



FINA SWIMMING WORLD CUP 2021

Rules & Regulations (R&R) for HMF/OC

Introduction/ Overview:

The FINA Swimming World Cup is composed of a series of several meets and is generally considered one of the top-ranked competitions in the sport of swimming. It is a global swimming competition in which the participants – individuals representing their countries / National Federations - compete for the title of FINA Swimming World Cup Champion.

At the FINA Swimming World Cup, the world's top swimmers travel to iconic cities to race head-to-head during three days of competition. During a period of one calendar month, they compete in different individual events for a chance to own the Swimming World Cup Trophy of the Year and receive astonishing Prize Money.

The FINA Swimming World Cup follows the traditional format of pool swimming competitions carried out under the FINA rules. The meets consist of heats and finals. It encompasses 34 individual events / disciplines (17 for each gender), events form the programmes of World Championships and the Olympic Games. Being the competition organised under FINA rules, judged by certified Technical Officials, and supervised by the FINA Technical Swimming Committee, all the meets of the Swimming World Cup are always recognised as official Qualifying events for the major international competitions including the World Championships and Olympic Games.

1. GENERAL CONCEPT & RULES

- 1.1 The FINA Bureau approves the organisation of the FINA Swimming World Cup ("SWC"). The SWC is an annually staged elite level competition.
- 1.2 FINA owns all rights in the SWC and its Meets except where granted to the HMF as set out in the staging agreement between FINA and the HMF (host National FINA-Member Federation).
- 1.3 The SWC will consist of a number of competition "Meets", staged by Organising Committees ("OC's") under the recognition of host National FINA-Member Federations ("HMF's") and staged each year on dates to be approved by FINA. Each HMF/OC commits not to stage any other events during the training and competition days of SWC Meet (without prior approval of FINA).
- 1.4 The HMF of each SWC Meet shall enter into a staging agreement with FINA.
- 1.5 The HMF of each SWC Meet shall cover all Meet organisation costs including the competition venue, organisation, staff and officials, press facilities, TV broadcast, all secretarial services and all other operational costs incurred in organising the Meet.
- 1.6 The SWC shall be open to all FINA affiliated Federations, subject to the relevant qualifying conditions (as specified in point 4 below).
- 1.7 All SWC Meets will be conducted according to FINA Rules and these Rules & Regulations (R&R) which may be amended and/or updated by FINA in mutual agreement with the HMF/OC.

2. HMF/OC GENERAL OBLIGATIONS

The HMF/OC shall:

- 2.1 Comply with and conduct the Meet in accordance with the FINA Constitution and all FINA Rules and Regulations, handbooks and guideline manuals ("FINA Rules"), including those instructions relating to security, accommodation, transportation, accreditation, doping control, competition facilities, marketing, television, media, medical, hospitality and protocol and, to submit all arrangements for the Meet to FINA no later than 4 months before the Meet for FINA's approval.
- 2.2 Present the Meet to the highest possible standard and undertake a promotion campaign to promote it

to the widest possible audience locally, regionally and nationally with the host country.

- 2.3 Use its best endeavours to ensure that its national Government provides guarantees that it shall respect the FINA Rules (including the provisions relating to free access to the Meet host country for all accredited persons on the basis of a passport (or equivalent) and submit such guarantee in writing to FINA.

3. VENUE REQUIREMENTS & TECHNICAL FACILITIES

- 3.1 **Pools:** The Meet competition pool must be of 25m long with preferably 10 lanes. At each venue there must also be a warm-up pool (minimum of 25m long and 6 lanes). All facilities shall be in compliance with the relevant FINA Rules.

- 3.2 **Seating:** The Meet venue overall capacity should be a minimum of 2,000 seats for spectators. The HMF/OC shall ensure a minimum spectator attendance of 60% (within the overall seating plans) in the evening session (mandatory requirement). Coaches and athletes seating has to be located within the balcony of the venue in order to implement a clean pool deck policy. On a case by case basis, FINA/OC may review its placement due to space constraint (eventually on pool deck, not facing the main TV cameras). Furthermore, seating positions shall be provided for team officials and unassigned technical officials, from which they may properly observe training and competition (possibly outside the sight of the main TV cameras and within the balcony).

- 3.3 **Officiating & Technical Equipment:** The HMF/OC shall provide automatic officiating/timing equipment with ARES and Timing Partner touch pads, together with semi-automatic back-up timing, in accordance with FINA Rules.

The HMF/OC shall provide technical equipment for the competition including scoreboards and a video-board. The scoreboard control unit must have a minimum of 12 lines containing 32 digits (or scoreboard as described in FINA Rule FR 4.7.1). The scoreboard must be able to display all recorded information.

