

# Marketing Guide 2026/27

## FIS Freestyle Ski World Cup



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

### 2.1 FIS Freestyle Ski World Cup Sponsors

- **Title Sponsor:** Azerbaijan is the official **FIS Title Sponsor** of the FIS Freestyle Ski World Cup.
- **Data and Timing Sponsor:** Currently, there is no official FIS Data/Timing Sponsor of the FIS Freestyle World Cup. FIS will inform immediately, if there is any new partner.
- If the Data/Timing sponsor is not announced before the autumn meetings, the position will be released for NSA use.

#### **Branch exclusivity of FIS Sponsors:**

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

- **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.

#### **FIS Freestyle Ski 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.

## 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 FIS Race Director and/or FIS M+M Implementation Manager are the contact persons.

## 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 Freestyle World Cup event. FIS M+M Implementation Manager will be your contact for operational questions and matters. During the FIS Freestyle Ski 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 Associations

The NSA has 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.

Hotel rooms (single rooms with half board) for the FIS M+M implementation team as agreed in the hosting agreement.

### 3. FIS Freestyle Ski World Cup Venue

#### 3.1 Start and Finish Area

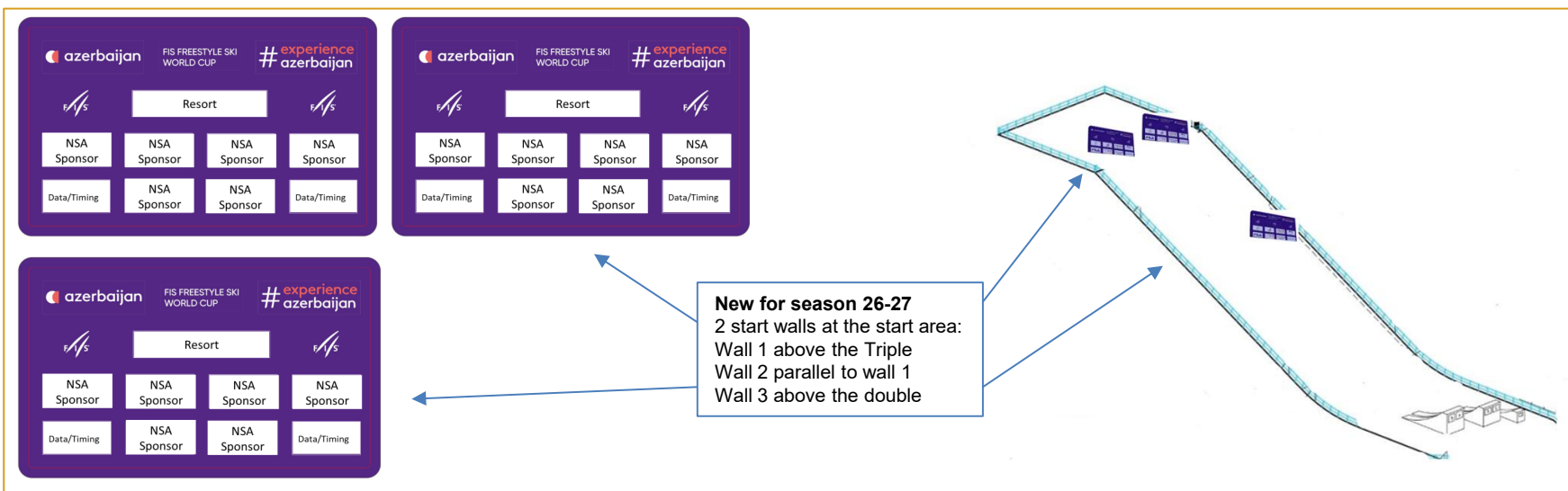
NSA must use the official installations provided and installed by FIS M+M Implementation team. NSA is responsible for assisting with the organization, set up and handling of all installations.

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 during the whole event.

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

### 3.1.1 Start Structure Design Overview Aerials



The advertising space is allocated per wall as follows:

|                              |                |
|------------------------------|----------------|
| <b>Title Sponsor (FIS)</b>   | 2x (2m x 0.4m) |
| <b>NSA Sponsor</b>           | 6x (1m x 0.5m) |
| <b>FIS Data/Timing (TBC)</b> | 2x (1m x 0.5m) |
| <b>Resort Logo (FIS)</b>     | 1x (2m x 0.4m) |

#### Start Installation:

The FIS M+M Implementation team will provide, install and maintain the start structures.

#### Technical Information:

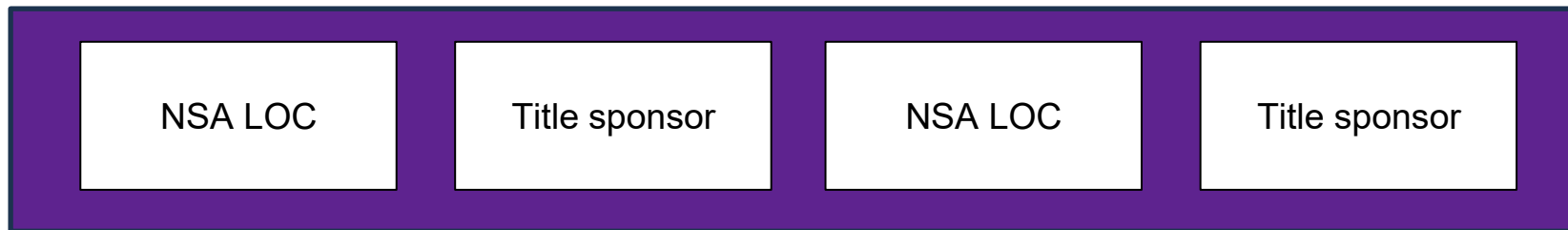
Size: 5m wide x 3.5m high x 1.5m deep.

**3 start walls** will be provided for aerials. 2 will be placed above the triple at the top of the in-run. The 3rd will be placed on slope above the double final position to be agreed with the FIS Race Director and FIS M+M Implementation team.

#### Requirements NSA:

- flat space of minimum 15m wide x 5m deep for start installation set up
- a dedicated 220v or 110v (USA/CAN/Japan) power source must be provided at the start area for the FIS M+M Implementation Team from the teams arrival to after the take down has been completed
- Fencing must be required to secure the area behind the walls. Per wall 10m.
- Chainsaw to cut a flat section on the in-run for the double start wall

### 3.1.2 Aerials in-run presentation banner



**The advertising space is allocated per banner as follows:**

|                   |                                    |
|-------------------|------------------------------------|
| Title Sponsor     | 2 x (1m x 0.3m) FIS will provide   |
| NSA / LOC sponsor | 2 x (1m x 0.3m) NSA LOC to provide |

4 in-run presentation banner will be provided by FIS M+M implementation team

#### **Aerial in-run banner:**

The FIS M+M Implementation team will provide, install and maintain the in-run banners.

#### **Technical Information:**

Size: 5m long x 0.5m high x 0.5m deep.

