

# CEV Champions League Volley Volleyball Cup Challenge Cup 2021



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## 1. INTRODUCTION

This Official Communication No. 1 (Registration) supports all National Federations which are interested in registering teams into one of the CEV Clubs competitions.

It contains important information and explanations about registration, regulations and other items for a smooth running of the competitions.

You will find a useful timeline / to-do-list in the Organization Guidelines – Chapter 1. Please read it carefully.

The CEV Office is available to help should you have any questions, or need any assistance during this process.

## 2. 2021 REGISTRATION PROCEDURE

Registration is done via the CEV database by completing the 01 form (one per gender), no later than:

**Saturday 1<sup>st</sup> August 2020 at 23:59 CET.**

Once you close the 01 form, the data is fixed and cannot be changed. The CEV will set the form as 'Accepted' once it is checked. Once the signed and stamped originals sent by mail are received, the CEV will set the form as 'Confirmed'.

More information about your registration is available in the [Organisation Guidelines – Chapters 2 and 3](#).

For an explanation about the access to the CEV database and its functionalities, please check [Chapter 22](#).

## 3. ALLOCATION OF SLOTS

The allocation of slots is in accordance with the [CEV European Cups 2021](#) slots allocation.

Based on the CEV Board of Administration decision taken on 7 July 2020, notwithstanding article [31.1 §1 b\) and §3](#) of the CEV Volleyball Competition Regulations and despite the relevant allocation of slots, the CEV will accept the registration of one more team per gender and per National Federation in the 1<sup>st</sup>-3<sup>rd</sup> Round of the CEV Champions League Volley 2021. In doing so, the respective club has to fulfil the following criteria, next to those set in the Regulatory Framework:

- a. At least two (2) participations in the CEV Champions League Volley from the last three (3) seasons (2018, 2019 and 2020).
- b. The club is ranked among the top five (1-5) according to the final standing of the respective National Championship. When reviewing applications from those teams not yet qualified for the CEV Champions League Volley, the CEV will process these according to their ranking position.

If there is a vacancy in the 4<sup>th</sup> round because a Club, being allocated a slot, does not apply or is denied registration, this vacancy will be filled by qualifying one more team from the 3<sup>rd</sup> round.

## 4. CEV REGULATORY FRAMEWORK

During your participation in a CEV competition, you will have to use and comply with the CEV Regulatory Framework, mainly with the [CEV Volleyball Competitions Regulations](#), the Organisation Guidelines and the Official Communications. These documents are available on the dedicated section of the CEV website.

You will also have to fill in CEV forms. These forms are available in your area in the CEV database.

For a full list of the CEV forms, please check the [Organisation Guidelines - Chapter 3](#).

The CEV Board of Administration approved new changes in the CEV Volleyball Competitions Regulations, that can be seen [here](#).

Please, be aware that by registering for the CEV Cups season 2020/2021 you acknowledge that you read and agreed on the terms of these Regulations and Official Communication.

## 5. 2021 CEV EUROPEAN CUPS CALENDAR

The 2021 European Cups calendar is currently available in your download area in the CEV Database and on the [CEV website](#).

Based on the FIVB Board of Administration decision from May 2020, the last match of the national club championship shall be on 18 April 2021.

All European National Federations are requested to provide us their concrete National Leagues schedule to [clubs@cev.eu](mailto:clubs@cev.eu). If a National Federation is requiring to finish their National Championship later than the 18 April 2020, an official request for approval has to be sent to the CEV. This request will be then discussed between the CEV and FIVB for potential approval.

## 6. 2021 CEV EUROPEAN CUPS RANKING

The CEV European Cups ranking lists for the CEV Champions League Volley and for the CEV Volleyball Cup / Challenge Cup are available on the [CEV website](#).

## 7. CEV EUROPEAN CUPS 2021 COMPETITION SYSTEMS

The Competition system is as follows:

Levels	CEV Champions League Volley	CEV Volleyball Cup	CEV Volleyball Challenge Cup
1.	<p><b>Main phase - 1<sup>st</sup> Round</b></p> <p>Losers are moved to the 1/32 or 1/16 of the CEV Cup</p> <p>Knock-out with a "Home and Away" match</p>	<p><b>Main phase - 1/32 finals</b></p> <p>Additional level if more than 32 registered Clubs and Clubs moved from CL</p>	<p><b>Qualification phase - 1<sup>st</sup> Round</b></p> <p>Additional level if more than 32 registered Clubs</p>

	<p>*Depending on the number of accepted registrations, the 1<sup>st</sup> and 2<sup>nd</sup> round might be played in tournaments (single round robin, hosting privilege given to better ranked teams).</p>	Knock-out with a "Home and Away" match	Knock-out with a "Home and Away" match
<b>2.</b>	<p><b>Main phase - 2<sup>nd</sup> Round</b></p> <p>Winners from 1<sup>st</sup> Round</p> <p>Losers are moved to the 1/32 or 1/16 of the CEV Cup</p> <p>Knock-out with a "Home and Away" match*</p> <p>*Depending on the number of accepted registrations, the 1<sup>st</sup> and 2<sup>nd</sup> round might be played in tournaments (single round robin, hosting privilege given to better ranked teams).</p>	<p><b>Main phase - 1/16 finals</b></p> <p>Winners from previous round, seeded Teams and Teams moved from the CL</p> <p>Knock-out with a "Home and Away" match</p>	<p><b>Main phase - 1/16 finals</b></p> <p>Winners from previous round and seeded Teams.</p> <p>Knock-out with a "Home and Away" match</p>
<b>3.</b>	<p><b>Main phase - 3<sup>rd</sup> Round</b></p> <p>Winners from 2<sup>nd</sup> Round</p> <p>Losers are moved to the 1/32 or 1/16 of the CEV Cup</p> <p>Knock-out with a "Home and Away" match</p>	<p><b>Main phase - 1/8 Finals</b></p> <p>Winners from 1/16 finals</p> <p>Knock-out with a "Home and Away" match</p>	<p><b>Main phase - 1/8 finals</b></p> <p>Winners from 1/16 finals</p> <p>Knock-out with a "Home and Away" match</p>
<b>4.</b>	<p><b>Main phase - 4<sup>th</sup> Round</b></p> <p>2 Winners from 3<sup>rd</sup> Round and 18 directly qualified Teams*</p> <p>Double round robin with a "Home and Away" match. Five pools with four Teams</p> <p>First best placed of each pool + 3 best Teams placed second across all pools qualify to the 1/4 finals</p>	<p><b>Main phase - 1/4 finals</b></p> <p>Winners from 1/8 finals</p> <p>Knock-out with a "Home and Away" match</p>	<p><b>Main phase - 1/4 finals</b></p> <p>Winners from 1/8 finals</p> <p>Knock-out with a "Home and Away" match</p>