- 3.4 **Timing Partner Facilities & Services:** The HMF/OC shall at its own cost, provide the SWC Series Timing Partner with the following facilities and services:

- Customs Clearance & Fees: assisting the Timing Partner with respect to customs clearance, and shall be responsible for any fees or taxes imposed on the Timing Partner for the temporary importation of its equipment for the Meet.
- Equipment / Storage Space: the necessary space (that can be locked) at the Venue for the installation of the equipment needed for the fulfilment of the services of the Timing Partner, as well as any necessary storage space.
- Local Equipment Transportation: local transportation before, during and after the Meet for the moving of equipment to and from various sites, as well as all assistance with the loading and unloading of vehicles.
- Connections: all necessary connections and cabling as required by the Timing Partner, HB, media and others, as to be agreed between the parties.
- Furnishings: the necessary tables, chairs, and the like for the satisfactory installation and operation of the Timing Partner's equipment in a lockable Timing Control room. The HMF/OC shall provide the Timing Partner's staff with a key for their use.
- Electrical Power: the necessary electrical power (220VAC, 16 & 50 Amps) and power outlets sufficient to provide the services required.
- Working Conditions: Maintain the Timing Partner working areas at 20°C (+/- 2°C).
- Project Co-ordinator: appoint an English-speaking person to act as a project co-ordinator to work with the Timing Partner's personnel before and during the Meet.
- Security Personnel: provide a security service to ensure that no unauthorised persons have access to the television and Technical Sponsors' equipment. Security must be provided 24 hours a day at all places where equipment is installed.

The HMF/OC is responsible for securing the provision of both the time-keeping/scoring and results/information services from a Timing Partner to be approved by FINA, if not appointed by FINA.

- 3.5 **Media Facilities:** The HMF/OC shall provide suitable media facilities and procedures for press and photographers in compliance with the FINA Media Guide.



3.6 **General Liability Insurance.** The HMF, the City and/or OC shall secure and maintain, no less than three (3) months before the beginning of the Meet and one (1) month after the end of the Meet, at its own cost, an adequate general liability insurance policy with a well-recognized and financially secure insurance company covering the risks related to the planning, hosting and staging of the Meet. The insured value should be not less than one million United States dollars (US\$1,000,000) or equivalent in local currency.

The policies should include a world-wide jurisdiction clause. The athletes and the delegation of the participating federations shall be included in the coverage. Any warranty or special endorsement related with this group shall be submitted to FINA for its prior written approval. The HMF/OC shall designate and maintain FINA as an additional insured party in all policies of insurance.

Upon request, the HMF/OC shall provide FINA a copy of its certificate of insurance outlining the insurance coverage set out above. The policy shall include, but not be limited to, the following coverage:

- Third Party Bodily Injury and Property Damage Liability
- Personal and Advertising Injury
- Participant Legal Liability
- Contractual Liability
- Products and Completed Operations
- Tenant’s Legal Liability
- Non-Owned Automobile Insurance

Meet Insurance. In addition, it is mandatory for the HMF, the City and/or OC to secure and maintain, at its own cost, an adequate Meet insurance policy with a well-recognized and financially secured insurance company. The insured value should be not less than 75% of the Budget amount. The HMF/OC shall designate and maintain FINA as an additional insured party in all policies of insurance. Upon request, the HMF/OC shall provide FINA a copy of its certificate of insurance outlining the insurance coverage set out above. The policy shall include, but not be limited to the following coverage:

- Meet Cancellation
- Adverse Weather
- Contingency
- Prize Insurance

3.7 **VIP Lounge:** The OC shall provide a fully furnished, decorated and catered lounge at the Venue, for its own VIP guests and guests of FINA, Sponsors and other invited guests.

4. PARTICIPATION/ENTRIES & COMPETITION FORMAT

4.1 **Participation:** Meets are open to entries from all FINA affiliated Federations and from domestic clubs affiliated to the HMF. **The number of club swimmers participating in the Meet should not exceed 400, with further limitation to a maximum three entries per person.**

FINA will invite a minimum of 20 star athletes, preferably medallists from the most recent editions of the Olympic Games, FINA World Championships, FINA World Swimming Championships and FINA Champions Swim Series. The HMF/OC shall provide a fixed amount per swimmer toward the international travel on a principle of SWC Meet location and the swimmer’s country of residence as the table below, board and lodging.

Country of residence SWC Meet Location	Africa	America	Asia	Europe	Oceania	Middle East
Middle East	800	1000	800	800	1000	500
Europe	800	800	1000	500	1000	800

While FINA will liaise with each of the NF for the international travel arrangements, each HMF/OC is responsible for coordinating the local transportation, board and lodging (see also section 9 and 10).

All athletes are required to sign off the “Athlete Declaration Form”, to be provided by FINA, in which

he/she agrees to make themselves available for a minimum of one (1) hour per day during the Meet (before and each day of the competition) for promotional activities linked with the Meet. The Organising Committee and/or the Host Member Federation is responsible to collect all Declaration Forms completed and duly signed by Athletes and Team Officials/ National Federation Representatives in accordance with FINA procedures, regulations and instructions. Originals of all signed "Athlete Declaration Forms" must be submitted to the FINA Technical Delegate not later than the start of the heats on the first day of competition of the Meet.

