COMMERCIAL DELIVERY GUIDELINES

2023/24



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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 the competition listed under the Document Details section below. The competition will be referred to herewith as the Competition.

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

This 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.

All capitalised terms as referred to under this document shall have the same meanings as set forth under the AFC Champions League Regulations, AFC Competition Operations Manual, AFC Equipment Regulations, directives, decisions, guidelines and/or circulars issued by the AFC.

Document Details

Document Name	Version	Publication Date
Commercial Delivery Guidelines – AFC Champions League 2023/24	1	June 2023

Time Representations

Matchday Minus (-) or Plus (+)

This 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

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

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

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

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

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

Half-time and Full-time

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

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

1.2. INTRODUCTION TO FOOTBALL MARKETING ASIA

The AFC has appointed FMA as their exclusive Commercial Rights Partner for the rights cycle commencing in 2021 and ending in 2028.

Headquartered in Hong Kong S.A.R., and with offices in the Middle East, Singapore, 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 offers its full cooperation to FMA.

2. COMMERCIAL CONCEPT

2.1. OVERVIEW

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

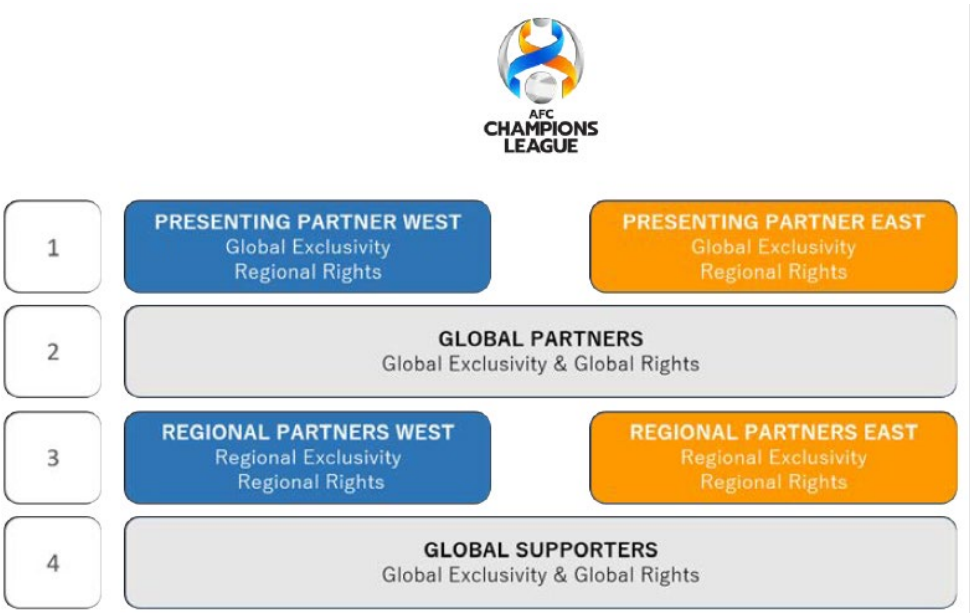
Refreshed Structure	**Localisation Emphasis**	**Enhanced Rights**	**Flexible Packaging**	**Genuine Partnerships**

On-site, this translates to new activation opportunities that bring 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. The Host Organisation must submit any material or collateral using a Competition Mark or an AFC Commercial Partner Logo to the AFC for approval two (2) weeks prior to the intended use.

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.

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 (online and on-site) will not be allowed and every step should be taken to ensure AFC Commercial Rights are protected at all times.

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

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

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.

3. OPERATIONAL MATTERS

3.1. FMA TEAM STRUCTURE

FMA Regional Manager (Planning)

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

FMA Venue Team (Delivery)

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

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

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.

3.2. HOST ORGANISATION COMMUNICATION

The Host Organisation should assign one (1) or two (2) persons as the main point of contact, who will be able to interact with the FMA Regional Manager and Venue Team regarding Commercial and Broadcast topics. The Host Organisation should provide the email and mobile details of the main point of contact.

Host Organisation Kick-off Call

FMA will organise a Kick-off Call with the Host Organisation in June/July to introduce themselves and start the commercial and broadcast preparations. Prior to the meeting, the FMA Regional Manager will share the meeting agenda; the topics include but are not limited to the following:

- Site Visit coordination

- Venue and training ground information
- Ticketing requirements
- Accreditation concept
- Partner activation plans (if any)
- Broadcast requirements

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

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

Match Preparation Report

The FMA Regional Manager will compile all key information into a Match Preparation Report to be sent no later than seven (7) days prior to each Match. This includes but is not limited to the following:

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

Outside FMA Communication

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

- 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).
- 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.
- 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 round of Matches.

3.3. SITE VISIT DEFINITIONS AND WINDOWS

Official Site Visits

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

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

The purpose of the Site Visit is to:

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

Site Visit Window Concept

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

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

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

3.4. SITE VISIT REQUIREMENTS

Site Visit Participants

The table below identifies the stakeholder groups and functional areas that are required to be 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

Stakeholder Group	Function
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 Supplier
Host Broadcaster	• Director • Producer • Technical Manager
AFC Commercial Partners (if requested by Partner and approved by the AFC)	• 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 three (3) parts:

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

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

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

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

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

Training 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

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 FMA and the AFC.

