COMMERCIAL DELIVERY GUIDELINES

2022



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1 INTRODUCTION



1.1 INTRODUCTION TO THE COMMERCIAL DELIVERY GUIDELINES

This document, the Commercial Delivery Guidelines (CDG), has been introduced to administer commercial operations for this Competition.

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

This document has 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 FMA, 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 up to, but not including, the Final Matches. Information regarding commercial operations for the Finals will be issued in advance to the Finalists.

Document Details

Document Name	Version	Publication Date
Commercial Delivery Guidelines - 2022 AFC Champions League	1	April 2022

User Guide

The CDG has been produced as a searchable PDF for reading on-screen. Sections may be navigated to quickly using the bookmarks panel within the PDF reader, and clicking on any content in the Table of Contents will also take you directly to that topic.

When printing multiple pages, or if printing the entire CDG, it is suggested that it is printed two (2) pages to a sheet.

Time Representations

Matchday Minus (-) or Plus (+)

The CDG employs the use of the Matchday minus X number of days (MD-X) time 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, etc.

The same principle is used to indicate a 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 e.g. HT-10' is ten (10) minutes before Half-time and FT+10' is ten (10) minutes after the Full-time whistle.

1.2 COVID-19 CONSIDERATIONS

Whilst this document is current at the time of publication, the ongoing uncertainty caused by the COVID-19 pandemic may mean that delivery guidelines need adjustment from time to time. The Host Organisation will be notified accordingly either directly through the issuance of additional versions, documents or by any means adequate as prescribed by the AFC.

1.3 INTRODUCTION TO FOOTBALL MARKETING ASIA

The AFC have appointed FMA as their exclusive Commercial Rights Partner for the new rights cycle commencing from 2021.

Headquartered in Hong Kong S.A.R., and with offices in the Middle East, Southeast Asia and China PR, FMA 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 FMA.

2 COMMERCIAL CONCEPT



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2.1 OVERVIEW

The commercial approach is built around five (5) key pillars that enable the development of innovative and regionally-focused rights:

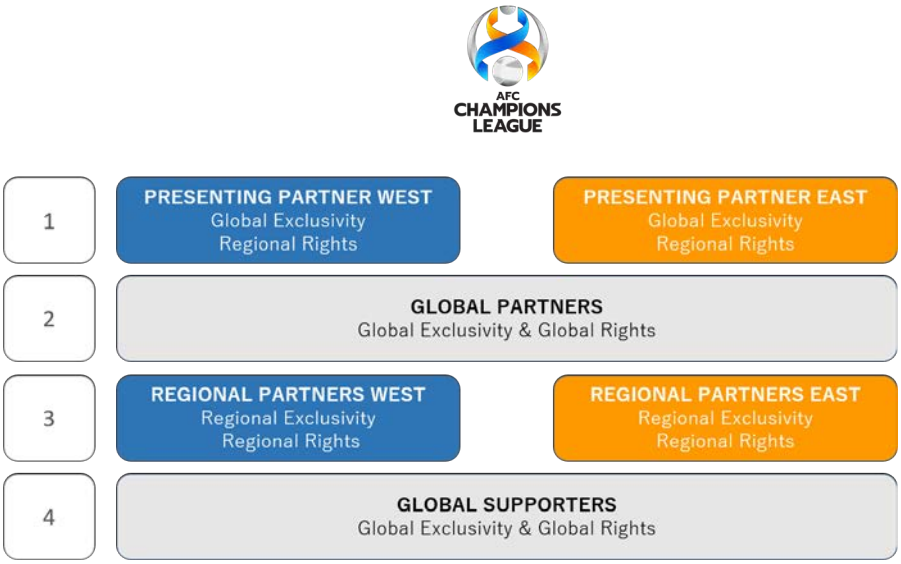
Refreshed Structure	Localisation Emphasis	Enhanced Rights	Flexible Packaging	Genuine Partnerships

On-site, this translates to new activation opportunities bringing Partners closer to fans and to the game.

The Partnership family is divided into four (4) distinctive tiers:

1. Presenting Partner
2. Global Partners
3. Regional Partners
4. Global Supporters

Each tier corresponds to a certain level of exclusivity and rights activations that can either be Global or Regional (West or East).



2.2 LOGO USAGE GUIDELINES

The Host Organisation may use the official Competition Marks and/or AFC Commercial Partner logos on Competition-related materials with prior approval from the AFC.

Competition Brand Guidelines and AFC Commercial Partner Logo Use Guidelines will be provided by the AFC on the AFC's cloud-based platform before the start of the Competition. Competition and Partner 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.

Item	Host Organisation Action	Due
Logo Use Approval	The Host Organisation must submit any material or collateral using a Competition Mark or an AFC Commercial Partner Logo to the AFC for approval.	Four (4) weeks prior to the intended use

2.3 AFC RIGHTS PROTECTION AND AMBUSH MARKETING

The AFC and its Commercial Partners are the exclusive rights holders of this Competition. Ambush marketing activities will not be allowed and every step should be taken to ensure AFC Commercial Rights are protected at all times.

At the Site Visit, FMA will discuss with the Host Organisation:

- the procedure to follow in case of a breach; and
- the parties to be involved and the entities that will carry out the intervention (i.e. police or stadium security).

In the event of an infringement, the Host Organisation should immediately implement their standard response procedure and notify the AFC Match Commissioner, the AFC Venue Delegate and the AFC Venue Marketing Manager.

2.4 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 removed or covered professionally 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 entire sign is removed or covered, not just any logo / brand elements;
- the entire logo or brand mark is covered in its entirety;
- the materials used for covering commercial elements across the venues:
    - are appropriate for the item, sign, or piece of equipment it is covering and where it is located;
    - are fixed safely and securely, considering player, official and spectator safety;
    - cannot be seen through or around; and
    - 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 commercial.
		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.	
		HOSPITALITY AREAS VIP & VVIP rooms & lounges, corporate hospitality rooms & lounges, VVIP & VIP Parking, drop-offs access routes (entrance to hospitality areas).	
		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 cover or remove within shop. - No promotional activities allowed for competitive brands. - 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 F&B brands can be sold, but branding must be covered or removed (i.e. 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.	
		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.	Supplier's company name is permitted on staff uniform and equipment if non-competitive. Any apparel manufacturer will need to be covered (e.g. Nike, adidas etc) if competitive.

Please note that this will be an exception where local laws require that Security ID is to be visible.

Stadium exterior branding 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.

3 OPERATIONAL MATTERS



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3.1 FMA VENUE TEAM

Venue Team Composition

The FMA Venue Team will be present at each Match to work with the AFC and the Host Organisation for delivery of all AFC Commercial Partner rights and obligations. The Commercial Manager is responsible for leading and managing the overall FMA Venue Team on-site. All FMA Venue Team members will therefore report to the Commercial Manager. The standard FMA Venue Team will comprise the following:



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

AFC and Host Organisation Liaison

The Commercial Manager will be the main point of contact from FMA for the AFC for any commercial matters relating to the Match Operations on-site.

For centralised Matches, arrival of the FMA Venue Team will be confirmed with each Host Organisation once they have been appointed.

3.2 HOST ORGANISATION COMMUNICATION

Introduction

The FMA Commercial Manager will compile all key information into one summary to be sent no later than one (1) week prior to each Match.

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

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

Host Organisation Calendar

FMA will share a set of deadlines compiled into a Host Organisation Calendar to guide the preparation of each Match. The Host Organisation Calendar covers the entire duration of the Competition and is issued around the Site Visit.

Deadlines will clearly indicate when the Host Organisation:

- receives information from FMA (and what kind of information);
- needs to perform a specific task (the latest date will be given but tasks can be performed earlier if the Host Organisation is ready to do so); and/or
- is required to complete a certain process (e.g. tickets delivered to recipient).

Deadline Subject

The Host Organisation Calendar covers a range of commercial elements which are grouped and colour-coded by Functional Areas as shown in the following table:

Functional Area	Colour	Content
Ticketing	TIX	Complimentary and purchase tickets information
Activations	ACT & TVC	Partner activations or TVCs for giant screen
Accreditation	AD	Accreditation information
Value-in-Kind	VIK	Product supply information
Logistics	LOG	Deliveries and shipment information
Venue Operations	VOP	Overall Match coordination and preparation information

3.3 SITE VISIT DEFINITIONS AND WINDOWS

Official Site Visits

FMA will conduct an official Site Visit with the Host Organisation.

The purpose of Site Visits are to:

1. Introduce the various parties.
2. Provide FMA, suppliers and AFC Commercial Partners including Host Broadcasters the opportunity to familiarise themselves with the Match Venue.
3. Introduce any new commercial initiatives for the upcoming edition of the Competition.
4. 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 in order to nominate a fixed period of time within which the Host Organisation should expect to host a Match Venue Site Visit.

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 FMA and the Host Organisation. FMA will consult and inform the AFC when coordinating relevant site visits.

COVID-19 Implications

Due to the implications of the ongoing COVID-19 pandemic, it may not be possible for all Venues to be physically inspected by FMA. The preference will be for the FMA Venue Team to conduct Site Visits in-person, following the agenda detailed on the next page. For some Venues, however, it may be that Site Visits need to become a hybrid of physical on-site, virtual inspections and meetings. When FMA Venue Teams or suppliers are unable to visit the Match Venue due to COVID-19 travel or other restrictions, FMA may request the Host Organisation's assistance to provide important details to enable commercial delivery planning to progress.

3.4 SITE VISIT REQUIREMENTS

Site Visit Participants

The table below identifies the stakeholder groups and functional areas that are required to be represented at 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 • 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
FMA	• Commercial Manager • Broadcast Manager • Signage Manager
Host Broadcaster	• Director • Producer • Technical Manager
AFC Commercial Partners (if requested by Partner)	• Representative of the local office / agency

Site Visit Agenda

When Site Visits can be conducted in person, they 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 two (2) parts:

1. stadium tours
2. a wrap-up meeting summarising key points and action points

Activity	Content
Plenary Meeting	• Initial Site Visit Report questions tackled in the meeting room
Plenary Stadium Tour	• Familiarisation of the Stadium relevant to all parties involved
Dedicated Stadium Tours	• Commercial operations • Broadcast operations • Signage operations

Activity	Content
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:

- meeting room with sufficient seating for the expected attendance; and
- projector, cables, power outlet and screen to connect a computer for the presentation.

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

Site Visit Report and Action Points

Ahead of the Site Visit, a short questionnaire may be sent to the Host Organisation in order to obtain some of the general details required by the Site Visit Report. After the Site Visit, FMA will compile the Site Visit Report, which will be shared 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 the AFC and FMA.

As there might be unresolved items at the end of the Site Visit, an action points register will be part of the Site Visit Report compiling the issues that need to be resolved prior to the start of the Competition.

Host Organisation Actions

Item	Host Organisation Actions	Due
FMA Confirmation of Site Visit Date	Host Organisation to coordinate Venue and required participants availability.	20 days prior to the Site Visit (latest)
Site Visit	Host Organisation to ensure that the Venue is prepared to host the visit day: • All facilities 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 FMA, whilst others will be managed by the AFC or the Host Organisation. A standard schedule has been provided below, however, FMA will confirm specific details on a Match-by-Match basis directly with the AFC.

For centralised Matches, some activities might only happen once ahead of the first Match at each Venue, while others will need to occur for each Match.

Official Activity Schedule

Activity	Responsibilities	Attendance
MATCHDAY-2		
Arrival of FMA Venue Team	Host Organisation to handover agreed spaces to FMA and its suppliers.	FMA Venue Team
Clean Stadium Check **Latest by MD-7**	FMA to conduct a venue walk-through with the AFC and Host Organisation to check clean stadium status.	AFC Host Organisation / Venue Operator FMA Venue Team
Commercial Meeting **Latest by MD-2**	FMA to inform all parties of commercial activities and collect any outstanding items. All parties to finalise any on-site arrangements.	AFC FMA Venue Team
MATCHDAY-1		
Match Coordination Meeting	Host Organisation to prepare meeting as per usual practice. FMA to advise of any relevant commercial activations, confirm broadcast activities, attendance and key timings.	AFC Participating Clubs Match Officials Host Organisation / Venue Operator FMA Venue Team
Signage Check	FMA to conduct a venue walk-through with the AFC and Host Organisation to check / test all Signage including Field of Play (FOP) perimeter boards (LED - China Only).	AFC Host Organisation / Venue Operator FMA Venue Team
Giant Screen Rehearsals and PA System Testing	Host Organisation to inform Venue Operator and FMA of the scheduled time for rehearsal. FMA to check whether files are correctly functioning and rundown implemented.	AFC Host Organisation / Venue Operator FMA Venue Team
Official Training	Host Organisation to prepare Official Training as per usual practice. FMA Commercial Manager to manage any AFC Commercial Partner activations and make sure FOP perimeter board and media backdrop set-ups are correctly implemented. FMA Broadcast Manager to manage any Broadcast requirements.	AFC Host Organisation / Venue Operator FMA Venue Team
Pre-Match Press Conference	Host Organisation to prepare Press Conference room as per usual practice. FMA Commercial Manager to manage any AFC Commercial Partner activations such as Match Ball display. FMA Broadcast Manager to manage any broadcast requirements.	AFC Host Organisation / Venue Operator FMA Venue Team

Activity	Responsibilities	Attendance
Pre-Match Ceremony Rehearsal	Host Organisation to prepare Pre- Match Ceremony Rehearsal as per usual practice. FMA Commercial Manager to coordinate Line- Up Kids, Official Match Ball carrier and any other applicable activation participants' presence. FMA Broadcast Manager to coordinate any Broadcast testing (if required).	AFC Host Organisation / Venue Operator FMA Venue Team
MATCHDAY		
Debrief Meeting (post match)	All parties to share Match debrief points and align with the AFC for respective reports, and identify with all parties potential improvements.	AFC FMA Venue Team

3.6 OFFICIAL MEETINGS

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:

AFC Venue Team	Host Organisation responsible for:	Venue Operation responsible for:	FMA Venue Team
• Venue Delegate * • Match Commissioner * • AFC Delegates	• 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

It is a requirement that an individual with decision-making power in each of the mentioned areas is in attendance.

** Venue Delegate and Match Commissioner are not obliged to attend meetings organised by FMA but if time permits, they may attend.*

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
- Partner activations
- Signage installation and dismantle
- Clean Stadium requirements

- Access and accreditation
- Any other business

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

- Tickets
- Accreditation
- 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 issues-focused meeting to evaluate overall Match operations, identify future improvements and confirm load-out plans 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 FMA/AFC Commercial Partners will attend as required and 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 as part of the Activity Plan.

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

3.8 CONTENT CAPTURE

The AFC and FMA 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 or around the pitch.

There are no specific requirements from the Host Organisation in regard to the AFC and FMA 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 FMA may send an Official Photographer to cover standard Match photography as well as AFC Commercial Partner activities. The FMA Official Photographer will be included in the accreditation list sent by FMA to the Host Organisation.

Occasionally, there may also be additional Partner-dedicated photographer(s) on-site to cover specific AFC Commercial Partner content. The Host Organisation will be made aware by the FMA Commercial Manager if additional photographers will be present. In this specific scenario, the FMA 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 FMA 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, FMA Marketing representative and FMA-appointed agency representative. Deployment of the Official Digital Team will be managed directly between the AFC and FMA and may vary from Match to Match.

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

4 ACCESS AND FACILITIES



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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 FMA Venue Team, its suppliers and AFC Commercial Partners shall be granted access within these periods to set-up their equipment prior to the Match and to dismantle post-Match.

Regular Season (excluding Finals)

	MD-3	MD-2	MD-1	MD	MD+1
Venue Access and Exclusive Use Period	☑	☑	☑	☑	☑

The Host Organisation shall provide access to all agreed spaces within the Controlled Access Area. 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 Field of Play plus 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 FMA 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 FMA Venue Team.

The Venue Access and Exclusive Use Period extends from MD-3 to MD+1.

4.2 ACCREDITATION MANAGEMENT

Personnel from FMA-authorised parties shall be issued with a valid Accreditation Card (AD) to give working access to corresponding area(s) of the Venue.

The FMA Venue Team will usually have their Accreditation Cards issued directly by the AFC. As for other FMA-authorised parties, Host Organisation support will be required to issue the appropriate Accreditation Cards, as per the following process.

FMA-Authorised Parties

FMA-authorised parties include, but are not limited to:

1. AFC Broadcast Partners
2. AFC Commercial Partners and their agencies
3. FMA Suppliers

Accreditation Application

Host Organisations should inform the FMA Commercial Manager of any accreditation application and approval processes, production timeframes and distribution during the Site Visit.

The FMA Commercial Manager will provide a list of FMA-related personnel 14 days prior to the first Match at any new Venue for centralised Matches, indicating which Accreditation Cards need to be produced by the Host Organisation. The Host Organisation must ensure that all Accreditation Cards are produced and provided to the FMA Commercial Manager as per timeframes given later in this section.

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

Required Applicant Data

Host Organisation s must follow the standard accreditation application template established for this Competition by the AFC, which includes the following data fields only:

- Applicant Organisation
- Designation
- Category
- Name

- Date of Birth
- Gender
- Nationality as per Passport
- Email Address

Each applicant will also need to provide a passport photo for inclusion on their Accreditation Card, as an image file sent electronically.

Any additional data requirements over and above the list should be communicated to the FMA Commercial Manager by the Host Organisation during the Site Visit. Any additional data collection should only be requested when required by the local government and/or other authorities. FMA will otherwise only provide the standard AFC applicant information.

On-Site Management

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

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

Each Matchday, the Host Organisation must ensure that Venue security personnel and stewards are appropriately briefed to ensure that persons possessing proper accreditation and SAD's are given access to certain areas depending on access privilege.

SADs

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

4.3 PARKING

FMA will require parking for both operational staff and guests.

Parking Facilities

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

- Location of the parking area
- Capacity and/or dimension of the parking area
- FMA allocation per Match
- Entry / exit directions and map if available
- Operating hours
- Type of parking passes in use (if any)
- Required details for a Vehicle List (if any)

Subsequent parking-related matters will be coordinated directly between the AFC and FMA.

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 request, approval and distribution process to the FMA Commercial Manager at the Site Visit. The Host Organisation must provide any physical passes to the FMA Commercial Manager as per the deadlines given in the table below.

