

**EHF**

**EUROPEAN HANDBALL  
FEDERATION**



**PART  
OF THE  
GAME**

**BID BROCHURE  
EHF EURO  
2026 & 2028**



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# DEAR HANDBALL FRIENDS



As we keep the wheels of daily business turning, facing both triumphs and trials with aplomb, the European Handball Federation continues to reach towards the future. From the moment the men's and women's EURO events of 2026 and 2028 are awarded at the Extraordinary EHF Congress in November 2021, the organisers will have between approximately 215 and 365 weeks to bring their best efforts to the forefront and deliver an EHF EURO that exceeds everything that has come before, for they will be standing on the shoulders of giants, the successful organisers of previous championships.

Over the past 26 years, the European Handball Federation has teamed up 18 Member Federations, six of whom have hosted the men's and women's EUROs more than once. These connections created memorable experiences for all involved. The EHF EURO is an event that demands a strong alliance. Our long-standing collaboration with outstanding media and marketing partners, sponsors and, above all, National Federations has proven that – time and again – it is the teamwork moving towards a common goal that

ensures the continued success of the European championship, the EHF EURO.

Looking ahead, as we forge the future of the sport, our next events are already showing great promise: the men's event in 2022 is a joint organisational venture in Hungary and Slovakia, and Germany will present the 16th Men's EHF EURO in 2024 – a stunning 30 years after hosting the first ever women's European championship in 1994. The upcoming editions of the Women's EHF EURO will prove that there is strength in numbers, as Norway and Denmark take the reins for the event in 2020 and the trinity of Slovenia, North Macedonia and Montenegro bring their interpretation of the EURO to the public in 2022, before passing the baton to the organisational triad of Hungary, Switzerland, and Austria for 2024.

Entering a partnership with the EHF to bring the 2026 and 2028 EHF EURO events to life remains a target for the handball community, and this is only possible with tenacious collaborators in our dedicated handball nations. The decision

to bid for an opportunity to host an EHF EURO requires much consideration; the EHF EURO is an event for visionaries, and the time span given to the organisation allows for the strategic planning to build memories that will last a lifetime. As the organising countries stand in the EURO spotlight, the presentation of the event can fill the chosen arenas, engage over 500 million handball fans worldwide, and become a social media sensation guaranteeing global exposure for exclusive sponsors and partners.

Hosting an EHF EURO can be viewed as a major task, but it should be viewed as an opportunity to create a vision and transport it into the 3D. The future of the men's and women's EHF EURO 2026 and 2028 is in your hands...if you want it to be.

A handwritten signature in white ink, appearing to read 'Wiederer', written in a fluid, cursive style.

Michael Wiederer  
EHF President



# EUROPE'S NO.1 INDOOR SPORT

**115  
MILLION  
HANDBALL  
FANS**

**19  
MILLION  
HANDBALL  
PLAYERS**

**HUGE  
GLOBAL  
TV  
AUDIENCE**

**FAST-PACED  
DYNAMIC  
SPORT**

# EHF EURO IN NUMBERS

THE FIRST EHF EURO WAS PLAYED IN 1994 AND HOSTED BY PORTUGAL WITH 12 PARTICIPATING FEDERATIONS. SINCE THEN, 17 OTHER NATIONS HAVE FOLLOWED, AND THE NUMBER OF PARTICIPANTS HAS DOUBLED. THE CHAMPIONSHIP HAS TRULY DEVELOPED INTO A LEADING INTERNATIONAL SPORTS EVENT OVER THE PAST TWO AND A HALF DECADES FOR BOTH MEN AND WOMEN.

Each event is followed by billions around the globe via TV and digital platforms as well as in the sold-out arenas. The EHF EURO brings top teams with the world's best players together in an exciting and entertaining way, not only for fans but also for media, partners and sponsors.





**27  
CHAMPIONSHIPS  
SINCE  
1994**

**NORWAY MOST  
SUCCESSFUL  
WOMEN'S SIDE**

**DENMARK  
HAS HOSTED  
4 EHF EUROS  
IN TOTAL**

**SPAIN WON  
THE LAST TWO  
MEN'S  
EHF EUROS**



# THE BIGGEST MEN'S EHF EURO TO DATE





**ALMOST  
500,000  
SPECTATORS  
IN ARENAS**

**125,000  
APP  
DOWNLOADS**

**23.6 MILLION  
VIDEO VIEWS**

**1,303 MEDIA  
REPRESENTATIVES  
ON SITE**

**THE MEN'S EHF EURO 2020 IN SWEDEN, AUSTRIA AND NORWAY WAS THE BIGGEST EHF EURO IN HISTORY. FOR THE FIRST TIME, 24 NATIONS ATTENDED THE CHAMPIONSHIP IN THREE DIFFERENT HOST NATIONS.**

A record-breaking number of almost 500,000 fans watched the live action across the six different host venues. More than 71,000 fans visited the nail-biting games in Stockholm's Tele2 Arena during the final weekend, and they saw Spain successfully defend their title. The newly introduced KINEXON data showed a possible reason behind the Spanish success: they ran further than any other team.

"It's one of the most important things that our sport will be stronger in a couple of years than it is today. This can be produced by having more national federations being motivated, investing in our sport and their national teams,"

Wiederer said. "This championship was an excellent starting point."

The Men's EHF EURO 2020 app was downloaded by more than 125,000 dedicated handball fans to follow the latest news, live score updates and eye-opening player tracking statistics. In addition, the EHF EURO social media channels have grown by an impressive 27%.

All these activities combined resulted in the Men's EHF EURO 2020 in Sweden, Austria and Norway being the biggest EHF EURO to date in terms of spectators, digital content and engagement across all EHF channels.

# WHERE

## MEN'S EHF EURO 2022

### HUNGARY & SLOVAKIA

The championship will take place from 14 to 30 January in the neighbouring countries of Hungary and Slovakia. For the first time, after having already hosted the Women's EHF EURO twice, in 2004 and 2014, Hungary will host a Men's EHF EURO. The Men's EHF EURO 2022 will be the first time that Slovakia has hosted an EHF EURO event.

With Bratislava hosting two groups during the preliminary round and the one of the main round groups and Budapest hosting the final weekend in a brand-new arena, both capital cities will be put to good use. Furthermore, the Slovakian city of Kosice and the Hungarian cities Debrecen and Szeged will serve as host venues.

The slogan #WatchGamesSeeMore applies to the additional activities arranged for fans to attend. A festival feeling will be created with concerts, famous spas and fan zones adding to the 65 promising handball matches.



## MEN'S EHF EURO 2022

HUNGARY • SLOVAKIA  
13-30 JANUARY

# NEXT?

## WOMEN'S EHF EURO 2022

### SLOVENIA, NORTH MACEDONIA & MONTENEGRO

For the first time in history, three countries will combine their efforts to host a Women's EHF EURO event. Three Balkan countries – Slovenia, North Macedonia and Montenegro – will aim to host the biggest women's handball event in history. All three capital cities – Ljubljana, Skopje and Podgorica – will host top-class matches. In addition, the Slovenian city Celje will also serve as a host city during the Women's EHF EURO 2022.

