

2011 EVENT
SPONSORSHIP

POLO
ONTHEBEACH
WATERGATEBAY

6THSEPTEMBER2011

“Polo on the Beach brings an exciting sport to a range of people who would never normally get to see it, in a fantastic setting.”

THE SUNDAY MIRROR



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South West
England

Tourism
Excellence
Awards
2009 - 2010
SILVER

2011 SEES WATERGATE BAY HOST THE FIFTH EDITION OF A SPECTACULAR AND DISTINCTIVE EVENT: POLO ON THE BEACH.

Now well established as a highlight of the late summer calendar, *Polo on the Beach* brings the glamorous and traditional sport to one of the country's most innovative beach destinations.

Centred on a free exhibition match, its aim is to introduce polo to an audience who might never otherwise see the sport played.

The award-winning event has consistently captured the imagination of people throughout the country, generating national and international media coverage and attracting record crowds in 2010.

2011 will build on the huge success of the previous years with every element strengthened and refined.



"A thrilling exhibition of beach polo."

THE INDEPENDENT ON SUNDAY



LOCATION

The Hotel & Extreme Academy, Watergate Bay is located on the Atlantic coast in Cornwall between Padstow and Newquay. One of the best-known surfing beaches in the country, Watergate Bay's two mile stretch of golden sand is revealed at low tide, unveiling a breathtaking natural amphitheatre.

In 2010 an estimated 3,500 people watched the fourth edition of the event from vantage points on the beach, from the cliffs, and on the hotel's terraces.

AWARDS

Polo on the Beach has scooped two prestigious awards in as many years. The event was acclaimed by South West Tourism, while public relations agency Barefoot Media were recognised for their campaign promoting the event.

2010 Chartered Institute of Public Relations PRide Awards Gold, Best Campaign £10k and Under

2009-10 South West Tourism Excellence Awards Silver, Best Event

TIMETABLE

Media call - Monday 5th September 2011

Date and time to be confirmed.

Polo on the Beach - Tuesday 6th September 2011

4.00pm

Public champagne bar and barbeque open on the beach.

6.00pm

Hospitality guests arrive at The Hotel for a champagne and canapé reception with live music on the decking.

6.30pm

Polo starts, with commentators to explain the rules and gameplay for spectators.

7.45pm

Presentation of trophies on The Hotel's lower deck.

8.00pm

Post-polo player and sponsors party.

MARKETING THE EVENT

A comprehensive marketing campaign will promote the event to an ever-wider audience, including:

- Website & social media
- Advertising
- Public relations
- Photography & video
- Programme

WEBSITE & SOCIAL MEDIA

A dedicated mini-site at www.watergatebay.co.uk/polo will provide information on the event including how spectators can attend, sponsor profiles, an image gallery and press releases.

Video content and short films from previous years will be used on the 2011 website and our enhanced YouTube channel at www.youtube.com/watergatebaytv

The event will also be promoted on Facebook using The Hotel & Extreme Academy's portfolio of company pages at www.facebook.com/watergatebay, and through a dedicated Twitter account at www.twitter.com/PoloOnTheBeach

STATISTICS FOR 2010

- 11,783 total page views.
- Overall traffic increased 117% on previous year.
- Total time spent on event website: 356.8 hours.
- Users spent on average 1 min 49 seconds viewing each page of the site.
- Busiest month: September 2010 (44% of all traffic).
- Busiest day: 9% of page views on the day of the event (16th September 2010).

(Source: Google Analytics for [watergatebay.co.uk/polo](http://www.watergatebay.co.uk/polo), comparing period 1st Jan 2010 to 19th Dec 2010 with previous year).

ADVERTISING

- Advertising to promote the event includes:
- Local radio campaign in week prior to event .
- Display banners at Watergate Bay for one month prior to event.
- Posters distributed through tourist information centres and on site.

PUBLIC RELATIONS

The public relations campaign for *Polo on the Beach* will be coordinated by Barefoot Media, an independent PR agency based in Cornwall.

Their work on the third edition of the event won a Gold award at the 2010 Chartered Institute of Public Relations PRide Awards.

