

FIS Snowboard Alpine World Cup

Marketing Guide 2026/2027



Table of Content

1. Contacts

2. General Marketing Information

- 2.1 FIS Snowboard World Cup Sponsors
- 2.2 Responsibilities FIS
- 2.3 Responsibilities FIS Media + Marketing
- 2.4 Responsibilities National Ski Association (NSA)
- 2.5 Sponsor branch exclusivity

3. Snowboard World Cup Venue

- 3.1 Start and Finish Area
 - 3.1.1 Start
 - 3.1.2 Finish – PAR
 - 3.1.3 Exit Gate
 - 3.1.4 Presentation Backdrop
 - 3.1.5 Placement Exit Gate and Presentation Backdrop
- 3.2 Banners
- 3.3 Gate flags
- 3.4 Podium
- 3.5 Award Ceremony
- 3.6 Video wall
- 3.7 Finish Coral
- 3.8 Inflatables
- 3.9 Beach Flags

4. Bib Numbers

- 4.1 Specifications
- 4.2 Starting Bib
- 4.3 Leader Bib
- 4.4 Team Bib
- 4.5 Approval of Bibs

5. TV, Web and Print Materials

- 5.1 Use of Snowboard World Cup Logo
 - 5.1.1 General Guidelines for use of Logo
 - 5.1.2 Official Snowboard World Cup Titles
- 5.2 FIS Snowboard World Cup Promotional Material
- 5.3 TV and Web

6. Hospitality

- 6.1 Promotional and Hospitality Activities

7. Organizer's Check list

- 7.1 Marketing material for NSA and FIS sponsors
- 7.2 Requirements of FIS
- 7.3 Technical infrastructure and power supply
- 7.4 Ideas for NSA website

1. Contacts



FIS International Ski & Snowboard Federation

Blochstrasse 2

CH- 3653 Oberhofen

Switzerland

Tel.: + 41 33 244 61 61

Fax: + 41 33 244 61 71

Uwe Beier

Chief Race Director Cross and Snowboard Alpine

Mobile: +49 171 680 0093

Mail: beier@fis-ski.com

Peter Krogoll

Race Director and Coordinator Snowboard

Mobile: +43 650 3053325

Mail: peter.krogoll@fis-ski.com

Kathrin Hostettler

Freestyle Skiing & Snowboard Assistant

Mobile: + 41 33 244 61 65

Mail: hostettler@fis-ski.com

FIS Media + Marketing (FIS M+M)

Tommaso Lezuo

Implementation Manager SB Alpine, SBX, SX

Mobile: +39 3668777158

Mail: tommaso.lezuo@fis-ski.com

David Frid

Implementation Manager

Mobile: +49 151 177 111 33

Mail: david.frid@fis-ski.com

Stefan Distel

Senior Project Manager

Mobile: +49 178 716 88 28

Mail: distel@fis-ski.com



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 FIS Advertising Rules, which can be found on the [FIS Website](#).

2.1 FIS Snowboard Alpine World Cup Sponsor

- **Title Sponsor:** Azerbaijan is the official **FIS Title Sponsor** of the FIS Alpine Snowboard World Cup.
- **Data and Timing Sponsor:** Currently, there is no official FIS Data/Timing Sponsor of the FIS Snowboard Alpine World Cup. FIS will inform immediately, if there is any new partner.

Branch exclusivity of FIS Sponsors:

Azerbaijan Tourism Board: tourism offerings and destinations of Azerbaijan, including but not limited to its cultural, natural, and recreational attractions, as well as services related to travel and tourism within Azerbaijan.

Important note: The host country, host city and/or region of any FIS Event taking place outside of Azerbaijan shall be entitled to promote its tourism offerings and destinations, including but not limited to its cultural, natural, and recreational attractions, as well as services related to travel and tourism in relation to its hosting of the relevant FIS Event.

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 M+M Project Manager.

FIS Snowboard World Cup Sponsor rights

The FIS Sponsors have the right to promote their products and services on site during the events at no extra cost.

Frequent Updates

Frequent updates between NSA and FIS M+M Project Manager are important. Keep FIS M+M Project Manager informed about local sponsor activities, open advertisement space that could be acquired, arising issues etc. FIS M+M Project Manager 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 main contact person.

2.3 Responsibilities FIS Media + Marketing

FIS M+M Implementation Manager will be your primary contact for marketing related questions during the preparation of the FIS Snowboard Alpine World Cup event. FIS M+M Implementation Manager will be your contact for the operational questions and matters. During the FIS Snowboard Alpine World Cup, FIS M+M will be present with a professional implementation team at each venue to implement the FIS sponsor rights.

2.4 Responsibilities National Ski Association

The NSAs have to provide the necessary preparation of the sponsor area inside the TV-range in prior consultation with the FIS M+M Implementation Manager. In addition, NSA is responsible for a clean appearance of the sponsors outside the TV-range, in accordance with FIS M+M Implementation Manager. 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. All information required will be communicated by FIS M+M Implementation Manager in due time before the season starts.

All advertising material inside the TV-range must be according to the guidelines set forth in the [FIS Advertising Rules and Marketing Guide](#). In the event that the advertising material does not conform to these, FIS M+M reserves the right to undertake all the necessary amendments.

2.5 Responsibilities National Ski Association / Local Organizing Committee

Hotel rooms (single rooms with Half board) for the FIS M+M Implementation Team as agreed in the hosting agreement.

3. FIS Snowboard World Cup Venue

3.1 Start and Finish Area

If there is a need for modification on the various start and finish installations this must be discussed with FIS Race Director and FIS M+M Implementation Manager.

The Title Sponsor has the exclusive right for the design of the frame and backdrop of all start and finish installations including the Exit Gate and further installations.

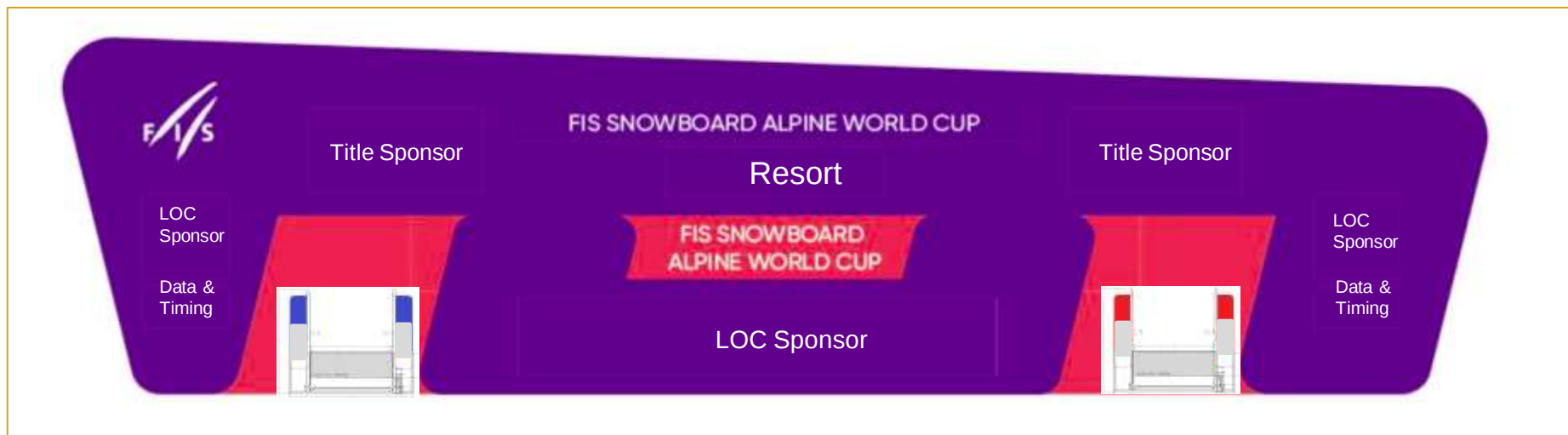
Volunteers with good skiing skills will be required to assist the FIS M+M Implementation Team with the installations at times throughout the event.