The 'We Can Handball' campaign will contribute to the success of the event and enhance the brand of handball in its entirety. North Macedonia and Slovenia already have their experience of hosting an EHF EURO event, and Montenegro is now to follow in their footsteps.



# WHERE

## MEN'S EHF EURO 2024

### GERMANY

The handball-loving nation will host the 16th edition of the Men's EHF EURO. They hosted the very first Women's EHF EURO in 1994, however it will be their first time hosting a Men's EHF EURO.

The Men's EHF EURO 2024 will be played from 12 to 28 January. Germany is one of the few countries in Europe with enough arena capacity to host an EHF EURO by itself. Major cities will be included to host fans from all around the world. The final weekend will take place in Cologne, which is well-known amongst fans as the capital of spectacular handball events. The host cities are yet to be defined.

### GERMANY



# NEXT?

## WOMEN'S EHF EURO 2024

### HUNGARY, SWITZERLAND AND AUSTRIA

The preliminary round will be played in all three nations with Innsbruck representing Austria, Switzerland have Basel as a host city, and Debrecen and Budapest are the Hungarian host cities. The latter two will also host the main round. For the final weekend, the Hungarians continue to take the lead and will be held in Budapest, where they will pursue to top the final weekend of the Men's EHF EURO 2022.

### AUSTRIA

INNSBRUCK



### HUNGARY

BUDAPEST

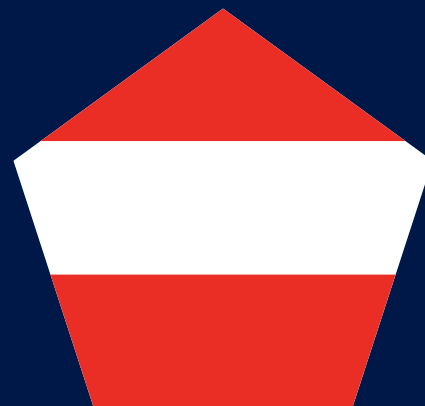
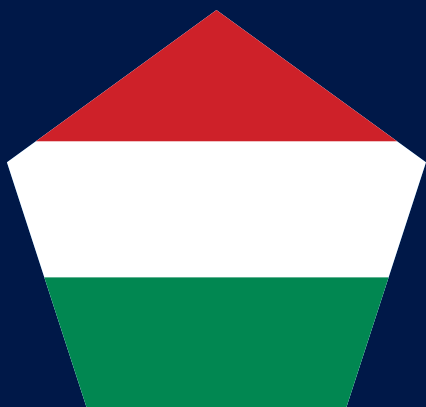
DEBRECEN



BASEL



### SWITZERLAND



# MATCH SCHEDULE

## MEN'S EHF EURO 2022 – 13 TO 30 JANUARY

### 24 TEAMS DIVIDED INTO 6 GROUPS

#### PRELIMINARY ROUND

The first two teams are qualified for the main round

THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY
<b>GROUP A</b>						
A1 / A3		A3 / A4		A4 / A1		
A2 / A4		A1 / A2		A3 / A2		
<b>GROUP B</b>						
	B1 / B3		B3 / B4		B4 / B1	
	B2 / B4		B1 / B2		B3 / B2	
<b>GROUP C</b>						
C1 / C3		C3 / C4		C4 / C1		
C2 / C4		C1 / C2		C3 / C2		
<b>GROUP D</b>						
	D1 / D3		D3 / D4		D4 / D1	
	D2 / D4		D1 / D2		A3 / D2	
<b>GROUP E</b>						
		E1 / E3		E3 / E4		E4 / E1
		E2 / E4		E1 / E2		E3 / E2
<b>GROUP F</b>						
	F1 / F3		F3 / F4		F4 / F1	
	F2 / F4		F1 / F2		F3 / F2	

Departure teams ranked 13 to 24 Groups B, D, F

Departure teams ranked 13 to 24 Groups A, C

### BUDAPEST, DEBRECEN, SZEGED (HUN) & BRATISLAVA, KOSICE (SVK)

#### MAIN ROUND

The first two teams of each group are qualified for the semi-finals. The third of each group plays a match for fifth place.

THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY
<b>GROUP 1</b>						
1C / 2B		1C / 1B		1A / 2B		1A / 1C
2A / 2C		1A / 2C		2A / 1C		2A / 1B
1A / 1B		2A / 2B		1B / 2C		2B / 2C
<b>GROUP 2</b>						
	1F / 2E		1F / 1E		1D / 2E	1D / 1F
	2D / 2F		1E / 2F		2D / 1F	2D / 1E
	1D / 1E		2D / 2E		1E / 2F	2E / 2F

\*Depending on the main round venue, group E may have to start on match day 1. The EHF reserves the right to schedule additional placement matches, if required;

#### SEMI-FINAL

#### FINAL

THURSDAY	FRIDAY	SATURDAY	SUNDAY
	PLACE 1-4		PLACE 1-4
Departure teams ranked 7/9 to 12	1.1 / 2.11	Departure teams ranked 5/6	3/4 place L / L
	2.1 / 1.11		1/2 place W / W
			Departure teams ranked 3 to 6
			Departure Day, Mon 31.1.2022
	PLACE 5-6		
	3.1 / 3.11		
	Semi-finals and Placement match 5/6		

## 16 PLAYING DAYS, 18 DAYS, 65 MATCHES

## WOMEN'S EHF EURO 2022 – 4 TO 20 NOVEMBER

### 16 TEAMS DIVIDED INTO 4 GROUPS

#### PRELIMINARY ROUND

The first two teams are qualified for the main round

FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY
<b>GROUP A</b>					
A1 / A3		A4 / A1		A3 / A4	
A2 / A4		A3 / A2		A1 / A2	
<b>GROUP B</b>					
B1 / B3		B4 / B1		B3 / B4	
B2 / B4		B3 / B2		B1 / B2	
<b>GROUP C</b>					
	C1 / C3		C4 / C1		C3 / C4
	C2 / C4		C3 / C2		C1 / C2
<b>GROUP D</b>					
	D1 / D3		D4 / D1		D3 / D4
	D2 / D4		D3 / D2		D1 / D2

Departure teams ranked 13 to 16 - Groups A and B

### CELJE & LJUBLJANA (SLO), SKOPJE (MKD), PODGORICA (MNE)

#### MAIN ROUND – 2 GROUPS

The first two teams of each group are qualified for the semi-finals. The third of each group plays a match for fifth place.

THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY
<b>GROUP 1</b>						
3A / 2B		1A / 1B		3A / 1B		1A / 2B
2A / 3B		2A / 2B		1A / 3B		2A / 1B
						3A / 3B
<b>GROUP 2</b>						
	3C / 2D		1C / 1D		3C / 1D	1C / 2D
	2C / 3D		2C / 2D		1C / 3D	2C / 1D
						3C / 3D

\*optional additional placement match

#### FINAL

#### SEMI-FINAL

THURSDAY	FRIDAY	SATURDAY	SUNDAY
	S'FINALS		FINALS
Departure teams ranked 9 to 12.	1.1 / 2.11	Departure teams ranked 5 to 8	3/4 place L / L
	2.1 / 1.11		1/2 place W / W
			Departure Day, Mon 21.11.2022
	PLACEMENT		
	3.1 / 3.11		
	Semifinals and Placement match 5/6		

## 17 DAYS, 15 PLAYING DAYS, 47 MATCHES

# EHF EURO 2022 & 2024

EHF EURO. PART OF THE GAME

15

## MEN'S EHF EURO 2024 – 11 TO 28 JANUARY

### 24 TEAMS DIVIDED INTO 6 GROUPS

**PRELIMINARY ROUND** The first two teams are qualified for the main round

THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY
<b>GROUP A</b>						
A1 / A3		A3 / A4		A4 / A1		
A2 / A4		A1 / A2		A3 / A2		
<b>GROUP B</b>						
	B1 / B3		B3 / B4		B4 / B1	
	B2 / B4		B1 / B2		B3 / B2	
<b>GROUP C</b>						
C1 / C3		C3 / C4		C4 / C1		
C2 / C4		C1 / C2		C3 / C2		
<b>GROUP D</b>						
	D1 / D3		D3 / D4		D4 / D1	
	D2 / D4		D1 / D2		A3 / D2	
<b>GROUP E</b>						
		E1 / E3		E3 / E4		E4 / E1
		E2 / E4		E1 / E2		E3 / E2
<b>GROUP F</b>						
	F1 / F3		F3 / F4		F4 / F1	Departure teams ranked 13 to 24 - Groups A,B,C,D,F
	F2 / F4		F1 / F2		F3 / F2	

### GERMANY

**MAIN ROUND** The first two teams of each group are qualified for the semi-finals. The third of each group plays a match for fifth place.

THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY
<b>GROUP 1</b>						
1C / 2B		1C / 1B		1A / 2B		1A / 1C
2A / 2C		1A / 2C		2A / 1C		2A / 1B
1A / 1B		2A / 2B		1B / 2C		2B / 2C
<b>GROUP 2</b>						
	1F / 2E		1F / 1E		1D / 2E	1D / 1F
	2A / 2C		1D / 2F		2D / 1F	2D / 1E
	1A / 1B		2D / 2E		1E / 2F	2E / 2F

Departure teams ranked 7/9 to 12

Departure teams ranked 13 to 24 - Groups E

### SEMI – FINAL FINAL

THURSDAY	FRIDAY	SATURDAY	SUNDAY
	PLACE 1-4	PLACEMENT	GOLD FINAL
	1.1 / 2.11	3.1 / 3.11	PLACE 1-2 W / W
	2.1 / 1.11	L / L	Departure teams ranked 3 to 6
		Placement match 5/6 and Bronze Final	Departure Day, Mon 29.1.2024

\*Depending on the main round venue, group E may have to start on match day 1. The EHF reserves the right to schedule additional placement matches, if required;

## 17 PLAYING DAYS, 18 DAYS, 65 MATCHES

## WOMEN'S EHF EURO 2024 – 28 NOVEMBER TO 15 DECEMBER

### 24 TEAMS DIVIDED INTO 6 GROUPS

**PRELIMINARY ROUND** The first two teams are qualified for the main round

THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY
<b>GROUP A</b>						
A1 / A3		A3 / A4		A4 / A1		
A2 / A4		A1 / A2		A3 / A2		
<b>GROUP B</b>						
	B1 / B3		B3 / B4		B4 / B1	
	B2 / B4		B1 / B2		B3 / B2	
<b>GROUP C</b>						
C1 / C3		C3 / C4		C4 / C1		
C2 / C4		C1 / C2		C3 / C2		
<b>GROUP D</b>						
	D1 / D3		D3 / D4		D4 / D1	
	D2 / D4		D1 / D2		A3 / D2	
<b>GROUP E</b>						
		E1 / E3		E3 / E4		E4 / E1
		E2 / E4		E1 / E2		E3 / E2
<b>GROUP F</b>						
	F1 / F3		F3 / F4		F4 / F1	Departure teams ranked 13 to 24 - Groups B, D, F
	F2 / F4		F1 / F2		F3 / F2	Departure team ranked 13 to 24 - Groups A, C

### HUNGARY, SWITZERLAND AND AUSTRIA

**MAIN ROUND** The first two teams of each group are qualified for the semi-finals. The third of each group plays a match for fifth place.

THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY
<b>GROUP 1</b>						
1C / 2B		1C / 1B		1A / 2B		1A / 1C
2A / 2C		1A / 2C		2A / 1C		2A / 1B
1A / 1B		2A / 2B		1B / 2C		2B / 2C
<b>GROUP 2</b>						
	1F / 2E		1F / 1E		1D / 2E	1D / 1F
	2D / 2F		1D / 2F		2D / 1F	2D / 1E
	1D / 1E		2D / 2E		1E / 2F	2E / 2F