The 2010 PR campaign generated coverage with a cumulative audience of 12 million people and advertising value equivalent of £195,000.

2011 PUBLIC RELATIONS PLAN

Pre-event

A staged press release-driven campaign will build public awareness in the months and weeks before the event. The press releases will draw attention to the unique nature and venue of the event, and emphasise the 'culture clash' between the worlds of polo and surfing to give Polo on the Beach a distinctive identity. The major event sponsors are encouraged to include contributions in the media communications.

Media call - Monday 5th September 2011

A media call will be held before the match and will give members of the media the opportunity to interview key figures, and film and photograph polo players and ponies on the beach.

Media liaison

Barefoot Media will provide liaison between the media and event organisers, sponsors and players, arranging interviews, photography and further information as required.

Hospitality for journalists

A limited number of press passes will be available for journalists (*this is wholly at the discretion of the organisers*).

Post-event

A review press release and photography will be made available to the media within 24 hours.

PHOTOGRAPHY & VIDEO

A photographer will be commissioned to attend the press call and match day to shoot images for promotional use, and for distribution to media unable to attend in person. Images are made available to media via Barefoot Media's online image library and by direct email to photo desks.

The photographer is briefed on sponsorship requirements and images are made available to sponsors.

A short film of the event will also be commissioned for distribution through websites and social media channels.

PRODUCT PLACEMENT

Sponsors have used *Polo on the Beach* to bring their clients closer to their products. 2007 team sponsors Aston Martin brought a fleet of their cars to display at prominent locations at the event.

VIP guests have enjoyed champagne from title sponsors Veuve Clicquot at every edition of the event.

Estate agents Knight Frank used the event to bring clients to view properties they were marketing at Watergate Bay in 2007 and 2008.

COMPETITIONS AND PROMOTIONS

We work with sponsors who are keen to use the event in their own promotions and marketing activities.

Competition prizes have been hugely successful - particularly for stimulating engagement on social media sites, growing email marketing lists and leveraging press coverage.

We've put together prize packages ranging from short breaks to one-off treats including flights, accommodation, meals, sports lessons and event tickets.

EVENT PROGRAMME

A limited amount of advertising space is available in the event programme. 2,000 copies will be distributed free of charge to spectators attending the event.

Editorial content includes:

- History of polo
- Rules of the game explained
- Programme of events
- Do's and don'ts for spectators
- Player profiles
- Sponsor information

Details:

- Print run: 2,000
- Distribution: 200 copies to hospitality guests
- 1,800 copies for spectators on the beach
- Format: Custom 190mm x 240mm
- Colour: Full colour
- Pagination: 16 pages

Advertisement sizes:

- Single page
- Half page
- Deadline for advertisement bookings 30th June 2011

Advertising contact:

Judi Blakeburn
 Operations Director
 The Hotel & Extreme Academy, Watergate Bay
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 judi@watergatebay.co.uk

MEDIA COVERAGE 2010

By November 2010 the campaign had generated 90 pieces of print, broadcast and online coverage with an advertising value equivalent (AVE) of over £195,000 and reached a cumulative audience of 12 million people.



theguardian

stella

coast



POLO
TIMES

Western Morning News



PRE-EVENT

A staged press release-driven campaign generated 58 pieces of local and national coverage, including *Metro*, *The Guardian* and the *Sunday Mirror*.

Competitions to win VIP trips to the event were placed in the *Sunday Telegraph's Stella magazine*, *OK Facebook page*, and in Cornish weeklies *The West Briton*, *Cornish Guardian* and *The Cornishman*.

County magazine *Cornwall Life* ran a five page preview feature, using an image from the event on their cover.

Photo spread in *Coast magazine*.

BBC Radio Cornwall previewed their live broadcast from the event in the week over an hour's coverage.

Atlantic FM interviewed Andy Burgess in a preview piece.

Visit Cornwall featured the event in their September email marketing campaign sent to over 300,000 recipients.

MEDIA CALL

A media call was held on the beach.

Three ponies and players took part, in full match uniform, to allow close-up filming and photography and interviews.

Live interview from the beach for *BBC Radio Cornwall*.

