

# FIS Snowboard Cross World Cup

Marketing Guide 2025/2026



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

### 2.1 FIS Snowboard Cross World Cup Sponsors

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

#### **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.

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 Cross 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 FIS M+M Project Manager are the contact persons.
2.3 Responsibilities FIS Media + Marketing	FIS M+M Project Manager will be your primary contact for marketing related questions during the preparation of the FIS Snowboard Cross World Cup event. FIS M+M Implementation Manager will your contact for the operational questions and matters. During the FIS Snowboard Cross 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	<p>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 the FIS M+M Implementation Manager in due time before the season starts.</p> <p>All advertising material inside the TV-range must be according to the guidelines set forth in the <a href="#">FIS Advertising Rules and Marketing Guide</a>. In the event that the advertising material does not conform to these, the FIS M+M reserves the right to undertake all the necessary amendments.</p>
2.5 Responsibilities National Ski Association	Hotel rooms (single rooms with full board) for the FIS M+M implementation team as agreed tin the hosting agreement

### 3. FIS Snowboard World Cup Venue

#### 3.1 Start and Finish Area

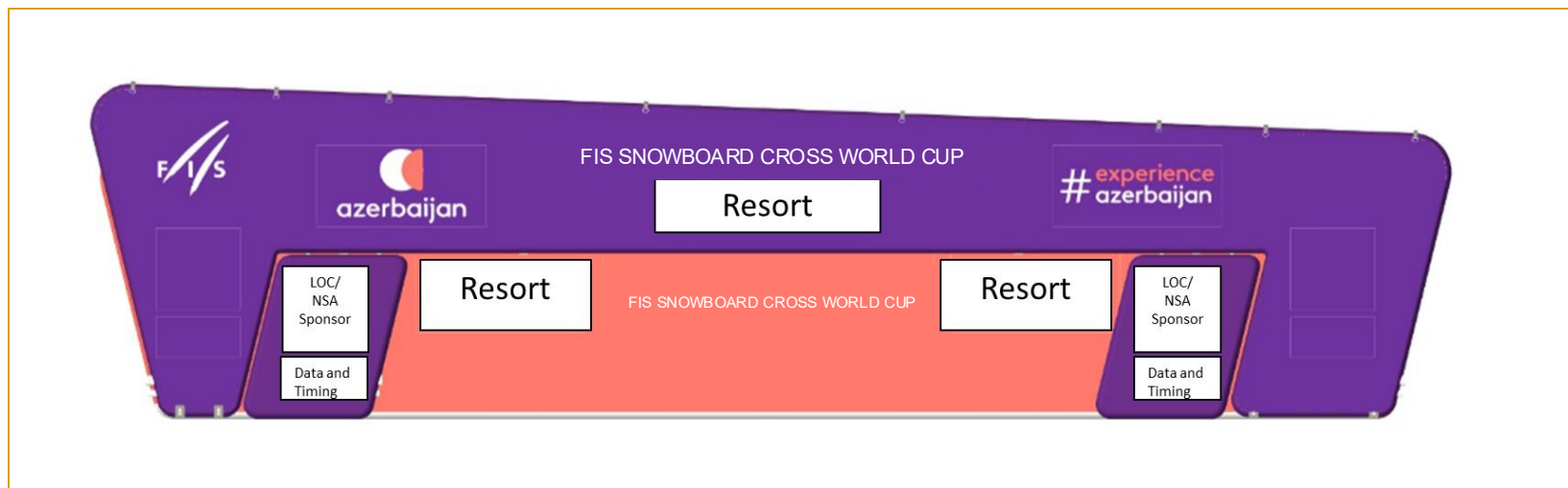
NSA must use the official installations provided and installed by FIS M+M Implementation team. NSA is responsible for assisting with the organization, set up and handling of all installations.

If there is a need for modification on the various start and finish installations this has to 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 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 Snowboard Cross



The advertising space is allocated as follows:

Title sponsor (FIS):	2x (2m x 1m)
NSA Sponsor – <u>in color</u> :	2x (1m x 1m)
Data/Timing (TBC) - <u>in color</u> :	2x (1m x 0.5m)
Resort Front wall (FIS) – <u>white text on purple background only</u> :	1x (2.5m x 0.6m)
Resort Back wall (FIS) – <u>white text on red background only</u> :	2 x (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), 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

