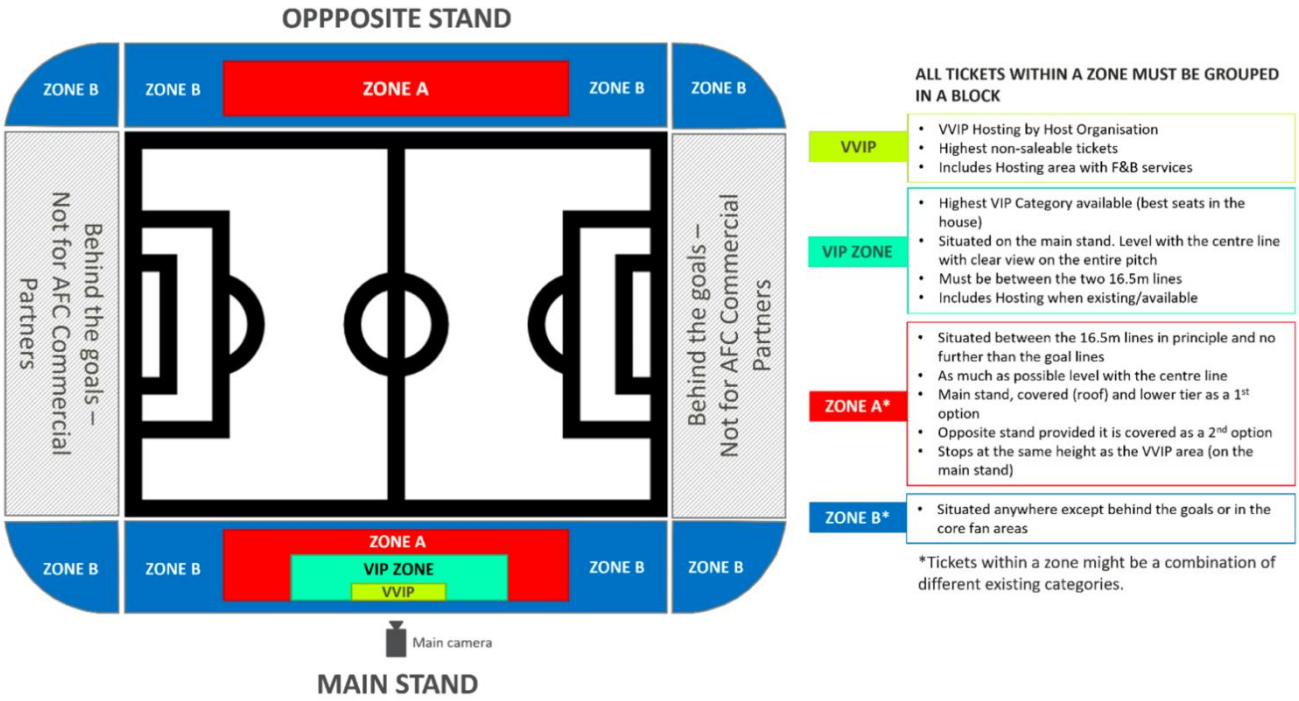
Ticket Zoning Principle

The AFC has introduced the following zoning principle as the standard practice for their AFC Commercial Affiliates' ticket allocations. The zones for each Venue will be defined during the Site Visit. To facilitate this, the Host Organisation will be asked to provide a detailed stadium seating map prior to the Site Visit. This zoning system is, however, only relevant to AFC Commercial Affiliates for the identification of seats for both complimentary and purchased tickets. The Host Organisation does not need to make changes to their existing category split.

All AFC Commercial Affiliates tickets, both complimentary and purchase, will now be categorised as one of the following three (3) zones:

1. VIP Zone
2. Zone A
3. Zone B

During the Site Visit, the AFG Commercial Manager will identify the tickets corresponding to each zone that the Host Organisation will be required to provide. The location identification principle for each zone is given below:



**The AFC reserves the right to amend the zones above*

The objective is to establish a consistent standard of tickets to be provided to AFC Commercial Affiliates across the Competition while not impacting the Host Organisation's existing ticketing system. This principle will therefore allow AFC Commercial Affiliates to receive similarly located seats independent of the Stadium configuration.

Note that:

- Complimentary tickets can combine different price categories within a zone
- Purchase tickets will, however, always correspond to a single price category

Ticket Design

The Host Organisation is responsible for the production and printing of tickets according to the AFC template, which will be provided by the AFC. A sample is inserted below. Please note that this is only a sample and the Host Organisation should use the official template provided by the AFC.



The artwork will be Competition-specific and includes a commercial area, which is indicated in the red dotted box in the example above. The commercial area consists of two (2) key parts:

1. AFC Commercial Affiliates' logos
2. Ticket zone information

The entire commercial area must be included in the final ticket design. No other commercial names or logos other than those of AFC Commercial Affiliates, as provided by the AFC, shall be printed onto or appear on the ticket. The Host Organisation will be required to provide the sample ticket artwork to the AFC and AFG Regional Manager before printing for final approval.

5.3. Complimentary Tickets

Overview

The Host Organisation will be required to provide complimentary Match tickets to AFG for AFC Commercial Affiliates. The Host Organisation will be responsible for the production, shipment and the cost involved in the required ticket allocation as per AFG's instructions for distribution to AFC Commercial Affiliates.

The following tables outline the maximum number of tickets AFG is entitled to request. However, the actual number of ticket requests may be fewer according to AFC Commercial Affiliates' Match-specific needs.

Maximum allocation per Match in ACL ELITE (Cycle 2):

Competition Stage	VIP + Hosting*	Zone A	Zone B
Group Stage; Round of 16	60	450	300
Finals	100	700	400
**Hosting where available*			

Maximum allocation per Match in ACL TWO (Cycle 2):

Competition Stage	VIP + Hosting*	Zone A	Zone B
Group Stage; Round of 16; Quarter-finals	40	270	200
Semi-finals; Final	80	350	200
**Hosting where available*			

Maximum allocation per Match in AWCL (Cycle 2):

Competition Stage	VIP + Hosting*	Zone A	Zone B
Group Stage; Round of 16; Quarter-finals	30	100	60
Semi-finals; Final	50	120	80
**Hosting where available*			

Note: The VVIP ticket is not within the complimentary ticket categories and is subject to the approval of the AFC upon request by AFG.

For a "Restricted Match" or "Closed Match" with limited or no general spectators, the AFC shall communicate the complimentary ticketing allocations and quantities in due course. The LOC should confirm no later than MD-30 if tickets will be distributed in such scenarios.

Complimentary Tickets - Timelines and Delivery

This section outlines the standard complimentary ticket timelines.

AFG will submit a consolidated ticketing order to the Host Organisation that needs to be printed. The remaining tickets from the AFG maximum allocation can then be released for Host Organisation use upon the AFC's confirmation.

Once the ticket order is received by the Host Organisation, complimentary tickets must be sent immediately by courier (if printed) or by email/link (if E-ticket) to the corresponding AFG Commercial Manager. Tickets must be split per zone, as identified during the Site Visit and in accordance with the deadlines set below.

The AFG Commercial Manager will confirm the address for ticket delivery when sending the ticket order across. In order to ensure smooth delivery, the Host Organisation will be required to send the tracking details of their shipment to the AFG Commercial Manager and strictly follow the deadlines provided.

Delivery Timeline for ACL ELITE:

Competition Stage	AFG Ticket Order Provision Deadline – no later than	Host Organisation Ticket Delivery Deadline – no later than
Group Stage	MD-18	MD-14
Round of 16	MD-9	MD-7
Finals	MD-18 of the first Match	MD-14 of the first Match

Delivery Timeline for ACL TWO:

Competition Stage	AFG Ticket Order Provision Deadline – no later than	Host Organisation Ticket Delivery Deadline – no later than
Group Stage & Round of 16	MD-18	MD-14

Quarter-finals	MD-9	MD-7
Semi-finals & Final	MD-18	MD-14

Delivery Timeline for AWCL:

Competition Stage	AFG Ticket Order Provision Deadline – no later than	Host Organisation Ticket Delivery Deadline – no later than
All Stages	MD-18 of the first Match	MD-14 of the first Match

These timelines need to be followed at all times unless there are exceptional cases in terms of local regulations, production issues or any other factors that might lead to delays. An explanation of the reason(s) for such potential delays shall be provided by the Host Organisation clearly in writing.

Failure to provide tickets on time or inform AFG about potential delays could lead to sanctions as outlined in the AFC Competitions Operations Manuals.