Departure teams ranked 7/9 to 12

Departure teams ranked 13 to 24 - Group E

### SEMI – FINAL FINAL

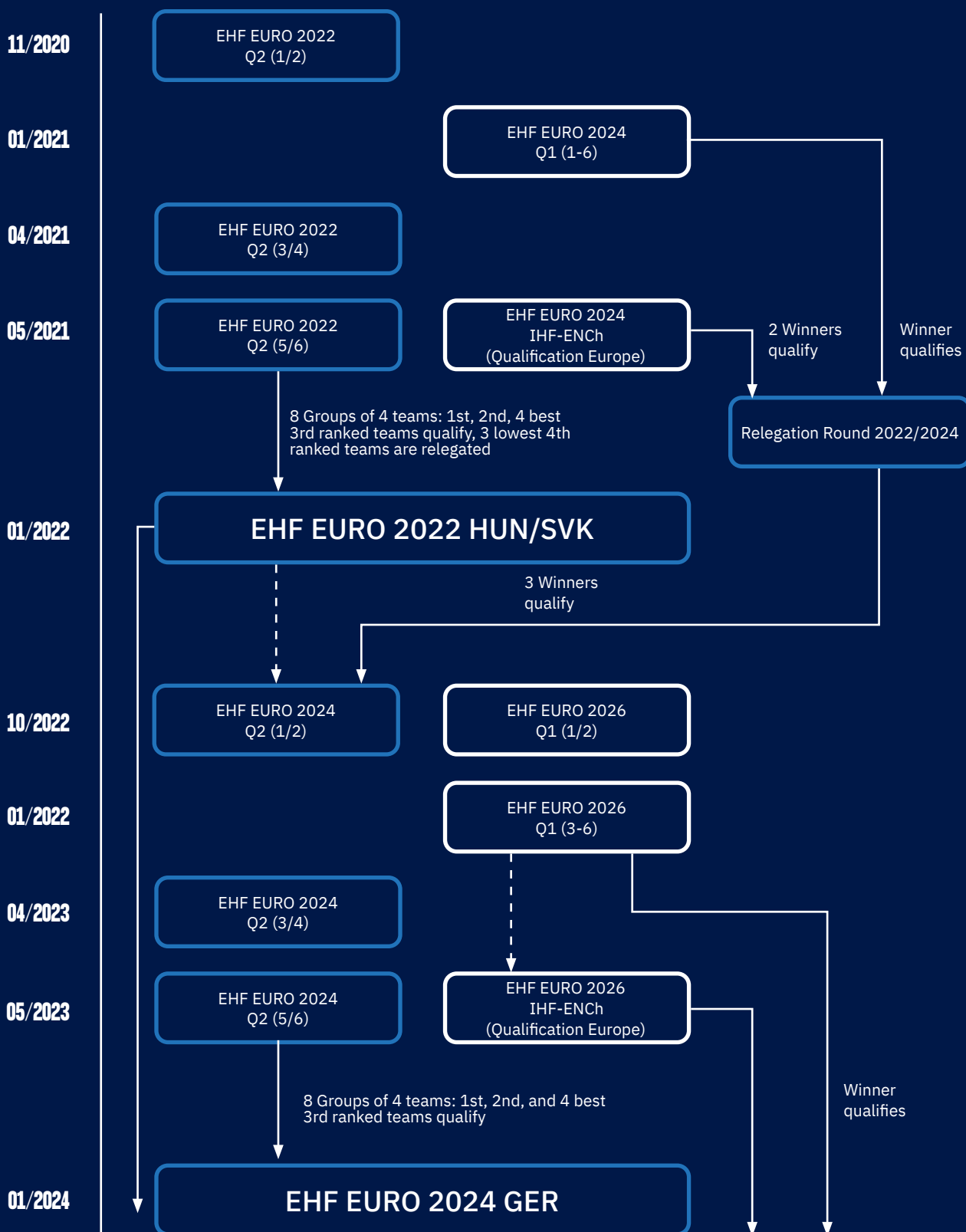
THURSDAY	FRIDAY	SATURDAY	SUNDAY
	PLACE 1-4		FINAL
	1.1 / 2.11	Departure teams ranked 5/6	PLACE 1-2 W / W
	2.1 / 1.11		Departure teams ranked 3 to 6
	PLACEMENT		Departure Day, Mon 16.12.2024
	3.1 / 3.11		

\*Depending on the main round venue, group E may have to start on match day 1. The EHF reserves the right to schedule additional placement matches, if required;

## 16 PLAYING DAYS, 18 DAYS, 65 MATCHES

# ROUTE TO QU

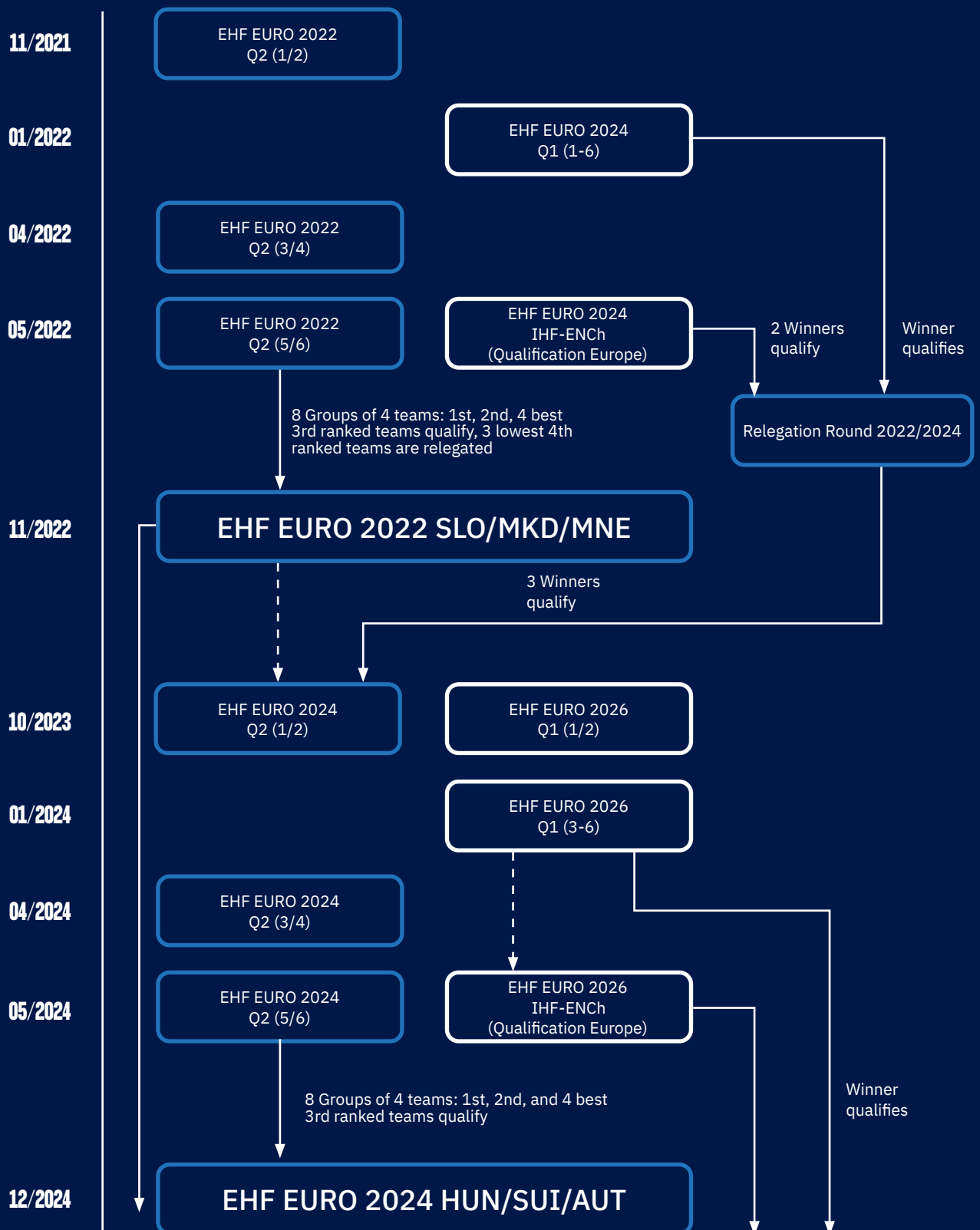
## MEN'S EHF EURO 22/24





# QUALIFICATION

## WOMEN'S EHF EURO 22/24



# EVENT CONCEPT EHF EURO 2026/28

**THE EHF EURO EVENTS WILL UNDERGO STRIKING DEVELOPMENT IN THE UPCOMING YEARS.**

With the increase in participating nations, the events will reach new markets and provide more nations with the opportunity to perform on the highest European platform. The development will continue during the EHF EUROs in 2026 and 2028.