	* If there is a vacancy in the 4 <sup>th</sup> round because a Club, being allocated a slot, does not apply or is denied registration, this vacancy will be filled by qualifying one more team from the 3 <sup>rd</sup> round.		
<b>5.</b>	<b>Knock-out phase - 1/4 finals</b>  Teams qualified from 4 <sup>th</sup> Round  Knock-out with a "Home and Away" match	<b>Final phase - Semi-finals</b>  Winners from 1/4 finals  Knock-out with a "Home and Away" match	<b>Final phase - Semi-finals</b>  Winners from 1/4 finals  Knock-out with a "Home and Away" match
<b>6.</b>	<b>Final phase - Semi-finals</b>  Winners from 1/4 finals  Knock-out with a "Home and Away" match	<b>Final phase - Gold medal matches</b>  Winners from Semi-finals  Knock-out with a "Home and Away" match	<b>Final phase - Gold medal matches</b>  Winners from Semi-finals  Knock-out with a "Home and Away" match
<b>7.</b>	<b>Final phase - Gold medal match</b>  Winners from Semi-finals  Knock-out with a single leg match	-	-

According to the number of registered Clubs, the CEV will determine the number of levels of a CEV competition, the Clubs qualifying directly to a level and those required to play in a prior level.

The allocation of teams within the levels will be made via a seeding – in accordance with the CEV European Cups ranking list and the final standing of the National Championship (after any playoffs) – and a drawing of lots.

The allocation of the "visiting" and "hosting" Club status will be in align with the CEV Competitions Regulations, [Article 14.3.2](#)

## 8. CEV CHAMPIONS LEAGUE VOLLEY 2021

### CEV CHAMPIONS LEAGUE VOLLEY 2021 – WOMEN

The 20 teams participating in the 4<sup>th</sup> Round will be divided into four sub-groups (I-II-III-IV) of five teams each before the Drawing of Lots as per the table below, which reflects the latest CEV Champions League Ranking and the number of teams per National Federation:

Cup I	Cup II	Cup III	Cup IV
TUR 1	POL 1	ROU 1	TUR 3
ITA 1	FRA 1	GER 1	ITA 3
RUS 1	RUS 2	BUL 1	RUS 3
TUR 2	POL 2	CZE 1	Winner CL 3rd Round
ITA 2	FRA 2	FIN 1	Winner CL 3rd Round

Teams will be drawn across five pools (A-B-C-D-E) accordingly. Each pool will consist of four teams, each one playing three matches at home and three away. The home and away status of each team is determined as follows:

LEG 1	LEG 2	LEG 3	LEG 4	LEG 5	LEG 6
<b>10-12.11.2020</b>	<b>24-26.11.2020</b>	<b>08-10.12.2020</b>	<b>22-24.12.2020</b>	<b>26-28.01.2021</b>	<b>09.02.2021</b>
I – IV	III – I	II – I	I – III	IV – I	I – II
II – III	IV – II	IV – III	II – IV	III – II	III – IV

### CEV CHAMPIONS LEAGUE VOLLEY 2021 – MEN

The same system is applied for the Men's competition

Cup I	Cup II	Cup III	Cup IV
ITA 1	GER 1	BEL 1	ITA 3
RUS 1	TUR 1	FRA 1	RUS 3
POL 1	POL 2	SLO 1	POL 3
ITA 2	GER 2	CZE 1	Winner CL 3 <sup>rd</sup> Round
RUS 2	TUR 2	BEL 2	Winner CL 3 <sup>rd</sup> Round

LEG 1	LEG 2	LEG 3	LEG 4	LEG 5	LEG 6
<b>17-19.11.2020</b>	<b>01-03.12.2020</b>	<b>15-17.12.2020</b>	<b>20-21.01.2021</b>	<b>02-04.02.2021</b>	<b>10.02.2021</b>
I – IV	III – I	II – I	I – III	IV – I	I – II
II – III	IV – II	IV – III	II – IV	III – II	III – IV

## 9. COVID-19 IMPACT

In response to the COVID-19 crisis, the CEV will respect and apply the decisions taken by the respective national and international authorities in regards to the safety measures and hygiene standards in place to protect the well-being and health of players, coaches, officials, media and fans.

If required by the respective authorities, matches without public will be approved. The CEV will adopt flexibility if due to the COVID-19 pandemic, the CEV Regulatory requirements clash with provisions applied by the respective authorities.

The CEV Office and the CEV Medical Commission are working on the CEV Competition Hygiene Guidelines in order to protect the health of athletes, coaches, fans, officials and everyone associated with our sport.

## 10. CONTINGENCY PLAN

In regards to the CEV Board of Administration decision taken on 7 July 2020, the following contingency plan has been approved:

For the 1<sup>st</sup> to 3<sup>rd</sup> Round of the CEV Champions League Volley 2021:

- a. To allow exceptionally due to proven COVID-19 imposed limitation to host both the home & away match by only one team
- b. If a team is prevented from hosting and traveling to a game due to COVID-19 based on a proven governmental decision, this is considered as a forfeit and the team will be relegated to the CEV Cup.

For the 4<sup>th</sup> Round of the CEV Champions League Volley 2021:

In case one or more teams in a pool are prevented from hosting or traveling to a game due to COVID-19 based on a proven governmental decision, the CEV will take a final decision in the scope of the following scenarios:

- a. To consider it as a forfeit and the concerned team will be eliminated from the Competition without any further financial and disciplinary sanction.
- b. To switch the format from home and away matches to tournament
- c. To establish a final pool ranking based on the played matches until the moment of this disruption to the initial schedule.

## 11. BANNED TEAMS

According to the CEV Volleyball Competitions Regulations, the below mentioned teams are not eligible to participate in the 2021 European Cups (non-exhaustive list):

Team	Season	Reason
<b>Women</b>		
TUR – Beylikduzu Voleybol ISTANBUL	2019 / 2020	Withdrawal
ROU – C.S.M. BUCURESTI	2019 / 2020	Withdrawal
<b>Men</b>		
ROU – Tricolorul LMV PLOIESTI	2018 / 2019	Withdrawal



## 12. DRAWING OF LOTS

The CEV European Cups Drawing of Lots will be held in Luxembourg in the second half of August. The exact date will be communicated in due course.

