



VISA FIS Snowboard Alpine World Cup

Marketing Guide 2024/2025



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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 Alpine Snowboard World Cup Sponsor

- **Visa** is the official **FIS Title Sponsor** of the FIS Alpine Snowboard World Cup.

Branch exclusivity of FIS Sponsors:

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

- Credit cards and payment solutions are blocked for any marketing or sales activities related the VISA FIS Snowboard Alpine World Cup
- the Rights are granted on an exclusive basis in the Payment Services sector and Payment Services Products in relation to the FIS Events
- **“Payment Services Product(s)”** means any product and/or service which falls within the Payment Services sector including those that are produced, marketed, distributed, made available and/or sold under the Visa brand or any sub-brand of Sponsor such as Visa Checkout and Verified by Visa (the **“Sponsor Brand(s)”**).

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

The National Ski Association 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 Partnership Relations Manager.

FIS Snowboard World Cup Sponsor rights

The FIS Title Sponsor (VISA) has the right to promote their products and services on site during the events. The costs for the installation and any further costs connected to their promotion (e.g. power supply, subconstruction, water supply, etc.) have to be borne by the Sponsor. The details of these promotion activities must be coordinated with FIS and have to be agreed by the NSA or the respective marketing rights holder.

Frequent Updates

Frequent updates between NSA and FIS M+M Partnership Relations Manager are important. Keep FIS M+M Partnership Relations Manager informed about local sponsor activities, open advertisement space that could be acquired, arising issues etc. FIS M+M Partnership Relations 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 Partnership Relations Manager will be your primary contact for marketing related questions during the preparation of the VISA FIS Snowboard Alpine World Cup event. FIS 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 Project Manager. In addition, NSAs is responsible for a clean appearance of the sponsors outside the TV-range, in accordance with FIS M+M Partnership Relations 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.

3. FIS Snowboard World Cup Venue

3.1 Start and Finish Area

FIS may but is not obliged to provide the start and finish installation. The NSA must inform FIS about the need of such installations 90 days prior to the event. The NSA is responsible to organize and set up the start and finish installations in collaboration with the Race Director.

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.

3 Volunteers with good skiing skills will be required to assist the FIS M+M Implementation Team with the installations during the whole 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 and M Implementation team will provide all large Resort patches for the Race-kit after approval between the LOC and the Partnership Relations Manager

3.1.1 Start Parallel GS/SL



The advertising space is allocated as follows:

VISA:	2x (2m x 1m)
NSA Sponsor:	2x (1m x 1m) 1x (4m x 1m) 2x on Start Gate
Data and Timing:	2x (1m x 0.5m)
Resort:	1x (2.5m x 0.6m)

Technical Information:

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

Colour: Pantone 2728

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

3.1.1 Start Backdrop

Front side perspective



Side perspective



Back side perspective



The advertising space is allocated as follows:

Resort: 2x (2m x 1m)