Depending on the local circumstances, weather etc. the FIS M+M Implementation Team may need additional temporary volunteers' assistance.

Race-kit Material

The **FIS M+M Implementation team will provide all large Resort patches for the Race-kit** after approval between the NSA and the Partnership Relations Manager.

3.1.1 Start Parallel GS/SL



The advertising space is allocated as follows:

Title sponsor (FIS)	2x (2m x 1m)
NSA Sponsor	2x (1m x 1m) 1x (6m x 1m)
Data/Timing (TBC)	2x (1m x 0.5m)
Resort (FIS)	1x (2.5m x 0.6m)
Start Gate (NSA)	2x (960mm x 320mm)

Please note: Pay close attention to the size change for the patch on the middle divider, from 4m x 1m to 6m x 1m.

Technical Information and requirements:

Size Start: 16m wide x 4m high x 6m deep.

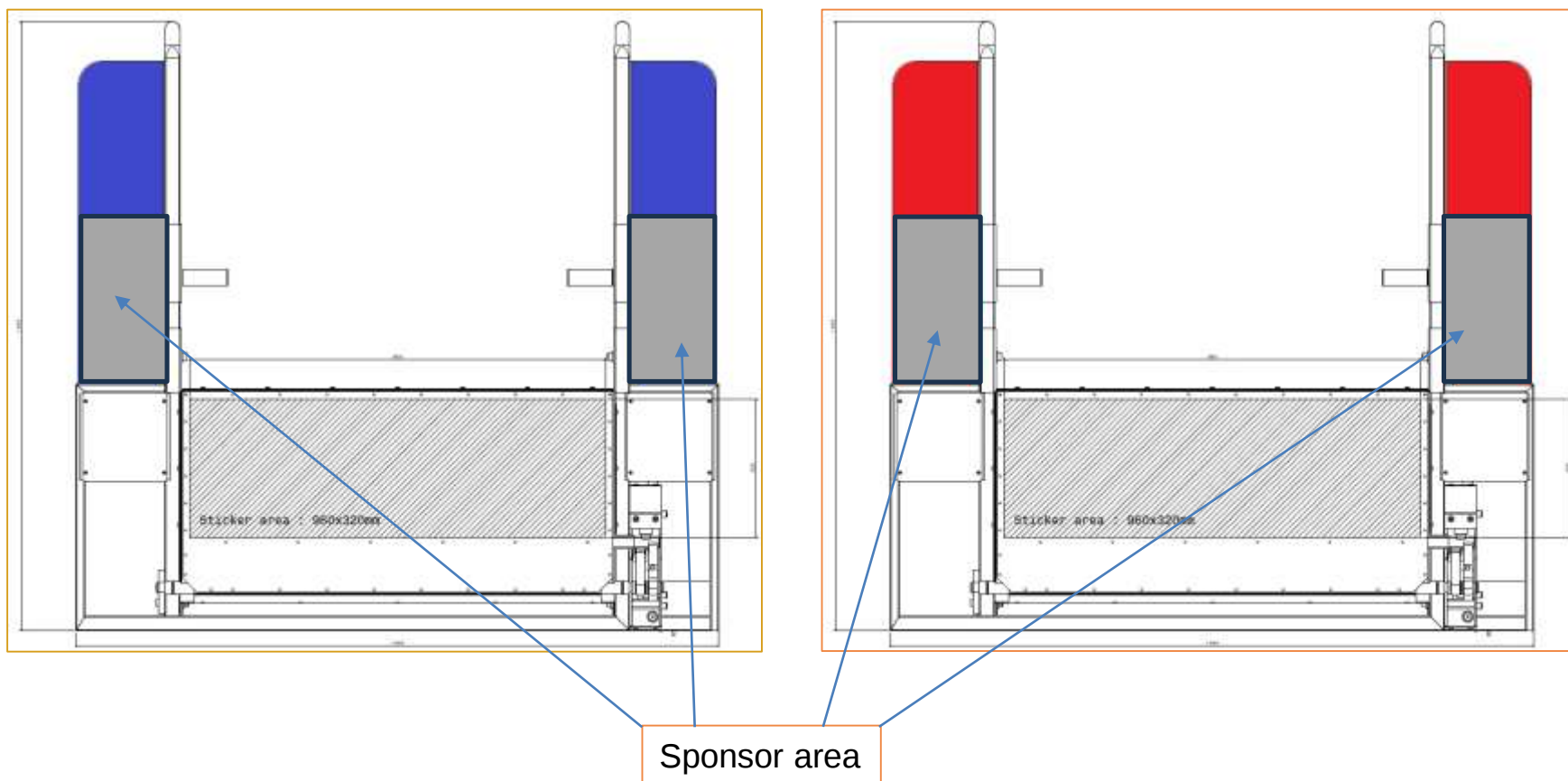
Colour: Pantone 267c

- Flat start area, when possible, should be 20m wide x 8m deep to provide more space for the athletes and allow the NSA to place the left and right banners.
- An independent electrical socket (220V), it needs to be available after the competition to deflate the start installation. It should be a dedicated power supply for the sole use of the FIS M+M Implementation team and separate to the TV and timing power cables.
- Necessary Velcro type of NSA / Sponsor advertising patches: Scratchy / Hook
- The start gates should be installed (dug) into the snow deep enough to allow the base of the start installation and the athletes' boards to be at the same surface level.
- **NEW:** Start gate advertising placement on the start gate permitted and on the 50% of the Red and Blue course areas (grey part in the picture above).