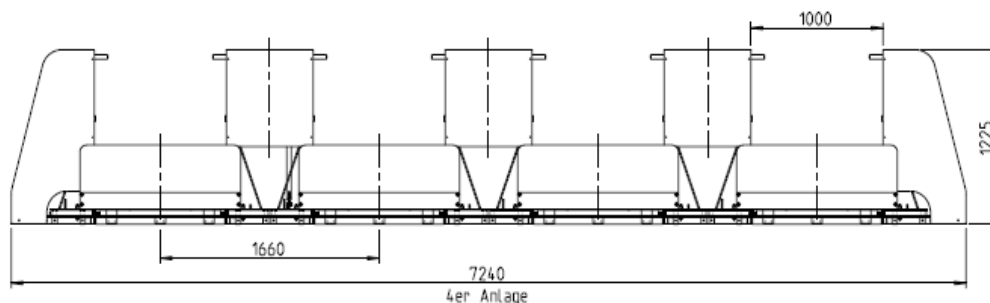
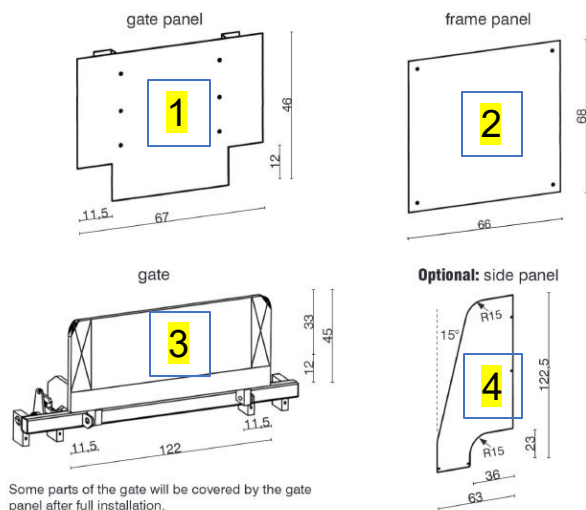


## 3.1.2 Start Gate Snowboard Cross

Following dimensions and positions apply to the Settele start gate system only. Please contact FIS m and m Partner relations manager if you intend to use alternative gates.

### Advertising Space

Unit: cm



### Start gate advertising space

available positions:

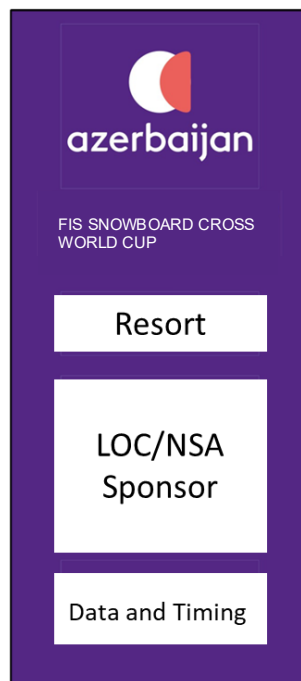
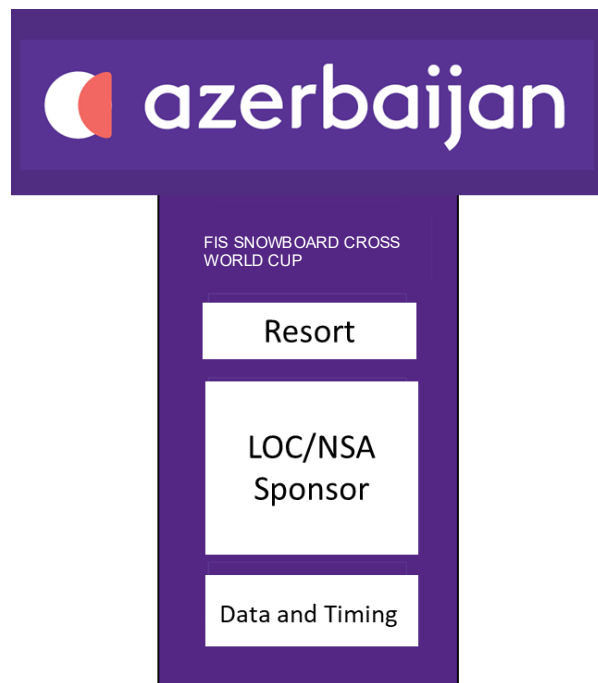
1. Gate panel x 3
2. Frame panel x 3
3. Gate x 4
4. Side panel x 2

### Start Gate Advertising guidelines:

The start flap and posts are to be used by the NSA / event sponsors.

- Maximum 2 sponsors permitted.
- 1 sponsor for all gates: position 3
- 1 sponsor for all panels: position 1,2,4
- Alternative 1 sponsor for all positions

### 3.1.3 Finish Tower - SBX



### 3.1.3 Finish Tower – SBX – 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):	2 x (4m x 1m)
Title sponsor 2 (FIS):	6 x (1.2m x 1m)
NSA Sponsor – <u>in color</u> :	6x (1.2m x 1m)
Data/Timing (TBC) – <u>in color</u> :	6x (1.2m x 0.4m)
Resort (FIS) – <u>white text on purple background only</u> :	6x (1.2m x 0.4m)

#### **Technical Information:**

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

#### **Requirements NSA:**

- Electrical socket (220V) 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 upto 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 NSA will be informed of any changes immediately.