The format of the men's and women's events will be the same, as we will see in 2024. 17 days will be packed with 65 thrilling games between 24 participating teams. The preliminary round will consist of six groups of four teams each. The top two teams from each preliminary group

will progress to the main round, which is divided into two groups of six. The top two teams in each main round group will play the semi-finals on the final weekend, which will culminate with the bronze- and gold-medal matches.

The event has already established itself in the mind of sports fans. TV audience figures have passed the billion mark and followers across social and digital channels continue to rise. With this level of interest, the organisers have the ability to embrace sustainability and increase focus on the green side of the championship.

**MEN'S EHF EURO 2026**

**15 JANUARY — 1 FEBRUARY**

**WOMEN'S EHF EURO 2026**

**26 NOVEMBER — 13 DECEMBER**

**MEN'S EHF EURO 2028**

**13 — 30 JANUARY**

**WOMEN'S EHF EURO 2028**

**30 NOVEMBER — 17 DECEMBER**



**THE ORGANISATION OF AN EHF EURO STARTS RIGHT FROM THE AWARDING OF THE EVENT BY THE EHF CONGRESS, BEGINNING WITH DETAILS OF THE PREPARATION PERIOD AND THE TASKS NEEDED TO BE FULFILLED.**

This process is supported by the expertise of the EHF and its event partners through regular workshops and site visits. Key elements such as venues, promotion, draw events and the heads of delegation conference shall be agreed with the EHF.

Underpinning the organisation of the event is a professional team of EHF staff members and volunteers, especially in key areas such as media management, marketing, finances, venue management, logistics and accreditation.

# ORGANISATION

# EHF EURO BRAND

THE MEN'S EHF EURO 2020 SAW THE INTRODUCTION OF A NEW LOGO SYSTEM FOR THE EHF EURO EVENTS TO ENSURE A COMMON BRAND IDENTITY ACROSS ALL FUTURE EDITIONS OF THE EHF'S TOP NATIONAL TEAM COMPETITION.

Each organiser has the freedom to create their own logo, within the framework of the design system.

The Men's EHF EURO 2022 logo incorporates the colours of the two host nations, Hungary and Slovakia. In combination with the EHF logo and its official font, the logo cleverly reflects the slogan of the championship, 'Watch Games,

See More', by incorporating an eye in the centre, yet remaining within the EHF EURO brand guidelines.

Flexibility is also allowed within the system. A composite logo has been developed which ensures that official sponsors, host cities and national suppliers can implement their brand alongside the official event logo.

# WATCH GAMES. SEE MORE.



# MEN'S EHF EURO 2022

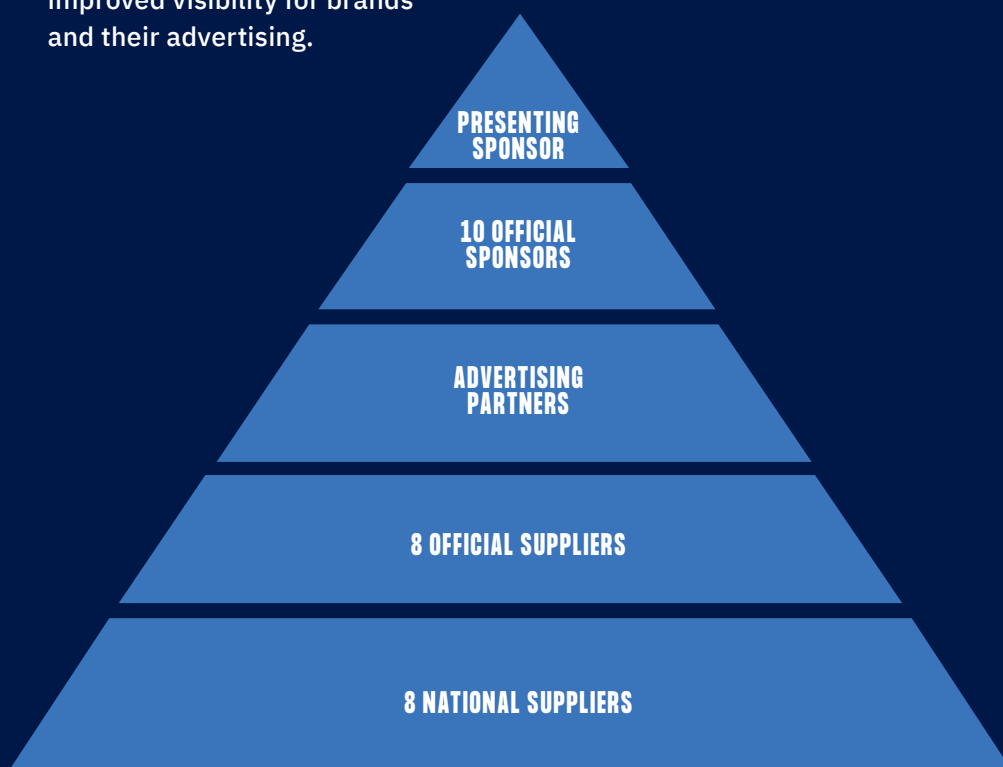
HUNGARY • SLOVAKIA  
13-30 JANUARY

# SPONSORS & PARTNERS

**THE EHF EURO PROVIDES PARTNERS AND SPONSORS WITH AN UNRIVALLED PAN-EUROPEAN PLATFORM THROUGH WHICH TO PROMOTE AND ACTIVATE THEIR BRANDS AND PRODUCTS TO AN AUDIENCE OF BILLIONS ON TV AS WELL AS THROUGH DIGITAL CHANNELS AND ON-SITE.**

The package of benefits available to the event's official sponsors includes: strong brand positioning in camera view around the court through advertising sequences on LED boards, floor stickers and interview backdrops as well as full activation rights, corporate hospitality opportunities and tickets. From the EHF EURO 2018 in Croatia, sponsors are able to make use of a 40 metres of LED advertising on the long side and LED static boards behind the goals providing much improved visibility for brands and their advertising.

In addition to presence in the arenas, sponsors can also benefit from many additional branding and activation opportunities. Through branded content or campaigns on digital channels, it is possible to engage with millions of fans through the EHF EURO events' official digital channels. On-site too, opportunities can be provided for activation at special locations in the host cities, including fan areas in the city centres or arenas.