Photographer from the *Western Morning News* attended, resulting in a front page photo and page lead story on match day.

Local print journalists, photographers and polo specialists also attended.

Photography from the media call was issued to regional and national photo desks.

The event was promoted through social media accounts.

MATCH DAY

BBC Radio Cornwall broadcast live from the beach for three hours before, during and after the match, linking in to match commentary, interviews with organisers, sponsors and polo players. The show was broadcast in Cornwall, Devon, Channel Islands.

Regional TV news programme *BBC Spotlight* broadcast a three minute piece live from the beach while the match was taking place.

The event was attended by journalists and photographers representing:

- *Polo Times*
- *PQ International*
- *BBC Radio Cornwall*
- *Newquay Voice*
- *Cornwall & Devon Media*
- *Horse & Hound*
- *BBC Spotlight*
- *Westcountry Photographers*
- *Icon Publishing*
- *Tiger 24*
- *Sideways Cornwall*
- *Harrera Images*
- *Purita Picture Agency*

POST-EVENT

A detailed review press release and high resolution photography were made available to the media within 24 hours.

BBC Radio Cornwall spent 15 minutes discussing the event on Laurence Reed's afternoon talk show. Listeners called in to discuss the event, and emailed their own photos which appear on a gallery on the *BBC Cornwall website*.

Social pages coverage produced for *Cornwall Life*.

Post event match reports and photography featured in 22 pieces of print and online coverage including *Horse & Hound*.