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

Host Organisation Actions

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

3.5. OFFICIAL ACTIVITIES

A schedule of official activities will be implemented for each Matchday. Some activities will be arranged by FMA, whilst others will be managed by the AFC or 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 and Host Organisation.

Official Activity Schedule

Activity	Responsibilities	Attendance
MATCHDAY-2		
Arrival of FMA Venue Team latest by MD-2	Host organisation to hand over agreed spaces to FMA and its suppliers	FMA Venue Team
Clean Stadium Check	FMA to conduct a Venue walk-through with the Host Organisation to check Clean Stadium status	Host Organisation/Venue Operator FMA Venue Team
Commercial Meeting	FMA to inform all parties of commercial activities and collect any outstanding items	AFC (optional)

Activity	Responsibilities	Attendance
	All parties to finalise any on-site arrangements	Host Organisation/Venue Operator 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 Host Organisation to check/test all signage, including field of play (FOP) perimeter boards	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 all files are functioning correctly and the rundown is implemented	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 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 broadcast requirements	AFC Host Organisation/Venue Operator FMA Venue Team
Pre-Match Ceremony Rehearsal	Host Organisation to prepare Pre-Match Ceremony Rehearsal as per usual practice	AFC Host Organisation/Venue Operator FMA Venue Team

Activity	Responsibilities	Attendance
	FMA Commercial Manager to coordinate Line-Up Kids, Official Match Ball Carrier, and any other applicable activation participants' presence FMA Commercial Manager to ensure Signage elements are in place FMA Broadcast Manager to coordinate any Broadcast testing (if required)	
MATCHDAY		
Debrief Meeting (post-Match)	All parties to share Match debrief points and align for respective reports, as well as identify potential improvements with all parties	AFC (optional) Host Organisation/Venue Operator FMA Venue Team

3.6. OFFICIAL MEETING

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

1. Commercial Meeting
2. Debrief Meeting

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

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

Commercial Meeting

When: MD-2 latest

Time: Morning/early afternoon

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

- Broadcast requirements
- Partner activations
- Signage installation and dismantling
- Clean Stadium requirements
- Access and accreditation
- Rehearsals and testing schedule
- Any other business

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

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

Debrief Meeting

When: Matchday

Time: As soon as practical after the Match

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

3.7. REHEARSALS AND TESTING

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

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

Any Commercial requirements for rehearsals or testing will be pre-arranged by FMA with the AFC and 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, and around the pitch.

There are no specific requirements from the Host Organisation with regard to 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 the content of AFC Commercial Partner activities when there are specific needs. In this specific scenario, the FMA Venue Team will manage that crew on-site.

3.9. TEAM EQUIPMENT SERVICE

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

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

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

4. ACCESS AND FACILITIES

4.1. VENUE ACCESS AND EXCLUSIVITY

Timeframes

The Host Organisation must ensure that no Matches and/or other activities are held at any Venue scheduled to host AFC Matches during the exclusive use periods given below. The 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 it post-Match.

Regular Season (excluding Final)

	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 (CAA). These areas will usually include but are not limited to:

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

The Match Venue must be accessible during its usual business hours, and if required, out-of-hours access should be arranged and facilitated by the Host Organisation. The 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 provided with a valid Accreditation Card to give working access to corresponding area(s) of the Venue to execute and deliver their duties and obligations throughout the Competition.

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:

Any Accreditations produced either by the AFC or by a participating club is valid for the entire competition (excluding the Final) and provides access to all Venues (i.e., participating clubs will be required to accept existing accreditations that are not produced on their own). Therefore, reprinting of Accreditations is not required for each Matchday.

FMA-Authorised Parties

FMA-authorised parties include but are not limited to:

- FMA Venue Team
- FMA Suppliers
- AFC Broadcast Partners
- AFC Commercial Partners and their agencies

Accreditation Production

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

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

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

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

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

Accreditation Applicant Data

The provided Accreditation Applicant data includes the following fields only:

- Organisation

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

Any additional data requirements over and above the abovementioned fields should be communicated to the FMA Commercial Manager by the Host Organisation during the Site Visit. Such additional data collection should only be requested when required by the local government and/or other authorities in accordance with the respective local laws. FMA will otherwise only provide the applicant data listed above.

On-Site Management

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

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

Each Matchday, the Host Organisation must ensure that Venue security personnel and stewards are appropriately briefed to ensure that persons possessing proper accreditation and Supplementary Access Devices are given access to certain areas depending on access privileges.

Supplementary Access Devices

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

4.3. ACCESS AND PARKING

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

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

Parking Facilities

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

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

Vehicle Access and Parking Passes

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

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

If a physical pass is not required for all or certain parking areas, the Host Organisation should advise whether a Vehicle List is required to be submitted. During the Site Visit, the Host Organisation should confirm with the 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.

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.

