



# **ADVERTISING RULES**

SCOPE

GENERAL ADVERTISING PRINCIPLES

ADVERTISING FOR ALL DISCIPLINES

ALPINE EVENTS

CROSS-COUNTRY EVENTS

SKI JUMPING/ SKI FLYING EVENTS

NORDIC COMBINED EVENTS

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## **SCOPE**

The principles established in the following articles are applicable to all televised ski events staged by or under the auspices of FIS ("the events"), according to its international calendars.

By these principles FIS aims to make sure that the presentation of international ski events follows the same modern standards world-wide.

In all competitions included in the International Ski Calendar (the FIS World Cup in particular) the FIS Advertising Rules concerning advertising possibilities in the competition area and the TV area are binding.

These FIS Advertising Rules approved by the FIS Council are an integral part of the implementation regulations of the FIS Organiser contracts.

## **1. GENERAL ADVERTISING PRINCIPLES**

**1.1** The nature and extent of advertising must not affect the quality of the television coverage of the events.

**1.2** Advertising at the competitions must not infringe the national rules of the country where the event takes place.

### **1.3 Special (rotating) Advertising**

Advertising boards, posters and banners must not be interfering with the presentation of the sporting action.

Special function installations (e.g. bridge, arch, displays) must be approved by FIS as well as arranged in such a way to conform to safety and advertising requirements.

Should LED advertising be used advertising may rotate only once during a camera sequence within the action. Animations can be used for only one sponsor per rotation.

### **1.4 Advertising may consist of a maximum of three of the following five items:**

- a company name
- a trademark
- a single noun describing a product or service
- a simple visual image depicting a product or service
- a slogan (e.g. Adidas – All in) if wordings are registered as part of a trademark

Website domain addresses (URL) as well as telephone, e-mail addresses on banners or as supplements are not allowed. Exceptions are to be approved by FIS and the respective National Ski Association.

In general the illumination of advertising spaces is allowed as long as it corresponds to § 1.5 and the discipline specific advertising rules.

### **1.5 Illumination of advertising / rear-lighted poster advertising**

In general the illumination of advertising boards/banners is allowed as long as the conditions mentioned above, are respected, the lightning does not shine directly into the camera and does not affect the view of the athletes. If a rear-lighted poster is to be used as advertising (e.g. outdoor display showcase), FIS must be consulted before it can be accepted

**1.6** No advertising may be made in sound during the transmissions. Exceptions can be made but need approval of FIS and the respective National Ski Association and host-broadcaster.

**1.7** Advertisements for alcohol and tobacco products may not occupy more than 25 % of the total authorized advertising space.

**1.8** No single product brand can be assigned more than 75 % of the total authorised advertising space.

- 1.9** Virtual advertising is in principal not allowed at any FIS World Cup events. Exceptions can be made but need the approval of FIS and the respective National Ski Association.
- 1.10** Split Screens during broadcasting of the events are not allowed when they show live action and advertising at the same time.
- 1.11** According to the Organiser Contract the organiser has to make the competition area available free of any advertising.
- 1.12** Any new or thus far not mentioned advertising opportunities need to be approved by FIS in advance of implementation.. Requests for the implementation of new advertising opportunities need to be submitted to FIS for discussion in the Committee for Advertising Matters at the latest by May 1st. A test of a new advertising opportunity in the upcoming season can only be allowed once agreed by the Advertising Committee and approved by the Council.

## **2. ADVERTISING RULES FOR ALL FIS DISCIPLINES**

### **2.1 Advertising on clothing and equipment**

Any identification of a manufacturer or of a sponsor on clothing and equipment must be in conformity with the FIS rules “Specification for competition equipment and commercial markings”. These rules apply to officials and personnel providing services as well as to competitors.

### **2.2 Advertising on starting bibs**

The design of all starting bibs for World Cup races needs to be approved by FIS before production. Such approval is not to be unreasonably withheld.

#### **2.2.1 Basic design elements**

Symbols (names, logos and graphics) of only one and the same sponsor are permitted on the front as well as the back of all starting bibs of the race. Bib design must not imitate products.

A layout using the whole bib surface can be created to reflect the identity of the bib sponsor (e.g. through design, colour) however this design must not affect the visibility of the start number. The logo, product identification, and brand identification may not exceed 20cm.

Names which appear on equipment or components (skis, bindings, poles, boots, crash-helmets, wax companies etc.) are not to be used on starting bibs and competition suits. In the case a hardware producer also produces software materials this can be allowed if a different brand is used.

#### **2.2.2 Neckline**

In case that the neckline (upper border of bib) is used as a line of the brand identification, the repetition of the sponsor frequency is limited to three times.

### **2.2.3 Lower stripe**

On the lower end of the starting bib a stripe of maximum 5 cm in height may show in letters not exceeding 4.5 cm in height, the names and logos of a sponsor.

### **2.2.4 Start Number**

The start number must be printed in a bold colour and has to be positioned on the bib so that it is clearly visible.

The height of the number must be at least 10 cm. In team competitions, e.g. Cross-Country, Nordic Combined, Nations Team Event, the number must be min. 8 cm. The FIS logo or any other non-commercial official logo authorized by the FIS may be printed behind the number in appropriate coloured form.

On starting bibs for all disciplines (exception team competitions) the starting number can be printed additionally on the sides (lateral left and right) on a surface of 7cm x 7cm at a size of maximum 6 cm.

On the left and right of the starting number one advertising space of max. 50 cm<sup>2</sup>, with a maximum height of 5 cm can be used for “tourist identifications”. This advertising space belongs to the NSA.

If for advertising reasons a company brand and product line brand are combined, 60 % of the advertising space must be used for the company brand and 40 % for the product line brand, whereby layout of company brand and overall appearance must be the same on all starting bibs (e.g. AUDI as company brand and “Quattro” for the product line).

### **2.2.5 Name of the location**

The name of the location/locality/region may also be on the front and back, in writing or graphic form, whereby the height of the letters may not exceed 10 cm. The designation of the location/locality/region may also be in two lines (10 cm in total height).

### **2.2.6 FIS and official Title Sponsor logos**

The FIS logo or the FIS World Snow Day logo and the official FIS World Cup composite logo which includes the official title of the World Cup and the FIS presenting or title sponsor logo (e.g. Audi FIS Ski World Cup) must appear on the left and right side of the shoulder piece and may not exceed 6 cm in height.

### **2.2.7 Leader bib**

Every start number series used in the FIS World Cup must have a leader bib. On the leader bib, which is designed in a uniform colour (e.g. yellow or red or other colours permitted by the FIS) the official FIS World Cup title and the logo and/or brand identification of the official FIS title or presenting sponsor replaces the number. The logo and/or brand identification of the commercial bib sponsor placed in the upper third part of the bib may not exceed 16 cm in height.

