

Viessmann FIS Nordic Combined World Cup

Marketing Guide 2023/2024



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1. Contacts



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2. General Marketing Information

This Marketing Guide is in accordance with and a visualization of the existing advertising rules and is meant as a guideline to work with for the World Cup organizers. For further detailed information please see the Advertising Rules, which can be found on the FIS website.

2.1 FIS Nordic Combined World Cup sponsors

Viessmann is the official Title Sponsor of the FIS Nordic Combined World Cup.

Right now, there is neither an official Presenting Sponsor nor a Data/Timing Sponsor of the FIS Nordic Combined World Cup. FIS will inform immediately, if there is a new partner.

Branch Exclusivity of FIS Sponsors

All FIS Sponsors have branch exclusivity within the following product categories:

- **Viessmann:** heating, heating technology, solar systems (solar thermal and photovoltaic), air conditioning, refrigeration and ventilation technology, climate technology (meaning products developed to heat and refrigerate and to produce renewable energy for buildings, i.e. photovoltaic systems), cooling, ventilation, generation of process heat, combined heat and power systems and the related digital and technical solutions and services, and in the areas of smart home and energy management

All these branch exclusivities apply for the whole event area in TV and non-TV relevant areas.

The NSA assures that no competitors are present with their branding in any commercial or public area of the event (inside and outside the TV range). In case of any questions or uncertainties regarding exclusivities, please contact FIS Implementation Team.

Frequent Updates

Frequent updates between NSA and FIS Implementation Team are important. Keep FIS Implementation Team informed about local sponsor activities, open advertisement space that could be acquired, arising issues etc.

FIS Implementation Team will contact NSA, if FIS sponsors are planning on doing sponsorship activation on-site.

2.2 Responsibilities FIS

To define the advertising rules and guidelines for marketing and implementation of sponsor rights. FIS has an overview of all marketing related issues whereas at the event the Race Director is the contact person.

2.3 Responsibilities FIS Implementation Team

FIS Implementation Team will be your primary contact for marketing related questions during the preparation and implementation of the FIS Nordic Combined World Cup event. During the FIS Nordic Combined World Cup, FIS Implementation Team will be present with a professional implementation team at each venue to implement the FIS sponsor rights.

2.4 Responsibilities National Ski Associations

NSA has to provide the necessary preparation of the sponsor area inside the TV-range in prior consultation with the FIS Implementation Team (banner fences, frames, posts, electricity, etc.). In addition, NSA is responsible for a clean appearance of the sponsors outside the TV-range, in accordance with FIS Implementation Team. NSA is asked to provide assistance for the set up and dismantling of all advertising material on site one to two days before and after the event. In some cases, NSAs are asked to provide FIS Implementation Team with basic wooden constructions for the installations. All information required will be communicated by FIS Implementation Team in due time before the season starts.

All advertising material set ups by NSA inside the TV-range must be according to the guidelines set forth in the Advertising Rules and Marketing Guide. In the event that the advertising material does not conform to these, FIS Implementation Team reserves the right to undertake all the necessary amendments.

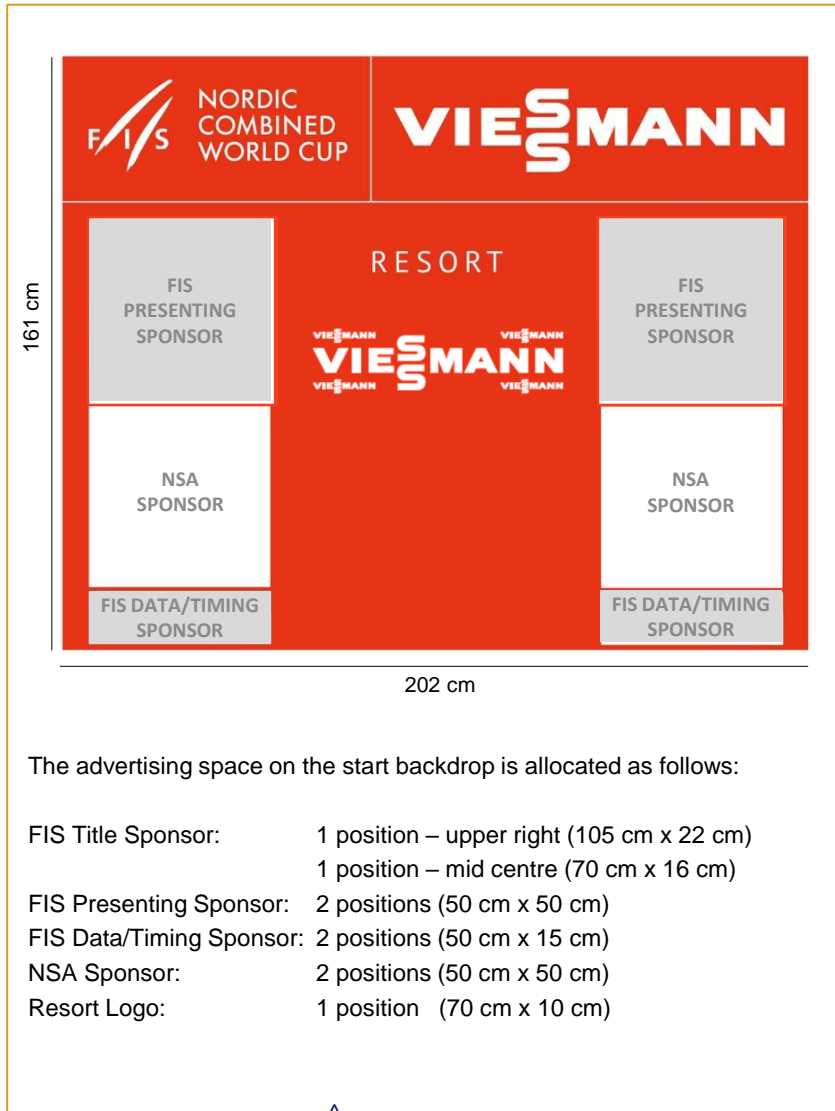
3. FIS Nordic Combined World Cup venue

3.1 Start and finish area

Installations

NSA must use the official installations provided and installed by FIS Implementation Team.
NSA is responsible for assisting with the organization, set up and handling of all installations.

3.1.1 Start



The advertising space on the start backdrop is allocated as follows:

- FIS Title Sponsor: 1 position – upper right (105 cm x 22 cm)
1 position – mid centre (70 cm x 16 cm)
- FIS Presenting Sponsor: 2 positions (50 cm x 50 cm)
- FIS Data/Timing Sponsor: 2 positions (50 cm x 15 cm)
- NSA Sponsor: 2 positions (50 cm x 50 cm)
- Resort Logo: 1 position (70 cm x 10 cm)

start backdrop – Ski Jumping
(202 cm x 161 cm)

Start backdrop – Ski Jumping

The start backdrop will be provided and installed by FIS Implementation Team.

It must be placed at the starting point, i.e. behind the starting beam towards the position of the camera in such a way that it appears in the start and the camera range.

Technical instructions and conditions

NSA is responsible for the production and provision of the stickers for the NSA sponsor and the resort logo. The costs for production are to be borne by NSA.

NSA sponsor logo

- Recommended material: magnet foil **approved for outdoor winter conditions!**
- Fixation: magnetic
- Dimension: 50 cm x 50 cm
- Amount: 2 stickers

Resort logo

- Recommended material: magnet foil **approved for outdoor winter conditions!**
- Fixation: magnetic
- Dimension: 70 cm x 10 cm
- Amount: 1 sticker

3.1.1 Start



The advertising space on the cover is allocated as follows:

World Cup Logo:	1 position (50 cm x 28.5 cm)
Resort Logo:	1 position (50 cm x 28.5 cm)

cover equipment control – Ski Jumping
(120 cm x 200 cm)

Equipment control box before the start – Ski Jumping

FIS Implementation Team will provide and install a unicolour cover on the box side (max. 1 x 2m) that is in the view of the camera.

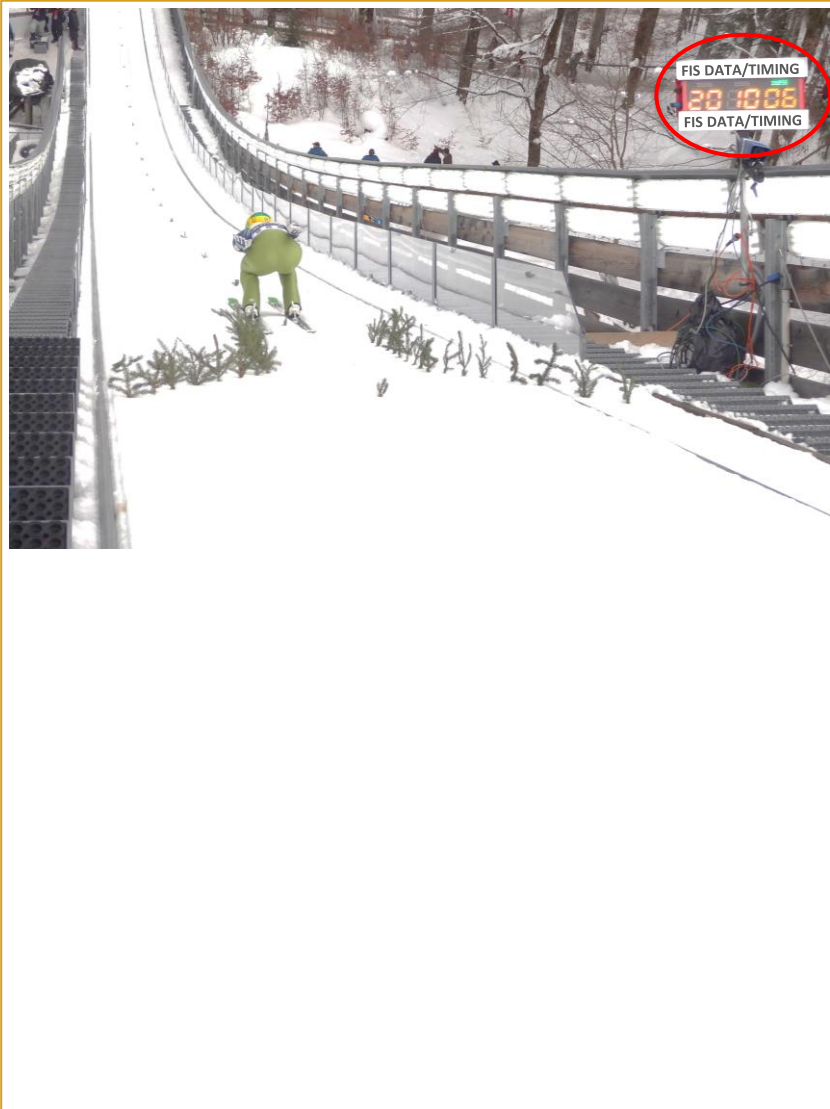
Technical instructions and conditions

NSA is responsible for the production and provision of the sticker for the resort logo. The costs for production are to be borne by NSA.