A large indoor arena filled with spectators at night, with a media and marketing desk in the foreground. The arena is brightly lit, and the crowd is dense. In the foreground, several people are seated at desks with laptops and monitors, working. The text "MEDIA & MARKETING PARTNERS" is overlaid on the bottom left of the image.

# MEDIA & MARKETING PARTNERS





**THE HIGHLY ANTICIPATED START OF THE EUROPEAN HANDBALL FEDERATION AND EHF MARKETING'S 10-YEAR MEDIA AND MARKETING PARTNERSHIP WITH INFRONT AND DAZN IS NOW IN FULL SWING FOLLOWING THE LAUNCH IN JULY 2020.**

To mark the beginning of the partnership, a 360-degree digital strategy was unveiled to propel handball into a new era: At the heart of it, a new digital ecosystem to help amplify the reach and awareness of handball.

As part of the new partnership, a new website, Home of Handball, was launched, together with a revamped EHFTV that includes an optimised state-of-the-art video player.

High-quality content for all platforms will be created by Infront and DAZN's newly assembled dedicated digital production experts based in Madrid, who will ultimately be working on more than 5,000 pieces of video content for all major EHF competitions.

The digital strategy will create and curate content for fans, broadcasters, clubs and national teams to help grow and engage audiences beyond the 60 minutes of the game and lay the foundation for the long-term growth of handball.

**Infront**



**THE EHF EURO EVENTS HAVE BECOME MUCH MORE THAN JUST 24 TEAMS COMPETING FOR ONE TITLE. EVEN THOUGH IT WILL REMAIN THE CORE OF THE EVENT, IT HAS BECOME A SPORT ITSELF TO ATTRACT SPECTATORS FAR BEYOND HANDBALL FANS.**

The competitive sports market provides organisers with the opportunity to be creative on the entertainment aspects.

Partners and sponsors are additionally interested in visibility, either through TV, LED advertising systems or via on-site activations. They want to create interaction with the fans and customers and engage with them through promotional stands, corporate hospitality or through social and digital campaigns.

The additional event experiences are a great way of attracting fans and ensure that they come back for more. This is a major consideration for organisers and includes entertainment, VIP and corporate hospitality opportunities, fan zones and promotional areas as well as entertainment, music and show elements around the matches.

# EVENT EXPERIENCE





# PROMOTION

**SOLD-OUT ARENAS, RECORD-BREAKING TV FIGURES AND THE CHANCE TO RAISE HANDBALL TO NEW HEIGHTS ON DOMESTIC AND INTERNATIONAL LEVEL IS WHAT EVERY ORGANISER DREAMS OF.**

Through successful organisation, careful planning and hard work in the run-up to the event, the awareness can be raised on national and international basis resulting in a boost of ticket sales.

A thoroughly thought-out and targeted promotional plan include campaigns through social and

digital channels, special media event, PR event, an official EHF EURO song as well as mascot and trophy tours. These promotional activities will determine the extent of the success of an EHF EURO.

## THE ENGAGEMENT OF EUROPE'S PASSIONATE HANDBALL FANS THROUGH THE SPORT AND WAY BEYOND THE 60 MINUTES OF THE GAME IS AT THE CORE OF THE DIGITAL STRATEGY FOR EVERY EHF EURO.

To mark the official start of the 10-year exclusive media and marketing partnership with Infront and DAZN Group, a new digital ecosystem to amplify the reach and awareness of handball and to lay the foundation for the long-term growth of the sport was launched on 1 July 2020.

Digitally-optimised, high-quality content for all platforms, including those of the EHF EURO organisers the participating teams as well as sponsors and partners, will be created by a team of dedicated digital production experts working on eventually more than 5,000 pieces of video content per season for all major EHF competitions.

The lists of assets to be delivered for an EHF EURO also includes digital campaigns as well as a player and influencer programme.

Furthermore, the EHF is proud of being a driving force of digital innovation in handball. Looking back at the most recent Men's EHF EURO 2020, the EHF's own digital and social strategy, with the assistance of technology, such as automated videos and graphics, helped deliver match data and customised content. This resulted in almost two million fan engagements, a growth by 90 per cent, across all EHF's social channels.

# DIGITAL ENGAGEMENT







Top row of monitors showing various feeds:

- Left: Interview with a man in a red sweater and a man in a dark sweater. Labels: "KX 1 HD - WF BU", "KX 1 HD - WF", "KX 1 HD - Cam".
- Middle: Interview with a man in a red sweater and a man in a dark sweater. Labels: "15:35:29", "Cam 1", "Cam 2", "Cam 3", "Cam 4", "Cam 5", "Cam 6", "Cam 7", "Cam 8", "Cam 9", "Cam 10", "Cam 11", "Cam 12", "Cam 13", "Cam 14", "Cam 15", "Cam 16", "Cam 17", "Cam 18", "Cam 19", "Cam 20", "Cam 21", "Cam 22", "Cam 23", "Cam 24", "Cam 25", "Cam 26", "Cam 27", "Cam 28", "Cam 29", "Cam 30", "Cam 31", "Cam 32", "Cam 33", "Cam 34", "Cam 35", "Cam 36", "Cam 37", "Cam 38", "Cam 39", "Cam 40", "Cam 41", "Cam 42", "Cam 43", "Cam 44", "Cam 45", "Cam 46", "Cam 47", "Cam 48", "Cam 49", "Cam 50", "Cam 51", "Cam 52", "Cam 53", "Cam 54", "Cam 55", "Cam 56", "Cam 57", "Cam 58", "Cam 59", "Cam 60", "Cam 61", "Cam 62", "Cam 63", "Cam 64", "Cam 65", "Cam 66", "Cam 67", "Cam 68", "Cam 69", "Cam 70", "Cam 71", "Cam 72", "Cam 73", "Cam 74", "Cam 75", "Cam 76", "Cam 77", "Cam 78", "Cam 79", "Cam 80", "Cam 81", "Cam 82", "Cam 83", "Cam 84", "Cam 85", "Cam 86", "Cam 87", "Cam 88", "Cam 89", "Cam 90", "Cam 91", "Cam 92", "Cam 93", "Cam 94", "Cam 95", "Cam 96", "Cam 97", "Cam 98", "Cam 99", "Cam 100".
- Right: Interview with a man in a red sweater and a man in a dark sweater. Labels: "Cam 1", "Cam 2", "Cam 3", "Cam 4", "Cam 5", "Cam 6", "Cam 7", "Cam 8", "Cam 9", "Cam 10", "Cam 11", "Cam 12", "Cam 13", "Cam 14", "Cam 15", "Cam 16", "Cam 17", "Cam 18", "Cam 19", "Cam 20", "Cam 21", "Cam 22", "Cam 23", "Cam 24", "Cam 25", "Cam 26", "Cam 27", "Cam 28", "Cam 29", "Cam 30", "Cam 31", "Cam 32", "Cam 33", "Cam 34", "Cam 35", "Cam 36", "Cam 37", "Cam 38", "Cam 39", "Cam 40", "Cam 41", "Cam 42", "Cam 43", "Cam 44", "Cam 45", "Cam 46", "Cam 47", "Cam 48", "Cam 49", "Cam 50", "Cam 51", "Cam 52", "Cam 53", "Cam 54", "Cam 55", "Cam 56", "Cam 57", "Cam 58", "Cam 59", "Cam 60", "Cam 61", "Cam 62", "Cam 63", "Cam 64", "Cam 65", "Cam 66", "Cam 67", "Cam 68", "Cam 69", "Cam 70", "Cam 71", "Cam 72", "Cam 73", "Cam 74", "Cam 75", "Cam 76", "Cam 77", "Cam 78", "Cam 79", "Cam 80", "Cam 81", "Cam 82", "Cam 83", "Cam 84", "Cam 85", "Cam 86", "Cam 87", "Cam 88", "Cam 89", "Cam 90", "Cam 91", "Cam 92", "Cam 93", "Cam 94", "Cam 95", "Cam 96", "Cam 97", "Cam 98", "Cam 99", "Cam 100".