3.1.1 Start gate sponsor area

New for Season 26-27 is the addition of LOC/NSA advertising space on the blue and red start gate Panels. The maximum coverage is 50% on the lower half of the panels. Hard backed plates with Velcro To be used to allow for easy fixing and removal

- For additional information please contact the FIS M&M Implementation Manager



3.1.1 Start Backdrop

Front side perspective



Side perspective



Back side perspective



The advertising space is allocated as follows:

Resort (FIS)	2x (2m x 1m)
--------------	--------------

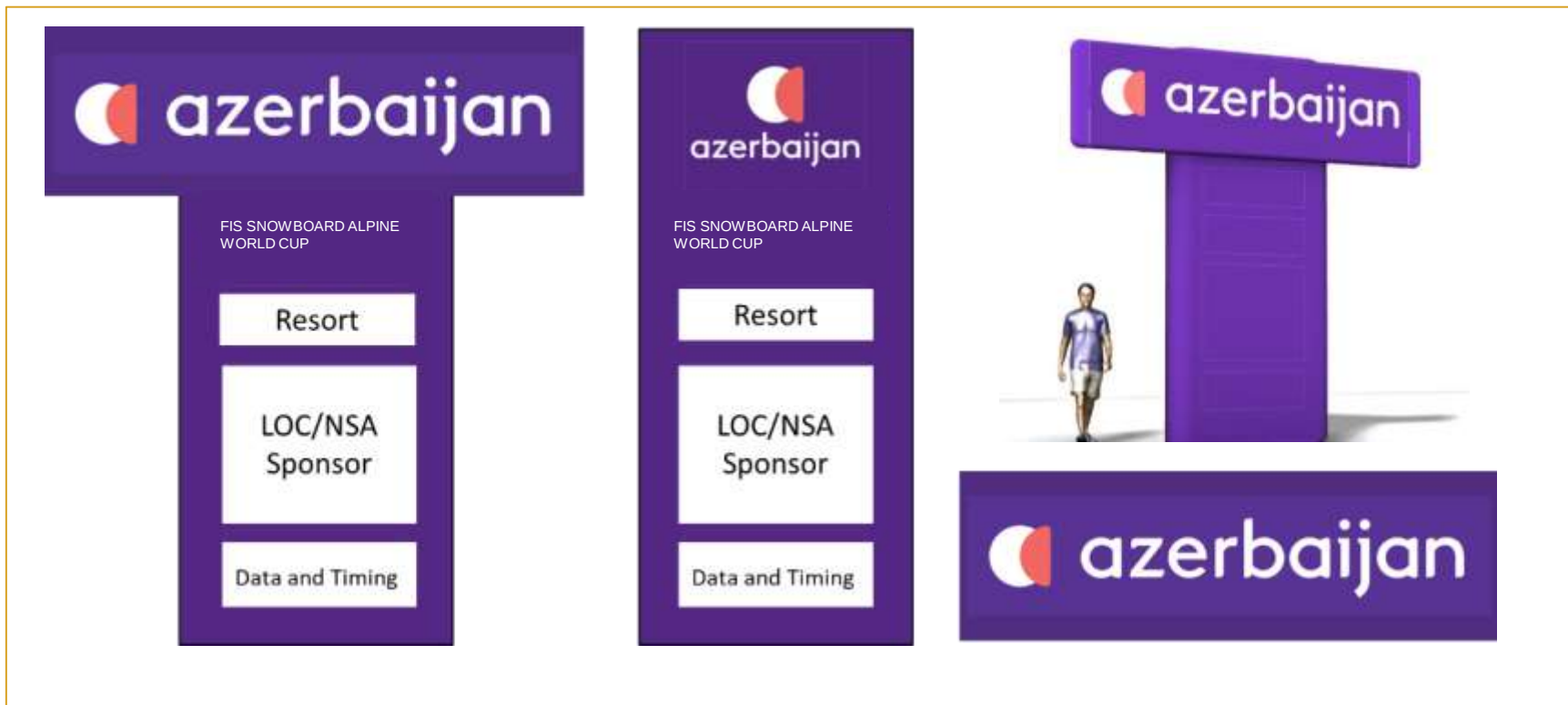
Technical Information:

Size Start: 16m wide x 4m high x 6m deep.

Requirements NSA:

- Flat start area, when possible, should be **20m wide x 8m** deep to provide more space for the athletes and allow the NSA to place the left and right banners.
- An independent electrical socket (220V maximum 4 KW)
It must be available after the competition to deflate the start installation. **It should be a dedicated power supply for the sole use of the FIS M+M Implementation team and separate to the TV and timing power cables.**
- Necessary Velcro type of NSA / Sponsor advertising patches: Scratchy / Hook
- The start gates should be installed (dug) into the snow deep enough to allow the base of the start installation and the athletes' boards to be at the same surface level.

3.1.2 Finish Tower – SB- PAR



- Finish Tower 2-piece, Title sponsor area can be lowered and placed to the side in case of strong wind. See picture on the right side.
- 3 - sided installation: NSA, Resort, Data and timing patches required on all sides

3.1.2 Finish Tower – SB – PAR – Technical - Information

The advertising space is allocated as follows:

Finish Tower consists of 3 sides with 1 side for large title sponsor position

Title sponsor 1 (FIS)	2x (4m x 1m)
Title sponsor 2 (FIS)	6x (1.2m x 1m)
NSA Sponsor	6x (1.2m x 1m)
Data/Timing (TBC)	6x (1.2m x 0.4m)
Resort (FIS)	6x (1.2m x 0.4m)

Technical Information:

Size per Tower: 4.5m wide x 4m high x 1.5m deep

Colour: Panton 267C

Requirements NSA:

- Electrical socket (220V – 1.5 KW) on **both side of the finish towers**
- Necessary Velcro type of NSA / Sponsor advertising patches: Scratchy / Hook
- Minimum snow depth at the finish line of 50cm to ensure correct installation
- Distance between the finish towers will be defined in close cooperation with the FIS Technical Delegate. Normally, the overall finish width will be approximately 24m (overall inflatable base outside).
- **Wind Advisory:** The T-Towers can be used as a one-piece structure in winds up to 30kmh. In windy conditions the top T section of the Tower can be lowered down and installed to the outside of the finish line, allowing the Title sponsor area to remain visible. The FIS M&M implementation team will make this decision with the FIS Race Director, the LOC will be informed of any changes immediately.

3.1.2 Finish Divider - PAR

Front side perspective



Back side perspective



Example image (front side)



The advertising space is allocated as follows:

Finish Divider consists of 2 sides (front side / back side)

NSA Sponsor	4x (1.4m x 0.5m)
Resort (FIS)	2x (1.4m x 0.5m)

Technical Information:

Size Divider: 1.5 wide x 2m high x 0.8m deep

Requirements NSA:

- Electrical socket (220V 1.5KW)
- Necessary Velcro type of NSA / Sponsor advertising patches: Scratchy / Hook
- Distance between the finish towers will be defined in close cooperation with the FIS Technical Delegate.