Resort logo

Recommended material:	hard plates (e.g. twin-wall sheet)
Fixation:	Velcro (hook/scratchy side)
Dimension:	50 cm x 28,5 cm
Amount:	1 sticker

3.1.1 Start

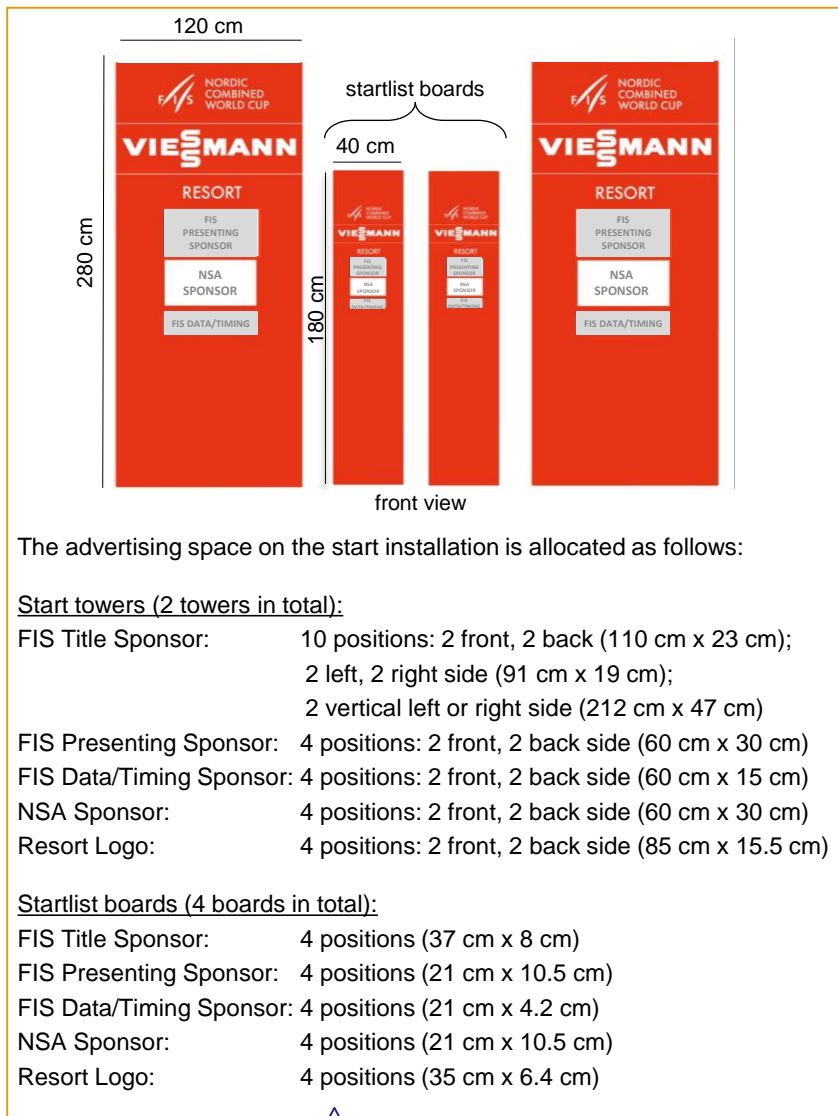


Starting signal at starting point – Ski Jumping

The official Data/Timing Sponsor has two positions (65 cm x 10 cm each) on the starting signal at the starting point.

The area next to the start installation must be supplied with an electrical socket (220V) and a 5 meter extension cord.

3.1.1 Start



The advertising space on the start installation is allocated as follows:

Start towers (2 towers in total):

- FIS Title Sponsor: 10 positions: 2 front, 2 back (110 cm x 23 cm);
2 left, 2 right side (91 cm x 19 cm);
2 vertical left or right side (212 cm x 47 cm)
- FIS Presenting Sponsor: 4 positions: 2 front, 2 back side (60 cm x 30 cm)
- FIS Data/Timing Sponsor: 4 positions: 2 front, 2 back side (60 cm x 15 cm)
- NSA Sponsor: 4 positions: 2 front, 2 back side (60 cm x 30 cm)
- Resort Logo: 4 positions: 2 front, 2 back side (85 cm x 15.5 cm)

Startlist boards (4 boards in total):

- FIS Title Sponsor: 4 positions (37 cm x 8 cm)
- FIS Presenting Sponsor: 4 positions (21 cm x 10.5 cm)
- FIS Data/Timing Sponsor: 4 positions (21 cm x 4.2 cm)
- NSA Sponsor: 4 positions (21 cm x 10.5 cm)
- Resort Logo: 4 positions (35 cm x 6.4 cm)

start installation – Cross-Country
(Individual, Team Sprint, Team)
(120 cm x 100 cm x 280 cm)

Start installation – Cross-Country

The start installation will be provided and installed by FIS Implementation Team.

The position at which this start installation shall be placed, will be determined by FIS Implementation Team in consultation with the FIS Race Director.

Technical instructions and conditions

NSA is responsible for the production and provision of the stickers for the NSA sponsor and the resort logo. The costs for production are to be borne by NSA.

NSA sponsor logo (start towers)

Identification of the NSA sponsor, on both left and right sides.

- Recommended material: hard plates (e.g. twin-wall sheet)
- Fixation: Velcro (hook/scratchy side)
- Dimension: 60 cm x 30 cm
- Amount: 4 stickers

Resort logo (start towers)

- Recommended material: hard plates (e.g. twin-wall sheet)
- Fixation: Velcro (hook/scratchy side)
- Dimension: 85 cm x 15.5 cm
- Amount: 4 stickers

NSA sponsor logo (start list boards)

Identification of the NSA sponsor, on both left and right sides.

- Recommended material: magnet foil **approved for outdoor winter conditions!**
- Fixation: magnetic
- Dimension: 21 cm x 10.5 cm
- Amount: 4 stickers

Resort logo (start list boards)

- Recommended material: magnet foil **approved for outdoor winter conditions!**
- Fixation: magnetic
- Dimension: 35 cm x 6.4 cm
- Amount: 4 stickers

3.1.2 Finish



The advertising space on the exit gate is allocated as follows:

- FIS Title Sponsor: 14 positions: 1 front, 1 back (155 cm x 34 cm);
4 on doors (49 cm x 11 cm);
4 inside / 4 outside (74 cm x 16 cm)
- FIS Presenting Sponsor: 4 positions: 2 front, 2 back side (72 cm x 40 cm)
- FIS Data/Timing Sponsor: 4 positions: 2 front, 2 back side (72 cm x 17.5 cm)
- NSA Sponsor: 4 positions: 2 front, 2 back side (72 cm x 40 cm)
- Resort Logo: 4 positions: 2 front, 2 back side (72 cm x 17.5 cm)

exit gate – Ski Jumping
(310 cm x 260 cm (front))

Exit gate – Ski Jumping

The exit gate will be provided and installed by FIS Implementation Team.

The exit gate must be placed at an attractive functional position in the outrun. A gap of 320 cm must be left in the banner fence at the position where the exit gate is supposed to be.

Technical instructions and conditions

NSA is responsible for the production and provision of the stickers for the NSA sponsor and the resort logo. The costs for production are to be borne by NSA.

NSA sponsor logo

- Recommended material: hard plates (e.g. twin-wall sheet)
- Fixation: Velcro (hook/scratchy side)
- Dimension: 72 cm x 40 cm
- Amount: 4 stickers

Resort logo

- Recommended material: hard plates (e.g. twin-wall sheet)
- Fixation: Velcro (hook/scratchy side)
- Dimension: 72 cm x 17.5 cm
- Amount: 4 stickers

3.1.2 Finish



The advertising space on the finish installation is allocated as follows:

Finish towers (2 towers in total):

FIS Title Sponsor:	10 positions: 2 front, 2 back (110 cm x 23 cm); 2 left, 2 right side (91 cm x 19 cm); 2 vertical left or right side (212 cm x 47 cm)
FIS Presenting Sponsor:	4 positions: 2 front, 2 back side (60 cm x 30 cm)
FIS Data/Timing Sponsor:	4 positions: 2 front, 2 back side (60 cm x 15 cm)
NSA Sponsor:	4 positions: 2 front, 2 back side (60 cm x 30 cm)
Resort Logo:	4 positions: 2 front, 2 back side (85 cm x 15.5 cm)

finish installation – Cross-Country
(Individual, Team Sprint, Team)
(120 cm x 100 cm x 280 cm)

Finish installation – Cross-Country

The finish installation will be provided and installed by FIS Implementation Team.

The position at which this finish installation shall be placed, will be determined by FIS Implementation Team in consultation with the FIS Race Director.

Technical instructions and conditions

NSA is responsible for the production and provision of the stickers for the NSA sponsor and the resort logo. The costs for production are to be borne by NSA.

NSA sponsor logo

Identification of the NSA sponsor, on both left and right sides.

Recommended material: hard plates (e.g. twin-wall sheet)

Fixation: Velcro (hook/scratchy side)

Dimension: 60 cm x 30 cm

Amount: 4 stickers

Resort logo

Recommended material: hard plates (e.g. twin-wall sheet)

Fixation: Velcro (hook/scratchy side)

Dimension: 85 cm x 15.5 cm

Amount: 4 stickers

3.1.3 Scoreboards in cool down area

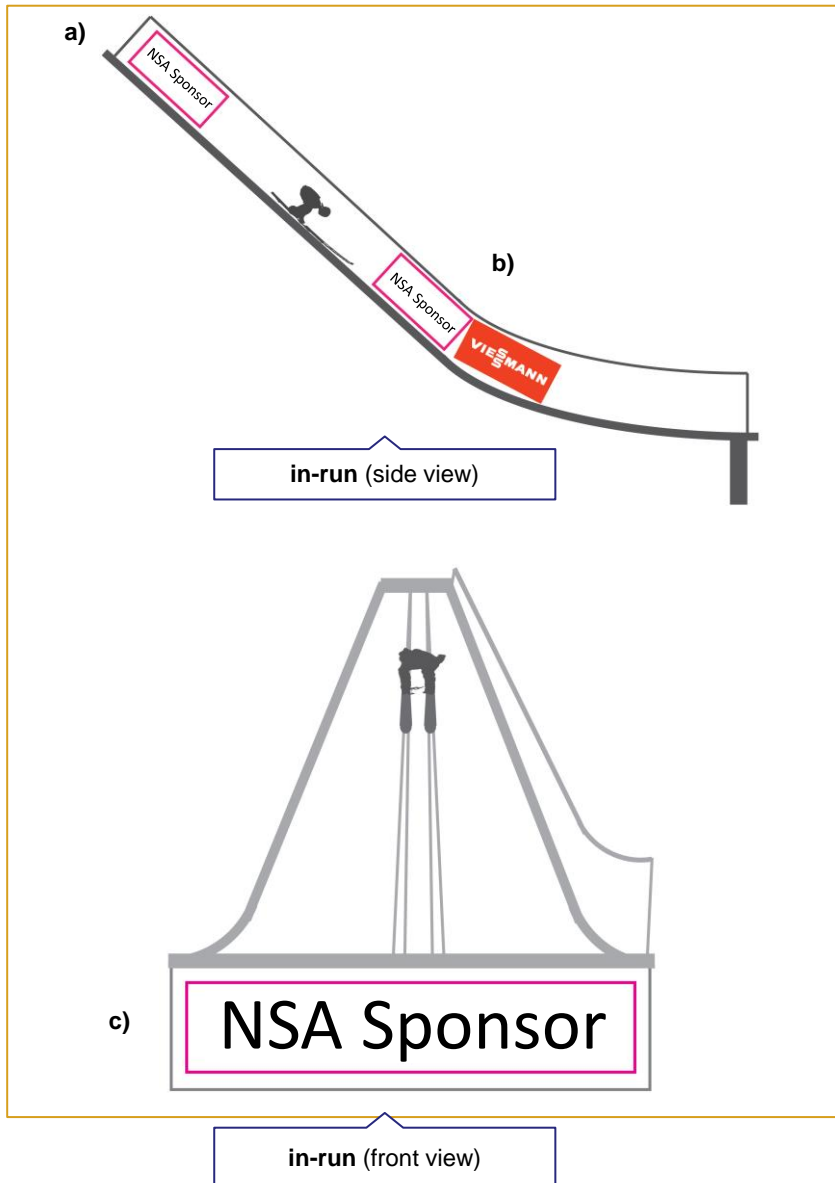


Scoreboards – Ski Jumping

The FIS Data/Timing Sponsor has the exclusive right to place branded technical equipment in terms of scoreboards for the athletes on the right and left side of the exit gate in the cool down area. The advertising boards on top of the two scoreboards each are 165 cm in length and 32 cm in height. The scoreboards are not attached to the banners or the exit gate.

The area next to the exit gate must be supplied with an electrical socket (220V) and a 5 meter extension cord.

3.2 Advertising in stadium



In-run banner – Ski Jumping

The in-run banner for the FIS Title Sponsor will be provided and installed by FIS Implementation Team.