Each HMF shall be obliged to ensure the participation of its best swimmers (Olympic Games, FINA World Championships, FINA World Swimming Championships and FINA Champions Swim Series medallists) within the Host Country meet and shall ensure the attendance of these swimmers in all other Meets. Having the medallists attending any leg of the Series will enhance the promotion of the Meet (i.e. clinics, master class, etc.) and development of Swimming.

Each HMF shall be obliged to ensure participation of a minimum two swimmers (preferably medallists from the most recent editions of the Olympic Games, FINA World Championships and FINA World Swimming Championships – whenever applicable) to all the other Meets of the SWC. In case of a non-appearance, a fine of up to US\$15,000 may be imposed on the HMF.

- 4.2 **Registration:** All NF registration and entries will take place through the FINA General Management System (GMS) via <https://data.fina.org>. Each national federation will access the system to complete their registrations of athletes and officials before the designated deadline for each Meet. Clubs from HMF's must collect entries outside of the FINA GMS and provide the times directly to the FINA Technical Delegate in the specific format provided by FINA.
- 4.3 **Entry times:** The entry times will only be accepted if they have been completed within the maximum qualifying period of 15 months prior to the entry deadline. No times outside of this qualifying period will be accepted. For the 2021 edition, times in 25m-pool and 50m-pool will be accepted.
- 4.4 **Final Entries:** Final Entries are to be submitted through FINA GMS no later than ten days prior to the Meet. The HMF/OC is not obliged to guarantee or provide any logistical assistance for those participants that do not meet this deadline. Each swimmer will be able to swim an unlimited number of individual events, except for club swimmers.
- 4.5 **Information Bulletin:** The HMF/OC shall publish an information bulletin (including entry forms, official hotel and transportation information, venue information, prize money distribution, etc.) which should be submitted to FINA prior its approval (at least 3 months prior the Meet)
- 4.6 **Technical Meeting:** The HMF/OC shall organise a Technical Meeting on the day before the first day of competition of the Meet. The meeting should take place before 12h00 on the day prior to Day 1 of competition. The FINA Technical Delegate shall chair this meeting.

This will be the only opportunity for last minute entry changes (any withdrawals, but additional entries only for duly entered members of national teams - no additions for club representatives)

- (a) Withdrawals for the first session of heats are due by the close of business of the Technical Meeting.
 - (b) Withdrawals for each subsequent session of heats are due 1 hour prior to the start of finals the evening before.
 - (c) Withdrawals for each session of finals are due not later than 1 hour upon conclusion of the heats on that day.
 - (d) DNS will be fined according to FINA Rules.
 - (e) A positive check-in for timed final races should be made not later than the conclusion of the finals session on the day prior to the event in order to avoid open lanes in the finals.
 - (f) Any entered competitor may be substituted by another entered competitor at the Technical Meeting. It is mandatory for one representative of each Federation to take part in the Technical Meeting. The competitors should be made aware of their responsibilities in attending the SWC and being represented at the Technical Meeting. Failing to do so will result in a fine of 100 Swiss Francs (GR 7.1).
- 4.7 **Meet Programme:** Each Meet shall be staged over 3 days with heats in the morning session and all finals in the late afternoon/evening session. Each morning Heats session to be split into two sections

with the fastest 3 (three) heats of each event being swum followed by the remaining heats in the section two. There shall be a minimum of 5 hours between the end of the section one (fastest heats) and the start of the Finals.

Heats will be held using up to 10 lanes, Finals will be held using 8 lanes and the 3-day competition programme shall be as outlined below.

All events will be swum with heats and finals, except the 800m freestyle women, 1500m freestyle men, and 400m individual medley men and women, to be staged as timed finals with the slowest heats(s) during the morning session and the fastest heat during the Finals session.

The FINA SWC meet will consist of the following individual events for both Men and Women:

- Freestyle	50m, 100m, 200m, 400m, 800m (W), 1500m (M)
- Backstroke	50m, 100m, 200m
- Breaststroke	50m, 100m, 200m
- Butterfly	50m, 100m, 200m
- Individual Medley	100m, 200m, 400m

A total of 34 individual events

Relay events may be swum at the end of the Finals sessions as follows: Mixed 4x50m Freestyle & Mixed 4x50m Medley per meet (in 25m)

NOTE: The schedule for each of the heat and final sessions is not the same.

FINA will provide a standard running order template including the same events programme and required ceremonies, so that all Meets can provide their individual running order in the same format.

Each HMF/OC shall submit their session start times and running order to FINA for approval **no later than 6 weeks prior to each Meet in each year**. Timings should be arranged with the HB in order to maximise the visibility of the Meet (within the host country / HB request) as well as respecting the rest phase for swimmers.