Mattress Divider

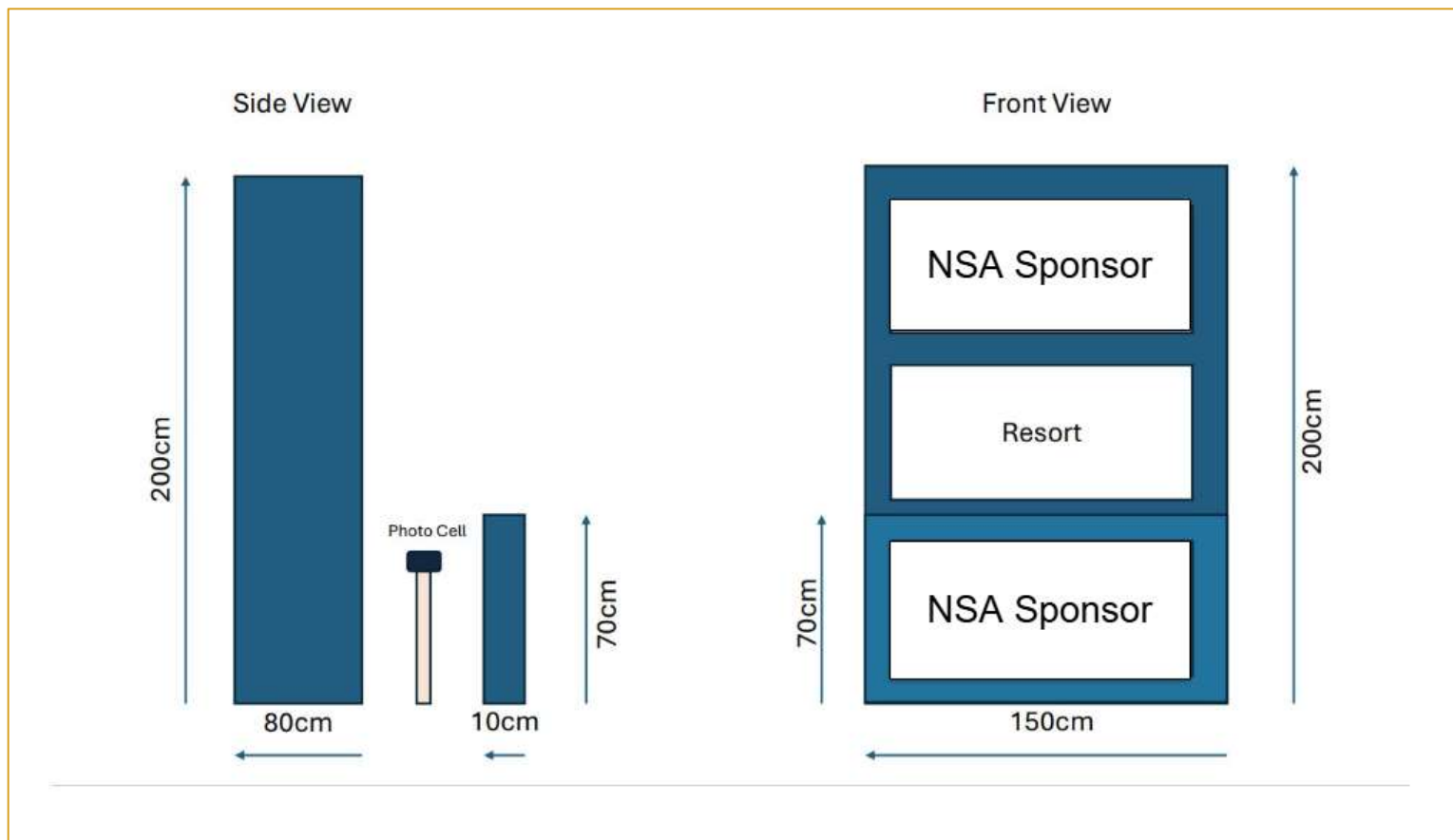


Photo cells mattress to enable better visibility of the Lower NSA sponsor whilst protecting the cells.

3.1.3 Exit Gate



Resort

Technical Information:

Size Exit Gate: 3.6m wide x 2m high x 1.5m wide x 0.3m deep
Colour: Pantone 267C

Requirements NSA:

- Flat area of 4m wide x 1m deep in the finish area
- Electrical socket (220V 1.5 KW)
- Necessary Velcro type of NSA / Sponsor advertising patches: Scratchy / Hook
- **The exit should be placed on the opposite side of the video wall to allow athletes a better view of the screen and provide better images of the athletes standing in front of the sponsors. The position is to be determined by the race director before the coral banner/mattress installation begins**
- **Preferably**
square coral finish is better than a circular one in order to fix the exit gate to ensure a clean finish area look and optimal TV image

The advertising space is allocated as follows:

Title Sponsor (FIS)	17x (0.25m x 0.13m)
NSA Sponsor	17x (0.25m x 0.13m)
Resort (NSA)	8x (0.25m x 0.13m)
Resort (FIS)	1x (1.8m x 0.4m)

3.1.4 Presentation Backdrop



Technical Information:

Size Presentation Backdrop: 3.5m wide x 2.5m high x 0.3m deep

4 rows of 10 patches

Colour: Pantone 267C

Requirements NSA:

- Flat area of 4m wide x 1m deep in the finish area
- Electrical socket (220V - 1.5 KW) Dedicated power source for the implementation team
- Necessary Velcro type of NSA / Sponsor advertising patches: Scratchy / Hook

The advertising space is allocated as follows:

Title Sponsor (FIS)	16x (0.25m x 0.13m)
NSA Sponsor	16x (0.25m x 0.13m)
Resort (NSA)	8x (0.25m x 0.13m)
Resort (FIS)	1x (2m x 0.4m)

3.1.5 Placement Exit Gate and Presentation Backdrop



Multiple variations of the Exit gate installation are **possible**.

The FIS M+M Implementation team in agreement with the FIS Race Director will arrange the most suitable set-up accordingly.

3.2 Banners

Banners on Course and in Finish Area

The bannering on course and in the finish area is allocated as follows:

- 100% NSA Sponsor

Advertising banners may not exceed 8m width and 1,5m in height.

Platinum Circle

- 100% NSA
- Max. height 0,25m

Advertising above the Course

- Per event, one event sponsor advertising above the course or an arch in one position is allowed. Max. height 6m, min. width 15m.
- Position of this advertising must be agreed with the FIS Race Director.

Banners on Functional Buildings

Advertising on the functional buildings is allocated as follows:

- 100% NSA

Approval

- Please provide the FIS M+M Partnership Relations Manager and Implementation Manager with a list and banner plan of proposed sponsors minimum 20 days before event.

3.3 Gate Flags



Requirements NSA:

The NSA is responsible for the production of the Gate Flags according to the ICR. Flex Pole Stubbie (short & long) need to be provided by NSA.

Colours of flags: Red and Blue (If you wish to use other colours please contact the FIS Race Director FIS and M+M Implementation Manager for prior approval). **Minimum 20 days before competition.**

On the gate flags it shall be permitted to identify (name or logo) the locality and/or a sponsor. However, this identification must be printed on both sides.