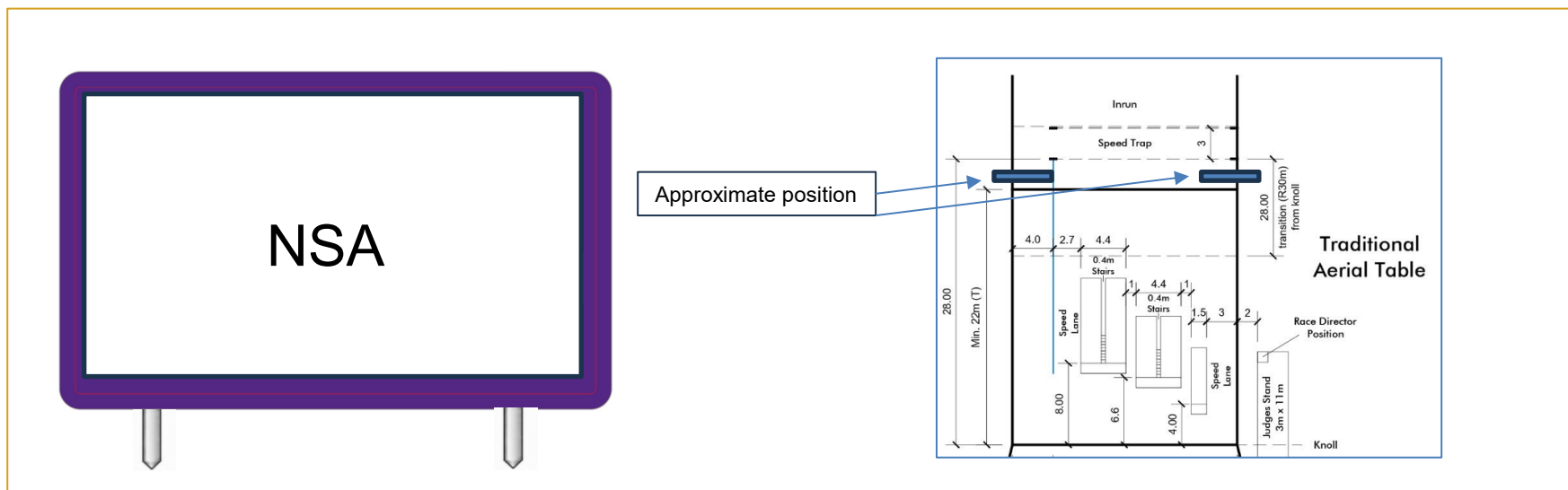
4 in-run inflatable banners. Planned position in-run double 2 pieces in-run triple 2 pieces along the outside edge of the in-run. Positions variable depending on camera positions. final position to be agreed with the FIS Race Director and FIS M+M Implementation team.

Patches require velcro / Scratchy backing.

#### **Requirements NSA:**

- a dedicated 220v or 110v (USA/CAN/Japan) power source must be provided at the start area for the FIS M+M Implementation Team from the teams arrival to after the take down has been completed.
- Production of NSA / LOC spaces. Fabric material backed with minimum 2cm thick velcro (scratchy side).
- 8 pieces in total to be given to the FIS M + M implementation team upon arrival.
- Please send layout through for approval to FIS M+M Implementation manager

### 3.1.3 Speed trap Aerials in-run



The advertising space is allocated per wall as follows:

|              |                  |
|--------------|------------------|
| NSA Sponsor: | 2 x 150cm x 70cm |
|--------------|------------------|

#### Speed trap advertising mattress:

The FIS M+M Implementation team will provide, upon arrival the in-run mattress. They can be used by the NSA to provide advertising space and cover the speed traps Simultaneously. There will be 2 mattress provided. The implementation team will collect the mattress after the competition

#### Technical Information:

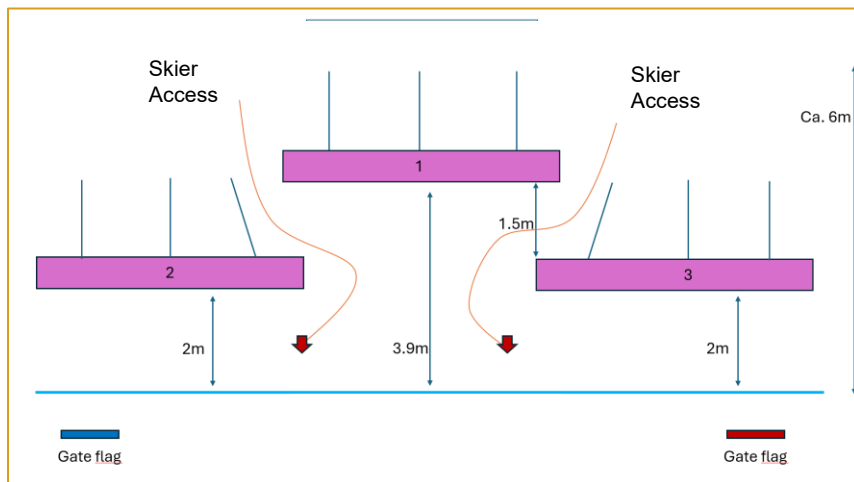
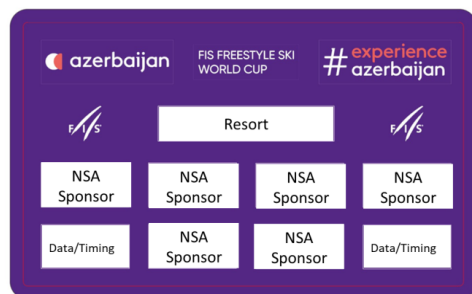
Size: 160cm x 80 cm

Velcro soft / hook side, banner requires scratchy velcro

Velcro band 5cm

Final position to be agreed with the race director

### 3.1.4 Start Structure Design Overview Moguls



#### Top view of moguls start line set up

Walls 2 and 3 positioned approximately 2m back from the start edge.  
Skier access from both sides of wall 1

The advertising space is allocated per wall as follows:

|                       |                |
|-----------------------|----------------|
| Title Sponsor (FIS)   | 2x (2m x 0.4m) |
| NSA Sponsor           | 6x (1m x 0.5m) |
| FIS Data/Timing (TBC) | 2x (1m x 0.5m) |
| Resort Logo (FIS)     | 1x (2m x 0.4m) |

#### Technical Information:

Size: 5m wide x 3.5m high x 1.5m deep. Width inside: 11m  
The sizes may vary at each event.

#### Requirements NSA:

NSA is responsible for providing a large enough and level area.