5. DELEGATES, TECHNICAL OFFICIALS & JUDGES

5.1 **FINA Official Representatives:** For each Meet, FINA will nominate a Technical Delegate and a Medical & Doping Control Delegate. FINA may also appoint a Media Delegate and any representatives from the FINA office (Marketing, GMS, Event Management, etc.) responsible for the respective areas/activities to attend the Meets. FINA will cover their travel expenses to and from the Meets. Each HMF/OC will be responsible for all accommodation, meals and local transportation costs of these FINA representatives as set out herein.

The FINA Official Representatives Delegates should be provided with free and sufficient access to all required functional and operational areas at the venue, in order to allow them to conduct their duties and responsibilities as prescribed by their role.

5.2 **Technical Officials:** The HMF shall appoint/approve the Technical Officials for each Meet, and all other officials, marshals and other persons required shall be recruited and appointed by the OC. Referees and Starters shall be on valid FINA Swimming Officials Lists.

5.3 **FINA Office:** The HMF/OC shall provide an office at the venue for use by the FINA Delegates and FINA representatives, with high-speed internet connection, a photocopier and printer, and a suitable number of chairs and desks.

6. DOPING CONTROL & MEDICAL SERVICES

6.1 The doping control testing at the Meet will be organised and implemented according to FINA DC Rules and the WADA International Standards, and under the supervision of the FINA Medical & Doping Control Delegate.

6.2 The HMF/OC shall designate a qualified doping control/medical officer and co-operate fully with the

FINA Medical & Doping Control Delegate in conducting the doping control tests at the Meet in accordance with FINA DC Rules.

- 6.3 The HMF/OC will cover the cost of the doping control measures, with a minimum of 20 tests, and the analysis will be made at the WADA-accredited laboratory in the host country, or as agreed with FINA.
- 6.4 In the case of a World Record or World Junior Record, the swimmer establishing the new time shall be mandatorily tested. A urine sample shall be collected and an ESA analysis (EPO) + GHRFs must be performed on the sample in addition to the regular in-competition analysis.
- 6.5 The HMF/OC shall provide the chaperones to assist in the implementation of doping control measures.
- 6.6 The HMF/OC shall provide the following first aid, and medical services:
 - Appointment of a suitable qualified Meet medical officer/doctor.
 - Free medical service for all competitors and officials at the Meet venue.
 - First aid facilities at the official hotels.
 - Ambulance on permanent standby at the competition/training venue.
 - Designation of a local hospital and provision of information to teams on local doctors, pharmacies, dentists, etc.
 - Rooms for Massage services at the official hotels and competition venue.

7. MARKETING RIGHTS & TELEVISION

7.1 Marketing Programme:

FINA hereby retains the following commercial rights to the SWC Title and/or presenting sponsorship rights, advertising rights including all advertising on touch-pads, clothing merchandising rights, and the following product/service categories:

- (a) Watches, jewellery, timing & data-processing
- (b) Swimwear & Swimming equipment
- (c) Swimming racing lanes & pool equipment.
- (d) Drinking Water (excluding any Dairy Products and Soft Drinks)
- (e) External pain relief products

FINA may at its sole discretion retain additional product/service categories for the appointment of any Title and/or Series Sponsors

Advertising on the touch-pads is exclusively reserved for FINA, the SWC Title Partner and the SWC Official Timekeeper

FINA grants to the HMF/OC certain commercial rights to the Meet (including any income arising from the exploitation of such rights) limited to sponsorship within the host country of the Meet, merchandising rights for non-clothing items (unless released by FINA), ticketing rights, hospitality rights, souvenir programme advertising rights, and other commercial rights that are not retained or in conflict with those of FINA (see below details). The HMF/OC shall inform FINA about the contents of the HMF sponsor packages offered to the market, as well as informing FINA in advance of the companies it wishes to appoint as event sponsors

FINA may at its sole discretion share all or part of any net benefit gained from the exploitation of the International Marketing Rights with the HMF's/OC's.

The HMF/OC shall provide at its own cost, the sponsorship rights and opportunities afforded to any FINA-appointed sponsor.

The FINA Marketing Programme will consist of:

- The appointment of a Title Sponsor and Series Sponsors for the SWC.
- All sponsorship and merchandising rights to the timing and data-processing, the clothing category (unless released by FINA) and external pain relief products are retained.

- The sale of international broadcast rights in any media (as per TV guidelines & FINA SWC Staging Agreement)

7.2 **National Marketing Rights:** FINA grants to each HMF/OC the right to exploit the National Marketing Rights to their respective Meet and to retain any and all the benefits so gained. The National Marketing Rights include the right to seek and appoint sponsors, sell advertising and other opportunities related to the Meet and to receive other benefits and support as follows:

- Sale of sponsorship and advertising rights (excluding any company conflicting with FINA Sponsors – as per point 7.1 above), including the appointment of a presenting sponsor for its Meet (provided that such sponsor does not conflict with any FINA - appointed sponsor). In such cases the meet shall be referred to as the:
 - FINA/Title Sponsor Swimming World Cup - [*City, Year*], presented by [*Event Sponsor*];
 - Grant aid or other support from national/regional/local government and other public institutions;
 - Hospitality at the Meet;
 - Meet ticketing/admissions;
 - Concession sales at the Meet venue (gifts, food and beverage, etc.);
 - Sale of a Meet programme and advertising in any Meet programme; and
 - Sale of merchandising items (excluding clothing items) bearing the Meet name/logo.