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. At the Site Visit, the Host Organisation should confirm with the FMA Commercial Manager the details required (e.g. guest name, vehicle plate number, etc.) and the desired format (e.g. MS Excel spreadsheet) for submission of FMA parking requests. If there is an existing Host Organisation template, this should be provided at the same time.

If a parking area, space number or ID needs to be communicated to each vehicle driver ahead of Matchday, this should be provided to the FMA Commercial Manager no later than MD-2.

Parking Requirements

The FMA Commercial Manager will send a consolidated list of FMA 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 FMA. The Host Organisation should confirm parking with the FMA Commercial Manager no later than MD-9. Any unused parking allocations will be returned to the Host Organisation.

Stakeholder Group	Qty Required	Validity Period	Latest Date Passes / Space IDs Due to FMA
FMA Operational Parking	5	MD-2 to MD+1	Commercial Meeting on MD-2
FMA Guest Parking (including VIP Hosting)	5	Matchday	To be sent together with the corresponding ticket shipment
Outside Broadcast (OB) Vehicles	As required for Match production	MD-2 to MD+1	MD-2

VIP Parking

All VIP Hosting guests must have access to a parking facility located close to their Stadium entrance.

On-Site Parking Management

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 FMA parking on Matchday should be escalated to the FMA Commercial Manager immediately.

Host Organisation Actions

Item	Host Organisation Actions	Due - Centralised Matches
Confirm Facilities	Provide parking allocation number, location, mechanism to authorise vehicle parking (e.g. parking pass or Vehicle List) and access maps.	Site Visit or no later than 35 days prior to the first Match at each Venue
OB Parking Facilities	Confirm parking arrangements for OB trucks and support vehicles and whether passes or a list is required for vehicle access.	Site Visit or no later than 35 days prior to the first Match at each Venue
Parking Requirements	FMA Commercial Manager to send parking needs to the Host Organisation ahead of each Match.	MD-10
Parking Confirmation	Host Organisation to confirm parking with FMA Commercial Manager and send parking passes.	MD-9
Provision of Physical Parking Passes or Space IDs to FMA	Ensure all FMA requested parking passes / space IDs 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 FMA. Arrangements for the AFC shipment will be coordinated directly between the AFC and the Host Organisation.

The shipment from FMA will include the following categories of bibs:

- HB, ENG and RTV

FMA will confirm courier details including tracking number and exact bib quantities with the Host Organisation no later than 16 days prior to the first Match of the Group Stage Competition.

Category	Identification	Colour	Shipment from - H&A	Shipment from - Centralised Matches	Handover / Matchday Responsibility
Host Broadcaster	HB	Grey	FMA	FMA	FMA Commercial Manager
ENG Camera	ENG	Pink	FMA	FMA	FMA Commercial Manager
Broadcast Partners	RTV	Brown	FMA	FMA	FMA Commercial Manager
Photographers	PHOTO	Dark Green	FMA	AFC	Host Organisation
Match Service	SERVICE	Purple	AFC	AFC	FMA Commercial Manager
AFC Official Photographer	AFC PHOTO	Dark Blue	The AFC will liaise directly with the Host Organisation regarding delivery and management of these categories of bibs.		
AFC Official Digital Crew	AFC DIGITAL	Dark Blue			
FMA Official Photographer	AFC PHOTO	Dark Blue			
FMA Official Digital Crew	AFC DIGITAL	Dark Blue			
Partner Photographer	PAR	Dark Blue			
Partner Digital Crew	PAR	Dark Blue			
Host Organisation Appointed Photographer	LOC PHOTO	Dark Blue			
Medical	MEDICAL	White or Light Blue			
Doping Control	DOPING CONTROL	Beige			
Team Technical Analyst	TEAM TECHNICAL	Red			
Spectator Management	STEWARD	Orange			
Ground Staff	PITCH MAINTENANCE	Black			



Customs and Import / Export Arrangements

Whilst FMA 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; and/or
- providing general assistance to the appointed courier.

Storage and Handover

FMA will contact the Host Organisation to confirm receipt of the shipment seven (7) days prior to the first Match of the Group Stage.

The Host Organisation will be asked to check the bibs upon receipt of delivery and confirm quantities with the FMA Commercial Manager. The Host Organisation should subsequently securely store the bibs until Matchweek.

On arrival to the Match Venue for the first Group Stage Match, the FMA Commercial Manager will collect the following bibs from the Host Organisation and 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 FMA Commercial Manager.	Site Visit
Delivery Schedule	FMA Commercial 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, Check and Delivery Confirmation	Host Organisation to take receipt of bibs and check and confirm with the FMA Commercial Manager that items have been received.	No later than seven (7) days prior to the start of the first Group Stage Match
Storage	Host Organisation to ensure secure storage of items until first Matchweek.	Upon receipt
Handover and Management	Host Organisation to handover HB, RTV and ENG and SERVICES bibs to FMA Commercial Manager during the Commercial Delivery Meeting on MD-2 before the first Match of the Competition. FMA will manage and maintain these bibs from that point onwards.	Matchweek

4.5 FMA ROOM REQUIREMENTS

FMA will require several secure rooms within the Venue so that the FMA Venue Team as well as AFC Commercial Partners 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
FMA 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-7
AFC Commercial Partner Activations / VIK Storage	As per confirmed activations	Refer to Appendix A for specifications of spaces required per activation	Prior to FMA arrival on-site

FMA Office

The Host Organisation is required to provide FMA 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 be large enough to allow up to eight (8) people to work comfortably. Desks or tables, along with chairs, sufficient Wi-Fi, lighting and electrical sockets are required in order to enable eight (8) persons to work simultaneously. The room must be lockable and secure.

Walkie-Talkie Radios

If the Host Organisation is using radios on-Venue to communicate within their own Matchday operations team and with the AFC, two (2) walkie-talkie radios should also be supplied to the FMA Commercial Manager and the Host Broadcast Floor Manager. The FMA Commercial Manager will need to be briefed on what channel/s are being used and which channel they and the HB Floor Manager should use.

Furniture and Equipment

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

Item	Quantity	Due
Table (ideally foldable trestle tables - for hot desks and meetings)	3	Prior to FMA arrival on-site
Chairs	8	
Bin - large	1	
Wi-Fi access	For 8 x simultaneous users	
Power wall socket	4	
Key/s	1 (2 if possible)	
Host Radios for Host Organisation and FMA communications	2 plus 2 back-up batteries	
Small fridge (if available)	1	
Water dispenser (if available)	1	
Water (if dispenser not available)	TBC between Host Organisation and FMA Commercial Manager	

Other Rooms

FMA may from time to time request additional space to support commercial activities on-site. For example, AFC Commercial Partner activations may require dressing rooms for their participants and/or storage space, or AFC Broadcast Partners may require additional broadcast studio space. The FMA 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 TICKET CATEGORISATION AND ZONING

Ticket Zoning Principle

The AFC has introduced a new zoning principle as the standard practice for their Commercial Partner ticket allocations. This differs from previous ticketing practice, and the new zones for each Venue will be defined at the Site Visit. This zoning system is, however, only relevant to AFC's Commercial Partners for the identification of seats, and therefore does not require the Host Organisation to make changes to their existing category split.

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

Note that:

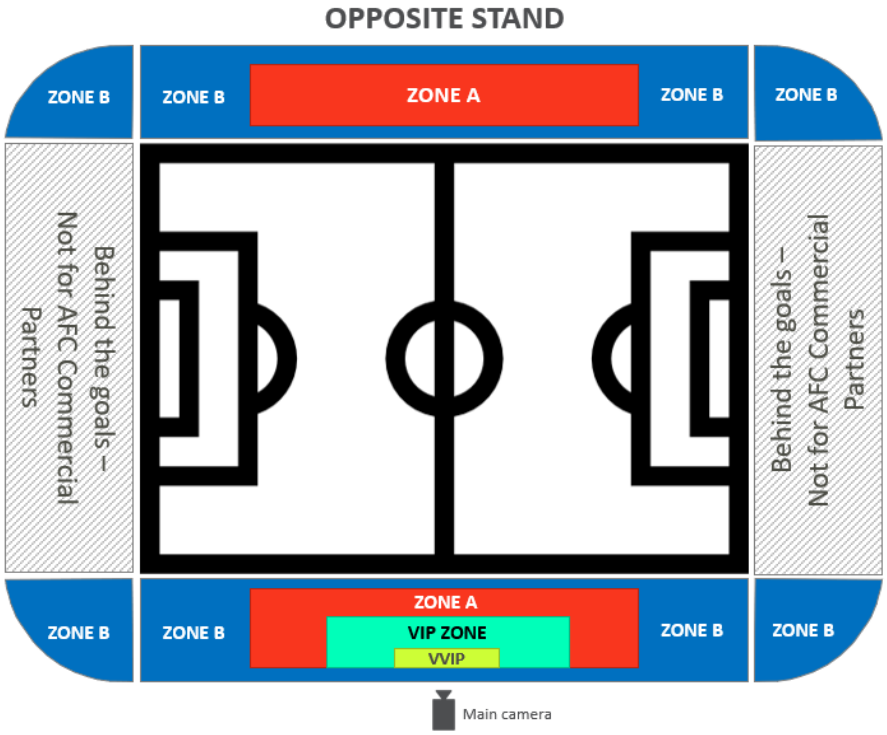
- Complimentary tickets could combine different price categories within a zone
- Purchase tickets will, however, always correspond to a single price category

All AFC Commercial Partner tickets including complimentary and purchase tickets 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 FMA 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:

TICKET ZONING PRINCIPLES



ALL TICKETS WITHIN A ZONE MUST BE GROUPED TOGETHER

VVIP
- VVIP Hosting by Host Organisation
- Highest non-saleable tickets
- Includes Hosting area with F&B services

VIP ZONE*
- Best seats in the house
- Situated on the main stand and as much as possible level with the centre line with clear view of the entire pitch
- Must be between the two 16m lines
- Includes Hosting when existing/available

ZONE A*
- Situated between the 16m lines in principle and no further than the goal lines
- As much as possible level with the centre line
- Main stand, covered (roof) and lower tier as a 1st option
- Opposite stand provided it is covered as a 2nd option
- Preferably stops at the same height as the VVIP area (on the main stand)

ZONE B*
- Situated anywhere except behind the goals or in the core fan areas

*Tickets within a zone might be a combination of different existing categories.

Ticket Template

The Host Organisation is responsible for the production and printing of tickets according to the AFC template, which will be provided by the AFC. Two (2) key elements of this template include, where applicable:

- AFC Commercial Partner logos integration
- Ticket zone indication if applicable

Both of these elements shall appear in the final ticket design.

No other commercial names or logos other than those of AFC Commercial Partners, as provided by the AFC or FMA, shall be printed onto or appear on the ticket.

The Host Organisation will be required to provide the ticket artwork to the AFC before printing for approval.

Item	Host Organisation Actions	Due - Centralised Matches
Stadium Detailed Seating/Ticketing Plan	Send Seating Plan to FMA via email. The plan should show stand names and indicate the main stand and existing categories.	Prior to Site Visit (when occuring) or no later than MD-60
Ticket Zone Identification	Assist the FMA Commercial Manager in the identification of ticket zones (see dedicated complimentary and purchase ticket sections for details).	Site Visit or no later than MD-60
Ticket Sample	Provide a sample ticket artwork to the AFC to ensure the ticket template meets requirements.	Before printing

5.2 COMPLIMENTARY TICKETS

Overview

The Host Organisation will be required to provide complimentary Match tickets to FMA for AFC Commercial Partners. The Host Organisation will be responsible for the production of the required ticket allocation as per FMA's instructions for distribution to AFC Commercial Partners.

Ticket Order Process

To manage AFC Commercial Partners' varying ticket needs per Match, FMA will submit a consolidated ticketing order to the Host Organisation no later than MD-25 confirming the number and exact location of tickets that need to be printed per AFC Commercial Partner. The remaining tickets from the FMA maximum allocation can then be released for Host Organisation use upon the AFC's confirmation.

In order to save effort and costs for the Host Organisation, FMA encourages the Host Organisation to send all Match Day tickets ahead of the first Match.

The following section outlines the maximum number of complimentary tickets per category that the Host Organisation will be required to print and provide to FMA for AFC Commercial Partners per Match.

Complimentary Tickets - Allocation and Quantities

For 'restricted match' or 'closed match' with limited or no spectators, the AFC shall communicate the complimentary ticketing allocation and quantities in due course.

The maximum number of FMA complimentary tickets per Match is given in the table below:

	VIP + Hosting*	Zone A	Zone B
Group Stage	60	450	300
Round of 16 Quarter Finals	60	500	350
Semi Finals	80	500	350
Finals	100	600	400

**Where available*

Complimentary Ticket Timelines and Delivery

The Host Organisation will receive the complimentary ticket order from the FMA Commercial Manager no later than:

Competition Stage	FMA Ticket Order Provision Deadline - Centralised Matches
Group Stage	25 days prior to the first Match at each Venue
Round of 16	MD-25 days
Quarter Finals	MD-29 days
Semi Finals	MD-32 days
Finals	MD-11 days

Once the ticket order is received by the Host Organisation, complimentary tickets must be sent immediately by courier to the corresponding FMA Commercial Manager. Tickets must be split per Commercial Partner, per zone, and in accordance with the deadlines set below. The FMA 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 FMA Commercial Manager and strictly follow the deadlines provided.

Competition Stages	Shipment Deadline - Centralised Matches
Group Stage	MD-23 days
Round of 16	MD-23 days
Quarter Finals	MD-27 days
Semi Finals	MD-30 days
Finals	MD-10 days

If a Participating Club progresses from the Play-Off Stage into the Group Stage and the time period between qualification and the first scheduled home Match in the Group Stage is less than 30 days, the Participating Club must provide the FMA Commercial Manager with the complimentary tickets no later than seven (7) days after the confirmation of its qualification.

Host Organisation Actions

Item	Host Organisation Actions	Due - Centralised Matches
Complimentary Ticket Information	Identify precisely every seat of each zone.	Site Visit (if occurring) or no later than 60 days prior to the first Match at each Venue.
Complimentary Tickets Handover to FMA	FMA Commercial Manager receives the tickets.	MD-23 for all Group Stage tickets

5.3 PURCHASE TICKETS

Overview

The Host Organisation shall provide AFC Commercial Partners 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 until MD-25 , after which unsold tickets can be released for MA use.

Purchase Ticket Allocation and Quantities

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

	Zone A	Zone B
Group Stage	130	200
Round of 16 Quarter Finals	130	200
Semi Finals	330	600
Finals	400	600

Purchase Ticket Price Confirmation

The Host Organisation shall advise the FMA 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	Latest Due Date - Centralised Matches
Group Stage Round of 16	Site Visit (if occuring) and no later than 60 days prior to the first Match at each Venue
Quarter Finals	60 days prior to the first Quarter Final
Semi Finals	21 days before each Semi Final

Competition Stages	Latest Due Date - Centralised Matches
Finals	21 days prior to the first Final

Purchase Ticket Order and Delivery Timeline

Host Organisations will receive any purchase ticket orders from the FMA Commercial Manager according to the timeframe given below. FMA will also supply contact details of AFC Commercial Partners who submitted ticket orders at this point in order to facilitate later liaison between the Host Organisation and the Partner regarding billing and delivery.

Competition Stages	FMA Ticket Order Provision Deadline - Centralised Matches
Group Stage	25 days prior to the first Match at each Venue
Round of 16	25 days prior to the first Match at each Venue
Quarter Finals	29 days prior to the first Quarter Final
Semi Finals	32 days prior to each Semi Final
Finals	10 days prior to the first Final

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

Competition Stages	Host Organisation Confirmation Deadline - Centralised Matches
Group Stage	23 days prior to the first Match at each Venue
Round of 16	23 days prior to the first Match at each Venue
Quarter Finals	27 days prior to the first Quarter Final
Semi Finals	30 days prior to each Semi Final
Finals	9 days prior to the first Final

If there are any issues regarding the purchase ticket order, the FMA Commercial Manager will help to resolve the said issues and agree to a finalised purchase ticket order.

Once the purchase ticket order is finalised, the Host Organisation must contact AFC Commercial Partners to facilitate payment and make delivery arrangements no later than five (5) days after receiving the confirmed purchase ticket numbers for Group Stage and Quarter Finals and no later than two (2) days for Round of 16, Semi Finals and Finals.

Tickets should be sent by tracked courier and the tracking numbers be shared with the AFC Commercial Partner.

5.4 E-TICKETING

Overview

Where the Host Organisation has implemented an Electronic Ticket (E-ticket) system and wishes to utilise such 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 FMA and AFC Commercial Partner tickets if use of an E-ticket system is approved by the AFC.

E-Ticketing System

If AFC approval is granted, the Host Organisation must advise the FMA Commercial Manager which ticketing system will 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 Partner logos and zoning requirements as per instructions.

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, per AFC Commercial Partner, and per zone. See zip file structure below:

ZIP File Structure

[Host Organisation Name]

- [Match]
    - [Partner name]
        - 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 for the whole Group Stage
    - as per the above
- [Match 3] if sending tickets for the whole Group Stage
    - as per the above

Additionally, if tickets are not received, 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.

5.5 VIP HOSTING

Overview

The Host Organisation will be required to host AFC Commercial Partner VIP guests in the appropriate lounge when hosting is available. Such hosting shall be defined and agreed between the Host Organisation and the FMA Commercial Manager during Site Visits in consultation with the AFC.

VIP Hosting Alignment

During the Site Visit, the Host Organisation shall inform the FMA Commercial Manager of the hosting facilities and services to be provided on Matchdays. Expectation for hosting includes access to an existing premium lounge area (shared or exclusive) as well as food and beverages services. A dedicated entrance and parking passes or drop-off area near the VIP entrance as well as facilitated access check might also form part of the

hosting services. In any case, AFC Commercial Partner guests should receive the same treatment as other VIP guests. The Host Organisation should inform the FMA Commercial Manager of any requirements (e.g. guests details, dress code) and deadlines, where applicable.

VIP Hosting Invitations

If invitations are required to access hosting areas, the FMA Commercial Manager will collate and submit VIP guest information to the Host Organisation as per their requirements and deadline.

The Host Organisation should send the VIP invitations to the FMA Commercial Manager for distribution at latest 30 days before each Matchday along with the VIP tickets. Both physical and electronic VIP invitations follow the same timeline. The delivery address will be confirmed by the FMA Commercial Manager when sending the orders across.