### 3.1.4 Exit Gate



#### Technical Information:

Size Exit Gate: 3.6m wide x 2m high x 1.5m wide x 0.3m deep

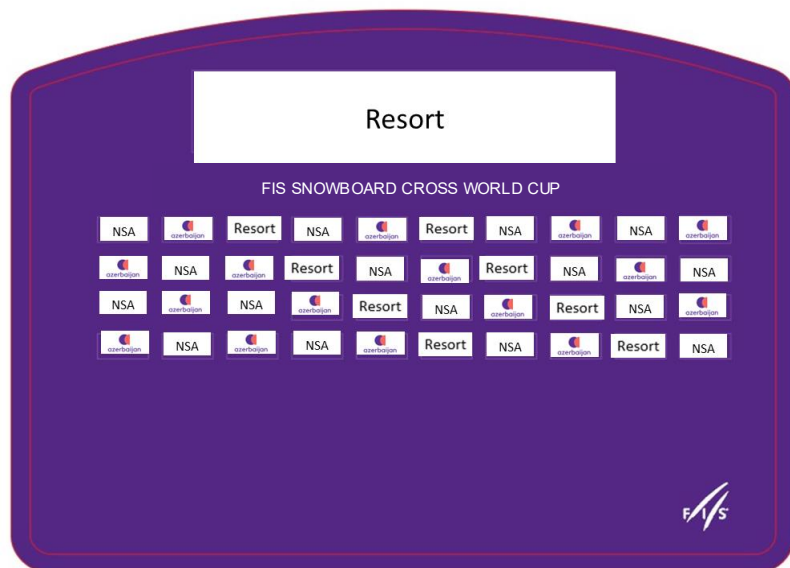
#### Requirements NSA:

- Flat area of 4m wide x 1m deep in the finish area
- Electrical socket (220V)
- Necessary Velcro type of NSA / Sponsor advertising patches: Scratchy / Hook
- It 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 Please send coral plan to FIS M+M Implementation manager
- Preferably, square corral 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.
- Exit Gate placement should be determined before the coral fencing installation begins

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

Title sponsor (FIS):	17x (0.25m x 0.13m)
NSA Sponsor – <u>in color</u> :	17x (0.25m x 0.13m)
Resort (NSA) – <u>in color</u> :	8x (0.25m x 0.13m)
Resort (FIS) – <u>white text on purple background only</u> :	1x (1.8m x 0.4m)

### 3.1.5 Presentation Backdrop



#### Technical Information:

Size Presentation Backdrop: 3.5m wide x 2.5m high x 0.3m deep  
4 rows of 10 patches

#### Requirements NSA:

- Flat area of 4m wide x 1m deep in the finish area
- Electrical socket (220V 4KW) 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 – <u>in color</u> :	16x (0.25m x 0.13m)
Resort (NSA) – <u>in color</u> :	8x (0,25m x 0,13m)
Resort (FIS) – <u>white text on purple background only</u> :	1x (2m x 0.4m)

### 3.1.5 Placement Exit Gate and Presentation Backdrop



## 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

### Banner on Last Jump

- The advertising space on the last jump is allocated as follows: NSA Sponsor
- Position of this advertising must be agreed with the FIS Race Director



### 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 Race Director)

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

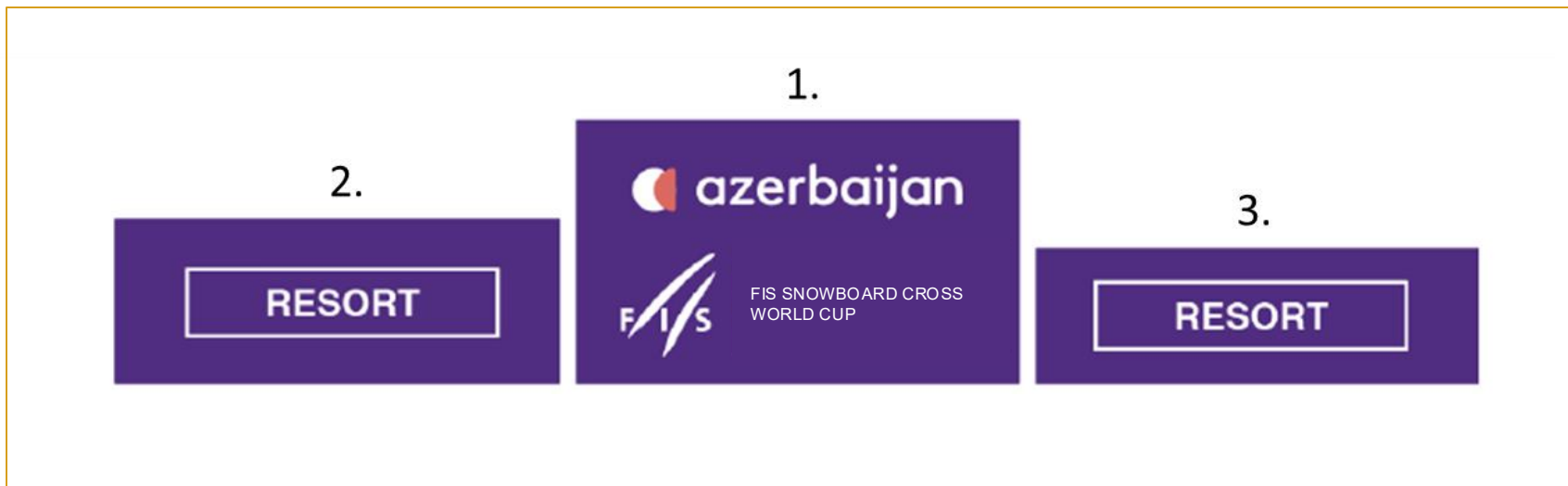
**Resort Logo:** 40 cm x 20 cm

**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 <sup>st</sup> position: Title sponsor:	1x (0.5m x 0.2m)
2 <sup>nd</sup> position: Resort – <u>white text on purple background only</u> :	1x (0.5m x 0.2m)
3 <sup>rd</sup> position: Resort – <u>white text on purple background only</u> :	1x (0.5m x 0.2m)