Advertising in the in-run area has to be limited to the following elements:

a) Banner at the start: Along the in-run, immediately after the starting point, one advertising board of 200 cm in length and 50 cm in height is allowed for an NSA sponsor within the guardrail. If the board is positioned outside the guardrail, the size can be 300 cm in length and 80 cm in height.

b) Banner in the in-run: Two banners can be positioned along the in-run at the in-run radius. Each 150 cm in length and 50 cm in height with one for the FIS Title Sponsor and one for NSA.

c) Banner at the take-off (front position): On the nose of the take-off the name of one sponsor shall be permitted, in letters not exceeding 100 cm in height.

Technical instructions and conditions

NSA is responsible for the production and provision of the NSA sponsor banners. The costs for production are to be borne by NSA.

NSA sponsor logo

Recommended material: hard plates (e. g. twin-wall sheet)

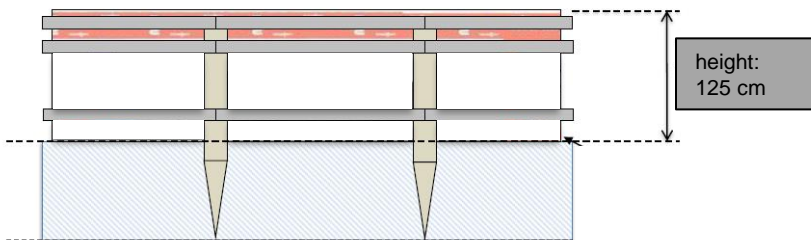
Fixation: double faced adhesive tape

3.2 Advertising in stadium



The banner positions in the stadium are allocated as follows:

FIS Title Sponsor	Platinum circle
NSA	All banners



platinum circle
(200 cm x 25 cm)

Platinum circle

The platinum circle will be provided and installed by FIS Implementation Team.

Technical instructions and conditions

NSA is responsible for setting up a firm banner fence in the Ski Jumping outrun as well as the Cross-Country stadium. A full length firm wooden panel has to be installed on top of the banners in order to affix the platinum circle.

The height of the platinum circle is 25 cm. The banner fence therefore should have a minimum height of 125 cm above snow level.

FIS Implementation Team will provide and install the platinum circle in the Ski Jumping outrun as well as the Cross-Country stadium. Please coordinate with FIS Implementation Team the areas where the platinum circle shall be installed.

3.2 Advertising in stadium



Viessmann arch

Overall dimensions: 12,6 x 4.7 m

Internal dimensions: 9 x 3.2 m

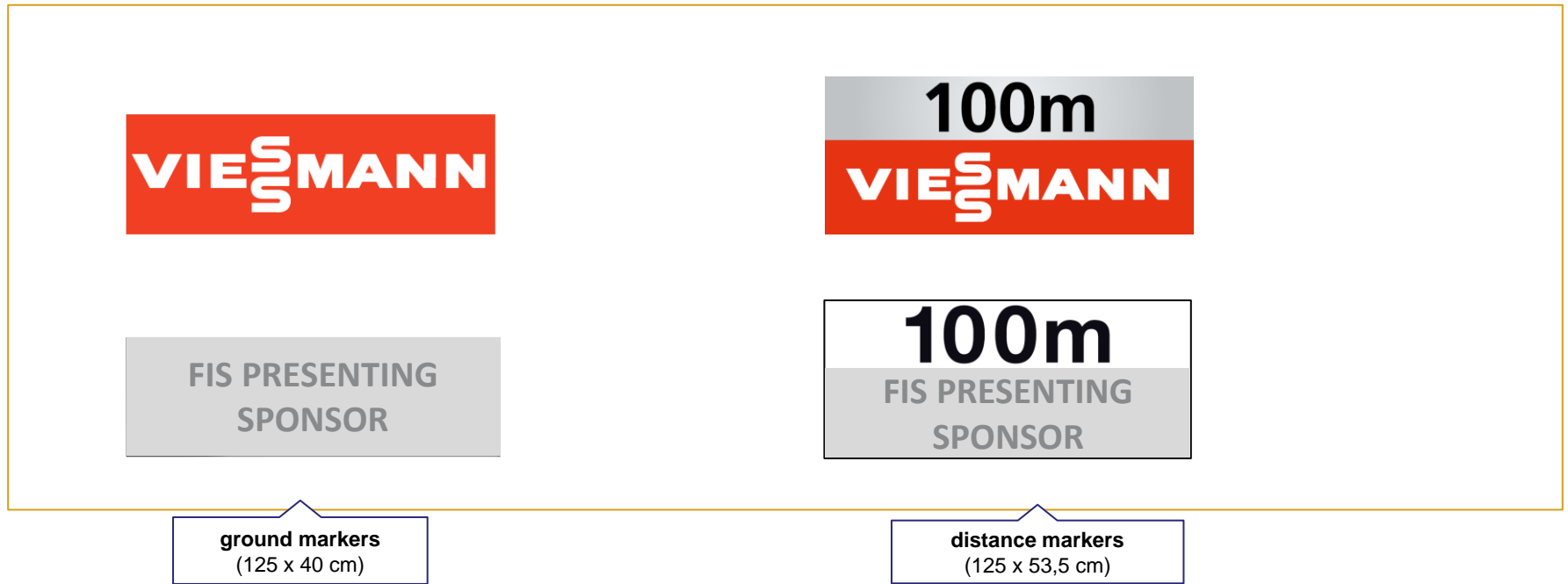
Viessmann arch

The exact placement will be determined by NSA and FIS Implementation Team prior to the event. The preferred position of the Viessmann arch shall be in the Cross-Country stadium (close to finish / home stretch), depending on available space and TV cameras.

Technical instructions and conditions

NSA shall have an electrical socket (220V) and a 5 meter extension cord ready at the arrival of the FIS Implementation Team.

3.2 Advertising in stadium



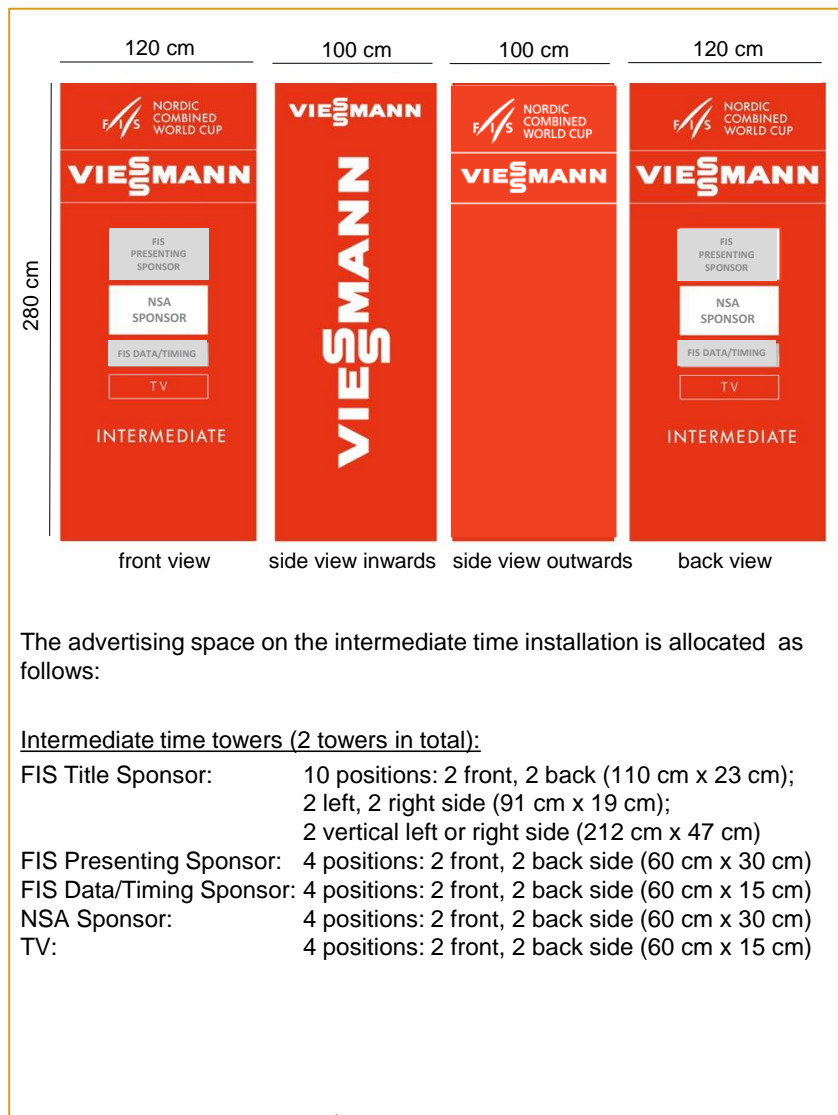
Ground markers

Ground markers in the design of the two FIS sponsors will be placed in the Cross-Country stadium to mark the track. To mark the Cross-Country track on course, only neutral or NSA resort branded ground markers are allowed.

Distance markers

Viessmann or FIS Presenting Sponsor branded distance markers will be placed in the Cross-Country stadium to mark the distance to the finish line. Viessmann branded distance markers will be used on course to mark the distance to the intermediate timing position.

3.3 Advertising on course



The advertising space on the intermediate time installation is allocated as follows:

Intermediate time towers (2 towers in total):

- FIS Title Sponsor: 10 positions: 2 front, 2 back (110 cm x 23 cm);
2 left, 2 right side (91 cm x 19 cm);
2 vertical left or right side (212 cm x 47 cm)
- FIS Presenting Sponsor: 4 positions: 2 front, 2 back side (60 cm x 30 cm)
- FIS Data/Timing Sponsor: 4 positions: 2 front, 2 back side (60 cm x 15 cm)
- NSA Sponsor: 4 positions: 2 front, 2 back side (60 cm x 30 cm)
- TV: 4 positions: 2 front, 2 back side (60 cm x 15 cm)

intermediate time installation
(120 cm x 100 cm x 280 cm)

Intermediate time installations – Cross-Country

All intermediate time installations will be provided and installed by FIS Implementation Team.

The position at which these intermediate timing installations shall be placed, will be determined by FIS Implementation Team in consultation with the FIS Race Director.

Technical instructions and conditions

NSA is responsible for the production and provision of the stickers for the NSA sponsor and the TV / host broadcaster logo. The costs for production are to be borne by NSA.

NSA sponsor logo

- Recommended material: hard plates (e.g. twin-wall sheet)
- Fixation: Velcro (hook/scratchy side)
- Dimension: 60 cm x 30 cm
- Amount: 2 stickers per tower

TV / host broadcaster logo

- Recommended material: hard plates (e.g. twin-wall sheet)
- Fixation: Velcro (hook/scratchy side)
- Dimension: 60 cm x 15 cm
- Amount: 2 stickers per tower

3.3 Advertising on course

Advertising at intermediate timing points

Depending on the possible amount of banner positions due to space reasons, at intermediate timing points, the banner positions shall be split up based on the following rules:

- with 1 intermediate timing point on course: all possible banner positions are split up between FIS and NSA in good faith. If there is only 1 banner position available, the position will belong to FIS exclusively.
- with 2, 3 or more intermediate timing points on course: each intermediate timing point will be split up according to this rule:
 - 2 banner positions = 1x FIS, 1x NSA
 - 3 banner positions = 2x FIS, 1x NSA
 - 4 banner positions = 2x FIS, 2x NSA
 - 5 banner positions = 3x FIS, 2x NSA
 - etc.

The Title sponsor is always linked to the installation and placed closest of all sponsors to the installation. It is necessary, to have enough space between two different sponsor banners, from the cameras' point of view.

The NSA sponsor on the intermediate time installation must be the same sponsor as on the banners.