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

Host Organisation Actions

Item	Host Organisation Actions	Due - Centralised Matches
VIP Hosting Information	Inform VIP Hosting location, capacity, services and corresponding seats.	Site Visit (if occuring) and no later than 60 days prior to the first Match at each Venue
VIP Hosting Access Routes	Indicate access routes from Parking/drop-off to VIP entrance, Hosting area and to seats.	Site Visit (if occuring) and no later than 60 days prior to the first Match at each Venue
VIP Hosting Requirements	Advise VIP submission requirements (e.g. guest details, dress code, opening hours) and deadlines.	Site Visit (if occuring) and no later than 60 days prior to the first Match at each Venue
VIP Invitations	Provide VIP invitations to the FMA Commercial Manager for distribution.	MD-9 days
Parking	Provide the required VIP parking passes to the FMA Commercial Manager.	MD-9 days

5.6 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 Partner VVIP guests upon the AFC's confirmation.

VVIP Hosting Alignment

During the Site Visit, the Host Organisation and the FMA Commercial Manager shall identify VVIP hosting facilities, access and services to be provided on Matchdays. VVIP hosting would usually provide access to an exclusive lounge area, food and beverages, premium seat location as well as dedicated entry and parking. The Host Organisation should provide the FMA Commercial Manager with any requirements (e.g. guest details, dress code) and deadlines for submitting guest details.

VVIP Hosting Request Procedures

Except for the final matches, the FMA Commercial Manager will confirm the attendance of FMA VVIP guests to the Host Organisation prior to the Match along with an approval document from the AFC. For the final matches. the said procedures will be managed by the AFC with Host Organisation directly.

VVIP Hosting Invitations

The Host Organisation shall prepare the VVIP invitations and coordinate with the FMA Commercial Manager regarding delivery of the invitation and parking passes prior to the Match.

Host Organisation Actions

Item	Host Organisation Actions	Due - Centralised Matches
VVIP Hosting Information	Inform VVIP hosting location, capacity, services and corresponding seats.	Site Visit (if occuring) and no later than 60 days prior to the first Match at each Venue
VVIP Hosting Access Routes	Indicate access routes from Parking/drop-off to VVIP entrance, hosting area and to seats.	Site Visit (if occuring) and no later than 60 days prior to the first Match at each Venue
VVIP Hosting Requirements	Advise the FMA Commercial Manager of any VVIP guest requirements (e.g. guest details, dress code, opening hours) and deadlines.	Site Visit (if occuring) and no later than 60 days prior to the first Match at each Venue
VVIP Hosting Invitations	Confirm the VVIP invitations arrangements and provide to the FMA Commercial Manager.	MD-9 days
Parking	Confirm the VVIP Parking arrangements and provide the required parking passes to the FMA Commercial Manager.	MD-9 days

5.7 OFFICIAL PRODUCTS AND EQUIPMENT

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

Although FMA's intent is to minimise logistical implications for the Host Organisation, in the event that support is required, the Host Organisation shall assist FMA 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; and
- arranging for proper storage and safe-keeping of items once received.

Timelines and Host Organisation Actions

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

Item	Host Organisation Actions	Due - Centralised Matches
Delivery Details	Host Organisation to confirm with FMA Commercial Manager address and contact for any deliveries.	Site Visit (when occuring) 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 FMA or AFC Partners during Matchweek.	Site Visit (when occuring) or no later than 35 days prior to the first match at each Venue.
Official Products and Equipment Confirmation	FMA Commercial Manager to confirm list of official products and equipment expected per Match with the Host Organisation.	21 days prior to the first Match at each Venue
Delivery Schedule	FMA Commercial Manager to confirm any official product or equipment delivery dates and contact details ahead of each Match.	10 days prior to the first 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 product / equipment and notify the Commercial Manager that items have been received.	On day of receipt
Storage	Host Organisation to ensure secure storage of items until FMA / Commercial Partner collection during Matchweek.	From delivery until collection

5.8 FOOTBALLS

Match and training footballs for this Competition will be manufactured and supplied by Molten. Footballs will be sent to the Host MA by the AFC. Quantities and delivery timelines will be confirmed directly by the AFC.

2022 Official Match Ball

The 2022 AFC Champions League Official Match Ball will be the Molten Vantaggio 5000.



Allocation

Each Club participating in the centralised Group Stage 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 of each group.

FMA will provide, store and manage the Press Conference display ball for all Matches.

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.

Host Organisation Actions

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

5.9 CONCESSIONS

In the instance that AFC Commercial Partners 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 Partner goods is integrated within the Host Organisation's usual Matchday operations. Host Organisations 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 as per usual practice (staff provision and concession management);
- provision of facilities and infrastructure such as storage, utility services (power, water, internet), and access;
- brand visibility for Partners through the provision of sales equipment and point-of-sale (POS) items (subject to supply agreement with the Partner); and
- no royalties or other charges are imposed on FMA or Partners for the sale of AFC Commercial Partner's products or use of the facilities.

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

Should a Concessionaire be unable to facilitate the sale of an AFC Commercial Partner's product, the AFC must be advised in writing.

6 ACTIVATIONS



AFC CHAMPIONS LEAGUE AFC CHAMPIONS LEAGUE AFC CHAMPIONS LEAGUE AFC CHAM

6.1 AFC COMMERCIAL PARTNER ACTIVATION CATALOGUE

AFC Commercial Partners have the right to activate at all Matches of the Competition. A summary of approved activations is given below with the full details provided as Appendix A. This Appendix may be updated whenever the AFC approves additional Partner rights.

The FMA Commercial Manager will advise the Host Organisation during the Site Visit which activities from this list are likely to be activated. The confirmed list of activations for each Match will be advised by the FMA Commercial Manager on a Match-by-Match basis according to the timelines provided. On some occasions, it might be necessary to facilitate activations at shorter notice than communicated in the timelines. In such an instance, the AFC and the Host Organisation shall evaluate the impact of the activation and the ability to facilitate such requests.

The approval or implementation of AFC Commercial Partner activations in 2022 may be impacted by COVID-19.

Fanzone and Commercial Display Areas

One essential part of Partners' 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 FMA Commercial Manager will identify a common commercial area where Partners will be able to display their products, distribute giveaways and generally promote their brands. This area 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, Partners 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 tournament. The Competition Activation Catalogue including details of any Host Organisation involvement or requirements can be found in Appendix A. Please always refer to AFC Official Countdown and FMA Activity Plan for confirmed timings.

In the case of centralised Matches, the Host Organisation action deadlines provided in the catalogue should be read to mean ahead of the first Match at each Venue only.

TEAM ARRIVAL RELATED	PRE-MATCH CEREMONY	MATCH OBSERVATION / TOURS	GIANT SCREEN RELATED	AWARDS	FAN RELATED	PRODUCT PROMOTION
Fan Message	Ball Kids	Award Ceremony Observation	Countdown To Kick-Off	Player of the Match	Branded Mascot (Shared)	Mini Match Ball Giveaway
Player Arrival Footage	Centre Circle	Best Seat In the House	Giant Screen Fan Engagement	Trophy Handover	Fan of the Match	Partner Booth (Shared)
Player Arrival Observation	Coin Toss Winner	Kick-Off Viewing Experience	In-Venue Line-Up Announcement	Final Ceremonies: Cabin Crew Post-Match Integration	Fan Mosaic (Shared)	Premium Distribution (Shared)
Team Match Arrival	Flag Bearers	Pitch-Side Final Whistle Experience	TVC and PA Announcements	Player of the Tournament	Fan Reporter	Product Placement
	Final Ceremonies: Cabin Crew Pre-match Standing Line-Up	Stadium Tour (Shared)		Competition Trophy Presentation	Field Photographer	
	Line-Up Kids	Tunnel Experience		Top Scorer Award	Play on the Pitch (Post-match)	
	Official Match Ball Delivery	Warm-Up Observation (Shared)			Remote Fan	
	Pre-Match (Or Half-Time) Engagement				Stadium Prize Draw (Shared)	
					Super Fan	
					VR Fan Engagement	

Timeline

Item	Action	Due
Confirmed Match Activation List	FMA Commercial Manager provides confirmed activation list to Host Organisation on a Match-per-Match basis for H&A Matches. For centralised Matches, activations for all Matches at each Venue will be confirmed 21 days prior to the first Match at each Venue.	MD-21 days
Accreditation Requirements	FMA Commercial Manager provides accreditation requests to the AFC for production.	MD-10 days
Accreditation Card Distribution	FMA Commercial Manager to collect accreditation cards from the AFC.	MD-2

6.2 ACTIVATION APPROVALS

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

FMA will inform the Host Organisation of AFC Commercial Partners' 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 a Partner is required to provide any specific

documentation as part of this approval process, the Host Organisation should inform the FMA Commercial Manager at the Site Visit, confirming a full list of what must be compiled and submitted so that instruction can be passed on to Partners.

In the event that certification or permits need to be secured by the Partner itself, the Host Organisation must ensure that this is clearly communicated to the FMA Commercial Manager at the Site Visit and all necessary details provided.

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

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

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 with the FMA 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 FMA 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 FMA Broadcast Manager) either within, or adjacent to the Stadium of at least 2000m^2 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 surface and the 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

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

Cable routes should not cross VVIP access routes, team access routes and any general public access routes.

The Broadcast Compound should also have a clear line of sight from the SNG satellite truck up to space, or a separate location will be required. This will be confirmed by the FMA Broadcast Manager on the Site Visit.

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

7.3 BROADCAST WORKING 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 TV Working Room must be provided.

The room should 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 sockets, lighting, and internet connectivity

The size and requirements of the Broadcast Working Room will be confirmed by the FMA Broadcast Manager on 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-3 (or earlier if requested on the Site Visit by the FMA 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, etc.)	From the start of installation on MD-3 or earlier if requested by the FMA Broadcast Manager on the Site Visit until the departure of all broadcast personnel after the Match.

7.5 POWER



Where there is a local grid power 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 FMA) until two (2) hours after the end of the Match.

If the local grid power is not sufficient and / or stable, 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 back-up power provided
- Sufficient to supply both their own and all other Broadcast Partner needs
- Is both stable and suitable for use

Host Organisations 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.

7.6 PARKING

Where possible, broadcast parking spaces should be located near to 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 on the Site Visit by the FMA Broadcast Manager, and the number of parking spaces required will be confirmed on MD-10.

7.7 STADIUM LIGHTING

For all Matches played under floodlights, the average level of illuminance, its uniformity, glare and colour temperature must all correspond to the broadcast requirements as set out in the official AFC Stadium Lighting Guidelines.

The standard of lighting required for each Match falls into one (1) of five (5) categories, with the highest requirements for Category 1 Matches, reducing to Category 5.

To summarise, the lighting requirements for the AFC Champions League are:

Competition Stage	Category	Illuminance Detail
Group Stage through to Semi Finals	3	Average level of horizontal illuminance of 1800 Eh (lux). Uniformity ratios U1 > 0.5 and U2 > 0.7 Average level of vertical illuminance of 1000 Ev (lux). Uniformity ratios U1 > 0.4 and U2 > 0.5



Should there be a power failure during a Match, the Stadium back-up power must be capable of operating the Stadium lighting to the following levels in Match Continuity Mode (MCM):

Category	MCM Illuminance
3	Average level of horizontal illuminance of >1200 Eh Average level of vertical illuminance of >700 Ev

Adequate working light levels must also be maintained within the Stadium post-Match to allow for the safe pack-up and de-rig of all broadcast equipment.

7.8 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 at the Site Visit and be 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 to 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.

7.9 STADIUM FEEDS

All HD/SDI cabling to deliver the Multilateral World Feed (with graphics) to the Stadium Audio Visual (AV) access point / control room will be provided by the Host Broadcaster.

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 Partner offices, Referee Assessor positions, etc.)

7.10 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.

7.11 AIRSPACE

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

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

7.12 CAMERA PLATFORMS

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

Each standard camera platform must have a minimum working footprint of 2m x 2m. The main camera platform for Camera 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. Clear access routes must be provided to allow for cameramen and camera equipment to access the platform.

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 Field of Play (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 shake to 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.

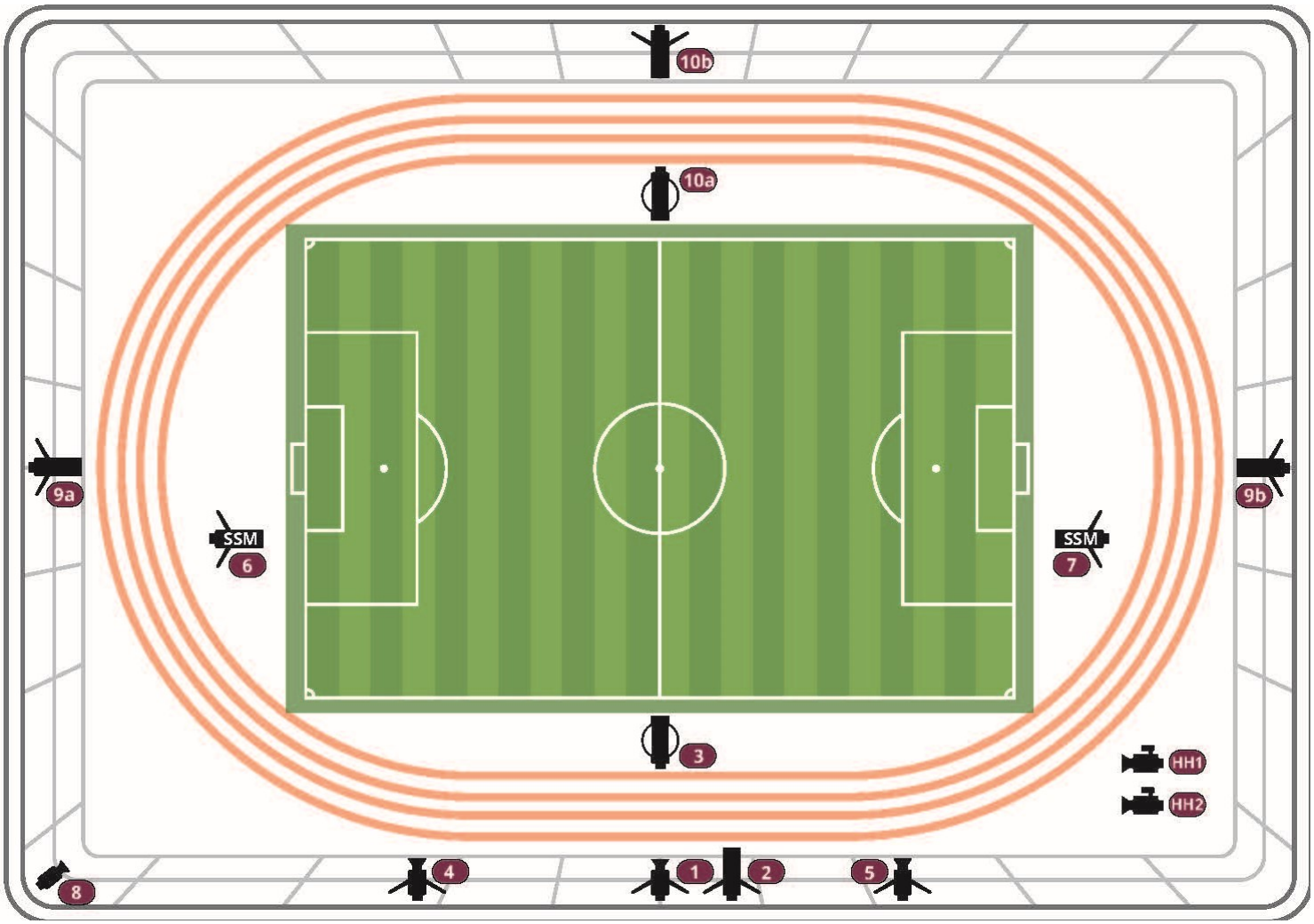
These requirements will be confirmed by the FMA Broadcast Manager on the Site Visit.

7.13 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 also their positioning. Additional cameras can be added by the Host Broadcaster, with their positions subject to AFC 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.

For all Matches (except Finals), there must be a minimum of 10 camera coverage (see camera plan and camera narrative), with each camera meeting the following requirements:

10 Camera Plan



Camera Narrative, minimum 10 camera Match coverage

Cam	Mount	Location	Coverage
1	Tripod	Mid-level platform, main VIP stand	Master wide shot of Match coverage
2	Tripod	Mid-level platform, main VIP stand. Next to camera 1	Ball follow and close-ups of players / action
3	Low camera seat	Pitch-side, on halfway line	Player close-ups
4	Tripod	Mid-level platform, main VIP stand exactly on 16m line	Offside
5	Tripod	Mid-level platform, main VIP stand exactly on 16m line	Offside
6	Tripod	Pitch-side, behind goal line on the main camera side	Goals / penalty box replays
7	Tripod	Pitch-side, behind goal line on the main camera side	Goals / penalty box replays
8	Tripod / Clamp	High, corner of the Stadium	Panoramic Stadium wide shot

Cam	Mount	Location	Coverage
9a / 9b	Tripod	High behind goal, either left or right	Goals / penalty replays
10a / 10b	Tripod	Mid-level platform, directly opposite camera 1 OR Pitch-side, opposite camera 3 in line with halfway and behind the FOP perimeter boards	Team benches / Reverse angle replays
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

7.14 COMMENTARY POSITIONS

Two (2) enclosed commentary positions (measuring at least 3m x 3m) must be provided in the same stand as the main cameras at each Stadium and at a height sufficient to give commentators a clear view of all four (4) corners of the pitch.

Each position should come equipped with:

- Air-conditioning or heating as appropriate
- A desk (1.8m x 0.8m)
- Three (3) moveable chairs
- Suitable power with sockets, lighting and internet connectivity

Six (6) non-enclosed commentary positions must also be provided in the same stand as the main cameras at each Stadium, in-between the pitch 16m lines and at a height sufficient to give commentators a clear view of all four (4) corners of the pitch, unobstructed by structures and / or people moving within the seating area.

Each position must be separated from other commentary positions by a plastic screen or gangway whilst allowing adequate space for access without interfering with commentators in adjacent commentary positions.

Each position should come with:

- Desk space of at least 1.8m x 0.8m
- Floor space of between 1.8m to 2m in width (including the 0.8m desk space) to allow for the movement of people behind the seated commentators
- Three (3) moveable chairs
- Suitable power with sockets, lighting and internet connectivity

The location of the commentary positions should usually be within the Media Tribune. Where there is a bespoke commentary position that is separate from the Media Tribune, this will be evaluated during the Site Visit and confirmed on a per Venue basis with the AFC before the start of the Competition.