5.4. Purchase Tickets

Overview

The Host Organisation shall provide AFC Commercial Affiliates with the opportunity to buy tickets at face value for each Match. A hold-and-release system will be employed, i.e., an agreed number of tickets must be held by the Host Organisation according to the table below, after which unsold tickets can be released for Host Organisation use.

Purchase Ticket Allocation and Quantities

The number of tickets to be held by the Host Organisation is outlined below:

Maximum allocation per Match in ACL ELITE (Cycle 2):

Competition Stage	Zone A	Zone B
Group Stage; Round of 16	400	200
Finals	800	400

Maximum allocation per Match in ACL TWO (Cycle 2):

Competition Stage	Zone A	Zone B
All Other Stages	200	200
Semi-final & Final	600	400

Maximum allocation per Match in AWCL (Cycle 2):

Competition Stage	Zone A	Zone B
All Other Stages	100	50
Semi-final & Final	100	50

Purchase Ticket Price Confirmation

The Host Organisation shall advise the AFG Commercial Manager of the purchase ticket price in advance of the Competition commencing and at different stages of the Competition. The purchase ticket price confirmation timeline is outlined below:

Competition Stages	Due Date
All stages	Site Visit or MD-35

Purchase Ticket Order and Delivery Timeline

The Host Organisation will receive any purchase ticket orders from the AFG Commercial Manager according to the timeframe given below. AFG will also supply the contact details of AFC Commercial Affiliates who submitted ticket orders at this point in order to facilitate later liaison between the Host Organisation and the AFC Commercial Affiliates regarding the exact final order, billing and delivery.

After the ticket orders are received, the Host Organisation will advise the AFG Commercial Manager as to whether the requested orders can be filled.

Delivery Timeline for ACL ELITE:

Competition Stage	AFG Ticket Order Provision Deadline – no later than	Host Organisation Confirmation Deadline – no later than
Group Stage	MD-18	MD-14
Round of 16	MD-9	MD-7

Finals	MD-18 of the first Match	MD-14 of the first Match

Delivery Timeline for ACL TWO:

Competition Stage	AFG Ticket Order Provision Deadline – no later than	Host Organisation Confirmation Deadline – no later than
Group Stage & Round of 16	MD-18	MD-14
Quarter-finals	MD-9	MD-7
Semi-finals & Final	MD-18	MD-14

Delivery Timeline for AWCL:

Competition Stage	AFG Ticket Order Provision Deadline – no later than	Host Organisation Confirmation Deadline – no later than
All Stages	MD-18 of the first Match	MD-14 of the first Match

If there are any issues regarding the purchase ticket order, the AFG Commercial Manager will assist in resolving said issues and agree to a finalised purchase ticket order.

Once the purchase ticket order is finalised, the Host Organisation must contact AFC Commercial Affiliates to facilitate payment and make delivery arrangements after receiving the confirmed purchase ticket numbers. Tickets should be sent by tracked courier and the tracking numbers should be shared with the AFC Commercial Affiliates.

5.5. E-Ticketing

Overview

Where the Host Organisation has implemented an Electronic Ticket (E-ticket) system and wishes to utilise such a system for the issue of tickets for this Competition, approval must be sought from the AFC. This section outlines the procedure and timelines for the issue of AFG and AFC Commercial Affiliates tickets if the use of an E-ticket system is approved by the AFC.

E-Ticketing System

If the AFC's approval is granted, the Host Organisation must advise the AFG Commercial Manager on the ticketing system to be used for the upcoming Competition during the Site Visit.

As is the case for physical tickets, the design of the E-ticket will need to follow the design guidelines set out in the AFC Ticket Template, including a clear indication of AFC Commercial Affiliates' logos and ticket zone requirements as per instructions. The E-ticket should be free from any third-party branding such as a ticket agency logo. Please refer to the Ticket Design section in 5.2 above for more details.

E-Ticketing Timelines and Delivery

E-ticketing follows the same order and delivery timeline as physical tickets.

E-Ticket Files

Each ticket needs to be in a single PDF file. Ticket delivery will need to reflect the ticket order and be grouped into a ZIP (compressed) file per Match and per zone. See the ZIP file structure below:

ZIP File Structure

[Host Organisation Name]

- [Match 1]
    - VIP Zone
        - Individual ticket (one per file) with ticket number or ID
    - Zone A
        - Individual ticket (one per file) with ticket number or ID
    - Zone B
        - Individual ticket (one per file) with ticket number or ID
- [Match 2] if sending tickets
    - as per the above
- [Match 3] if sending tickets
    - as per the above

Additionally, if tickets are not received on time, the Host Organisation may be required to print the entire ticket allocation and arrange for on-site distribution, including the provision of a ticket collection booth/window and staff.

5.6. VIP Hosting

Overview

The Host Organisation will be required to host AFC Commercial Affiliates' VIP guests in the appropriate lounge when hosting exists. Such hosting shall be defined and agreed upon between the Host Organisation and the AFG Commercial Manager during Site Visits in consultation with the AFC.

VIP Hosting Information

During the Site Visit, the Host Organisation shall inform the AFG Commercial Manager of the hosting facilities and services to be provided on Matchdays. Expectations for hosting include access to an existing premium lounge area (shared or exclusive) as well as food and beverage services. A dedicated entrance and parking passes or drop-off area near the VIP entrance as well as a facilitated access check might also form part of the hosting services. In any case, AFC Commercial Affiliates' guests should receive the same treatment as other VIP guests.

VIP Hosting Invitations

If invitations are required to access hosting areas, the AFG Commercial Manager will collate and submit VIP guest information to the Host Organisation as per their requirements and deadline. The Host Organisation should inform the AFG Commercial Manager of any requirements (e.g., guests' details, dress code) and deadlines, where applicable.

The Host Organisation should send VIP invitations and parking passes to the AFG Commercial Manager for distribution together with the VIP ticket as per the ticket delivery deadline above. Both physical and electronic VIP invitations follow the same timeline. The delivery address will be confirmed by the AFG Commercial Manager when sending the orders across.

VIP invitations should be sent by tracked courier to the AFG Commercial Manager and the tracking number must be provided.

5.7. VVIP Hosting

Overview

VVIP is the highest level of hospitality services at a Venue. The Host Organisation will occasionally be required to host AFC Commercial Affiliates' VVIP guests upon the AFC's confirmation.

VVIP Hosting Information

During the Site Visit, the Host Organisation shall inform the AFG Commercial Manager of VVIP hosting facilities, access and services to be provided on Matchdays. VVIP hosting usually provides access to an exclusive lounge area, food and beverages, a premium seat location, and dedicated entry and parking.

VVIP Hosting Request Procedures

Except for the Final Matches, the AFG Commercial Manager will confirm the attendance of AFG VVIP guests to the Host Organisation prior to the Match, along with an approval document from the AFC.

VVIP Invitations

Except for the Final Matches, the Host Organisation shall prepare VVIP invitations (if approved by the AFC) and coordinate with the AFG Commercial Manager regarding delivery of the invitation and parking passes prior to the Match. The Host Organisation should provide the AFG Commercial Manager with any requirements (e.g., guest details, dress code) and deadlines during the Site Visit, or no later than thirty (30) days prior to the start of the Competition to allow AFG to collect the required information.

5.8. Official Products and Equipment

AFG shall be responsible for the supply of any official products or sponsored Competition-related equipment. In the absence of sponsored products/equipment, the Host Organisation and Participating Teams will be responsible for the provision of any required items (e.g. water, isotonic drinks, ice boxes) as per the AFC's applicable regulations. Any such items must be clean of any commercial branding.

Although AFG's intent is to minimise logistical implications for the Host Organisation, in the event that support is required, the Host Organisation shall assist AFG by:

- Liaising with the relevant local authorities, submitting any necessary paperwork, or assisting with the appointed courier to ensure customs clearance of any official products and/or equipment

- Taking receipt of any deliveries as required
- Arranging for proper storage and safekeeping of items once received

Timelines and Host Organisation Actions

Where there are official products or equipment provided by AFG or AFC Commercial Affiliates, AFG shall coordinate the delivery and storage of such items with each Host Organisation as per the schedule below:

Item	Host Organisation Actions	Due
Delivery Details	Host Organisation to confirm the address and contact for any deliveries	Site Visit or no later than 35 days prior to the first Match at each Venue
Storage location	Host Organisation to identify secure locations where items will be stored and available for collection by AFG or AFC Commercial Affiliates later	Site Visit or no later than 35 days prior to the first Match at each Venue
Official Products and Equipment confirmation	AFG Commercial Manager to confirm the list of official products and equipment expected per Match	21 days prior to the first Match at each Venue
Delivery Schedule	AFG Commercial Manager to confirm any official product and equipment delivery dates and contact details ahead of each Match	10 days prior to each Match at each Venue
Customs Clearance and Duties	Host Organisation to ensure items clear customs promptly	As required
Receipt of Goods Delivery confirmation	Host Organisation to take receipt of any products and equipment and notify the Commercial Manager that the items have been received	On the day of receipt
Storage	Host Organisation to ensure secure storage of items until AFG or AFC Commercial Affiliates collection during Matchweek	From delivery until collection

5.9. Footballs

The Official Match Ball (OMB) and training footballs will be provided to the Host Organisation by the AFC. Quantities and delivery timelines will be confirmed directly by the AFC. The Host Organisation should confirm receipt of all mentioned footballs to the AFC. Missing and/or defective football items must be reported to the corresponding sending party immediately.