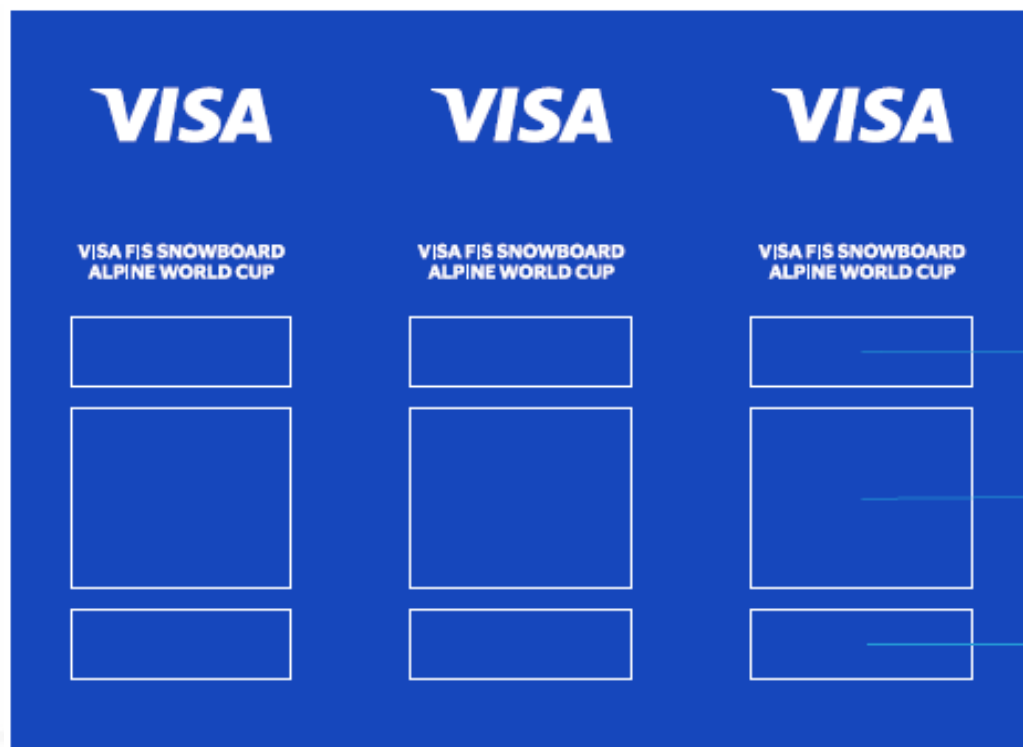
Technical Information:

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), 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 Finish Tower – SB- PAR



Finish Tower 2 piece, Title sponsor area can be lowered and placed to the side in case of strong wind

For Visual orientation purposes only. The finish Tower is an upright pyramid with 3 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

VISA: 1: 2 x (4m x 1m)

VISA:2: 6 x (1.2m x 1m)

NSA Sponsor: 6x (1.2m x 1m)

Data and Timing: 6x (1.2m x 0.4m)

Resort: 6x (1.2m x 0.4m)

Technical Information:

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

Colour: Pantone 2728

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 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: 2x (1.4m x 0.5m)

Technical Information:

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

Colour: Panton 2728

Requirements NSA:

- Electrical socket (220V)
- 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