2010 MEDIA COVERAGE BREAKDOWN

Date	Media Outlet	Detail of coverage	OTV*	AVE†
14/05/2010	Travel Trade	Gazette Make a mint by selling polo	17513	£588.00
14/05/2010	ttglive.com	Make a mint by selling polo	10,000	£100.00
01/06/2010	Polo Times	UWay out UWest	10,000	£4,800.00
23/06/2010	yourhorse.co.uk	Get ready for Veuve Clicquot Polo on the Beach	10,000	£100.00
30/06/2010	Cornish Guardian	Champion Chukkas - raise your glasses for more worldclass polo on the beach at Watergate Bay	29,347	£454.74
30/06/2010	St Austell Voice	Polo on the beach set to return	7,000	£194.97
01/07/2010	The Good Travel Guide	Polo on a Cornish beach	16,000	£1,200.00
03/07/2010	The Daily Mirror	Late Deals	1,238,145	£6,044.32
04/07/2010	Sunday Independent (Cornwall)	Polo stars prepare for battle in poole	7,657	£541.50
04/07/2010	Sunday Independent (Plymouth & Devon)	Polo stars prepare for battle	7,809	£868.48
09/07/2010	Western Daily Press (Late City)	Polo rivals do battle on the sands	34,109	£1,172.86
14/07/2010	Metro International (Portugal)	60 segundos: "Cuidado com o cavalo"	130,000	£2,181.00
19/07/2010	Metro International (Canada)	Le polo: une longue tradition	800,000	£5,818.58
23/07/2010	Metro	Other things to do	737,522	£1,283.55
23/07/2010	Metro (North East)	Other things to do	51,736	£343.14
26/07/2010	Metro International (Mexico)	No pegar al caballo	200,000	£1,322.10
31/07/2010	ok.co.uk	Facebook Friday competition winner and prize details	318,733	£3,187.00
07/08/2010	The Guardian	The UK's best beaches	276,428	£410.00
17/08/2010	cornwallscolest.co.uk	Star name for beach polo	25,000	£250.00
18/08/2010	Cornish Guardian	Top player to appear at beach polo event	29,347	£207.00
18/08/2010	freshairfix.com	Champagne on the beach anyone	5,000	£50.00
18/08/2010	lovethatwine.co.uk	Polo and champagne?	2,500	£25.00
18/08/2010	Newquay Voice	Star name joins annual polo challenge at beach	6,500	£226.00
18/08/2010	St Austell Voice	Star names for beach polo	7,000	£98.00
22/08/2010	Sunday Independent (Bristol & Somerset)	Polo event provides the perfect platform	6,951	£393.00
22/08/2010	Sunday Independent (Cornwall)	Polo event provides the perfect platform	7,657	£301.00
22/08/2010	Sunday Independent (Plymouth & Devon)	Polo event provides the perfect platform	7,809	£622.00
22/08/2010	telegraph.co.uk	Uin this - Polo on the Beach at Watergate Bay	750,000	£7500.00
22/08/2010	The Sunday Telegraph	Stella Loves. . .	508,706	£2,597.00
25/08/2010	Cornish Guardian	Star name added to beach polo date	29,347	£228.00
01/09/2010	Coast	Picture this - A day in September 4	2,593	£6,666.00
01/09/2010	Cornish Guardian	Make Watergate Bay your Goal	29,347	£1,068.12
01/09/2010	Cornish Guardian	Exhilarating entertainment	29,347	£507.00
01/09/2010	Cornish Guardian (North Cornwall)	Exhilarating entertainment	29,347	£538.00
01/09/2010	Cornwall Life	Front cover	14,000	£1,350.00
01/09/2010	Cornwall Life	Anyone for polo?	14,000	£4,908.00
01/09/2010	Cornwall Today	News & Views	14,000	£119.00
01/09/2010	Here & Now	Polo - out & about	17,000	£82.50
01/09/2010	Inside Cornwall	Your guide to what's on	5,000	£50.00
01/09/2010	visitnewquay.org	Included in event listings	25,000	£250.00
02/09/2010	The Cornishman	Make it your goal	16,187	£348.84
02/09/2010	The Cornishman	Uwhat's on section cover - image and title	16,187	£795.96
02/09/2010	West Briton (Falmouth & Penryn)	Make Watergate Bay your Goal	29,347	£1,223.50
02/09/2010	West Briton (Falmouth & Penryn)	Exhilarating entertainment	35,137	£607.00
03/09/2010	Hollaboxx	Beach barbeque!	10,000	£100.00
03/09/2010	thisisbristol.co.uk	Star name added to polo clash	195,298	£1,952.00
03/09/2010	Western Daily Press (Late City)	Star name added to polo clash	34,109	£475.00
07/09/2010	guardian.co.uk/travel	The UK's Best Beaches	888,230	£8,882.00
07/09/2010	visitcornwall.com	Polo on the beach at Watergate Bay	300,000	£3,000.000
08/09/2010	beenthere traveller.co.uk	Travel news	2,500	£25.00
09/09/2010	BBC Radio Cornwall	Pre-recorded trailers in week prior to event	157,000	£13,260.00
12/09/2010	Sunday Independent (Bristol & Somerset)	Equestrianism and racing	6,951	£87.00
12/09/2010	Sunday Independent (Cornwall)	Equestrianism and racing	7,657	£78.00
12/09/2010	Sunday Independent (Plymouth & Devon)	Equestrianism and racing	7,809	£125.00

