



# HOST CITY BEACH GAMES

Guidelines and Obligations





Beach Games have been initiated by the OCA in order to combine tourism and sport activity to promote the Host City as tourism destination around the world. The beach Games utilizing the natural resource for the sport competition using the beautiful coastline of the Sandy beaches and water (sea, lake and rivers) the game provide opportunity for the sports events, athletes and Spectators whom their sport is not included in other Asian Games.

## The Asian Beach Games is organized every four years.

**First Games** : Bali, Indonesia, October 2008

**Second Games** : Muscat, Oman – 2010

**Third Games** : Haiyang, China – 2012

**Fourth Games** : Phuket, Thailand – 2014

**Fifth Games** : DaNang, Vietnam - 2016

**Duration:** The duration of the Games will not be less than 7 and not more than 12 days, including the Opening and Closing Ceremonies.

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# Programme

The programme of the Beach Games shall include not less than 9 sports from the following beach sports:

- Air Sport
- Aquatics (Beach water polo, open water)
- Beach Athletics
- Beach Basketball (3 on 3)
- Beach Flag Football
- Beach handball
- Beach Kabaddi
- Beach Sepaktakraw
- Beach Soccer
- Beach Volleyball
- Woodball
- Teqball
- Dragon boat
- Jetski Sport
- Muaythai
- Windsurfing
- Sport Climbing
- Waterski



## Note:

At least four NOCs members of OCA must participate in the sports to be included in the game program.

# 1. Financial Obligations of the Host City

- A. Provide US \$ 50,000 non-refundable as the bid fees to the OCA with the NOC Letter of Intent.
- B. Provide US \$ 100,000 non-refundable upon allotment of the Games to the OCA.
- C. Provide a Refundable Guarantee Deposit of US \$ 500,000 to the OCA within one hundred and twenty days (120) days of signing the Host City Contract as guarantee in case of any cancellation of the game for any reason by the organizing committee. if the games are cancelled for any reason or due to force majeure these fees shall not be considered refundable.
- D. OCA shall be refund the guarantee deposit to the organizing committee or to the host NOC after 6 months of the closing ceremony, upon submission of the game's final report by the organizing committee and the host NOC.
- E. The Organizing Committee and the host NOC jointly must hold at least one Executive Board or General Assembly Meeting (to be decided by OCA) before or during the period of the Games.



## 2. Transportation (International and Local) And Accommodations

### A. The Organizing Committee Must Provide Accommodations local Transportation for:

- President OCA,
- Honorary Life President, Honorary Life Vice Presidents, Honorary Members,
- Director-General and Deputy Director-General of OCA,
- OCA Executive Board Members,
- OCA HQ Staff,
- OCA Standing Committee Members (chair, vice chair),
- OCA Anti-Doping Commission,
- WADA / ITA delegation,
- CAS delegation,
- IOC president and Asian IOC Members,
- Olympic solidarity delegation,
- OCA Marketing Agents (max 5),
- OCA Guests,
- NOCs President/secretary general,
- IF/AF President and secretary general and technical delegation,
- ANOC President and secretary general,





- B. International Air ticket & board and lodging for the Presidents/Secretary Generals and Technical Delegates of International/Asian Federation participating in the Games.**
- C. Team Draw for team sports. Airfare and board & lodging for two participants per sport of the representatives of Asian Federations including technical delegate, to be borne by the Organizing Committee.**
- D. Coordination Committee and follow up team members all the cost shall be covered by the organizing committee and the host NOC.**
- E. The Organizing Committee and the host NOC jointly must host one Chef-de-Mission meetings to acclimatize the NOCs with the sports, rules and regulations, and all the cost shall be covered by the Organizing Committee and the host NOC.**
- F. The Organizing Committee and the host NOC jointly must hold before the game at least one IFs/Afs Technical meeting and all the cost shall be covered by the Organizing Committee and the host NOC.**
- G. The Organizing Committee and the host NOC jointly must hold International Press Meet (IPM) and World Broadcaster Meet (WBM) and all the cost shall be covered by the Organizing Committee and the host NOC.**

- H. Athletes Village/hotel cost for the athletes and officials not more than US \$ 70/- per day (accommodation 3 meals and local transportations).**
- I. The Organizing Committee and the host NOC jointly must hold OCA Team including, IT/TV host broadcast expert/Protocol/Accommodation/Transportation/Sports/Marketing/cultural team/social media and team visit inspection and all the cost shall be covered by the Organizing Committee and the host NOC.**
- J. The following visits to be carried out:**
- IF & AF VISIT – One visit to approve the venues at least one year before the games. All expenses of the visit, including airfare, internal transportation, board and lodging to be borne by the Organizing Committee.
  - Coordination Committee Visit – a Minimum of two CC meeting to be held every year before the games. If need be, more visits will be carried out by the CC, International airfare, board & lodging as well as all other expenses to be borne by the Organizing Committee.
  - Follow-Up Visit - A minimum of one visit every year before the game. If need be, more visits will be carried out by the Follow-up Team, International airfare, board & lodging as well as all other expenses to be borne by the Organizing Committee.