In order to provide the clubs with as much time as possible to plan their activities and matches during these uncertain times, this DOL includes also the 4<sup>th</sup> round of the CEV Champions League.

## 13. LED SYSTEM

Clubs wishing to use a dynamic advertisement system - LED system - shall submit the "LED system application form" to CEV for approval no later than four weeks before the first home match.

The LED system application form is available on CEV Cloud [here](#). The application form has to be submitted as specified in the application document.

## 14. COMMERCIAL RIGHTS

In accordance with the rights already granted to Clubs ([Chapter 18 of the CEV Volleyball Competitions Regulations](#)), the table hereafter shows the split of Advertising spaces on the Playing area between the CEV and the organising clubs.

Advertising spaces	CEV Champions League Volley		CEV Cup		Challenge Cup	
	CLUB	CEV	CLUB	CEV	CLUB	CEV
Banners	10 (+4 on positions 23-26)	12	12 (+4 on positions 23-26)	10	12 (+4 on positions 23-26)	10
LED system visibility split (percentage of a 360" loop)	60%	40%	60%	40%	60%	40%
Floor stickers	2	4*	2	2	2	2
Net	-	100%	50%	50%	50%	50%
Net post	-	100%	-	-	-	-
Referee stand	-	100%	-	-	-	-

\*including two positions for institutional advertising (e.g. competition title, host city).

In case no CEV partner is contracted by 30<sup>th</sup> of September 2020 (date due to prior contractual commitments of CEV), 10% of the CEVs LED timing will be ceded to the clubs.

### RESERVED PRODUCT CATEGORIES – CHAMPIONS LEAGUE VOLLEY, CEV CUP & CHALLENGE CUP:

Based on the CEV Board of Administration decision taken on 23/04/2020, only the following protected product categories are reserved by CEV for the upcoming competition:

1. Betting and Gambling services
2. Sports Equipment - Volleyballs

\*For the avoidance of doubt, although the “betting & gambling services” sector and/or category is reserved by CEV, the Organiser may exploit, based on prior agreement of CEV, the category for the “National lottery”, provided that their sports betting operations are in no way presented under the same brand as their National lottery operations. Thus, gambling and betting services are prohibited and the category will not be released by CEV.

The CEV partner is the ultimate betting rights holder on a global basis in relation to the CEV Club Competitions including the CEV Champions League Volley, CEV Volleyball Cup and CEV Volleyball Challenge Cup.

## 15. BRANDING

For the upcoming season all branding materials and layouts will be made available after registration on the CEV Cloud and need to be implemented by all the clubs for the season 2020/2021.

Further information on all graphics will be published in the next Official Communication.

## 16. MEDIA RIGHTS & HOST BROADCAST PRODUCTION

CEV is the ultimate rights-holder of the CEV Club Competitions including the CEV Champions League Volley, CEV Volleyball Cup and CEV Volleyball Challenge Cup. The CEV has appointed the Sport Media Agency Infront as its global media rights distribution partner for the above mentioned competitions.

For further information on media rights and host broadcast production matters, the following contact details shall be used during the CEV Club Competitions season 2020/2021:

CEV – Aurèle Weyeneth, Head of Digital & TV

- [tv@cev.eu](mailto:tv@cev.eu)

Infront – Ottavia Perra, Associate Director TV & Media Rights

- [Ottavia.Perra@infrontsports.com](mailto:Ottavia.Perra@infrontsports.com)

The following media rights exclusivity and broadcasting standards stated in the CEV Volleyball Competition Regulations will apply during the CEV Club competitions season 2020/2021:

### CEV Champions League Volley 2021

#### Media Rights

The CEV Sport Media Agency Infront retains the exclusive worldwide media rights with respect to the Men & Women CEV Champions League Volley. As a result, the participating clubs do not hold any media rights within their domestic territory.

#### Host Broadcast Production

As announced by the European Recovery Program approved by the CEV BoA on 23.04.2020, for the CEV Champions League Volley season 2020/2021 all TV production obligation for the clubs is waived and the CEV to cover potential production costs beyond the Infront guarantee in case no host broadcaster is covering it.

In order to ensure a professional broadcast production, the participating clubs must provide upon request to CEV and its Sport Media Agency the following facilities and services on a free of charge basis:

- Camera platforms for one (1) or two (2) cameras centralized above the court and at the appropriate angle to produce a TV signal of international standard.
- A minimum number of commentary positions for each match to be located on the same side of the main camera and as close as possible to the playing field.
- Access to match data/statistics for the host broadcaster and the TV graphic operator.
- Adequate space in the TV and SNG compound for TV transmissions and production vans.
- One (1) fully furnished office for the CEV Sport Media Agency team on-site

## **CEV Volleyball Cup & CEV Volleyball Challenge Cup**

### **Media Rights**

With respect to domestic matches only, The CEV is granting to the participating clubs the non-exclusive domestic media rights in the territory.

### **Host Broadcast Production**

The participating clubs shall respect and fulfill the requirements stated in the CEV Volleyball Competitions Regulations and summarized below:

#### *CEV Volleyball Cup*

Phase	Production obligation	Minimum requirements
Main Phase	Optional	CEV Broadcast Standard D - 3 HD cameras
Final Phase	Semi-Finals & Finals	CEV Broadcast Standard C – 5 HD cameras

#### *CEV Volleyball Challenge Cup*

Phase	Production obligation	Minimum requirements
Main Phase	Optional	CEV Broadcast Standard D - 3 HD cameras
Final Phase	Finals	CEV Broadcast Standard C – 5 HD cameras

For the avoidance of doubt, any domestic matches produced by the participating clubs during the CEV Volleyball Cup and CEV Volleyball Challenge Cup shall respect the following World Feed signal format and delivery requirements:

<b>Quality</b>	Live uninterrupted & continuous HD 1080i 50Hz 16:9 World Feed signal
<b>Audio configuration</b>	Minimum four (4) audio channels for international stereo sounds and 2 <sup>nd</sup> language commentary mix (if applicable)
<b>Microphones</b>	Min. six (6) including one (1) net microphone to capture atmospherics
<b>Delivery point</b>	Established European satellite (Eutelsat 10A or 7B)
<b>TV graphics</b>	Provided by the CEV and its Sport Media Agency

For the avoidance of doubt, the World Feed signal of each produced match must be delivered to CEV and its Sport Media Agency free-of-charge via satellite according to the following standards:

- Uplink to an established European satellite
- Book the corresponding satellite space (including the end-to-end test synopsis)
- Provide an encrypted satellite feed (also called BISS code)

In order to ensure a professional broadcast production, the participating clubs must provide upon request to CEV and its Sport Media Agency the following facilities and services on a free of charge basis:

- Camera platforms for one (1) or two (2) cameras centralized above the court and at the appropriate angle to produce a TV signal of international standard.
- A minimum number of commentary positions for each match to be located on the same side of the main camera and as close as possible to the playing field.
- Access to match data/statistics for the host broadcaster and the TV graphic operator.
- Adequate space in the TV and SNG compound for TV transmissions and production vans.
- One (1) fully furnished office for the CEV Sport Media Agency media and production team.
- Accommodation (full board) – up to 2 rooms for the CEV Sport Media Agency staff on-site provided that they are requested minimum 2 months before the start of each match.