Control desk area with a man in a blue shirt. A laptop displays a website. A keyboard and mouse are visible. A microphone is positioned in front of the man.

Bottom row of monitors showing various feeds:

- Left: Interview with a man in a red sweater and a man in a dark sweater. Labels: "KX 1 HD - WF BU", "KX 1 HD - WF", "KX 1 HD - Cam".
- Middle: Interview with a man in a red sweater and a man in a dark sweater. Labels: "Cam 1", "Cam 2", "Cam 3", "Cam 4", "Cam 5", "Cam 6", "Cam 7", "Cam 8", "Cam 9", "Cam 10", "Cam 11", "Cam 12", "Cam 13", "Cam 14", "Cam 15", "Cam 16", "Cam 17", "Cam 18", "Cam 19", "Cam 20", "Cam 21", "Cam 22", "Cam 23", "Cam 24", "Cam 25", "Cam 26", "Cam 27", "Cam 28", "Cam 29", "Cam 30", "Cam 31", "Cam 32", "Cam 33", "Cam 34", "Cam 35", "Cam 36", "Cam 37", "Cam 38", "Cam 39", "Cam 40", "Cam 41", "Cam 42", "Cam 43", "Cam 44", "Cam 45", "Cam 46", "Cam 47", "Cam 48", "Cam 49", "Cam 50", "Cam 51", "Cam 52", "Cam 53", "Cam 54", "Cam 55", "Cam 56", "Cam 57", "Cam 58", "Cam 59", "Cam 60", "Cam 61", "Cam 62", "Cam 63", "Cam 64", "Cam 65", "Cam 66", "Cam 67", "Cam 68", "Cam 69", "Cam 70", "Cam 71", "Cam 72", "Cam 73", "Cam 74", "Cam 75", "Cam 76", "Cam 77", "Cam 78", "Cam 79", "Cam 80", "Cam 81", "Cam 82", "Cam 83", "Cam 84", "Cam 85", "Cam 86", "Cam 87", "Cam 88", "Cam 89", "Cam 90", "Cam 91", "Cam 92", "Cam 93", "Cam 94", "Cam 95", "Cam 96", "Cam 97", "Cam 98", "Cam 99", "Cam 100".
- Right: Interview with a man in a red sweater and a man in a dark sweater. Labels: "Cam 1", "Cam 2", "Cam 3", "Cam 4", "Cam 5", "Cam 6", "Cam 7", "Cam 8", "Cam 9", "Cam 10", "Cam 11", "Cam 12", "Cam 13", "Cam 14", "Cam 15", "Cam 16", "Cam 17", "Cam 18", "Cam 19", "Cam 20", "Cam 21", "Cam 22", "Cam 23", "Cam 24", "Cam 25", "Cam 26", "Cam 27", "Cam 28", "Cam 29", "Cam 30", "Cam 31", "Cam 32", "Cam 33", "Cam 34", "Cam 35", "Cam 36", "Cam 37", "Cam 38", "Cam 39", "Cam 40", "Cam 41", "Cam 42", "Cam 43", "Cam 44", "Cam 45", "Cam 46", "Cam 47", "Cam 48", "Cam 49", "Cam 50", "Cam 51", "Cam 52", "Cam 53", "Cam 54", "Cam 55", "Cam 56", "Cam 57", "Cam 58", "Cam 59", "Cam 60", "Cam 61", "Cam 62", "Cam 63", "Cam 64", "Cam 65", "Cam 66", "Cam 67", "Cam 68", "Cam 69", "Cam 70", "Cam 71", "Cam 72", "Cam 73", "Cam 74", "Cam 75", "Cam 76", "Cam 77", "Cam 78", "Cam 79", "Cam 80", "Cam 81", "Cam 82", "Cam 83", "Cam 84", "Cam 85", "Cam 86", "Cam 87", "Cam 88", "Cam 89", "Cam 90", "Cam 91", "Cam 92", "Cam 93", "Cam 94", "Cam 95", "Cam 96", "Cam 97", "Cam 98", "Cam 99", "Cam 100".

Control desk area with a man in a blue shirt. A laptop displays a website. A keyboard and mouse are visible. A microphone is positioned in front of the man. A book titled "REGULATIONS" is visible on the desk.



**THE EHF PRIDES ITSELF ON ITS POSITIVE RELATIONSHIP WITH THE SPORT'S MEDIA AND SEEKS TO PROVIDE THE BEST WORKING CONDITIONS TO ENSURE BOTH POSITIVE AND EXTENSIVE COVERAGE OF THE EHF EURO EVENTS WORLDWIDE.**

This is particularly important at the EHF EURO events, where more than 1,000 media representatives can be on-site, and a close cooperation is essential between the EHF's own media team, the organising committee and media partners.