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.

For the AFC Champions League Semi Finals and Finals, additional non-enclosed commentary positions may be requested if there is additional demand from Broadcast Partners.

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

7.15 OBSERVER SEATS

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

Their location and access routes will be identified by the FMA Broadcast Manager at the Site Visit.

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

7.16 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 600lux (V) evenly across the stage.

No microphones, either broadcast, written press, or radio are allowed to be placed on the Top Table. 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.

Press Conferences will follow the approved online protocols as per the AFC Match Operations Protocol During COVID-19 pandemic.

7.17 PITCH-SIDE STAND-UPS

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.

This space should be positioned between the corner flag and the team benches, typically on the side of the pitch closest to the broadcast compound (subject to the Stadium layout), and will be confirmed on the Stadium Site Visit by the FMA Broadcast Manager. The aim is to ensure an optimal use of available space whilst ensuring no interference with player access to the tunnel. However, relevant bubble protocols where required will determine final positioning.

Pre-confirmed bookings and the use of this space will be managed on Matchday by the FMA Broadcast Manager.

7.18 FLASH INTERVIEW POSITIONS

Each Stadium must ensure space is allocated for up to four (4) post-Match flash interview positions for the Multilateral World Feed and Unilateral Broadcast Partners. These should be located close to the substitutes benches and the dressing rooms (with the exact location to be confirmed at each Stadium by the AFC) and each interview position should have a footprint that measures 3m x 2m.

7.19 MEDIA BACKDROPS

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

7.20 STUDIOS / PRESENTATION PLATFORMS

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

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

- Floor to ceiling windows with an unrestricted view of the Field of Play
- At least 5m x 8m of open and usable space (with 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 and / or presentation position matching the same requirements must also be provided. If no space is available, a temporary presentation platform meeting the same requirements can be provided.

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

7.21 MIXED ZONE

Host Organisation must allocate a suitable space (ideally a room or a covered outdoor space) situated between the teams' restricted area and the 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 Partners section designated at the end of the Mixed Zone nearest to the changing room
- The Mixed Zone must also 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 metal 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

7.22 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 FMA 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 FMA Broadcast Manager.

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

7.23 NON-RIGHTS HOLDERS (NRH)

On Matchday, the Host Organisation must ensure that all NRH cameras and recording equipment are signed in upon arrival and left at 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 AFC approval
- No recordings can be made inside any controlled access area (including all Stadium concourses, spectator seating areas and Media Centre)

7.24 PARTICIPATING TEAMS MEDIA GUIDELINES - MATCH RECORDING

Each participating team 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 team should inform the FMA 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 FMA Broadcast Manager on Matchday to ensure access to the correct position. This bib must be worn throughout the Match and returned to the FMA Broadcast Manager as soon as the Match has ended.

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

For additional digital media activities and requests, teams should refer to the Participating Club Media Booking Sheet where the activities permitted are listed.

7.25 INTERNET

Stable internet of adequate upload/download speeds must be provided by the Host Organisation 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)

7.26 TELECOMS

During the Site Visit, the Host Organisation must confirm to the FMA Broadcast Manager and the Host Broadcaster which telecoms provider is 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

FMA will use a contracted Signage Supplier to supply and install all identified static signage at the Venue. Reporting directly to the FMA Commercial Manager, the Signage Manager will be on-site 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. Field of Play (FOP) Signage
2. Media backdrops
3. Venue dressing

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

Please note: where Matches are played in a centralised format, installation will occur once, ahead of the initial Match in each Venue, and signage and equipment will then remain in-situ until all subsequent Matches are completed.

Field of Play (FOP) Signage

FMA will produce and manage the placement of the following signage on/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 of Item	Quantity	Host Organisation Actions	Due - Centralised Matches
3D Physical Goal-Side Mats	3.5m (w) x 10m-15m (l)	4	To provide a secure, temporary storage area throughout the event.	MD-2
Centre Circle Banner	18m diameter	1	To provide a staging area near the FOP or in one of the secondary pitch entry tunnels area for the banner. Staging area should be at least 20m x 3m.	MD-2
Match Ball Stand	0.3m (w) x 0.3m (l) x 1m (h)	1	To ensure a staging area of not less than $1m^2$ near the players' entrance to the FOP.	Matchday
Static FOP Perimeter	6m (w) x 1m (h)	39	Removal of any existing boards/structure around the FOP that might obstruct the installation.	MD-2

Item	Dimension of Item	Quantity	Host Organisation Actions	Due - Centralised Matches
Boards (except China)				
Substitution Board Stickers	0.4m (w) x 0.1 (h)	2 per board	Remove or cover any existing commercial branding on the supplied boards. This does not apply if boards are supplied by Match Officials.	MD-2
Team Benches(front & reverse)	TBD at Site Visit	1 per bench	Removal of any existing commercial branding on front and reverse side of all benches (team, Match Officials, etc).	MD-2
Team/Match Officials Benches (Front) - Stickers	0.6m (w) x 0.12 (h)	TBD	Remove or cover any existing commercial branding on front side of all benches (team, Match Officials, etc).	MD-2

Media Backdrops

FMA will manage the production and placement of the following media backdrops at each Match.

Item	Dimensions	Quantity	Host Organisation Actions	Due - Centralised Matches
Flash Interview Backdrop	3m (w) x 2.2m (h)	4	Provide a staging area between the team benches and team dressing rooms where backdrops can be held for post- Match flash interviews. Staging area should be at least 2.5m high and 5m in width.	MD-1
Mixed Zone Backdrop	2m (w) x 2.2m (h)	4	Ensuring 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. Ensuring there is sufficient space for the set-up of the backdrop: - 2.5m from the backdrop base to the ceiling - 5m in width	MD-2
Prize	2m (w) x 2.2m (h)	2	Provide a staging area between the team	Matchday

Item	Dimensions	Quantity	Host Organisation Actions	Due - Centralised Matches
Presentation Backdrop (e.g. Player of the Match, when activated by a Commercial Partner only)			benches and team dressing rooms where backdrops can be held for post- Match prize presentations. Staging area should be at least 2.5m high and 2m wide.	

Venue Dressing

FMA will produce and manage installation of the following Venue dressing elements at each Match.

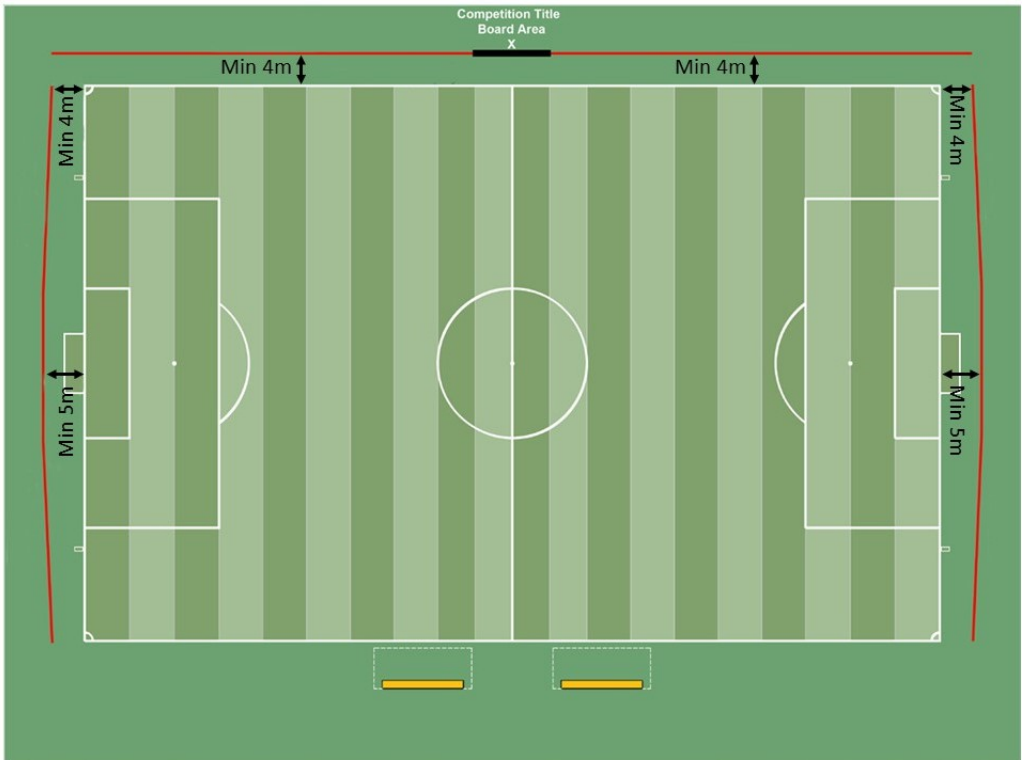
Item	Dimension of Item	Quantity	Host Organisation Action	Due - Centralised Matches
Tier Dressing (1st/lowest tier only)(Semi Finals Only)	TBD at Site Visit	TBD	Remove or cover any existing commercial branding in the area.	MD-2
Tunnel Branding (Semi Finals Only)	TBD at Site Visit	TBD	Remove or cover any existing commercial branding in the area.	MD-2
Welcome Towers	0.9m (w) x 2m (h)	4	To 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

Static perimeter boards will be installed around the FOP as detailed below.

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



8.3 STORAGE AND WORKSPACE

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

Host Organisation Actions

Please note in the case of centralised Matches, spaces will remain in use until all Matches at the Venue have been completed.

Item	Host Organisation Actions	Due - Centralised Matches
Static Signage Work Room	Provision of one (1) lockable room with 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-2
3D Physical Goal-Side Mats Storage Area	Provision of an undercover storage area near the FOP with a minimum area of 15m x 3m	MD-2

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.

8.4 LICENSES AND APPROVALS

In the event that licenses, approvals, certification or permits need to be secured, the Host Organisation must ensure that this is in place before installation begins, is clearly communicated to the FMA Commercial Manager at the Site Visit and all necessary details are provided.

If additional details, either not yet communicated or due to changes in local process are required from the supplier for work to be undertaken, the Host Organisation must advise the FMA Commercial Manager immediately.

8.5 WORK SCHEDULE

The following table provides the timeframes for when signage activity will take place.

Please note where Matches are played in a centralised format, installation will occur once, ahead of the initial Match in each Venue, and signage and equipment will then remain in-situ until all subsequent Matches are completed.

Static Signage

Item	Due - Centralised Matches
Signage team and truck arrives 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	Matchday
Matchday set-up	Matchday
Dismantling and logistics load-out	MD+1

APPENDIX A - ACTIVATIONS



AFC CHAMPIONS LEAGUE AFC CHAMPIONS LEAGUE AFC CHAMPIONS LEAGUE AFC CHAM

BALL KIDS

		Host Organisation Actions	Due
Activation Description	Ball Kids are appointed to retrieve and resupply players with Match Balls to ensure play is resumed as quickly as possible. An AFC Commercial Partner may have the right to provide Ball Kids for this Competition.	N/A	N/A
Partner Participants	Number TBC per Match. Aged between 12-16 years old.	N/A	N/A
Participant Sourcing	By Activating Partner.	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	One (1) x Coordinator with experience briefing and managing Ball Kids.	Matchday
Participant Uniforms	Provided by the AFC or the Commercial Partner.	N/A	N/A
Space Requirements	Holding room suitable for all Ball Kids and 2 x adults (Partner Chaperone and Host Organisation Coordinator).	Identify room and advise FMA.	Site Visit
Accreditation	Host Organisation to provide FMA with required number of PAR accreditation cards for the Ball Kids plus one (1) x PAR for the Partner Chaperone.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-1
Confirmation of Activation	FMA will confirm with the Host Organisation whether an AFC Commercial Partner will be activating the Ball Kids programme.ahead of each Matchday	N/A	MD-21
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2

		Host Organisation Actions	Due
Catering	Where available, the Activating Partner may wish to order F&B at their cost via Stadium catering.	Host Organisation to facilitate order and arrange Matchday delivery of any F&B via Stadium catering. Host Organisation /Venue to invoice the Partner directly.	Matchday
Briefings	Ball Kids will be required to attend the Matchday briefing in order for them to successfully fulfil the role and duties on Matchday.	Host Organisation to advise briefing details including time and meeting point to FMA and conduct briefing on Matchday.	Matchday
What happens if an AFC Commercial Partner does not activate?	In the event that an AFC Commercial Partner does not take up the right to activate Ball Kids for a Match, FMA will inform the Host Organisation. The Host Organisation will then ensure that Ball Kids are organised for the normal operation of the Match. No commercial activities may be conducted around the Ball Kids programme. The Host Organisation may however apply to run non- commercial promotions, for which approval from the AFC will be required. The AFC or an AFC Commercial Partner may provide the uniform. If there is no uniform provided by the AFC or a Commercial Partner and the Host Organisation wishes to provide a uniform, all uniforms must be unbranded and an image of the full kit must be submitted for approval.	Host Organisation to submit request to activate to the AFC. Image/photo of proposed uniform must be submitted for approval to the AFC. Host Organisation to source all participants and provide all requirements inc. tickets, F&B, accreditation, etc.	FMA to inform of non-activation by MD-21 Host Organisation to inform FMA of own sourcing details by MD-14

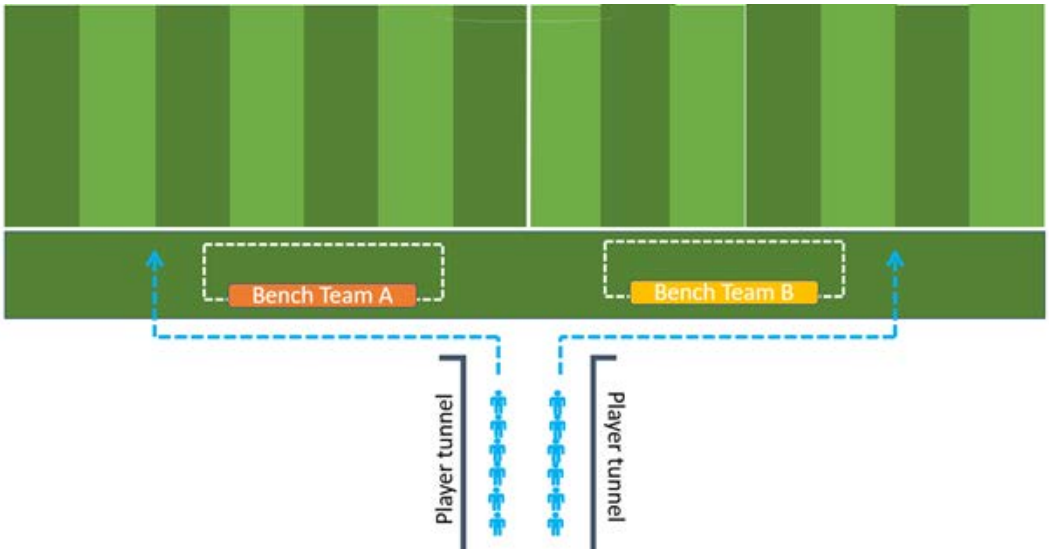
Rundown

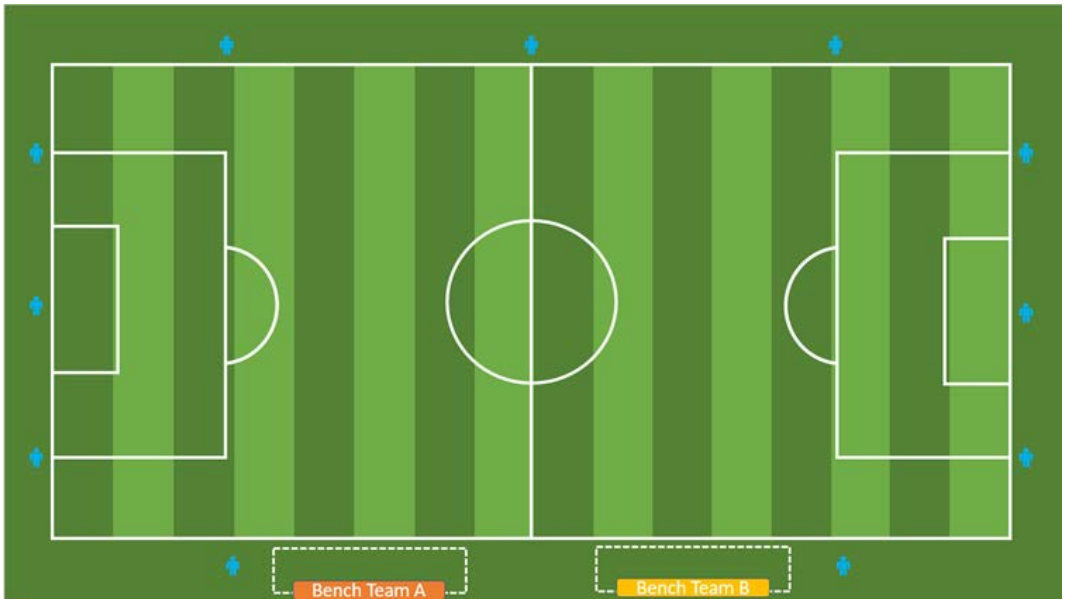
	Responsibility
Meet and greet: Ball Kids enter the Stadium accompanied by Partner Chaperone and a FMA Venue Team member.	Activating Partner, FMA
Briefing conducted pitch-side in the presence of the Partner Chaperone.	AFC, Activating Partner, FMA, Host Organisation Ball Kids Coordinator
On-pitch rehearsal and pitch-side photo opportunity.	Activating Partner, FMA, Host Organisation Ball Kids Coordinator
Ball Kids back to the designated holding room, catering served, and change into uniforms.	Activating Partner, FMA, Host Organisation Ball Kids Coordinator
Ball Kids move to their positions around the FOP prior to the players' warm-up commencing.	Host Organisation Ball Kids Coordinator

	Responsibility
Ball Kids leave the FOP for final bathroom break before the Match (if required).	Host Organisation Ball Kids Coordinator
Ball Kids move to their positions around the FOP prior to the Pre-Match Ceremony commencing.	Host Organisation Ball Kids Coordinator
Ball Kids return to designated room and are dismissed by the Partner representative.	Host Organisation Ball Kids Coordinator and Activating Partner

Please always refer to AFC Official Countdown and FMA Activity Plan for confirmed timings.