Date	Media Outlet	Detail of coverage	OTV*	AVE†
12/09/2010	Sunday Mirror	Great UK days out	1,147,926	£4,785.00
15/09/2010	Atlantic FM	Andy Burgess interview for news promo	67,000	£276.00
15/09/2010	BBC Radio Cornwall	Live interview from press call	157,000	£1,326.00
15/09/2010	bbc.co.uk/cornwall	Polo on the beach at Watergate Bay	225,000	£2,250.00
16/09/2010	BBC Radio Cornwall	Live coverage on event day - Duncan Warren	157,000	£26,520.00
16/09/2010	BBC Radio Devon	Live coverage on event day - Duncan Warren	235,000	£39,695.00
16/09/2010	BBC Spotlight	Live broadcast from event - Eleanor Parkinson	1,116,923	£3,438.00
16/09/2010	demotix.com	Polo on the beach - Watergate Bay	50,000	£500.00
16/09/2010	imagesofpolo.com	Image gallery by Tony Ramirez	2,500	£25.00
16/09/2010	polotimes.co.uk	Veuve Clicquot Polo on the Beach	2,500	£25.00
16/09/2010	thisiscornwall.co.uk	Pick of the day	195,298	£1,952.00
16/09/2010	thisiscornwall.co.uk	Slide Shows / Beach Polo	195,298	£1,952.00
16/09/2010	Western Morning News	Polo stars gallop to the beach	53,980	£624.78
16/09/2010	Western Morning News	Front page photo and caption	53,980	£683.76
17/09/2010	BBC Radio Cornwall	Discussion on Laurence Reed show	157,000	£2,652.00
17/09/2010	bbc.co.uk/cornwall	BBC in pictures - photo gallery from event	225,000	£2,250.00
18/09/2010	7minutes.co.uk	Veuve Clicquot Beach polo draws record crowds at Watergate Bay, Cornwall in 2010	2,500	£25.00
18/09/2010	newquayvoice.co.uk	Image gallery by Newquay Voice	5,000	£50.00
20/09/2010	cornwallscolest.co.uk	Beach polo draws record crowds at Watergate Bay	25,000	£250.00
20/09/2010	yourhorse.co.uk	Beach polo draws record crowds	10,000	£100.00
22/09/2010	Cornish Guardian	St Wenn agents lead the way with PR award coup	29,347	£347.60
22/09/2010	fippolo.com	England - Beach polo draws record crowds to Watergate Bay	5,000	£50.00
22/09/2010	Newquay Voice (Main)	Polo PR promoter up for award	6,500	£161.07
22/09/2010	Newquay Voice	Thousands turn out to view beach polo event	6,500	£536.00
23/09/2010	Horse & Hound	The week in pictures	55,489	£453.60
24/09/2010	thisisbristol.co.uk	Beach polo match was 'the best ever' says leading commentator	195,298	£1,952.00
24/09/2010	Western Daily Press (Late City)	Beach polo match was 'the best ever' says leading commentator	34,109	£778.00
26/09/2010	Sunday Independent (Cornwall)	Top polo stars put on a super display	7,657	£511.00
26/09/2010	Sunday Independent (Plymouth & Devon)	Top polo stars put on a super display	7,809	£834.00
01/10/2010	Polo Times	Polo at Watergate Bay	10,000	£750.00
13/10/2010	cornwallscolest.co.uk	Beach Polo Event, Watergate Bay	25,000	£250.00
18/10/2010	thisiscornwall.co.uk	Students gather for champs to enjoy a weekend surfing safari in Newquay	195,298	£1,952.00
01/11/2010	Cornwall Life	Social pages - Polo on the Beach	14,000	£635.70
04/11/2010	Western Morning News	PR Firms take the honours at awards night	53,980	£171.00
05/11/2010	PR Week	Wonders of the West	13,678	£2,496.45
05/11/2010	Western Daily Press (Late City)	Polo promotion pays off	31809	£54.00
01/12/2010	PQ International	Coverage pending	42,750	£4,500.00
01/03/2011	Polo Lifestyles	Coverage pending		

TOTAL **12,031,991** **£195,412.12**

* Opportunities to View (OTV) is calculated using the following method: data for publications is based on circulation, either ABC audited or publishers' statements; broadcast audience size from RAJAR, BARB and broadcasters' statements; online audiences based on ABCe figures for daily unique users where available.

† Advertising Value Equivalent (AVE) is calculated using publishers'/broadcasters' rate card prices. AVE for BBC broadcasts and websites is calculated using commercial broadcast AVE data pro rata for audience size.



1

2

3

5



4



5

1 = Coast - September 2010 Opening photo spread. | 2 = Western Morning News - 16 September 2010 Front page photo, page lead story on p3. | 3 = Cornwall Life - September 2010 Cover photo, introduction, and five page feature. | 4 = BBC Radio Cornwall, BBC Spotlight, BBC online, presenters' Twitter and Facebook profiles. | 5 = Stella (Sunday Telegraph) and Telegraph.co.uk - 20 August 2010 Competition in Stella magazine and online.



SPONSORSHIP CATEGORIES

Title sponsor

The event will be named after the title sponsor.

2 x team sponsors

The teams will be named after their respective sponsors.

3 x trophy sponsors

The trophies will be named after and presented by their respective sponsors.



