

WORLD ROWING STRATEGIC EVENT ATTRIBUTION PROCESS

DIGITAL MEDIA POLICY AND GUIDELINES



This document shall apply to the bidding organisations for any World Rowing or European Rowing Event (“Event”) and also to the appointed Organising Committee for the Event (“the OC”). The bidding organisation is required to confirm it has read, understood, accepted and agrees to abide by the terms of this policy by completing and signing the acknowledgement in Part C of the Bid Questionnaire.

1. Website Policy: World Rowing and OC Event Websites

The official website of World Rowing is located at www.worldrowing.com (the “World Rowing Site”). World Rowing reserves the exclusive right to feature on the World Rowing Site all official audio and audio-visual materials, all official results and live scoring/statistics, all photographic materials produced by World Rowing-commissioned photographers and/or producers of audio-visual content, all event-related articles written and published by World Rowing on www.worldrowing.com from the Event.

World Rowing requires that the OC sets up a website (the “OC Event Site”) in connection with the Event. The Bidding Organisation may also establish a website during the bid process (the “Bid Site”).

Set out below are the terms upon which the Bidding Organisation and the OC may set up their site(s), and upon which the OC Event Site may have an official association and link with the World Rowing Site.

Bid Site:

- i. If the Bidding Organisation chooses to establish a Bid Site to promote and communicate its candidacy, the Bid Site domain name must indicate clearly that the site is a bidding or candidature site (e.g. by including the word ‘bid’ or ‘candidature’) and must be approved by World Rowing. It may only feature a Bid Logo if such has been prior approved in writing by World Rowing.
- ii. The Bid Site will be launched on a date to be agreed with World Rowing and must clearly state that “city” is a candidate or is bidding for the Event.
- iii. The Bid Site must be closed down immediately on the appointment by World Rowing of the Event Organisers (unless agreed otherwise with World Rowing).

Event Site:

- i. World Rowing will have the right of prior written approval over all parts and aspects of the OC Event Site including, but not limited to: the use and placement of the World Rowing and Event names and logos, the names and logos and placement of the official sponsors of World Rowing and/or the Event and any other third party branding and links to the World Rowing Site and the sales sites for the official merchandising and licensing products of the Event.

- ii. The OC may establish its own Event Site URL once the Event has been awarded and shall be responsible for all administration and costs relating to securing and maintaining the URL.
- iii. The OC Event Site will be launched on a date to be agreed with World Rowing, but in any case no later than one year before the Event. It should remain 'live' for at least one year after the Event, after such time any information such as results that may need to be accessed by World Rowing or participants in the regatta is transferred to World Rowing.
- iv. The OC Event Site will feature all information contained in the Event Bulletins (as prescribed in the World Rowing Manual, Appendix C.2.1.1), and should also provide tourist information, hotel accommodation / availability and bookings "things to do", and other relevant information, but must not contain audio/audio-visual material, photographic materials produced by World Rowing-commissioned photographers, and/or producers of audio-visual content, or event-related articles written and published by World Rowing on www.worldrowing.com from the Event. In this regard, there will be World Rowing-branded and captioned links from appropriate sections on the OC Site to the specified relevant parts of the World Rowing Site. The placement and sizing of these links must be approved by World Rowing.
- v. Notwithstanding the fact that World Rowing is exclusively entitled to exploit all the Commercial / Internet rights in connection with the Event, the OC may, subject to World Rowing's prior written approval in each case, enter into sponsorship and/or advertising agreements in connection with the OC Event Site, provided they do not include rights reserved for World Rowing under the OC's Event Agreement with World Rowing in respect of the Event and do not devalue or conflict in any way with such rights and/or with any exclusive rights granted to World Rowing's sponsors.
- vi. World Rowing reserves the right to grant or withhold specific rights in respect of the OC Event Site on a case-by-case basis and to review and amend this policy from time to time.
- vii. If the OC breaches any provision(s) of this Website Policy and, where capable of remedy, fails to do so within 24 hours after receiving notice from World Rowing requiring it to be remedied, then World Rowing reserves the right to terminate these arrangements and require that the OC Event Site be closed down and/or that all references to the Event and World Rowing be immediately removed from it.
- viii. After closure of the OC Event Site no further use shall be made by the OC of the World Rowing logos or of any other proprietary material of World Rowing unless and to the extent expressly permitted in writing by World Rowing.