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

Stakeholder Group	Quantity Required
Host Broadcaster	Refer to the Broadcast Operations Chapter
Rights Holder Broadcast Partners	As requested by FMA according to Match production
Signage Supplier	3

Stakeholder Group	Quantity Required
FMA Venue Team	2
Commercial Partners and their agencies	As requested by FMA according to activation activities
VIP Guests	1 parking pass to 4 VIP guests
VVIP Guests	Requested separately via AFC from FMA
Other Complimentary Ticket Holders (Zone A, Zone B)	As requested by FMA according to guests needs. Host Organisation to accommodate the requests at their best endeavour.

Delivery

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

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

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

On-Site Parking Management

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

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

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
Vehicle Access and Parking System	Confirm parking facilities, access maps, and mechanism (i.e., parking pass or Vehicle List)	During the Site Visit
Delivery	Confirm delivery vehicle requirement	No later than two (2) weeks prior to the first Match at each Venue
Parking Requirements	FMA Commercial Manager to send parking needs to Host Organisation ahead of each Match	MD-10

Item	Host Organisation Actions	Due
Parking Confirmation	Confirm parking with FMA Commercial Manager as per FMA requirements	MD-9
Parking Passes for VIP/VVIP Invitation	Ensure all requested parking passes are sent together with the tickets and invitations	As per ticketing timeline in section 5.6 & 5.7
Provision of Physical Parking Passes or Space Numbers	Ensure all FMA requested parking passes/space numbers are reserved for Matchday	MD-2

4.4. BIBS

Overview and Shipment

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

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

- HB (80)
- ENG (30)
- RTV (35)

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



(Above: design reference only)

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
- Providing general assistance to the appointed courier

Storage and Handover

The Host Organisation will be asked to confirm receipt of delivery with the FMA Regional Manager ten (10) days prior to the first Group Stage Match. The Host Organisation should subsequently store the bibs securely until the Matchweek.

On arrival 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 be responsible for distribution on MD-1 and recollection post-Match. The FMA Commercial Manager will hand the used bibs back to the Host Organisation post-Match. The Host Organisation will store and manage these for the rest of the Competition.

- HB
- ENG
- RTV
- SERVICE

Host Organisation Actions

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

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-5
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 six (6) people to work comfortably. Desks or tables, along with chairs, sufficient Wi-Fi, lighting, and electrical sockets are required to allow six (6) persons to work simultaneously. The room must be lockable and secure.

Walkie-Talkie Radios

If the Host Organisation is using radios on-site to communicate within their own Matchday operations team and with the AFC, three (3) walkie-talkie radios should also be supplied to the FMA Commercial Manager, FMA Broadcast Manager, and the Host Broadcast Floor Manager. The FMA Commercial Manager will need to be briefed on the channel(s) 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	6	
Bin – large	1	
Wi-Fi access	For 6 x simultaneous users	
Power wall socket	4	
Key(s)	1 (2 if possible)	

Item	Quantity	Due
Host radios for Host Organisation and FMA communications	3 plus 3 back-up batteries	
Small fridge (optional)	1	
Water dispenser (optional)	1	
Water (if dispenser not available)	TBC between Host Organisation and 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. CLEAN STADIUM

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

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

- The entirety of any sign is removed or covered, not just any logo/brand elements
- The entirety of any logo or brand mark is covered
- The materials used for covering commercial elements across the Venue:
    - Are appropriate for the item, sign, or piece of equipment it is covering and where it is located
    - Are fixed safely and securely in consideration of player, official, and spectator safety
    - Cannot be seen through or around
    - Should be colour matched to the surrounding areas where possible

SCENARIO	CLEAN STATUS	AREAS (within the Control Access Area)	DETAILS
A	**Fully Clean** No commercial branding allowed	**STADIUM BOWL** Field of play, stands, giant screen, roof.	In-bowl large stadium naming needs to be covered if there are any third party or commercial element involved.
		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.	Will be consulted with and agreed by the AFC on a case-by-case basis with the aim of ensuring clean site principles at all times.
		PUBLIC CONCOURSE AREAS Vomitories, staircases, stadium gates, common areas for spectators.	Providing Partners are not operating/activating in these areas, if they are, competitive branding needs to be covered or removed.
		FRONT AND BACK OF HOUSE AMENITIES Storage rooms, offices, control rooms, access routes.	
		SUPPLIER BRAND ON UNIFORMS & EQUIPMENT Security, stewarding, cleaning or any other service provider company name.	If not in camera view, supplier's company name is permitted on staff uniform and equipment if non-competitive. Any apparel manufacturer will need to be covered if competitive.