Advertising possibilities are allocated as follows:

- 100% NSA

Sizes:

Only PGS sizes are used for all disciplines (PSL & SBX).

Triangular gate flags (banners / panels) may be used with the following sizes. (Slight variations from the following dimensions will be acceptable).

Base length: 130 cm

Height long side: 110 cm

Height short side: 45 cm

Resort Logo: 40 cm x 20 cm

NSA Sponsor Logo: 80 cm x 20 cm

The exact amount of Gate Flags depends on the individual course. Please contact the Race Director for information.

3.4 Podium



The advertising on the podium is allocated as follows:

1 st position: Title sponsor:	1x (0.5m x 0.2m)
2 nd position: Resort:	1x (0.5m x 0.2m)
3 rd position: Resort:	1x (0.5m x 0.2m)

Technical Information:

Size Podium: 3.5m wide x 2.5m high x 0.3m deep

Requirements NSA:

- Flat area of 4m wide x 1m deep in the finish area
- Podium magnets provided by FIS

Placement

The placement of the podium and the ceremony wall shall be determined by the FIS Race Director in cooperation with the National Ski Association based on the best possible TV exposure.

Snowboard holder

All 3 positions on the podium are equipped with a Snowboard holder.

3.5 Award Ceremony



Technical Information:

Size Ceremony Wall: 6m wide x 3m high x 0.3m deep

Colour: Pantone 267C

Requirements NSA:

- Electrical socket (220V – 1.5 KW)
- Necessary Velcro type of NSA / Sponsor advertising patches: Scratchy / Hook
- 6 helpers needed to bring it into the finish area after the last racer crosses the finish line and to take it out after the ceremony
- Only the official Ceremony wall is to be used for Ceremony presentations. The use of the LED wall as a ceremony back drop is not permitted.
- The Official Ceremony wall is not intended for use as a bib draw backdrop. Please contact the Implementation Manager if this is a consideration for your event.

Ceremony wall sponsor identifications:

Title Sponsor (FIS)	28x (0.25m x 0.13m)
NSA Sponsor	28x (0.25m x 0.13m)
Resort (NSA)	14x (0.25m x 0.13m)
Resort (FIS)	1x (2m x 0.4m)

3.6 Video Wall



Advertising Spot on big screen

The Azerbaijan and the FIS Data/Timing each shall have the possibility to show a 30 second advertising spot on the big screen at the FIS SB World Cup event. The advertising spots of the sponsor shall be shown several times before, in between and after the races (aired at least 5 times per event day with at most 2 hours between airings).

Please communicate specifics about the necessary video spot format to FIS M+M Partnership Relations Manager **20 days prior** to the event.

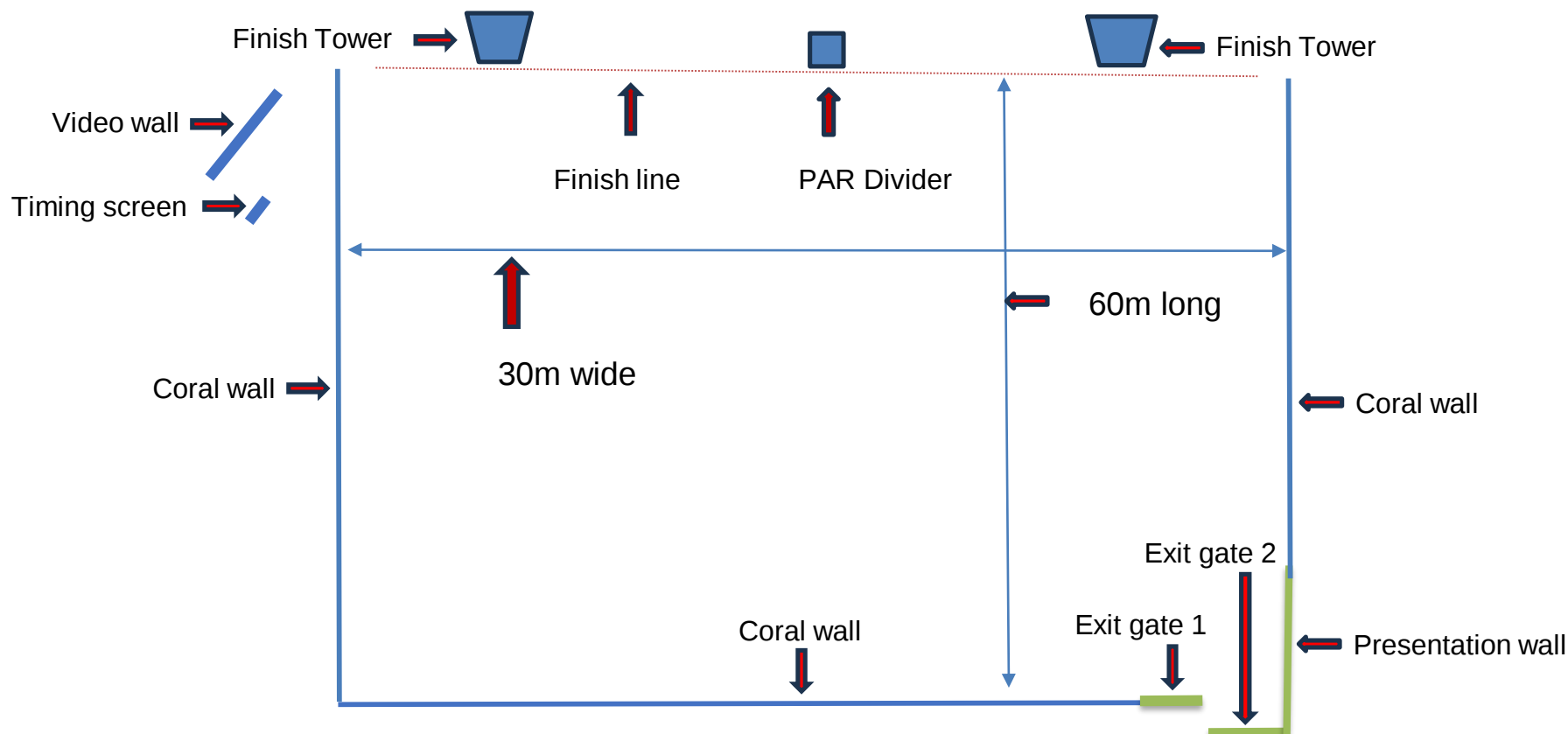
The video wall is mandatory for every race and must be organized and provided by the NSA.

We also suggest to brand the finish area to a high standard, for example using the area of the timing house to better use or covering scaffold with either branding or with a neutral banner.