## **2.3 Timekeeping and data processing**

Timekeeping firms shall be permitted to use only the advertising spaces next to their

equipment (e.g. photo-electric cells at the finish, etc.) as defined in the appendices hereto. All identifications of timekeeping and data processing firms may be subject to the following:

### **2.3.1 Starting areas**

No advertising will be permitted except for

- Identification logos on timekeeping equipment, excluding the horizontal bar of the timing trigger, of a height of one-tenth of the equipment with a maximum of 10 cm<sup>2</sup>.
- One identification each for the timekeeping and data processing firms in front of the starting hut (on panels) for Alpine and Nordic events, no higher than one meter from ground level, in letters of a maximum height of 10 cm and in a single horizontal line. For Ski jumping two identifications for the data processing or timing company shall be placed on the starting installation, with a maximum height of 10 cm.
- The identification of the timekeeping firm (7 cm wide and 50 cm high) together with the FIS logo (7cm x 10cm) may be printed on the two starting pegs placed on the right and left side of the horizontal bar of the timing trigger (width max. 7cm/height max. 60cm above snow cover).

### **2.3.2 Timekeeping cabin /Data processing cabin**

Identifications and logos are permitted, i.e. 4m x 1m banner

### **2.3.3 Scoreboards**

The letters of the identification of the timekeeping firm must not be luminous, nor larger than any of the characters used for the time indication, or 30 cm, whichever is the smaller. When placing a scoreboard a banner of 4m x 1m is possible.

### **2.3.4 Positions for the intermediate time/finish time**

Identification logos next to the timekeeping equipment, of a maximum size of 50cm x 100 cm for Alpine and 30cm x 60cm for Cross-Country.

### **2.3.5 TV Insert**

Identification of any FIS data and timing processing firms on the FIS Website and on the television screen (signal injection) must be in conformity with the attached document.

## **2.4 TV interview area**

### **2.4.1 Back wall for unilateral interviews**

At the place designated for TV interviews, a back wall will be constructed on which the following advertising space ratio/ identifications will be placed:

- a) The name of the location/ locality / region 20%
- b) The FIS logo and the name of the official FIS World Cup title / presenter 40%
- c) The logos of up to a maximum of five sponsors of the competition 40%

#### **2.4.2 Small back installation for live interviews**

On the “small back installation” of the TV companies only the TV companies’ logo may be placed. In addition to this, the individual TV company can use the FIS World Cup logo and the logo of the respective National Ski Association.

Max. 5 additional sponsor advertisements of 8cm x 8cm are possible, if the respective NSA finds an agreement in this regard with its national TV station (e.g. Austrian Ski Federation with ORF).

#### **2.5 Winner presentation / Prize ceremony**

On the wall behind the winners, the name of the FIS official title sponsor or the FIS-presenting sponsor must appear. Also advertising for the location/locality/region is allowed. The maximum height of the letters is 30 cm.

#### **2.6 Ski partner and sponsor boards**

Outside of the main competition area, a sponsor and partner board may be placed as part of the stadium design, on which all partners of this event may be presented along with the official title of the event.

#### **2.7 Video Screen / Wall**

When placing a video wall in the competition area a frame around the video wall with a width of maximum 1,5 m is permitted. The sizes of logos or letters used on such a frame may not exceed 1 m and have to be in line with the discipline specific Marketing Guides.

#### **2.8 Host Broadcaster**

The logo of the host broadcaster (TV company) may be placed on TV installations such as e.g. camera towers or commentator cabins provided. This is approved by the FIS and the respective National Ski Association.

The size of the logos must correspond to the existing FIS Advertising Rules and must not affect the permitted advertising of the Organiser’s event sponsors nor the FIS World Cup title- and presenting sponsor.

The maximum measurements of the advertising for the host broadcaster or TV company on commentator cabins is 50cm x 50cm i.e. 2500 cm<sup>2</sup>.

#### **2.9 Identification on snow**

Identification on snow is possible for tourist identification at all events up to a maximum of two. The space should be approx. 300cm x 150cm. For safety reasons an early arrangement with the FIS Race Directors has to be made about the placement and technical execution.

The rights for this advertising possibility belong to the National Ski Association.

#### **2.10 New Identifications**

Any other identifications or branding for example banners, the use of inflatables and gate flags needs to be in conformity with the discipline specific advertising rules.



### **3. ADVERTISING RULES ALPINE EVENTS**

#### **3.1 Downhill, Super-G, Giant Slalom, Slalom, Alpine Combined, Nations Team Event**

The exact placing of all advertising must be agreed with the host broadcaster, in accordance with the following:

##### **3.1.1 Starting (installation) house**

- the name or other identification of the locality or region;
- the identification of timekeeping and data processing firms must conform to the relevant appendix; "On Screen Identification"
- and, the official title as well as the FIS logo must be affixed to the top and lateral front side of the starting house as well as on all sides of the door frame.

In addition inside the starting house the logo of the official event sponsor may appear.

On the left and right of the starting house either two identical signs with a size of 50cm x 100cm or respectively 5'000 cm<sup>2</sup> (for two companies) or one identical sign with a size of 100cm x 100cm or respectively 10'000cm<sup>2</sup> (for one and the same company) may be affixed to the wall on the outside of the starting house.

Depending on the size of the start house/tent 3 signs of 30cm x 50cm or 60cm x 80cm may be placed for event sponsors and tourist advertising plus 1 sign of 30cm x 50cm or 60cm x 80cm for the data-/timing partner.

Advertising in the same product category as the overall World Cup title or presenting sponsor is not permitted.

Additional advertising above or below the resort name on the starting house is not allowed.

On each side of the start house a total of 30 m of banners can be placed. The height of the banners cannot exceed 1.5 m. including the platinum circle. The first banner must be positioned 50 cm from the starting house.

##### **3.1.2 Along the course**

The use of advertising banners along the course, in the field of vision of any single camera, is subject to the following conditions:

- a) Banners shall be fixed on PVC frames with breakable point. Their measurements must not exceed:
  - Downhill / Super G / Giant Slalom: eight (8) meters in width and one and a half (1,5) meters in height
  - Slalom / Parallel: six (6) meters in width and one meter in height
- b) For security reasons, the following applies:
  - Mounting of advertising banners above slip-sheets is possible, provided that they are made of a very light, breakable, porous material, not endless and with eyes which must be used for fastening on the top-safety net by means of elastic rubber

bands and safety expanders. The size and layout of such advertising may not exceed 12 meters in length.

- On safety fences (B-fences or B-nets) direct fixing of advertising banners is not allowed.

c) The Number of advertising positions allowed along the course per discipline are as follows:

Downhill and Super-G:	up to a maximum of 35 positions.
Giant Slalom:	up to a maximum of 30 positions
Slalom:	up to a maximum of 25 positions.

A position is defined as follows:

- 1 single banner or,
- 1 to max. 3 single banners attached next to each other or,
- 1 to max. 3 single banners attached to each other forming an angle with the possibility to have an inflatable placed in the angle behind the banners or,
- 1 to max. 3 single banners lined up in front of each other with a maximum distance of 4m between them.

The Race Director can decide for safety reasons not to allow a position.

### 3.1.3 Finishing posts, gates, course-markers

#### ***Finish installation***

It shall be permitted to affix a banner between the posts at the finishing line where such banner carries the official name of the club or the name or other identification of the locality or resort and the official title of the event according to the official FIS calendar. There must be no change in the name of any event in the course of a season.

The installation (posts) will be of the same colour as the finish banner and the name of the resort and the FIS logo/the official title of the event according to the official FIS calendar can be affixed.