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

5.2. TICKET CATEGORISATION AND ZONING

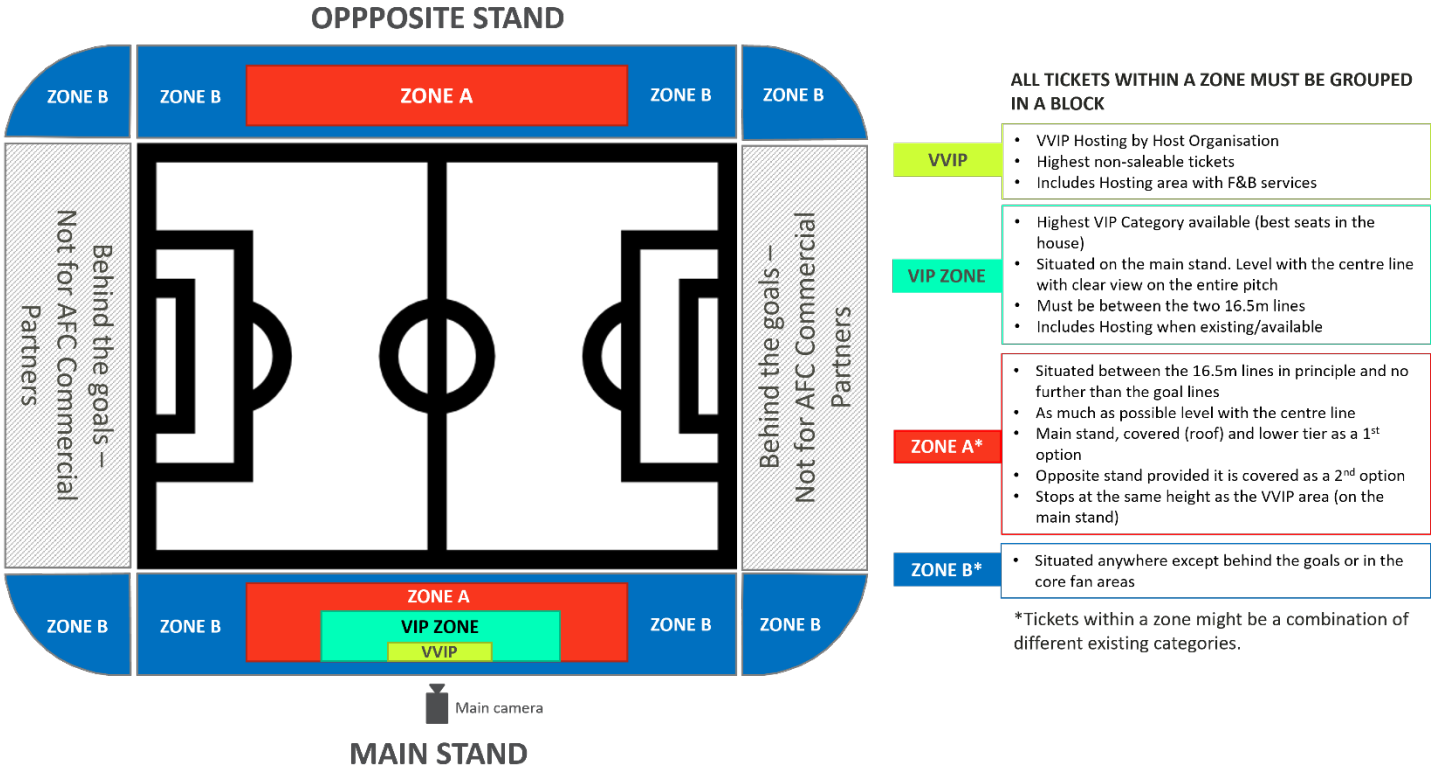
Ticket Zoning Principle

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

All AFC Commercial Partner tickets, both complimentary and purchased, 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:



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

The objective is to establish a consistent standard of tickets to be provided to AFC Commercial 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 independent of the Stadium configuration.

Note that:

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

Ticket Design

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



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

1. AFC Commercial Partner logos
2. Ticket zone information

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

5.3. 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.

The following tables outline the maximum number of tickets FMA is entitled to request. However, the actual number of ticket requests could be fewer according to Partners' Match-specific needs.

Maximum allocation per Match:

Competition Stage	VIP + Hosting*	Zone A	Zone B
Group Stage	60	450	300
Round of 16; Quarter-Finals	60	500	350
Semi-Finals	80	500	350
**Hosting where available*			

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

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

Complimentary Ticket Timelines and Delivery

This section outlines the standard complimentary ticket timelines.

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

Once the ticket order is received by the Host Organisation, complimentary tickets must be sent immediately by courier (if printed) or by email/link (if E-ticket) to the corresponding FMA Commercial Manager. Tickets must be split per zone, as identified during the Site Visit, 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 Stage	FMA Ticket Order Provision Deadline – no later than	Host Organisation Ticket Delivery Deadline – no later than
Group Stage MD1	MD-18 days	MD-16 days
Group Stage Other MD	MD-25 days	MD-23 days
Round of 16	MD-25 days	MD-23 days
Quarter-Finals	MD-6 days	MD-5 days
Semi-Finals	MD-12 days	MD-10 days

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

Failure to provide tickets on time or inform FMA about potential delays could lead to sanctions by the AFC.

5.4. 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 according to the table below, after which unsold tickets can be released for Host Organisation use.

Purchase Ticket Allocation and Quantities

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

Competition Stage	Zone A	Zone B
Group Stage	130	200
Round of 16; Quarter-Finals	130	200
Semi-Finals	330	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	Due Date
Group Stage; Round of 16	Site Visit or MD-60
Quarter-Finals	MD-25
Semi-Finals	MD-45

Purchase Ticket Order and Delivery Timeline

The Host Organisation will receive any purchase ticket orders from the FMA Commercial Manager according to the timeframe given below. FMA will also supply the 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 the exact final order, billing, and delivery.

