

MEN'S EHF EUROPEAN CUP

as of season 2020/21



General information

The official date for the start of the season 2020/21 is 1 July 2020.

Starting with this date the EHF and the EHF Marketing GmbH start a new partnership with Infront & DAZN regarding Audio-visual Rights and Marketing Rights for the complete EHF Competitions, which include all Club Competitions as well as all National Team Competitions for Men and Women and also Younger Age Competitions.

The following slides provide a summary of the most important information regarding EHF Club Competitions for Men and Women starting with the season 2020/21.

Of course, there are many more changes in different areas, but those information in these slides offer a basic package of information to all clubs in order to give them the possibility to plan their EHF Club Competition participation in the new season on each different level, regardless whether this is for the MEN'S EHF Champions League, the MEN'S EHF European League or the MEN'S EHF European Cup.



General information

New names of EHF Club Competitions

Current (until the end of season 2019/20)

VELUX EHF Champions League

Men's EHF Cup

Men's Challenge Cup

New (starting from season 2020/21)

[SPONSOR] EHF Champions League

[SPONSOR] EHF European League

MEN'S EHF European Cup



Competition topics

The next slides consist of the following information:

- Distribution of the places to the different Men's Club Competitions
- The playing system of the MEN'S EHF European Cup
- Match dates and throw off timings

Competition topics

Place distribution

Ranking for 2020/21				Number of teams for each Federation in the various competitions			
Place 2020/21	Nation	Average points		EHF Champions League	EHF European League	EHF European Cup	Total
points from EHF Champions League and EHF European League (former EHF Cup)	1	FRA	139,33	1	4	0	5
	2	GER	132,83	1	4	0	5
	3	MRD	115,00	1	3	0	4
	4	HUN	99,83	1	3	0	4
	5	ESP	96,17	1	3	0	4
	6	POL	75,33	1	3	0	4
	7	DEN	73,83	1	3	0	4
	8	CRO	53,33	1	3	0	4
	9	POR	52,33	1	3	0	4
	10	BLR	52,00	0	2	2	4
	11	UKR	39,67	0	2	2	4
	12	SWE	38,50	0	2	2	4
	13	ROU	36,67	0	2	2	4
	14	SLO	35,50	0	2	2	4
	15	SUI	30,33	0	2	2	4
	16	NOR	28,67	0	2	2	4
	17	RUS	25,67	0	2	2	4
	18	SVK	24,67	0	2	2	4
	19	FIN	23,67	0	1	3	4
	20	TUR	21,67	0	1	3	4
	21	ISR	17,80	0	1	3	4
	22	AUT	16,00	0	1	3	4
	23	ISL	11,00	0	1	3	4
	24	BEL	10,17	0	1	3	4
	25	LUX	8,75	0	1	3	4
	26	NED	7,75	0	1	3	4
	27	CZE	7,00	0	1	3	4
	28	GRE	6,60	0	1	3	4
	29	KOS	6,00	0	1	3	4
	29	SRB	6,00	0	1	3	4
points from EHF European Cup (former Challenge Cup)	1	BIH	16,67	0	0	3	3
	2	BUL	8,67	0	0	3	3
	3	LTU	8,00	0	0	3	3
	4	MNE	7,00	0	0	3	3
	5	CYP	5,33	0	0	3	3
	5	GBR	5,33	0	0	3	3
	7	MDA	3,33	0	0	3	3
	8	GEO	3,00	0	0	3	3
	8	ITA	3,00	0	0	3	3
	10	LAT	1,00	0	0	3	3
	11	AZE	0,33	0	0	3	3
	11	EST	0,33	0	0	3	3
	11	MLT	0,33	0	0	3	3
	14	ALB	0,00	0	0	3	3
	14	AND	0,00	0	0	3	3
	14	ARM	0,00	0	0	3	3
	14	FAR	0,00	0	0	3	3
14	IRL	0,00	0	0	3	3	
14	LIE	0,00	0	0	3	3	
14	MON	0,00	0	0	3	3	



Competition topics

Details regarding the Place Distribution

A national Federation on ranking position starting from 19 is allowed to request a downgrade for the national champion from the MEN'S EHF European League to the MEN'S EHF European Cup.

Three places are reserved in the MEN'S EHF European League. The right for these 3 places is for the national champion of the Federations ranked below 30.