The HMF/OC shall inform FINA about the contents of the sponsor packages offered to the market. In the Meet of any doubt, the HMF/OC shall check with FINA in advance to obtain clearance.

The signage/venue dressing opportunities are described in the “FINA/Title Sponsor Swimming World Cup branding guidelines”.

7.3 **Event Title & Logo:** The HMF/OC shall only use the SWC Event title and Event logo determined by FINA in all its applications, and shall comply with FINA’s guidelines for the use of such title and logo. The HMF/OC shall submit all materials bearing the SWC Event title and logo to FINA for its prior approval.

The HMF/OC shall, at its own cost, use the SWC Event title and logo in Venue decoration, including backdrops and the like, and in keeping with any FINA guidelines.

A clean pool deck policy has to be implemented for TV and spectators, in order to focus exclusively on the FOP. Specific guidelines will be made by FINA.

7.4 In line with the FINA Swimming World Cup Staging Agreement (clause 6.8) and the FINA Broadcasting Guidelines (edition 2020), each OC shall ensure a live stream of all the competition sessions (both heats and finals), at its own costs and responsibility (in accordance with the technical requirements of FINA “Live Stream”). Within the streaming feed, all post-race interviews with the international announcer have to be included and a streaming test has to be performed -1 day prior to the start.

8. **MEDIA & PRESS SERVICES**

8.1 **Press Officer:** The HMF/OC shall appoint a Press Officer responsible for all Meet media and press operations at least 3 months before the Meet.

The Press Officer should be a professional journalist, a swimming specialist and English-speaking. The duties of the Press Officer are to generate and distribute information before, during and after the Meet, ensure optimum press coverage, arrange good working conditions for the accredited media, and prepare a final report after the Meet

The Press Officer must develop a strategy covering 3 phases:

a) **Pre-Meet:**

- establish a list of the main local media, including the National News Agency, the main national and regional written publications, radio and TV stations and develop with them a media plan to maximise the promotion of the Meet;

- regularly send information to the media and FINA Communications Department about the Meet preparation (swimmers, venues, accredited press, etc.);
- plan and supervise the set-up of the press facilities at the venue, following the principles set out in the FINA MEDIA GUIDE.
- check and approve the accredited media for the Meet;
- make its utmost to create awareness of the Meet through an effective promotional plan

b) **During the Meet:**

- Ensure the distribution to the media of the relevant information concerning the Meet: results, standings, comments, interview/press conferences quotes, information from the National Federations, etc.
- Ensure good working conditions for the media representatives;
- Maintain a permanent contact with the FINA Communications Department to assure the diffusion of information throughout the world.
- Implement side activities such as swim master class, press conference in iconic location, athletes' autograph session, invite "Hall of Fame" athletes to come and be part of the competition, etc.
- The contact between the Meet Press Officers and the FINA Communications Department shall be by email (press@fina.org).

c) **Post-Meet:**

- prepare a final report for the FINA Communications Department including the effective media coverage, press clippings, Meet photos, activities around the Meet (e.g. ceremony with the presence of official personalities, sponsor activities, etc.)

8.2 **Information Distribution:** The HMF/OC shall ensure the distribution of Meet information to national/local and international press agencies of participating nations and written press, local media and to FINA (for circulation to international media).

Press releases and website articles (generated in co-operation between the Meet Press Officer and FINA Communications Department),

- Entry List and Start Lists (produced by the timing company and distributed by the Meet Press Officer on-site to the accredited press (including TV broadcasters), on the Meet website and sent to the FINA Communications Department).
- Results/Ranking of swimmers since the beginning of the SWC (produced by the FINA Communications Department and FINA Scorer) and distributed by FINA to the International Media and published on the FINA official website.

8.3 **Press Information Kit:** The HMF/OC shall prepare a press information kit giving detailed Meet information and distributed at the press conferences before the Meet, as well as via the Meet website. The kit must include:

- Detailed presentation of Meet participants (history, performances, biographies, etc.)
- Competition formula
- Competition schedule
- Press conferences time schedule and place
- Training facilities of the swimmers
- Name and contact details of the Meet Press Officer and the FINA Communication Department
- List of FINA and World Cup personalities

The press information kit, as well as the official programme and daily press releases shall be distributed to: FINA representatives on site, participating National Federations, TV Broadcasters, accredited media, sponsors, VIP guests, etc.