TITLE SPONSOR



THE TITLE SPONSOR HAS THE OPPORTUNITY TO PRESENT THE EVENT UNDER ITS BRAND

Advertising

Title sponsorship of the event.

The sponsor's company name will be included in the event logo, which will be printed or embroidered on the polo shirts of both teams.

A full page advertisement in the event programme.
Logos on all marketing material and PR.
(posters, flyers, websites, press releases, event programme)

Sponsor supported in PR editorial copy.

Link from The Hotel & Extreme Academy's website to own.
(from polo dedicated page)

Six display banners on the hoardings surrounding the pitch.
(banners to be supplied by the sponsor)

Branding on The Hotel terraces during the event.
(to be supplied by the sponsor)

Hospitality

10 complimentary full event tickets.

One complimentary hotel room for the night of the event.

First refusal to buy a further 20 full event tickets.

Please note that ticket sales are limited and there are a limited number of rooms available in The Hotel.

Exclusivity

No other sponsor from the same business line.

First refusal for sponsorship in 2012.



TEAM SPONSOR



TWO TEAM SPONSORS EACH HAVE THE OPPORTUNITY TO PRESENT A TEAM UNDER THEIR BRAND

Advertising

Branding on the front of polo shirts of the players of one team.

A full page advertisement in the event programme.

Logos on all marketing material and PR. (posters, flyers, websites, press releases, event programme)

Sponsor supported in PR editorial copy.

Link from The Hotel & Extreme Academy's website to own. (from polo dedicated page)

Four banners on the hoardings surrounding the pitch. (sponsor to supply banners)

Hospitality

Six complimentary full event tickets.

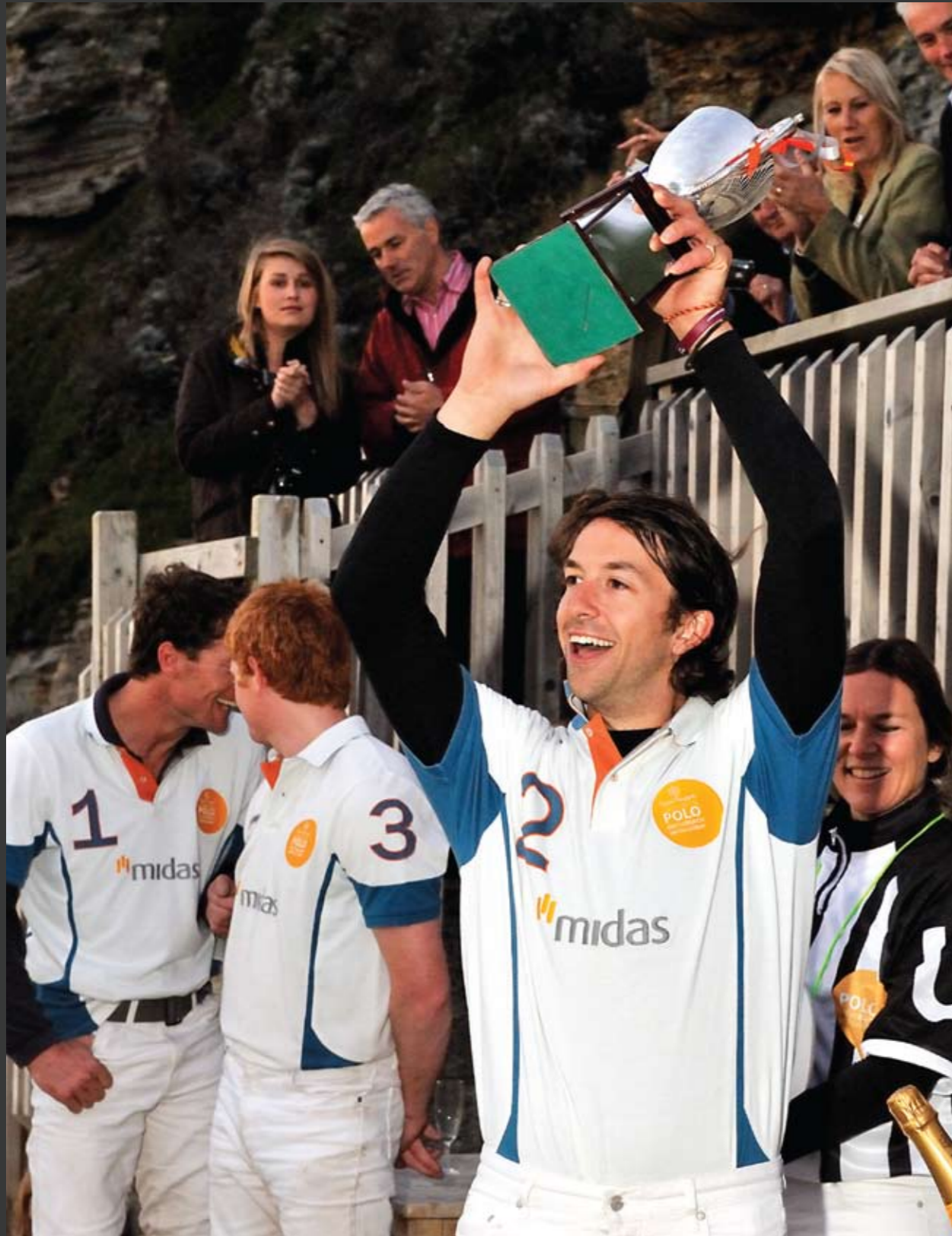
One complimentary hotel room for the night of the event.