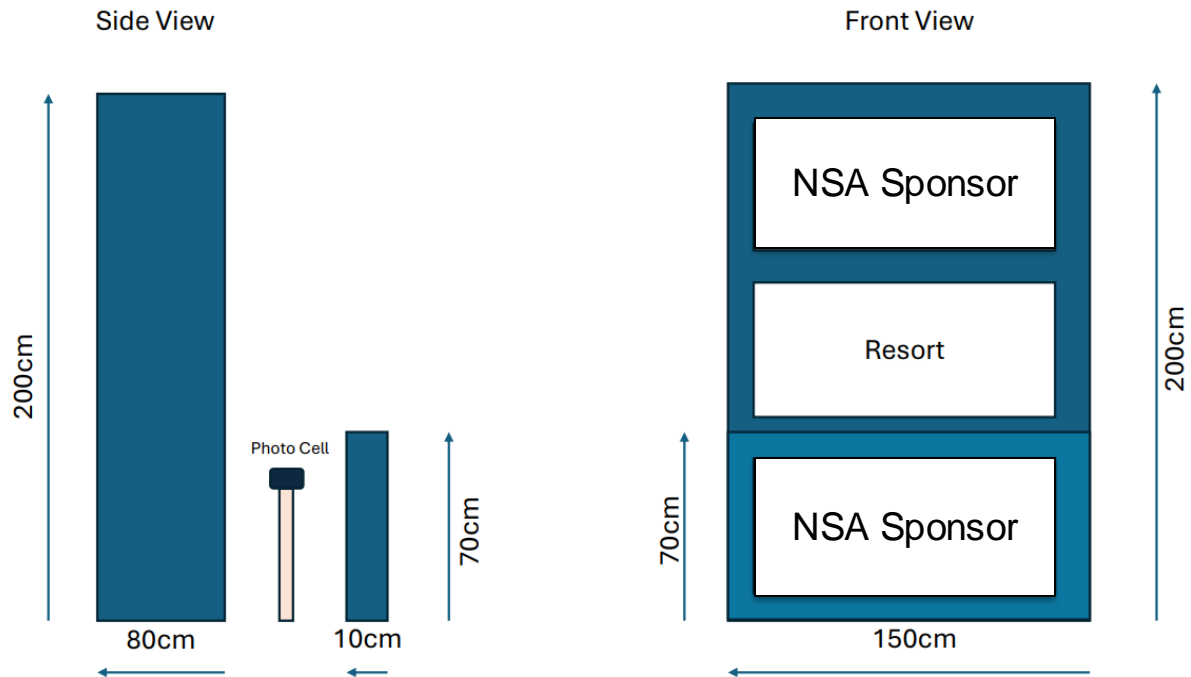


Photo celles mattress to unable better visibility of the Lower NSA sponsor

3.1.3 Exit Gate



The advertising space is allocated as follows:

VISA (40%):	17x (0.25m x 0.13m)
NSA Sponsor (40%):	17x (0.25m x 0.13m)
Resort (20%):	8x (0.25m x 0.13m) 1x (1.8m x 0.4m)

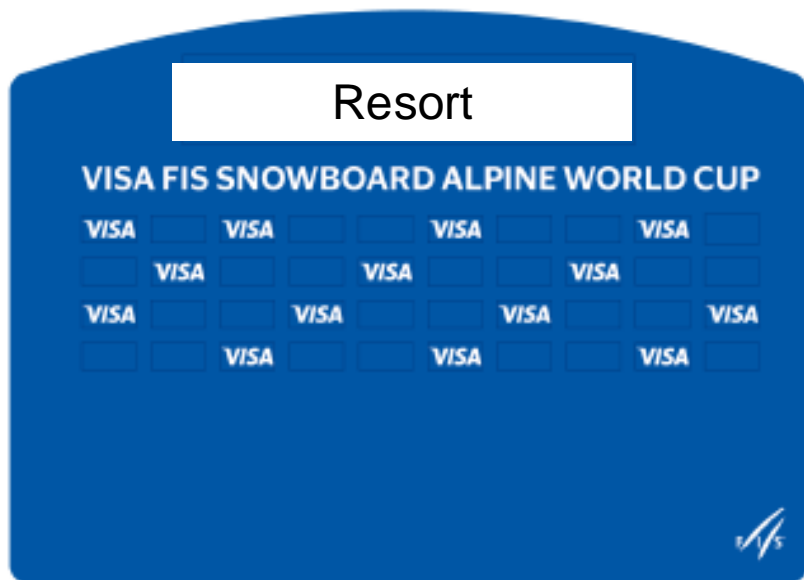
Technical Information:

Size Exit Gate: 3.6m wide x 2m high x 1.5m wide x 0.3m deep
Colour: Panton 2728

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
- Preferably, square corral finish is better than a circular one in order to fix the exit gate to insured a clean finish area look and optimal TV image

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 2728

Requirements NSA:

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

The advertising space is allocated as follows:

VISA (40%):	16x (0.25m x 0.13m)
NSA Sponsor (40%):	16x (0.25m x 0.13m)
Resort (20%):	8x (0,25m x 0,13m) 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

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 Award Ceremony



The advertising on the podium is allocated as follows:

1 st position: VISA:	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

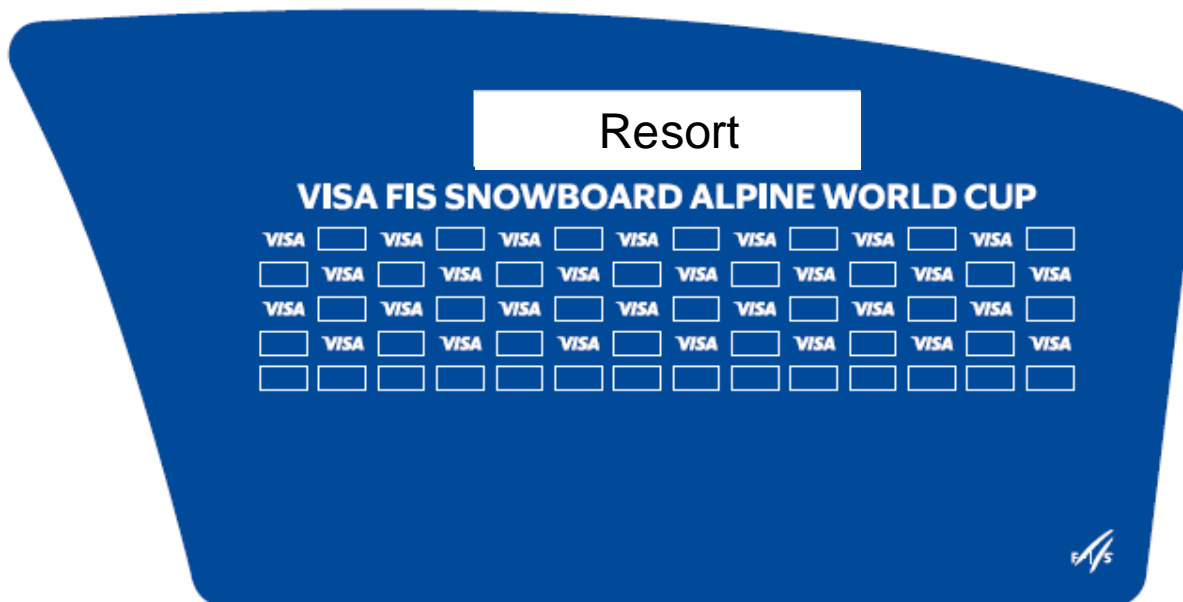
Requirements NSA:

- Flat area of 4m wide x 1m deep in the finish area
- 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 National Ski Association based on the best possible TV exposure.

3.4 Award Ceremony



Ceremony wall sponsor identifications:

VISA (40%):	28x (0.25m x 0.13m)
NSA Sponsor (40%):	28x (0.25m x 0.13m)
Resort (20%):	14x (0.25m x 0.13m) 1x (2m x 0.4m)

Technical Information:

Size Ceremony Wall: 6m wide x 3m high x 0.3m deep
 Colour: Panton 2728

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

3.5 Video Wall



Advertising Spot on big screen

The VISA and the FIS Data and Timing Partner each shall have the possibility to show 30 seconds advertising spot on the big screen at the VISA FIS Snowboard Alpine 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). Furthermore, FIS may provide promotional trailers for (non-commercial).