Lastly, comprehensive TV production manuals and on-screen graphics package will also be distributed to each participating club and appointed host broadcasters.

## 17. DIGITAL COVERAGE

The rising of mobile phone users and social media changed the way we look at the sport of Volleyball including our engagement to that unique sport. There are many different social media platforms like Facebook, Twitter, Instagram and YouTube. Fans worldwide can use these social media platforms conveniently in their daily lives. Social media has also become an important tool for promoting events, distributing content, attracting new readers and creating more engagement to teams and athletes.

The participating clubs should use social media to promote CEV Clubs competitions. Here is below industry standards as well as social media tips that can be use throughout the season:

Description	Facebook/YouTube	Instagram	Twitter
Type of posts	Match Highlights Top plays Off-the-court content	Single rally clips Graphical clips	Single rally clips Match highlights
Ideal length	3 minutes or longer	< 1 minute	< 2 minutes

- Go “behind the scenes.” Make fans who are not at the event feel like they are (and want to attend next time) by showing the scene on social media accounts. (e.g. show what the players are doing in their off time, before the game, etc.).
- Quote players: people love sharing a great quote. Make sure you use quotation marks and attribute it to the speaker.
- Think quality not quantity.
- Interaction between fans and athletes: when you post an interesting fact about a player, tag the athlete.
- Cross-post to other media. Make posts by attaching photos and videos of the event.
- Interact with people at the event. Share newsworthy posts by fans and credible sports journalists.

Participating clubs are also expected to engage and support the CEV Digital & TV department with the following actions:

- Promote the events via their own social media channels on a regular basis.
- Use the official competition hashtags whenever posting about it.
- Share on your social media behind the scene photos and video footage, showing the social side of players and staff, which can be re-tweeted or shared further on by the CEV.

- Provide CEV with additional content to distribute on social media: the best promotion comes from the players themselves.
- Produce additional video material, such as mixed zone interviews in English, for publishing across social media channels.
- Engage with the CEV and other participating federations on social media by liking, sharing, reposting, following, retweeting content.

We are also able to confirm that the official #hashtags to be used throughout the season are:

#Volleyball – when referring to the sport of Volleyball

<b>CEV Champions League Volley 2021 - Women</b>	#CLVolleyW
<b>CEV Champions League Volley 2021 - Men</b>	#CLVolleyM
<b>CEV Volleyball Cup 2021 - Women</b>	#CEVCupW
<b>CEV Volleyball Cup 2021 - Men</b>	#CEVCupM
<b>CEV Volleyball Challenge Cup 2021 - Women</b>	#CEVChallengeCupW
<b>CEV Volleyball Challenge Cup 2021 - Men</b>	#CEVChallengeCupM

The CEV will assist organisers and participating teams with media officers (freelancers) on-site as long as conditions allow. Further information will be provided prior to the event.

If you have any questions and/or ideas for digital and social media activations, please always contact [digital@cev.eu](mailto:digital@cev.eu).

## 18. TEAMS & PLAYERS PICTURES

### General Information

Team and athlete’s pictures are used by the CEV for promotional purposes on its website, social media, TV graphics operations as well as to enhance the event experience for in-venue spectators with entertaining sport presentation concepts.

It is the responsibility of each participating club to provide to CEV quality pictures based on the following requirements.

### Athlete portrait shot & staff

A portrait shot of each registered athlete and key staff shall be provided as per the standard below:



#### Quality standards:

- Background: neutral - white only
- Eyes: facing the camera
- Expression: smiling
- Hands: behind the back
- Body position: straight to the camera with shoulder visible
- Match jersey: only from the current season (**no training suit, national team jersey or polos are allowed**)
- Jersey number: to be visible on picture
- Dimension: 1800\*2800 pixel and 300 DPI minimum
- Maximum weight: 6-8 MB

### Team picture

A team picture shall be provided as per the standard below:



Quality standards:

- Location: backdrop or on court.
- Background: neutral – white only
- Eyes: facing the camera
- Expression: smiling
- Body position: straight to the camera
- Match jersey: only from the current season (no training suit or polos are allowed)
- Jersey number: to be visible on picture
- Team officials and head coach to wear smart dress code
- Fun team picture is also recommended (as a plus, to be delivered via CEV Cloud).
- Dimensions: at least 4000\*2500 pixels and 300 DPI minimum
- Maximum weight: 12-15 MB

Delivery method:

Pictures shall be submitted via the CEV database 04 forms in high-resolution, in JPEG format and with full player name.

➔ Deadline of submission: 1 month prior to the start of the competition



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# CEV Volleyball Cup Challenge Cup 2021