#### **Gate Panels for Downhill and Super G**

On all gate panels and course-markers, it shall be permitted to identify (name or logo) the locality/region and/or a sponsor. These identifications can be printed directly on both sides of the gate panels or patches can be used.

In all cases the types of panels must be identical and conform to the respective article of ICR.

<b>Discipline</b>	<b>Size of the gate flag</b>	<b>Advertising space</b>
SG	75 x 50	50%
DH	75 x 50	50%

The following has to be considered for both sides of the panel design.

For Downhill/Super G events:

- The sponsor logo may be printed in its original colours.
- The resort logo may be printed directly on a panel in one colour. The use of patches is allowed but the material used must have the exact same colour as the gate panel.
- The resort name/logo may either be printed in one line with a maximum height of 10 cm or in two lines with a maximum height of 12 cm.

### **Gate Panels for Giant Slalom and Nations Team Event**

On the red and blue gate panels it shall be permitted to identify (name or logo) the locality/region and/or a sponsor. These identifications can be printed directly on both sides of the gate panels or patches can be used.

In all cases the types of panels must be identical and conform to the respective article of ICR.

<b>Discipline</b>	<b>Size of the gate flag</b>	<b>Advertising space</b>
GS	75 x 50	50%
NTE	75 x 50	50%

The following has to be considered for both sides of the panel design.

For Giant Slalom and Nations Team Events:

- The sponsor logo may be printed in its original colours.
- The resort logo may be printed directly on a red or blue panel. The use of patches is allowed but the material used must have the exact same colour as the gate panel.
- The resort name/logo can either be printed in one line with a maximum height of 10 cm or in two lines with a maximum height of 12 cm.

#### **3.1.4 Finishing area**

The finish area must be similar to a stadium and, advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular, must not obstruct a clear view of the competitors.

The finish area must be deemed to include the entire enclosure after the finish line, fenced off by barriers for protection of the public, and the final stretch of the course surrounded by safety barriers commencing before the actual finish line and extending on each side for a maximum distance of 60 meters before the finish line.

The height of the boards/banners may not exceed 100 cm the length 5 m and the height of the lettering/logos must not exceed 0.80 m for one up to two advertising scripts below, 0.20 m for three up to five advertising scripts above.

The banners may be 130 cm in height, if there is Platinum Circle above these banners.

#### **Advertising boards/Platinum Circle**

In addition to the banners billboards advertising of approximately 100cm x 100cm may be placed depending on the technical layout.

As an alternative, an advertising board (long, narrow) may be placed above or below the banners with a maximum height of 30 cm, respecting the safety aspects, i.e. either

behind the safety barrier or the padding. Both advertising possibilities i.e. boards or “platinum circle” belong to the National Ski Association.

The signs, boards and banners within range of the television cameras must be affixed in a single line. This line of advertising must be arranged according to the terrain and, in the area preceding the finishing line, may be installed in two segments on each side of the course. It must be parallel to the course or, if other than parallel, must in no event create the impression on the television screen of several superposed advertising surfaces. If the line is divided, the number of advertising boards/banners within range of one camera must not exceed a maximum of four for each of the two segments of advertising placed before the finishing line.

The Finish Area must conform to the safety requirements and the advertising banners/boards must represent an attractive, design.

### **Exit gate**

On the exit gate the following may be shown:

- advertising for the locality/region and
- the official title of the competition

### **Leader board**

The leader board is positioned in a suitable place after the exit gate in order to film the athlete who is leading the competition.

The advertising spaces of the leader board are allocated as follows:

- a) The name of the locality / region 20%
- b) The name of the FIS World Cup title / presenter 40%
- c) The logos of up to a maximum three sponsors of the competition 40%

## **3.1.5 Other elements**

### **Inflatables**

Inflatable advertising (such as balloons) can only be considered if the following are observed:

#### *Total size*

On the course: Max. height is 6 m and max. width is 5m

In the finish area: Max. height is 5 m and max. width is 5 m

#### *Position*

This advertising must be placed no closer than 5 m from the race course and in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start house and at the finish line is not allowed. Furthermore it is not allowed to place the inflatable on any podium within the range of TV cameras.

### *Number*

The above mentioned positions are permitted for sponsors.

The number of inflatables within the range of the TV cameras is limited as follows:

On the course:	for Downhill and Super G	max. 6 inflatables
	for Giant Slalom, Slalom and Parallel/NTE	max. 4 inflatables
In the finish area:	for all events	max. 5 commercial inflatables plus tourist and respective NSA and FIS inflatables

### **Advertising above the course**

It is possible to place an event sponsor advertising as an arch in one position. The height of the advertising construction is limited to 6 meters and a minimum of 15 m wide.

The position and construction have to be clarified in good time with the FIS (the FIS Race and Marketing Directors) and the host broadcaster, to fulfil all safety-, construction- and advertising aspects (e.g. anchors, etc.).

The rights of this advertising possibility belong to the NSA.

Mascots can only be presented outside the competition finish area (outside the range between the finish line and the exit gate).

### **Fan Clubs**

- a) Banners and promotion material used by fan clubs must not interfere with the commercial advertising of any official sponsors and partners. For fan club banners and promotion material within the finish area a distance of min. 6 m behind the safety fence has to be respected.
- b) Commercial advertising on banners and promotion material used by fan clubs is not allowed.
- c) The size of banners and promotion material may not exceed 1,5m x 3m.

### **Competitors**

Competitors are not allowed to take off or to show skis until they are within the specially marked area as defined in FIS Competition Rule 206.5.

Appendix Alpine:

### **ON-SCREEN IDENTIFICATIONS**

This document provides details about the EBU regulations for injection of the appointed timing & data provider(s) into the broadcast signal. The Organiser undertakes not to permit any other injection into the broadcast signal of the Event.

1. On-screen identification means only visual display of the company's name/logo. There may be no dedicated visual or audio effects and/or references to an online domain or address included in this identification. On-screen identifications will be authorized only for companies whose principal activities include the provision of the equipment used (hardware) and/or the service (software) ("the Company (ies)"). The identification shall be in the form as described in this document.
  
2. No other on-screen identification other than for the appointed Timing & Data provider(s), may be transmitted at the same time as the appearance on-screen of timing and/or data processing information.
  
3. Injection/display requirements:
  - a) The identification of the timing service provider shall appear on-screen only at the same moment as information regarding a competitor's time at the finish and/or any other usually accepted moment (e.g. intermediate time) appears.
  - b) The identification of the data service provider shall appear on-screen only with the display of the data provided by such provider.
  - c) The identification of the timing or data service provider on the television screen (signal injection) shall be as follows:
 

Timing:	maximum of 4 seconds per identification
Amount:	see below "FIS TV Insert Alpine"
Data:	maximum of 6 seconds per identification
Amount:	see below "FIS TV Insert Alpine"
  
4. Size and position of identifications
  - a) The height of the letters of the identification of the timing & data service provider(s) must not exceed the maximum height of the simultaneous broadcast display of data.
  - b) Identification of the logo on-screen shall be via a static graphic. Notwithstanding this, it shall be permitted for such logo to appear and disappear on screen by zooming "in" and "out". No other movement of the logo, in particular any movement across the screen, shall be permitted.
  - c) The maximum height of television lines for the identification of any timing & data service provider shall be fixed at 23 pixels for productions in SD (1024 x 576 pixels) and at 44 pixels for productions in HD (1920 x 1080 pixels). The identification shall appear either at the bottom in the centre of the screen and below the data display or alternatively in a central position to the right hand side of the data display.
  