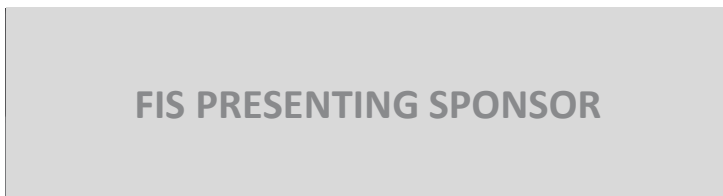
These rules shall not apply for intermediate timing positions in the stadium, as there are no specific banners around the installation.

All possible banner positions must be reflected from the camera shot and discussed in good faith between FIS Implementation Team and NSA prior to the event.

3.3 Advertising on course



Banners
Viessmann



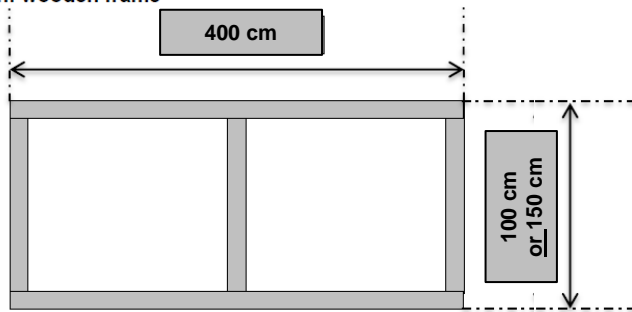
Banners
FIS
Presenting
Sponsor

layouts may vary

The banner positions along the Cross-Country course are allocated as follows:

FIS Title Sponsor	2 (or 25% of) positions in TV relevant area
FIS Presenting Sponsor	1 (or 12.5% of) position in TV relevant area
NSA	5 (or 62.5% of) positions in TV relevant area

sketch: wooden frame



FIS Implementation Team will provide and install all banners of the FIS Title Sponsor as well as the FIS Presenting Sponsor along the Cross-Country course.

In general, a **“one shot policy”** shall apply, meaning one sponsor per camera shot. For the advertising rules at intermediate timing positions, please see page 22.

NSA has to provide FIS Implementation Team with detailed maps of all tracks incl. exact camera positions at least **1 month prior to the event.**

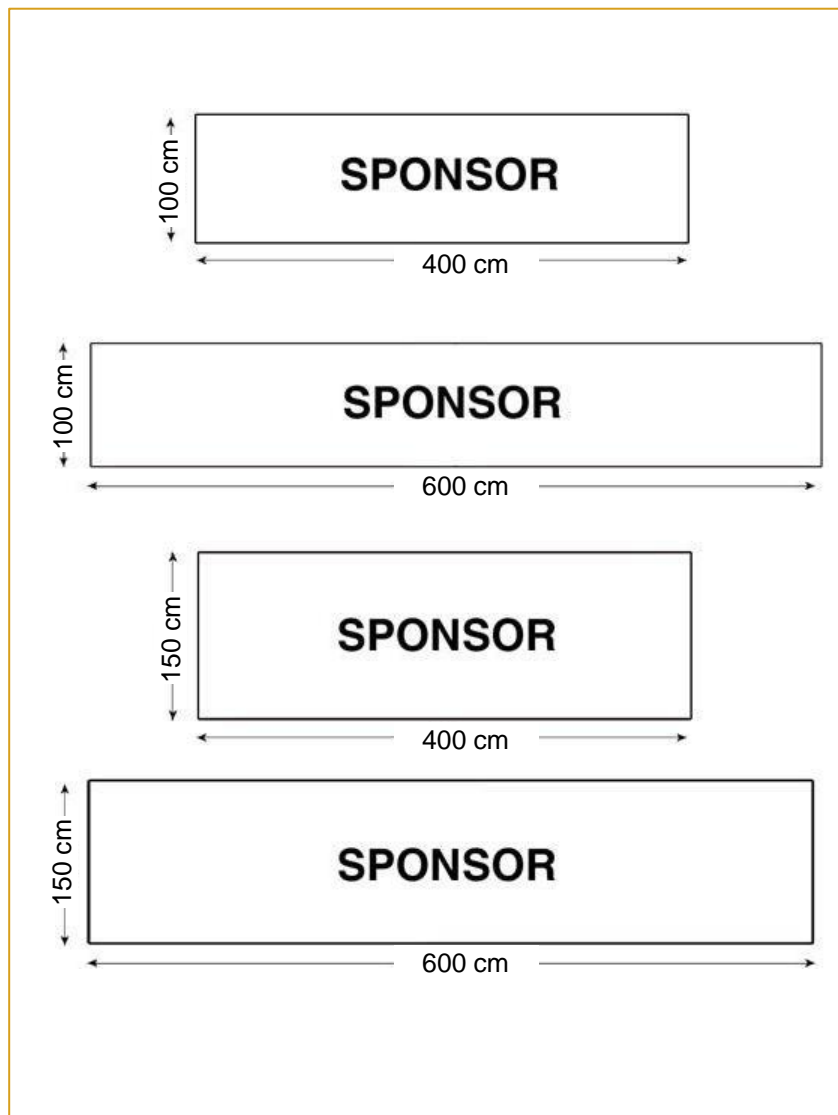
Technical instructions and conditions

NSA shall produce wooden banner frames for the banners on course before the implementation team arrives.

20 pieces	400 cm x 100 cm
8 pieces	400 cm x 150 cm

Please also have enough extra wood (posts and latches) available and make sure that all posts are sharpened at one end.

3.3 Advertising on course



Banners on course – Cross-Country

The following banner sizes are allowed to use on course (depending on the position, individual solutions may be necessary). Please use only soft banners due to safety reasons. NSA is responsible for the production and implementation of NSA sponsor banners.

3.4 Event dressing



endless banners

Event dressing

FIS Implementation Team may produce endless banners with the FIS World Cup design. FIS Implementation Team may provide NSA with a certain amount of endless banners, to cover the mixed zone, the media and press conference centre, scaffolds (for TV cameras, seating etc.) and to cover up construction areas. Please coordinate with FIS Implementation Team well before the event, if you wish to use endless banners.

3.5 Ceremony wall

Ceremony wall / podium

The wall and the podium for the award ceremony will be provided and installed by FIS Implementation Team.

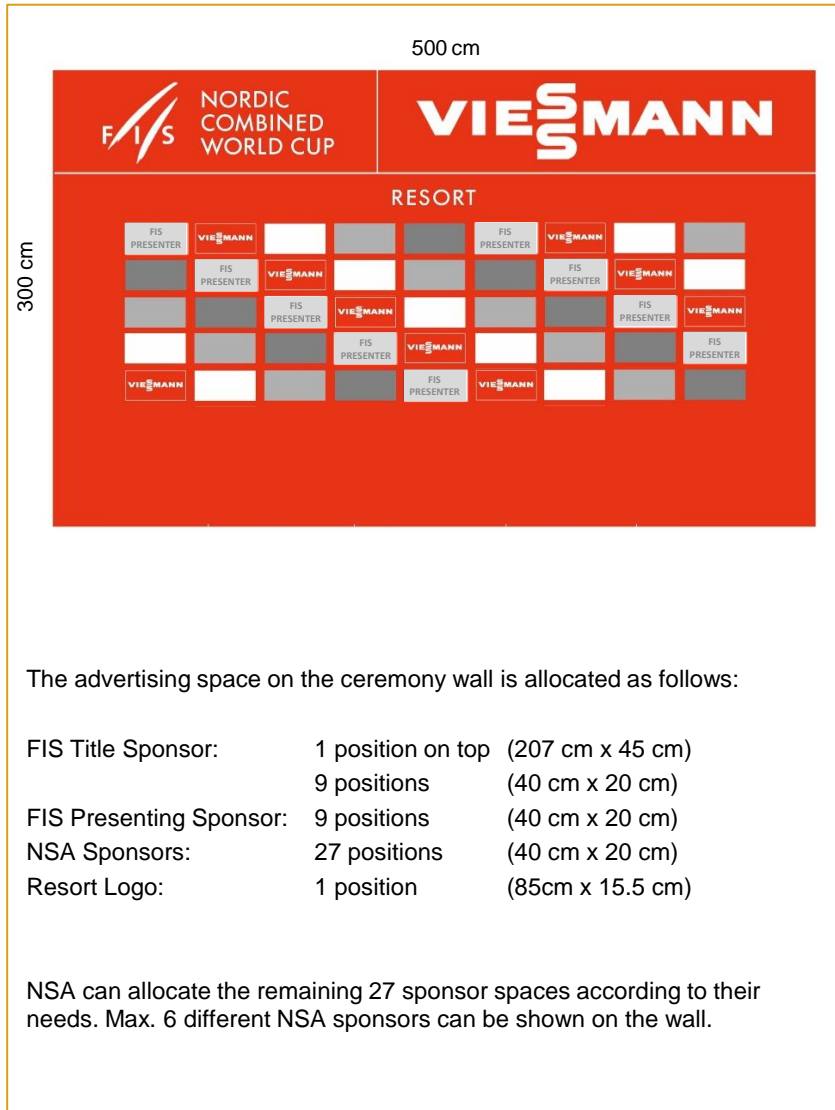
Placement

The placement of the wall and the podium shall be determined by the FIS Nordic Combined World Cup Media Coordinator, the host broadcaster, FIS Implementation Team and NSA based on the best possible TV exposure.

Corridor

NSA must create an action sector for the athletes in the finish area of the Cross-Country stadium in accordance with the existing possibilities. A fenced off corridor shall secure an immediate and smooth carrying out of the winner's presentation / award ceremony, the live TV transmission at the end of the event, as well as good working conditions for photographers.

3.5 Ceremony wall



The advertising space on the ceremony wall is allocated as follows:

FIS Title Sponsor:	1 position on top	(207 cm x 45 cm)
	9 positions	(40 cm x 20 cm)
FIS Presenting Sponsor:	9 positions	(40 cm x 20 cm)
NSA Sponsors:	27 positions	(40 cm x 20 cm)
Resort Logo:	1 position	(85cm x 15.5 cm)

NSA can allocate the remaining 27 sponsor spaces according to their needs. Max. 6 different NSA sponsors can be shown on the wall.

award ceremony backdrop
(500 cm x 300 cm)

Ceremony wall

The ceremony wall will be provided and installed by FIS Implementation Team.

The placement of the wall and the podium shall be determined by the FIS Nordic Combined World Cup Media Coordinator, the host broadcaster, FIS Implementation Team and NSA based on the best possible TV exposure.

Technical instructions and conditions

NSA is responsible for the production and provision of the stickers for the NSA sponsors and the resort logo. The costs for production are to be borne by NSA.

NSA sponsor logo

Recommended material:	hard plates (e.g. twin-wall sheet)
Fixation:	Velcro (hook/scratchy side)
Dimension:	40 cm x 20 cm
Amount:	27 stickers

Resort logo

Recommended material:	hard plate (e.g. twin-wall sheet)
Fixation:	Velcro (hook/scratchy side)
Dimension:	85 cm x 15.5 cm
Amount:	1 sticker

3.5 Ceremony wall



podium

Podium

The podium will be provided and installed by FIS Implementation Team.

The dimensions of the podium are as follows: (height x width x depth)

3rd place: 31cm x 91cm x 90cm

2nd place: 41cm x 103cm x 90cm

1st place: 52cm x 115cm x 90cm

3.6 Leaderboard / interview backdrop



198 cm

225 cm

The advertising space on one leaderboards / interview backdrop is allocated as follows:

FIS Title Sponsor:	1 position on top	(102 cm x 22 cm)
	6 positions	(27 cm x 13.5 cm)
FIS Presenting Sponsor:	6 positions	(27 cm x 13.5 cm)
NSA Sponsors:	18 positions	(27 cm x 13.5 cm)
Resort Logo:	1 position on top	(70 cm x 10 cm)

NSA can allocate the remaining 18 sponsor spaces according to their needs. Max. 6 different NSA sponsors can be shown on the backdrops.

Leaderboard / interview backdrop

The leaderboards / interview backdrops will be provided and installed by FIS Implementation Team. At Nordic Combined World Cup, there will be 2 backdrops on site, one at the Ski Jumping stadium and one at the Cross-Country stadium.