### Technical Information:

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

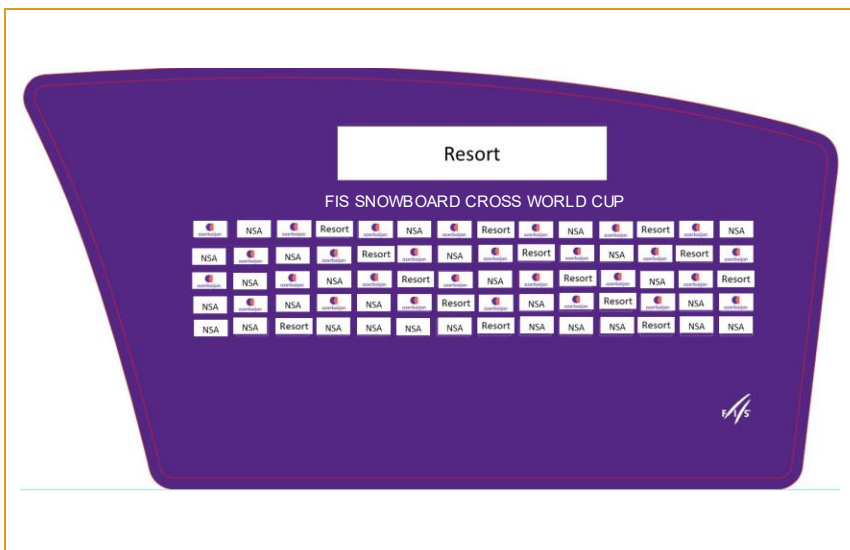
### Requirements NSA:

- Flat area of 4m wide x 1m deep in the finish area
- NSA / Sponsor / Resort advertising patches: Magnetic, it needs to be magnet across the entire surface area to stick properly on the podium

### Placement

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

## 3.5 Award Ceremony



### Ceremony wall sponsor identifications:

Title sponsor (FIS):	28x (0.25m x 0.13m)
NSA Sponsor – <u>in color</u> :	28x (0.25m x 0.13m)
Resort (NSA) – <u>in color</u> :	14x (0.25m x 0.13m)
Resort (FIS) – <u>white text on purple background only</u> :	1x (2m x 0.4m)

### Technical Information:

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

### Requirements NSA:

- Electrical socket (220V)
- 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

## 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.

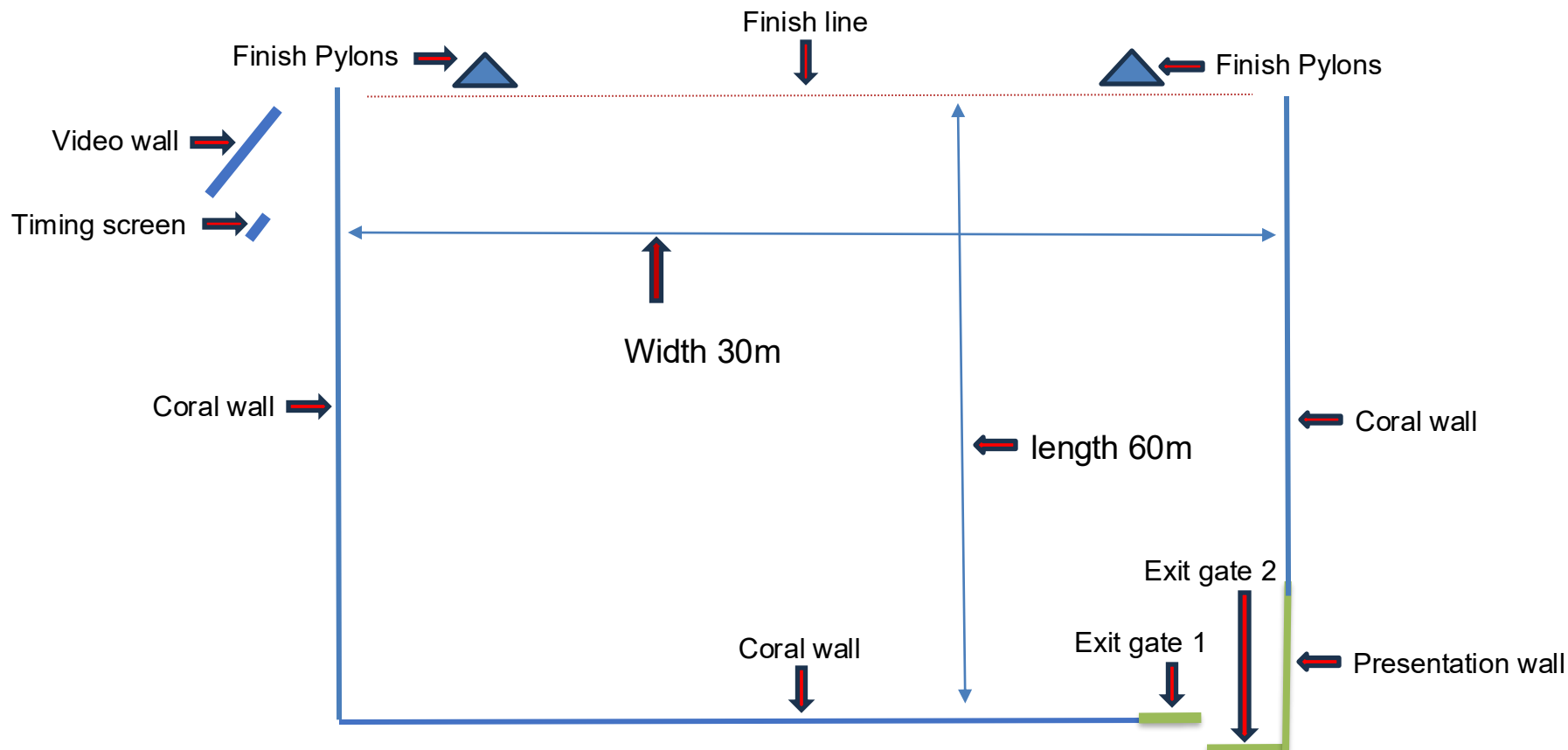
**The video wall is mandatory for every race and must be organized and provided by the NSA.**