5. Wording of identifications
 

The timing & data service provider(s) shall be identified either by its usual trading name which may be in the font of a trade mark protected word and, if requested by the provider(s), the use of either of the following additional words:

  - a) for timing provider(s): "timing"
  - b) for data processing provider(s): "computer" or "data"

**FIS TV INSERT**

**FIS ALPINE SKI WORLD CUP AND WORLD CHAMPIONSHIPS**

<b>Timing</b>	<b>Data</b>
➤ 4" (20x) 80" per race/run	➤ 6" (15x) 90" per race/run
➤ 2" (20x) 40" per race/run	
➤ 120" per race/run	

## 4. ADVERTISING RULES CROSS-COUNTRY EVENTS

### 4.1 Cross-Country

The rules in the following section and the information provided in the Cross-Country Marketing Guide outline the respective rules.

The exact placing of all advertising must be agreed with the official marketing agency of the FIS, in accordance with the following:

#### 4.1.1 Start and finish area

The start and finish area must be either an actual stadium or an area similar to a stadium. Advertising shall be permitted within the stadium, affixed to the safety barriers only and it must not obstruct a clear view of the competitors.

##### **Start and Finish Installations**

The following advertising is permitted on the start and finish installations:

- Locality/region or resort logo
- Identification of the FIS timing and data partner
- Identification of the FIS World Cup presenting sponsor
- Identification of the FIS World Cup central sponsor

##### **Banners in the Stadium**

Advertising boards/banners within range of the television cameras must be affixed in a single continuous line with a total length of approximately 360 meters (depending on the size of the stadium). The height of the banners may not exceed 1 m, the length 5 m.

The advertising possibilities on boards/banners are allocated as follows:

Banner breakers/dividers with World Cup logo	size: 1 x 1 meter	
20% banners for FIS central sponsor	size: 1 x 5 meter	(1. Position)
20% banners for FIS official sponsor	size: 1 x 5 meter	(2. Position)
20% banners for FIS official sponsor	size: 1 x 5 meter	(3. Position)
20% banners for FIS official sponsor	size: 1 x 5 meter	(4. Position)
20% banners for Organising Committee (approximately 12 pieces)	size: 1 x 5 meter	(5. Position)

##### **Platinum Circle**

In addition to the banners and boards an advertising board (long, narrow) may be placed above the banners with a maximum height of 30 cm. This advertising space is reserved for the official FIS World Cup presenting sponsor and will display the respective logos.

##### **Advertising on Video Screen**

Each FIS sponsor shall have the possibility to show a 30 second advertisement spot on the video screen. The advertisement of the sponsor shall be shown several times before, in between and after the races



#### 4.1.2 Advertising on the course

Advertising along the course is reserved as follows:

Presenting sponsor	2 positions
FIS Central Sponsor	2 positions
FIS Sponsor 2	2 positions
FIS Sponsor 3	2 positions
FIS Sponsor 4	2 positions
OC sponsor	2 positions

Additionally the presenting sponsor and 2 official FIS sponsors are entitled to one arch each in the range of the TV cameras. The height of the arch is limited to 6 meters and a minimum of 10 meters wide

Exception: 1 position during sprint races and no positions during individual start races.

The banner sizes and hence the advertising possibilities will be as follows.

Depending on the position, individual solutions may be necessary.

- 1) height 100cm x length 400cm
- 2) height 100cm x length 600cm
- 3) height 150cm x length 400cm
- 4) height 150cm x length 600cm

The placement of the banners is subject to the following conditions:

- a) The measurements do not exceed the above mentioned dimensions
- b) They must not be superposed and must be affixed to the safety barriers or in other positions provided that the safety of the course is not affected.

#### 4.1.3 Distance markers, Intermediate time installations, Pit stop boxes, Advertising balloons, Unilateral Interview Backdrop/Leader Board/Press Conference Backdrop, Ceremony Backdrop

##### Distance markers

On the "distance markers" the following information is allowed:

- The indication of the distance / km status

##### Intermediate time installations

On the "Intermediate time installation" the following advertising/information is allowed:

- Indication of the distance / km stand
- Identification of the FIS data/timing partner
- The FIS World Cup title: FIS Cross-Country World Cup presented by Viessmann
- Identification of the FIS World Cup presenting sponsor
- Identification of the FIS World Cup central sponsor
- Identification of the host broadcaster

### **Ground markers**

To mark the cross country course clearly, ground markers must be placed in the stadium. The advertising on the ground markers is reserved for the FIS World Cup Presenting Sponsor and the FIS World Cup central Sponsor.

### **Pit-Stop Boxes for Skiathlon races**

The pit stop boxes (approx. length 220 cm, height 37 cm) are required to have the following markings:

- The number of the box, height 30 cm
- One sponsor, length max. 177 cm, height max. 30 cm

The rights for these advertising possibilities belong to the FIS World Cup Presenting Sponsor and the official FIS World Cup Central Sponsor.

### **Inflatables**

Inflatable advertising (such as balloons) can only be considered if the following are observed:

#### Total size

On course: Max. height is 6m and max. width is 5m

In the finish area: Max. height is 5m and max. width is 5m

#### Position

This advertising must be placed no closer than 5 meters from the course in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start and at the finish line is not allowed.

Furthermore it is not allowed to place the inflatable on any podium within the range of the TV cameras.

#### Number

The above mentioned positions are permitted for sponsors,

Inflatables within the range of the TV cameras are restricted to a maximum of 3 per competition at Cross-Country events.

### **Unilateral Interview Backdrop/Leader Board**

The leader board must be positioned in a suitable place after the exit gate in order to film the athlete who is leading the competition. The advertising spaces on the leader board are allocated as follows:

- FIS World Cup Logo (2 logos)
- FIS World Cup Presenting Sponsor (1 logo)
- FIS World Cup Sponsors (6 logos per Sponsor)
- Locality / region or Resort Logo

## **Ceremony Backdrop**

The advertising spaces on the Ceremony Backdrop are allocated as follows:

- FIS World Cup Logo (2 logos)
- FIS World Cup Presenting Sponsor (1 logo)
- FIS World Cup Central Sponsor (2 logos)
- Locality/region or Resort Logo

Mascots can only be presented outside of the competition finish area (outside of the range between the finish line and the exit gate).

## **Fan Clubs**

- a) Banners and promotion material used by fan clubs must not interfere with the commercial advertising of any official sponsors and partners. For fan club banners and promotion material within the finish area a distance of min. 6 m behind the safety fences has to be respected.
- b) Commercial advertising on banners and promotion material used by fan clubs is not allowed.
- c) The size of banners and promotion material may not exceed 1,5m x 3m.

### **4.1.4 Numbers on thighs**

During Cross-Country competitions, a “bib” placed on the thighs of 15cm x 15cm has to be used to identify the athletes. The number has a size of 8 cm and an area of 4cm x 15cm is available for the starting bib sponsor of the competition which may be used by the NSA exclusively or in cooperation with the FIS for an international sponsor.