The AFC will also provide footballs to be displayed at the Venue. The AFG Commercial Manager is responsible for placing the display ball in the centre of the Press Conference table for all pre-Match and post-Match Press Conferences at each Match.

The Host Organisation shall provide the OMB and place it on the ball plinth in/outside the Player Tunnel. The AFC Commercial Manager is responsible for ensuring the placement is correct.

Allocation

Each Participating Club can expect to receive an allocation of training balls from the AFC while an additional allocation of Match Balls will be sent to the Host Organisation.

The Host Organisation should provide the AFG Commercial Manager with the display footballs on-site before the first Matchday. AFG will store and manage the football placement at Press Conferences for all Matches. The AFG Commercial Manager will return the display footballs to the Host Organisation after the end of the Competition.

Usage

Participating Clubs are required to use the supplied training footballs for Official Training and Match warm-ups during this Competition. New footballs received for each Match must only be used as Match Balls for that respective Match.

Away Teams are required to bring and utilise their own official footballs for Official Training and warm-up, as provided by the AFC to each team.

Host Organisation Actions

Item	Host Organisation Actions	Due
Receipt and Audit	Confirm receipt of all mentioned footballs to the AFC. Missing items must be reported to the corresponding sending party immediately	On delivery
Storage	Secure storage of footballs and their delivery to the Match Venue for Matchday	From initial receipt until MD-1 of each Match

Match Ball Placement	Provide Match Ball to the AFG Commercial Manager for placement on the ball stand at the march-out for the Match	Matchday
Football Placement	Provide display footballs to the AFG Commercial Manager for football placement in the Press Conference room	MD-1 and Matchday

5.10. Concessions

In instances where AFC Commercial Affiliates have been granted the rights to sell their products on-site in existing concessions, the Host Organisation will need to ensure that the sale of any AFC Commercial Affiliates' goods is integrated within the Host Organisation's usual Matchday operations. The Host Organisation will then be responsible for ensuring:

- Concessions are clean of any competitive third-party branding
- The set-up and operation of concession outlets or stands shall operate as per usual practice. The Host Organisation shall oversee the staff provision and concession management
- Provision of facilities and infrastructure such as storage, utility services (power, water, internet) and access; and brand visibility for AFC Commercial Affiliates through the provision of sales equipment and point-of-sale (POS) items (subject to supply agreement with the AFC Commercial Affiliates)
- No royalties or other charges are imposed on AFG or AFC Commercial Affiliates for the sale of AFC Commercial Affiliates' products or the use of facilities. The Host Organisation shall ensure compliance with the requirements of AFC Commercial Affiliates as communicated by AFG and the AFC

When AFC Commercial Affiliates plan to operate a separate concession, the Host Organisation will provide support in terms of space allocation, storage, utility services and access.

Should a Concessionaire be unable to facilitate the sale of an AFC Commercial Affiliates' product, the AFC must be advised in writing. In such circumstances, the parties shall discuss all matters in good faith, noting that the Host Organisation has exhausted all proposed plans to accommodate the AFC Commercial Affiliates' product sale.

6. ACTIVATIONS

6.1. AFC Commercial Affiliates Activation Catalogue

AFC Commercial Affiliates have the rights to activate at all Matches of the Competition.

During the Site Visit, the AFG Regional Manager will advise the Host Organisation on the activities that are likely to be activated. The confirmed list of activations for each Match will be advised by AFG on a Match-by-Match basis according to the timelines provided in the table below.

The Host Organisation should provide corresponding spaces (e.g. changing rooms) to AFC Commercial Affiliates in order to run such activations for the participants.

On some occasions, it might be necessary to facilitate activations at shorter notice than communicated in the timelines. In such instances, the AFC and Host Organisation shall evaluate the impact of the activation and the ability to facilitate such requests.

Fanzone and Commercial Display Areas

One essential part of AFC Commercial Affiliates' activation opportunities is the set-up of display booths either in a dedicated Fanzone or in other key areas around the Venue.

During the Site Visit, the AFG Commercial Manager will identify a common commercial area where AFC Commercial Affiliates will be able to display their products, distribute giveaways and generally promote their brands. This will need to be situated in a high-traffic area in order to engage as many fans as possible. In some instances, and depending on space availability, AFC Commercial Affiliates may look at having Commercial Displays installed outside the Fanzone in other areas of the Venue, such as on the concourse or in media or hospitality areas.

Activation Catalogue

The following table provides an overview of the activations that are approved by the AFC and that may be delivered during this Competition. If the Host Organisation's involvement is required for an activation, details will be provided by AFG in a timely manner. Please always refer to the AFC Official Countdown and AFG Activity Plan for confirmed timings.

TEAM ARRIVAL	PRE-MATCH CEREMONY & YOUTH PROGRAM	MATCHDAY EXPERIENCES	GIANT SCREEN	FINAL CEREMONY & AWARD	FAN ENGAGEMENT	PRODUCT PROMOTION
FAN MESSAGE	BALL KIDS	MD-1 OFFICIAL TRAINING OBSERVATION	COUNTDOWN TO KICK OFF	CABIN CREW AWARD CEREMONY INTEGRATION	BEST SEAT IN THE HOUSE	PREMIUM GIVEAWAY
TEAM BUS ARRIVAL FOOTAGE	CENTRE CIRCLE	STADIUM TOUR	GIANT SCREEN DIGITAL ENTERTAINMENT	MOST VALUABLE PLAYER	BRANDED MASCOT	PARTNER BOOTH
TEAM BUS ARRIVAL WELCOME LINE-UP	FLAG BEARERS	TEAM ARRIVAL EXPERIENCE	LINE-UP ANNOUNCEMENT	PLAYER OF THE MATCH	FAN OF THE MATCH	PREMIUM DISTRIBUTION
	PRE-MATCH STANDING LINE-UP	WARM-UP EXPERIENCE	TVC AND PA ANNOUNCEMENTS	TOP GOALSCORER AWARD	FAN REPORTER	PRODUCT PLACEMENT
	PLAYER ESCORT KIDS	TUNNEL EXPERIENCE			FAN TIFO	
	REFEREE ESCORT KIDS	KICK-OFF VIEWING EXPERIENCE			FIELD PHOTOGRAPHER	
	OFFICIAL MATCHBALL CARRIER	FINAL WHISTLE EXPERIENCE			PRE-MATCH (OR HALF-TIME) ENGAGEMENT	
	COIN TOSS	AWARD CEREMONY OBSERVATION			REMOTE FAN	
	TROPHY HANDOVER				STADIUM PRIZE DRAW	
					SUPER FAN	
					PLAY ON THE PITCH	

**The activation list above is subject to change at the AFC's discretion*

Timeline

Item	Action	Due
Confirmed Match Activation List	AFG Regional Manager to provide a confirmed activation list to the Host Organisation on a Match-by-Match basis	MD-21
Accreditation Requirements	AFG Regional Manager to provide accreditation requests when needed for activations to the AFC for production	As per accreditation timeline
Accreditation Card Distribution	AFG Commercial Manager to collect AFC Commercial Affiliates' accreditation cards from the Host Organisation and manage distribution	MD-2

6.2. Activation Approvals

Activation opportunities are an essential asset for AFC Commercial Affiliates, increasing their value and interest in a Competition as well as enhancing fan experience at the Match.

AFG will inform the Host Organisation of AFC Commercial Affiliates' activation plans leading into each Match. It is the responsibility of the Host Organisation as the event organiser to undertake any required approval procedures with the local authorities for these activities. If an AFC Commercial Affiliate is required to provide any specific documentation as part of this approval process, the Host Organisation should inform the AFG Commercial Manager during the Site Visit, confirming a full list of what must be compiled and submitted so that instructions can be passed on to AFC Commercial Affiliates.