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

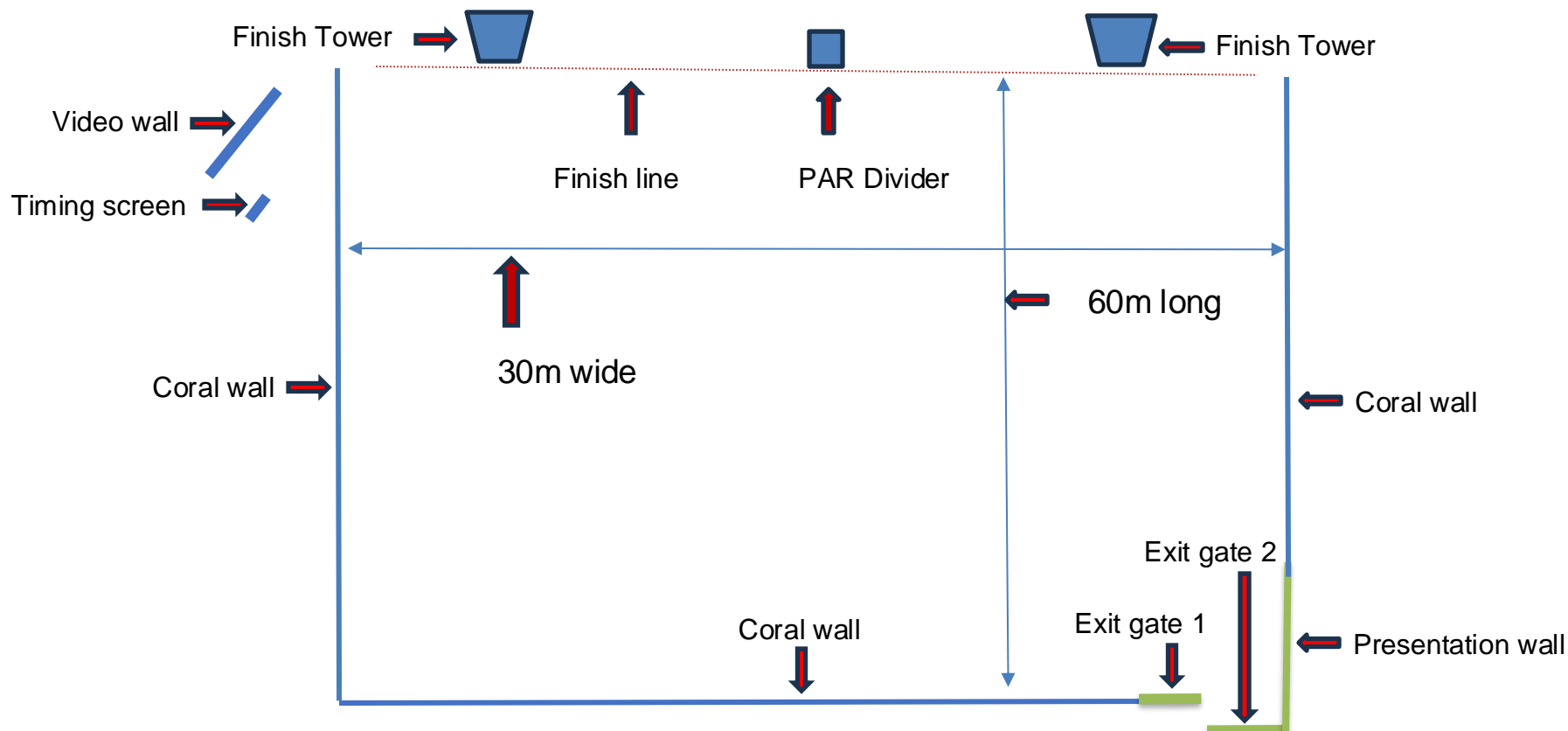
The video wall is mandatory for every race and must be organized and provided by the NSA.

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

3.6 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 M+M Implementation team in accordance with safety measures set by the 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.

3.7 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 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.



3.8 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:

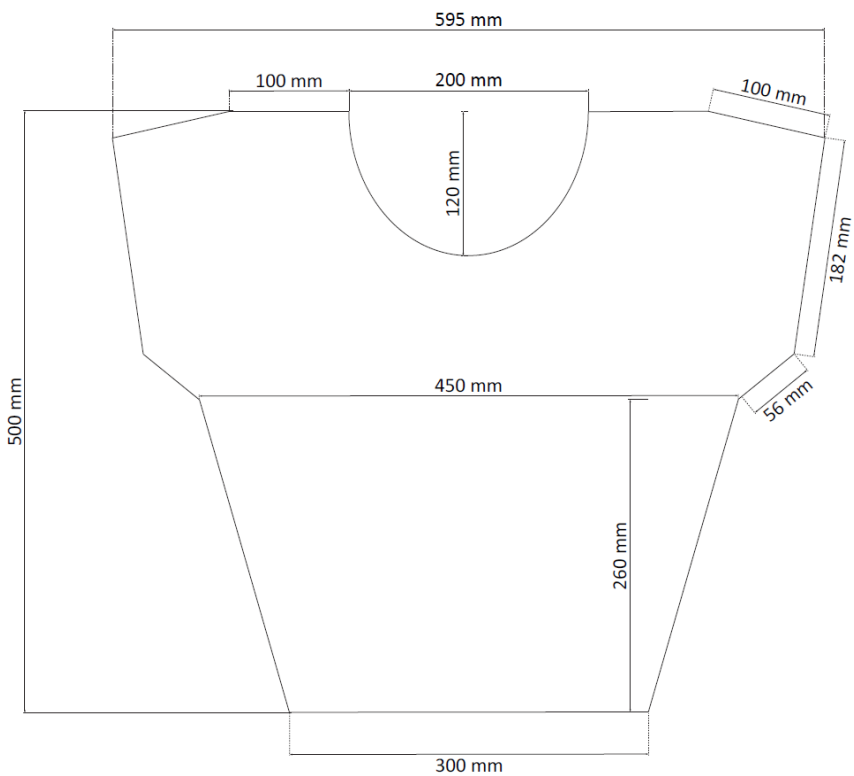
25%	VISA
75%	NSA

Requirements NSA:

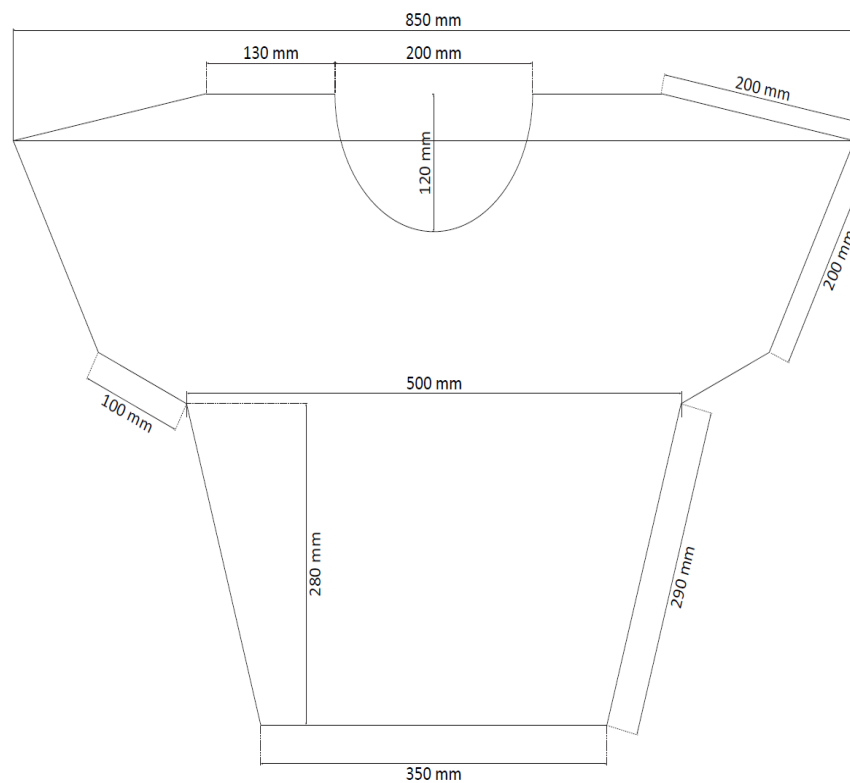
Although there is not a limitation in the amount of beach flags this should not lead to an overload both on the course and in the finish area. The setup of beach flags should follow high-quality and premium criteria.