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2021



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2021





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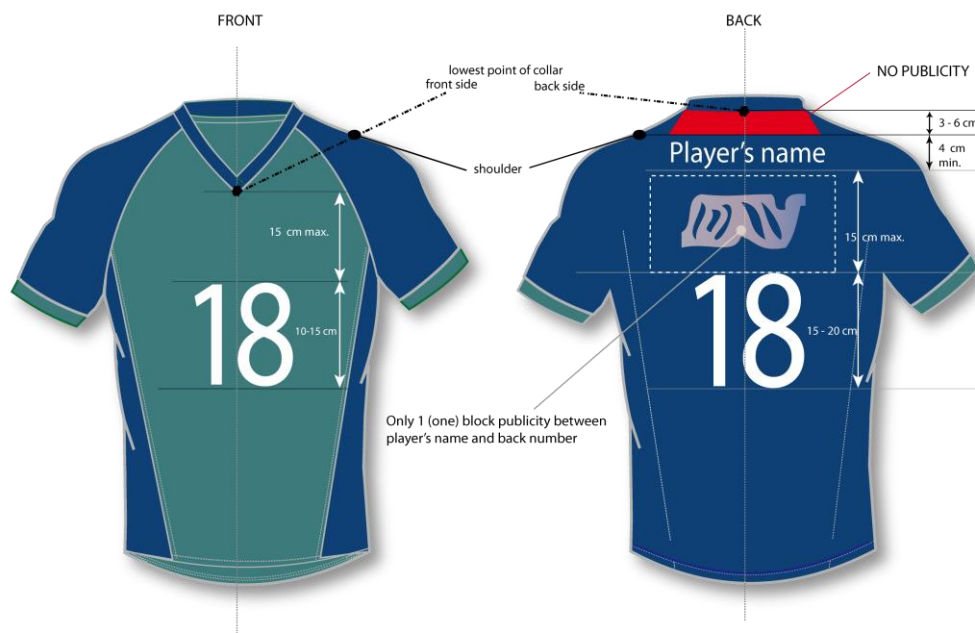
# 1. Team Uniforms

When ordering the team uniforms, clubs must make sure they are produced according to the CEV Volleyball Competitions Regulations and CEV Organisation Guidelines for Clubs (see layout on following page).

The colour of uniforms required for each match will be communicated by the CEV via the 09 forms on the CEV Database.

COMPETITION Logo / Badge:

For the clubs playing the CEV Volleyball Cup and CEV Volleyball Challenge Cups 2021, the competition logo badge on the uniforms is not mandatory.



Positioning of the manufacturer's logo (20 cm<sup>2</sup> max) is free except for the restricted area on the back and inside or as a part of the player's number.



## 2. Branding

The full competition brand is explained in the Brand guidelines which help you to implement the brand for the competition. The brand guidelines document provides a wide choice of possibilities for creating material.

The following material shall be downloaded from the CEV Cloud:

1. Brand guidelines
2. Banner layouts
3. Logos
4. Poster layout
5. Backdrop layout
6. Net layout
7. Court layouts
8. Club logos, if needed for the & digital material
9. Approved LED system applications overview
10. LED system playlist file (final matches excluded)

Please note that we do not provide any ticket and brochure / Programme layouts. However, all the relevant information and logos must be included in the design layout produced by the clubs, namely CEV logo, competition title and logo, CEV Official partner's logo. The official brochure / official programme is not mandatory to be produced.

All graphics will be available for downloading from the CEV Cloud. All Organisers have the opportunity to review the basic Brand Guidelines, to download and use the official competition logo and graphic devices in various formats, as needed.

**CEV institutional brand** can be found on the CEV website: <https://inside.cev.eu/en/brand/> or download directly the CEV institutional kit from the CEV Cloud: <https://cloud.cev.eu/url/cevbranding>.

**CEV Cloud** is an optimized file sharing and storage solution. All clubs have direct access to all resources via a web service interface. The CEV Cloud supports Drag and drop file managing. No logins or passwords are needed.

Special links navigate you to the CEV online Competition storage with 2 main folders:

**Download**, which contains all necessary files / templates you need to use for production of any possible material <https://cloud.cev.eu/url/cc21chc21>.  
and

**Upload**, for all files to be uploaded, checked and approved by CEV before producing. Upload folder is structured by club name <https://cloud.cev.eu/url/cc21chc21up>.

After uploading any files, the graphics department ([graphics@cev.eu](mailto:graphics@cev.eu)) has to be notified by a short e-mail. Note that, the cloud doesn't inform us automatically on the uploading of new files.

**LED system information:** In case any club wishes to use the LED system boarding, the LED system application form must be downloaded from the CEV Cloud <https://cloud.cev.eu/url/ledapplform20>.

Fully compiled form must be sent electronically to CEV for approval by **Monday 31 August 2020**.

The official LED playlist will be provided by CEV and be made available in the Download area of the CEV Cloud.

## 3. Net

The new net design available on the CEV Cloud has to be used for the CEV Volleyball Cup and CEV Volleyball Challenge Cup 2021.

## 4. Commercial rights - Update

For Home & Away matches the CEV releases the following commercial positions:

- 4 (four) banner positions
- 2 (two) floor sticker positions F1 and F6.

The following 6 (six) positions are retained by CEV: n°4, 8, 10, 12, 14, 19.

In return for the release of the positions, all participating teams are requested to produce the banners for the above-mentioned positions according to the layouts made available via CEV cloud.

The official commercial court layout is published hereafter.

## 5. LED system – Update

The CEV releases 10% from the CEV timing to clubs, i.e. once the LED system application has been approved, the visibility will be split for home&away matches between CEV and clubs as follows:

- 70% (252 seconds) for clubs
- 30% (108 seconds) for CEV

The LED playlist will be available in the download section of the CEV cloud.

## 6. CEV European Cups 2021 Drawing of Lots

The CEV European Cups 2021 Drawing of Lots will be taking place on Friday at 21 August 2020, at the iconic Broadcasting Center Europe (BCE) in Luxembourg downtown.