Appendix Cross-Country:

### **Annex: Rights FIS Presenting Sponsor / FIS Central Sponsor**

In addition to the two FIS Sponsors (FIS Presenting Sponsor and FIS Central Sponsor) a maximum of four LOC Sponsors is possible.

#### **FIS Presenting Sponsor (Viessmann)**

- Title “Official Presenter of the FIS Cross-Country World Cup” including logo integration
- Category exclusivity
- Right to use name and logo worldwide
- Branding on all bibs below the number & on the strap
- Branding on all leader bibs
- Platinum Circle and banner breaker on banners in the cross-country stadium
- two banner positions along the track (excl. individual start)
- 50 % of the ground markers in the cross-country stadium
- 50 % of the pit stop boxes during skiathlon races
- one arch in the TV area during all cross-country events
- Event Dressing
- Dominant branding on all start, intermediate time and finish installations

- Dominant branding on all interview boards, ceremony backdrops and sponsor walls
- 30seconds advertising spot on the video screen at each venue
- Logo on all event related print material
- Promotion space for product and company presentation at all events
- Logo on the official FIS Cross-Country website

### ***FIS Central Sponsor (Audi)***

- Category exclusivity
- Right to use name and logo worldwide
- 20 % of all TV-visible boards in the stadium during all events
- 2 TV-positions along the track during all events (excl. individual start)
- 50 % of the ground markers in the cross-country stadium
- 50 % of the pit-stop boxes during skiathlon races
- Branding on all start, intermediate time and finish installations
- Branding on all interview boards, ceremony backdrops and sponsor walls
- 30seconds advertising spot on the video screen at each venue
- Logo on all event related print material
- Promotion space for product and company presentation at all events
- Logo on the official FIS Cross-Country website

### **ON-SCREEN IDENTIFICATIONS**

This document provides details about the EBU regulations for injection of the appointed timing & data provider(s) into the broadcast signal. The Organiser undertakes not to permit any other injection into the broadcast signal of the Event.

1. On-screen identification means only visual display of the company`s name/logo. There may be no dedicated visual or audio effects and/or references to an online domain or address included in this identification. On-screen identifications will be authorized only for companies whose principal activities include the provision of the equipment used (hardware) and/or the service (software) ("the Company (ies)"). The identification shall be in the form as described in this document.
2. No other on-screen identification other than for the appointed Timing & Data provider(s), , may be transmitted at the same time as the appearance on-screen of timing and/or data processing information.
3. Injection/display requirements:
  - a) The identification of the timing service provider shall appear on-screen only at the same moment as information regarding a competitor's time at the finish and/or any other usually accepted moment (e.g. intermediate time) appears.
  - b) The identification of the data service provider shall appear on-screen only with the display of the data provided by such provider.
  - c) The identification of the timing or data service provider on the television screen (signal injection) shall be as follows:

Timing:	maximum of 4 seconds per identification
Amount:	see below "FIS TV inserts Cross-Country

Data: maximum of 6 seconds per identification  
 Amount: see below "FIS TV inserts Cross-Country"

4. Size and position of identifications

- a) The height of the letters of the identification of the timing & data service provider(s) must not exceed the maximum height of the simultaneous broadcast display of data.
- b) Identification of the logo on-screen shall be via a static graphic. Notwithstanding this, it shall be permitted for such logo to appear and disappear on screen by zooming "in" and "out". No other movement of the logo, in particular any movement across the screen, shall be permitted.
- c) The maximum height of television lines for the identification of any timing & data service provider shall be fixed at 23 pixels for productions in SD (1024 x 576 pixels) and at 44 pixels for productions in HD (1920 x 1080 pixels). The identification shall appear either at the bottom in the centre of the screen and below the data display or alternatively in a central position to the right hand side of the data display.

5. Wording of identifications

The timing & data service provider(s) shall be identified either by its usual trading name which may be in the font of a trade mark protected word and, if requested by the provider(s), the use of either of the following additional words:

- a) for timing provider(s): "timing"
- b) for data processing provider(s): "computer" or "data"

**FIS TV inserts Cross Country**

**FIS World Cup / FIS World Championships**

<b>Timing</b>	<b>Data</b>
➤ Short distance 4" (20x) 80" per race	➤ Short distance 6" (10x) 60" per race
➤ Long distance 4" (25x) 100" per race	➤ Long distance 6" (13x) 78" per race

## **5. ADVERTISING RULES SKI JUMPING/ SKI FLYING EVENTS**

### **5.2 Ski Jumping / Ski Flying**

The exact placing of all advertising must be agreed with the host broadcaster, in accordance with the following:

#### **5.2.1 Starting point**

1. One name or other identification (excepting slogans) of the locality/region, maximum height 30 cm.
2. The FIS logo, maximum height 30 cm.
3. The World Cup title of the event maximum height 30 cm.
4. The name of the FIS World Cup presenting sponsor, maximum height 8 cm, placed under the official title.
5. One sponsor identification affixed to the wall of each side of the starting installation, 50cm x 50cm for one event sponsor. The rights for this advertising possibility belong to the National Ski Association.
6. Two identifications for the data processing firm of a maximum height of 10 cm.
7. On the starting beam two advertising boards of each 12 cm height and 20 cm length is allowed for one event sponsor to be positioned on either side of the athlete.

Advertising by an Organiser in the same product category as the FIS World Cup sponsors is not allowed.

#### **5.2.2 Take-off / In-run**

On the nose of the take-off the name of one sponsor shall be permitted, in letters not exceeding one meter in height.

Along the in-run, immediately after the starting point, one advertising board of 2 m in length and 0,5 m in height is allowed for an event sponsor within the guardrail. If the board is positioned outside the guardrail the size can be 3 m in length and 0.8 m in height. Two banners can be positioned along the in-run at the in-run radius. Each 150 cm in length and 50 cm in height whereas one is for the Presenting Sponsor and one for the LOC.

To ensure identification of distance, markings may be placed at 90, 100, 110 and 120 meters.

Height: 90 cm

Width: 75 cm

Height of number of meters: 40 cm

Height of advertising space for FIS World Cup title or presenting sponsor and a competition sponsor 15 cm.

#### **5.2.3 Function buildings**

There may be up to four advertising boards/banners affixed to the function buildings subject to the following conditions:

- a) Their measurements may not exceed eight meters in width and one meter in height;

b) one advertising banner is reserved (on the trainers' stand or judges' tower) for the FIS World Cup title and one for the FIS data/ partner.

#### **5.2.4 Outrun**

The outrun must be similar to a stadium and, advertising shall be permitted therein, affixed to the safety barriers only, and must not obstruct a clear view of the competitors.

Maximum size of the finish area and/or stadium banners is 5m x 1m.

Due to safety reasons rotating advertising banners and/or LED boards within the out-run may only be placed with the permission of the FIS Jury.

#### **Platinum Circle**

In addition to the banners billboards with ads / sponsor marking in the size of about 100cm x 100cm may be placed depending on the technical layout.

An advertising board (long, narrow) may be placed above the banners on a maximum height of 30 cm either behind the safety barrier or the padding. On such boards a maximum of 6 different sponsors may appear with a length of at least 12 m either on a repeated sequence or with the logo of the sponsor. Both advertising possibilities i.e. boards or "platinum circle" belong to the National Ski Association

#### **Outrun Advertising**

In the outrun the following is permitted and the material used must conform to safety specifications.