Storyboard





BRANDED MASCOT

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner brings their corporate mascot to a Venue for pre-Match and Half-time entertainment to interact with fans (giveaways, photo opportunities, etc.).	N/A	N/A
Partner Participants	One (1) x Mascot actor	N/A	N/A
Chaperones / Coordinator	One (1) x Partner Chaperone	N/A	N/A
Participant Uniforms	Mascot costume	N/A	N/A
Space Requirements	Holding room suitable for Mascot and Partner Chaperone.	Identify room and access with FMA.	Site Visit
Confirmation of Activation	FMA will confirm with the Host Organisation whether an AFC Commercial Partner will be activating the Branded mascot ahead of each Matchday.	N/A	MD-21
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Accreditation	Partner to receive two (2) x PAR accreditation cards for the Mascot and Chaperone from FMA (produced by the Host Organisation).	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-1
Catering	Where available, the Activating Partner may wish to order F&B at their cost via Stadium catering.	Host Organisation to facilitate order and arrange Matchday delivery of any F&B via Stadium catering. Host Organisation/Venue to directly invoice the Partner.	Matchday

Rundown

	Responsibility
Meet and greet: Mascot enters the Stadium accompanied by the AFC Commercial Partner representative and FMA Venue Team.	Activating Partner, FMA
Briefing conducted in holding room.	Activating Partner, FMA
Mascot escorted from holding room to agreed location to entertain and interact with fans (Fanzone, concourse, seating bowl, etc.).	Activating Partner

	Responsibility
Mascot returns to holding room and waits for Half-time.	Activating Partner
Mascot escorted from holding room to agreed location to entertain and interact with fans.	Activating Partner
Mascot returns to holding room and dismissed by the Partner representative.	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

CENTRE CIRCLE BANNER

		Host Organisation Actions	Due
Activation Description	During the Pre- Match Ceremony, participants will carry on to the centre of the pitch a Centre Circle Banner which they will wave as players come out of the tunnel. An AFC Commercial Partner may have the right to provide participants and a branded Centre Circle Banner for this Competition. Aged 16+ years old.	N/A	N/A
Partner Participants	Number TBC per Match.	N/A	N/A
Participant Sourcing	By activating Partner. In the event however, that an AFC Commercial Partner requires the Host Organisation 's assistance to source activation participants for a Match, FMA will inform the Host Organisation. The Host Organisation will then ensure that participants are organised for the normal operation of the Match. If an AFC Commercial Partner does not activate, the Host Organisation may submit a request to the AFC to activate themselves, with the possibility for AFC Commercial Partners to still provide the uniform. If there is no uniform provided by a Commercial Partner, the Host Organisation may supply the uniform in accordance with AFC commercial clean guidelines.	Host Organisation to source activation participants if requested by FMA.	FMA to inform Host Organisation recruitment need by MD-21 Host Organisation to confirm participant details to FMA by MD-14
Chaperones / Coordinators	One (1) x Partner Chaperone	One (1) x Coordinator with experience briefing Centre Circle Participants.	MD-1 / Matchday
Participant Uniforms	Provided by Activating Partner.	N/A	N/A
Space Requirements	Holding room suitable for all participants and one (1) x Partner Chaperone.	Identify room and access with FMA.	Site Visit
Accreditation	Host Organisation to provide FMA with PAR accreditation cards for the participants (number TBC) and Partner Chaperone.	Host Organisation to provide required accreditation card to FMA as per accreditation list.	MD-1
Confirmation of Activation	FMA will confirm with the Host Organisation whether an AFC Commercial Partner will be activating the Centre Circle program ahead of each Matchday.		MD-21

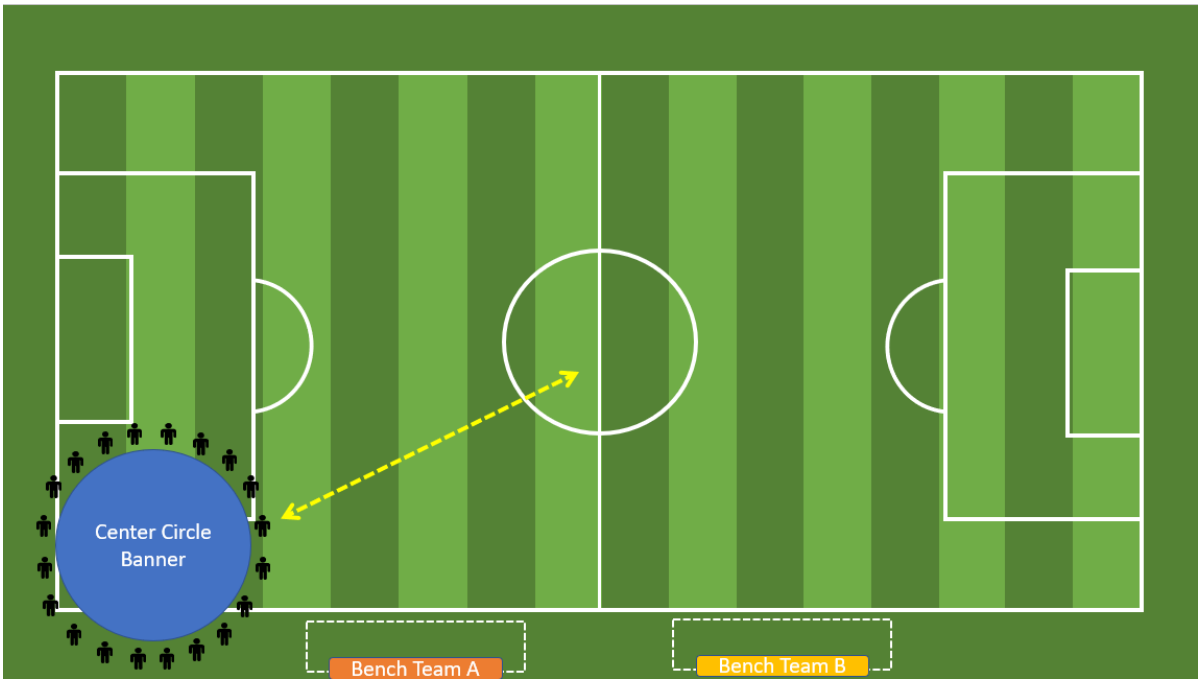
		Host Organisation Actions	Due
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Catering	Where available, the Activating Partner may wish to order F&B at their cost via Stadium catering,	Host Organisation to facilitate order and arrange Matchday delivery of any F&B via Stadium catering. Host Organisation/Venue to directly invoice the Partner.	Matchday
Briefings	Centre Circle kids will be required to attend a briefing in order for them to successfully fulfil the role and duties on Matchday. This briefing may be held on MD-1 or Matchday.	The AFC and Host Organisation to advise briefing details including date, time and meeting point to FMA and conduct the briefing.	MD-1 and/or KO-4hr

Rundown

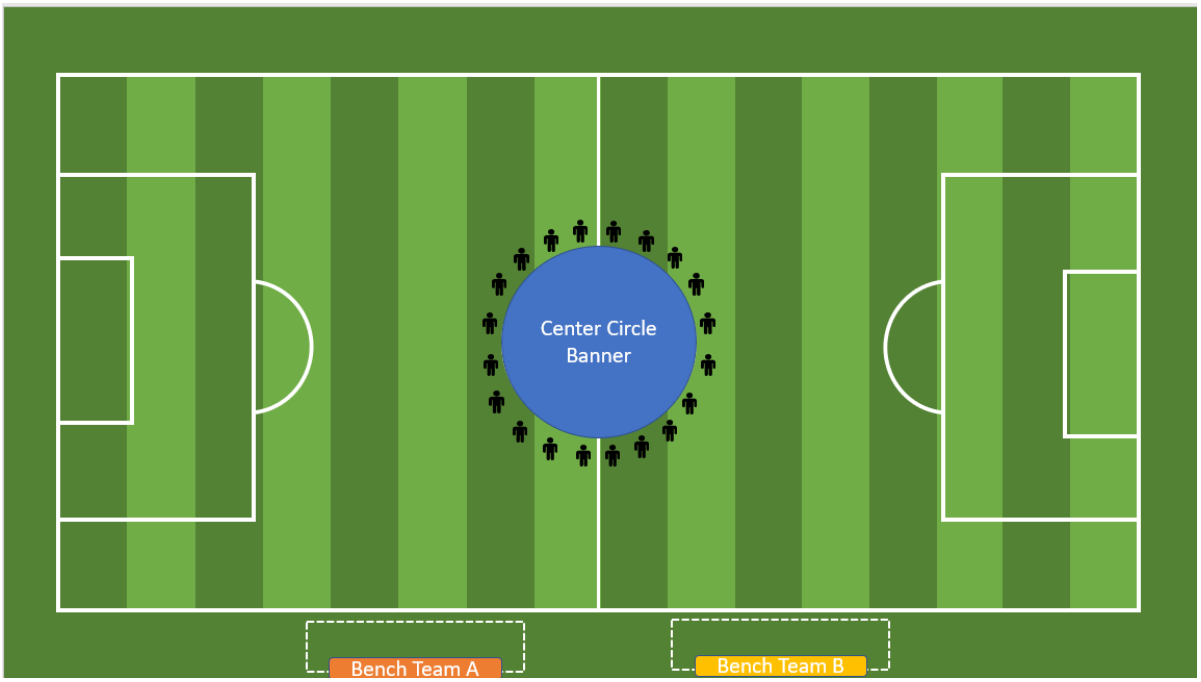
	Responsibility
Meet and greet: Centre Circle participants enter the Stadium accompanied by Partner Chaperone and a FMA Venue Team member.	Activating Partner, FMA
Briefing conducted pitch-side.	Activating Partner, FMA
On-pitch rehearsal and pitch-side photo opportunity.	Activating Partner, FMA, Host Organisation sports presentation representatives
Participants return to designated holding room, catering served, and change into uniforms.	Activating Partner, FMA
Participants move to their positions and carry the Centre Circle banner out onto the centre of the pitch for the Pre-Match Ceremony.	Activating Partner, FMA
Participants leave the pitch with the Centre Circle banner as quickly as possible as the handshake ceremony commences, return to the designated room and are dismissed by the Partner Chaperone.	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

Storyboard



Note: The Centre Circle Banner may enter / exit the pitch from any corner.



CHEERLEADER PERFORMANCE

		Host Organisation Actions	Due
Activation Description	Partner-branded Cheerleader performance pitch-side during pre-Match and/or Half-time.	N/A	N/A
Partner Participant	10-14 Cheerleaders	N/A	N/A
Chaperones / Coordinator	Two (2) x Partner Chaperones	N/A	N/A
Participant Uniforms	Provided by Activating Partner.	N/A	N/A
Activation Time	Pre-Match and/or Half-time. Timing to be confirmed.	N/A	N/A
Space Requirements	Holding room suitable for Cheerleaders and Partner Chaperones.	Identify room and advise FMA.	Site Visit
Confirmation of Activation	FMA will confirm with the Host Organisation whether an AFC Commercial Partner will be activating a Cheerleader Performance ahead of each Match.	N/A	MD-21 days
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Accreditation	Host Organisation to provide FMA with PAR accreditation cards for the Cheerleaders (number TBC) and Partner Chaperones x two (2).	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-2
Catering	Where available, the Activating Partner may wish to order F&B at their cost via Stadium catering.	Host Organisation to facilitate order and arrange Matchday delivery of any F&B via Stadium catering. Host Organisation/Venue to directly invoice the Partner.	Matchday
Rehearsal	Partner may request rehearsal time.	Host Organisation to advise possible rehearsal time.	Matchday

COIN TOSS WINNER

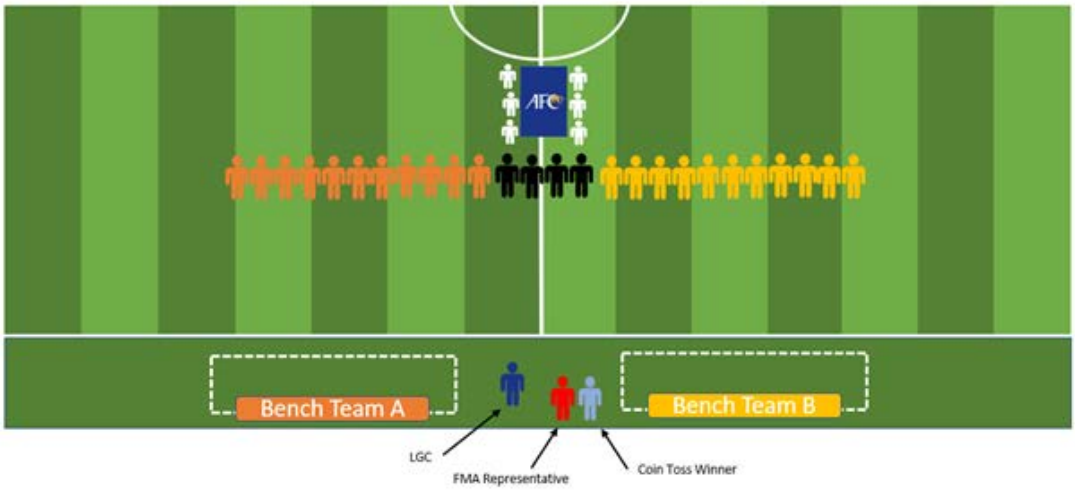
		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner guest has the opportunity to deliver the official coin to the Match Referee during the Pre- Match ceremony.	N/A	N/A
Partner Participants	One (1) x guest	N/A	N/A
Participant Uniforms	Provided by Activating Partner if required.	N/A	N/A
Confirmation of Activation	FMA will advise ahead of each Match whether the Coin Toss Winner will be activated and confirm arrangements.	N/A	MD-21
Accreditation	Partner to receive one (1) x PAR accreditation cards for the guest from FMA (produced by the Host Organisation).	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-10
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Rehearsal / Instructions	AFC Match Commissioner to provide instructions to the guest.	AFC to advise rehearsal time if required.	Matchday

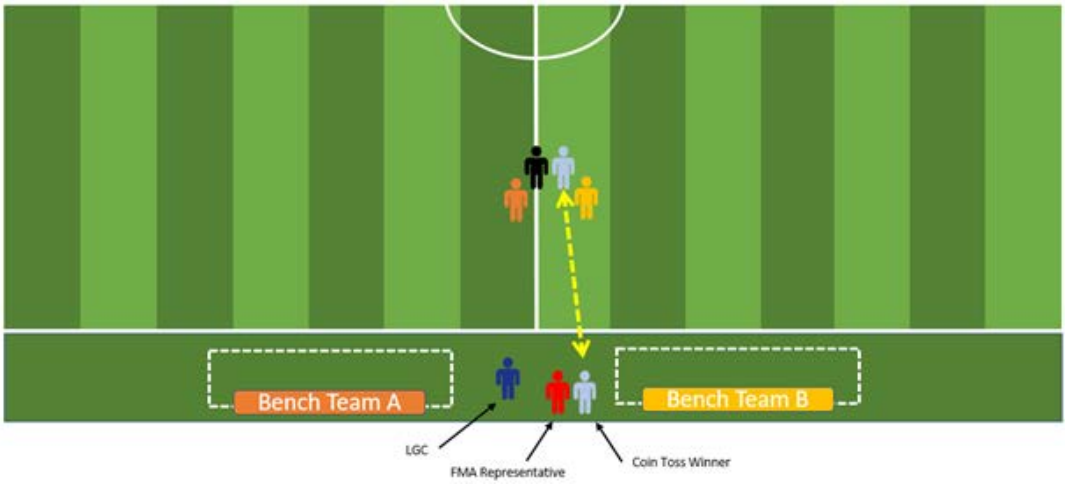
Rundown

	Responsibility
Meet and greet: guest enters the Stadium accompanied by Partner Chaperone and a FMA Venue Team member.	Activating Partner, FMA
Briefing conducted pitch-side.	AFC, Activating Partner, FMA
Guest escorted from pitch-side and changes into uniform, if required.	Activating Partner, FMA
Guest waits at a location as instructed by the AFC ready for the Pre-Match Ceremony.	Activating Partner, FMA
Guest walks out to the Match Officials after team handshake, bringing the coin with them.	AFC
Guest tosses the coin and lets it drop to the pitch. Referee provides instructions to teams accordingly.	Activating Partner, FMA
Photo with the Match Officials and Team Captains after coin toss (photo taken by Official Photographer) then guest leaves the pitch.	Activating Partner, FMA
Guest escorted back to designated spectator seats by Partner Chaperone.	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings

Storyboard


AFC
Bench Team A
Bench Team B
LGC
FMA Representative
Coin Toss Winner


Bench Team A
Bench Team B
LGC
FMA Representative
Coin Toss Winner

COUNTDOWN TO KICK-OFF

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner countdown graphic shown on the Stadium giant screen to show the Countdown to Kick-Off (5-10 seconds).	N/A	N/A
Confirmation of Activation	FMA will advise ahead of each Match whether the Countdown to Kick-Off will be activated and confirm arrangements.	N/A	MD-21
Giant Screen and PA Announcement	FMA will provide a giant screen graphic for the Countdown to Kick- Off. A PA announcement script will also be provided by FMA.	The Host Organisation will be required to display the Countdown to Kick-Off graphic on the giant screen and have their PA announce the Line-up Announcement script according to instructions provided.	MD-21
Testing		The Host Organisation will need to test the supplied graphic as soon as possible and immediately advise the FMA Commercial Manager if there are any issues with downloading the content, playing the content, the format, or any other problem.	Prior to Match-week
Giant Screen and PA System Checks	All relevant technical staff for a giant screen and PA system content check of the Countdown to Kick-Off. This check must be conducted with the FMA Commercial Manager present.	The Host Organisation should confirm timings for this rehearsal with the FMA Commercial Manager during the Commercial Delivery Meeting on MD-2, and the rehearsal should ideally take place no later than MD-1.	MD-1
Activation Timing	The graphics package and accompanying announcement will be played leading up to Kick-off.	N/A	Matchday