### 3. IT and TV Host Broadcast



A. The Organizing Committee must allocate not less than US 6 million \$ from its budget for the game IT services (game digital platform, timing and scoring, IT solution), to be paid to the OCA Information and technology Provider Partner. The IT provider for the games will be selected and appointed by the OCA. Tripartite contract shall be sign between the OC, OCA and Information and technology provider Partner 120 days after the signature of the host city contract.

B. The OCA will appoint independent IT Auditors for the preparation of the Games. The expenses of the IT Auditors (fees, international and internal transportation, board and lodging) must be covered by the Organizing Committee.

C. The Organizing Committee must allocate not less than USD 3 million \$ from its budget for the game TV host broadcast, to be paid to the TV host broadcast. The TV host Broadcast must be approved by the OCA.

Tripartite contract shall be signed between the OC, OCA and TV host broadcast 120 days after the signature of the host city contract.

The OCA will appoint independent TV Auditors for the preparation of the Games. The expenses of the TV Auditors (fees, international and internal transportation, board and lodging) must be covered by the Organizing Committee.

## 4. Marketing Share Revenues

### A. Marketing Revenue Collection:

Funds generated from the sale of commercial rights for the OCA and the Local Organizing Committee (LOC) of the Games (marketing rights of sponsors and partners, merchandising, licensing, broadcasting, ticketing and media rights) shall be distributed as follow the deduction of the marketing agency commission.

- OCA: 50% of the total Marketing fund generated revenues,
- AGOC: 50% of the total cash revenues and all VIK provided in lieu of cash.

NOC Marketing Programme: The Organizing Committee will allocate a minimum of \$1,500,000 (1.5 million USD) from its share for distribution to participating NOCs under the OCA Games' NOC Marketing Programme. The distribution will be managed solely by the OCA. The host NOC will not receive any share from this programme.

Air Ticket Subsidy: The Organizing Committee will provide up to \$1,000,000 (One Million USD) in air ticket subsidies to the NOCs for participation. The OCA will handle the distribution of these subsidies.

### B. Marketing Rights release to the Organizing Committee

The OCA upon request of the Organizing Committee may release the marketing rights to the Organizing Committee.

The OCA shall agree with the Organizing Committee the total fees of the releasing the marketing rights to the organizing committee.

In the event if OCA agrees to release the marketing rights to the OC, a contract shall be signed between OCA and the OC defining the terms and the conditions of the marketing release including the commissions of the OCA marketing agents.

The OCA marketing agents shall assist the Organizing Committee with all services including drafting of the contract, legal services, and ambush marketing.

If marketing rights are released to the Organizing Committee, the marketing Campaign must be approved by the OCA and no contract should be signed by the Organizing Committee unless it is approved by the OCA.

### **C. Value-in-kind Valuation:**



Value-in-kind provided to the OCA and/or Organizing Committee will be valued based on:

The amount specified in the agreement, or

If not specified: (i) wholesale price (if ownership is transferred), or (ii) cost of leasing (if only the right of use is granted).

### **D. Recovery of Funds:**

If the Organizing Committee fails to pay the required total of the marketing rights release funds to OCA, the OCA shall take the required legal action to recover the funds.

### **E. Marketing Programme Participation:**

All NOCs Member must participate in the OCA Games Marketing Programme. NOC Member shall not be entitled to participate in the games if they fail to join the marketing programme

### **F. Tax-Free/customs duty:**

The Organizing Committee must ensure that all revenues generated from the Marketing Programme are tax-free to be paid to OCA. The Organizing Committee, through the relevant authority must issue a decision regarding the exemption of customs duty for all imported equipment's related to the games.

### **G. Approval of Marketing Materials:**

The Look of the Games, including official print materials, Game Logo, Slogan, Mascots, medals design, Graphic Standard Manual, Partner Recognition Programme, Media Campaign, and Sponsors Board Signage, must be approved by the Olympic Council of Asia

### **H. Compliance:**

The Organizing Committee must comply with all OCA requirements related to Marketing, IT Systems, and Television and Media Broadcast, as well as the decisions of the Executive Board and the coordination Committee.

### **I. Promotional Campaign Payment:**

The Organizing Committee must pay the OCA US \$1,000,000 (One Million USD) for the Promotional Campaign of the OCA Games. This payment should be made within 120 days after signing the host city contract.