The leaderboards / interview backdrops are used for the international flash interviews. They are placed in accordance with the FIS Nordic Combined World Cup Media Coordinator, the host broadcaster and FIS Implementation Team.

Technical instructions and conditions

NSA is responsible for the production and provision of the stickers for the NSA sponsors and the resort logo. The costs for production are to be borne by NSA.

NSA sponsor logo

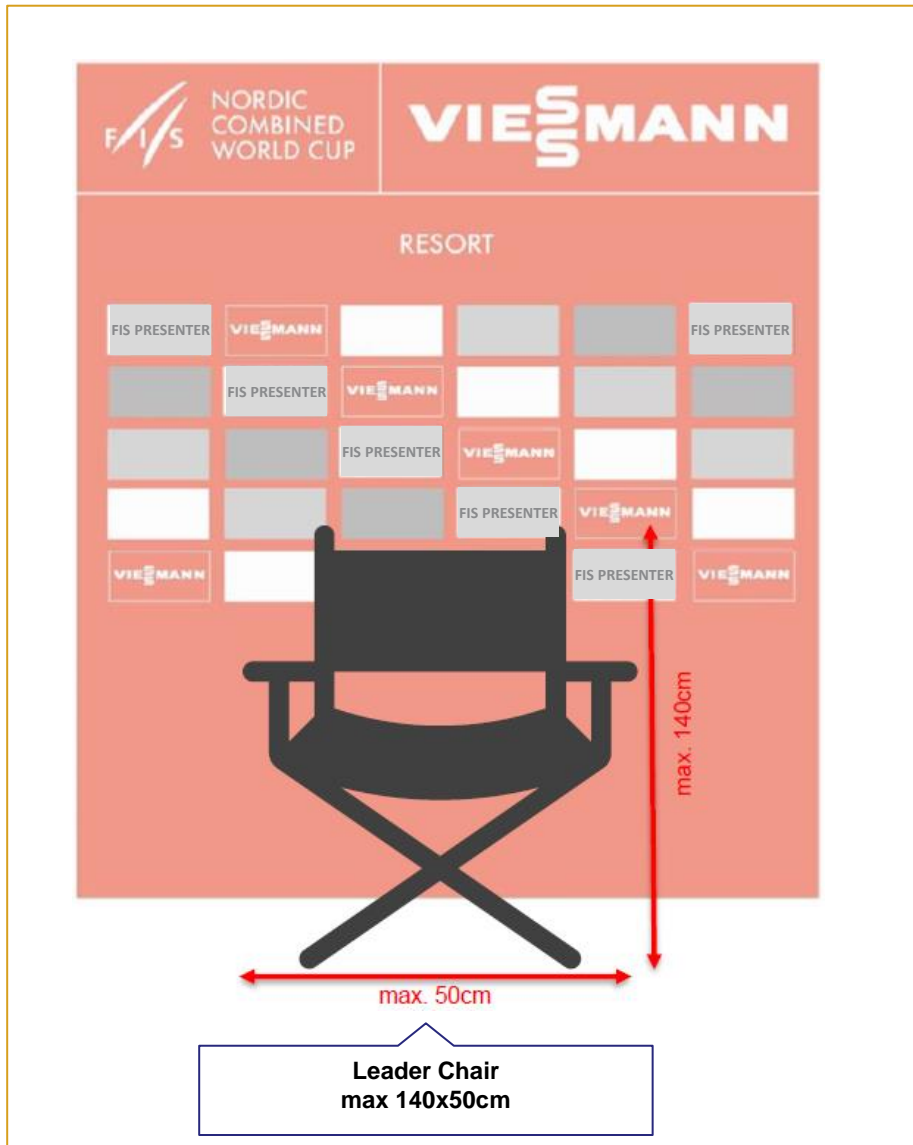
Recommended material:	magnet foil approved for outdoor winter conditions!
Fixation:	magnetic
Dimension:	27 cm x 13.5 cm
Amount:	18 stickers per backdrop

Resort logo

Recommended material:	magnet foil approved for outdoor winter conditions!
Fixation:	magnetic
Dimension:	70 cm x 10 cm
Amount:	1 sticker per backdrop



3.7 Leader Chair



Leader Chair

A leader chair can be positioned in front of the leader board.

It is positioned in front of the leader board (see previous slide).

Technical instructions and conditions

NSA is responsible for the production and provision of the leader chair. The costs for production are to be borne by NSA.

Dimensions and advertising space

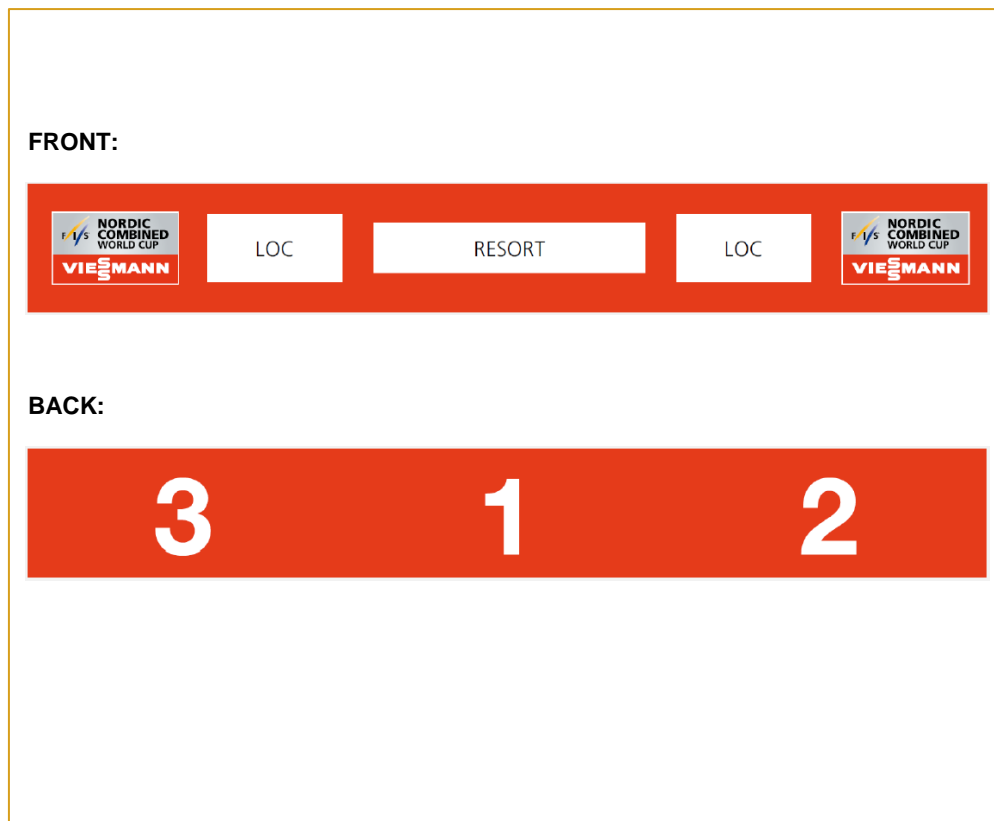
Leader Chair

Dimensions: max. 140cm height x 50cm width

Logo/Brand Identification: max. 15cm height

It is granted to display one (1) logo and/or brand identification of an NSA / Event sponsor or the FIS Cup Series title / presenter on the leader chair.

3.8 Winner presentation banner



**Winner Presentation Banner
40 x 300cm (HxW)**

Winner Presentation Banner

The winner presentation banner will be provided and installed by FIS Implementation Team.

This winner presentation banner may be used for the presentation of the top three athletes in the finish area before the official winner's presentation.

It is placed in accordance with the FIS Nordic Combined World Cup Media Coordinator, the host broadcaster and FIS Implementation Team.

Technical instructions and conditions

NSA is responsible for the production and provision of the stickers for the NSA Sponsor and the Resort logo. The costs for production are to be borne by NSA.

NSA Sponsor logo

Recommended material: Hard plates (e.g. forex)
Fixation: Velcro (hook/scratchy side)
Dimension: 40 x 20cm (WxH)
Amount: 2 sticker
Logo Size: max. height of logo 15cm

Resort logo

Recommended material: Hard plates (e.g. forex)
Fixation: Velcro (hook/scratchy side)
Dimension: 85 x 15.5cm (WxH)
Amount: 1 sticker
Logo Size: max. height of logo 15cm

3.9 Press conference backdrop



If NSA does not have its own backdrop, FIS Implementation Team will provide one free of charge. On this backdrop the advertising spaces are divided between the FIS Title and Presenting Sponsor as shown in the graphic above.

FIS Title Sponsor:	1 position on top (162 cm x 35 cm)
	18 positions (30 cm x 15 cm)
FIS Presenting Sponsor:	18 positions (30 cm x 15 cm)
Resort Logo:	1 position on top (85 cm x 15.5 cm)

If NSA uses the backdrop provided by FIS Implementation Team, please make sure to provide a resort logo.

FIS press conference backdrop
(370 cm x 225 cm)

Press conference backdrop

NSA is allowed to use its own press backdrop as long as the FIS partners are correctly included. FIS Implementation Team needs to approve the layout of the backdrop in advance of the event. Otherwise, FIS Implementation Team reserves the right to undertake the necessary amendments. The advertising space has to be allocated as follows:

FIS Title Sponsor:	20% of advertising space
FIS Presenting Sponsor:	20% of advertising space
NSA Sponsors:	40% of advertising space
Resort:	20% of advertising space

NSA can allocate sponsor spaces according to their needs.
Max. 6 different NSA sponsors can be shown on the backdrop.

Placement

The placement of the podium and the backdrop shall be determined by the FIS Media Coordinator.

Technical instructions and conditions

NSA is responsible for the production and provision of the resort logo.
The costs for production are to be borne by NSA.

Resort logo

Recommended material:	hard plate (e.g. twin-wall sheet)
Fixation:	Velcro (hook/scratchy side)
Dimension:	85 cm x 15.5 cm
Amount:	1 sticker

3.10 Video wall



Draft of video wall

Video wall

Advertising spot on video wall

The Title Sponsor (Viessmann), and the Presenting as well as the Data/Timing Sponsor each shall have the possibility to show a 30 second advertisement spot on the video wall at the FIS Nordic Combined World Cup event. Furthermore, FIS provides a promotional trailer for the FIS World Snow Day and Snow Kidz.

The advertisement spots of the sponsors shall be shown several times before, in between and after the races aired at least 3 times per event day.

Please communicate specifics about the necessary video spot format to FIS **30 days** prior to the event. FIS will provide all spots.

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4. Bib numbers

3.11 Product placement



TV-relevant



non TV-relevant

examples product placement:
Audi car display

Product placement for FIS Presenting Sponsor

The FIS Presenting Sponsor has the right to place:

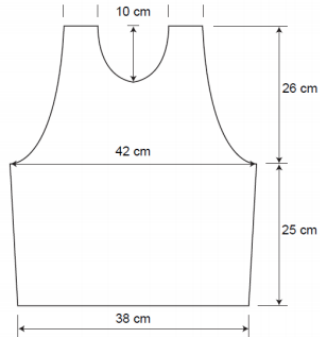
- 1 product placement either within TV visibility or within the event area, only after agreement with the NSA / marketing right holder.

Technical instructions and conditions

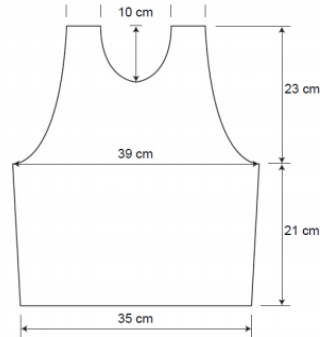
All costs related to the product placement (power supply, substructures, backdrops, transport etc.) are to be borne by the FIS Presenting Sponsor.