In the event that certification or permits need to be secured by the AFC Commercial Affiliates themselves, the Host Organisation must ensure that this is clearly communicated to the AFG Commercial Manager during the Site Visit and that all necessary details are provided.

The Host Organisation must advise the AFC and AFG Commercial Manager immediately if additional details, either not yet communicated or due to changes in the local process are required from the AFC Commercial Affiliates for activation approval.

All activations, regardless of size, must receive prior approval from the AFC.

6.3. Host Organisation Activation Plan

The Host Organisation may submit an activation plan to the AFC and AFG for activations that they wish to implement during the Competition for review and approval. Host Organisation activation must be non-commercial in nature and shall not pose any conflict of interest with the reserved rights from AFC Commercial Affiliates. No Host Organisation Commercial Affiliates may be involved in either the sourcing of participants or the provision of any materials and uniforms (i.e. materials and uniforms need to be unbranded). No promotion or association is allowed. An image of the activation materials and uniforms must be submitted for final approval.

Host Organisation Actions

Item	Host Organisation Actions	Due
Host Organisation Activation Plan	Host Organisation to provide an activation plan (including activation materials and uniform images) to the AFC and AFG for approval	MD-21

7. BROADCAST OPERATIONS

7.1. Venue Infrastructure and Requirements

The Host Organisation is required to deliver specific levels of broadcast infrastructure and meet the requirements and obligations outlined within these guidelines.

Comprehensive details of the facilities and infrastructure to be provided by the Host Organisation are defined below and should be reviewed and agreed upon with the AFG Broadcast Manager during the Site Visit.

Finalised production plans, including any changes to camera positions and bookable spaces, will be confirmed to the Host Organisation by AFG as soon as reasonably possible and no later than MD-10.

7.2. Broadcast Compound

A secure area, with fencing where necessary (to be confirmed on the Site Visit by the AFG Broadcast Manager), either within or adjacent to the Stadium of at least 2000m² of useable space (exact size to be confirmed after the Site Visit) must be provided by the Host Organisation to act as the official Broadcast Compound for each Match.

The size of the Broadcast Compound may need to be increased if higher media interest demands it and this will be communicated by AFG at the earliest opportunity.

The surface and layout of the Compound must be:

- Suitable for the parking of large and heavy OB vehicles
- Level and fully paved
- Well lit
- Have adequate drainage in case of rain
- Allow for easy vehicular access in and out for long vehicles



The Broadcast Compound should be located on the same side of the Stadium as the main camera platform in order to reduce the length of required broadcast cabling and supporting infrastructure.

Cable routes from the Compound to the camera positions should not cross VVIP access routes, team access routes or any general public access routes.

The Broadcast Compound should also have a clear line of sight from the Satellite News Gathering (SNG) truck to the dedicated satellite used for the uplink of the Match signal; otherwise, a separate location for the SNG truck will be required that does have a clear line of sight. This will be confirmed by the AFG Broadcast Manager during the Site Visit.

7.3. Broadcast Working Room/Storage Room – Electronic Field Production (Flypack)

For Matches where the Host Broadcaster will use a portable (Flypack) TV production system instead of an OB truck, a suitably-sized Broadcast Working Room and separate Broadcast Storage Room must be provided.



The Broadcast Working Room should be a minimum of 10m x 5m and come equipped with:

- Adequate air-conditioning
- Sufficient desks to support all necessary broadcast equipment
- Sufficient moveable chairs for the broadcast crew
- Suitable Stadium power with adequate sockets
- Adequate lighting
- Internet connectivity (Wi-Fi)

The Broadcast Storage Room should be a minimum of 10m x 3m and come equipped with:

- Suitable Stadium power with adequate sockets
- Adequate lighting

The available spaces for both rooms will be confirmed by the AFG Broadcast Manager during the Site Visit.

7.4. Security

Dedicated, manned security must be provided at the following broadcast locations and at the following times:

Location	Time Security is Required
Broadcast Compound	24-hour security from 08:00 on MD-2, or earlier if requested during the Site Visit by the AFG Broadcast Manager, until the departure of all broadcast personnel and equipment after the end of the Match
Official Training sessions	During the official Media access window at each Official Training session
Broadcast technical installations (e.g., commentary positions, studios)	From the start of installation on MD-2, or earlier if requested by the AFG Broadcast Manager during the Site Visit, until the departure of all broadcast personnel after the Match

7.5. Power

Where there is a local power grid source established within the Stadium that is deemed suitable for use by the Host Broadcaster, the Host Organisation must make this power supply available to the Broadcast Compound from 08:00 on MD-2, or earlier if advised in advance by AFG, until two (2) hours after the end of the Match.

If the local power grid is not sufficient and/or unstable, the Host Broadcaster must provide alternative power to the Broadcast Compound themselves.

It is also the responsibility of the Host Broadcaster to ensure that power to the Broadcast Compound is:

- Fully redundant with backup power provided

- Sufficient to supply both their own and all other Broadcast Partner needs
- Is both stable and suitable for use

The Host Organisation must ensure Stadium power is provided to all other broadcast facilities within the Stadium, including commentary positions, pitch-side presentation positions, stand-up positions, flash interview positions, studios, Mixed Zone and the Press Conference room.

The Host Organisation must also ensure a suitably qualified electrician/power manager is available to oversee all power installation and ensure the safe integration and handover of power to all broadcast spaces.

7.6. Parking

Where possible, broadcast parking spaces should be located near the Stadium media entrance to facilitate the loading and unloading of broadcast equipment.

Where sufficient parking space is not available near the entrance, the Host Organisation must designate a suitable, dedicated drop-off point for both personnel and equipment.

The location of parking spaces will be confirmed during the Site Visit by the AFG Broadcast Manager, and the number of parking spaces required will be confirmed on MD-10.

7.7. Cabling

The Host Organisation must provide the necessary cabling infrastructure (e.g. cable bridges, hooks, and pathways) to enable the Host Broadcaster to install all cabling safely and securely. These requirements will be determined during the Site Visit and communicated to the Host Organisation in the Site Visit Report to allow sufficient time for installation.

Where suitable pre-cabled systems are already in place within a Stadium, these are to be provided for use by the Host Broadcaster and other Broadcast Partners. However, there is no obligation on the Broadcasters to use these systems. If they choose to still run their own cables, and this requires additional cable bridges, hooks and pathways, then these must still be provided by the Host Organisation.

7.8. Stadium Feeds

The Host Broadcaster is responsible for delivering the Multilateral World Feed video signal and all cabling in HD-SDI 1080i50 with two (2) channels of embedded audio to the Stadium AV access point/control room only.

The Host Organisation is responsible for all onward distribution of the signal from the Stadium AV access point/control room to all other spaces, including but not restricted to the Media Centre, Media Tribune, VIP/Hosting areas, Doping Control Room and all AFC-requested work areas (e.g., AFC Secretariat, AFC Commercial Affiliates offices, Referee Assessor positions).

7.9. Stadium PA System

The Host Organisation must ensure that the Host Broadcaster has access to the Stadium PA system audio output.

The Host Broadcaster is responsible for the necessary cabling between the PA System room and the Broadcast Compound.

The Host Organisation must also ensure that any PA speakers in the vicinity of the commentary positions are turned off before Matchday.

7.10. Airspace

The Host Organisation must assist the Host Broadcaster to gain all necessary access and permissions to the airspace above any Stadium where the Host Broadcaster plans to conduct aerial filming using a helicopter, drone or similar equipment.

Notice of these requests will be given by the AFG Broadcast Manager as soon as reasonably possible.

7.11. Camera Platforms

The Host Organisation must provide suitable space and the required camera platforms within the Stadium to deliver the Host Broadcast camera plan. The exact location of these platforms will be identified during the Site Visit.

Each standard camera platform must have a minimum working footprint of 2m x 2m. The main camera platform for Cameras 1 and 2 must have a minimum working footprint of 6m x 2m.

Any temporary platforms must be constructed of aluminium or steel scaffolding with adequate safety rails and solid, unshakeable floors.

All platforms must be checked and fully approved by the relevant national safety authorities before handover to the Host Broadcaster. Handover of all platforms must be completed no later than 10:00 on MD-1.

Clear access routes must be provided to allow for cameramen and camera equipment to access all platforms.



The construction and positioning of camera platforms may require, where necessary, the removal of seats and/or the non-sale of tickets in certain areas (seat kills) to allow for adequate working space and to give cameras a clear line of sight to all corners of the FOP.

