

**TO THE MEMBERS OF FIFA**

Circular no. 1413

Zurich, 5 March 2014

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**Bidding for the following FIFA World Cups:**

- FIFA Club World Cups 2015 and 2016 (one association must host the two editions)**
- FIFA Club World Cups 2017 and 2018 (one association must host the two editions)**
- FIFA Beach Soccer World Cup 2017**
- FIFA U-17 Women's World Cup 2018**
- FIFA U-20 Women's World Cup 2018**
- FIFA Women's World Cup 2019™**

Dear Sir or Madam,

FIFA is pleased to open the bidding for the above-listed FIFA World Cups. We invite all member associations to join the bidding process by completing and submitting the attached Declaration of Interest.

Please find more information about the individual competitions and details regarding the bidding timelines on the following pages.

We strongly encourage our member associations to consider hosting a FIFA World Cup as the benefits are numerous and significant. The signed Declaration of Interest form must be received by FIFA by the indicated timeline at the latest.

Should you have any further questions or need assistance in completing the form, please do not hesitate to contact the FIFA Competitions Division, who will be pleased to assist you.

Yours faithfully,

FÉDÉRATION INTERNATIONALE  
DE FOOTBALL ASSOCIATION



Jérôme Valcke  
Secretary General

Encl.

- FIFA Club World Cups open for bidding (incl. bidding timeline)
- FIFA Beach Soccer World Cup open for bidding (incl. bidding timeline)
- FIFA Women's World Cups open for bidding (incl. bidding timeline)
- Declaration of Interest

- cc:
- FIFA Executive Committee
  - Confederations
  - Organising Committee for the FIFA Club World Cup
  - Beach Soccer Committee
  - Organising Committee for the FIFA U-17 Women's World Cup
  - Organising Committee for the FIFA U-20 Women's World Cup
  - Committee for Women's Football and the FIFA Women's World Cup™

### **FIFA Club World Cups 2015-2016 and 2017-2018 open for bidding:**

After very successful years in the United Arab Emirates, Japan and the last two in Morocco, FIFA is pleased to announce the opening of the bid processes for the 2015-2016 as well as the 2017-2018 editions, i.e. two hosts, each hosting two years.

Before commencing, two very important aspects should be noted.

Firstly, regarding format and dates, the plan is to continue organising the 7-team competition in the month of December.

Secondly, regarding the commercial structure and the expected revenue, as the event has proven to be very successful over the years, the host association is required to provide a guaranteed payment to FIFA of USD 25 million (per year of the event). Such amount is in addition to the host association's own costs of hosting the events. In this regard, FIFA intends to allocate to the winning host association all net revenues generated by FIFA from the exploitation of the following commercial rights in relation to the competitions:

- Sponsorship rights with regard to National Supporter packages (up to a maximum of six (6) per edition of the competition);
- Ticketing rights for the competitions;
- On-site food and beverage concession rights;
- The sale of competition-branded merchandise in the country of the winning association (subject to the exclusion of certain categories of merchandise as determined by FIFA);
- On-site hospitality rights.

For the avoidance of doubt, unless delegated by FIFA to the host association in accordance with the terms of the relevant hosting agreement, FIFA will retain ownership and control over the exploitation of any such commercial rights.

With the above in mind, we would like to invite the member associations to join the bidding process by completing the first step and submitting the attached Declaration of Interest. Note that though associations may declare an interest or bid for both sets of editions, FIFA will only award one set (2015-2016 or 2017-2018) to any member.

For your planning purposes, the key dates and deliverables are as follows:

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|---------------|--|
| 30 March 2014 | Deadline for declaring an interest in hosting two editions of the FIFA Club World Cup in 2015 and 2016 or in 2017 and 2018, by completing the enclosed "Declaration of Interest" form (with signatures of two executive officers of the member association), and returning the form by post to FIFA (signed form must be received by FIFA by 30 March 2014). |
| 15 April 2014 | FIFA will dispatch the bidding and hosting documents to the member associations that have declared an interest in hosting two editions of the FIFA Club World Cup in 2015 and 2016 or in 2017 and 2018.  |

- 25 August 2014      Deadline for the member associations to deliver the definitive bid. The duly completed and signed bidding and hosting documents must be received by FIFA by 25 August 2014.
- September 2014      Decision by the FIFA Executive Committee.

**FIFA Beach Soccer World Cup open for bidding:**

**FIFA Beach Soccer World Cup 2017**

This World Cup is held every two years and 2017 will be the ninth edition. 16 teams will participate in the final competition and one stadium will be required. The duration of the competition is approximately ten to 12 days. The location of the venue should reflect the sun, sea and sand of the Copacabana beach, the birthplace of beach soccer.