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 Race director and TD before the set up 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.

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.

It is important that the Beach Flags do not cover any of the Race Kit inflatables

Advertising possibilities are allocated as follows:

25%	Title sponsor
75%	NSA

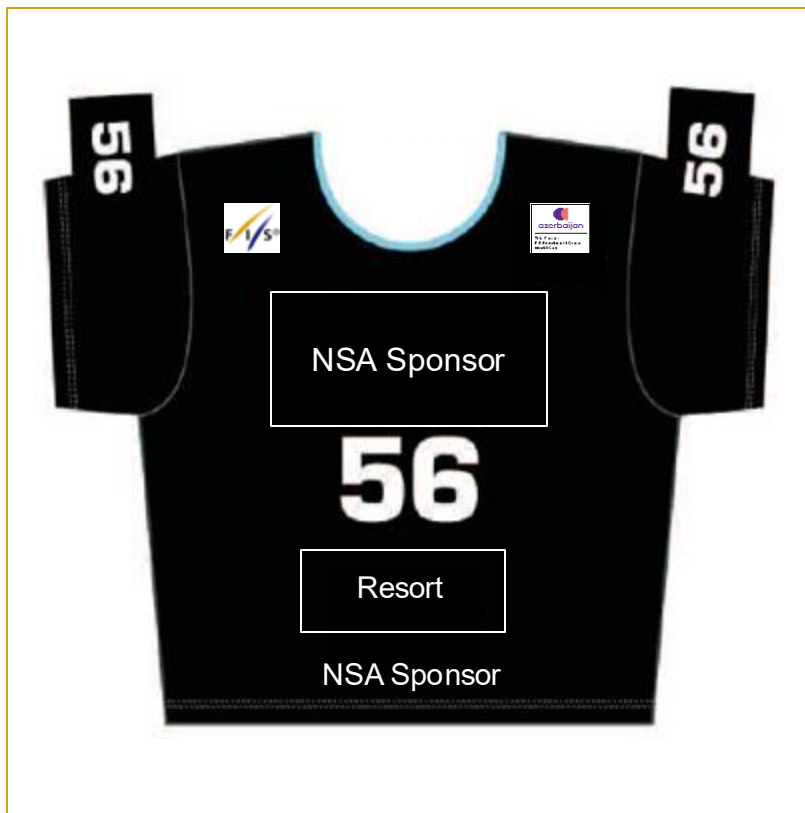
### Requirements NSA:

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. General bibs information

### 4.1 Number Bibs



- Official FIS Snowboard Cross 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: 60cm<sup>2</sup>
- Numbers on sleeves mandatory