4. Bib Numbers

4.1 General Information



Women's starting bib



Men's starting bib

4.2 Starting Bib Alpine



Starting Bib

- Official VISA 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

Technical Information:

The Bibs are produced and provided by the NSA

The costs have to be borne by the NSA

Bib Numbers:

- Men: 1-120
- Women 1-100

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



Leader Bib of Leader PGS - PSL

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 VISA 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

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", "VISA" & " VISA FIS Snowboard World Cup") will be used.

4.4 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 VISA 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

Technical Information:

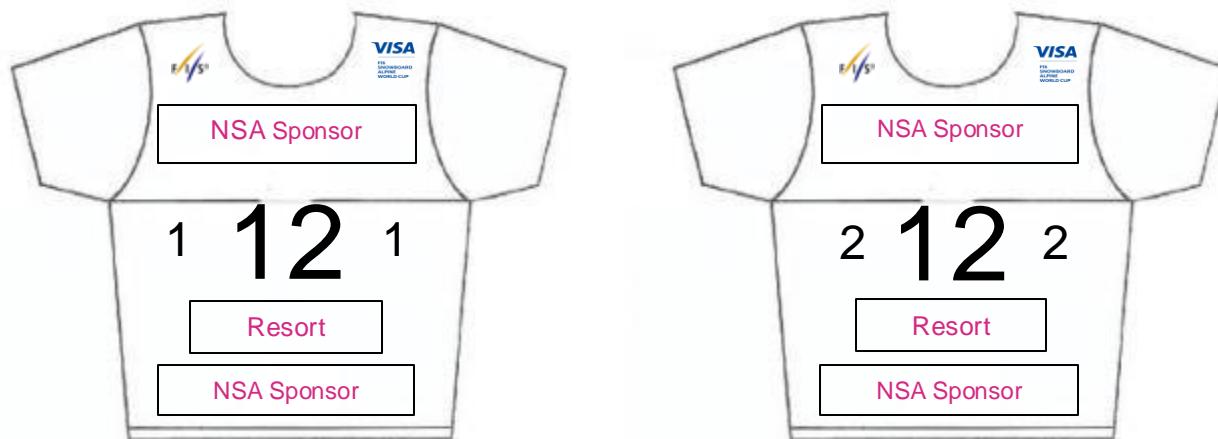
The layout of the bib must be in accordance with the [FIS Advertising Rules](#).
The size of the bibs must be in accordance with the guidelines set forth in the [FIS Specifications for Equipment rules](#).

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", "VISA" & " VISA FIS Snowboard World Cup") will be used.

4.5 Team Bib PSL-PGS



To identify the two different team members both bibs must have a small «1» or «2» next to the bib number. Ideally already printed as under different weather conditions stickers might not have the effect as preferred.

For instance: There should be a team bib **1¹** and **1²**, team bib **2¹** and **2²**, ...

Starting Bib

- Official VISA 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

4.6 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 10 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", "VISA" & " VISA FIS Snowboard World Cup") will be used

Nicolas Rodigari:

@: rodigari@fis-ski.com

and

David Frid

@: david.frid@fis-ski.com

5. TV, Web and Print Material

5.1 Use of the VISA FIS Snowboard World Cup Logo

The use of the official VISA 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 VISA 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 VISA FIS World Cup Title Sponsor.



VISA FIS Snowboard WC Logo

a) Horizontal Version

b) Vertical Version

5.1.1 General Guidelines for the use of Logo

Size

As a rule of thumb, the official VISA 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 VISA 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: VISA 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 “VISA 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 here: [LINK](#)

Approval

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

Please send to:

Nicolas Rodigari:

@: rodigari@fis-ski.com

and

David Frid

@: 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 VISA FIS Snowboard Alpine World Cup TV Graphics.

Local Organizer's website

All Visa 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.

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

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 VISA onsite activation

- Visa 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 Visa 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