- flat space of minimum 15m wide x 5m deep for start installation set up
- a dedicated 220v or 110v (USA/CAN/JPN) power source must be provided at the start area for the FIS M+M Implementation Team from the teams arrival to after the take down has been completed
- final position to be agreed with Race director and FIS M+M implementation team

### 3.1.5 Control gates Moguls / Dual Moguls

#### NEW FOR SEASON 26-27

With the commencement of Season 26-27  
The FIS M and M implementation team will  
Provide official control gate flags for both  
moguls and dual moguls discipline.  
Gate flags will be issued to the LOC upon  
arrival of the implementation team and re-  
Collected after the event is completed

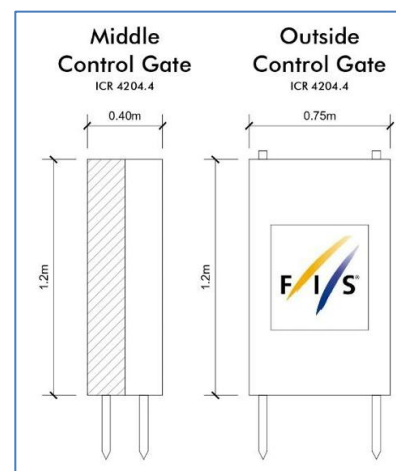
#### Technical Specification:

- Outside gates 1.2m x 0.75m
- Middle gates 1.2m x 0.40m
- NSA sponsor double sided 0.5m x 0.5m
- Resort sponsor double sided 0.5m x 0.5m
- Sponsor patch material – textile
- Sponsor patch installation via Velcro /scratchy side on all four sides of the patch
- 12 rows of Gates with 3 rows of spare will be provided
- NSA/LOC to provide gate frames

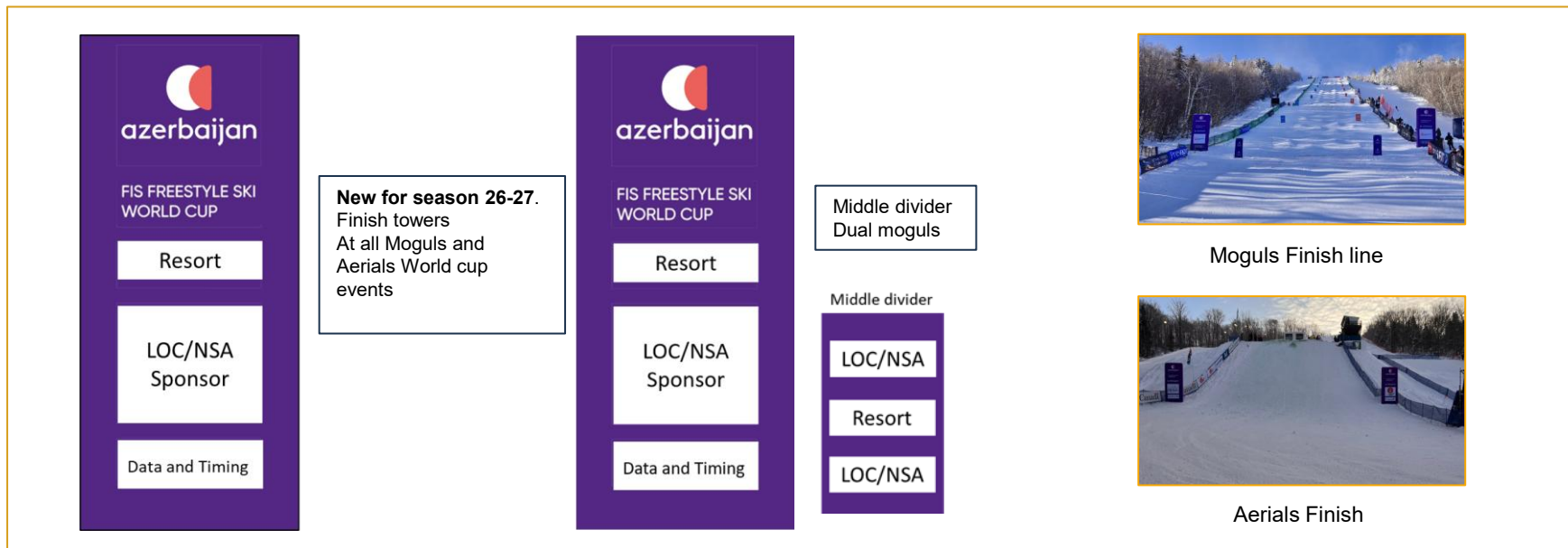
#### Production costs

- Covers and transport – FIS
- NSA/LOC sponsor position – NSA/LOC

For safety reasons please provide both the  
FIS race director and FIS M and M  
Implementation manager with a draft layout of  
the patches



### 3.1.5 Finish Structure Design Overview Moguls and Aerials



**The advertising space is allocated as follows:**

**The two Finish Towers consist of 3 sides each:**

|                              |                  |
|------------------------------|------------------|
| <b>Title Sponsor (FIS)</b>   | 6x (1.2m x 1m)   |
| <b>NSA Sponsor</b>           | 6x (1.2m x 1m)   |
| <b>FIS Data/Timing (TBC)</b> | 6x (1.2m x 0.4m) |
| <b>Resort Logo (FIS)</b>     | 6x (1.2m x 0.4m) |

**Middle divider Dual moguls only:**

|                     |                  |
|---------------------|------------------|
| <b>NSA Sponsor</b>  | 4x (0.6m x 0.5m) |
| <b>Resort (FIS)</b> | 1x (0.6m x 0.5m) |

**Technical Information:**

Size per column: 4m high x 1.6m wide x 1.6m deep

Size middle divider: 1.75m high x 80 m wide x 0.4m deep

**Requirements NSA:**

Electricity 220v (110v USA) power supply both sides of the finish line must be available at all times for the FIS M+M Implementation Team.  
Define space between the columns with FIS Race Director.

- Ensure clean finish line area.
- Minimum snow depth requirement finish line 50cm

### 3.1.6 Exit Gate



#### Technical Information:

Size: 5m wide x 3.5m high x 1.5m deep

Width inside: 2m

#### Requirements NSA:

- Flat space of 15m wide x 5m deep in the finish area
- Multi electrical socket 220V (110v USA/CAN/JPN) close to the exit gate position

The advertising space is allocated as follows:

|                            |                                     |
|----------------------------|-------------------------------------|
| <b>Title Sponsor (FIS)</b> | 1x (1m x 1m)<br>15x (0.25m x 0.13m) |
| <b>NSA Sponsor</b>         | 15x (0.25m x 0.13m)                 |
| <b>Resort (NSA)</b>        | 6x (0.25m x 0.13m)                  |
| <b>Resort (FIS)</b>        | 1x (1.8m x 0.4m)                    |

#### Production:

Resort logo: FIS (NSA to send logo/layout)

NSA Sponsor placement: NSA

### 3.1.7 Presentation / Interview Backdrop



#### Technical Information Presentation wall:

Size: 3.5m wide x 2.5m high; deep: 1.5m

#### Requirements NSA:

- Availability of an appropriate position in the finish area in consultation with the FIS Race Director
- Athletes must have a clear view on the video wall
- Electrical socket 220V (110V USA/CAN/JPN) close to the presentation wall

|                            |                     |
|----------------------------|---------------------|
| <b>Title Sponsor (FIS)</b> | 16x (0.25m x 0.13m) |
| <b>NSA Sponsor</b>         | 16x (0.25m x 0.13m) |
| <b>Resort (NSA)</b>        | 8x (0.25m x 0.13m)  |
| <b>Resort (FIS)</b>        | 1x (2m x 0.4m)      |

#### Indoor Presentation Spiderwall



#### Indoor Presentation spiderwall:

- Can be used indoors as an additional backdrop
- No additional branding required, Presentation wall patches can be used
- Available upon pre reservation
- Limited number available
- Please contact the FIS M and M Implementation manager for further information

### 3.1.7 Exit Area Examples

The official exit area can be set-up in many variations individually tailored to each finish area  
The exit is comprised of the 2 exit gate structures and the presentation wall  
Final positioning will be agreed on slope with the Race Director and Implementation team.



