



# FIS Ski Cross

Marketing Guide 2024/2025



# SKI CROSS WORLD CUP



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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 Ski Cross World Cup Sponsors

#### **Branch Exclusivity of FIS Sponsors**

The FIS Ski Cross World Cup Sponsors have branch exclusivity within their product category. The National Ski Association (NSA) / Local Organizing Committee (LOC) assures that no competing companies are present with their branding in any commercial or public area of the event.

- Title Sponsor (open)
- Data and Timing Sponsor (open)

#### **FIS Ski 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 Race Director or FIS M+M Project Manager is the main contact person.

### 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 Ski Cross World Cup event. FIS M+M Implementation Manager will be your contact for operational questions and matters. During the FIS Ski 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 / Local Organizing Committee

The NSAs/LOCs has 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/LOCs is responsible for a clean appearance of the sponsors outside the TV range, in accordance with FIS M+M Project Manager. LOC 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 Ski Cross World Cup Venue

#### 3.1 Start and Finish Area

FIS may but is not obliged to provide the start and finish installation including the FIS M+M implementation team. The NSA must inform FIS about the need for such installations 90 days before the event.

The NSA is responsible to organize and set up the start gate in collaboration with the Race Director.

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

The Title Sponsor has the exclusive right for the design of the frame and backdrop of all start and finish installations including the Exit Gate and further installations. (only applicable for a «Tour Title Sponsor»)

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.

### 3.1.1 Start Ski Cross



The advertising space is allocated as follows:

Title Sponsor:	2x (2m x 1m)
NSA Sponsor:	2x (1m x 1m)
Data and Timing:	2x (1m x 0.5m)
Resort:	2x (2.5m x 0.6m)

**Production:**

Resort logo: FIS (NSA to send logo/layout)  
 Sponsor logo incl title sponsor: NSA

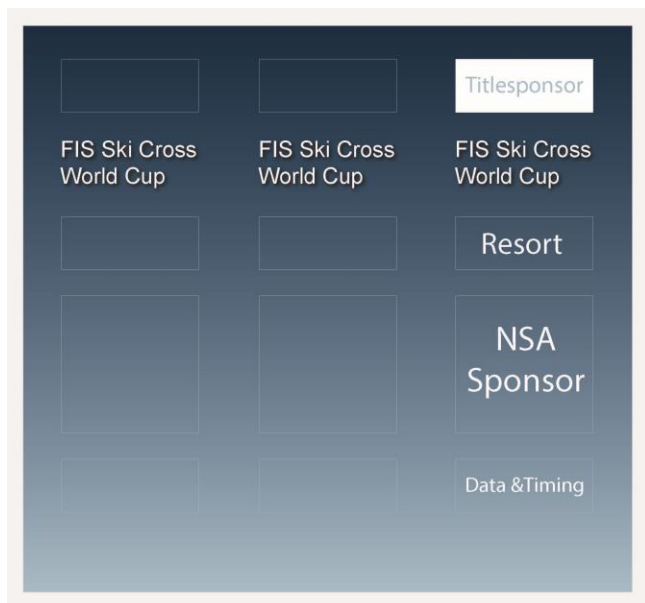
**Technical Information:**

Size Start: 13m wide x 4m high x 4m 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.
- The electrical socket (220V), it needs to be available after the competition to deflate the start installation. Our FIS M+M Implementation team requires a dedicated power supply that is not to be shared with TV or timing. We need a supply of 4.5KW for 3 blowers. The power supply must be constant. And installed upon arrival.
- 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



The advertising space is allocated as follows:

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

Title Sponsor:	3x (1m x 0,4m)
NSA Sponsor:	3x (1m x 1m)
Data and Timing:	3x (1m x 0.4m)
Resort:	3x (1m x 0.4m)

### **Production:**

Resort logo: FIS (NSA to send logo/layout)  
Sponsor logo incl title sponsor: NSA