If any camera platforms are to be constructed in temporary seating tribunes, they must be fully independent of the main tribune structure to avoid vibration and shaking of the camera when spectators move around.

For Matches where additional specialised cameras are part of the Host Broadcast camera plan, for example, Jimmy Jibs (hand-operated cranes) and aerial camera systems (including SpiderCam), additional working areas will be required close to the FOP.

These requirements will be confirmed by the AFG Broadcast Manager during the Site Visit.

7.12. Host Broadcast Camera Plan

To ensure consistency of coverage, all Host Broadcasters must deliver the minimum camera requirements as laid out in the camera plan, both in terms of the number of cameras and their positioning.

Additional cameras can be added by the Host Broadcaster, with their positions subject to the AFC's approval. The implementation of the camera plan will be evaluated during the Site Visit and will be confirmed on a per Venue basis with the AFC prior to the start of the Competition.

Camera plan in ACL ELITE:

Competition Stage	Camera Plan
Group Stage and Round of 16	10 Cameras
Finals	18 Cameras

Camera plan in ACL TWO:

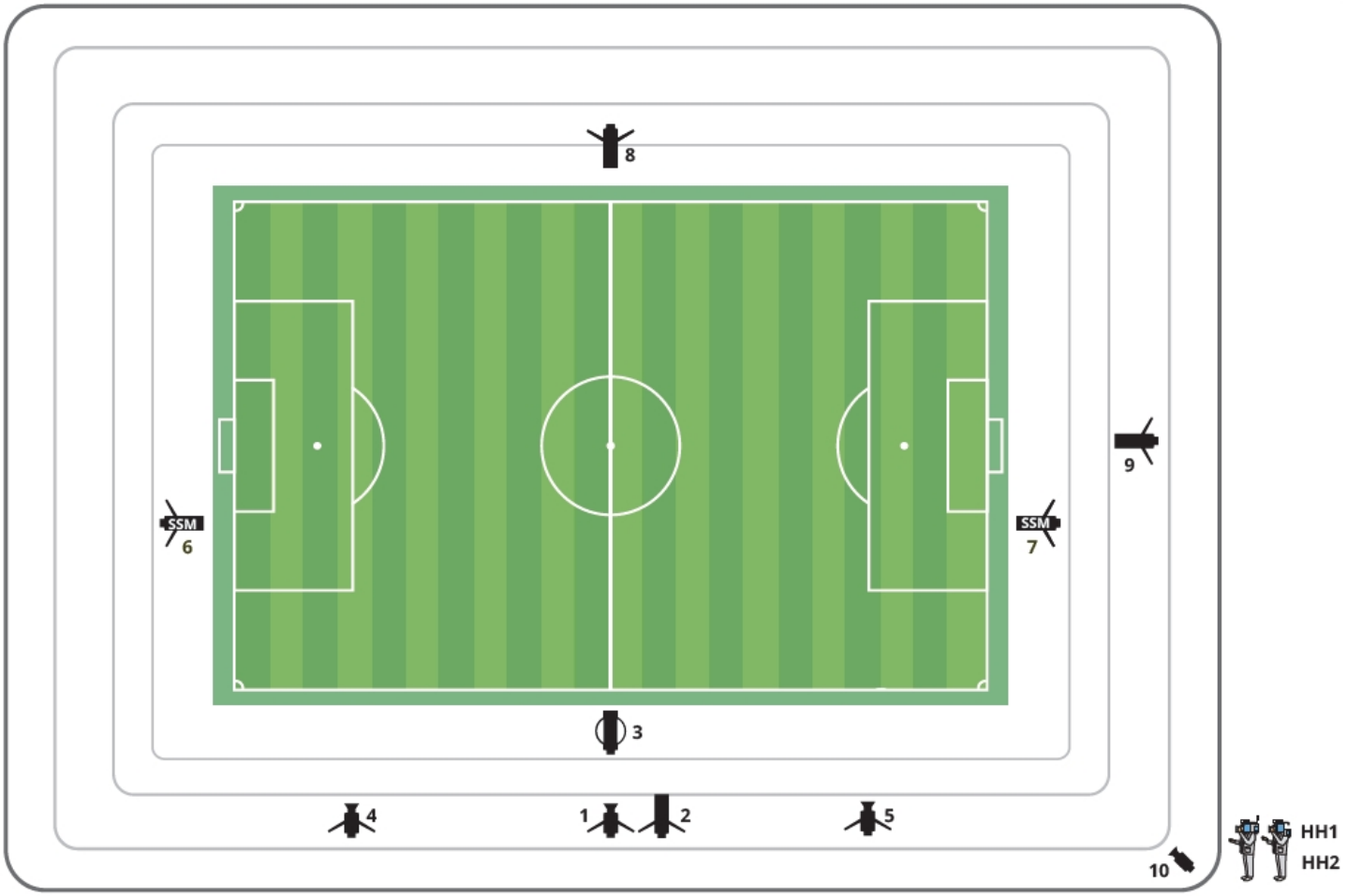
Competition Stage	Camera Plan
Group Stage	7 Cameras
Knockout Stage	10 Cameras
Final	18 Cameras

Camera plan in AWCL:

Competition Stage	Camera Plan
Group Stage and Quarter-finals	4 Cameras
Semi-finals and Final	7 Cameras

For all Matches, there must be the minimum camera coverage as listed above and noted in the following camera plans and camera narratives, with each camera meeting the following requirements:

10 Camera Plan

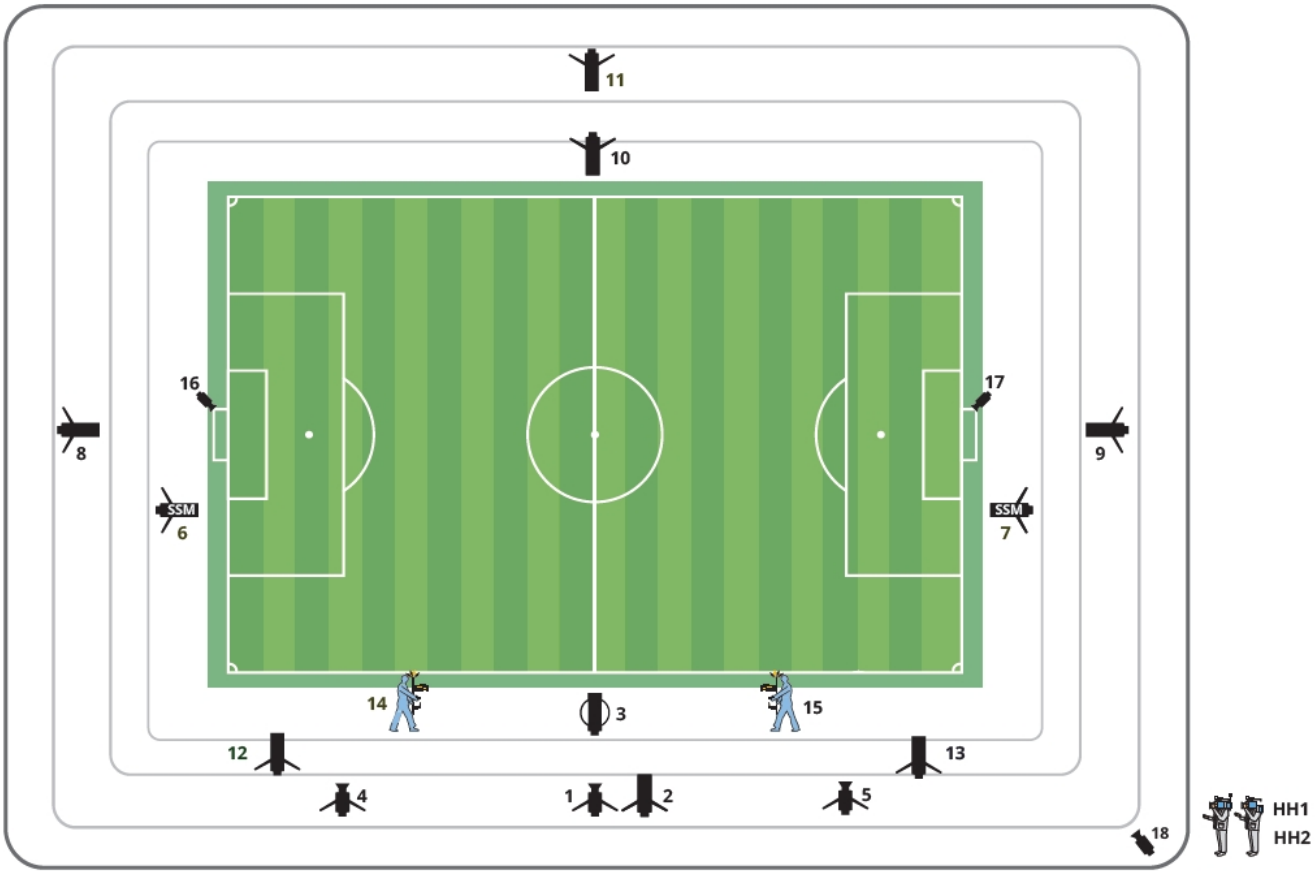


Camera Narrative – Minimum 10 Camera Match Coverage

Cam	Mount	Location
1	Tripod	Mid-level platform, main VIP stand
2	Tripod	Mid-level platform, main VIP stand. Next to camera 1
3	Low camera seat or Tripod	Pitch-side, on the halfway line
4	Tripod	Mid-level platform, main VIP stand on 16m line
5	Tripod	Mid-level platform, main VIP stand on 16m line
6	Tripod	Pitch-side, behind the goal line on the main camera side
7	Tripod	Pitch-side, behind the goal line on the main camera side
8	Tripod/Clamp	High, corner of the stadium
9	Tripod	High behind the goal (can be left or right)
10	Tripod	Mid-level platform, directly opposite camera 1 (can also be pitch-side, opposite camera 3 in line with halfway behind the FOP perimeter boards)
HH1	Handheld	Handheld
HH2	Handheld	Handheld

Note: Two (2) cameras to be assigned as handhelds to cover all pre and post-Match requirements

18 Camera Plan



Camera Narrative – Minimum 18 Camera Match Coverage

Camera	Mount	Location
1	Tripod	Mid-level platform, main stand
2	Tripod	Mid-level platform, main stand. Next to camera 1
3	Low camera seat	Pitch-side, on the halfway line
4	Tripod	Mid-level platform, main stand on 16m line
5	Tripod	Mid-level platform, main stand on 16m line
6	Tripod	Pitch-side, behind the goal line on the main camera side
7	Tripod	Pitch-side, behind the goal line on the main camera side
8	Tripod	High behind the goal left
9	Tripod	High behind the goal right
10	Tripod	Reverse pitch-side behind perimeter boards
11	Tripod	Reverse mid-level platform, opposite camera 1
12	Tripod	Low platform left in line with 6m line
13	Tripod	Low platform right in line with 6m line
14	Steadicam	Touchline
15	Steadicam	Touchline
16	Stand / Clamp	Netcam
17	Stand / Clamp	Netcam
18	Tripod / Clamp	High, corner of the stadium
HH1	Handheld	Pre & post-match filming
HH2	Handheld	Pre & post-match filming

Note: Two (2) cameras to be assigned as handhelds to cover all pre and post-Match requirements

7.13. Commentary Positions

A minimum of two (2) commentary positions must be provided in the same stand as the main cameras at each Stadium, in between the 16m pitch lines and at a height sufficient to give commentators a clear view of all four (4) corners of the pitch.

Each position must be protected from inclement weather and offer a view unobstructed by structures and/or people moving within the seating area. Each position must also be separated from other commentary positions by a plastic screen or gangway, whilst allowing adequate space behind for access without interfering with commentators in adjacent commentary positions.

Each position should come equipped with:

- Desk space of at least 1.8m x 0.8m
- Depth of 2m to allow access/egress movement behind the desk and seating
- Three (3) moveable chairs
- Suitable power sockets and lighting
- Internet connectivity (Wi-Fi)

The location of commentary positions should usually be within the Media Tribune.

All commentary positions must have adequate dedicated security and must not be accessible by the general public.

In all instances, the location of the commentary positions needs to be considered in accordance with the AFC's access control policy and the access routes within the Stadium.

7.14. Observer Seats

In addition to commentary positions, up to thirty (30) observer seats must be provided at all Matches, all clearly marked and either close to or adjacent to the commentary area.

Their location and access routes will be identified by the AFG Broadcast Manager during the Site Visit.

All seats should be clearly marked on Matchday and will be managed by the AFG Broadcast Manager.

7.15. Press Conference



All official Press Conference rooms should have a suitable raised camera platform of at least 12m x 2m (at a height of at least 0.4m) at the rear of the room, which allows a clear line of sight to the Top Table for the Host Broadcast and other ENG cameras.

An audio distribution box with a minimum of ten (10) XLR outputs of the Press Conference audio feed must be provided at the raised platform to enable camera crews to take a clean recording of the audio from the Press Conference microphones.

A suitable raised platform of at least 6m x 2m (at a height of at least 0.4m) must be provided at the front of the room for the Top Table to be used by team coaches and players.

The Top Table must be lit to a standard suitable for broadcast coverage using a sufficient number of professional lights to achieve a minimum of 600 lux (V) evenly across the stage.

No other broadcast-related items will be permitted to be placed on the Top Table, including microphones, either broadcast, written press, or radio. The only microphones allowed on the Top Table are those providing the audio of the Press Conference to the Stadium PA system and the audio distribution box.

7.16. Pitch-Side Stand-Ups & Pitch-Side Presentation Spaces

Each Host Organisation must ensure that space is allocated next to the FOP for Broadcast Partners to conduct pre-Match and post-Match pitch-side stand-ups and presentations.

Two spaces should be allocated, one on each half of the pitch, with each space positioned along the touchline between the corner flag and the edge of the team technical area. These spaces should typically be on the side of the pitch closest to the Broadcast Compound (subject to the Stadium layout) and will be confirmed during the Stadium Site Visit by the AFG Broadcast Manager.

The Host Organisation shall be responsible for the pitch protection provision if required by the Stadium, for the reporter, any tables or chairs used for presentations and camera and tripod placement on the grass.

Pre-confirmed bookings and the use of these spaces will be managed on Matchday by the AFG Broadcast Manager.

7.17. Flash Interview Positions

Each Stadium must ensure that space is allocated for up to five (5) post-Match flash interview positions for the Multilateral World Feed and Unilateral Broadcast Partners. These should be located along the touchline, between the edge of the team technical area and the corner flag and should typically be on the side of the pitch closest to the Broadcast Compound (subject to the Stadium layout), with the exact location to be confirmed at each Stadium by the AFC.

Where a Stadium has sufficient space within the area of the players' tunnel, unilateral flash interview positions can also be located here. The suitability of such positions will be recorded during the Stadium Site Visit by the AFG Broadcast Manager and their use confirmed by the AFC.

Each interview position, irrespective of its location, should have a footprint that measures 3m x 2m.

The use of these spaces will be managed on Matchday by the AFG Broadcast Manager.

7.18. Media Backdrops

The official media backdrops to be used for all Press Conferences, and pre-Match and post-Match interviews, will be provided by the AFG Venue Team.

7.19. Studios/Presentation Platforms

The Host Organisation, when requested, must provide enclosed and/or non-enclosed spaces, on a best-effort basis, for use by the Host Broadcaster and the Broadcast Partners for use as a Presentation Studio and studios and/or presentation positions on Matchday.

These should include a minimum of one (1) pitch view studio (or executive box) for the Host Broadcaster to use, with:

- Floor-to-ceiling windows with an unrestricted view of the FOP
- At least 5m x 8m of open and usable space (with a 4m ceiling height)
- At least 2 x 9000BTU of air-conditioning/heating as appropriate
- Stadium power

Where demand from Broadcast Partners exists, a second studio (or executive box) matching the same requirements must also be provided. If no studio (or executive box) is available, a temporary presentation platform meeting the following requirements can be provided:

(please include platform size, load bearing specification, power, etc., and include a reference photo as well)

Suitable spaces must be identified during the Site Visit by the AFG Broadcast Manager and the final requirements will be confirmed no later than twelve (12) days before Matchday.

7.20. Mixed Zone

The Host Organisation must allocate a suitable location (ideally an indoor room or covered outdoor space) situated between the teams' restricted area and team departure area to serve as a Mixed Zone for post-Match interviews.

- The Mixed Zone must be divided into three (3) sections for Broadcast Partners, Press and Non-Rights Holders, with the Broadcast Partner section designated at the end of the Mixed Zone nearest to the changing rooms
- The Mixed Zone must have sufficient barriers/barricades of between 1–1.2m in height to segregate the teams from the Media
- All interviews must be filmed from behind the barricade and in front of the official backdrop
- The Team passageway should be a minimum of 2m wide
- The media section should have a depth of at least 2.5m
- Each section should be divided into individual positions, with each allocated broadcast position 1.2m wide
- Sufficient lighting for broadcast must be provided in the Broadcast Partner section

7.21. Media Access

A dedicated entrance must be provided at the Stadium to allow accredited Broadcast Partner personnel and cameras to gain access to the Stadium.