Advertising possibilities on the video wall are allocated as follows:

- 100% NSA

3.7 Finish Coral



Finish Coral setup

The design and set up of the finish Coral represents the high quality and expectations of a World Cup event. It is important for the athletes and TV images that the exit gates are situated in the opposite corner to the video and timing screens. The side of the exit should be determined by the practicality of the LED wall installation and athlete access to mixed zones and lift or skidoo access. This provides the best view for the athletes to check their re-run and highlights, thus providing the best possible images for sponsors. Where possible, it should be avoided that the exit and video wall are positioned on the same side. A tidy clean coral set with 90-degree corners provides the best TV images. Ideally the exit gate should be determined and set by the FIS M+M Implementation team in accordance with safety measures set by the FIS Race director and TD before the setup of the coral begins. It should be noted that there are several options regarding the final set-up of the exit area, please contact the FIS M+M implementation team regarding any relevant issues or questions.

3.8 Inflatables



Inflatables

Inflatables are allowed within the TV area and the surrounding venue areas. Final position of Inflatables to be agreed with Race director and FIS M+M Implementation/Partner relations manager 20 days prior to competition. Inflatables should be installed outside of the racing line on-course and outside of the Finish Coral due to safety issue

Advertising possibilities are allocated as follows:

- 100% NSA

The number of inflatables are restricted to a maximum of 6 per competition in Alpine Snowboard and SBX events.

Technical Information:

PVC-inflatable

Size: max. height 6m and max. width 5m

Requirements NSA:

Electrical socket 220V, in position TBD together with the Race Director.

3.9 Beach Flags



Beach Flags

Beach flags are allowed within the TV area and the surrounding venue areas. Position of this advertising must be agreed with the FIS Race Director due safety reasons.

Advertising possibilities are allocated as follows:

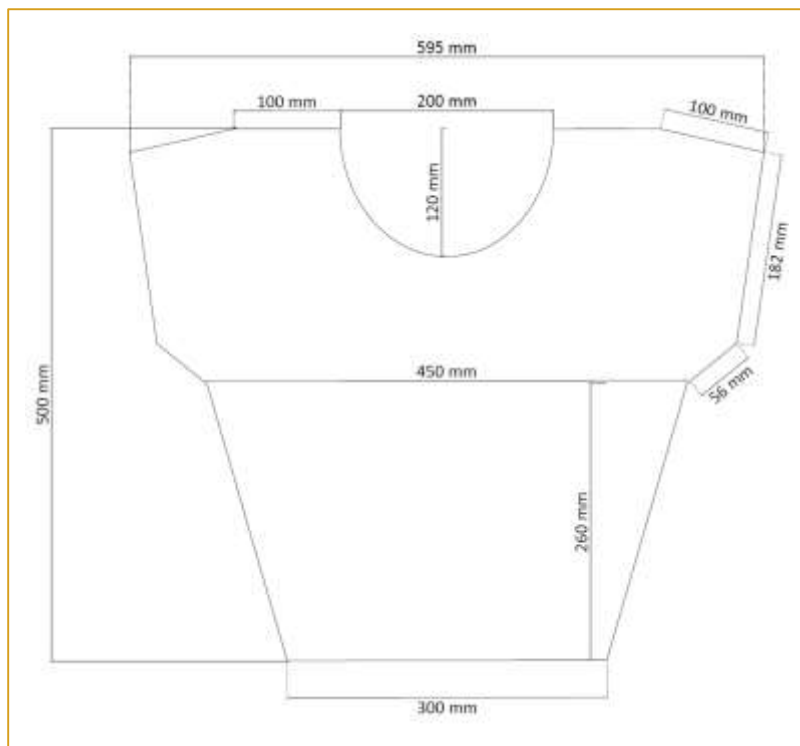
- 25% TITLE SPONSOR
- 75% NSA

Requirements NSA

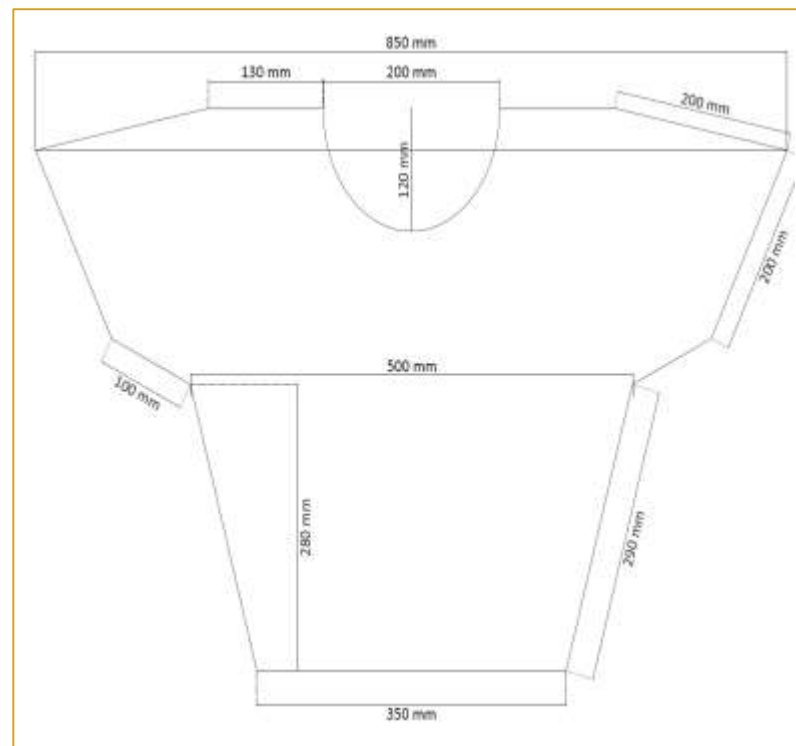
Although there is not a limitation in the amount of beach flags this should not lead to an overload both on the course and in the finish area. The setup of beach flags should follow high-quality and premium criteria.

4. Bib Numbers

4.1 Specifications



Women's starting bib



Men's starting bib

4.2 Starting Bib Alpine



Starting Bib:

- Official FIS Snowboard Alpine World Cup logo on the upper left side (when wearing the bib) max. size of logo: 6cm x 6cm
- Official FIS logo on the upper right side (when wearing the bib) max size of logo: 6cm x 6cm
- NSA Sponsor above number: Maximum height 20 cm
- NSA Sponsor below the resort on the bottom of bib: Maximum height 8cm
- Resort: Maximum height of the resort logo is 10cm
- Height of number: 12cm
- Advertising space on the sleeves: 60cm²
- Numbers on sleeves mandatory

Technical Information:

The Bibs are produced and provided by the NSA
The costs are to be borne by the NSA

Bib Numbers:

- Men: 1-120
- Women 1-100
- Final production numbers to be agreed with the race director

4.3 Leader Bib (yellow) - World Cup Leader Bib (Event Leader)



Leader Bib of Leader PGS - PSL

Technical Information:

The layout of the bib must be in accordance with the [FIS Advertising Rules](#).

The size of the bibs must be in accordance with the guidelines set forth in the [FIS Specifications for Equipment rules](#).