# 5. OCA Games Identity/ Accreditation Card

The OCA Games Identity/Accreditation Card is an essential part of the operations of the Asian Beach Games under the OCA. It serves as an official identification for all participants, ensuring security, access, and efficient management during the Games. Here's a breakdown of who receives the accreditation cards:

- Athletes, Team Officials,
- IFs/AFs Technical Officials,
- OCA/IOC/ANOC/OS Officials,
- Organizing Committee (OC),
- Volunteers,
- Media Representatives,
- Medical Staff,
- VIPs and Dignitaries,
- Service Providers and Contractors,
- Safeguarding officer,
- Prevention of manipulation of competition (PMC) Officer,
- Anti-Doping, WADA and ITA Representatives,
- CAS Representatives,
- Marketing officials (Agents, Sponsors and partners),
- IT/TV host Broadcast officials,
- Game Security personal,
- WADA representatives
- OCA Executive Board Members
- NOC officials
- OCA Staff
- OCA Standing Committee Members
- IOC Members
- IOC Staff
- ANOC Members and Staff

In accordance with the provisions of the “OCA Accreditation Guidelines”. The OCA is the owner of the Games Accreditation Card, the OCA can reject or withdraw the games AD card from any individual at any time.

## **6. Visa Entry**

The organizing committee must ensure a smooth entry for all participants in the Games by coordinating with government authorities to facilitate visa applications. They provide the necessary documentation for all participants guaranteeing legal entry and stay in the host country. The OC will through their governmental authorities ensure that the games AD card act as multiple entry visa to the host country.

## **7. Medical services**

The Organizing Committee is responsible for providing free medical services, including treatment and medications, to all accredited personnel during the Games. This includes on-site first aid, injury care, and access to specialized medical services when needed. Medical teams are stationed at key locations, and local hospitals are prepared to offer advanced support. The Organizing committee ensures high-quality healthcare is available for both routine needs and emergencies, safeguarding the health and well-being of participants and allowing them to perform at their best throughout the event.

## **8. Game Anti-Doping programme**

The game anti-doping programme must be conducted as per WADA and the respective International Sports Federation Anti-Doping Code and Regulation. The OC shall enter into a contract with ITA to carry out the doping programme during the game.

## **9. OCA family hotel and OCA Working Office**

The Organizing Committee is responsible for providing the OCA with approved accommodation and dedicated offices with full equipment and essential amenities like high-speed internet and meeting rooms. All accommodation options must receive OCA approval to ensure security to manage the Games and enhancing their overall experience.

## 10. Game Medals and Trophies

All medals and all other trophies must be created and paid by the Organizing Committee and the medals and trophies of the game must be approved and distributed by the OCA.

## 11. Game Uniform

All the Game Uniform for (Volunteers, Technical Officials, and OCA Family) must be provided by the Organizing Committee and approved by OCA.

## 12. Training and competition Venue Catering

The Organizing Committee must prepare at the training and competition venue Catering (meals, snacks, water, ice and refreshments).

## 13. Communication

The Organizing Committee is responsible for ensuring that free Wi-Fi is available at both competition venues and non-competition venues, facilitating seamless connectivity for all participants. The Organizing committee must ensure that the Wi-Fi infrastructure is robust and secure. By providing free Wi-Fi, the Organizing Committee enhances the overall experience for all stakeholders, fostering a connected and efficient environment throughout the event.



## **14. Game Main Press Centre (MPC) and /International Broadcasting Centre (IBC)**

The Organizing Committee is responsible for establishing a fully equipped Main Press Centre (MPC) and International Broadcasting Centre (IBC) for the Games, which are crucial for media coverage and broadcasting operations. The MPC will serve as the central hub for journalists, providing necessary facilities such as workstations, high-speed internet access, meeting rooms, and technical support to ensure seamless reporting. It will also include areas for press conferences, interviews, media briefings, and Catering area.

The IBC is designed to accommodate international broadcasters, offering advanced technical infrastructure and equipment to facilitate live coverage of the event. This includes dedicated broadcast studios, transmission facilities, and logistical support to ensure high-quality content delivery to audiences worldwide.

Both centers must be strategically located near key venues for easy access and equipped with all necessary resources to support the needs of the media and broadcasting teams. By providing these essential services, the Organizing Committee aims to ensure comprehensive media representation and enhance the visibility of the Games on a global scale.

## **15. Game Security**

The Organizing Committee is responsible for overseeing all aspects of security for the Games, ensuring a safe environment for all participants. This involves developing and implementing a comprehensive security plan that includes risk assessments, crowd management strategies, and coordination with local law enforcement and security agencies. The committee must ensure that security personnel are adequately trained and deployed across all venues, entrances, and key areas to prevent potential threats and respond swiftly to any incidents.

