



VICTORY CEREMONIES GUIDELINES

MARCH 2022

The importance of the Victory Ceremonies (VC) at European Athletics Events is similar to that of other sports:

- they are very important to the athletes and their concerned countries,
- they can be important to the crowd especially if their own athletes are involved and/or to honour outstanding performances.

However, given the sheer number of required ceremonies, they are often:

- disturbing the competition flow,
- time consuming,
- disturbing the TV transmission of any country except for the medal winner's country.

Therefore, the victory ceremonies must be conducted in a way that they are:

- staged outside the competition timetable,
- staged outside the stadium for ECH (also for the other events if possible), e.g. at the Market Square or any other symbolic place where the public can enjoy these important moments,
- presented in a dignified manner respecting the athlete, their country, and the standard rules of protocol,
- as short as possible to cause minimal disruption to the competition and the TV transmission.

PRINCIPLES

Taking into consideration the above, the victory ceremonies must be carefully planned, and the following must be agreed by European Athletics:

1. The LOC must develop a proper concept.
2. The victory ceremonies shall last a maximum of three and half minutes.
3. It is crucial to ensure that all athletes going out to the podium wear ceremony bibs that are provided by European Athletics.
4. There should be only one presenter per ceremony who will be responsible for the medals and flowers or mascot (two presenters for the EXCH).
5. The European Athletics President will approve the final list of presenters. No modification of the final list of presenters will be made once the final results are known.
6. The announcements and procedures for the victory ceremonies are as described in **Annex 2**.
7. The victory ceremonies must be tested several times in presence of the LOC Victory Ceremonies Manager, hostesses & volunteers, flags hoisters, Event Presentation, announcers. The rehearsal event shall also include rehearsal of victory ceremonies.

REQUIREMENTS

In order to have an efficient process for the victory ceremonies, the following infrastructures and services are required:

➤ **Podium**

The podium must be placed in an area where it will not disturb the competition. The size of the podium should be conceived without forgetting that team and relay ceremonies will have three teams of up to six or eight athletes each.

The ceremony backdrop and podium must be according to the EA_Protocol_Ceremonies_Styleguide and approved by European Athletics. For the EXCH, the structure of the podium is the responsibility of the LOC, but the branding is provided by the European Athletics supplier.

➤ **Victory ceremony preparation room**

A large victory ceremony preparation room should be located as close as possible to the podium. It should be at least 25-30sqm and the set-up should be as follows:

- One waiting area for the athletes and the presenters. Groups of three chairs per ceremony (and six for teams) should be arranged so that athletes can sit down and leave their personal belongings.
- One preparation area for the hostesses with tables to prepare the medals, trophies, flowers, and award bibs.
- Sufficient water should be available. For the EXCH, hot drinks and towels should also be provided.

The room will be equipped with a CIS so that results are known as fast as possible. A list with the name and mobile number of the Team Leader and Head of delegation will be provided to the LOC.

The briefing of the athletes and presenters can also be done in this room.

➤ **Flags**

The location of the flag poles for the victory ceremony shall be identified so that they are easily visible to athletes and public; with the flag preparation area located as close as possible.

If digital flags are used, the screen should not be above the podium, but located in such a way that the athletes have a clear view of the screen. The flags must be placed so that the athletes, once standing on the podium, can see 2-1-3.

Country flags are available from the European Athletics stock at Doublet in France (with only transport costs & a small handling fee to be covered by LOC) while European Athletics flags are to be ordered from the European Athletics office.

In case an Authorised Neutral Athlete (ANA) or Athlete Refugee Team (ART) eligible to compete would win a medal, the European Athletics flag shall be hoisted.

➤ **Anthems**

All anthems (including the European Athletics anthem) are available for download on the European Athletics Extranet. In case an Authorised Neutral Athlete (ANA) or Athlete Refugee Team (ART) eligible to compete would win a gold medal, the European Athletics anthem shall be played.