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	FMA Ticket Order Provision Deadline – no later than	Host Organisation Confirmation Deadline – no later than
Group Stage MD1	MD-12	MD-11
Group Stage Other MD	MD-25	MD-23
Round of 16	MD-25	MD-23
Quarter-Finals	MD-6	MD-5
Semi-Finals	MD-25	MD-23

If there are any issues regarding the purchase ticket order, the FMA Commercial Manager will help resolve 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 the Group Stage and Round of 16, and no later than two (2) days for the Quarter-Finals, Semi-Finals, and Final. Tickets should be sent by tracked courier and the tracking numbers should be shared with the AFC Commercial Partner.

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

As is the case for physical tickets, the design of the E-ticket will need to follow the design guidelines set out in the AFC Ticket Template, including a clear indication of AFC Commercial Partner logos and ticket zone requirements as per instructions. Please refer to the Ticket Design section above for more details.

E-Ticketing Timelines and Delivery

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

E-Ticket Files

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

ZIP File Structure

[Host Organisation Name]

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

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

5.6. VIP HOSTING

Overview

The Host Organisation will be required to host AFC Commercial Partner VIP guests in the appropriate lounge when hosting exists. 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 Information

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.

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 inform the FMA Commercial Manager of any requirements (e.g., guests' details, dress code) and deadlines, where applicable.

The Host Organisation should send the VIP invitations and parking passes to the FMA Commercial Manager for distribution together with the VIP ticket as per the agreed ticket delivery deadline. 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 must be provided.

5.7. VVIP HOSTING

Overview

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

VVIP Hosting Information

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

VVIP Hosting Request Procedures

Except for the Final Matches, the 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.

VVIP Invitations

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

5.8. 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 products/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) as per AFC applicable 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
- Arranging for proper storage and safekeeping 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
Delivery Details	Host Organisation to confirm the address and contact for any deliveries	Site Visit or no later than 35 days prior to the first Match at each Venue
Storage location	Host Organisation to identify secure locations where items will be stored and available for collection by FMA/Commercial Partners later	Site Visit or no later than 35 days prior to the first Match at each Venue
Official Products and Equipment confirmation	FMA Commercial Manager to confirm the list of official products and equipment expected per Match	21 days prior to the first Match at each Venue
Delivery Schedule	FMA Commercial Manager to confirm any official product and equipment delivery dates and contact details ahead of each Match	10 days prior to each Match at each Venue
Customs Clearance and Duties	Host Organisation to ensure items clear customs promptly	As required
Receipt of Goods Delivery Confirmation	Host Organisation to take receipt of any products and equipment and notify the Commercial Manager that the items have been received	On the day of receipt

Item	Host Organisation Actions	Due
Storage	Host Organisation to ensure secure storage of items until FMA/Commercial Partner collection during Matchweek	From delivery until collection

5.9. FOOTBALLS

Match and training footballs for this Competition will be manufactured and supplied by Molten.

Footballs will be provided to the Host Organisation by the AFC. Quantities and delivery timelines will be confirmed directly by the AFC. The Host Organisation should confirm receipt of all mentioned footballs to the AFC. Missing and/or defected footballs items must be reported to the corresponding sending party immediately.

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

Allocation

Each Club participating in the 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.

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

Usage

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

Host Organisation Actions

Item	Host Organisation Actions	Due
Receipt and Audit	Confirm receipt of all mentioned footballs to the AFC. Missing items must be reported to the corresponding sending party immediately	On delivery
Storage	Secure storage of footballs and their delivery to the Match Venue for Matchday	From initial receipt until MD-1 of each Match
Match Ball Placement	Provide Match Ball to the FMA Commercial Manager for placement on the ball stand at the march-out for the Match	Matchday
Football Placement	Provide display footballs to the FMA Commercial Manager for football placement in the Press Conference room	MD-1 and Matchday

5.10. 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. The Host Organisation will then be responsible for ensuring:

- Concessions are clean of any competitive third-party branding
- The set-up and operation of concession outlets or stands 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)
- No royalties or other charges are imposed on FMA or Partners for the sale of AFC Commercial Partner 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

6.1. AFC COMMERCIAL PARTNER ACTIVATION CATALOGUE

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

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

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

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

Fanzone and Commercial Display Areas

One essential part of 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 Competition. If the Host Organisation’s involvement is required for an activation, details will be provided by FMA in a timely manner. Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

TEAM ARRIVAL RELATED	PRE-MATCH CEREMONY	OBSERVATION TOUR	GIANT SCREEN RELATED	AWARD	FAN-RELATED	PRODUCT PROMOTION
FAN MESSAGE	BALL KIDS	AWARD CEREMONY OBSERVATION	COUNTDOWN TO KICK-OFF	FINAL CEREMONIES: CABIN CREW POST-MATCH INTEGRATION	BRANDED MASCOT (SHARED)	PARTNER BOOTH (SHARED)