# 16. Game Ceremonies and Protocol

## A. Opening and Closing Ceremonies:

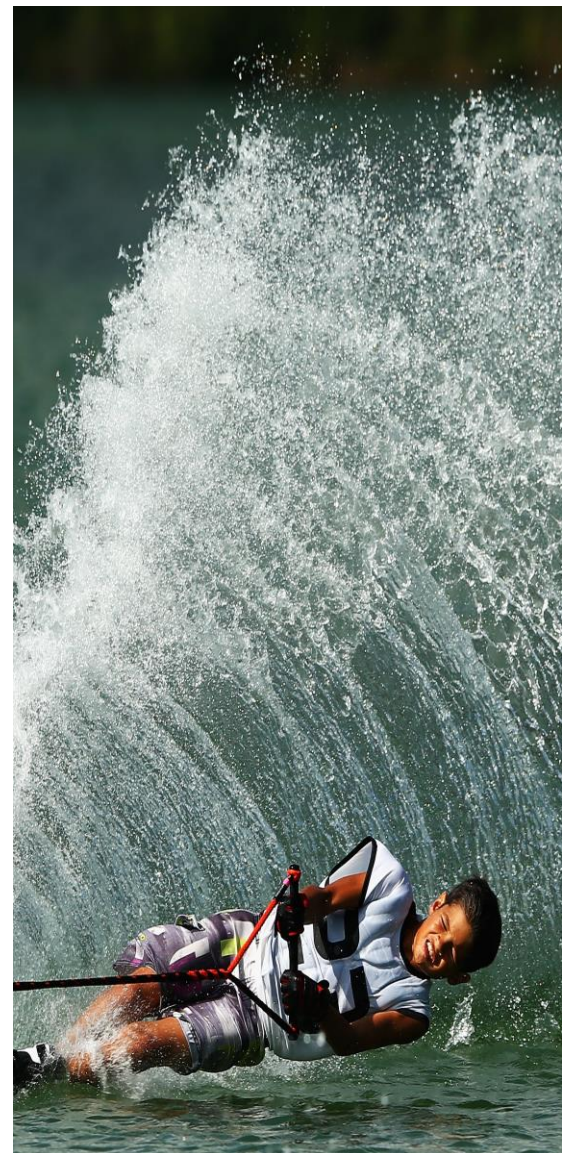
- The organizing committee must work and sign with the OCA ceremonial providers (Games opening and closing ceremonies) and other Games related ceremonies.
- The organizing committee must implement OCA Protocol Guidelines and regulations for VVIP, VIP, IF/AF seating (opening and closing ceremonies and Competitions Venues and all other games events)
- The opening and closing ceremonies rundown order must be as per OCA guidelines and regulations.

## B. Seating Arrangements:

- Plan seating for VIPs, including the royal box and the OCA president, in accordance with OCA protocol.
- Ensure that all seating arrangements are reviewed and approved by the OCA.

## C. Medal Ceremonies:

- OCA must Manage medal ceremonies in line with OCA guidelines.
- The Organizing Committee Should Coordinate with the OCA for VIP presenters and the design of medals, podiums, and other ceremonial elements.
- The Organizing Committee Should Train staff and volunteers for the proper execution of ceremonies.





#### D. Protocol Assistance:

- Provide protocol assistants (PAs) for VVIPs, VIPs, IF/AF, NOC delegation and teams to assist with accreditation, accommodation, transportation, and event participation.
- The Protocol Assistants (PAs) must be Proficiency in both English and [Mother Language] (spoken and written) is required. The PA must be able to communicate effectively in English for professional purposes and in their mother tongue for local interactions.

#### E. Level of Service:

- Ensure high-quality protocol services at all points, including transportation, accommodation, and accreditation for VIPs and VVIPs.

#### F. Hospitality and Gifts:

- The Organizing Committee Should Organize dinners, banquets, meals for athletes, catering and site tours for delegates, and distribute commemorative medals and diplomas to OCA Family and Athletes.

These responsibilities span all aspects of event management, ensuring a seamless experience for athletes, VIPs, and dignitaries during the Games (Protocol guideline OCA).



# 17. Eligibility Code

To be eligible for participation in the OCA GAMES, a competitor must:

- Observe and abide by the Rules of the IOC/OCA as per the Olympic Charter.
- Respect the spirit of fair play and non-violence and abide by the rules on the sports field
- Comply with all aspects of WADA and OCA Anti-Doping Rules Code and refrain from using substances and drugs prohibited by the said organizations;
- The Member must ensure that any competitor in the OCA GAMES must be a national of the country of the NOC, him or her in accordance with AF/IF rules.
- Disputes relating to the determination of the country which a competitor may represent in the OCA GAMES shall be resolved by CAS, unless the eligibility code already set out in the Constitution has been fulfilled and is not in dispute.



# THANK YOU

The OCA has the right at any time to amend these guidelines.