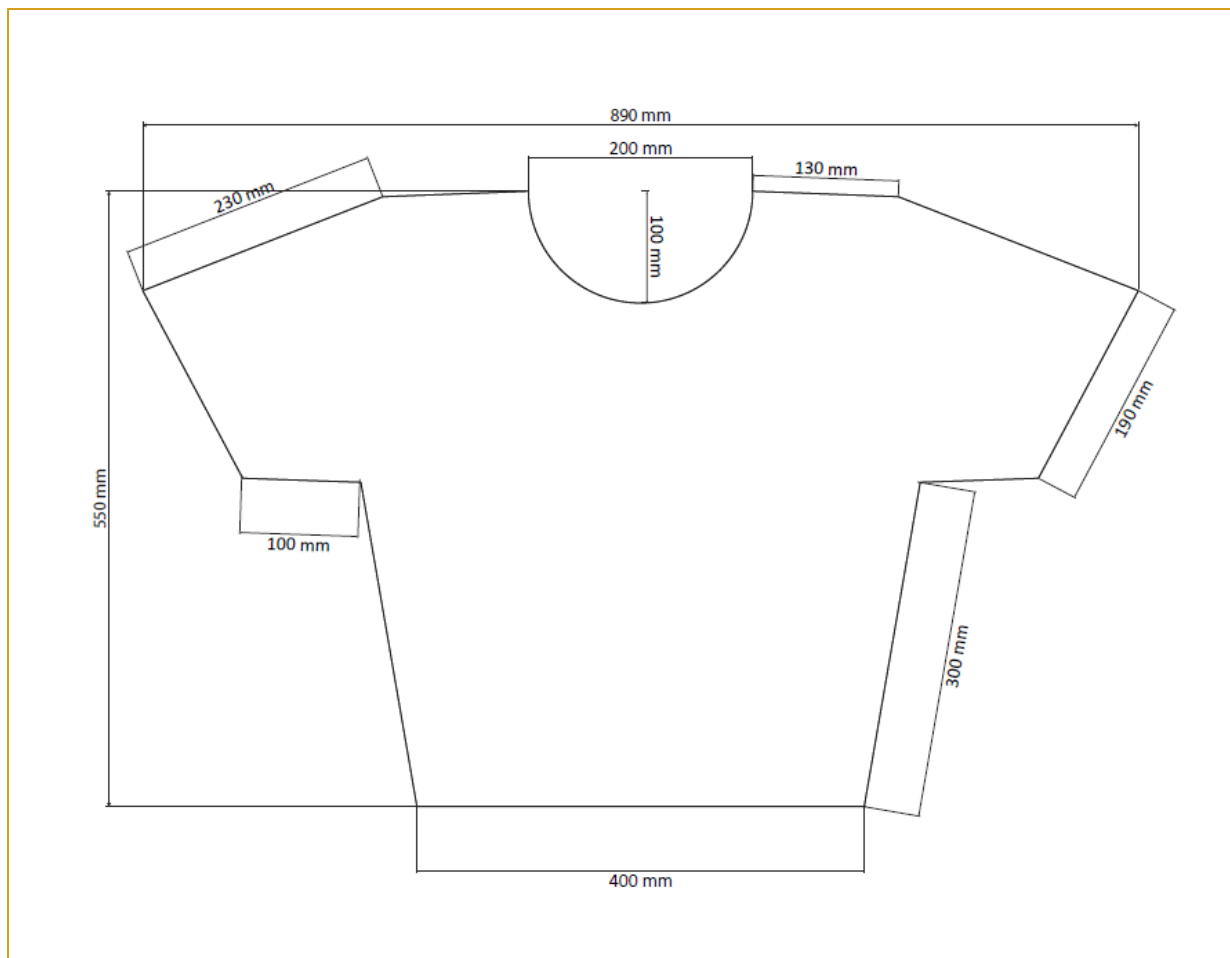
#### Technical Information:

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

#### Bib Numbers:

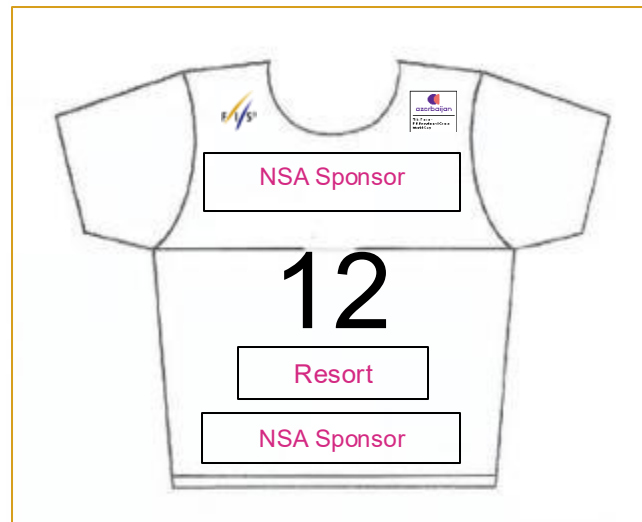
- Men: 1-100
- Women 1-60

## 4.1.1 Number Bib Specifications





## 4.2 Team Bibs



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

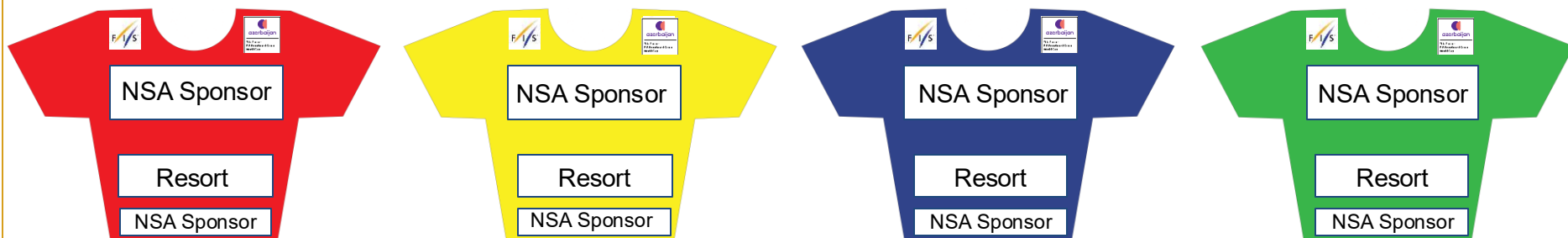
### Starting Bib

- Official FIS Snowboard Cross 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: 60cm<sup>2</sup>
- 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