TEAM ARRIVAL RELATED	PRE-MATCH CEREMONY	OBSERVATION TOUR	GIANT SCREEN RELATED	AWARD	FAN-RELATED	PRODUCT PROMOTION
PLAYER ARRIVAL FOOTAGE	CENTRE CIRCLE	BEST SEAT IN THE HOUSE	GIANT SCREEN FAN ENGAGEMENT	MOST VALUABLE PLAYER	FAN OF THE MATCH	PREMIUM DISTRIBUTION (SHARED)
PLAYER ARRIVAL OBSERVATION	COIN TOSS WINNER	KICK-OFF VIEWING EXPERIENCE	IN-VENUE LINE-UP ANNOUNCEMENT	PLAYER OF THE MATCH	FAN REPORTER	PRODUCT PLACEMENT
TEAM MATCH ARRIVAL	FLAG BEARERS	PITCH-SIDE FINAL WHISTLE EXPERIENCE	TVC AND PA ANNOUNCEMENTS	TOP SCORER AWARD	FIELD PHOTOGRAPHER	MINI-MATCHBALL GIVEAWAY
	FINAL CEREMONIES: CABIN CREW PRE-MATCH STANDING LINE-UP	STADIUM TOUR (SHARED)		TROPHY HANDOVER	REMOTE FAN	
	LINE-UP KIDS	WARM-UP OBSERVATION TOUR (SHARED)			STADIUM PRIZE DRAW (SHARED)	
	OFFICIAL MATCHBALL DELIVERY	TUNNEL EXPERIENCE				
	PRE-MATCH (OR HALF-TIME) ENGAGEMENT					

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

Timeline

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

6.2. ACTIVATION APPROVALS

Activation opportunities are an essential asset for AFC Commercial Partners, increasing their value and interest in a Competition, as well as enhancing 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 during 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 during the Site Visit and that all necessary details are 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.

6.3. HOST ORGANISATION ACTIVATION PLAN

The Host Organisation may submit an activation plan to the AFC and FMA for activations that they wish to implement during the competition for review and approval. Host Organisation activation shall not pose any conflict of interest with the reserved rights from AFC Commercial Partners. No Host Organisation Commercial Partner may be involved in either the sourcing of participants or the provision of any materials and uniforms (unbranded). An image of the activation materials and uniforms must be submitted for final approval.

Host Organisation Actions

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

7. BROADCAST OPERATIONS

7.1. VENUE INFRASTRUCTURE AND REQUIREMENTS

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

Comprehensive details of the facilities and infrastructure to be provided by the Host Organisation are defined below and should be reviewed and agreed 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 2000m² of useable space (exact size to be confirmed after the Site Visit) must be provided by the Host Organisation to act as the official Broadcast Compound for each Match.

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

The surface and layout of the Compound must be:

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



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

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

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

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 adequate sockets
- Adequate lighting
- Internet connectivity (Wi-Fi)

The size and requirements of the Broadcast Working Room will be confirmed by the FMA Broadcast Manager during the Site Visit.

7.4. SECURITY

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

Location	Time Security is Required
Broadcast Compound	24-hour security from 08:00 on MD-3, or earlier if requested during 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 during the Site Visit, until the departure of all broadcast personnel after the Match

7.5. POWER

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

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

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

- Fully redundant with back-up power provided
- Sufficient to supply both their own and all other Broadcast Partner needs
- Is both stable and suitable for use

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

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 during 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 and reducing to Category 5.

In summary, the lighting requirements for the AFC Champions League are:

Competition Stage	Category	Illuminance Detail
AFC Champions League Group Stage through to Semi-Finals	3	Average level of horizontal illuminance of 1,800 lux with uniformity ratios of U1h > 0.5 and U2h > 0.7 Average level of vertical illuminance of 1,000 lux with uniformity ratios U1v > 0.4 and U2v > 0.5

Adequate working light levels must also be maintained within the Stadium post-Match to allow for the safe pack-up and de-rigging 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 during the Site Visit and communicated to the Host Organisation in the Site Visit Report to allow sufficient time for installation.

Where suitable pre-cabled systems are already in place within a Stadium, these are to be provided for use 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

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

The Host Organisation is responsible for all onward distribution of the signal from the Stadium AV access point/control room to all other spaces, including but not restricted to the Media Centre, Media Tribune, VIP/Hosting areas, Doping Control Room, and all AFC-requested work areas (e.g., AFC Secretariat, AFC Commercial 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 above 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 the required camera platforms within the Stadium to deliver the Host Broadcast camera plan. The exact location and size of these platforms will be identified during the Site Visit.

Each standard camera platform must have a minimum working footprint of 2m x 2m. The main camera platform for 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 FOP.