1st right: BIH

2nd right: BUL

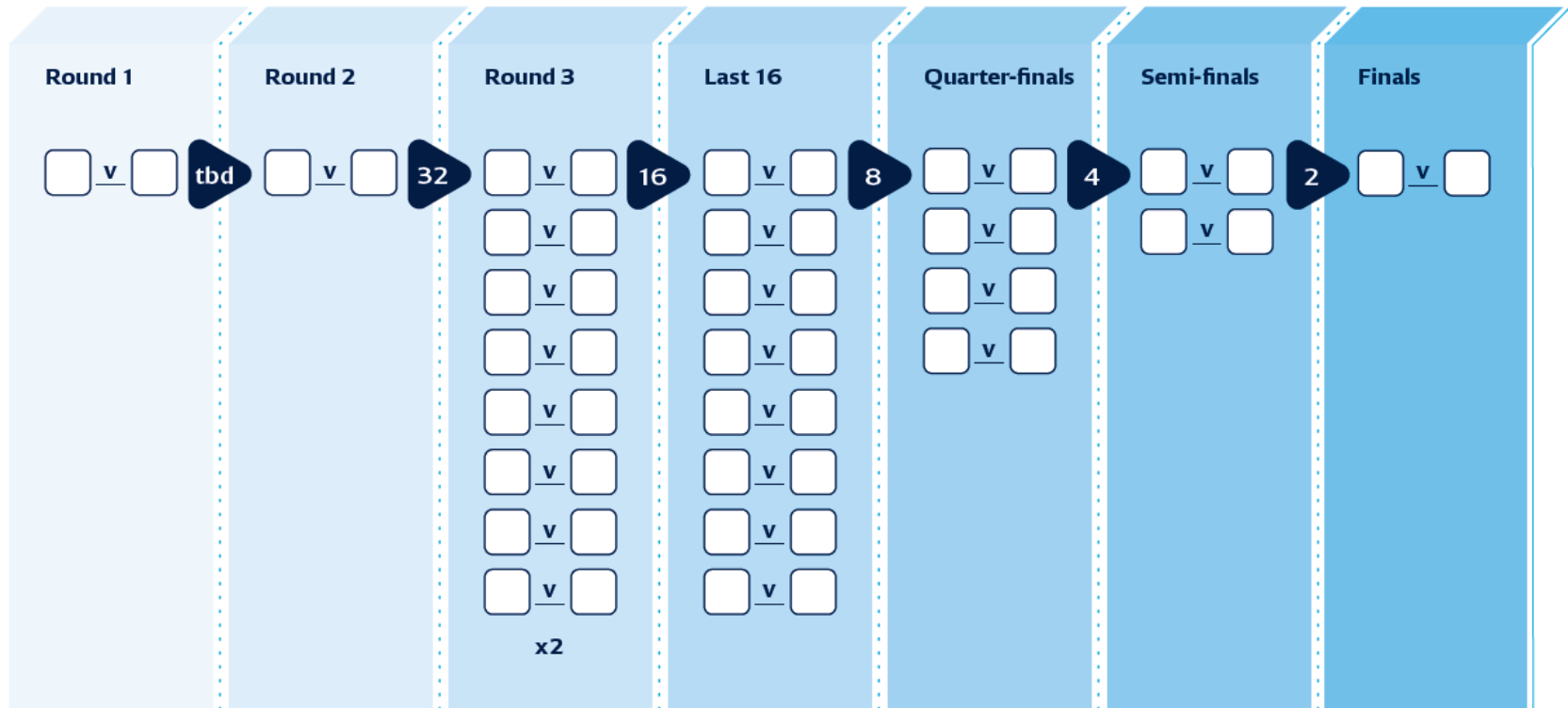
3rd right: LTU

etc.



Competition topics

Playing system



Competition topics

Match dates and throw off timings

All matches of the MEN'S EHF European Cup will be played according to the EHF calendar (on weekends). Playing days and throw-off timings are subject to coordination between EHF, the clubs and the respective partners.



Venue topics

- No changes to the current EHF Challenge Cup Regulations with the exception of the final matches.
- Final Matches (Round 7): static board system required on both short sides and long side.

TV topics

- EHF Marketing has transferred the Audio-Visual Rights for all matches of the EHF European Cup to Infront & DAZN Group.
- EHF Marketing will remain the main contact for the clubs in regard to all Audio-Visual matters.
- The clubs have to inform EHF Marketing about any interest for producing and/or broadcasting their EHF European Cup matches during the season.
- Infront & DAZN Group will coordinate all production and broadcasting matters directly with the respective TV partners.
- In any case, each club has to guarantee appropriate conditions for the production of an international TV signal for each home match.
- The process of selling the media rights in the different regions is on going. Clubs will be informed accordingly.



Marketing topics

- EHF Marketing has transferred the Marketing Rights to Infront & DAZN Group.
- EHF Marketing will remain the main contact for the clubs in regards to all marketing matters and will act as intermediate.

Club Sponsors

- As of season 2020/21, each club has the right to nominate two (2) club sponsors - instead of no limitations in the previous seasons - that can be present on various advertising positions.
- These two (2) nominated club sponsors have to be among the sponsors of the home team and have to be the same two sponsors on all positions. These sponsors cannot be changed during the season.
- The production obligation and costs of all club sponsor related materials are in the responsibility of the club.
- Rights for Club Sponsors are to be defined in the competition regulations



Finances

- Entry fee will be changed in round 7 (Final matches).

Current: € 3.000

as of season 2020/21: € 2.000

- There will be payments for each away game of € 7.500 (as of Round 3)