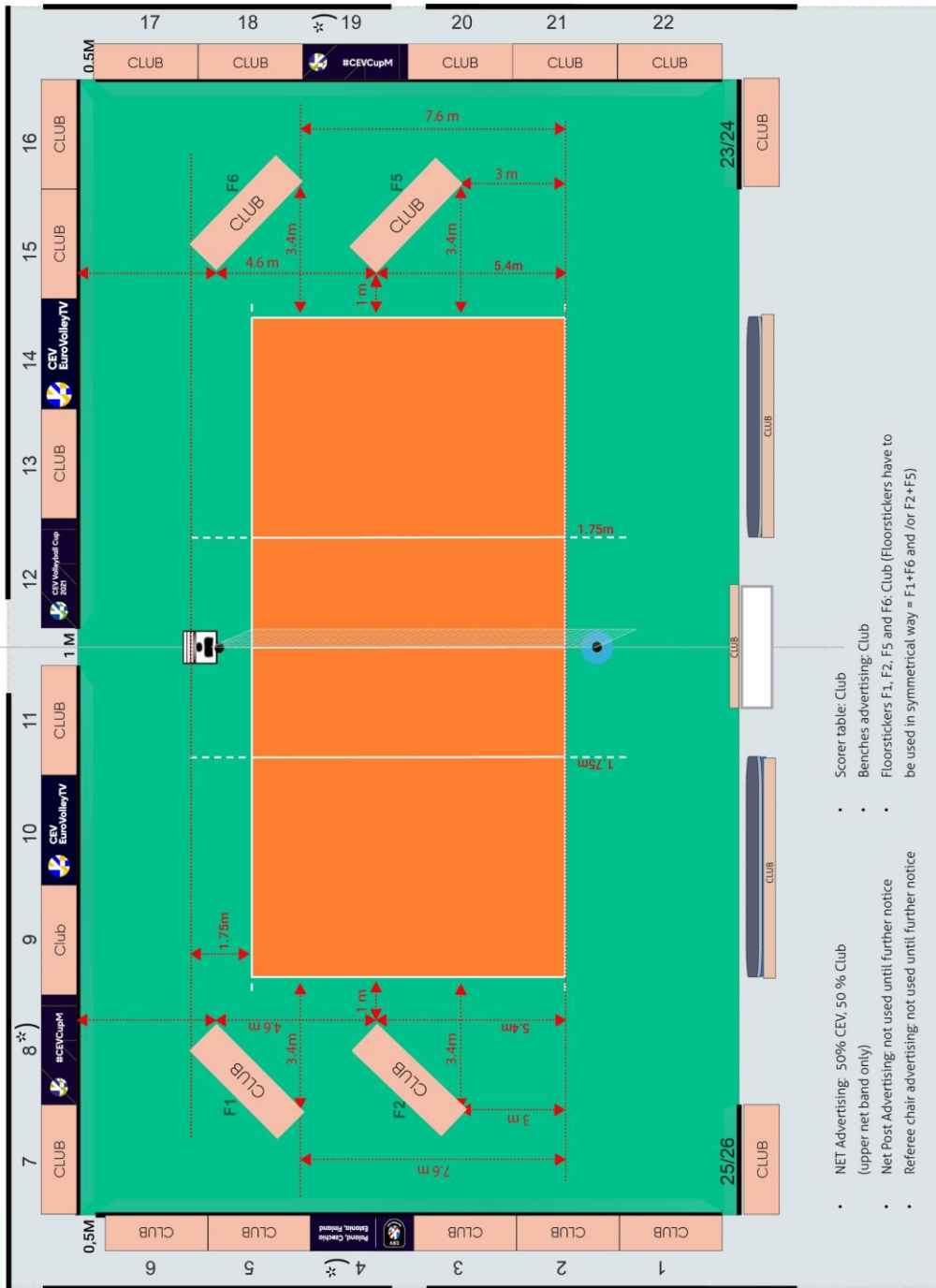
The CEV welcomes the clubs that are willing and able to attend the Drawing of Lots on site in Luxembourg. However, according to the Government regulations in response to the COVID-19, a limited number of guests are allowed to attend the event. Following that, on the basis "first come first served," we kindly ask you, before proceeding with your booking to send us your email request expressing your wish to attend the event not later than Monday, 17 August 2020. On Tuesday, 18 August 2020, you will receive the confirmation of your request.

Anyhow, the Drawing of Lots will be live-streamed live on the CEV Facebook and YouTube channels. We will provide you with further information in due time and invite you to promote the stream via your communication channels.

# 7. Court Layouts – Home & Away matches



## CEV Volleyball Cup 2021 Home & Away matches



- NET Advertising: 50% CEV, 50 % Club (upper net band only)
- Net Post Advertising: not used until further notice
- Referee chair advertising: not used until further notice
- Scorer table: Club
- Benches advertising: Club
- Floorstickers F1, F2, F5 and F6: Floorstickers have to be used in symmetrical way = F1+F6 and /or F2+F5

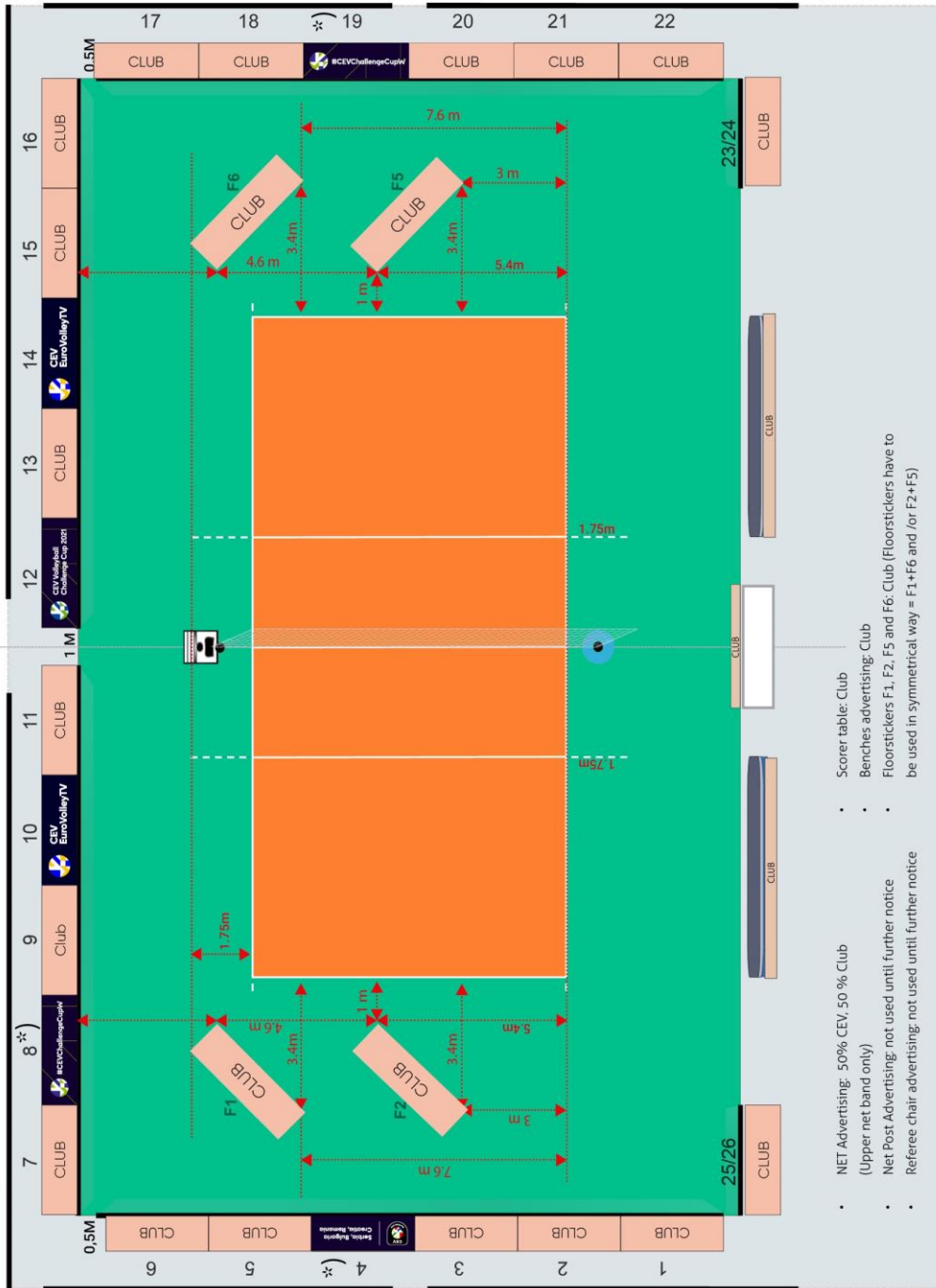
Note: Banner's dimension: 3 m x 1 m, Floor sticker's dimension: 3.4 m x 1 m  
 \*) Correct gender denomination has to be used.