## 3.2 Banners

### Banners on course

The bannering on course is allocated as follows:

- 100% NSA Sponsor

### Moguls / Dual Moguls / Aerials

Advertising banners on course may not exceed 8 meters in width and 1.5 meter in height.

### Jumps on course (Aerials / Moguls)

- 100% NSA Sponsor

### Speed Trap cover mattress (Aerials) 2- pieces – NEW 2026/27

- 100% NSA Sponsor Size 150cm x 70cm
- 5 cm velcro soft

### Banners in finish area

The bannering in the finish area is allocated as follows:

- 100% NSA Sponsor

Advertising banners in the finish area may not exceed 5 meters with a width and 1 meter in height.

### Platinum Circle

- 100% NSA
- Max height 0.3m

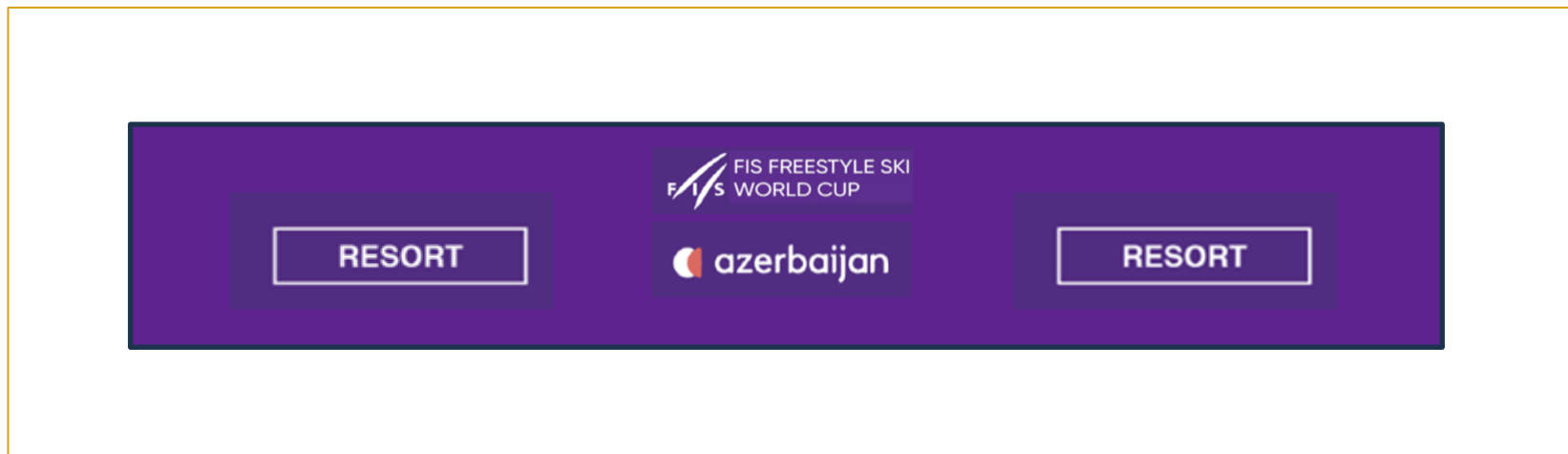
If there is a Platinum Circle, banners may be 1.3 meters in height.

### Banners on functional buildings

Advertising on the functional buildings is allocated as follows:

- 100% NSA

### 3.3 Winner presentation banner



#### Flower Ceremony

- Immediately after the finals before the official prize giving ceremony
- Top 3 male and female athletes in the finish area.
- The FIS Implementation team will install the presentation banner immediately after the finals are completed.
- The Resort patch positions will be provided by FIS

#### Dimensions

- 3.5m long x 0.5m high

#### Advertising Spaces NSA:

|            |                                       |
|------------|---------------------------------------|
| Marking    | 2 x Resort /<br>1x Title Sponsor logo |
| Size       | 0.8m x 0.2m                           |
| Production | FIS<br>NSA to send FIS logo/layout    |

### 3.4 Podium



#### Podium

- The podium for the top 3 athletes will be provided and installed by the FIS M+M implementation team.

#### Advertising Spaces NSA:

|            |                                       |
|------------|---------------------------------------|
| Marking    | 2 x Resort /<br>1x Title Sponsor logo |
| Size       | 0.8m x 0.2m                           |
| Production | FIS<br>NSA to send FIS logo/layout    |

### 3.5 Award Ceremony



#### Technical Information:

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

#### Ceremony wall sponsor identification:

|                            |                                          |
|----------------------------|------------------------------------------|
| <b>Title Sponsor (FIS)</b> | 1x (0.85m x 0.5m)<br>28x (0.25m x 0.13m) |
| <b>NSA Sponsor</b>         | 28x (0.25m x 0.13m)                      |
| <b>Resort (NSA)</b>        | 14x (0.25m x 0.13m)                      |
| <b>Resort (FIS)</b>        | 1x (2m x 0.4m)                           |

#### Requirements NSA:

- Electrical socket (220V - 4kw) (110V USA/CAN/JPN)
- 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 remove after the ceremony presentation is completed.
- The ceremony wall is not intended for use as a public bib draw background. If this is a requirement, please contact the FIS Implementation Manager **minimum 20 days prior to the event.**

### 3.6 Video Wall



#### Advertising Spot on big screen

The Title Sponsor and the Data and Timing Partner each shall have the possibility to show a 30 second advertisement spot on the big screen at the FIS Freestyle Ski/Freeski/Snowboard World Cup event.

The advertisement 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 **20 days prior** to the event.

The video wall must be organized and provided by the Local Organizing Committee.

Advertising possibilities on the video wall are allocated as follows:

- 100% NSA

### 3.7 Inflatables



#### Inflatables

Inflatables are allowed within the TV area and the surrounding venue areas.

Advertising possibilities are allocated as follows:

- 100% NSA

The **number of inflatables** are **restricted** to a **maximum of 6 per competition** in Slopestyle, Halfpipe, Moguls, Aerial and Big Air events.