FAN MOSAIC

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner places cards on spectator seats for fans to hold up to create a mosaic as part of Pre-Match Ceremony. Spectators will be instructed through a PA announcement when to hold up their card to create the mosaic.	N/A	N/A
PA Announcement	FMA will provide PA announcement script for Fan Mosaic instruction.	The Host Organisation will be required to have their Stadium PA announce the Fan Mosaic script according to key timings provided.	MD-21
Partner Participants	Spectators at the designated seat locations.	N/A	N/A
Partner Project Representative	One (1) x Partner Project Representative	N/A	N/A
Number of Staff	Required staff numbers to vary depending on mosaic size.	N/A	N/A
Activation Time	Pre-Match	N/A	N/A
Set-Up and Pack-Down	Set-up commences on Matchday before gates open as per Host Organisation permission.	N/A	N/A
Activation Structures	Provided by Activating Partner.	N/A	N/A
Confirmation of Activations	FMA will confirm Fan Mosaic with the Host Organisation ahead of each Match.	N/A	MD-21
Location	FMA Venue Team and Partner to identify seat locations (section, blocks, rows, seats).	Identify available activation locations with FMA.	Site Visit
Access and Logistics	Partner will need vehicle access as close as possible to the activation location to unload/load their material prior to and after the Match.	The Host Organisation will inform FMA of access routes, access restrictions, access hours, and any information that needs to be provided in order to access the area.	Site Visit
Waste Management	Partners may generate waste from their activities. Partners will be instructed that waste shall be under their responsibility and taken away after the Match, leaving the area clean.	The Host Organisation should inform FMA of any existing waste management systems that Partners may utilise and whether any costs shall be associated to it.	Site Visit
Approval	Partner will be requested to provide detailed plans of the activation in order to obtain Host Organisation approval.	The Host Organisation shall inform FMA about the documents that need to be provided for approval.	Site Visit

		Host Organisation Actions	Due
Accreditation	FMA will request accreditation for these activations from the Host Organisation upon confirmation of the activation.	Host Organisation to provide accreditation cards to FMA as per accreditation list. Host Organisation to inform FMA whether vehicle passes needed, if any.	MD-1
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-10
Host Organisation Activation Request	Host Organisation may submit a request to AFC to activate Fan Mosaic although no commercial branding will be permitted.	Host Organisation to submit request to activate to the AFC. Image/photo of proposed activation (e.g. mosaic graphic, etc.) must be submitted to the AFC for approval.	MD-21

FAN OF THE MATCH

		Host Organisation Actions	Due
Fan of the Match Award Description	A spectator is selected as the "Fan of the Match" and announced / awarded at Half-time.	N/A	N/A
Partner Participants	One (1) x Presenter	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Presenter Profile	Activating Partner representative	N/A	N/A
Confirmation of Activation	FMA sends confirmation to the Host Organisation that the Award will be activated.	N/A	MD-21
Giant Screen and PA Announcement	FMA will provide a giant screen graphic for the Fan of the Match Award. A PA announcement script will also be provided by FMA.	Host Organisation to display the "Fan of the Match" Award graphic and live feed of the presentation on the giant screen and PA announcement on the award if possible.	MD-21
Accreditation	Partner to receive two (2) x PAR accreditation cards for the Presenter and Partner Chaperone from FMA (produced by Host Organisation).	Host Organisation to provide required accreditation card to FMA as per accreditation list.	MD-10
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-10
Live Feed	Live feed of the presentation.	Host Organisation may be requested to assist with the connection of any Partner camera or microphone to their existing Stadium AV systems (e.g. giant screen and PA).	Matchday
Identify Winner of the Award	FMA to pick the winner of award (latest) 10 minutes after Match starts. FMA to advise Host Organisation the location of the winner.	Host Organisation to have Stadium camera and PA announcement ready for presentation at Half-time.	Matchday
Notify Winner	FMA to notify winner before Half-time.	N/A	Matchday

Rundown

	Responsibility
Meet and greet: Presenter moves pitch-side accompanied by Partner Chaperone and a FMA Venue Team member.	Activating Partner, FMA
Briefing conducted pitch-side.	Activating Partner, FMA
Presenter moves to the winner's location and on stand-by for presentation ceremony.	Activating Partner, FMA
Presentation	Activating Partner, FMA, Stadium

	Responsibility
	camera
Presenter dismissed by Partner Chaperone.	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

FAN REPORTER

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner invites guests to be Fan Reporters at the Match. The Fan Reporter is permitted to take photographs of the players from behind the goal during warm- up. They will also have access to media areas just like any other professional journalist.	N/A	N/A
Partner Participants	Two (2) x guests	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Accreditation	Host Organisation to provide FMA with two (2) x PHO accreditation cards and bibs for the Fan Reporters and one (1) x PAR accreditation card for the Partner Chaperone.	The AFC and/or Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-10
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-21
Space Requirements	Pitch-side location for Fan Reporter to watch players' warm-up.	N/A	Site Visit
Confirmation of Activation	FMA will advise ahead of each Match whether the Fan Reporter will be activated and confirm arrangements.	N/A	MD-21

Rundown

	Responsibility
Meet and greet: guest enters the Stadium accompanied by Partner Chaperone and a FMA Venue Team member.	Activating Partner, FMA
Briefing conducted in Media Working Room/Area.	Activating Partner, FMA
Move to permitted pitch-side location.	Activating Partner, FMA
Fan Reporter remains at permitted location to watch and take photos during players' warm-up.	Activating Partner, FMA
Fan Reporter escorted to the Media Tribune (to watch the Match). Partner Chaperone to remain at all times with the guest.	Activating Partner, FMA
Fan Reporter attends the Post-Match Press Conference and Mixed Zone accompanied by the Partner Chaperone and a FMA Venue Team member.	Activating Partner, FMA
Fan Reporter dismissed by Partner Chaperone.	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

FIELD PHOTOGRAPHER

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner invites guests to take photographs of the players from behind the goal before Kick-off.	N/A	N/A
Partner Participants	Two (2) x guests	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Confirmation of Activation	FMA will advise ahead of each Match whether the Field Photographer will be activated and confirm arrangements.	N/A	MD-21
Space Requirements	Pitch- side location (behind the goals) for Field Photographers to take photos of players' warm-up.	N/A	Site Visit
Accreditation	Host Organisation to provide FMA with two (2) x PHO accreditation cards and bibs for the Field Photographers and one (1) x PAR accreditation card for the Partner Chaperone.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-10
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2

Rundown

	Responsibility
Meet and greet: guest enters the Stadium accompanied by Partner Chaperone and a FMA Venue Team member.	Activating Partner, FMA
Briefing conducted in media working room/area.	Activating Partner, FMA
Move to permitted pitch-side location.	Activating Partner, FMA
Field Photographer remains at permitted location to watch and take photos during players' warm-up.	Activating Partner, FMA
Field Photographer escorted to media working room/area and debriefed.	Activating Partner, FMA
Field Photographer dismissed by Partner Chaperone.	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

FINAL CEREMONIES: CABIN CREW PRE-MATCH STANDING LINE-UP

		Host Organisation Actions	Due
Activation Description	Airline Partner Cabin Crew to be positioned at the exit of the Player Tunnel at the start of the Pre-Match Ceremony.	N/A	N/A
Partner Participants	Four (4) x Cabin Crew	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Presenter Profile	Airline Partner Cabin Crew	N/A	MD-10
Accreditation	Partner to receive five (5) x PAR accreditation cards for their Cabin Crew and Chaperone from FMA (produced by the AFC).	N/A	MD-10
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-10
Space Requirements	Holding room suitable for four (4) x Cabin Crew and one (1) x Partner representative.	Identify room and advise FMA.	Site Visit
Catering	The Activating Partner may wish to order F&B at their cost via Stadium catering.	Host Organisation to facilitate the order if required and arrange for billing directly to the Activating Partner.	MD-21
Confirmation of Activation	FMA will advise ahead of Final Match whether activation will be activated and confirm any arrangements.	N/A	MD-21
Rehearsal	AFC to provide guidance to the Cabin Crew.	N/A	MD-1

Rundown

	Time from KO	Responsibility
Rehearsals: Cabin Crew and Partner Chaperone to meet with a FMA Venue Team member to be accompanied to the pitch for rehearsal. Once rehearsal is completed, Cabin Crew and Chaperone should return to the holding room.	Time TBC by AFC	AFC, Activating Partner, FMA
Cabin Crew escorted back to designated room, catering served, and change into uniforms.	Time TBC by AFC	AFC, Activating Partner, FMA
Cabin Crew move to line-up position at the player tunnel ready for Pre-Match Ceremony.	-15'	Activating Partner, FMA
Final Pre-Match Ceremony commences.	-9'	Activating Partner, FMA, Host Organisation, AFC
Cabin Crew leave the pitch after handshake.	-3'	Activating Partner, FMA, Host Organisation, AFC
Cabin Crew dismissed by Partner Chaperone.	KO	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

FINAL CEREMONY: INTEGRATION OF CABIN CREW

		Host Organisation Actions	Due
Activation Description	Airline Partner Cabin Crew to assist during the Presentation Ceremony at the Final Match of the Competition.	N/A	N/A
Partner Participants	Six (6) x Cabin Crew	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Presenter Profile	Airline Partner Cabin Crews	N/A	N/A
Confirmation of Activation	FMA will advise ahead of Final Match whether activation will be activated and confirm any arrangements.	N/A	MD-21 days
Accreditation	Partner to receive six (6) x PAR accreditation cards for the Cabin Crew and one (1) x PAR accreditation card for the Partner Chaperone from FMA (produced by the AFC).	N/A	MD-10 days
Space Requirements	Holding room suitable for six (6) x Cabin Crew and one (1) x Partner Chaperone.	Identify room and advise FMA.	Site Visit
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Rehearsal	AFC to instruct and lead the rehearsal, providing guidance to the Cabin Crew.	N/A	MD-1
Catering	The Activating Partner may wish to order F&B at their cost via Stadium catering.	Host Organisation to facilitate the order if required and arrange for billing to the Activating Partner.	Matchday

Rundown

	Time from KO	Responsibility
Rehearsals: Cabin Crew and Partner Chaperone to meet with a FMA Venue Team member to be accompanied to the pitch for rehearsal. Once rehearsal is completed, Cabin Crew and Chaperone should return to the holding room.	Time TBC by AFC	Activating Partner, FMA
Cabin Crew to be escorted by a FMA Venue Team member to pitch-side as instructed by the AFC.	Full-time -20'	Activating Partner, FMA
Cabin Crew on standby for march-in.	Full-time + 10'	Activating Partner, FMA, AFC
March-in and in position for presentation.	Full-time + 12'	Activating Partner, FMA, AFC
Final Ceremony finishes and Cabin Crew move back pitch-side.		Activating Partner, FMA, AFC
Cabin Crew dismissed by Partner Chaperone.		Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

PITCH-SIDE FINAL WHISTLE EXPERIENCE

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner guests will be positioned pitch-side to watch the final 15 minutes of the Match from pitch-level.	N/A	N/A
Partner Participants	Six (6) x guests	N/A	N/A
Accreditation	Host Organisation to provide FMA with six (6) x PAR accreditation cards for the guests.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-10
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Space Requirements	Pitch-side location for guests to watch the final 15 minutes of the Match.	Identify location and access with the AFC and FMA.	Site Visit
Confirmation of Activation	FMA will advise ahead of each Match whether the Final Whistle Experience will be activated and confirm arrangements.	N/A	MD-21

Rundown

	Responsibility
Meet and greet: guests to meet at the designated meeting point and enter the Stadium accompanied by Partner Chaperone and FMA Venue Team.	Activating Partner, FMA
Briefing conducted whilst moving to permitted pitch-side location.	Activating Partner, FMA
Guests stay at permitted location to watch the final 15 minutes of the Match.	Activating Partner, FMA
Guest photo opportunity behind the activating Partner's FOP perimeter board.	Activating Partner, FMA
Guests escorted to exit the Stadium by Partner representative.	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

GIANT SCREEN ENGAGEMENT

		Host MA Actions	Due
Activation Description	Stadium giant screen used to facilitate Partner fan engagement programme.	N/A	N/A
Confirmation of Activation	FMA will confirm with Host Organisation whether an AFC Commercial Partner will be activating Giant Screen Engagement ahead of each Matchday.	N/A	MD-21
File Transfer	Activation file to be delivered to Host Organisation by FMA, in the format agreed at the Site Visit.	N/A	MD-21
Testing	Giant screen testing must be conducted with FMA Commercial Manager.	Host Organisation and Venue to make the relevant technical staff and giant screen and PA available for testing.	MD-1
Timings	Activation to be played on giant screen pre-Match and at Half- time, as per agreed with Host Organisation .	Host Organisation and Venue staff to run the activation on the giant screen as per key timings.	Matchday

KICK-OFF VIEWING EXPERIENCE

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner guests are given the opportunity to watch the first 5-10 mins of the Match from a designated area pitch-side.	N/A	N/A
Partner Participants	Ten (10) x guests	N/A	N/A
Space Requirements	Pitch-side location for guests to watch Match Kick-off.	Identify location and access with the AFC and FMA.	Site Visit
Confirmation of Activation	FMA will advise ahead of each Match whether the Kick- off Viewing Experience will be activated and confirm arrangements.	N/A	MD-21
Accreditation	Host Organisation to provide FMA with 10 x PAR accreditation cards for the guests.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-10
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2

Rundown

	Responsibility
Meet and greet: guests enter the Stadium accompanied by the Partner Chaperone and a FMA Venue Team member.	Activating Partner, FMA
Briefing conducted at permitted pitch-side location.	Activating Partner, FMA
Guests stay at permitted location to watch Kick-off.	Activating Partner, FMA
Guest photo opportunity behind the activating Partner's FOP perimeter board.	Activating Partner, FMA
Guests escorted back to their designated spectator seats by Partner Chaperone. Guests accreditations are given back to the FMA Venue team member.	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

LINE-UP ANNOUNCEMENT

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner logo integrated or shown prior to the line-up announcement on the giant screen before Kick-off, supported by AFC Commercial Partner recognition by the Stadium announcer, e.g. "Match line-up brought to you by [AFC Commercial Partner]".	N/A	N/A
Confirmation of Activation	FMA will advise ahead of each Match whether the Line-up Announcement will be activated and confirm arrangements.	N/A	MD-21
Giant Screen and PA Announcement	FMA will provide a giant screen graphic for the Line-up Announcement. A PA announcement script will also be provided by FMA. Both will have been approved by the AFC.	Host Organisation will be required to display the Line-up Announcement graphic on the giant screen and have their PA announce the Line-up Announcement script according to instructions provided.	MD-21
Testing		Host Organisation will need to test the supplied graphic as soon as possible and immediately advise the FMA Commercial Manager if there are any issues with downloading the content, playing the content, the format, or any other problems.	Prior to Match-week
Giant Screen and PA System Checks	Host Organisation will provide all relevant technical staff for a giant screen and PA system content check of the Line-up announcement. This check must be conducted with the FMA Commercial Manager present.	Host Organisation should confirm timings for this rehearsal with the FMA Commercial Manager during the Commercial Delivery Meeting on MD-2, and the rehearsal should ideally take place no later than MD-1.	MD-1
Activation Timing	The graphics package and accompanying announcement will be played prior to the Pre-Match Ceremony.	N/A	Matchday

LINE-UP KIDS

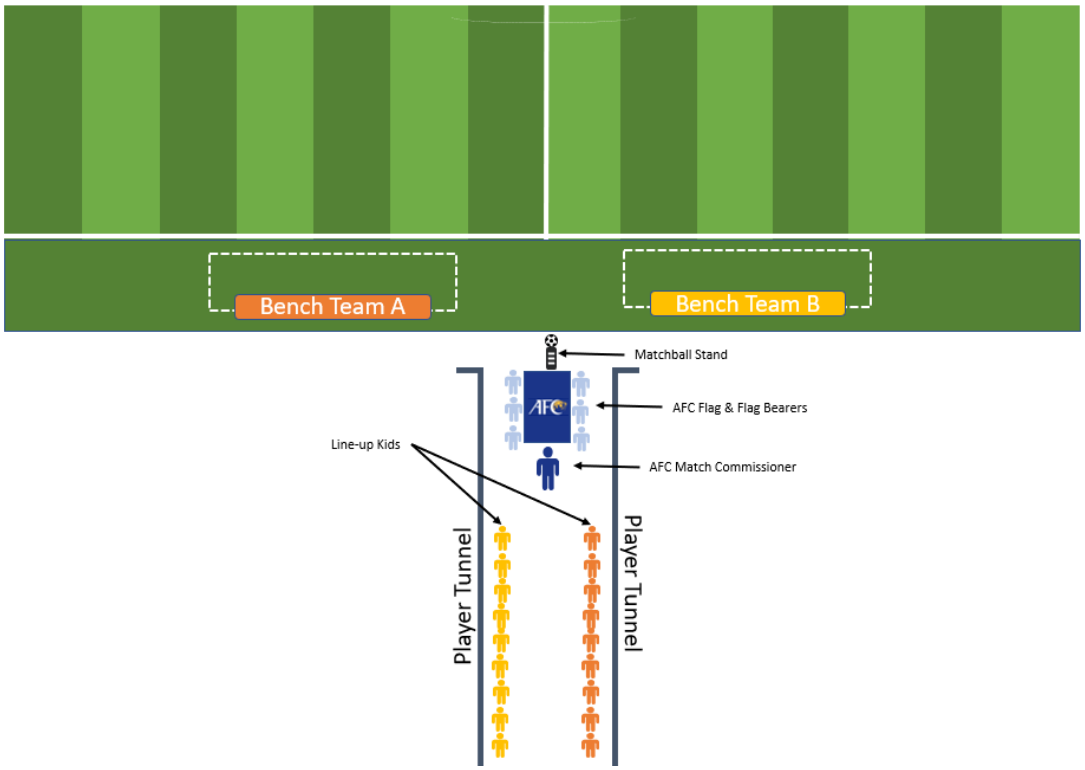
		Host Organisation Actions	Due
Activation Description	Kids escort the players of both teams onto the pitch during the walk-out ceremony before the Match.	N/A	N/A
Partner Participants	Two (2) or Twenty-two (22) kids between 6-10 years of age.	N/A	N/A
Chaperones / Coordinators	Two (2) x Partner Chaperones.	One (1) x Coordinator with experience briefing, rehearsing and managing Line-Up Kids.	Matchday
Participant Sourcing	By Activating Partner.	N/A	N/A
Participant Uniforms	Provided by Activating Partner.	N/A	N/A
Space Requirements	Holding room suitable for 22 x kids and two (2) x adults.	Identify room and advise FMA.	Site Visit
Accreditation	Host Organisation to provide FMA with two (2) or 22 x PAR accreditation cards for the kids plus an additional two (2) x PAR for the Partner Chaperones.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-1
Catering	Where available, the Activating Partner may wish to order F&B at their cost via Stadium catering.	Host Organisation to facilitate order and arrange Matchday delivery of any F&B via Stadium catering. Host Organisation/Venue to directly invoice the Partner.	Matchday
Confirmation of Activation	FMA confirms with Host Organisation whether an AFC Commercial Partner will be activating the Line-up Kids programme ahead of each Match.	N/A	MD-21
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Rehearsal	Host Organisation staff to provide guidance to kids.	Host Organisation to advise rehearsal time.	Matchday
What happens if an AFC Commercial Partner does not activate?	If an AFC Commercial Partner does not take up the right to activate Line-Up Kids for a Match/the Competition, FMA will advise Host Organisation. If an AFC Commercial Partner does not activate, Host Organisation may submit a request to the AFC to activate themselves, with the possibility for AFC Commercial Partners to still provide the uniform. If there is no uniform provided by a Commercial Partner, Host Organisation may supply the uniform in accordance with AFC commercial clean guidelines.	Host Organisation to submit request to activate to the AFC and include number of proposed participants i.e. full teams (x22) or just Captains (x2). Image/photo of proposed uniform must be submitted for approval to the AFC. Host Organisation to source all participants and provide all requirements including tickets, F&B, accreditation, etc.	MD-21