## 4.3 Final Colored Jersey



### Final Colored Jersey

The advertising on the jerseys for the finals is allocated as follows:

- Official FIS Snowboard World Cup logo incl. Title Sponsor on the left shoulder (when wearing the jersey)  
max. size of logo: 6cm x 6cm
- Official FIS logo on the right shoulder (when wearing the jersey)  
max size of logo: 6cm x 6cm
- NSA Sponsor: Maximum height 20cm
- NSA Sponsor (below resort): Maximum height 5cm
- Resort: Maximum 10cm
- 24 x each colour

### Technical Information:

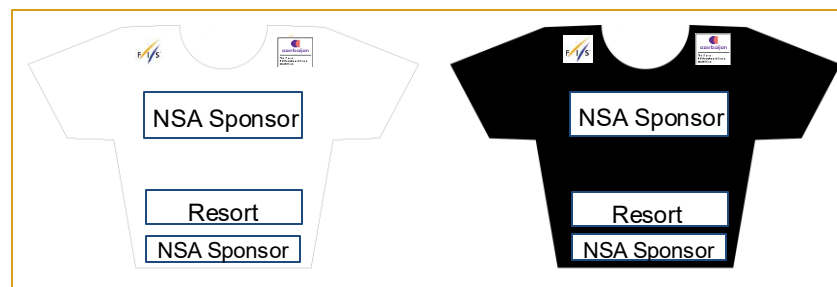
The jerseys are produced and provided by the NSA

The costs have to be borne by the NSA


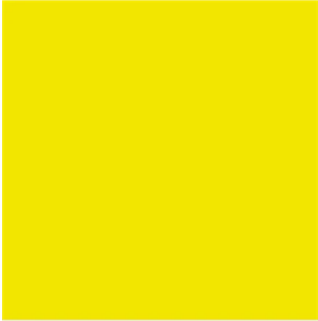

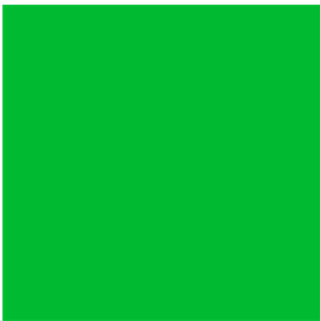
The jerseys must meet the color code provided on the next page.

It is recommended that jerseys have sleeves.