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

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

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

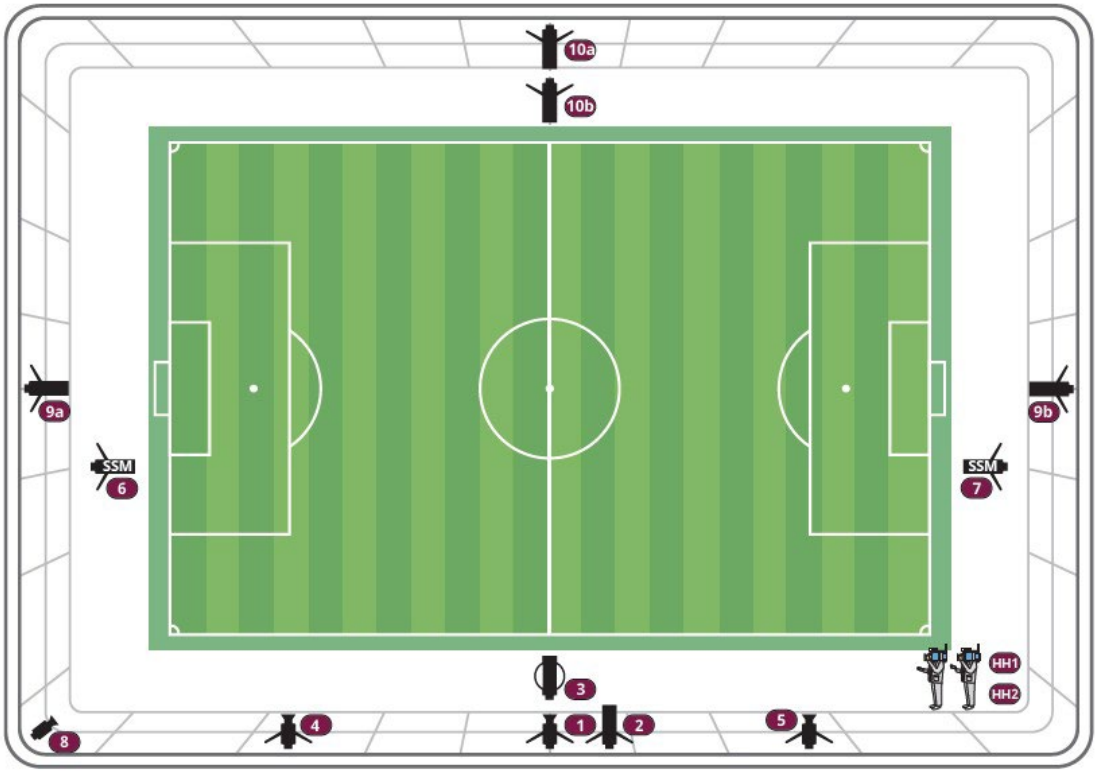
7.13. HOST BROADCAST CAMERA PLAN

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 their positioning.

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

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

10 Camera Plan



Camera Narrative – Minimum 10 Cameras 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 following and close-ups of players/action
3	Low Camera seat or Tripod	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
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	Teams' benches / reverse angle replays
HH1	Handheld	Handheld	Pre-/post-Match filming
HH2	Handheld	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

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

Where enclosed commentary positions pre-exist in a Stadium, these can be used if requested by FMA.

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

Each position should come equipped with:

- Desk space of at least 1.8m x 0.8m
- Depth of 2m to allow access/egress movement behind the desk and seating

- Three (3) moveable chairs
- Suitable power sockets and lighting
- Internet connectivity (Wi-Fi)

The location of 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, additional non-enclosed commentary positions may be requested if there is additional demand from Broadcast Partners.

7.15. OBSERVER SEATS

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

Their location and access routes will be identified by the FMA Broadcast Manager during 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 600 lux (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.

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 during the Stadium Site Visit by the FMA Broadcast Manager.

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.

The use of this space will be managed on Matchday by the FMA Broadcast Manager.

7.19. MEDIA BACKDROPS

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

These 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 FOP
- 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 twelve (12) days before Matchday.

7.21. MIXED ZONE

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

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

7.22. 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

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

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

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

Also note that:

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

7.24. PARTICIPATING CLUBS MEDIA GUIDELINES – TEAM TECHNICAL FILMING

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

Each club 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 during 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, Clubs should refer to the Participating Club Media Booking Sheet where the permitted activities are listed.

7.25. INTERNET

Stable Internet with 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 with the FMA Broadcast Manager and Host Broadcaster the telecoms provider used by the Stadium.

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

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

8. SIGNAGE

8.1. STATIC SIGNAGE

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. 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.

FOP Signage

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

Item	Dimension	Quantity	Host Organisation Actions	Due
Match Ball stand	0.3 (w) x 0.3m (l) x 1m (h)	1	Ensure a staging area of no less than 1m^2 near the players' entrance to the FOP	Matchday
Static FOP perimeter	6m (w) x 1m (h)	39	Remove any existing boards/structure around the FOP that might obstruct the installation	MD-4
Substitution Board Stickers	0.4m (w) x 0.1 (h)	2 per board	If the substitution boards are provided by the Host Organisation, Host Organisation should remove or cover any existing commercial branding on the supplied boards	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
Flash interview backdrop	3m (w) x 2.2m (h)	Up to 4	Provide a staging area between the team benches and team dressing rooms where backdrops can be held for post-Match flash interviews	MD-1

Item	Dimensions	Quantity	Host Organisation Actions	Due
			Staging area should be at least 2.5m high and 5m in width	
Mixed Zone backdrop	2m (w) x 2.2m (h)	4	Ensure there is sufficient space for the installation of the backdrop: • 2.5m from the backdrop base to the ceiling • 10m in length	MD-2
Press Conference Backdrop (Venue and/or Official/Team hotels)	4m (w) x 2m (h)	1	Removal of any existing backdrops in the area to be used for Press Conferences Ensure there is sufficient space for the set-up of the backdrop: • 2.5m from the backdrop base to the ceiling • 10m in length	MD-2