The leader bib will be produced by FIS in duplicate 2 bibs per event NSA's or their ADV agencies must provide the layout of NSA sponsor 4 weeks before the event to FIS.

In case of late or non-provision of the bib sponsor communication, the leader bib, provided by the FIS (printed with the " FIS Logo", "AZERBAIJAN" & " AZERBAIJAN FIS Snowboard World Cup") will be used.

The World Cup Leader (Event Leader) will wear a yellow leader bib:

This bib will be produced by the FIS and will be managed by the Implementation team leader

The advertising on the leader bib is allocated as follows:

- Official FIS Snowboard World Cup logo on the upper left side (when bib is worn) max. size of logo: 6cm x 6cm
- Official FIS logo on the upper right side (when bib is worn) max. size of logo: 6cm x 6cm
- NSA Sponsor: Maximum height 20 cm
- VISA logo in the middle of the bib: Maximum height 12cm
- Resort the maximum height of the logo is 10cm
- Advertising space on the sleeves: 60cm²

4.3 Leader Bib (orange) - Overall PAR



**Leader Bib for the Overall Leader of
PSL-PGS**

The Overall Alpine Snowboard Leader will wear an orange leader bib:
This bib will be produced by the FIS and be managed by the Implementation team leader.

The advertising on the leader bib is allocated as follows:

- Official FIS Snowboard Alpine World Cup logo on the upper left side (when bib is worn) max. size of logo: 6cm x 6cm
- Official FIS logo on the upper right side (when bib is worn) max. size of logo: 6cm x 6cm
- NSA Sponsor: Maximum height 20 cm
- AZERBAIJAN logo in the middle of the bib: Maximum height 12cm
- Resort the maximum height of the logo is 10cm
- Advertising space on the sleeves: 60cm²

Technical Information:

The layout of the bib must be in accordance with the [FIS Advertising Rules](#).

The size of the bibs must be in accordance with the guidelines set forth in the [FIS Specifications for Equipment rules](#).

The Pantone colour is 021c.

The leader bib will be produced by FIS in duplicate 2 bibs per event
NSA's or their ADV agencies must provide the layout of NSA sponsor 4 weeks before the event to FIS.

In case of late or non-provision of the bib sponsor communication, the leader bib, provided by the FIS (printed with the “ FIS Logo”, “AZERBAIJAN” & “ AZERBAIJAN FIS Snowboard World Cup”) will be used.

4.4 Team Bib PSL-PGS



It is acceptable during team events for male and female starters to use the normal competition start number bibs. The previous requirement of providing additional team bibs is no longer required.

Starting Bib

- Official FIS Snowboard Alpine World Cup logo on the upper left side (when wearing the bib) max. size of logo: 6cm x 6cm
- Official FIS logo on the upper right side (when wearing the bib) max size of logo: 6cm x 6cm
- NSA Sponsor above number: Maximum height 20cm
- NSA Sponsor below the resort on the bottom of bib: Maximum height 5cm
- Resort: Maximum height 10cm
- Height of number: 12cm
- Height of Team number: 8cm
- Advertising space on the sleeves: 60cm²
- 16 pairs of bibs, one man one women per pair

Technical Information

The bibs are produced and provided by the NSA.
The costs have to be borne by the NSA.

4.5 Approval of Bibs

The NSA is responsible for producing and providing the starting bib.

The starting bib must conform to the guidelines.

Please send the layout of the competition bib to FIS **for approval at least 20 days before production.**

The leader bib will be produced by FIS in duplicate 2 bibs per event.
NSA's or their ADV agencies must provide the layout of NSA sponsor 4 weeks before the event to FIS.

In case of late or non-provision of the bib sponsor communication, the leader bib, provided by the FIS (printed with the “ FIS Logo”, “AZERBAIJAN” & “ AZERBAIJAN FIS Snowboard World Cup”) will be used

Tommaso Lezuo

Mail: tommaso.lezuo@fis-ski.com

and

David Frid

Mail: david.frid@fis-ski.com

5. TV, Web and Print Material

5.1 Use of the FIS Snowboard World Cup Logo

The use of the official FIS Snowboard Alpine World Cup logo is subject to a set of guidelines as outlined on the next page. This logo is part of the corporate identity of the International Ski Federation (FIS). The FIS Snowboard World Cup logo is a registered trademark of FIS.

The National Ski Association are not allowed to bring the official World Cup logo in connection with any other sponsor other than the FIS World Cup Title Sponsor.

FIS Snowboard WC Logo

- a) Horizontal Version
- b) Vertical Version



Composite Logo Version



5.1.1 General Guidelines for the use of Logo

Size

As a reference point, the official FIS Snowboard Alpine 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

As a general rule, the official name and logo of the World Cup including the name of the FIS Snowboard Alpine World Cup and the name and logo of FIS shall appear at the top of the publication, with the other sponsors' and suppliers' names and logos appearing underneath or otherwise separated.

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 logo is without a frame and should be positioned horizontally. As a rule, the logo is two-dimensional. The colored logo should be used on a white background. In case the logo needs to be positioned on a colored background, the solid white version must be used.

5.1.2 Official FIS Snowboard World Cup Title

English: FIS Snowboard Alpine World Cup

5.2 FIS Snowboard Alpine World Cup Promotional Material

Event advertising material and roll-ups

The following must be included on all event advertising / promotional material:

- Official World Cup title “FIS Snowboard Alpine World Cup”

Event related promotional materials include, but are not limited to:

- Posters
- Programs
- Invitations
- Accreditation
- Start and result lists
- Etc.

Please find logos at the following [LINK](#)

Approval

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

Please send to

David Frid

Mail: david.frid@fis-ski.com

Tommaso Lezuo

Mail: tommaso.lezuo@fis-ski.com

5.3 TV and Web

TV Graphics

The FIS Title Sponsor and Data and Timing Partner is entitled to have its logo included in the FIS Snowboard Alpine World Cup TV Graphics.

Local Organizer's website

All FIS Snowboard Alpine World Cup Organizers are obliged to include the official composite logo as described on page 32 in this document on their website.

For communication and PR-related inquiries, please contact our media coordinators team:

Mateusz Kielpinski - kielpinski@fis-ski.com

Chad Buchholz - buchholz@fis-ski.com

Miha Matavz - miha.matavz@fis-ski.com

6. Hospitality

6.1 Promotional Activities

- The promotion, advertising, marketing, manufacture, distribution and sale of Sponsor Products (including on Sponsor Product packaging and/or Sponsor Products themselves such as a card art) and/or the Sponsor brands in each case in connection with such FIS Event; and indicating a sponsorship relationship between Sponsor Brands and such FIS Events.

6.2 VIP Tickets

- 10 VIP tickets with hospitality, free of charge for each race during the season.
- Sponsor may request, at its cost, additional tickets.