8.4 **Press working room:** The HMF/OC shall provide and furnish a press working room, which must have direct access to the press tribune and include: tables and chairs, power outlets for PCs and telephones,

internet access (wireless connections are desirable); TV monitors showing the competition; and refreshments. A separate photographers' working area should be provided.

The HMF/OC shall provide a computer with an Internet connection and a printer for the journalists to consult the FINA official website and the local website of the competition.

8.5 **Press Tribune:** The HMF/OC shall provide and furnish a press tribune which should offer a clear visibility of the finish end of the pool to all journalists. Power outlets sockets must be available in accordance with the number of accredited press.

8.6 **Press Conference Room:** The HMF/OC shall provide and furnish a press conference room for the duration of the Meet, very close to the press working room and accessible to the coaches and the swimmers without them having to pass through any zone open to the public. The room must be big enough for a minimum of 25 journalists and a TV crew, with a head table for 4 persons. At least 1 microphone must be provided for the head table and another for the interpreter as well as one wireless microphone for the questions. The HMF/OC shall provide and furnish a backdrop behind the head table with the SWC title and logo, as per the FINA guidelines.

8.7 **Press Conference:** The HMF/OC shall stage a pre-Meet press conference on the day before the first day of competition, and the HMF shall ensure the participation of at least 1 male and female swimmer and 1 coach from its team, as well as inviting swimmers/coaches from other participating teams to attend.

Press Conferences shall be staged in key locations (i.e. shopping mall, city centre downtown, etc.) in order to further promote the Meet as well as reaching wider audiences. Invited athletes should be invited to come to the respective city well in advance in order to involve them in community activities and further promote swimming.

During the competition, athletes will be brought to the press conference room on a requested basis. All team managers and/or national press officers should be informed that the presence of their respective athletes may be requested for a press conference

8.8 **Accreditation:** Only professional journalists and photographers may be accredited. In order to be accredited, journalists have to fill and return to the OC a media accreditation form indicating their national or AIPS press card number.

8.9 **Promotion Plan:** The HMF/OC shall provide in accordance with the staging agreement a detailed promotional plan which mandatorily includes the following elements:

- City promotion (billboard, posters, outdoor campaign, etc.)
- Digital
- Radio
- PR Activities & Athletes involvement
 - Clinics – prior agreement with athletes/coaches
 - Exhibition type: a chance for local swimmers to compete against world class swimmers or a chance to swim with a star
 - Press Conference (-1 day prior to the Meet) to be staged mandatorily in key locations (shopping mall, city centre downtown, etc.) in order to further promote the Meet as well as reaching wider audiences. Invited athletes should be invited to attend well in advance in order to involve them in community activities with the aim to further promote swimming.
 - Previous star athletes should be also invited and be part of the Meet and/or promotion of the Meet.
 - Special package/visit of the city and other “special” activities should be organised as a “collateral” for top key swimmers.
 - Timelines of implementation

8.10 **Social Media:**

- The LOC is invited to share with FINA all contents that help the promotion around the Meet. Every material related with the host city, the venue, the local culture will be used to promote the Meet on the FINA social media Channels.



- Photos and videos of the city
- Photos and videos of the venue
- Description of the venue
- Photos and description of Side events
- Photos of staff and volunteers

- List of hashtags: #swimming and #SWC2021

8.11 Meet Website

- Venue info
- Competition/programme info
- News/results/photos
- Social activities
- Stars' bios
- Start lists

A link to the FINA official website must be provided.

8.12 Photos and photo gallery

- A photo gallery has to be updated after each session (heats and finals) within the OC website
- A minimum of 30-40 images per session has to be provided to FINA immediately after each session. These images should be provided in at least 150 dpi with a clear indication of the photographer credit/athletes. These images should feature the following:
 - Athletes warm up
 - Athletes talking with their coaches or other swimmers
 - Athletes stretching or in the gym
 - Athletes chilling, going around
 - Athletes with their outfit (before they get in the water)
 - Athletes introduction (+ bibs)
 - Alignment of all swimmers within the starting blocks, clearly featuring the start side backdrop
 - Athletes dive in from the starting block, displaying perimeter boards
 - Athletes expression: suffering, smiling, celebrating, etc.
 - Athletes close ups on
 - Face in the water
 - Hands and feet
 - Moving hands on the goggles or swim cap
 - Shaking arms as warm up
 - Relays
 - Under water (i.e. turn end)
 - Athletes celebration at arrival
 - Awarding ceremonies (+bibs & winner cheques)
 - Venue with brand elements (no public)
 - Venue with the sponsor visibility
 - Venue with public
 - Public itself (for close ups photos, it is recommended to avoid underaged individuals)
 - Overview of the stadium during each of the final session
 - Press conference and any other PR activities (master classes, athletes teaching class, etc.)
 - Hospitality area & VIP
 - A selection of "behind the scene" including member of the staff, volunteers, etc.

9. **TRAVEL, VISAS & TRANSPORTATION**

9.1 **International Travel:** All participating national member federations of FINA are responsible for all the international travel costs of their athletes and team officials.