➤ **Medals and medal engraving room**

Medals and ribbon should be provided by the LOC according to the EA_Protocol_Ceremonies_Styleguide. A document indicating the number of medals and how the results should be engraved will be provided by European Athletics for each event.

The medal engraving room (needed for ECH and EICH) should be located as close as possible to the victory ceremony preparation room.

➤ **Volunteers and hostesses**

The victory ceremonies manager should have a dedicated team of volunteers and hostesses who are needed on the competition days as well as for the rehearsal(s). In **Annex 1**, you will find the recommended number of hostesses and volunteers as well as their tasks.

➤ **Presenters**

There shall be only one presenter per ceremony who will be responsible for the medals and flowers or mascot. For the EXCH, we can have two presenters (one for the medal and one for the flowers or mascot) as there are not many ceremonies.

European Athletics will first allocate ceremonies slots to European Athletics presenters (i.e. mainly Council Members and World Athletics President, if present). The partially completed list of presenters will then be sent to the LOC for completion with its national/local dignitaries. The European Athletics President will approve the final list of presenters. No modification of the final list of presenters will be made once the final results are known.

The list of presenters must be distributed by the LOC Victory Ceremony Manager to TV, announcers, event presentation, data processing service (for graphic inserts), press.

➤ **Victory Ceremonies cards**

Victory ceremony cards must be designed and produced by the LOC according to the EA_Protocol_Ceremonies_Styleguide. Cards layout must be approved by European Athletics. There are two different types of cards, one for the presenters and one for the winning athletes having a ceremony later in the day or the following day. The cards must be filled in by the LOC and enough volunteers must be planned to hand over the cards at the exit of the Mixed Zone.

➤ **Doping control**

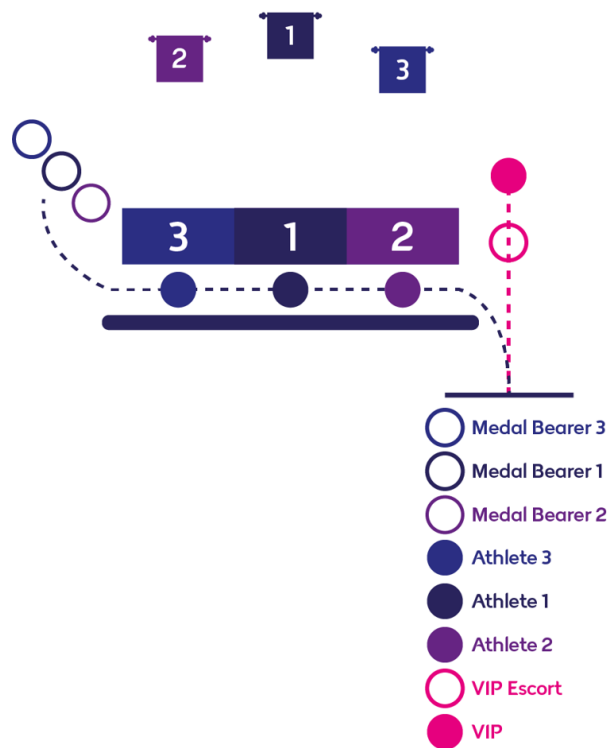
Doping control chaperones will accompany the athletes selected for testing into the victory ceremony preparation room and follow them close to the podium stage so that athletes remain visible at any time. A good coordination between the victory ceremony team and the doping control team is needed to avoid athletes being retained at the doping control station while they are expected in the victory ceremony preparation room. In principle, ceremonies have priority over the doping control procedure unless there is a long-time gap before the respective ceremony.

➤ **Announcements and procedures**

The announcements and procedures are described in **Annex 2**.

It is important that the entire victory ceremonies process is carefully rehearsed and tested several times before the event begins.

➤ **Podium walk out**



VOLUNTEER & HOSTESS NEEDS

The Victory Ceremonies Manager should have a dedicated team of volunteers and hostesses who are needed on the competition days as well as for the rehearsal(s).