2.Social Media Policy: Coordination between World Rowing and the OC

World Rowing recognises the value of social media in promoting World Rowing events and sharing information in and around the Rowing community. The relevance of the local OC's own social media platforms is also important in its promotion plan. Social media thrives on the sharing of information, and World Rowing is committed to sharing event information, news articles and photo albums with its partners before, during and after the Event. However, it is important that World Rowing and its Organising Committees coordinate their social media platforms, not only to ensure the most effective promotion of the event and the respective organisations, but also to ensure that the values, goodwill and reputation of the sport of Rowing, the Event and all stakeholders are preserved. For this reason, it is necessary to set some parameters for these platforms and guidelines for their usage.



(a) Aims

- To create a harmonised social media strategy for all event information pre, during and post the relevant World Rowing event,
- To coordinate any social media campaigns to promote the event together,
- To share both World Rowing and OC material between the relevant social media platforms,
- To use logos/branding material in accordance with World Rowing marketing guidelines,
- To develop an event strategy to ensure any relevant material is promoted via OC and World Rowing platforms during the Event.

(b) Guidelines For Usage

- **Platforms** - should the OC wish to have a social media presence, they can do so on the following platforms: Facebook, Instagram, X. Any other platforms should be discussed with World Rowing's Communications team.
- **Sharing information** - OCs should share all social media platform URLs with World Rowing's communications team as soon as they have been established.
- **Appropriate posts** - posts should be appropriate for the World Rowing audience and in line with the World Rowing values – e.g. no inappropriate language or comments, no defamatory comments about competitors, etc.
- **Language** - posts by the OC onto their social media pages should always be in English and the local language.
- **Monitoring** - if the OC establishes a page on a social media platform for the Event, the administrator of the page must be part of the OC and follow the guidelines on what is appropriate to post. The page administrator shall also monitor comments placed on the page by the public. Any comments deemed by World Rowing to be inappropriate shall be hidden. They can also decide whether to block the user from posting.

(c) Content

World Rowing Social Media Platforms

- **Photo and Videos** – World Rowing photos and videos can be "shared" from World Rowing's Instagram, X, YouTube and Facebook platforms to OC platforms. However, World Rowing photos cannot be "copied" or "uploaded" from the World Rowing platform to directly to the OC platforms. World Rowing will follow the same rules when sharing from the OC platforms.
- **News articles** – World Rowing can share news items promoted on the OC platform, and in return the OC should share or link to World Rowing news items on their platform.
- **World Rowing website** - the OC website and social media platforms must link to the World Rowing website for further photos, videos, more event information, and more news. The World Rowing website must always be acknowledged. It is a copyright infringement if information is copied without acknowledgement. If in doubt, please ask World Rowing's Communications team.
- **OC website** - the World Rowing website and social media platforms will link to the OC website for more news and official OC announcements that are not available on <http://www.worldrowing.com>.
- **Hashtags** - World Rowing creates hashtags specific to the event and the OC will be requested to use that same hashtag through their social media platforms especially if using X or Instagram. Hashtags will be supplied at least six months prior to the Event.

- **YouTube** - Rights-protected content cannot be copied or uploaded onto the respective platforms unless the rights are owned by the OC itself. When rights are not owned, content from World Rowing's YouTube channel can be shared only. If in doubt, please ask World Rowing's Communications team.
- **Video Racing Footage** – Unless express, prior and written approval has been given by World Rowing, no racing footage from rights protected World Rowing regattas may be used by the OC. If in doubt, please ask World Rowing's Communications team.

"Racing Footage" is defined as being all Rowing competition footage related to rights protected World Rowing Regattas from the starting line-up, boat positioning, racing and the medal ceremony, including any interviews with athletes on the podium – but it excludes interviews with athletes conducted outside the race venue or in areas at the venue permitted by World Rowing.

The official social media platforms of World Rowing can be found on our website at <http://www.worldrowing.com/follow-us>.

World Rowing reserves the exclusive right to feature on the World Rowing social media platforms links to all official results (unless otherwise agreed with the OC), all photographic material produced by World Rowing's official photographers, and links to all event-related articles written and published by World Rowing on www.worldrowing.com from the Event.