The accreditation of these crews will be managed by AFG in line with the official AFC accreditation procedure and policies. The distribution of all broadcast-related accreditation at each Stadium will be the responsibility of the AFG Broadcast Manager.

The allocation of any pre-booked broadcast positions or facilities will be managed on-site by the AFG Broadcast Manager.

7.22. Non-Rights Holders

On Matchday, the Host Organisation must ensure that all non-rights holder (NRH) cameras and recording equipment are signed in upon arrival and left in a storage facility within the Media Centre. Each Host Organisation must assign a Media Officer to manage the safe storage of all NRH equipment.

Under no circumstances may any cameras or recording equipment used by NRHs be allowed into the Stadium during the Match.

NRH equipment may only be collected ten (10) minutes before the end of the Match, at which time NRHs must then proceed directly to either the Press Conference room or Mixed Zone.

Also note that:

- All NRH access is subject to the AFC's approval
- No recordings can be made inside any controlled access area (including all Stadium concourses, spectator seating areas and Media Centre)

7.23. Team Technical Filming/Team Media Activities

Each Participating Club has the right to film a Match for the purpose of internal technical analysis only. One (1) camera may be used and no professional broadcast equipment can be used to create this recording.

Each Participating Club should inform the AFG Broadcast Manager and the AFC of their request to film at the Match Coordination Meeting, and their assigned cameraman will be given a technical bib by the AFG Broadcast Manager on Matchday to ensure access to the correct position. This bib must be worn throughout the Match and returned to the AFG Broadcast Manager as soon as the Match ends.

The camera position for these cameras will be decided during the Site Visit and the AFG Broadcast Manager will assign a space at Official Training on MD-1.

For additional digital media activities and requests, Participating Clubs should have signed the AFC Footage Transmission Guidelines (FTG) in advance of the Competition, and once signed, the Team photographers/cameramen will be given Team Media bibs by the AFG Broadcast Manager on MD-1.

The Team must also complete the Participating Clubs Media Booking Sheet for each Matchday, where the permitted activities are also listed, and return the completed sheet to the AFG Broadcast Manager.

The AFG Broadcast Manager will continue to monitor the activities filmed by Team Media during matchdays. Any abuse of the agreed filming rights within the FTG will result in the removal of bibs and filming access.

7.24. Internet

The Host Organisation shall provide two (2) dedicated internet connections within the Broadcast Compound.

Service Availability

Both internet connections must be operational from 09:00 local time on MD-2 until 09:00 local time on MD+1.

Internet Connection Requirements

Each internet connection shall:

- be supplied with two (2) separate telecommunications providers to ensure redundancy;
- be provided with a minimum guaranteed bandwidth of 250 Mbps upload and 250 Mbps download; and
- be maintained by the Host Organisation in good working order throughout the Competition period

Technical Provision

For each internet connection, the following shall be provided:

- Two (2) Cat5 cables from the router to the handoff point located in the Broadcast Compound;
- Static Public IP Address
- Subnet Mask;
- Gateway details;
- Any other network configuration details reasonably required by the AFC or its appointed broadcast service provider.

The network firewall must be configured to allow outbound UDP traffic.

In addition, and separate from, the dedicated internet connections provided within the Broadcast Compound, the Host Organisation shall provide stable internet with adequate upload/download speeds in the following locations:

- Press Conference room (Wi-Fi)

- Commentary positions (cabled ethernet and/or Wi-Fi)
- Media Centre and Media Tribune (cabled ethernet and Wi-Fi)

7.25. Telecoms

During the Site Visit, the Host Organisation must confirm with the AFG Broadcast Manager and Host Broadcaster the telecoms provider used by the Stadium.

The booking and installation of any telephone, ISDN and other dedicated internet lines that may be required is the responsibility of the Host Broadcaster and visiting Broadcast Partners.

The Host Organisation must, when asked, help to facilitate and assist with their installation and delivery.

8. SIGNAGE

8.1. Static Signage

AFG will use a contracted Signage Supplier to supply and install all identified static signage at the Venue. Reporting directly to the AFG Commercial Manager, the Signage Manager will be onsite throughout the installation and dismantling of signage as well as managing Matchday operations and effecting repairs if required.

Static signage refers to fixed, printed signage (as opposed to LED or virtual signage). There are three (3) categories of static signage that may be used at AFC Matches:

1. FOP Signage
2. Media Backdrops
3. Venue Dressing

AFG requests the Host Organisation's assistance and cooperation to ensure the smooth delivery of all static signage operations at all Matches.

FOP Signage

AFG will produce and manage the placement of the following signage on and around the FOP at each Match. The use of some of these items may depend on the commercial concept or the phase of the Competition.

Item	Dimension	Quantity	Host Organisation Actions	Due
Match Ball stand	0.3 (w) x 0.3m (l) x 1m (h)	1	Ensure a staging area of no less than $1m^2$ near the players' entrance to the FOP	Matchday
Static perimeter boards and centre board	6m (w) x 1m (h) 9m (w) x 1m (h)	40 1	Remove any existing boards/structures around the FOP that might obstruct the installation	MD-3
Substitution board stickers	0.4m (w) x 0.1 (h) (may vary)	2 per board	If substitution boards are provided by the Host Organisation, the Host Organisation should remove or cover any existing commercial branding on the supplied boards	MD-2

Media Backdrops

AFG will manage the production and placement of the following media backdrops at each Match:

Item	Dimensions	Quantity	Host Organisation Actions	Due
Flash interview backdrop	2m (w) x 2.2m (h)	Up to 4	Provide a staging area between the team benches and team dressing rooms where backdrops can be held for post-Match flash interviews The Staging area should be at least 2.5m high and 5m in width	MD-1
Mixed Zone backdrop	2m (w) x 2.2m (h)	Up to 4	Ensure there is sufficient space for the installation of the backdrop: • 2.5m from the backdrop base to the ceiling • 10m in length	MD-2
Press Conference backdrop (Venue and/or Official/Team hotels)	4m (w) x 2m (h)	1	Removal of any existing backdrops in the area to be used for Press Conferences Ensure there is sufficient space for the set-up of the backdrop: • 2.5m from the backdrop base to the ceiling • 10m in length	MD-2

Venue Dressing

AFG may produce and manage the installation of the following Venue dressing elements:

Item	Dimension of item	Quantity	Host Organisation Action	Due
Tier Dressing (1st/lowest tier only. When applicable)	TBD at Site Visit	TBD	Remove or cover any existing commercial branding in the area	MD-4
Tunnel Branding (when applicable)	TBD at Site Visit	TBD	Remove or cover any existing commercial branding in the area	MD-4
Welcome Towers	0.9m (w) x 2m (h)	Up to 4	Ensure there is sufficient space by VIP/VVIP entrance, media entrance, and team arrival areas. Areas should be at least 2.5m high and 1m wide	MD-2