Update: 14 August 2020

© 2020 Confédération Européenne de Volleyball, All rights reserved  
 For all technical details and measurements see the official court layout



# CEV Volleyball Challenge Cup 2021 Home & Away matches



Update: 14 August 2020

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- NET Advertising: 50% CEV, 50 % Club (Upper net band only)
- Net Post Advertising: not used until further notice
- Referee chair advertising: not used until further notice
- Scorer table: Club
- Benches advertising: Club
- Floorstickers F1, F2, F5 and F6 (Floorstickers have to be used in symmetrical way = F1+F6 and /or F2+F5)

Note: Banner's dimension : 3 m x 1 m, Floor sticker's dimension: 3,4 m x 1 m  
 \*) Correct gender denomination has to be used.

## 8. Teams CEV Volleyball Cup 2021

Gender	National Federation	Team
M	BUL	Hebar PAZARDZHIK
M	BUL	MONTANA Volley
M	CZE	Jihostroj ČESKÉ BUDĚJOVICE
M	CZE	Volejbal BRNO
M	CZE	VK Dukla LIBEREC
M	FRA	MONTPELLIER Castelnau UC
M	FRA	CHAUMONT VB 52
M	NED	Amysoft Lycurgus GRONINGEN
M	RUS	Zenit SAINT PETERSBURG
M	ESP	CD Guagas LAS PALMAS
M	SUI	Volley SCHÖNENWERD
M	SUI	Chênois GENEVE VB
M	TUR	Galatasaray HDI ISTANBUL
M	TUR	SK ANKARA
M	SRB	OK Nis NIS
M	SRB	Mladi Radnik POZAREVAC
W	BEL	Asterix Avo BEVEREN
W	CZE	VK Šelmy BRNO
W	CZE	PVK Olymp PRAHA
W	FIN	Pölkky KUUSAMO
W	FIN	LPV HUITTINEN
W	FRA	Volero LE CANNET
W	FRA	BEZIERS Angels
W	GER	DRESDNER SC
W	GER	SC POTSDAM
W	HUN	Fatum NYÍREGYHÁZA
W	HUN	Swietelsky BÉKÉSCSABA
W	ITA	Saugella MONZA
W	POL	DPD Legionovia LEGIONOWO
W	ROU	C.S.M. TARGOVISTE
W	ROU	Stiinta BACAU
W	RUS	Proton SARATOV
W	SLO	OK SIP ŠEMPETER
W	SLO	Nova KBM Branik MARIBOR
W	SUI	Viteos NEUCHATEL UC
W	SUI	TS Volley DÜDINGEN
W	TUR	Galatasaray HDI ISTANBUL
W	SRB	ŽOK UB
W	KOS	KV Drita GJILAN



## 9. Teams CEV Volleyball Challenge Cup 2021

Gender	National Federation	Team
M	AUT	Union Raiffeisen WALDVIERTEL
M	AUT	UVC Weberzeile RIED
M	AUT	UVC Holding GRAZ
M	BUL	Marek Union Ivkoni DUPNITSA
M	CYP	Omonia NICOSIA
M	CZE	VK Lvi PRAHA
M	EST	SAAREMAA VK
M	EST	PÄRNU VK
M	FIN	Tiikerit KOKKOLA
M	FRA	NANTES Rezé Métropole
M	FRA	AS CANNES VB
M	GER	Helios Grizzlys GIESEN
M	HUN	VRCK KAZINCBARCIKA
M	ISR	Hapoel KFAR SABA
M	ITA	Allianz Powervolley MILANO
M	LAT	RTU-R JURMALA
M	LAT	SK JĒKABPILS Lūši
M	MKD	OK Vardar SKOPJE
M	MKD	Gio STRUMICA
M	NOR	TIF Viking BERGEN
M	POR	Sport LISBOA e Benfica
M	POR	SC Portugal LISBOA
M	POR	FONTE BASTARDO Azores
M	ROU	Dinamo BUCURESTI
M	SLO	Calcit Volley KAMNIK
M	SWE	SOLLENTUNA VC
M	SUI	LAUSANNE UC
M	SUI	Lindaren Volley LUZERN
M	TUR	Ziraat Bankasi SK ANKARA
M	UKR	VC Barkom-Kazhany LVIV
M	UKR	Epicentr-Podolyany HORODOK
M	SRB	OK Partizan BEOGRAD
W	AUT	Askö LINZ-STEG
W	AUT	UVC Holding GRAZ
W	CRO	OK KAŠTELA
W	CZE	VK PROSTEJOV
W	CZE	TJ OSTRAVA
W	FIN	HÄMEENLINNA LPK
W	FRA	Vandoeuvre NANCY VB
W	HUN	1.MCM-Diamant KAPOSVAR
W	LAT	RIGAS Volejbola Skola



W	LTU	TK KAUNAS VDU
W	MKD	OK Vardar Ženi 2019 SKOPJE
W	NED	SLIEDRECHT Sport
W	POR	AJM FC do PORTO
W	POR	Kairos PONTA DELGADA
W	ROU	C.S.M. LUGOJ
W	ROU	C.S.M. Volei Alba BLAJ
W	ROU	Dinamo BUCURESTI
W	SVK	VP UKF NITRA
W	SVK	VK Pirane BRUSNO
W	ESP	Sanaya Libby`s LA LAGUNA
W	ESP	C.V. GRAN CANARIA
W	SUI	VBC CHESAUX
W	SUI	Sm' AESCH Pfeffingen
W	SUI	VK Kanti SCHAFFHAUSEN
W	TUR	Yesilyurt SK ISTANBUL
W	SRB	Jedintsvo STARA PAZOVA



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# CEV Volleyball Cup Challenge Cup 2021

Official Communication No.3  
Released on: 11 February 2021

cev.eu  
#CEVCupM  
#CEVCupW  
#CEVChallengeCupM  
#CEVChallengeCupW



CEV  
Volleyball Cup  
2021



CEV  
Volleyball Challenge Cup  
2021



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# 1. Awarding Ceremony

Organizers of the final away match can download the official Awarding and closing ceremony manual form the following link [here](#).