9.2 **International travel for invited athletes and coaches:**

The HMF/OC shall provide a fixed amount per swimmer toward the international travel as aforementioned herein (Point 4.1) and shall cover all costs associated to the board and lodging of a minimum 20 (foreign) swimmers (mandatory requirement).



FINA will cover the board and lodging of a minimum of 20 accompanying coaches of the 20 star swimmers. FINA will pay for international travel expenses for the designated FINA Delegates, any other representatives appointed by FINA to attend each Meet.

- 9.3 **International Travel Referees and Starters:** The HMF/OC shall bear the costs for the return economy air travel of the appointed Referees and Starters.
- 9.4 **Visas:** The HMF/OC shall make best efforts with its government regarding entry visas for all Meet competitors and team officials from any National FINA Member Federation, as well as for FINA officials and media attending the Meet. Visa requirements for FINA officials shall be provided and is the responsibility of the respective HMF/OC.
- 9.5 **Local Transportation:** The HMF/OC shall welcome all entered swimmers, team officials and FINA Delegates and Judges at the nearest airport/railway station upon arrival, and shall provide appropriate transportation to the official hotels. The HMF shall also provide the return travel arrangements and confirm in advance the departure times from official hotels to the airport/railway station.

The HMF shall provide local transportation between official hotels and training/competition venues (shuttle system every 20 min) free of charge for the following persons for the duration of the Meet and 2 days prior thereto, plus the day after the conclusion of the Meet:

- FINA Delegates: cars with drivers
 - Swimmers & Team Officials: shuttle buses with drivers and guides
 - Referee & Starter
 - Officials
- 9.6 **Equipment Transportation:** The HMF/OC shall be responsible for the transport costs of any equipment needed by any FINA Timing Partner at the Meet, from the point of entry into the host country to the Venue, and for its subsequent return after the Meet.

10. ACCOMMODATION & MEALS

- 10.1 **Swimmers & Team Officials:** All participating national member federations of FINA are responsible for their accommodation, board and lodging expenses for their athletes and team officials.
- 10.2 **Swimmers & Team Officials from the other HMF's:** The HMF/OC shall provide accommodation in a minimum 4-star hotel with full-board (3 meals per day of adequate quantity and quality) for a minimum of 2 athletes and 1 team leader/coach for each of the other HMF's of the SWC as follows:
- Neighbouring countries – for 5 nights
 - Same continent – for 5 nights
 - Another continent – for 6 nights
- 10.3 **FINA Official Representatives:** The HMF/OC shall provide accommodation in a minimum 4-star hotel with full-board (3 meals per day of adequate quantity and quality) for the persons designated by FINA for 6 days and 5 nights during the dates of the Meet. In addition, for a Venue Inspection, prior to the Meet, the HMF/OC shall provide accommodation with full-board, local transportation for a period of 3 days for 1 inspection by an individual to be appointed by FINA prior to the competition dates, if so requested by FINA and/or the Host Federation.
- 10.4 **Timing Partner:** The HMF/OC shall provide accommodation in a minimum 4-star hotel with full-board (3 meals per day of adequate quantity and quality) for 5 staff of any Timing Partner for 7 days and up to 8 nights.

11. SCORING & PRIZE MONEY

In the concept of the Swimming World Cup, the single victory doesn't count alone. The Overall winner of the FINA Swimming World Cup, for men and for women, is the athlete with the highest overall points after completion of all the meets from the series, regardless of positions from any ranked competitor at each or any meet of the series. The best performance in combination with achievements in different events, not only among swimmers of the same discipline but among all the athletes competing at the series, can be a winning tactic to



gain the maximum number of points. (e.g., a swimmer with good performance in breaststroke can win over a swimmer competing in freestyle).

A number of score points inversely related to position at the finals will be summed with additional points based on performance. For scoring performance, the valid FINA Points system is used. FINA Points system is based on the previous year's world record.

For every event the points are awarded to the finalists:

Position	1st	2nd	3rd	4th	5th	6th	7th	8th
Points	10	8	6	5	4	3	2	1

The following additional scoring are awarded based on performances:

Up to	<...	999	989	979	969	959	949	939	929	919	909	899	889	879	869	859
Starting from	<...	990	980	970	960	950	940	930	920	910	900	890	880	870	860	850
Points	<...	9.9	9.8	9.7	9.6	9.5	9.4	9.3	9.2	9.1	9	8.9	8.8	8.7	8.6	8.5
Up to	849	839	829	819	809	799	789	779	769	759	749	739	729	719	709	...>
Starting from	840	830	820	810	800	790	780	770	760	750	740	730	720	710	700	...>
Points	8.4	8.3	8.2	8.1	8	7.9	7.8	7.7	7.6	7.5	7.4	7.3	7.2	7.1	7	...>

All payments of prize money should be done only upon confirmation of negative results from Anti-Doping tests.