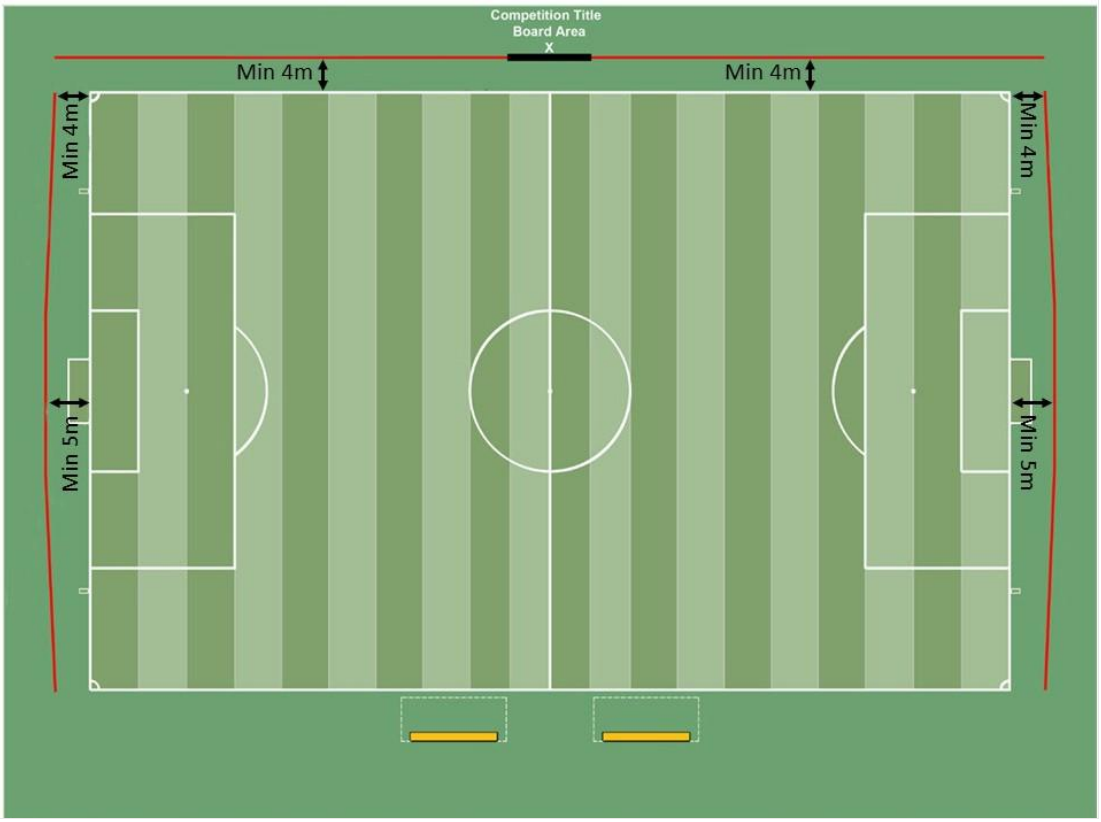
8.2. FOP Perimeter Signage

Static Perimeter Boards

Perimeter boards will be installed around the FOP as detailed below.

Perimeter boards will be placed 4m from the touchline and at least 4m behind the goal lines at all four (4) corners and 5m behind the goals.

The Host Organisation shall be responsible for the pitch protection provision if required by the Stadium for the Static Perimeter Boards' placement on the grass. The pitch protection shall be green in colour. Where such pitch protection is not green, it shall be fully covered by artificial turf as approved by AFG.



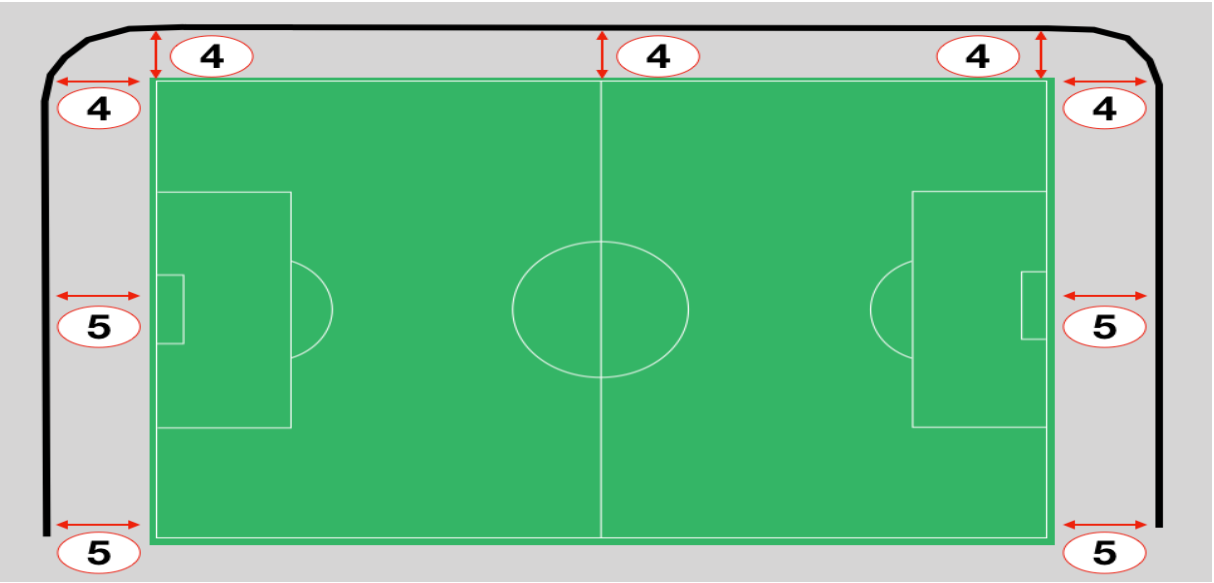
LED Perimeter Boards (when applicable)

LED perimeter boards will be used for the ACL Elite Finals. The standard LED layout is shown below.

For stadiums with existing LEDs in place, these are to be provided for use for the Competition Matches, subject to review and approval of technical specifications. Where the existing LED boards are not of a suitable standard, they must be removed by the Host Organisation prior to MD-4.

In certain markets, an LED board system will need to be imported. AFG and the LED supplier will lead this process, however, assistance from the Host MA will be required for advice on best practices, provision of official letters and general import and customs support.

The Host Organisation shall be responsible for the pitch protection provision, setup and dismantling, if required by the Stadium for the LED perimeter boards' placement on the grass. The pitch protection shall be green in colour. Where such pitch protection is not green, it shall be fully covered by artificial turf as approved by AFG.



8.3. Power

LED Board (when applicable)

Item	Host Organisation Actions
Number of Pitch-side Outlets	Five (5) outlets of 125A 380V Connector CEE 125A
Types of Pitch-side Outlets	CEE
Circuit Breakers	Must be equal to the ampere of the outlet
RCD	N/D
Power Required	MAX = 920W/sqm Average = 304W/sqm
Dedicated Lines	The power outlets used pitch-side must be on dedicated lines all the way to the power source
Insufficient Power	If the Venue power is insufficient for LED board operations, adequate space close to the FOP will be required to locate power generators (Twin Pack) for LED operation. The area should be no smaller than 8m long x 8m wide and 2.5m high and be accessible to allow for the delivery and refuelling of generators

8.4. Storage and Workspace

AFG will arrange for the production, installation, dismantling, maintenance and storage of the AFC's signage elements at all Matches. The Host Organisation will be asked to support these operations through the provision of access, storage, and workspaces.

Access Requirements

Static Signage

An unloading/holding/loading area will be required to accommodate two (2) x ten (10) tonne trucks near the supplier room and FOP. Access is also required to the load zone, storage area, working room, FOP and Stadium bowl, including grandstand fascia, pitch access tunnels, Press Conference room, Mixed Zone area, dressing rooms and VIP/VVIP areas for signage set-up and checks.

The Host Organisation shall be responsible for ensuring the security of all infrastructure and facilities provided at any Stadium.

LED Board (when applicable)

An unloading/holding/loading area may be required to accommodate up to three (3) x 40-foot articulated trucks near the working room and FOP. Access is also required to the load zone, storage area, working room, FOP and pitch access tunnels.

Host Organisation Actions

Item	Host Organisation Actions	Due
Static Signage Work Room	Provision of one (1) lockable room with a minimum size of $10m^2$ with adequate lighting. The room requires: • 4 x general power outlets • 2 x trestle tables • 4 x chairs • Wi-Fi • Large, general waste bin • 2 x room keys	MD-4
LED Working Room (when applicable)	Provision of one (1) lockable room with a minimum size of $10m^2$ with adequate lighting. The room requires: • 4 x general power outlets • 2 x trestle tables • 4 x chairs • Wi-Fi • Large, general waste bin • 2 x room keys	MD-4
LED Storage Room (when applicable)	Provision of a storage area with a minimum size of 60sqm and a minimum height of 3m, with forklift access to unload the LED	MD-4
Control Position	Provision of one (1) control position of a minimum size of 3m x 2m with 1.5m height for LED operation, adjacent to the FOP with a clear line of sight to all LED boards (front side)	MD-4

8.5. Licences and Approvals

In the event that licences, approvals, certificates or permits need to be secured, the Host Organisation must ensure that these are in place before installation begins, and that the need is clearly communicated to the AFG Commercial Manager during the Site Visit and all necessary details are provided.

The Host Organisation must advise AFG immediately if additional details, either not yet communicated or due to changes in local processes, are required from the supplier for work to be undertaken.

8.6. Work Schedule

The following table provides the timeframe for when signage activity will take place:

Static Signage

Item	Due
Signage team and truck arrive at the Venue to commence set-up and installation	MD-2
Installation completed FOP perimeter board installation will be completed ahead of the first Official Training session	MD-1
Venue walk-through and installed items check	MD-1
Matchday set-up and standby	Matchday
Dismantling and truck reload	MD+1



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