The placement has to be made in good time and in close co-ordination with the FIS Marketing respectively the FIS Race Director

#### *Size of Advertising*

The space cannot be larger than 4m x 4m

#### *Design of Advertising*

The design can include one of the following versions:

- Ski Club logo, logo of the National Ski Association
- One event sponsor of the respective National Ski Association.
- FIS Logo with the FIS World Cup title

#### **Exit gate**

The configuration of the Finish Area must conform to safety requirements and the advertising must represent an attractive, design.

On the exit gate the following may appear:

- Advertising for the locality/region and
- The FIS World Cup title

Any design and colour changes have to be approved by the FIS.

### **Inflatables**

Inflatables (such as balloons) can only be considered if the following conditions are observed:

#### *Total size*

Max. height is 6 m and max. width is 5m

#### *Position*

This advertising may be placed no closer than 10 m from the ski jumping hill inrun and in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Furthermore it is not allowed to place the inflatable on any podium within the range of the TV cameras.

### **Special advertising means**

Special advertising can only be considered if the following conditions are observed:

#### *Total size*

In open venues with wide area behind the outrun boundary a max. height of 1.7 m and a max. width of 17 m is permitted.

In closed venues with arena character and tribune and installations around the outrun boundary a max. height of 1.4 m and a max. width of 10 m is permitted.

#### *Position*

This advertising may be placed no closer than 10 m from the ski jumping hill inrun but not in the outrun surrounding. Placement of advertising needs to be done in consultation with the FIS Race Director, the host broadcaster and needs the approval of the Organiser and its National Ski Association only.

#### *Number*

One special advertising mean is permitted. The right is owned by the respective National Ski Association.

## **5.2.5 Other elements**

### *Start order flag of the trainer(s)*

#### *Use*

- Owner and user of the advertising space is the respective National Ski Association
- The size of this flag should be fixed, e.g. 30 cm length and 20 cm wide (Din A4)

#### *Design possibilities*

- On one side the emblem/logo of the NSA and on the other side a sponsor logo, e.g. team sponsor of the Ski Jumping team of the respective NSA.
- Or two times the national logo or the logo of the NSA.

The rights for this advertising possibility belong to the National Ski Association.



### **Leader Board**

The leader board is positioned in a suitable place after the exit gate in order to film the athlete leading the competition. The advertising spaces of the leader board are allocated as follows:

- a) The name of the locality/region 20%
- b) The name of the official FIS World Cup title/ presenter 40%
- c) The logos of up to a maximum of three sponsors of the competition 40%

Mascots can only be presented outside of the competition finish area (outside of the exit gate).

### **Fan Clubs**

- a) Banners and promotion material used by fan clubs must not affect the commercial advertising of any official sponsors and partners. For fan club banners and promotion material within the finish area a distance of min. 6 m behind the safety fence has to be respected.
- b) Commercial advertising on banners and promotion material used by fan clubs is not permitted.
- c) The size of banners and promotion material may not exceed 1,5m x 3m.

Appendix Ski Jumping:

### **ON-SCREEN IDENTIFICATIONS (TV INSERTS)**

This document provides details about the EBU regulations for injection of the identification for appointed timing & data provider(s) into the broadcast signal. The Organiser undertakes not to permit any other injection into the broadcast signal of the Event.

- 1. On-screen identification means only visual display of the company`s name/logo. There may be no dedicated visual or audio effects and/or references to an online domain or address included in this identification. On-screen identifications will be authorized only for companies whose principal activities include the provision of the equipment used (hardware) and/or the service (software) ("the Company (ies)"). The identification shall be in the form as described in this document.
- 2. No other on-screen identification other than for the appointed Timing & Data provider(s) may be transmitted at the same time as the appearance on-screen of timing and/or data processing information.
- 3. Injection/display requirements:
  - a) The identification of the timing service provider shall appear on-screen only at the same moment as information regarding a competitor's time at the finish and/or any other usually accepted moment (e.g. intermediate time) appears.

- b) The identification of the data service provider shall appear on-screen only with the display of the data provided by such provider.
- c) The identification of the timing or data service provider on the television screen (signal injection) shall be as follows:

Timing: maximum of 4 seconds per identification  
 Amount: see below "FIS TV insert Ski Jumping"  
 Data: maximum of 6 seconds per identification  
 Amount: see below "FIS TV insert Ski Jumping"

4. Size and position of identifications

- a) The height of the letters of the identification of the timing & data service provider(s) must not exceed the maximum height of the simultaneous broadcast display of data.
- b) Identification of the logo on-screen shall be via a static graphic. Notwithstanding this, it shall be permitted for such logo to appear and disappear on screen by zooming "in" and "out". No other movement of the logo, in particular any movement across the screen, shall be permitted.
- c) The maximum height of television lines for the identification of any timing & data service provider shall be fixed at 23 pixels for productions in SD (1024 x 576 pixels) and at 44 pixels for productions in HD (1920 x 1080 pixels). The identification shall appear either at the bottom in the centre of the screen and below the data display or alternatively in a central position to the right hand side of the data display.

5. Wording of identifications

The timing & data service provider(s) shall be identified either by its usual trading name which may be in the font of a trade mark protected word and, if requested by the provider(s), the use of either of the following additional words:

- a) for timing provider(s): "timing"
- b) for data processing provider(s): "computer" or "data"

**FIS TV INSERT SKI JUMPING/ SKI FLYING**  
**FIS WORLD CUP/ FIS WORLD CHAMPIONSHIPS**

Timing	Data
<ul style="list-style-type: none"> <li>➤ Wind/ Speed 2" (10x) 20" per round</li> </ul>	<ul style="list-style-type: none"> <li>➤ 6" (15x) 90" per round</li> </ul>
<ul style="list-style-type: none"> <li>➤ Video measurement 8" per round</li> </ul>	

## **6. ADVERTISING RULES NORDIC COMBINED EVENTS**

### **6.1 Cross-Country (Nordic Combined)**

The exact placing of all advertisements must be agreed with the host broadcaster, in accordance with the following:

#### **6.1.1 Start and finish area**

The start and finish area must be either an actual stadium or an area similar to a stadium and, advertising shall be permitted therein, affixed to the safety barriers only. It must not obstruct a clear view of the competitors. The maximum total amount of advertising permitted must not exceed 700 meters out of which 30 meters is reserved for FIS. The signs, boards and banners within range of the television cameras must be affixed in a single continuous line and, if so agreed with the host broadcaster, it shall be permitted to place a row of 50 meters along the start and finish tracks, provided it is not between the camera and the action, and does not appear on two levels.

The height of each board may not exceed 1 m, the length 5 m and the height of the advertising must not exceed 0,8 m

#### **Platinum Circle**

In addition to the banners billboards with ads / sponsor marking in the size of about 100cm x 100cm may be placed depending on the technical layout.