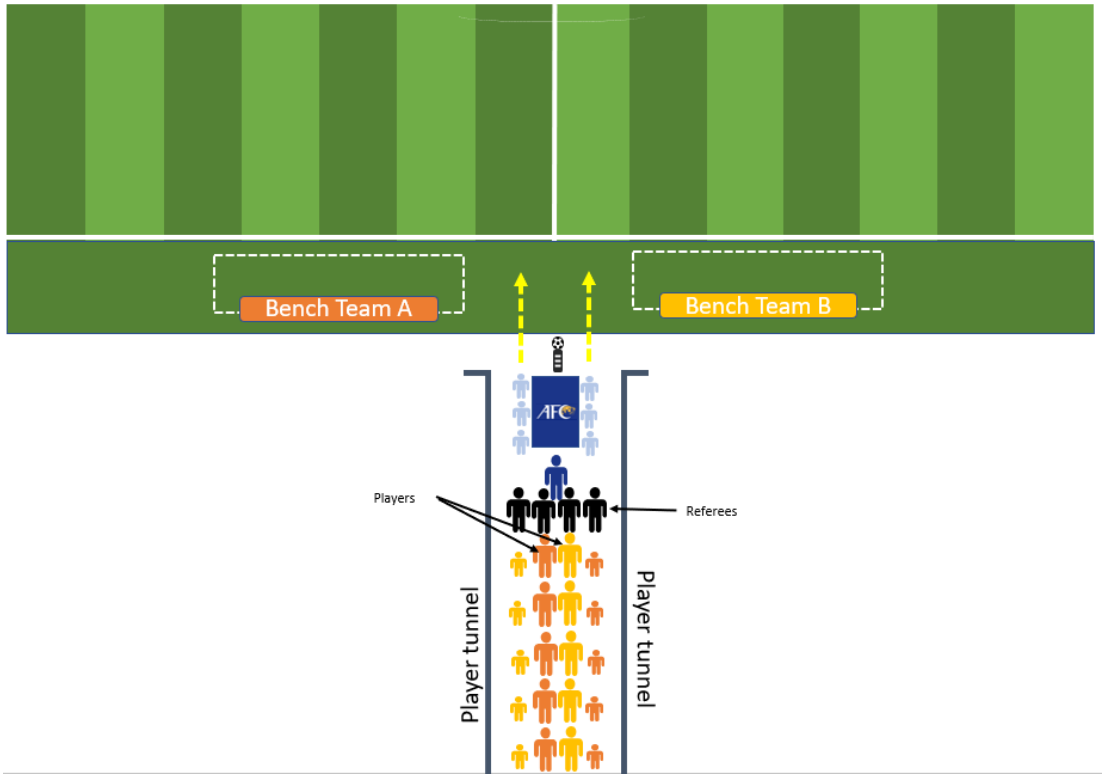
Rundown

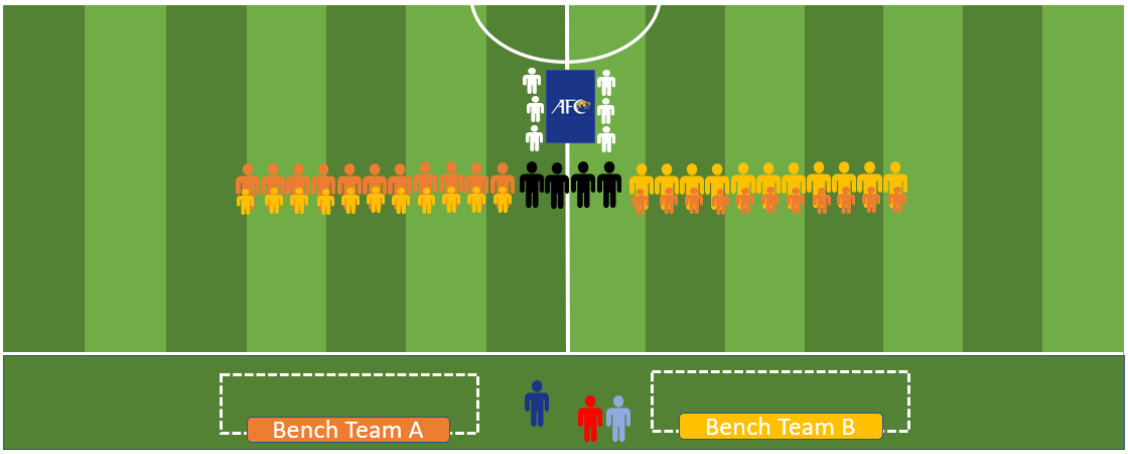
	Responsibility
Meet and greet: kids enter the Stadium accompanied by Partner Chaperones and a FMA Venue Team member.	Activating Partner, FMA
Briefing conducted pitch-side and allocations made into home / away team.	Activating Partner, FMA
On-pitch rehearsal and pitch-side photo opportunity.	Activating Partner, FMA, Host Organisation sports presentation representatives
Kids escorted back to designated room, catering served, and change into uniforms.	Activating Partner, FMA
Kids escorted into line-up position in the player tunnel ready for Pre-Match Ceremony.	Activating Partner, FMA
Pre-Match Ceremony commences.	AFC Match Commissioner, Host Organisation
Kids leave pitch before handshake and are escorted back to their designated room.	Activating Partner, FMA
Kids are escorted back to guardians in designated spectator seats by Partner Chaperones.	Activating Partner

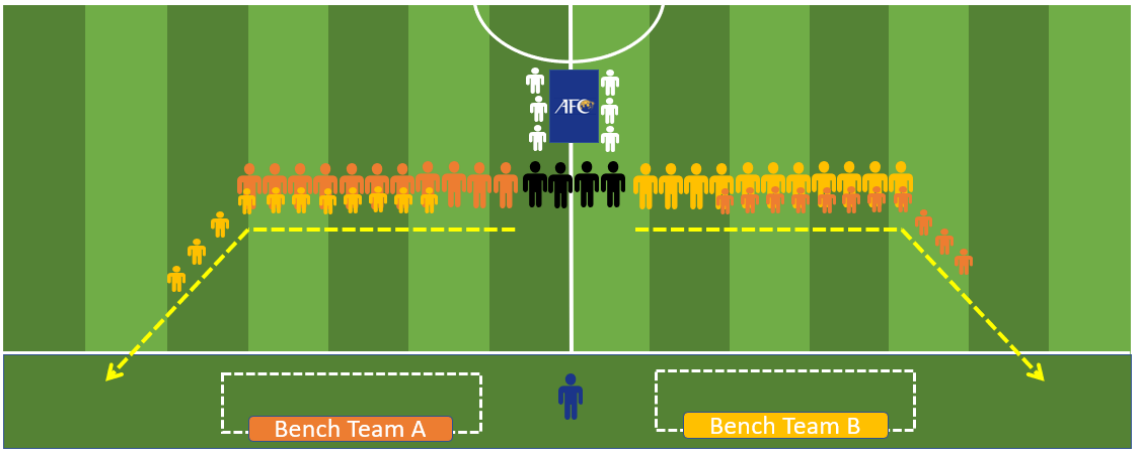
Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

Storyboard




Bench Team A
Bench Team B
Players
Referees
Player tunnel
Player tunnel


Bench Team A
Bench Team B


Bench Team A
Bench Team B

OFFICIAL MATCH BALL DELIVERY

		Host Organisation Actions	Due
Activation Description	Commercial partner guest to deliver the Official Match Ball to the Match Referee during the Pre-Match Ceremony.	N/A	N/A
Partner Participants	One (1) x guest	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Participant Sourcing	By activating Partner. In the event however, that an AFC Commercial Partner requires Host Organisation assistance to source activation participants for a Match, FMA will inform Host Organisation. Host Organisation will then ensure that participants are organised for the normal operation of the Match. No commercial activities may be conducted around such recruitment. However, Host Organisation may apply to run non-commercial promotions, for which approval from the AFC will be required. All uniforms will be provided by the AFC or an AFC Commercial Partner.	Host Organisation to source activation participants if requested by FMA.	FMA to inform Host Organisation recruitment need by MD-21 Host Organisation to confirm participant details to FMA by MD-14
Participant Uniforms	Provided by Activating Partner if required.	N/A	N/A
Accreditation	Host Organisation to provide FMA with two (2) x PAR accreditation cards for the guest and Partner Chaperone.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-10
Confirmation of Activation	FMA will advise ahead of each Match whether Match Ball Delivery will be activated and confirm arrangements.	N/A	MD-21
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Rehearsal	AFC and FMA to provide guidance to the guest on required movements.	N/A	Matchday

Rundown

	Responsibility
Meet and greet: guest enters the Stadium accompanied by Partner Chaperone and FMA Venue Team.	Activating Partner, FMA
Briefing conducted pitch-side.	Activating Partner, FMA
Guest escorted off the pitch-side and changes into uniform if required.	Activating Partner, FMA
Guest on standby at the Player Tunnel ready for Pre-Match Ceremony to commence.	Activating Partner, FMA
Guest participates in the Pre-Match Ceremony instructed by AFC representative.	AFC Match Commissioner, Host Organisation
Guest escorted back to designated spectator seats by Partner Chaperone.	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

PARTNER BOOTHS

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner (Partner) display booths or giveaways distribution around the Stadium in pre-defined areas to interact with fans.	N/A	N/A
Partner Project Representative	One (1) x Partner Project Representative	N/A	N/A
Number of Staff	Dependent on activation size and nature.	N/A	N/A
Activation Time	Commences when gates open and concludes after Half-time or after the Match depending on local regulations.	N/A	N/A
Set-Up and Pack-Down	Set-up commences from 09:00 on Matchday and activity to be dismantled as per Host Organisation permission.	N/A	N/A
Activation Display Structures / Booths	Provided by Activating Partner.	N/A	N/A
Location	FMA Venue Team to identify the optimal Fanzone and other Commercial Display area locations based on fan traffic, visibility and space considerations.	Identify available activation locations with FMA. Indicate the usual fan access flows to the Stadium (e.g. public transport stations).	Site Visit
Space Requirement	Each AFC Commercial Partner shall be provided a minimum area of 25m squared to set-up their booth. Additional space should be accommodated whenever possible.	Host Organisation is required to provide the total space needs equal to the sum of each minimum Partner area. Should a space be unused by a Partner, this space will still need to be made available to other Partners to use.	Site Visit
Access and Logistics	Partners will need vehicle access as close as possible to the Fanzone to unload/load their material prior to and after the Match.	Host Organisation will inform FMA of access routes, access restrictions, access hours, weight restrictions, vehicle permitted for access (e.g. forklifts, 40t trucks) and any information that needs to be provided in order to access the area.	Site Visit
Health and Safety	Partner will be required to submit any health and safety documentation as per Host Organisation and/or local authorities' requirements.	Host Organisation will confirm with FMA the documents, including any risk assessments or insurance certificates required for Venue or any local authorities' approval. Additionally, any protective equipment that must be worn or safety briefings that must be attended must be communicated clearly to FMA.	Site Visit
Power	Partner may require power to run their display booth, which shall be communicated by FMA to the Host Organisation well ahead of the Match.	Host Organisation shall provide power points at the Fanzone area to AFC Commercial Partners. Such power points shall be identified at the Site Visit.	Site Visit

		Host Organisation Actions	Due
Wi-Fi	Partner may require access to wireless internet to run their activations.	Host Organisation shall inform FMA about any wireless internet access in the Fanzone when existing.	Site Visit
Storage	Partner may require temporary storage (1-2 days prior to the Match as well as Matchday) near the Fanzone area.	Host Organisation shall inform FMA about any temporary storage options around the Fanzone when existing.	Site Visit
Waste Management	Partners may generate waste from their activities. Partners will be instructed that waste shall be under their responsibility and taken away after the Match, leaving the area clean.	Host Organisation should inform FMA of any existing waste management systems that Partners may utilise and whether any costs shall be associated with it.	Site Visit
Confirmation of Activations	FMA will confirm any Fanzone activations with Host Organisation ahead of each Match.	N/A	MD-21
Handover and Damage	In the event that damage is incurred by the Partner's activities, it shall be the responsibility of the Partner to cover repair costs of any such damage. The Partner should immediately notify any damage to the FMA Commercial Manager. Any damage existing prior to the start of work by the Partner should be documented by the Partner (e.g. photo) and immediately reported to the FMA Commercial Manager for reference.	Host Organisation shall inform FMA and the Partner of any existing damage when the area is handed over to the Partner. Host Organisation will be required to check the Fanzone and other commercial display areas for any damage post-activation, and notify the FMA Commercial Manager and Partner if damage is present before their departure from the Venue.	Matchday or MD+1
Approval	Partner will be requested to provide detailed plans of their activation in order to obtain Host Organisation approval.	Host Organisation shall inform FMA about the documents that need to be provided for approval.	Site Visit
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Accreditation	FMA will request accreditation for these activations from Host Organisation upon confirmation of the activation.	Host Organisation to provide accreditation cards to FMA as per accreditation list. Host Organisation to inform FMA whether vehicle passes needed, if any.	MD-1
Host Organisation Activation Requests	Host Organisation may submit a request to FMA to set- up a booth although no commercial branding will be permitted.	Host Organisation to submit request to activate to FMA. Image/photo of proposed activation (e.g. booth, display, giveaway items, staff uniform, etc.) must be submitted to FMA for approval.	MD-21

PLAYER ARRIVAL FOOTAGE

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner capturing footage of the players while they come off the bus when they arrive at the Stadium.	N/A	N/A
Partner Participant	Three (3) x filming crew members	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Confirmation of Activation	FMA will confirm with Host Organisation whether an AFC Commercial Partner will be activating player arrival footage ahead of each Matchday.	N/A	MD-21
Parking	Upon request by FMA.	Host Organisation to provide if requested by FMA.	MD-2
Accreditation	Partner to receive four (4) x PAR accreditation cards for crew members and the Partner Chaperone from FMA (produced by Host Organisation).	Host Organisation to provide required accreditation card to FMA as per accreditation list.	MD-1
Timing	Host Organisation will be required to advise estimated bus arrival times for FMA to ensure filming crews are in position at the bus arrival area.	Host Organisation to advise timing to FMA.	Matchday

Rundown

	Responsibility
Meet and greet: filming crew enters the Stadium accompanied by Partner Chaperone and the FMA Venue Team member.	Activating Partner, FMA
Briefing conducted at team bus arrival area.	Activating Partner, FMA
Filming crew move to media centre for preparation.	Activating Partner, FMA
Filming crew move to their positions at team arrival area and wait for the team buses to arrive.	Activating Partner, FMA
Filming crew film players arriving at the Stadium.	Activating Partner, FMA
Filming Crew return to Media Centre and are dismissed by Partner Chaperone.	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

PLAYER OF THE MATCH (POTM)

		Host Organisation Actions	Due
Activation Description	The "Player of the Match" (POTM) is awarded to the most outstanding Player in the Match. Partner VIP guest to hand-over the award.	N/A	N/A
Partner Participants	One (1) x VIP guest	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Giant Screen and PA Announcement	FMA may provide a giant screen graphic for the Player of the Match Award with space for the winning player's name to be inserted. A PA announcement script will also be provided by FMA. Both the graphic and script will have been approved by the AFC.	Host Organisation will be required to display the Player of the Match Award graphic on the giant screen and have their PA announce the award according to the instructions provided (VIP guest name, Partner name and winning player's name).	MD-21
Accreditation	Partner to receive one (1) x PAR accreditation card for the VIP guest and one (1) x PAR accreditation card for the Partner Chaperone from FMA (produced by Host Organisation).	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-2
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Confirmation of Activation	FMA will advise ahead of each Match whether a POTM will be awarded and confirm any arrangements including VIP guest details, if needed.	N/A	MD-21
Selection of Winner	The AFC Match Commissioner will choose the Player of the Match 10 minutes prior to the end of the Match and will communicate it to FMA and Host Organisation.	AFC Match Commissioner to advise winner's name to Host Organisation for PA announcement.	Matchday
Winning Player	Relevant Team Media Officer to be informed by the AFC Match Commissioner about the selection of the Player of the Match so that the player is taken to the award-presenting location by the Team Media Officer.	N/A	Matchday

Rundown

	Responsibility
Meet and greet: VIP guest moves pitch-side accompanied by Partner Chaperone and FMA Venue Team member.	Activating Partner, FMA
Briefing conducted pitch-side.	Activating Partner, FMA
VIP guest moves to award backdrop position on FOP and on stand-by for presentation	Activating Partner, FMA

	Responsibility
ceremony.	
Winning Player moves to the award backdrop position for presentation.	Host Organisation representative
Presentation	Activating Partner, FMA, Host Organisation representative
VIP guest dismissed by Partner Chaperone.	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