First refusal to buy a further 20 full event tickets.

Please note that ticket sales are limited and there are a limited number of rooms available in The Hotel.

Exclusivity

First refusal for sponsorship in 2012.



TROPHY SPONSOR



THREE TROPHY SPONSORS
HAVE THE OPPORTUNITY TO
PRESENT A TROPHY UNDER
THEIR OWN BRAND

The Watergate Bay Trophy

Awarded to the winning team.
Named as: *The SPONSOR Watergate Bay Trophy*

Best Pony Trophy

Awarded to the best playing pony and presented to the
player who rode the pony. Named as:
The SPONSOR Trophy for the Best Pony

Most Valuable Player

Awarded to the stand-out player in the match.
Named as: *The SPONSOR Trophy for the
Most Valuable Player*

All trophy sponsors will also receive the following:

Advertising

A half page advertisement in the event programme.

Logos on website and event programme.

Link from The Hotel & Extreme Academy's website to own.
(from polo dedicated page)

Hospitality

Two complimentary full event tickets.

Please note that ticket sales are limited and there are a
limited number of rooms available in The Hotel.

Exclusivity

First refusal for sponsorship in 2012.

OPPORTUNITIES FOR SPONSORS

CORPORATE HOSPITALITY

Bringing valued or potential clients to a special event is a great way to cement relationships.

A limited number of hospitality tickets are available.

First refusal for tickets is offered to event sponsors, with the remainder becoming available for general sale.

Tuesday 6th September 2011

6.00pm

Pre-polo champagne reception on the hotel's terrace with live music.

6.30pm

Polo match begins. Canapés and champagne served during the game with a commentator to explain the rules of the game and action on the beach for spectators.

7.45pm

Presentation of trophies on the lower deck of The Hotel.

8.00pm

Post-polo player and sponsors party.

Accommodation in The Hotel is available - please note the number of rooms is limited.





"A glamorous and unmissable event."

CORNWALL LIFE

RATE CARD

Sponsorship

Title sponsor £12,000

Team sponsor £7,000

Trophy sponsor £1,000

Event Programme

Full page £600

Half page £400

All sponsorship and advertising rates are subject to V.A.T. at 20%

Hospitality tickets

Tuesday 6th September.

Full ticket: Includes pre-polo, during match and post polo party £90 per person.

Match ticket: Includes pre-polo and during match hospitality £60 per person.

Accommodation from £155 per room.

Ticket and accommodation prices include V.A.T.

All prices correct at time of print.