Venue Dressing

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

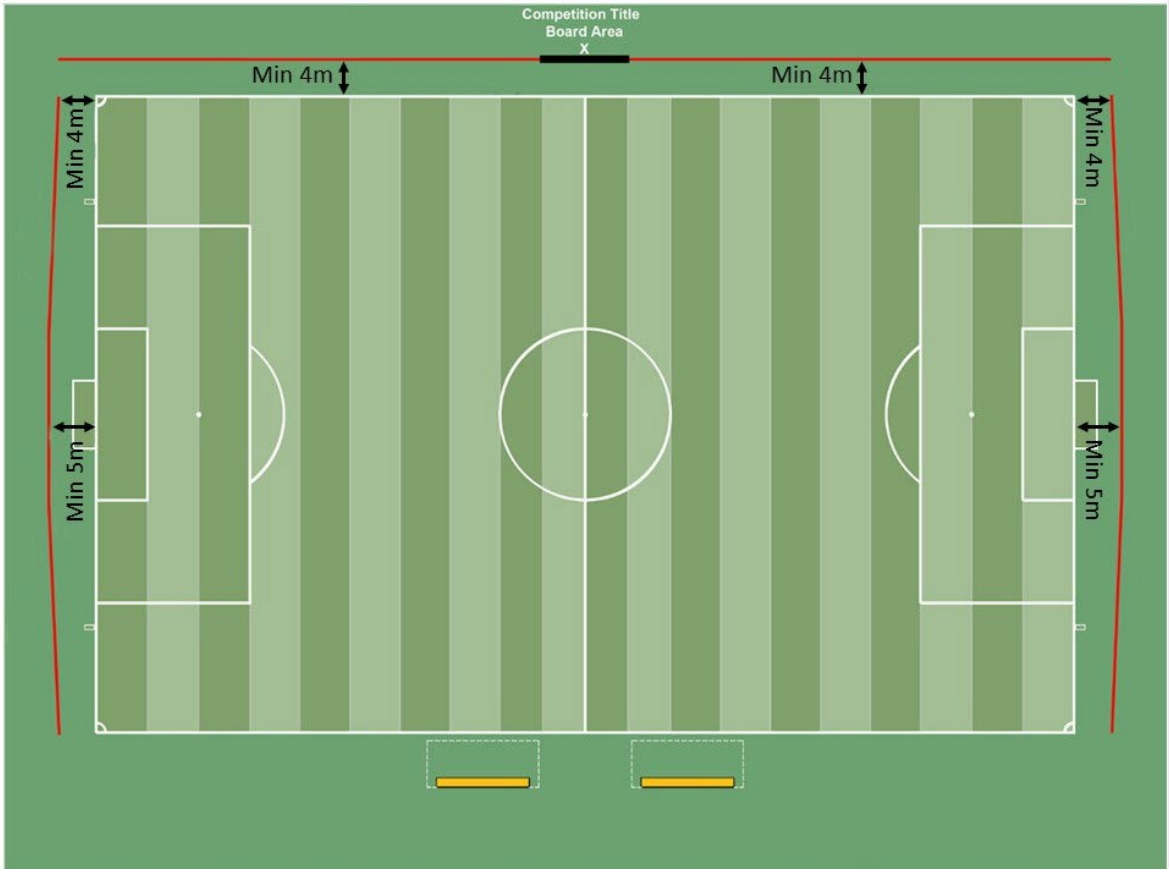
Item	Dimension of item	Quantity	Host Organisation Action	Due
Tier Dressing (1st/lowest tier only. Semi-Finals and Finals only)	TBD at Site Visit	TBD	Remove or cover any existing commercial branding in the area	MD-4
Tunnel Branding (Semi-Finals and Finals only)	TBD at Site Visit	TBD	Remove or cover any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

8.2. FOP PERIMETER SIGNAGE

Static Perimeter Boards

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

Host Organisation Actions

Item	Host Organisation Actions	Due
Static Signage Work Room	Provision of one (1) lockable room with a minimum size of $10m^2$ with adequate lighting. The room requires: • 4 x general power outlets • 2 x trestle tables • 4 x chairs • Wi-Fi • Large, general waste bin • 2 x room keys	MD-5

Static Signage Access Requirements

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, certificates, or permits need to be secured, the Host Organisation must ensure that these are in place before installation begins, and that the need is clearly communicated to the FMA Commercial Manager during 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 FMA immediately.

8.5. WORK SCHEDULE

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

Static Signage

Item	Due
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	MD-1
Matchday set-up and standby	Matchday
Dismantling and truck reload	MD+1

ASIAN FOOTBALL CONFEDERATION

AFC House
Jalan 1/155B, Bukit Jalil
57000 Kuala Lumpur
Malaysia
the-AFC.com

FOOTBALL MARKETING ASIA

31/F, Cambridge House, Taikoo Place
979 King's Road, Quarry Bay
Hong Kong
footballmarketingasia.com

AFC CHAMPIONS LEAGUE™