4.1 General information

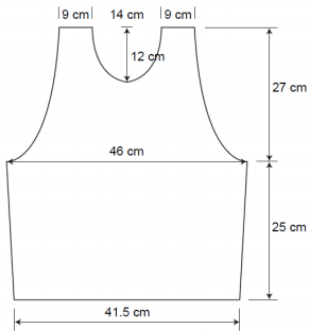
Ski Jumping Men Without elastic band



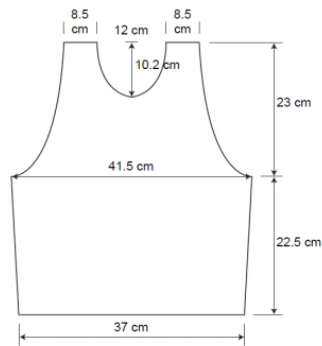
Ski Jumping Women Without elastic band



Cross-Country Men



Cross-Country Women



FIS specifications for bibs

For all FIS specifications for Nordic Combined starting bibs, please see paragraphs D 1 (Cross-Country) and D 2 (Ski Jumping) of the latest edition of the [FIS Specifications for Competition Equipment](#).

4.2 Starting bibs

Starting bibs

NSA is responsible for the production of all starting bibs for the Nordic Combined Ski Jumping and Cross-Country competitions.

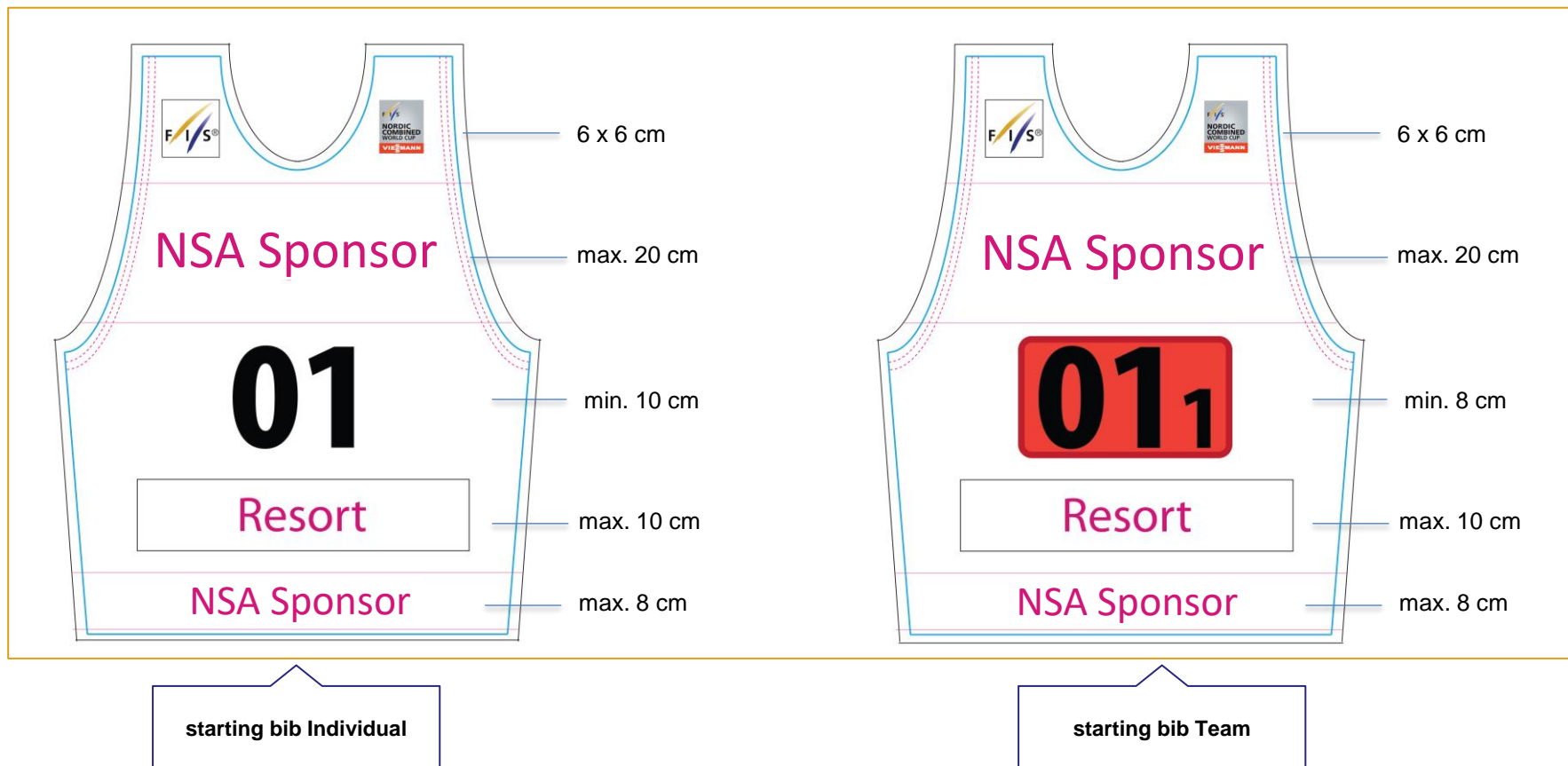
All bibs must be in conformity with the Advertising Rules and colours and sizes as shown in the Marketing Guide. **Should this not be the case, neutral bibs without NSA sponsor, provided by FIS will be used without exception.**

Please send the layout of all bibs to FIS for approval at least **10 days before** production. Such approval is not to be unreasonably withheld.

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Please find all bib templates here: [LINK](#)

4.2 Starting bibs



GPS Modules

If applicable, the costs for GPS module pockets in the race bibs are to be borne by the ordering party.

4.3 Best jumper / Best skier bibs

Best jumper / Best skier bibs

NSA is responsible for the production of the best jumper bib (blue) and best skier bib (red) for the Nordic Combined Ski Jumping and Cross-Country competitions.

FIS will provide templates of the blue Best Jumper and red Best Skier spaces as shown on the next page.

All bibs must be in conformity with the Advertising Rules and colours and sizes as shown in the Marketing Guide. **Should this not be the case, neutral leader bibs without NSA sponsor, provided by FIS will be used without exception.**

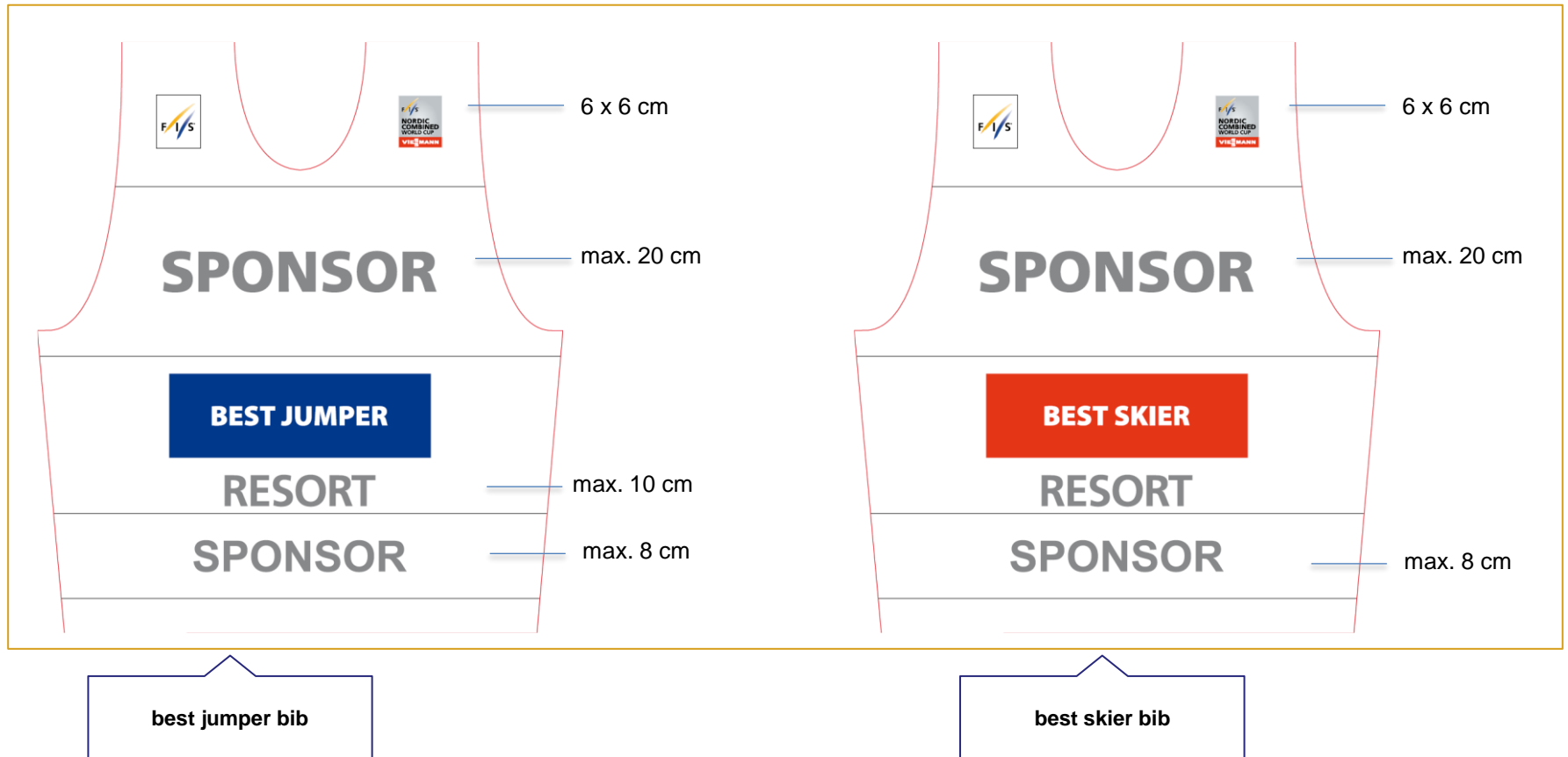
The bibs must be worn by the best jumper and best skier (based on overall performance in the current season) during every Individual FIS World Cup event, as well as at the respective prize-giving ceremony.

For the prize-giving ceremony, one best jumper and one best skier bib per competition have to be handed out by the NSA only to Jan Rune Grave (FIS Assistant Race Director).

Please send the layout of the leader bibs to FIS for approval at least **10 days before** production. Such approval is not to be unreasonably withheld.

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4.3 Best jumper / Best skier bibs



4.4 Leader bibs

Leader bibs

NSA is responsible for the production of all leader bibs for the Nordic Combined Ski Jumping and Cross-Country competitions.

FIS will provide the leader bib templates as shown on the next page.

All bibs must be in conformity with the Advertising Rules and colours and sizes as shown in the Marketing Guide. **Should this not be the case, neutral leader bibs without LOC sponsor, provided by FIS will be used without exception.**

The leader bib must be worn by the FIS World Cup leader during the FIS World Cup event, as well as at the prize-giving ceremony.

Velcro bib

For the prize-giving ceremony, a special version of the leader bib with a Velcro on the back must be produced by NSA. The Velcro bib has to be handed out by NSA only to Jan Rune Grave (FIS Assistant Race Director). It has to be absolutely guaranteed that the correct Velcro bib with the right sponsor logo is used for the respective ceremony.

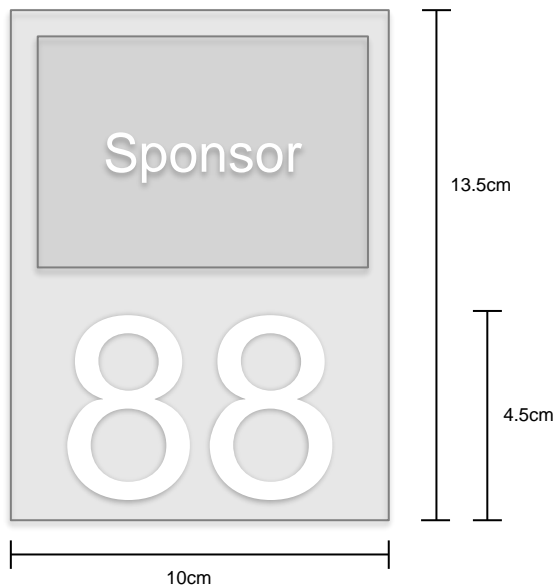
Please send the layout of the leader bibs to FIS for approval at least **10 days before** production. Such approval is not to be unreasonably withheld.