#### Technical Information

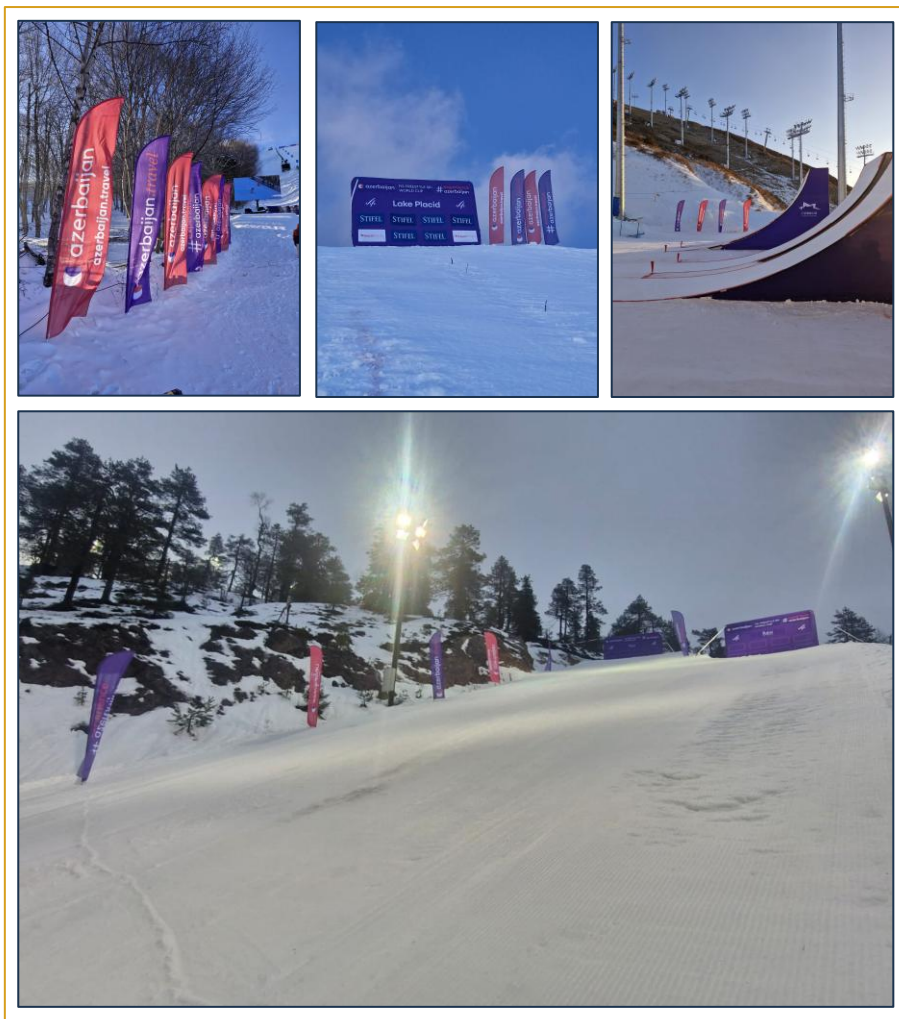
PVC-inflatable

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

#### Requirements NSA

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

### 3.8 Beach Flags



#### Beach Flags

Beach flags are allowed within the TV area and the surrounding venue areas.

Advertising possibilities are allocated as follows:

- 25% Title Sponsor
- 75% NSA

#### Requirements NSA

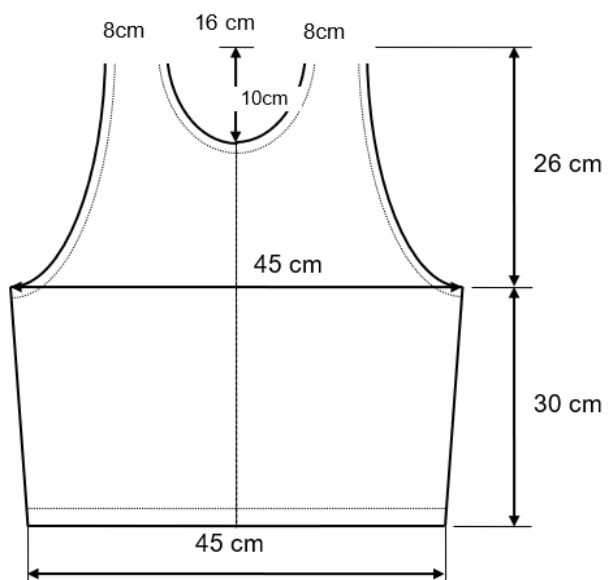
Although there is not a limitation in the amount of beach flags this should not lead to an overload both on the course and in the finish area.

The setup of beach flags should follow high-quality and premium criteria.