CONTACTS

Sponsorship & advertising enquiries

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The Hotel & Extreme Academy, Watergate Bay
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Public relations

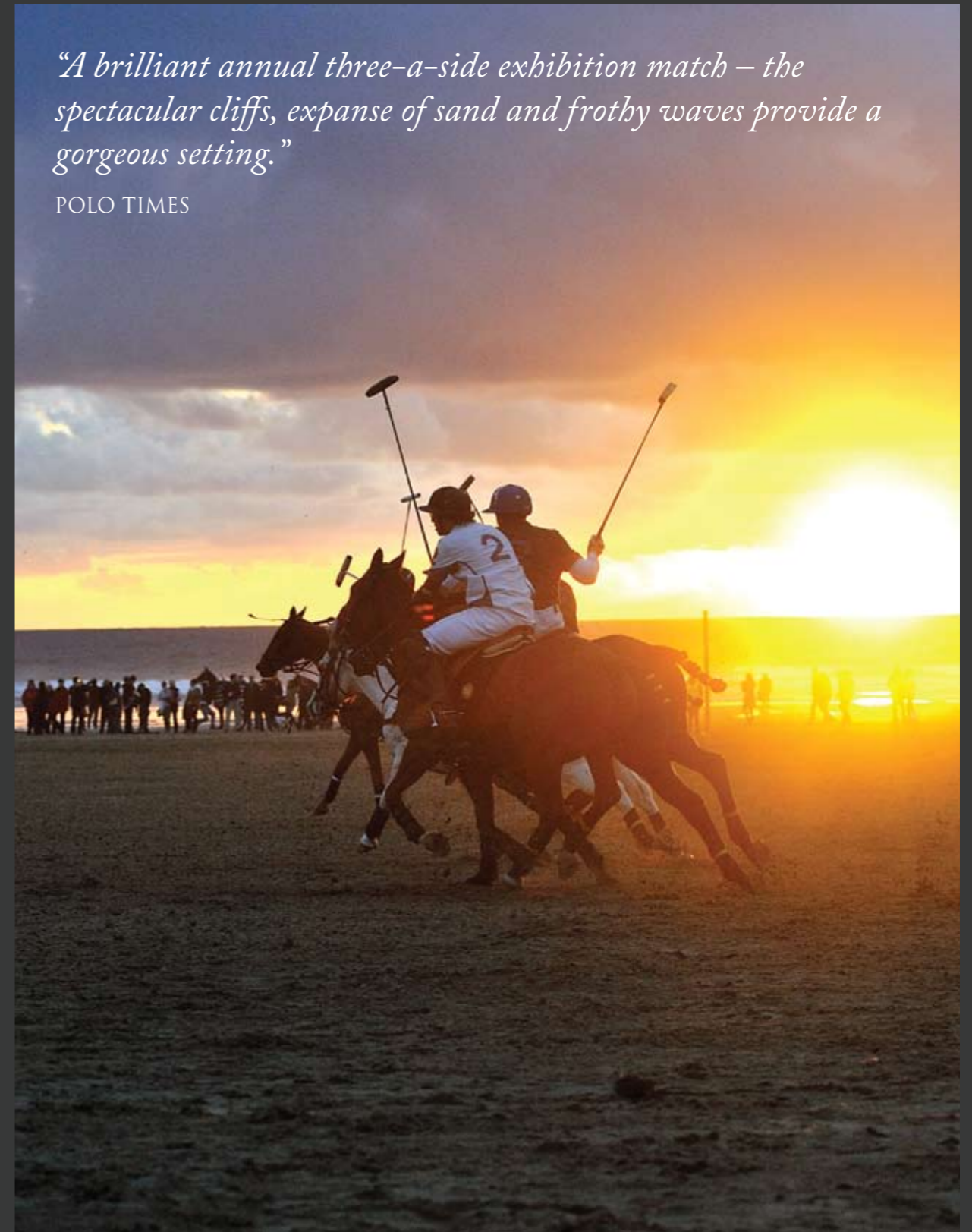
Jim Michell
Barefoot Media
01208 895089
jim@barefootmedia.co.uk

Photography

Ben Rowe
Bob Berry
David Griffen
Jon Ailes

“A brilliant annual three-a-side exhibition match – the spectacular cliffs, expanse of sand and frothy waves provide a gorgeous setting.”

POLO TIMES





For more information

01637 861239

watergatebay.co.uk/polo

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