In case there are Heats of six the additional two jerseys are white and black

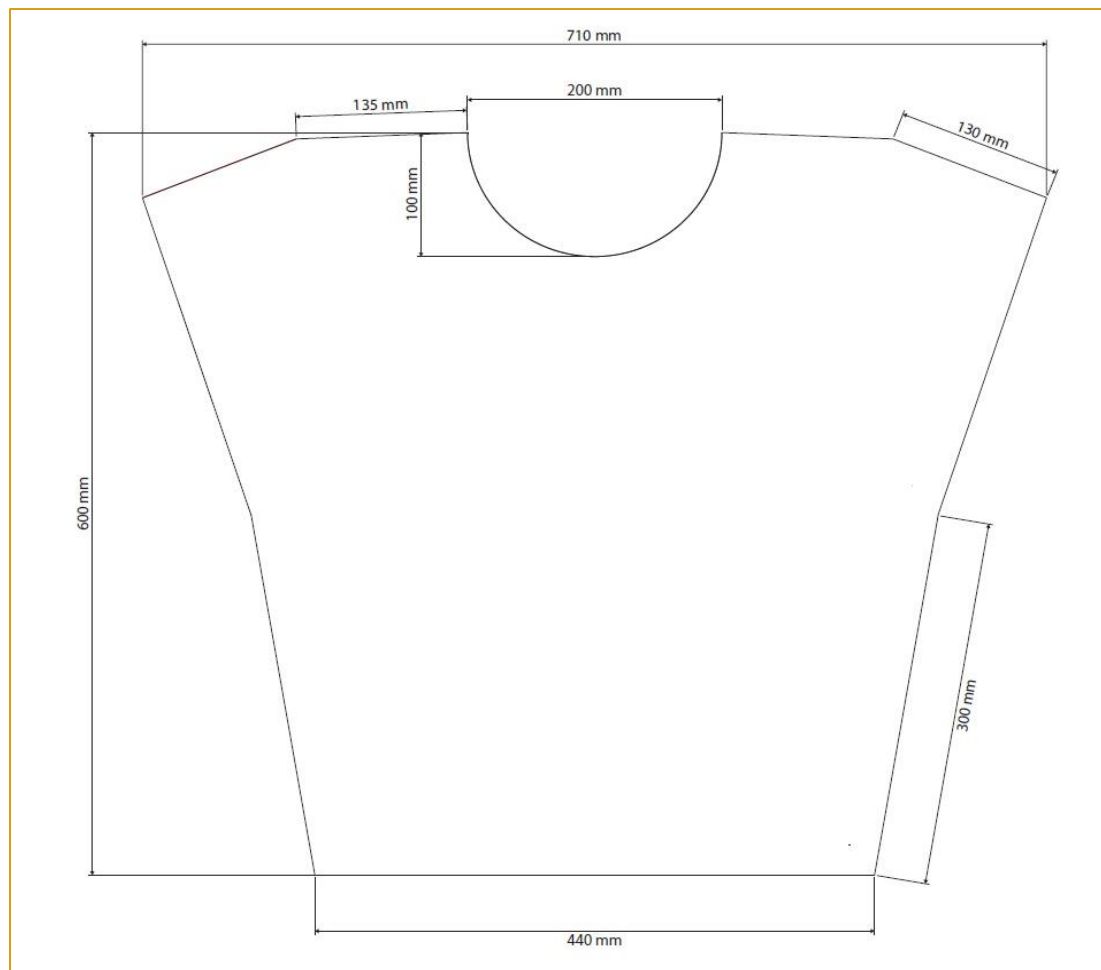


### 4.3.1 Final Colored Jersey Pantone

				
PANTONE	2347 C	3945 C	285 C	2271 C
CMYK	C=0, M=95, Y=100, K=0	C=2, M=0, Y=100, K=0	C=91, M=43, Y=0, K=0	C=68, M=0, Y=96, K=0
RGB	R=230, G=0, B=18	R=245, G=233, B=0	R=0, G=114, B=206	R=51, G=214, B=0

Each bib must meet the respective color code provided in the table.

### 4.3.2 Final Colored Jersey Specifications



**Final Colored Jersey:** No elastic side straps

## 4.4 Leader Bib (yellow) - World Cup Leader Bib (Event Leader)



**Alpine and Snowboard Cross  
Leader Bib**

The World Cup Leader (Event Leader) will wear a yellow leader bib:  
This bib will be produced by the NSA.

The advertising on the leader bib is allocated as follows:

- Official FIS Snowboard World Cup logo incl. Title Sponsor 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 12cm
- Resort the maximum height of the logo is 10cm
- Advertising space on the sleeves: 60cm<sup>2</sup>

### 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 outlined in the [FIS Specifications for Equipment](#) rules.

Leader Bibs must be provided in duplicate 2 male bibs and 2 Female bibs per event  
The bibs are produced and provided by the FIS  
The costs have to be borne by the FIS

## 4.5 Approval of Bibs

The NSA is responsible for producing and providing the starting bib  
The FIS M+M is responsible for providing the leader bib

The starting and leader bib must conform to the guidelines.

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

Nicolas Rodigari:  
Mail: [rodigari@fis-ski.com](mailto:rodigari@fis-ski.com)

and

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 Snowboard World Cup Logo

The use of the official FIS Snowboard 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 trademarks 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

a)



b)



## 5.1.1 General Guidelines for the use of Logo

### **Size**

As a rule of thumb, the official FIS Snowboard 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 Snowboard World Cup Titles

English:	FIS Snowboard World Cup
German:	FIS Snowboard Weltcup
French:	FIS Coupe du Monde de Snowboard



## 5.2 FIS Snowboard World Cup Promotional Material

### Event advertising material and roll-ups

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

- Official FIS Snowboard World Cup logo
- Official World Cup title “FIS 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 Partnership Relations Manager a minimum of 10 days before production for approval.

Please send to:

Nicolas Rodigari:

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

and

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 Snowboard World Cup TV Graphics.

### **Local Organizer's website**

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

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

Mateusz Kielpinski - [kielpinski@fis-ski.com](mailto:kielpinski@fis-ski.com)

Chad Buchholz - [buchholz@fis-ski.com](mailto:buchholz@fis-ski.com)

Miha Matavz - [miha.matavz@fis-ski.com](mailto:miha.matavz@fis-ski.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

### 7.1 Marketing material for NSA and FIS sponsors

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

Advertisement material		Size/ material	Time	Status
<b>Podium</b>				
Title Sponsor space	1x produced by FIS	0.8m x 0.2m / magnet foil		
Resort Logo	2x produced by FIS ( <b><u>send the vector file logo to FIS</u></b> )	0.8m x 0.2m / magnet foil	Within August – September	
<b>Award Ceremony</b>				
Title Sponsor space	28x produced by FIS	0.25m x 0,13m textile		
NSA Sponsor space	28x produced by NSA	0.25m x 0,13m textile	Ready at arrival of FIS M+M Implementation Team	
Resort Logo	14x produced by NSA	0.25m x 0.13m textile	Ready at arrival of FIS M+M Implementation Team	
Resort Logo	1x produced by FIS ( <b><u>send the vector file logo to FIS</u></b> )	2m x 0.4m textile	Within August – September	

**Important notice:** All NSA produced sponsor patches should be produced on material and not plastic and require the scratchy side of velcro on the backside. Sewn on rather than glued when possible. All sponsor areas on the race kit are produced with the soft side of the velcro.

## 7.1 Marketing material for NAS and FIS sponsors

Advertisement material	Size/ material	Time	Status
<b>Starting bibs</b>			
Send layouts to FIS M+M project manager for approval	PDF	20 days before production	
<b>Leader bibs</b>			
Send layouts to FIS M+M project 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 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	
<b>Video spots</b>			
Communicate specifics about the necessary video spot format to FIS M+M project 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>		
3 parking passes next to the finish area	From 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. 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	
<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 20m		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	with hyperlink	
FIS Sponsor Logos	With hyperlink to Sponsors` websites.	