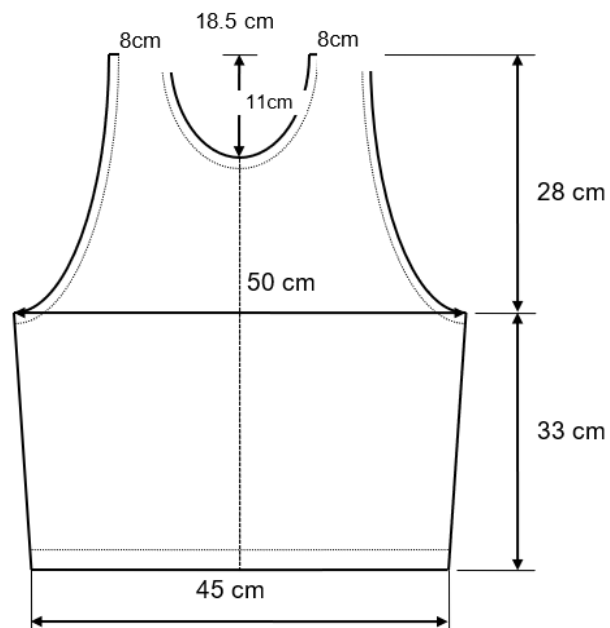
## 4. Bib

### 4.1 General Information - Aerials

Aerials – women



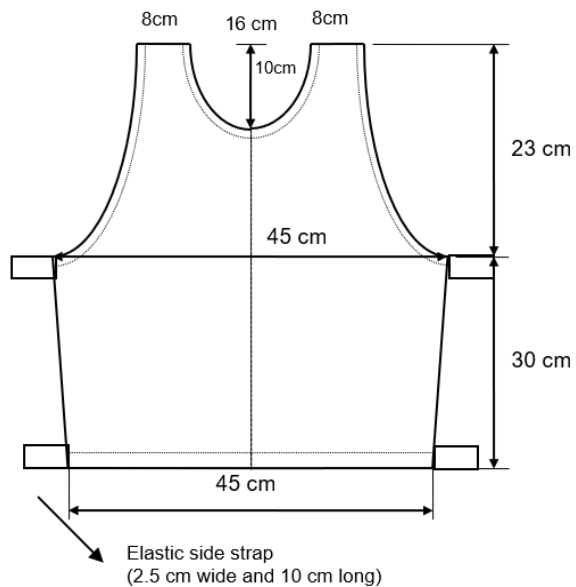
Aerials – Men



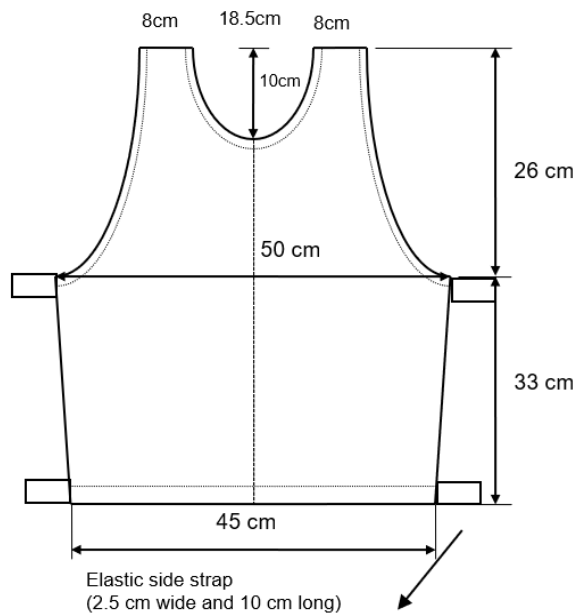
## 4. Bib

### 4.2 General Information - Moguls

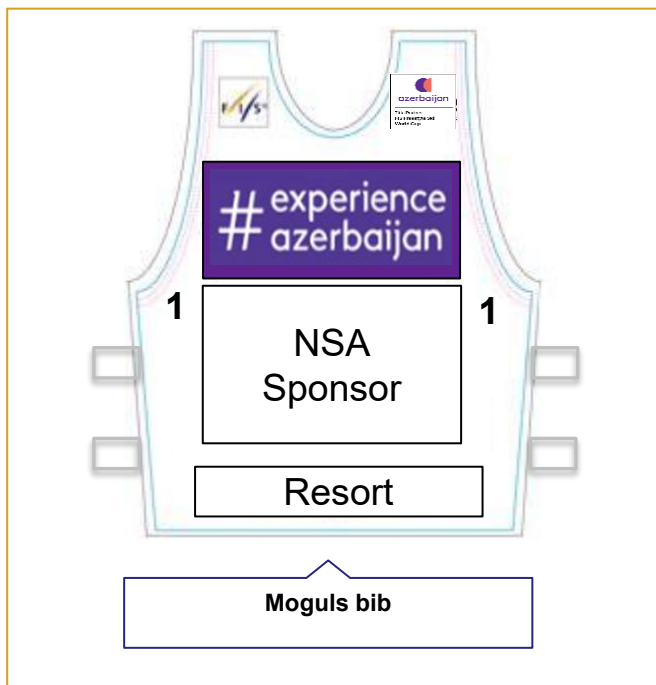
Women – Moguls  
open sides and 4 elastic straps



Men – Moguls  
open sides and 4 elastic straps



### 4.3 Competition Bib Moguls



#### Technical Information

The costs are to be borne by the NSA.

**The NSA is responsible for producing and providing the Starting bib.**

**The Starting bib must conform to the guidelines.**

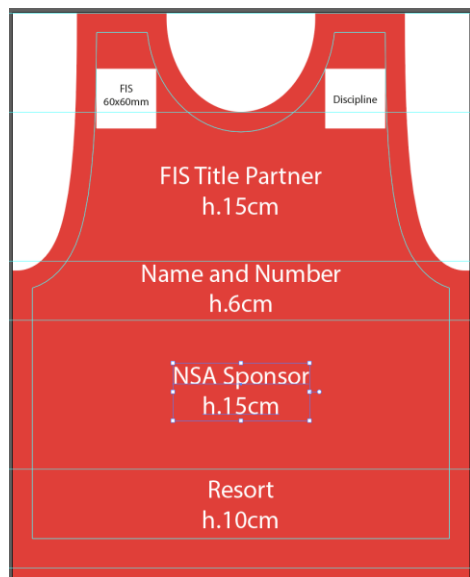
Please send the **layout of the competition bib** to FIS for approval at least 20 days before production.

**Final bib numbers to be agreed with Race director**

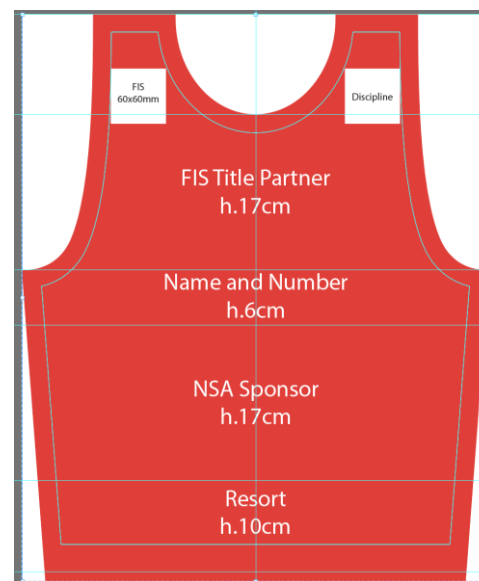
The advertising on the starting bib is allocated as follows:

- Official FIS Freestyle Ski World Cup logo on the upper left side (when wearing the bib) size of logo: 6cm x 6cm
- Official FIS logo on the upper right side (when wearing the bib) size of the logo: 6cm x 6cm
- Title Sponsor upper part of bib: maximum height of the logo is 20 cm
- NSA Sponsor: below the Title sponsor: maximum height is 20cm
- Resort: the maximum height of the resort logo is 10cm
- Height of number: 8cm

### 4.3 Competition Bib Aerials



Woman



Men

The advertising on the starting bib is allocated as follows:

| Bib Section       | Women       | Men         |
|-------------------|-------------|-------------|
| Neck part cut out | 10cm        | 11cm        |
| FIS Title Partner | 15cm        | 17cm        |
| Name und Number   | 6cm         | 6cm         |
| NSA Sponsor       | 15cm        | 17cm        |
| Resort            | 10cm        | 10cm        |
| <b>Total</b>      | <b>56cm</b> | <b>61cm</b> |