An advertising board (long, narrow) with a maximum height of 30 cm may be placed above the banners either behind the safety barrier or the padding. On such boards a maximum of 6 different sponsors may appear on a length of at least 12 m either on a repeated sequence or with the logo of the sponsor. Both advertising possibilities i.e. boards or "platinum circle" belong to the National Ski Association

#### **Start Installation**

- the name or other identification of the locality/region;
- the identification of timekeeping and data processing firms must conform to the relevant appendix; "On Screen Identifications"
- and the FIS World Cup title: FIS Nordic Combined World Cup presented by Viessmann

On the left and right side of the starting gate either two identical signs of 25cm x 50cm (for two companies) or one identical sign of 50cm x 50cm (for one and the same company) may be affixed to the wall on each side of the starting gate.

Advertising in the same product category as the overall World Cup title or presenting sponsor is not permitted.

Additional advertising above or below the resort name on the starting gate is not allowed.

#### **Supplementary starting devices**

In case of any additional starting devices being used they must be considered as belonging to the starting installation and therefore the respective advertising space may

only be used by the National Ski Association in co-operation with the FIS for international sponsors.

### **Finish Area**

The finish area must be either an actual stadium or an area similar to a stadium. Advertising shall be permitted within the stadium, affixed to the safety barriers only and must not obstruct a clear view of the competitors.

#### **6.1.2 Along the course**

Depending on the length of the course, the number of advertising boards/banners has been fixed as follows:

- 1) 1.5 – 2.5km loops: 8 positions with a maximum of four boards/banners per position

Maximum height of the on-course banners shall be 1,5 m.

Maximum height of the identifications thereon shall be 1,5 m.

Maximum length of the on-course banners shall be 8 m.

Moreover, their placement is subject to the following conditions:

- a) they must not be posed and must be affixed to the safety barriers or in other positions provided that the safety of the course is not affected;
- b) no more than four boards/banners can be in the field of vision of any single camera

If bridges exist as a public thoroughfare or as a part of the track, then one board per bridge bearing the name of a sponsor and one board per bridge bearing the name of the official FIS World Cup title (height one meter) will be accepted.

At indoor Cross-Country events or city events the same regulations are valid as for a stadium, i.e. along the whole course advertising on banners is allowed. Competitions with laps of less than 2 km are considered as a stadium.

#### **6.1.3 Finishing posts, distance markers, Intermediate time installations, changing zone**

##### **Finish installation**

There is the possibility for one event sponsor, to place advertising of 50cm x 50 cm (left and right).

##### *Distance markers*

On the “distance markers” the following advertising/information is allowed:

- The indication of the distance / km status
- A space of 50cm x 50cm for an event sponsor of the OC/National Ski Association
- The World Cup title/logo and FIS logo
- One logo of the host broadcaster

##### **Intermediate time installations**

On the “Intermediate time installation” the following advertising/information is allowed:

- The indication of the distance / km status
- A space of 50cm x 50cm for one event sponsor
- The identification of the FIS data/timing company and the World Cup title
- One logo of the host broadcaster

### **Ground marker**

To mark the Cross-Country course clearly, ground markers must be placed in the stadium. The advertising on the ground markers is reserved for the FIS World Cup Presenting Sponsor and the FIS World Cup Sponsor.

### **Changing zone in the Team Sprint**

The following markings are allowed on the athletes` box separators in the changing zone:

- The number on the box, height 30 cm
- One sponsor, length max. 177 cm, height max. 30 cm

The rights for these advertising possibilities belong to the National Ski Association.

### **Exit gate**

On the exit gate the following maybe shown:

- Advertising for the locality/region and
- The official title of the competition.

The design and colour of the exit gate have to be approved by the FIS.

### **Leader board**

The leader board is positioned in a suitable place after the exit gate in order to film the athlete who is leading the competition. The advertising spaces of the leader board are allocated as follows:.

- a) The name of the locality / region 20%
- b) The name of the FIS World Cup title / presenter 40%
- c) The logos of up to a maximum three sponsors of the competition 40%

### **Inflatables**

Inflatable advertising (such as balloons) can only be considered if the following are observed:

#### *Total size*

Max. height is 6m and max. width is 5m

#### *Position*

This advertising must be placed no closer than 5m from the course in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start and at the finish line is not allowed.

Furthermore it is not allowed to place the inflatable on any podium within the range of the TV cameras.

#### *Number*

The above mentioned positions are permitted for sponsors.

Inflatables within the range of the TV cameras are restricted to a maximum of 5 (Cross-Country and Ski Jumping in total) per competition at Nordic events.

#### **Advertising above the course (Cross-Country ski run)**

It is possible to place an event sponsor advertising as an arch in two special positions, e.g. 1 km before the finish. The height of the advertising construction is limited to 6 meters and the width to a minimum of 10 meters.

The position and construction has to be clarified in good time with the FIS (the FIS Race and Marketing Directors) and the host broadcaster, to fulfil all security-, construction- and advertising aspects (e.g. anchors, etc.).

The rights of this advertising possibility belongs to the NSA

Mascots can only be presented outside the competition finish area (outside the range between the finish line and the exit gate).

The placement of the mascots outside of the competition finish area has to be approved by the organizer in agreement with the FIS.

#### **Fan Clubs**

- a) Banners and promotion material used by fan clubs must not interfere with the commercial advertising of any official sponsors and partners. For fan club banners and promotion material within the finish area a distance of min. 6 m behind the safety fence has to be respected.
- b) Commercial advertising on banners and promotion material used by fan clubs is not allowed.
- c) The size of banners and promotion material may not exceed 1,5m x 3 m.

#### **6.1.4 Numbers on thighs**

During Cross-Country competitions, a "bib" placed on the thighs of 15cm x 15 cm has to be used to identify the athletes. The number has a size of 8 cm and an area of 4cm x 15 cm is available for the starting bib sponsor of the competition which may be used by the NSA exclusively or in cooperation with the FIS for an international sponsor

#### **6.2 Ski Jumping**

The exact placing of all advertising must be agreed with the respective rights holders, in accordance with the following:

### **6.2.1 Starting point**

1. One name or other identification (excepting slogans) of the locality/region maximum height 30 cm.
2. The FIS logo, maximum height 30 cm.
3. The FIS World Cup title of the event as accepted by FIS for the season, maximum height 30 cm.
4. The name of the FIS presenting sponsor, maximum height 8 cm, placed under the official title.
5. One sponsor identification affixed to the wall of each side of the starting installation, 50cm x 50cm for one event sponsor. The rights for this advertising possibility belong to the National Ski Association.
6. Two identifications for the data processing and timing company of a maximum height of 10 cm.
7. On the starting beam two advertising boards of 12 cm height and 20 cm length are allowed for one event sponsor to be positioned on either side of the athlete. Advertising by an Organiser in the same product category as the World Cup sponsors is not allowed.

### **6.2.2 Take-off / In-run**

On the nose of the take-off the name of one sponsor shall be permitted, in letters not exceeding one meter in height.

Along the in-run, immediately after the starting point, one advertising board of 2 m in length and 0,5 m in height is allowed for an event sponsor within the guardrail. If the board is positioned outside the guardrail the size can be 3 m in length and 0.8 m in height. Two banners of 150 m in length and 50 cm in height can be positioned along the in-run at the in-run radius. With one for the Presenting Sponsor and one for the LOC.

To ensure identification of distance, markings may be placed at 90, 100, 110 and 120 meters.