Volunteers

1 Victory Ceremony Manager

- To manage the VC process completely, i.e. implement a coordinated procedure, receive results from competition, line people up for the VC, have a last overall look before they start to go to the podium.
- To be in permanent contact with Event Presentation for the start of the ceremony.

8-10 persons

- To bring the athletes from the mixed zone/kit collection area to the VC meeting point.
- To give VC cards to athletes who have a VC taking place the following day.

1-2 persons

- To stick the victory ceremony bib - **it is crucial to ensure that all athletes going out to the podium wear ceremony bibs.**
- To check that athletes are wearing their official uniform and that marketing regulations are respected.
- To check that no flags, no hats, no bags, no water bottle, no smartphone are taken to the podium by the athletes.

1 person

- To brief the athletes and the presenters about the route they should follow, the placing on the podium, how the ceremonies will be held and which direction they should face when the national anthem is played. Explanations in the form of drawings are very useful.

1 person

- To prepare the national flags.

3 persons

- To raise the national flags during the VC.

1-2 persons

- To help for unexpected situations.
- To call Team Leader/Head of delegation should athlete not be showing up on time at the meeting point .

1 person

- To enter the name and title of the VC presenters into the data system provided by ATOS (used to display information on TV and on the videoboard) and to manage the last-minute changes.

Hostesses

8 hostesses (2 groups of 4 hostesses)

- Hostesses should wear an appropriate uniform to be presented to European Athletics in the preparation phase.
- Proper trays (no cushion) should be foreseen. For the EXCH, in addition to the medals provided by the LOC, trophies and plaques are provided by European Athletics.

Group 1 (3 hostesses, one for each position):

- Each hostess holding a large tray with the medal and the mascot or bunch of flowers.
- For relay or team VC, each hostess will hold a large tray with the medals (up to 8 medals). The fourth hostess will hold a separate tray with the mascot or bunch of flowers (only one bunch of flowers per team).

Group 2 (3 hostesses, one for each position):

- Prepare medals & mascot/flowers and get ready for the next ceremony.

1 hostess

- Accompanying the athletes and the presenter(s).

TOTAL: 1 VC Manager, about 20 volunteers and 9 hostesses

The number of volunteers and hostesses should be increased if they are not working during the entire duration of the Championships.

ANNOUNCEMENTS AND PROCEDURES

AUDIO MESSAGE/ANNOUNCEMENTS	VISUAL MESSAGE/ACTION	ESTIMATED TIME
	Assembly of athletes and presenter	
The victory ceremony participants enter the infield or ceremony area to take their position. (No announcement)		30-40 sec
A piece of music is played while the athletes are led to the podium. Announcement: > Ladies & Gentlemen, the victory ceremony for the (name event) > The medals are presented by: Name, Title of presenter	Simultaneously flashing words alternating on the video screen: > Victory Ceremony > Simultaneously the hostess followed by the presenter, lead the athletes to the podium > Name and title of the presenter	15-20 sec
When the athletes are behind the podium Announcement: > Third <Name of athlete>, <country> > Second <Name of athlete>, <country> > First and "European Champion 20XX" <Name of athlete>, <country>	> Athlete (3rd) mounts the podium; the presenter step forward; gives medal and flowers/mascot and step back > Idem Athlete (2nd) > Idem Athlete (1st)	75 sec
Announcement Ladies and gentlemen, please rise for the national anthem of <country>	Athletes and presenter turn to the flag poles	5 sec
The national anthem of the winner's country is played (anthems are provided by European Athletics)	Flags of the three medal winners are hoisted	Approx. 60 sec
	After the end of the national anthem, athletes turn to photographers (as directed by the chief photographer). The hostess leads the presenter off the podium/stage. After 30 seconds, the hostess leads athletes off the podium/stage.	30-60 sec