All instructions relating to the ceremony shall be followed. Nevertheless, the rundown has to be adapted, with two podiums for first and second placed teams and no national anthems are to be played. Furthermore, only the MVP will be awarded during the ceremony.

The medals will be sent by CEV but we kindly request organisers of the final away game to produce the winner cup as well as the trophy for the MVP locally.

The winner trophy has to be provided with the following inscription:

1<sup>st</sup> Place,  
Correct competition title,  
Competition logo,  
Date and place

The MVP trophy to be provided with the following inscription:

Most Valuable Player  
Correct competition title  
Competition logo  
Date and place

No additional logos nor sponsor's logos are allowed to be put on trophy or the winner cup. Approval request of the design/layout shall be sent to CEV at [graphics@cev.eu](mailto:graphics@cev.eu) before the production.

As a financial contribution, CEV shall reimburse the cost of the cup and trophy production up to an amount of:

- 300 € - VAT included (three hundred Euros) for the Winner trophy
- 130 € - VAT included (one hundred thirty Euros) for the MVP cup

The organizer shall send a quotation of the costs for approval to CEV.

An official invoice shall be addressed to CEV, in English, after the competition to:

Confédération Européenne de Volleyball asbl  
Att: Finance department  
488, route de Longwy  
1940 Luxembourg

## 2. Branding & Use of LED system

**CEV institutional brand** can be found on the CEV website:

<https://inside.cev.eu/en/brand/> or download directly the CEV institutional kit from the CEV Cloud: <https://cloud.cev.eu/url/cevbranding>.

**CEV Cloud** is an optimized file sharing and storage solution. All clubs have direct access to all resources via a web service interface. The CEV Cloud supports Drag and drop file managing. No logins or passwords are needed.

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and

**Upload**, for all files to be uploaded, checked and approved by CEV before producing. Upload folder is structured by club name <https://cloud.cev.eu/url/cc21chc21up>.

After uploading any files, the graphics department ([graphics@cev.eu](mailto:graphics@cev.eu)) has to be notified by a short e-mail. Note that, the cloud doesn't inform us automatically on the uploading of new files.

### **LED system information:**

In case any club wishes to use the LED system boarding, the LED system application form must be downloaded from the CEV Cloud <https://cloud.cev.eu/url/ledapplform20>.

Fully compiled form must be sent electronically to CEV for approval by **Monday 15 February 2021**.

## 3. Commercial rights - Update

The official commercial court layout is published hereafter. The CEV partner Mikasa will have their banner placed on position n°11 and position n°10 is released to the organizer.

LED system visibility remains unchanged:

- 70% (252 seconds) for clubs
- 30% (108 seconds) for CEV

The LED playlist as well as the relevant CEV promotional files are available in the download section of the CEV cloud.



# 4. Court Layouts – semifinal & final matches

Replace with court layout for semifinals & finals



## CEV Volleyball Cup 2021 Semifinal & Final matches



- NET Advertising: 50% CEV, 50% Club (upper net band only)
- Net Post Advertising: not used until further notice
- Referee chair advertising: not used until further notice
- Scorer table: Club
- Benches advertising: Club
- Floorstickers F1, F2, F5 and F6: Club (Floorstickers have to be used in symmetrical way = F1+F6 and /or F2+F5)

Note: Banners' dimension: 3 m x 1 m; Floor stickers' dimension: 3,4 m x 1 m  
\* Correct gender denomination has to be used.

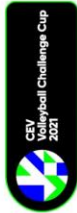
Update: 8 Feb 2021

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For all technical details and measurements see the official court layout





# CEV Volleyball Challenge Cup 2021 Semifinal & Final matches



Update: 8 Feb 2021

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 For all technical details and measurements see the official court layout

## 5. CEV Volleyball Cup - Prize Money Allocation

The CEV is well aware that travel restrictions, players tested positive to the novel coronavirus as well as other constraints resulting from the global health crisis have somehow pushed a number of teams to withdraw from the competition and / or declare a default for some or all of their matches. The CEV obviously understands the very difficult circumstances we all find ourselves in and the challenges faced by teams wishing to compete internationally even in such an environment. Therefore, the CEV has consistently applied and will continue to apply the decision taken by the CEV Board of Administration on April 23, 2020, whereby no financial or disciplinary sanctions are imposed on clubs withdrawing from the 2021 edition of the European Cups.

With this in mind and with reference to the CEV Volleyball Competitions Regulations, Art. 127.5, §1 'Participation fee,' we wish to inform you that any teams that have withdrawn from the competition before the start of the furthest level they had qualified to are not obliged to pay the relevant participation fees.

As far as prize money is concerned, teams competing in the CEV Volleyball Cup and CEV Volleyball Challenge Cup will receive the relevant amounts allocated for the actual matches they have played in the competition.

Prize money	Men	Women
1 <sup>st</sup> Place	80.000,00 €	80.000,00 €
2 <sup>nd</sup> Place	60.000,00 €	60.000,00 €
Teams eliminated in the ½ finals	30.000,00 €	30.000,00 €
Teams eliminated in the ¼ finals	15.000,00 €	15.000,00 €

## 6. CEV Volleyball Challenge Cup - Prize Money Allocation

The CEV has the pleasure to inform all clubs that the prize money allocated for the current season are as follow:

Prize money	Men	Women
1 <sup>st</sup> Place	50.000,00 €	50.000,00 €
2 <sup>nd</sup> Place	30.000,00 €	30.000,00 €
Teams eliminated in the ½ finals	15.000,00 €	15.000,00 €
Teams eliminated in the ¼ finals	10.000,00 €	10.000,00 €



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