OFFICIAL PRE-MATCH (OR HALF-TIME) ENGAGEMENT

		Host Organisation Actions	Due
Activation Description	Commercial Partner to stage an entertainment or fan engagement concept within the Stadium bowl during pre-Match or Half-time window.	N/A	N/A
Partner Project Representative	One (1) x Partner Project Representative	One (1) x Coordinator	Matchday
Participant	Performers, dependent on activation size and nature.	N/A	N/A
Activation Time	Pre- Match or Half- time. Timing to be defined.	N/A	N/A
Activation Location	FMA Venue Team to identify the optimal location based on best visibility from spectators.	Identify available activation locations with the AFC and FMA.	Site Visit
Space Requirements	Holding room suitable for the number of performers.	AFC GC/MC, CCO, AMO/LMO and Host Organisation to identify holding room.	Site Visit
Approval	Partner will be requested to provide detailed plans of their activation in order to get Host Organisation approval.	Host Organisation shall inform FMA about the documents that need to be provided for approval.	Site Visit
Confirmation of Activation	FMA will confirm with Host Organisation whether an AFC Commercial Partner will be activating with a pre-Match or Half-time engagement ahead of each Matchday.	N/A	MD-21
Host Organisation Activation Requests	Host Organisation may submit a request to FMA to have a pre- Match or Half- time Engagement although no commercial branding or mention will be permitted.	Host Organisation to submit request to activate to FMA. Image/photo of proposed activation (e.g. show rundown, giveaway items, staff uniform, etc.) must be submitted to FMA for approval.	MD-21
Accreditation	FMA will request accreditation from Host Organisation upon confirmation of the activation.	Host Organisation to provide accreditation cards to FMA as per accreditation list.	MD-2
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Rehearsal	Partner may request rehearsal time.	AFC and Host Organisation to advise possible time for rehearsal.	MD-1 or Matchday

PREMIUM DISTRIBUTION

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partners promoting their brand or products with giveaways or sampling activities. Dedicated areas will be identified at Site Visit and allocated to Partners around the Stadium or on the concourse area for this purpose.	N/A	N/A
Partner Project Representative	One (1) x Partner Project Representative	N/A	N/A
Number of Staff	Dependent on activation size and nature.	N/A	N/A
Activation Time	Commences when gates open and concludes after Half-time or after the Match depending on local regulations.	N/A	N/A
Set-Up and Pack-Down	Set-up commences from 09:00 on Matchday and activity to be dismantled as per Host Organisation permissions.	N/A	N/A
Activation Display Structures / Booths	Provided by Activating Partner.	N/A	N/A
Location	FMA Venue Team to identify options available for Partners to activate where fan traffic and exposure is maximised.	Identify available activation locations with the AFC and FMA.	Site Visit
Waste Management	Partners may generate waste from their sampling activities. Partners will be instructed that waste shall be under their responsibility and taken away after the Match, leaving the area clean. In the case the sampling activity has a cost impact, the Host Organisation will communicate this at the Site Visit.	Host Organisation should inform FMA about any existing waste management system that Partners may utilise and if any costs shall be associated with it.	Site Visit and Matchday
Confirmation of Activations	FMA will confirm any Premium Distribution activations to Host Organisation ahead of each Match. When an earlier production lead time is required, the FMA Commercial Manager will contact Host Organisation at an earlier stage for approval.	N/A	MD-21
Requirements	Premiums are subject to local authorities' approval in each country. Partners will be required to provide detailed information, mock-ups and potential samples for Host Organisation approval.	Host Organisation to advise local authorities' requirements. Host Organisation to clear activation against any local legislation and/or restrictions.	Site Visit MD-14

		Host Organisation Actions	Due
Accreditation	FMA will request accreditation for these activations from Host Organisation upon confirmation of the activation.	Host Organisation to provide accreditation cards to FMA as per requested numbers.	MD-2
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Host Organisation Activation Requests	Host Organisation may submit a request to FMA to distribute unbranded items. Such items will need to be approved by FMA.	Host Organisation to submit request to activate to FMA. Image/photo of proposed activation (e.g. booth, display, giveaway items, staff uniform, etc.) must be submitted for approval to FMA.	MD-21

PRODUCT PLACEMENT

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner products to be displayed in official or prominent areas of the Venue.	N/A	N/A
Partner Project Representative	One (1) x Partner Project Representative	N/A	N/A
Number of Staff	Dependent on display size and nature.	N/A	N/A
Activation Time	Commences before gates open and concludes after Half- time or after the Match depending on the location.	N/A	N/A
Set-Up and Pack-Down	Set- up commences from 09:00 on Matchday and activity to be dismantled as per Host Organisation permission.	N/A	N/A
Activation Display Structures	Provided by Activating Partner.	N/A	N/A
Location	FMA Venue Team to identify the display location at official area.	Identify available activation locations with AFC MC/VD and FMA.	Site Visit
Access and Logistics	Partners will need vehicle access as close as possible to the display location to unload/load their material prior and after the Match.	Host Organisation will inform FMA about access routes, access restrictions, access hours, weight restrictions, vehicle permitted for access (e.g. forklifts, 40t trucks) and any information that needs to be provided in order to access the area.	Site Visit
Power	Partners may require power to run their activation, which shall be communicated by FMA to Host Organisation well ahead of the Match.	Host Organisation shall provide power to AFC Commercial Partners at the activation location. Such power points shall be identified at the Site Visit.	Site Visit
Wi-Fi	Partner may require access to wireless internet to run their activations.	Host Organisation shall inform FMA about any wireless internet access when existing.	Site Visit
Storage	Partner may require temporary storage (1-2 days prior to the Match as well as Matchday), near the display area.	Host Organisation shall inform FMA about any temporary storage options around the display area when existing.	Site Visit
Waste Management	Partners may generate waste from their activities. Partners will be instructed that waste shall be under their responsibility and taken away after the Match, leaving the area clean.	Host Organisation should inform FMA about any existing waste management system that Partners may utilise and if any costs shall be associated with it.	Site Visit
Confirmation of Activations	FMA will confirm any product placement activations with Host Organisation ahead of each Match.	N/A	MD-21
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Accreditation	FMA will request accreditation for these activations from Host Organisation upon	Host Organisation to provide accreditation cards to FMA as per accreditation list.	MD-2

		Host Organisation Actions	Due
	confirmation of the activation.		
Approval	Partner will be requested to provide detailed plans of their activation in order to obtain Host Organisation approval.	Host Organisation shall inform FMA about the documents that need to be provided for approval.	Site Visit
Handover and Damage	In the event that damage is caused by the Partner's activities, it shall be the responsibility of the Partner to cover repair costs of such damages. Any damage should immediately be notified by the Partner to the FMA Commercial Manager. Any existing damage prior to the start of work by the Partner shall be documented by the Partner (e.g. photo) and immediately communicated to the FMA Commercial Manager for further reference.	Host Organisation shall inform FMA and the Partner about any existing damage when the area is handed over to the Partner. Host Organisation will be required to check the activation area for any damage and notify the FMA Commercial Manager and Partner before their departure from the Venue.	Matchday or MD+1

STADIUM PRIZE DRAW

		Host Organisation Actions	Due
Activation Description	A prize draw for spectators at a Match, conducted by an AFC Commercial Partner guest.	N/A	N/A
Partner Participants	One (1) x VIP guest	N/A	N/A
Chaperone / Coordinator	One (1) x Partner Chaperone	N/A	N/A
Confirmation of Activation	FMA will advise ahead of each Match whether Stadium Prize Draw will be activated and confirm any arrangements.	N/A	MD-21
Accreditation	Partner to receive two (2) x PAR accreditation cards for the VIP guest and Partner Chaperone from FMA (produced by the Host Organisation).	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-2
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Giant Screen and PA Announcement	FMA may provide a giant screen graphic for the Stadium Prize Draw information. A PA announcement script will also be provided by FMA.	Host Organisation will be required to display the Stadium Prize Draw information graphic and live feed of the presentation on the giant screen. PA announcement according to the instructions provided.	MD-21

Rundown

	Responsibility
Meet and greet: VIP guest moves pitch-side accompanied by Partner representatives and FMA Venue Team.	Activating Partner, FMA
Briefing conducted pitch-side.	Activating Partner, FMA
VIP guest moves to the Prize Draw location and on stand-by for presentation ceremony.	Activating Partner, FMA
Presentation	Activating Partner, FMA, Host Organisation Representative
VIP guest dismissed by Partner Chaperone.	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

STADIUM TOUR

		Host Organisation Actions	Due
Activation Description	Behind the scenes Stadium tour for AFC Commercial Partner guests. The tour will be conducted by the FMA Venue Team.	N/A	N/A
Partner Participants	Ten (10) x guests	N/A	N/A
Confirmation of Activation	FMA will advise ahead of each Match whether the Stadium Tour will be activated and confirm arrangements.	Nil	MD-21
Accreditation	Host Organisation to provide FMA with 10 x PAR accreditation cards for the guests.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-10
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2

Rundown

	Responsibility
Meet and greet: guests enter the Stadium accompanied by Partner Chaperone and the FMA Venue Team member.	Activating Partner, FMA
Briefing conducted at meeting point after all guests have arrived.	Activating Partner, FMA
FMA Venue Team member takes guests to tour around the official areas (including: Media Centre, Press Conference Room, Mixed Zone, team dressing rooms, main camera platform, pitch-side, and Broadcast Compound).	Activating Partner, FMA
Guests escorted back to meeting point after tour is completed. Guests' accreditation are returned to the FMA Venue Team member.	Activating Partner, FMA

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

TEAM MATCH ARRIVAL

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner Crew stationed at Stadium bus arrival to welcome players as they arrive to the Match Venue.	N/A	N/A
Partner Participants	Four (4) x Crew	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Space Requirements	Holding room suitable for four (4) x Crew and one (1) x Partner representative. Safe space within bus arrival area for welcoming.	Identify room and bus arrival location then advise FMA.	Site Visit
Confirmation of Activation	FMA will confirm with Host Organisation whether an AFC Commercial Partner will be activating the Team Match Arrival ahead of each Matchday.	N/A	MD-21
Participant Profile	Commercial Partner Crew	N/A	MD-10
Accreditation	Host Organisation to provide FMA with five (5) x PAR accreditation cards for the Crew member and the Partner Chaperone.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-2
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Timing	The AFC Match Commissioner will be responsible to advise on bus arrival times to ensure Crew are in position at the bus arrival area.	N/A	Matchday

Rundown

	Responsibility
Meet and greet: crew enter the Stadium accompanied by Partner Chaperone and a FMA Venue Team member.	Activating Partner, FMA
Briefing conducted at team bus arrival area.	Activating Partner, FMA
Crew move to designated holding room and change into uniforms.	Activating Partner, FMA
Crew move to their positions at team arrival area and wait for the teams buses to arrive.	Activating Partner, FMA
Crew welcome players arriving at the Stadium.	Activating Partner, FMA
Crew return to holding room and subsequently dismissed by Partner Chaperone (unless if combined with a Pre-Match Ceremony activation) .	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

TROPHY HANDOVER

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner VIP guest accompanies AFC Legend to deliver the trophy together during the Pre- Match Ceremony at the Final Match of the Competition.	N/A	N/A
Partner Participants	One (1) x VIP Guest	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Participant Uniforms	Provided by Activating Partner if required.	N/A	N/A
Confirmation of Activation	FMA will advise ahead of the Final Match whether Trophy Handover will be activated and confirm arrangements.	N/A	MD-21 days
Accreditation	Partner to receive two (2) x PAR accreditation cards for the VIP guest and the Partner Chaperone from FMA (produced by the AFC).	N/A	MD-2
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Rehearsal	AFC to instruct and lead the rehearsal, providing guidance to the Partner VIP guest.	N/A	Matchday

Rundown

	Time from KO	Responsibility
Rehearsals: guest and Partner Chaperone to meet with a FMA Venue Team member to be accompanied to the pitch for rehearsal. Once rehearsal is completed, Partner VIP guest and Chaperone should return to the public areas.	Time TBC by the AFC	Host Organisation, AFC, Activating Partner, FMA
Guest and Partner Chaperone to meet again with a FMA Venue Team member to be accompanied to the holding room.	-45'	Activating Partner, FMA
Briefing conducted by the AFC.	-30'	Activating Partner, FMA
Guest on standby at the Player Tunnel ready for Pre- Match Ceremony to commence.	-20' (once players' warm-up has ended)	Activating Partner, FMA
Guest accompanies AFC Legend to place the trophy onto the trophy stand ahead of any Flag bearers and the Match Officials and Teams.	-9'	AFC Match Commissioner, Host Organisation
Guest escorted back to designated spectator seats by Partner Chaperone.	-7'	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

TVCS AND PA ANNOUNCEMENTS

Overview

Stadium giant screens and public address (PA) systems will be utilised pre-Match, at Half-time and post-Match by FMA as part of AFC Commercial Partners' rights activations. FMA will provide the Host Organisation with Partner Television Commercials (TVCs) in the agreed format, along with any announcement scripts (when applicable). Any such content provided to the Host Organisation will need to be tested and rehearsed.

TVCs

Item	Host Organisation Actions	Due
TVC Format Specifications	Host Organisation to share giant screen system format specifications with FMA.	Site Visit
TVC Files and Running Order Transfer	TVCs files and the corresponding running order will be sent to Host Organisation by FMA in the format agreed at the Site Visit. In most cases, files will be made available via a downloadable link. File sizes can however vary greatly and may affect the way the TVCs are delivered by FMA.	MD-21
TVC Files Confirmation	Host Organisation will need to test the supplied material as soon as possible and immediately advise the FMA Commercial Manager if there are any issues with downloading the content, playing the content, the format, or any other problems.	MD-14
Timings	The TVCs will need to be played pre-Match and at Half-time, as agreed with the AFC.	Matchday

Announcements

Item	Host Organisation Actions	Due
Scripts	Scripts for the purpose of promoting the Partner/s or their campaigns will be provided by FMA at relevant Matches where applicable. Further details can be found in the individual activation summaries.	MD-21

Rehearsals

Item	Host Organisation Actions	Due
Rehearsal and Checks - Giant Screen and PA System	Host Organisation will provide all relevant technical staff for a giant screen and PA system rehearsal and content check, including a run-through of all Commercial Partner TVCs and announcements. This rehearsal must be conducted with the FMA Commercial Manager. Host Organisation should confirm timings for this rehearsal with the FMA Commercial Manager during the Commercial Meeting on MD-2, and the rehearsal should ideally take place no later than MD-1.	No later than MD-1

VIRTUAL REALITY (VR) FAN ENGAGEMENT

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner to create an experience zone that features the Partner's own technology, allowing fans to watch content through VR (e.g. allowing fans to select replays in real time).	N/A	N/A
Partner Project Representative	One (1) x Partner Project Representative	N/A	N/A
Number of Staff	Dependent on zone size.	N/A	N/A
Activation Time	Commences before gates open and concludes after the Match.	N/A	N/A
Set-Up and Pack-Down	Set- up commences from 09:00 on Matchday and activity to be dismantled after the Match as per Host Organisation permission.	N/A	N/A
Activation Equipment	Provided by Activating Partner.	N/A	N/A
Location	FMA Venue Team to identify the zone location.	Identify available activation locations with FMA.	Site Visit
Access and Logistics	Partners will need vehicle access as close as possible to the display location to unload/load their material prior and after the Match.	Host Organisation will inform FMA of access routes, access restrictions, access hours, weight restrictions, vehicle permitted for access (e.g. forklifts, 40t trucks) and any information that needs to be provided in order to access the area.	Site Visit
Power	Partner may require power to run their activation, which shall be communicated by FMA to Host Organisation well ahead of the Match.	Host Organisation shall provide power to AFC Commercial Partners at the activation location. Such power points shall be identified at the Site Visit.	Site Visit
Wi-Fi	Partner may require access to wireless internet to run their activations.	Host Organisation shall inform FMA about any wireless internet access when existing.	Site Visit
Storage	Partner might require temporary storage (1-2 days prior to the Match as well as Matchday) near the activation location.	Host Organisation shall inform FMA of any temporary storage options around the display area when existing.	Site Visit
Waste Management	Partners may generate waste from their activities. Partners will be instructed that waste shall be under their responsibility and taken away after the Match, leaving the area clean.	Host Organisation should inform FMA about any existing waste management system that Partners may utilise and if any costs shall be associated with it.	Site Visit
Handover and Damage	In the event that damage is incurred by the Partner's activities, it shall be the responsibility of the Partner to cover repair costs of such damage. Any damage should immediately be notified by the Partner to the FMA Commercial Manager. Any damage existing prior to the start of	Host Organisation shall inform FMA and the Partner of any existing damage when the area is handed over to the Partner. Host Organisation will be required to check the activation area for any damage and notify the FMA Commercial Manager and Partner before their departure from	Matchday or MD+1

		Host Organisation Actions	Due
	work by the Partner should be documented by the Partner (e.g. photo) and immediately reported to the FMA Commercial Manager for reference.	the Venue.	
Approval	Partner will be requested to provide detailed plans of their activation in order to obtain Host Organisation approval.	Host Organisation shall inform FMA about the documents that need to be provided for approval.	Site Visit
Confirmation of Activations	FMA will confirm activations with Host Organisation ahead of each Match.	N/A	MD-21
Accreditation	FMA will request accreditation for these activations from Host Organisation upon confirmation of the activation.	Host Organisation to provide accreditation cards to FMA as per accreditation list. Host Organisation to inform FMA whether vehicle passes needed, if any.	MD-2
Parking	Upon request by FMA.	Host Organisation to provide parking passes or parking spaces to FMA to distribute to the activating Partner as required.	MD-2

WARM-UP OBSERVATION

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner guests will be positioned pitch- side during the players' warm-up and have the opportunity to see players up- close and experience the atmosphere of the Match from pitch-level.	N/A	N/A
Partner Participants	10 x guests	N/A	N/A
Space Requirements	Pitch- side location for guests to watch players' warm-up.	Identify location and access with AFC and FMA.	Site Visit
Confirmation of Activation	FMA will advise ahead of each Match whether the Pitch- side Tour will be activated and confirm arrangements.	N/A	MD-21
Accreditation	Host Organisation to provide FMA with 10 x PAR accreditation cards for guests.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-10
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2

Rundown

	Responsibility
Meet and greet: guests enter the Stadium accompanied by Partner Chaperone and FMA Venue Team member.	Activating Partner, FMA
Briefing conducted whilst moving to permitted pitch-side location.	Activating Partner, FMA
Guests stay at permitted location to watch players' warm-up.	Activating Partner, FMA
Guests photo opportunity behind the activating Partner's FOP perimeter board.	Activating Partner, FMA
Guests escorted back to their designated spectator seats by Partner Chaperone. Guests' accreditation are given back to FMA Venue Team member.	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

AFC CHAMPIONS LEAGUE™

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