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4.4 Leader bibs



4.5 Leg bibs



Example: Leg Bib



Leg bibs

Leg bibs need to be used during all Nordic Combined Cross-Country races.

Each athlete has to wear a leg bib on the outside of each leg (2 leg bibs per athlete). The number on the leg bib has to match with the starting bib number.

Leg bibs must be self-sticking badges.

We recommend a size of 13.5 x 10cm. Whereas, the height of the number shall be minimum 4.5cm. Visibility will be lost, if a bigger badge will be used.

NSA is responsible for the production and provision of the leg bibs. The costs for production are to be borne by NSA.

4.6 Athletes' training & Forerunner bibs



Athlete Training bib
With or without NSA logos

Athletes' training bibs

Will be organized by FIS implementation team.

If desired, a maximum of 4 different NSA sponsor logos can be allocated on 8 logo areas. One sponsor can be shown several times. The costs per bib will be split 50:50 between FIS title sponsor and NSA.

Forerunner bibs

NSA has to produce them on their own. Only event sponsors and / or the resort name / logo are allowed on it.

4.7 Service bibs

NSA is asked to make sure that all staff on site knows about the various bib categories as well as the respective access areas.



Team Press Attaché
with or without NSA logos

Team M, Start / Finish M
with or without NSA logos

Team W, Start / Finish W
with or without NSA logos

Team, Start / Finish
used by SRS companies

Team M & W, Start / Finish M & W, Team Press Attaché

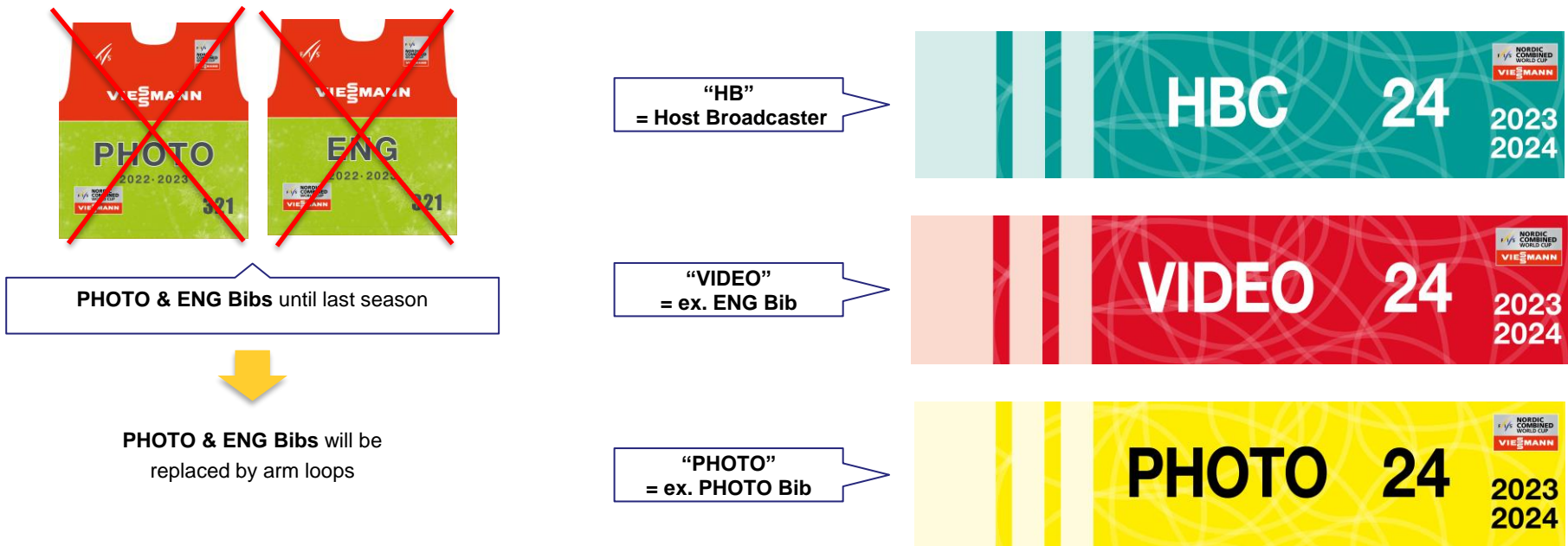
Will be organized by FIS.

If desired, a maximum of 4 different NSA sponsors can be allocated on 8 logo spaces. One sponsor can be shown several times.

The costs per bib will be split 50:50 between FIS title sponsor and NSA.

4.7 Service bibs

NSA is asked to make sure that all staff on site knows about the various bib categories as well as the respective access areas.



HB, VIDEO & PHOTO arm loops

Coordinated and distributed by FIS Media Coordinator and NSA Media Coordinator. Please hand them back again to FIS implementation team right after the event, ordered by number.

4.7 Service bibs

NSA is asked to make sure that all staff on site knows about the various bib categories as well as the respective access areas.



Jury, FIS and sub categories, FIS Implementation, Timing, Sponsor

No further action needed with these bibs. Bibs will be distributed by FIS and FIS Implementation Team.



LOC Service

LOC / NSA service persons at the Cross-Country course and in the start / finish area have to wear official bibs. If NSA does not provide them on their own, FIS Implementation Team can provide NSA with LOC Service bibs at no extra cost. Please contact FIS Implementation Team. Only event sponsors and/or the resort name/logo are allowed on it.

5. TV, web and print material

5.1 Use of FIS Nordic Combined World Cup logo

a)



b)



The use of the official FIS Nordic Combined World Cup logo is subject to a set of guidelines as outlined below. This logo is part of the corporate identity of the International Ski Federation (FIS). The FIS logo that it contains, as well as the abbreviation FIS and FIS Nordic Combined World Cup are registered trademarks of FIS.

NSAs are not allowed to bring the official World Cup logo in connection with an other sponsor than the FIS World Cup Title Sponsor, in any manner.

a) portrait

b) landscape

There are two versions of the official FIS Nordic Combined World Cup logo. The primary logo to be used is the portrait (vertical) version. At times, for space or other reasons, the landscape (horizontal) version of the logo may be used.

The official FIS Nordic Combined World Cup logo must be included in all tools designed for promotional purposes (posters, flyers, tickets, the Internet etc.).

5.1.1 General guidelines for use of logo

Size

As a rule of thumb, the official FIS Nordic Combined World Cup logo must cover 5% of the overall surface of any promotional tool it is placed on. In any case, the size of the logo may not be smaller than 30 mm (width for the portrait version of the logo)

Logo context, frame, position, dimension

The integrity of the official logo must be secured through appropriate context. The official logo may not be overshadowed by other word marks or logos. Similar but unrelated marks may not be used in the same context to avoid establishing an inappropriate relationship. In general use, the logos are without a frame and should be positioned horizontally. As a rule, the logo is two-dimensional.

Colors

As a principle, the logo should always be printed in color.

For one-color use, the black and white versions are available on request.

The colors are defined as follows

	COLOUR NAME	CMYK - PROCESS	RGB - SCREEN	SPOT OR SPECIAL COLOURS
	FIS YELLOW	C000 M035 Y100 K000	R240 G171 B000	Pantone 130C
	FIS BLUE	C100 M089 Y000 K000	R000 G035 B149	Pantone Reflex Blue
	VITORANGE	C000 M089 Y100 K000	R255 G062 B023	Pantone Bright Red
	SILVER GREY	from C005 M000 Y000 K030 to C003 M000 Y000 K010	from R190 G196 B199 to R210 G210 B215	-
	BLACK	C000 M000 Y000 K100	R000 G000 B000	-

Typeface

FIS uses the typeface Frutiger in all printed matter. In corporate applications, the official FIS typeface is Arial.

5.1.2 Official FIS World Cup titles

English: Viessmann FIS Nordic Combined World Cup

German: Viessmann FIS Weltcup Nordische Kombination

French: Viessmann Coupe du Monde FIS de Combiné Nordique

5.2 FIS Nordic Combined World Cup promotional material

FIS will provide NSAs with templates for the FIS Nordic Combined World Cup promotional material.

All event related promotional materials have to contain the official FIS World Cup logo, the logos of the FIS Title Sponsor, the Presenting Sponsor and Data Sponsor and the name of the FIS website (www.fis-ski.com). Event related promotional materials include, but are not limited to, posters, programs, start and result lists etc.

Please find all logos and templates here: [LINK](#)

Advertisement in official program

The FIS sponsors have the right to place a one page advertisement DIN A 4, 4-color (or B/W in case of B/W program/result journal) in the official program/result journal for advertising purposes. Please communicate the size of the advertisement page in the official program to FIS a minimum of 2 months before printing the program.

Event advertisement material and roll-ups

If NSA is producing any event advertisement material or an event roll-up, the official FIS World Cup logo as well as the FIS Nordic Combined World Cup sponsors have to be included.

Approval

All event related print materials must be sent to FIS a minimum of 10 days before production for approval.

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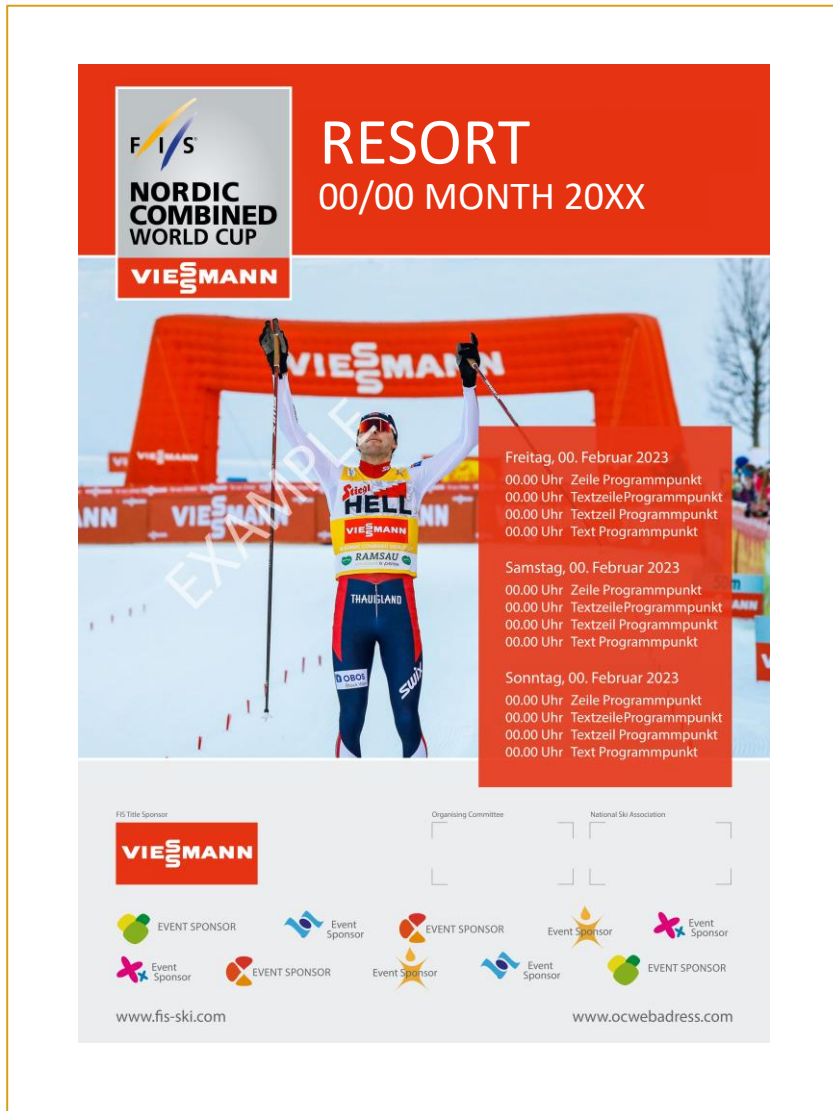
5.2.1 Design guidelines

Official poster

To provide a consistent appearance for the FIS Nordic Combined World Cup in the promotional efforts world-wide, NSAs are required to use the official poster design. However, to cater for local needs, the design can be adjusted.