**The bidding timeline is as follows:**

15 April 2014	Deadline for the member associations to declare their interest in hosting the FIFA Beach Soccer World Cup 2017 by submitting the completed and signed Declaration of Interest form.
30 April 2014	FIFA to send out the bidding and hosting documents to those associations that have declared an interest.
15 June 2014	Deadline for the member associations to re-confirm their interest in the bidding by submitting the signed Bidding Terms and Conditions.
1 October 2014	Deadline for the member associations to submit the definitive bid including all signed bidding and hosting documents (including the Hosting Agreement, Host City Agreements, Government Guarantees, etc.).
December 2014	Appointment of host by the FIFA Executive Committee.

## **FIFA Women's World Cups open for bidding:**

### **FIFA Women's World Cup 2019™ FIFA U-20 Women's World Cup 2018**

The popularity of women's football has grown in leaps and bounds in recent years, as evidenced by the growing numbers of women participating in the game worldwide as well as the steadily rising spectator levels for women's competitions.

The FIFA Women's World Cup™ has grown in stature and significance over the last few editions. Players like Marta, Birgit Prinz, Sun Wen, Sissi and Mia Hamm are now household names. Now with 24 teams, it clearly has the second-highest profile of all the FIFA events.

Furthermore, the FIFA U-20 Women's World Cup is the second most important women's FIFA tournament. Besides being a tournament in its own right, it serves as a final stage of preparation to the FIFA Women's World Cup™ not only for the hosts, but also for the players. In terms of popularity, the 2010 edition in Germany holds the attendance record of 395,295 spectators and achieved an average global in-home audience per live match of 2.8 million.

In principle, FIFA would prefer the FIFA Women's World Cup 2019™ (24 teams) and the FIFA U-20 Women's World Cup 2018 (16 teams) to be hosted and organised by the same member association.

However, if circumstances require, FIFA reserves the right to award the hosting of the events separately.

### **FIFA U-17 Women's World Cup 2018**

The development of football for girls and women has long been one of FIFA's top priorities. This is the "youngest" of FIFA's competitions. A major milestone was reached in 2008 when the inaugural FIFA U-17 Women's World Cup was held in New Zealand, marking the first time ever that men and women had the same youth tournament structure in football. The creation of this event (with 16 teams) has encouraged member associations to further develop women's football at youth level and to set up teams in even younger age groups. In addition, this tournament has enjoyed support from different sectors of society in its host countries. For example, the last edition of the tournament in Costa Rica 2014 was also a commercial success as four national companies, representing the main industries in the country, came on board as National Supporters of the tournament.

## **The bidding timeline is as follows:**

15 April 2014	Deadline for the member associations to declare their interest in hosting one or more of the FIFA Women's World Cups stipulated above by submitting the completed and signed Declaration of Interest form.
30 April 2014	FIFA to send out the bidding and hosting documents to those member associations that have declared an interest.
15 June 2014	Deadline for the member associations to re-confirm their interest in the bidding by submitting the signed Bidding Terms and Conditions.

31 October 2014

Deadline for the member associations to submit the definitive bid including all signed bidding and hosting documents (including the Hosting Agreement, Host City Agreements, Government Guarantees, etc.).

March 2015

Appointment of 2018 and 2019 FIFA Women's World Cup hosts by the FIFA Executive Committee.

## Declaration of Interest

The football association of

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hereby officially declares its interest in hosting the (please check as appropriate):

- FIFA Club World Cups 2015 and 2016 (one association must host the two editions)**
- FIFA Club World Cups 2017 and 2018 (one association must host the two editions)**
- FIFA Beach Soccer World Cup 2017**
- FIFA U-17 Women's World Cup 2018**
- FIFA U-20 Women's World Cup 2018**
- FIFA Women's World Cup 2019™**

On behalf of the association:

**Secretary**

Surname: \_\_\_\_\_

(block capitals)

First name: \_\_\_\_\_

(block capitals)

Title: \_\_\_\_\_

(block capitals)

Place and date: \_\_\_\_\_

(block capitals)

Signature: \_\_\_\_\_

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On behalf of the association:

**President**

Surname: \_\_\_\_\_

(block capitals)

First name: \_\_\_\_\_

(block capitals)

Title: \_\_\_\_\_

(block capitals)

Place and date: \_\_\_\_\_

(block capitals)

Signature: \_\_\_\_\_