11.1 By Meet

There is no limit to the number of individual events each athlete can compete per meet, except club representatives, but only the best three results (sum of points for position and performance) are counted in the score for the meet.

In case of a tie in scores, namely between 3rd and 4th scores achieved by an athlete, result with the higher performance (based on the FINA points) will be used, regardless of the position achieved at the event.

A ranking shall be established per gender.

The National Federation of all swimmers winning prize money shall inform the HMF/OC as to whether the prize money will be paid to the National Federation or directly to the athletes. In case, FINA will wire these amounts, this will be done only via the National Federation concerned.

The HNF/ OC should secure and provide the total amount of the prize money (USD 144'000) to be paid to the swimmers without any deductions. Each HNF/OC is fully responsible for any taxation procedures as well as related payment to the taxation office, within the host country.

11.2 World Records

A swimmer breaking a world record shall receive the following bonuses:

- (a) will receive points for performance, higher than 10, according to principle listed above (clause 11). No other extra pointed will be scored above that.
- (b) a prize money of US\$ 10,000.-

A swimmer equalling a world record will not be entitled to any prize money.

Handling for World Records:

- (a) The payment of US\$ 10,000.- shall be symbolically made with a presentation cheque to be handed out to an athlete immediately upon conclusion of the event.

- (b) FINA will provide artwork for a presentation cheque to be used at all Meets (OC to produce)
- (c) If two or more swimmers better the World Record in the same event (heat or final), only the winner of that event will receive the US\$ 10,000.- Prize Money
- (d) World Records achieved at a split will not be considered for the US\$ 10,000.- Prize Money. To be eligible, World Records must be achieved over the actual competition distance of the event.

11.3 Overall Final Classification

11.3.1 Overall Scoring

Overall Ranking will be defined based on the position of the athletes after completion of the series. The scoring and respective ranking is calculated based on the results from all the meets completed by an athlete. Overall Prize Money will be distributed to the top 10 athletes of each gender.

In case of a tie an athlete with a better performance at any event through all the series (based on the FINA points) will get the higher position in the ranking.

11.3.2 Overall Winners

The Overall winners (highest-ranked male and highest-ranked female) will be decided upon conclusion of all the Meets of the SWC by adding all Meet Scorings of the participants. The male swimmer and the female swimmer finishing first of the Overall Scoring shall be declared Winners of the SWC.

Handling for the Overall Winners:

- (a) The payment of US\$ 100,000.- shall be symbolically made with a presentation cheque to be handed out at the awards ceremony, at the conclusion of the last meet of the Series (OC to produce)
- (b) FINA will provide artwork for a presentation cheque to be used at the last Meet.
- (c) FINA will provide a Trophy to the overall male and female winners.

11.4 Additional Awards/Prizes

Each HMF/OC may offer additional awards and prizes as it sees fit. Any such awards and prizes should be clearly identified at the Technical Meeting at the latest.

12. SPORTS PRESENTATION

12.1 Guidelines

Specific guidelines concerning the general entertainment programme, equipment, staffing and other elements related to the Meet will be delivered separately.

The live sport experience is ever evolving and the way crowds are entertained is a huge factor in this. The idea is that the crowd will feel engaged, excited, and a part of the Meet, not merely spectators to the action on the field of play. Therefore, while there is the need to competition punctuated by short, sharp, and engaging entertainment throughout, there is the necessity to maintain integrity of swimming competition as the centrepiece attraction.

As part of a successful sports presentation there is a well-balanced level of crowd participation enhancement, creative lighting, interactive use of video boards, entertaining music/DJs, interactive cams, interviews and announcer(s). The use of creative lighting in this segment of the Meet is mandatory together with engagement activities foreseen for the public by the local announcer(s).

The overall entertainment plan has to be shared with FINA well in advance, for its prior approval (i.e. opening ceremony – not mandatory) including the flow diagram of the movement of people (pool deck area/podium – officials, basket carriers, VIP, etc). The OC in sending the overall entertainment plan has to provide all details (crowd involvement, sponsors segment, give-aways, mascot, local band, artist / performances, etc.) at least 4 months ahead of the Meet.

Each HMF/OC must ensure all minimum technical and operator requirements (**mandatorily**) = such as:

- Audio system, production equipment and operators
- Communications equipment and technicians
- Vision screens, vision production and operators
- Allowance to develop the detail in the provided vision content templates
- Dedicated Sport Presentation Camera
- Experienced announcers/commentators – which approval will be given by FINA. In case of failure FINA will appoint announcers/commentators at HMF/OC's cost.
- Creative lighting (mandatory)

Furthermore, the HMF/OC is strongly encouraged to ensure the use of the following to enhance the Sport Presentation at the Meet

- ProVision –Specialised Vision Playback System and Operator
- Special effects (e.g. cold-pyro, Co2)
- LED installation should be in accordance with the Sport Presentation Guidelines.

13. CONTROL OF EVENTS

As per FINA Rules C 3.11 and GR 9.4