#### Technical Information

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

**The NSA is responsible for producing and providing the Starting bib.**

**The Starting bib must be conform to the guidelines.**

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

**Final bib numbers to be agreed with race director**

## 4.4 Competition Bib Team

### Aerials Team bib



Woman



Man



Man



Woman



Man

### Moguls Team Bib



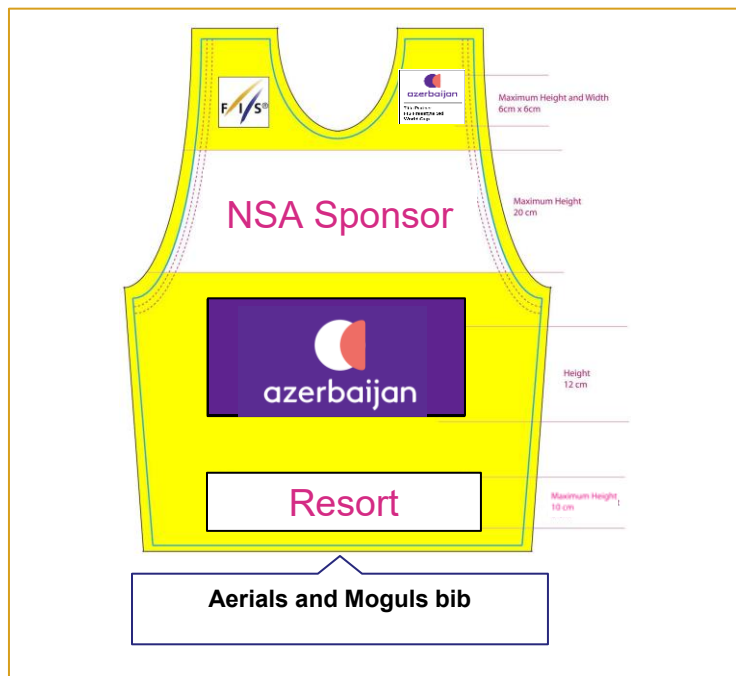
Woman



Man

- Height large number 8cm

## 4.6 Leader Bib



### Leader bib

The leader of the overall FIS Freestyle Ski World Cup will wear a yellow leader bib.

The advertising on the leader bib is allocated as follows:

- Official FIS Freestyle Ski/Freeski/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
- Title Sponsor logo in the middle of the bib, maximum height of the logo is 12cm
- Resort: the maximum height of the logo is 10cm

### 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 bibs are produced and provided by the FIS.**

**The costs have to be borne by the FIS.**

## 4.6 Leader Bib



### Past season Winner bib

A special FIS Freestyle Ski World Cup past season winner blue bib will be prepared and will be worn by the respective past season winner, as entered into each event.

If the past season winner and present leader of the FIS Freestyle Ski World Cup are the same person then the Yellow bib will be used for the competition.

The advertising on the past Season Winner bib is allocated as follows:

- Official FIS Freestyle Ski/Freeski/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
- Title Sponsor logo: in the middle of the bib, maximum height of the logo 12cm
- Resort: maximum height of the logo is 10cm

### 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 bibs are produced and provided by the FIS.**

**The costs have to be borne by the FIS.**

## 4.7 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” & “FIS Freestyle World Cup”) will be used.**

**David Frid**

Mail: [david.frid@fis-ski.com](mailto:david.frid@fis-ski.com)

## 5. TV, Web and Print Material

### 5.1 Use of the FIS Freestyle Skiing World Cup Logo



The use of the official FIS Freestyle Ski 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 Freestyle Ski 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.

### 5.1.1 General Guidelines for the use of Logo

#### Size

As a reference point the official FIS Freestyle Ski 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 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 Freestyle World Cup Titles

English: FIS Freestyle Ski World Cup

## 5.2 FIS Freestyle Ski World Cup Promotional Material

### Event advertising material and roll-ups

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

- Official FIS Freestyle Ski/Freeski/Snowboard World Cup logo
- Official World Cup title "FIS Freestyle Ski/Freeski/Snowboard World Cup"

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

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

### Approval

All event related print materials must be sent to FIS M+M Implementation Manager a **minimum of 20 days before production for approval.**

Please send to

**David Frid**

Mail: [david.frid@fis-ski.com](mailto:david.frid@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 Freestyle Ski World Cup TV Graphics.

#### Local Organizer's Website

All FIS Freestyle Ski World Cup Organizers are obliged to include the FIS Freestyle Ski/Freeski/Snowboard World Cup logo and official WC title "FIS Freestyle Ski World Cup" on their website.

#### FIS Website

The FIS website gives each Organizing Committee the opportunity to promote their World Cup event and activities. Please see:

<http://www.fis-ski.com>

If you would like to promote your event or have information to contribute to the website please contact:

**Linus Öjelind:** [linus.ojelind@fis-ski.com](mailto:linus.ojelind@fis-ski.com)

**Mateusz Kielpinski:** [kielpinski@fisski.com](mailto:kielpinski@fisski.com)

## 6. Hospitality

### 6.1 VIP Tickets

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

### 6.2 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. Azerbaijan 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.

### 6.3 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

| Advertisement material                |                                                                 | Size/ material          | Time                                            | Status |
|---------------------------------------|-----------------------------------------------------------------|-------------------------|-------------------------------------------------|--------|
| Start Installation Aerials            |                                                                 |                         |                                                 |        |
| Title Sponsor                         | 6x production – FIS                                             | 2m x 0.4m / textile     | Ready on arrival of FIS M+M Implementation Team |        |
| NSA-Sponsor                           | 18x production - NSA                                            | 1m x 0,5m / textile     |                                                 |        |
| Resort Logo                           | 3x production - FIS ( <u>send the vector file logo to FIS</u> ) | 2m x 0.4m / textile     |                                                 |        |
| FIS Data/Timing                       | 6x (TBC)                                                        | 1m x 0.5m / textile     |                                                 |        |
| Start in-run Banner Aerials           |                                                                 |                         |                                                 |        |
| Title Sponsor                         | 8x production – FIS                                             | 1m x 0.3m / textile     | Ready on arrival of FIS M+M Implementation Team |        |
| NSA-Sponsor                           | 8x production - NSA                                             | 1m x 0.3m / textile     |                                                 |        |
| Speed Trap Aerials in-run             |                                                                 |                         |                                                 |        |
| NSA- Sponsor                          | 2x production - NSA                                             | 1.5m x 0.7m / textile   | Ready on arrival of FIS M+M Implementation Team |        |
| Start Installation Moguls/Dual Moguls |                                                                 |                         |                                                 |        |
| Title Sponsor                         | 6x production - FIS                                             | 2m x 0.4m / textile     | Ready on arrival of FIS M+M Implementation Team |        |
| NSA-Sponsor                           | 18x production - NSA                                            | 1m x 0,5m / textile     |                                                 |        |
| Resort Logo                           | 3x production - FIS ( <u>send the vector file logo to FIS</u> ) | 2m x 0.4m / textile     |                                                 |        |
| FIS Data/Timing                       | 6x (TBC)                                                        | 1m x 0.5m / textile     |                                                 |        |
| Control gates Moguls                  |                                                                 |                         |                                                 |        |
| NSA sponsor                           | 2 x per gate. production – NSA                                  | 0.5m x 0.5m / textile   | Ready on arrival of FIS M+M Implementation Team |        |
| Resort sponsor                        | 2 x per gate. Production - NSA                                  | 0.5m x 0.5m / textile   |                                                 |        |
| Finish Installation                   |                                                                 |                         |                                                 |        |
| Title Sponsor                         | 6x production - FIS                                             | 1.2m x 1m / textile     | Ready on arrival of FIS M+M Implementation Team |        |
| NSA-Sponsor                           | 6x production - NSA                                             | 1.2m x 1m / textile     |                                                 |        |
| Resort Logo                           | 6x production - 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   |                                                 |        |
| Exit Gate                             |                                                                 |                         |                                                 |        |
| Title Sponsor                         | 2x production - FIS                                             | 1m x 1m / textile       | Ready on arrival of FIS M+M Implementation Team |        |
|                                       | 15x production - FIS                                            | 0.25m x 0.13m / textile |                                                 |        |
| NSA-Sponsor                           | 15x production - NSA                                            | 0.25m x 0.13m / textile |                                                 |        |
| Resort Logo                           | 6x production - NSA                                             | 0.25m x 0.13m / textile |                                                 |        |
| Resort Logo                           | 1x production - FIS ( <u>send the vector file logo to FIS</u> ) | 1.8m x 0.4 / textile    | Ready on arrival of FIS M+M Implementation Team |        |
| Presentation / Interview Backdrop     |                                                                 |                         |                                                 |        |
| Title Sponsor                         | 16x production - FIS                                            | 0.25m x 0.13m / textile | Ready on arrival of FIS M+M Implementation Team |        |
| NSA-Sponsor                           | 16x production - NSA                                            | 0.25m x 0.13m / textile |                                                 |        |
| Resort Logo                           | 8x production - NSA                                             | 0.25m x 0.13m / textile |                                                 |        |