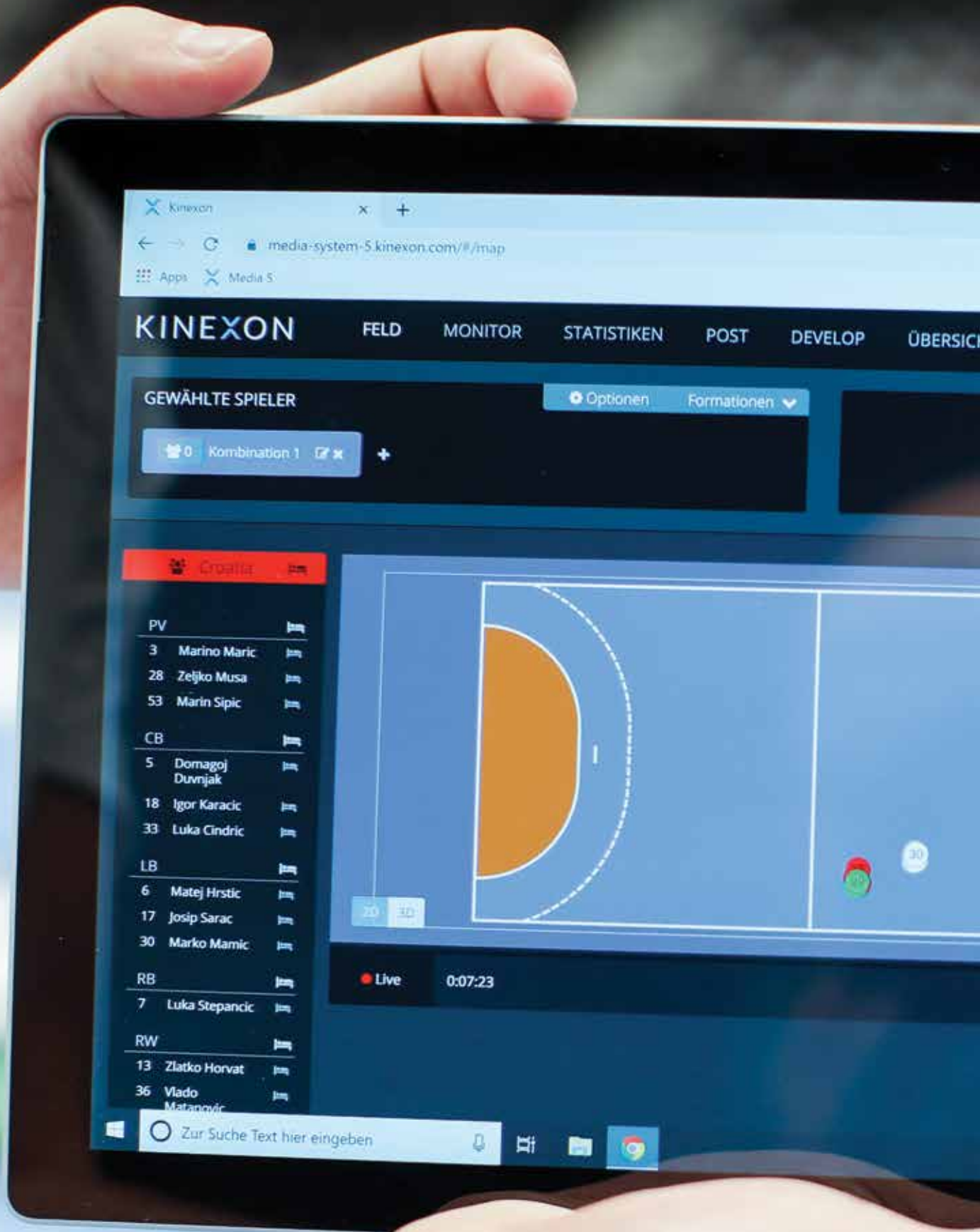
A professional media management concept is the key to providing the infrastructure, services and access that the media require at major international events. The EHF's operations are managed by an experienced media manager, with the support of media supervisors in each venue. They work closely with the organiser's own media management staff and volunteers in each of the venues and also the staff of the EHF's media partner.

The extensive media services provided by the EHF complement

those provided by the EHF's own media partner to ensure that all media, whether they be written journalists, photographers, TV or radio, have the support they require during the event. This includes the provision of extensive event information and statistics, a flash-quotes service as well as numerous media events to ensure that the story of each event can be told through direct contact with players and coaches of the court.

For TV partners, a complete range of host broadcaster and production services are offered to ensure that the best quality pictures are beamed into the homes of viewers around the world. With a large number of broadcast agreements for each event, the best quality production quality is guaranteed and always developing from event to event.

# MEDIA & TV



# TECHNOLOGY





THE EHF HAS BEEN LEADING THE DEVELOPMENT AND USAGE OF TECHNOLOGY IN HANDBALL TO SUPPORT OFFICIALS TO LIFT THE GAME TO THE HIGHEST POSSIBLE LEVEL.

## PLAYER TRACKING

During the Men's EHF EURO 2020 in Sweden, Austria and Norway, player tracking was used throughout each game. All participating teams received their own data directly after each match for coaches and players to analyse their statistics. In addition, fans at home and in the arenas could follow the individual players and teams on a new level. Who jumps the highest? Who shoots the fastest? Which team runs the most? All the answers were available in the official EHF EURO App.

## GAME ADMINISTRATION

In addition to the timeout buzzer, which was introduced in 2018, more technological implementations will continue to be used during the upcoming EHF EURO events. Goal-light technology will ensure that players, officials and fans have a visual sign each time a buzzer sounds in the arena. Cameras will be installed in the goals for goal-line technology, to allow for a clear picture as to whether the ball has completely crossed the line. In case of uncertainty, referees can use the instant replay technology to ensure that the right decision is taken for disqualification of a player, substitution uncertainties, goal-line doubts and the faulty use of the buzzer.

## COMPLETING YOUR BID

For a bid to be successful, not only is a world-class event and organisational concept required but also a professional presentation. The EHF EURO is Europe's flagship national team event, and this must be reflected in the bidding materials. Each bid submission shall include the following elements:

### BID BOOK

Applications should be presented with detailed information in the form of a bid book. This should contain all of the main features of the bid: vision, event concept, national regional and local support for the bid as well as details of the host cities and venues.

DEADLINE: 1 MAY 2021

### ONLINE PRESENTATION

To assist the promotion of each bid, all submissions will have a one-page section on the official bidding website. This should contain a summary of the main elements of the bid and can include: text, photographs, and a promotional video. Each bid can also provide an additional link to its own bidding website.

DEADLINE: 1 MAY 2021

## BIDDING TIMELINE

**4 JUNE 2020**

Invitation to National Federations to provide a letter of intent to the EHF for hosting the EHF EUROs 2026 & 2028

**1 OCTOBER 2020**

Deadline for submitting the letter of intent and request for the bidding documents by the interested federations

**1 NOVEMBER 2020**

Dispatch of the manual for staging the EHF EUROs 2026 & 2028 together with the relevant specifications and forms by the EHF

**1 MAY 2021**

Applications available at the EHF Office

**MAY / JUNE 2021**

Evaluation of bids by the EHF

**JUNE 2021**

Approval of applications by EHF EXEC

**JUNE — SEPTEMBER 2021**

Site inspections

**SEPTEMBER 2021**

Further evaluation after inspections

**SEPTEMBER 2021**

Confirmation of bids for the EHF EUROs 2026 & 2028

**17/18 NOVEMBER 2021**

Allocation at the EO EHF Congress 2021

# NEXT STEPS

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