An example of the official poster can be found on the next page.

5.2.1 Design guidelines



Example of official World Cup poster

Cover pages for the official program and media / team guides

For reasons of consistency, FIS also provides NSAs with templates for the design of the cover pages for the official program.

As in the case of the official poster they can be customized.

Start and result lists

The top and bottom banners for the start and result lists will be delivered directly to the Timing and Data Service provider by FIS.

Additional templates for further promotional materials can be made available on request.

5.2.1 Design guidelines

Accreditation card

The accreditation card is a personalized card which confers on its holder the right to take part in a World Cup event. It establishes the identity of the card holder and specifies the access rights and other privileges of the card holder for a particular World Cup event.

The FIS season accreditation card will again be issued to a selected group of individuals. This card will be valid at all Nordic Combined World Cup events. All other individuals will need to apply for a local accreditation.

To ensure branding consistency across the FIS season accreditation card and the local accreditation card, each NSA will be provided with a template that is to be used to produce the local accreditation card. The design is similar to the FIS season accreditation card but with slight modifications to allow for needs of the NSA.

Specifications of the accreditation card

The dimensions of the accreditation card should be approximately: 12.5 x 9 cm. The card can be printed on cardboard / paper and laminated or produced directly as a plastic card.

The principal elements to be visible on the card are:

- The official FIS Nordic Combined World Cup logo
- The official event logo
- The name of the event host and the date of the event
- A recent color photograph of the card holder (optional)
- Personal information about the card holder (name, function, responsible organization)
- Numerical codes (1 - 9) determining the zones to which the card holder is entitled to access. If NSA has access to additional areas, those can be added in this section
- Sponsor recognition through logos at the bottom of the card (front and back)
- Disclaimer

5.2.1 Design guidelines



FIS Season Accreditation Card

Process for design and approval of accreditation cards

Each NSA can use the template provided by FIS as basis for the design of the local accreditation card.

Where it is not possible to use the exact template provided by FIS, NSA can develop their own layout but must work within the FIS guidelines. The photo on the card is optional.

Each NSA must present their accreditation card design to FIS for approval before the card is produced.

Local Accreditation Card

5.3 TV and web

TV production and organization

The FIS, the respective NSA and its LOCs will undertake all possible steps together with the host broadcaster, respectively the TV rights holder, in order to reach a TV presence which will be as large as possible and to ensure a top-quality production.

The NSA/LOC must contact FIS and the host broadcaster in due time, primarily as to the camera positions and the places for advertising, as well as in regard to the program, the timing and the starting times.

The NSA, respectively the TV rights holder, is obliged to ensure there is a live TV transmission in the country where the event takes places and that an international TV signal is made available.

5.3 TV and web

FIS Title Sponsor



FIS Presenting Sponsor

FIS PRESENTING
SPONSOR

FIS Data/Timing Sponsor

FIS DATA/TIMING
SPONSOR

Event Sponsors

Local organizer's website

All FIS Nordic Combined World Cup organizers are obliged to include the FIS Nordic Combined World Cup logo on their website, as well as the FIS sponsors' logos (Viessmann, Presenting Sponsor, Data/Timing Sponsor).

To update your event site on the FIS Nordic Combined website, please contact Ms. Sophie Hargesheimer at hargesheimer@fis-ski.com

Logo presentation

All logos (official World Cup logo and sponsors logos) have to be on a white background and must have the same size in relation to each other. For the presentation, only use the official labelling (see template).

Please link the respective logos to the following websites:

- World Cup logo: www.fis-ski.com/ski-jumping
- Viessmann logo: www.viessmann.com
- FIS Presenting Sponsor logo: tbc
- FIS Data/Timing Sponsor logo: tbc

6. Hospitality

6.1 VIP tickets

FIS shall receive VIP tickets to comply with the FIS Sponsors' contingents as stipulated in their respective sponsorship agreements.

- World Cup Men: 10 VIP tickets per event day
- World Cup Women: 10 VIP tickets per event day

The tickets get distributed by FIS along to the FIS sponsors.

In case that more than the contractual tickets are needed for the partners, FIS will contact NSA/LOC to purchase additional tickets at preferable rates.

If there will be a FIS Presenting sponsor or a FIS Data/Timing sponsor in the future, the need of VIP tickets might increase.

7. Organizers checklist

7.1 Marketing material for NSA and FIS Sponsors (1/2)

Advertisement material	Size / material	Time	Status
Installations			
Start backdrop (Ski Jumping) Produce 2 x NSA sponsor space Produce 1 x resort logo space	50 x 50 cm / magnet foil 70 x 10 cm / magnet foil	<div style="border: 1px solid red; padding: 2px; display: inline-block;">approved for outdoor winter conditions!</div>	Ready at arrival of FIS Implementation Team
Equipment control (Ski Jumping) Produce 1 x resort logo space	50 x 28.5 cm / hard plate with Velcro on back		Ready at arrival of FIS Implementation Team
Start installation (Cross-Country) <u>Start towers</u> Produce 4 x NSA sponsor space Produce 4 x resort logo space <u>Startlist boards</u> Produce 4 x NSA sponsor space Produce 4 x resort logo space	60 x 30 cm / hard plate with Velcro on back 85 x 15.5 cm / hard plate with Velcro on back 21 x 10.5 cm / magnet foil 35 x 6.4 cm / magnet foil	<div style="border: 1px solid red; padding: 2px; display: inline-block;">approved for outdoor winter conditions!</div>	Ready at arrival of FIS Implementation Team
Exit gate (Ski Jumping) Produce 4 x NSA sponsor space Produce 4 x resort logo space	72 x 40 cm / hard plate with Velcro on back 72 x 17.5 cm / hard plate with Velcro on back		Ready at arrival of FIS Implementation Team
Finish installation (Cross-Country) Produce 4 x NSA sponsor space Produce 4 x resort logo space	60 x 30 cm / hard plate with Velcro on back 85 x 15.5 cm / hard plate with Velcro on back		Ready at arrival of FIS Implementation Team
Intermediate time (Cross-Country) Produce 4 x NSA sponsor space Produce 4 x TV / host broadcaster logo	60 x 30 cm / hard plate with Velcro on back 60 x 15 cm / hard plate with Velcro on back		Ready at arrival of FIS Implementation Team
Ceremony wall Produce 27 x NSA sponsor spaces Produce 1 x resort logo space	40 x 20 cm / hard plate with Velcro on back 85 x 15.5 cm / hard plate with Velcro on back		Ready at arrival of FIS Implementation Team
Leaderboards / interview backdrops Produce 18 x NSA sponsor spaces each Produce 1 x resort logo space each	27 x 13.5 cm / magnet foil 70 x 10 cm / magnet foil	<div style="border: 1px solid red; padding: 2px; display: inline-block;">approved for outdoor winter conditions!</div>	Ready at arrival of FIS Implementation Team
Press conference backdrop (FIS version) Produce 1 x resort logo space	85 x 15.5 cm / hard plate with Velcro on back		Ready at arrival of FIS Implementation Team

7.1 Marketing material for NSA and FIS Sponsors (2/2)

Advertisement material	Size/ material	Time	Status
Starting bibs			
Send layouts to FIS for approval	PDF	10 days before production	
Leader bibs & Best Jumper bib / Best skier bibs			
Send layouts to FIS for approval	PDF based on FIS template	10 days before production	
Leg bib			
LOC is responsible to produce and distribute leg bibs			
Print material			
Send all event related print material to FIS for approval	PDF	10 days before printing	
Communicate size of ad page for FIS sponsors in official program (if any) to FIS		2 months before printing of program	
Video spots			
Communicate specifics about the necessary video spot format to FIS		2 months before event	

7.2 Requirements of FIS Implementation Team

Requirements	Time	Status
VIP tickets (incl. event tickets and top hospitality package)		
World Cup Men: 10 VIP tickets per event day World Cup Women: 10 VIP tickets per event day	FIS will communicate all details to NSA/LOC prior to the event	
Accreditations		
If needed: for FIS sponsors' representatives	Amount and list with names will be communicated to NSA/LOC by FIS prior to the event	
Support crew		
2 fit persons to help the FIS Implementation Team	Arrival until departure of FIS Implementation Team	
2 persons dedicated to handle the start installation together with FIS Implementation Team	During all training, qualification and competition rounds	
4 persons to handle the ceremony backdrop together with FIS Implementation Team	10 minutes before each ceremony until end of ceremony	
FIS Implementation Team		
1 big parking spot next to event venue	Ready at arrival day until departure of FIS Implementation Team	
If needed: overall accreditations	Ready to be picked up at arrival of FIS Implementation Team Exact amount of accreditations needed will be communicated before	
Heated room or container close to stadium with electricity & internet connection , 1 table, 2 chairs	Ready at arrival day until departure of FIS Implementation Team	
1 skidoo with trailer for the exclusive use of FIS Implementation Team	Ready at arrival day until departure of FIS Implementation Team	
Hotel rooms (single rooms with full board) for FIS Implementation Team in the FIS hotel at the preferred FIS rate	Arrival day until departure of FIS Implementation Team Exact amount of rooms needed will be communicated before	

7.3 Technical infrastructure and power supply

Infrastructure & Supply	Placement	Time	Status
Start installation (Ski Jumping)			
E-mail information about material of inrun track and inrun tiller machine to FIS		30 days before the event	
Starting signal at starting point (Ski Jumping)			
Electrical socket (220V) and 5 meter extension cord	Next to the start backdrop - Ski Jumping	Ready at arrival of FIS Implementation Team	
Stadium (Cross-Country and Ski Jumping)			
Firm banner fence	Height above the top of the snow border must be at least 125 cm	Ready at arrival of FIS Implementation Team	
Platinum circle: E-mail description and pictures of banner fence construction to FIS		30 days before event	
Position of Viessmann arch	Prepare electrical socket (220 V) and a 5m extension cord	Ready at arrival of FIS Implementation Team	
Mobile banner fences for Cross-Country			
Prepare wooden banner frames 20 pieces 400 x 100 cm 8 pieces 400 x 150 cm		Ready to be picked up at arrival day of FIS Implementation Team	
Exit gate			
Gap of 320 cm in banner fence in outrun	Designated position of exit gate	Ready at arrival of FIS Implementation Team	
Score board in cool down area (only in case of FIS Data/Timing Sponsor)			
Electrical socket (220V) and 5 meter extension cord	Next to the exit gate	Ready at arrival of FIS Implementation Team	
Award ceremony backdrop			
Fenced off corridor for athletes in finish area		Ready at arrival of FIS Implementation Team	
Stage for media		Ready at arrival of FIS Implementation Team	

7.4 Ideas for LOC websites

Content	Comment	Status
General information		
Maps & Profiles	Competition & training courses, points of interest (wax cabins, press centre, race office, entrances, grandstands...)	
Race Program	Competition program, side events	
Contact information	Race office, press centre, waxing area	
News Section		
Behind the scenes	Preparation, FAQ, information about the venue	
Tickets	Prices, points of sale, link to online shop	
Transport & Accommodation	Contact information, fares, schedules, pick-up and drop-off points, rental car offer, etc.	
Teams		
Team Invitation	PDF Version	
Team Captains Meeting	PDF Version	
Competition Information	Program changes, official trainings	
Important deadlines		
Link to entry system		
Media		
Media Invitation	PDF Version	
Download section	Logos, Pictures	
Opening Hours	Press and sub press centre, accreditation, race office, etc.	
Internet connection Information	Up- and Downstream , Wi-Fi, LAN, rates, networks	
Sponsors (mandatory!)		
Official World Cup logo	With hyperlink to FIS website	
FIS Sponsor logos	With hyperlink to sponsors` websites	