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| Advertisement material                                         |                                                                 | Size/ material            | Time | Status                                          |
|----------------------------------------------------------------|-----------------------------------------------------------------|---------------------------|------|-------------------------------------------------|
| Podium                                                         |                                                                 |                           |      |                                                 |
| Title Sponsor                                                  | 1x production - FIS                                             | 0.8m x 0.2m / magnet foil |      |                                                 |
| Resort Logo                                                    | 2x production -FIS ( <u>send the vector file logo to FIS</u> )  | 0.8m x 0.2m / magnet foil |      |                                                 |
| Award Ceremony                                                 |                                                                 |                           |      |                                                 |
| Title Sponsor                                                  | 1x production - FIS                                             | 0.85m x 0.5m / textile    |      |                                                 |
| Title Sponsor                                                  | 28x production - FIS                                            | 0.25m x 0.13m / textile   |      |                                                 |
| NSA-Sponsor                                                    | 28x production - NSA                                            | 0.25m x 0.13m / textile   |      |                                                 |
| Resort Logo                                                    | 1x production - FIS ( <u>send the vector file logo to FIS</u> ) | 2m x 0.4m / textile       |      |                                                 |
| Resort Sponsor                                                 | 14x production - NSA                                            | 0.25m x 0.13m / textile   |      | Ready on arrival of FIS M+M Implementation Team |
| Moguls / Aerials Winner presentation banner ( flower ceremony) |                                                                 |                           |      |                                                 |
| Resort logo                                                    | 2 x production – FIS ( <u>send vector file logo to FIS</u> )    | 0.8m x 0.2m / textile     |      | Ready on arrival of FIS M+M Implementation Team |

## 7.1 Marketing material for NSA and FIS sponsors

| Advertisement material                                                                                      | Size/ material                                             | Time                                | Status |
|-------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|-------------------------------------|--------|
| <b>Starting bibs</b>                                                                                        |                                                            |                                     |        |
| Send layouts to FIS M+M implementation manager for approval                                                 | PDF                                                        | 20 days before production           |        |
| <b>Leader bibs</b>                                                                                          |                                                            |                                     |        |
| Send layouts to FIS M+M implementation manager for approval                                                 | PDF and Vector based file with information on colour codes | 20 days before production           |        |
| <b>Print material</b>                                                                                       |                                                            |                                     |        |
| Send all event related print material to FIS M+M implementation 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 implementation manager |                                                            | 2 months before printing of program |        |
| <b>Video spots</b>                                                                                          |                                                            |                                     |        |
| Communicate specifics about the necessary video spot format to FIS M+M implementation manager               |                                                            | 2 months before event               |        |
| <b>LOC Website</b>                                                                                          |                                                            |                                     |        |
| Integrate World Cup Logo and official World Cup Title into Website                                          |                                                            | Ongoing                             |        |

## 7.2 Requirements of FIS

| Requirements                                                                                                   | Time                                                                                                                                   | Status |
|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|--------|
| <b>VIP Tickets and Parking Passes</b>                                                                          |                                                                                                                                        |        |
| 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                                                                                               |        |
| <b>FIS M+M Implementation Team</b>                                                                             |                                                                                                                                        |        |
| 1-2 parking passes next to the finish area                                                                     | Form the arrival day until departure of FIS M+M implementation team                                                                    |        |
| Accreditations <b><u>ALL ACCESS</u></b>                                                                        | Ready to be picked up at arrival of FIS M+M implementation team.<br>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 half board) for FIS M+M Partnership Relations Manager and all the implementation team | From arrival day until departure of FIS M+M implementation team.<br>Exact amount of rooms and dates will be communicated before by FIS |        |
| <b>Support Team ( LOC Volunteers)</b>                                                                          |                                                                                                                                        |        |
| Volunteers                                                                                                     | At different times available for FIS M+M Implementation Team                                                                           |        |

### 7.3 Technical infrastructure and power supply

| Infrastructure & Supply                                                                         | Placement | Time                                       | Status |
|-------------------------------------------------------------------------------------------------|-----------|--------------------------------------------|--------|
| <b>Start Installation</b>                                                                       |           |                                            |        |
| 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 15m                                                           |           | Before FIS M+M implementation team arrival |        |
| <b>Exit Gate</b>                                                                                |           |                                            |        |
| 400cm gap required in the air fences                                                            |           | 2 days before race/training                |        |
| <b>Ceremony Wall</b>                                                                            |           |                                            |        |
| 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                                                                                    | Status |
|---------------------------------|--------------------------------------------------------------------------------------------|--------|
| <b>General Information</b>      |                                                                                            |        |
| 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 & Accommodation       | Contact information, fares, schedules, pick-up and drop-off points, rental car offer, etc. |        |
| <b>Teams</b>                    |                                                                                            |        |
| Team Invitation                 | PDF Version                                                                                |        |
| Team Captains Meeting           | PDF Version                                                                                |        |
| Competition Information         | Program changes, official trainings                                                        |        |
| Important deadlines             |                                                                                            |        |
| Link to entry system            |                                                                                            |        |
| <b>Media</b>                    |                                                                                            |        |
| 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                                           |        |
| <b>Sponsors (mandatory!)</b>    |                                                                                            |        |
| Official World Cup Logo         | with hyperlink                                                                             |        |
| Official World Cup Titel        |                                                                                            |        |
| FIS Sponsor Logos               | with hyperlink to Sponsors` websites                                                       |        |