Height: 90 cm

Width: 75 cm

Height of number of meters: 40 cm

Height of advertising space for FIS World Cup title or presenting sponsor and a competition sponsor 15 cm

### **6.2.3 Function buildings**

There may be up to four advertising boards/banners affixed to the function buildings (trainers' stands, judges' towers), subject to the following conditions:

- a) their measurements may not exceed eight meters in width and one meter in height;
- b) one advertising banner is reserved for the FIS World Cup title and one for the FIS data/timing-partner.

### **6.2.4 Outrun**

The outrun must be similar to a stadium and, advertising shall be permitted therein, affixed to the safety barriers only, and must not obstruct a clear view of the competitors.

Maximum size of the finish area and/or stadium banners is 5m x 1m.

Rotating advertising banners and/or LED boards within the out-run may only be placed with the permission of the FIS Jury.

### **Platinum Circle**

In addition to the banners billboards with advertising of approximately 100cm x 100cm may be placed.

As an alternative, an advertising board (long, narrow) may be placed above the banners with a maximum height of 30 cm either behind the safety barrier or the padding. On such boards a maximum of 6 different sponsors may appear with a length of at least 12 m either on a repeated sequence or with the logo of the sponsor. Both advertising possibilities i.e. boards or "platinum circle" belong to the National Ski Association

### **Outrun Advertising**

In the outrun one of the following can be implemented, and the material used must conform to safety specifications

The placement has to be made in good time in close co-ordination with FIS Marketing and the FIS Race Director.

#### *Size of Advertising*

The space cannot be larger than 4m x 4m.

#### *Design of Advertising*

The design can include one of the following versions:

- Ski Club logo, logo of the National Ski Association
- One event sponsor of the respective National Ski Association.
- FIS Logo with the official FIS World Cup title

### **Exit gate**

The configuration of the Finish Area must conform to safety requirements and the advertising must represent an attractive, design.

On the exit gate the following may appear:

- Advertising for the locality/region and
- The FIS World Cup title.

Any design and colour changes have to be approved by the FIS.

### **Inflatables/special advertising means**

Inflatables or special advertising (such as balloons) can only be considered if the following conditions are observed:

#### *Total size*

Max. height is 6 m and max. width is 5m



### *Position*

This advertising may be placed no closer than 5m from the competition site and in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser.

Furthermore it is not allowed to place the inflatable on any podium within the range of the TV cameras.

### *Number*

The above mentioned positions are permitted for sponsors.

Inflatables within the range of the TV cameras are restricted to a maximum of 5 per (Cross-Country and Ski Jumping in total) competition at Nordic events.

## **6.2.5 Other elements**

### *Start order flag of the trainer(s)*

#### *Use*

- Owner and user of the advertising space is the respective National Ski Association
- The size of this flag should be fixed, e.g. 30 cm length and 20 cm wide (Din A4)

#### *Design possibilities*

- On one side the emblem/logo of the NSA and on the other side a sponsor logo, e.g. team sponsor of the Ski Jumping team of the respective NSA.
- Or two times the national logo or the logo of the NSA.

The rights for this advertising possibility belong to the National Ski Association.

### **Leader board**

The leader board is positioned in a suitable place after the exit gate in order to film the athlete leading the competition. The advertising spaces of the leader board are allocated as follows:

- a) the name of the locality / region 20%
- b) the name of the FIS World Cup title / presenter 40%
- c) the logos of up to a maximum three sponsors of the competition 40%

Mascots can only be presented outside the competition finish area (outside the exit gate).

### **Fan Clubs**

- a) Banners and promotion material used by fan clubs must not interfere with the commercial advertising of official sponsors and partners. For fan club banners and promotion material within the finish area a distance of min. 6 m behind the safety fence has to be respected.
- b) Commercial advertising on banners and promotion material used by fan clubs is not permitted.
- c) The size of banners and promotion material may not exceed 1,5m x 3m.

Appendix Nordic Combined:

**ON-SCREEN IDENTIFICATIONS (TV INSERTS)**

This document provides details about the EBU regulations for injection of the identification for appointed timing & data provider(s) into the broadcast signal. The Organiser undertakes not to permit any other injection into the broadcast signal of the Event.

1. On-screen identification means only visual display of the company`s name/logo. There may be no dedicated visual or audio effects and/or references to an online domain or address included in this identification. On-screen identifications will be authorized only for companies whose principal activities include the provision of the equipment used (hardware) and/or the service (software) ("the Company (ies)"). The identification shall be in the form as described in this document.
2. No other on-screen identification other than for the appointed Timing & Data provider(s), may be transmitted at the same time as the appearance on-screen of timing and/or data processing information.
3. Injection/display requirements:
  - a) The identification of the timing service provider shall appear on-screen only at the same moment as information regarding a competitor's time at the finish and/or any other usually accepted moment (e.g. intermediate time) appears.
  - b) The identification of the data service provider shall appear on-screen only with the display of the data provided by such provider.
  - c) The identification of the timing or data service provider on the television screen (signal injection) shall be as follows:

Timing:	maximum of 4 seconds per identification
Amount:	see below "FIS TV Insert Cross-Country/Ski Jumping"
Data:	maximum of 6 seconds per identification
Amount:	see below "FIS TV Insert Cross-Country/Ski Jumping"
4. Size and position of identifications
  - a) The height of the letters of the identification of the timing & data service provider(s) must not exceed the maximum height of the simultaneous broadcast display of data.
  - b) Identification of the logo on-screen shall be via a static graphic. Notwithstanding this, it shall be permitted for such logo to appear and disappear on screen by zooming "in" and "out". No other movement of the logo, in particular any movement across the screen, shall be permitted.
  - c) The maximum height of television lines for the identification of any timing & data service provider shall be fixed at 23 pixels for productions in SD (1024 x 576 pixels) and at 44 pixels for productions in HD (1920 x 1080 pixels). The

identification shall appear either at the bottom in the centre of the screen and below the data display or alternatively in a central position to the right hand side of the data display.

5. Wording of identifications

The timing & data service provider(s) shall be identified either by its usual trading name which may be in the font of a trade mark protected word and, if requested by the provider(s), the use of either of the following additional words:

- a) for timing provider(s): "timing"
- b) for data processing provider(s): "computer" or "data"

**FIS TV insert Cross-Country**

FIS WORLD CUP/ FIS WORLD CHAMPIONSHIPS

Timing	Data
<ul style="list-style-type: none"> <li>➤ Short distance 4" (20x) 80" per race</li> </ul>	<ul style="list-style-type: none"> <li>➤ Short distance 6" (10x) 60" per race</li> </ul>
<ul style="list-style-type: none"> <li>➤ Long distance 4" (25x) 100" per race</li> </ul>	<ul style="list-style-type: none"> <li>➤ Long distance 6" (13x) 78" per race</li> </ul>

**FIS TV insert SKI JUMPING**

FIS WORLD CUP/ FIS WORLD CHAMPIONSHIPS

Timing	Data
<ul style="list-style-type: none"> <li>➤ Wind/ Speed 2" (10x) 20" per round</li> </ul>	<ul style="list-style-type: none"> <li>➤ 6" (15x) 90" per round</li> </ul>
<ul style="list-style-type: none"> <li>➤ Video measurement 8" per round</li> </ul>	