6.3 Onsite activation

- Azerbaijan have the right to conduct promotional and sampling activities within the designated areas which shall be a minimum space of 3m x 3m, within the FIS event venues. The exact position will be determined and coordinated in cooperation with the respective LOC`s. Any and all reasonable costs in connection with the promotional and/or sampling activities (e.g. water and power supply, booth rent) shall be borne by Sponsor, they are approved by the sponsor in advance. VISA shall have the right to have one (1) advertising page in the official event programme (if any), the content of which shall be determined by the Sponsor and approved by FIS in accordance with this Agreement

6.4 VIP Experience

- FIS can arrange for Sponsor a VIP on-site tour at each of the FIS Events, the exact VIP on-site tour to be agreed between the parties (the "VIP Experience").
- Such **VIP Experiences** can be the following:
 - ✓ Behind-the-scenes tour
 - ✓ Meeting with FIS Race Director
 - ✓ Slope inspection
 - ✓ Start inspection

7. Organizer's Check List

7.1 Marketing material for NSA and FIS sponsors

Advertisement material		Size/ material	Time
Start Installation			
Title Sponsor space	2x produced by FIS	2m x 1m / textile	Ready on arrival of FIS M+M Implementation Team Ready on arrival of FIS M+M Implementation Team August – September
NSA Sponsor space	2x produced by NSA	1m x 1m / textile	
	1x produced by NSA	4m x 1m / textile	
Resort Logo front	1x produced by FIS (<u>send the vector file logo to FIS</u>)	2.5m x 0.6m / textile	
NSA Start gate	2x produced by NSA	0.96m x 0.32m / sticker	
FIS Data/Timing	2x (TBC)	2m x 1m / textile	
Finish Installation			
Title Sponsor space	2x produced by FIS	4m x 1m / textile	Ready on arrival of FIS M+M Implementation Team August – September
	6x produced by FIS	1.2m x 1m / textile	
NSA Sponsor space	6x produced by NSA	1.2m x 1m / textile	
Resort Logo	6x produced by FIS (<u>send the vector file logo to FIS</u>)	1.2m x 0.4m / textile	
FIS Data/Timing	6x (TBC)	1.2m x 0.4m / textile	
Finish divider			
NSA Sponsor space	4x produced by NSA	1.4m x 0.5m / textile	Ready on arrival of FIS M+M Implementation Team August – September
Resort logo	2x produced by FIS (<u>send the vector file logo to FIS</u>)	1.4m x 0.5m / textile	
Exit Gate			
Title Sponsor space	17x produced by FIS	0.25m x 0.13m / textile	Ready on arrival of FIS M+M Implementation Team Ready on arrival of FIS M+M Implementation Team August – September
NSA Sponsor space	17x produced by NSA	0.25m x 0.13m / textile	
Resort Logo	8x produced by NSA	0.25m x 0.13m / textile	
Resort Logo	1x produced by FIS (<u>send the vector file logo to FIS</u>)	1.8m x 0.4 / textile	
Presentation / Interview Backdrop			
Title Sponsor space	16x produced by FIS	0.25m x 0.13m / textile	Ready on arrival of FIS M+M Implementation Team Ready on arrival of FIS M+M Implementation Team August – September
NSA Sponsor space	16x produced by NSA	0.25m x 0.13m / textile	
Resort Logo	8x produced by NSA	0.25m x 0.13m / textile	
Resort Logo	1x produced by FIS (<u>send the vector file logo to FIS</u>)	2m x 0.4m / textile	

Advertisement material		Size/ material	Time
Podium			
Title Sponsor space Resort Logo	1x produced by FIS 2x produced by FIS (<u>send the vector file logo to FIS</u>)	0.5m x 0.2m / magnet foil 0.5m x 0.2m / magnet foil	August – September
Award Ceremony			
Title Sponsor space NSA Sponsor space Resort Logo Resort Logo	28x produced by FIS 28x produced by NSA 1x produced by FIS (<u>send the vector file logo to FIS</u>) 14x produced by NSA	0.25m x 0,13m textile 0.25m x 0.13m textile 2m x 0.4m textile 0.25m x 0.13m textile	Ready on arrival of FIS M+M Implementation Team August – September Ready on arrival of FIS M+M Implementation Team

7.1 Marketing material for NSA and FIS sponsors

Advertisement material	Size/ material	Time
Starting bibs		
Send layouts to FIS M+M project manager for approval	PDF	20 days before production
Leader bibs		
Send layouts to FIS M+M project manager for approval	PDF and Vector based file with information on colour codes	20 days before production
Print material		
Send all event related print material to FIS M+M project manager for approval	PDF	20 days before printing
Communicate size of ad page for FIS sponsors in official program (if any) to FIS M+M project manager		2 months before printing of program
Video spots		
Communicate specifics about the necessary video spot format to FIS M+M project manager		2 months before event
LOC Website		
Integrate World Cup Logo and official World Cup Title into Website		Ongoing

7.2 Requirements of FIS

Requirements	Time
VIP Tickets and Parking Passes	
10 VIP Tickets per race day for FIS Title Sponsor	FIS M+M will communicate all details to NSA prior to the event
Onsite activation/Slope experience	Will be communicated between FIS and NSA
FIS M+M Implementation Team	
3 parking passes next to the finish area	Form the arrival day until departure of FIS M+M implementation team
Accreditations <u>ALL ACCESS</u>	Ready to be picked up at arrival of FIS M+M implementation team. Exact amount of accreditations needed will be communicated before
Equipment transportation by snowcat or helicopter	Agreed with the FIS M+M Implementation Team Leader prior, it has to be available from the arrival day to the departure.
Hotel rooms (single with full board) for FIS M+M Partnership Relations Manager and all the implementation team	From arrival day until departure of FIS M+M implementation team. Exact amount of rooms and dates will be communicated before by FIS
Support Team (LOC Volunteers)	
Volunteers	At different times available for FIS M+M Implementation Team

7.3 Technical infrastructure and power supply

Infrastructure & Supply	Placement	Time
Start Installation		
Transport of the installations to the start area has to be guaranteed by snowcat or helicopter.		2 days before race/training
Start installation: minimum width 20m		Before FIS M+M implementation team arrival
Exit Gate		
400cm gap required in the air fences		2 days before race/training
Ceremony Wall		
A safe area close to the finish line must be guaranteed for the storage of the ceremony wall.		2 days before race/training

7.4 Ideas for the NSA website

Content	Comment
General Information	
Maps & Profiles	Event Area
Race Program	Competition program, side events (if any)
Contact information	LOC offices, press center etc.
News Section	
Behind the scenes	FAQ, information about the venue
Tickets	Prices, points of sale, link to online shop
Transport & Accomodation	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 center, accreditation, race office, etc.
Internet connection Information	Up- and Downstream , Wi-Fi, LAN, rates, networks
Sponsors (mandatory!)	
Official World Cup Logo	with hyperlink
Official World Cup Titel	with hyperlink
FIS Sponsor Logos	with hyperlink to Sponsors` websites