### **Technical Information:**

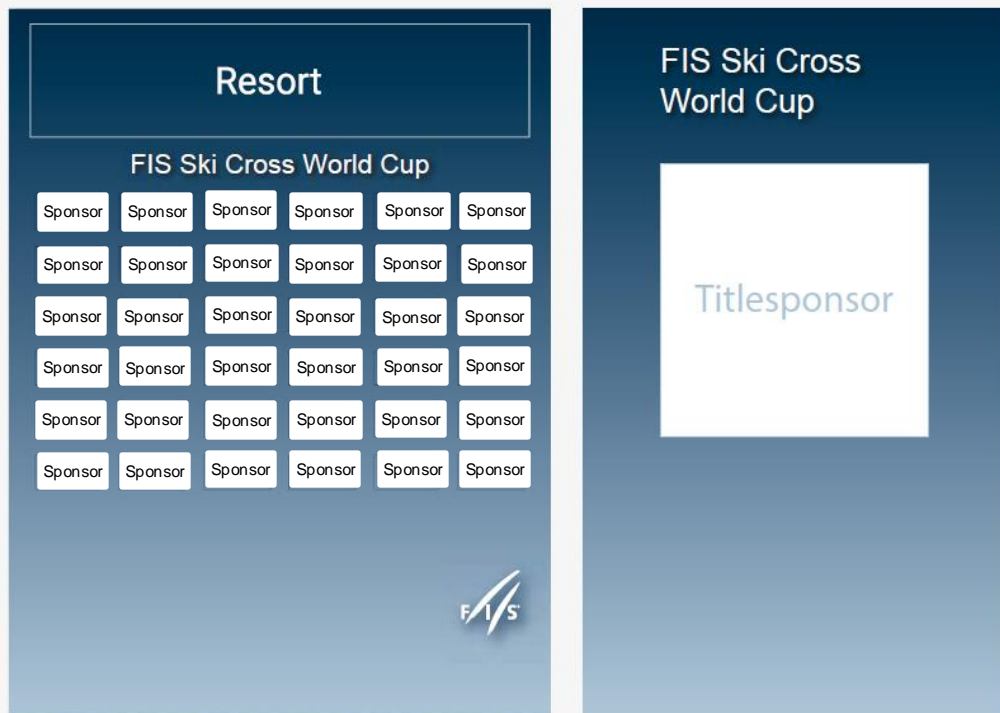
Size per Tower: 1.4m wide x 4m high

### **Requirements NSA:**

- Electrical socket (220V) on both sides of the finish towers. Ideally upon the arrival of our implementation team.
- 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. Normally, the overall finish width will be approximately 24m (overall inflatable base outside)
- To ensure the best possible structural stability our FIS M+M implementation team requires a minimum of 50cm deep snow layer.



### 3.1.3 Exit Gate



The advertising space is allocated as follows:

Title Sponsor:	1x (1m x 1m)
	15x (0.25m x 0.13m)
NSA Sponsor:	15x (0.25m x 0.13m)
Resort:	6x (0.25m x 0.13m)
	1x (1.8m x 0.4m)

**Production:**  
 Resort logo: FIS (NSA to send logo/layout)  
 Sponsor logo incl title sponsor: NSA

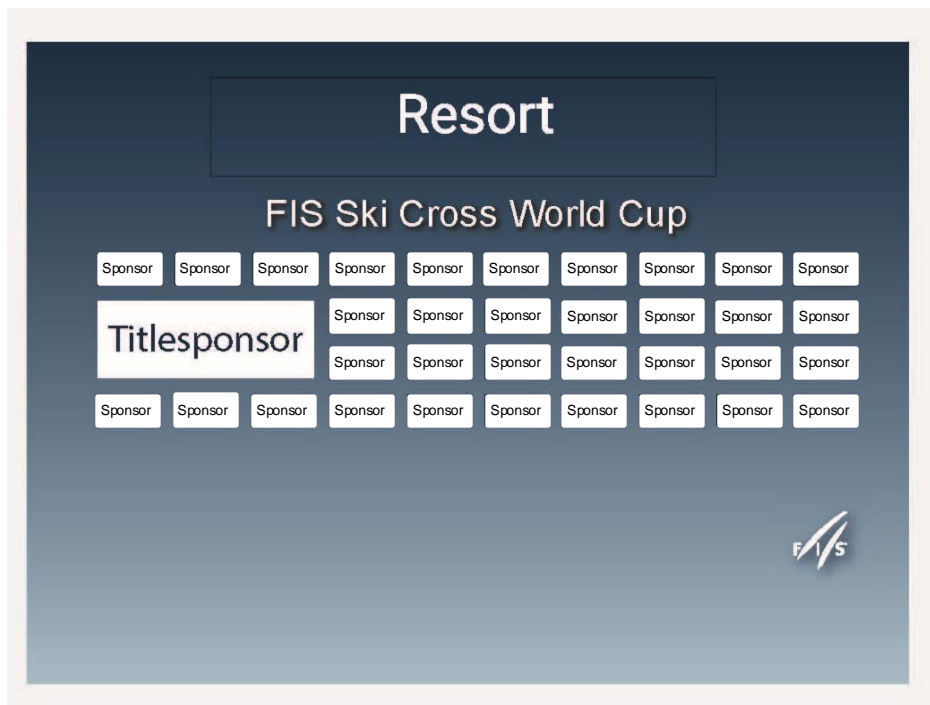
#### Requirements NSA:

- Flat area of 4m wide x 1m deep in the finish area
- Electrical socket (220V) dedicated for the use of the implementation team.
- 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, a 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.

#### Technical Information:

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

### 3.1.4 Presentation Backdrop



The advertising space is allocated as follows:

Title Sponsor: 1x (0,85m x 0,3m)  
13x (0.25m x 0.13m)

NSA Sponsor: 13x (0.25m x 0.13m)

Resort: 8x (0,25m x 0,13m)  
1x (2m x 0.4m)

**Production:**

Resort logo: FIS (NSA to send logo/layout)  
Sponsor logo incl title sponsor: NSA

**Technical Information:**

Size Presentation Backdrop: 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
- Electrical socket (220V)
- Necessary Velcro type of NSA / Sponsor advertising patches: Scratchy / Hook

## 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.

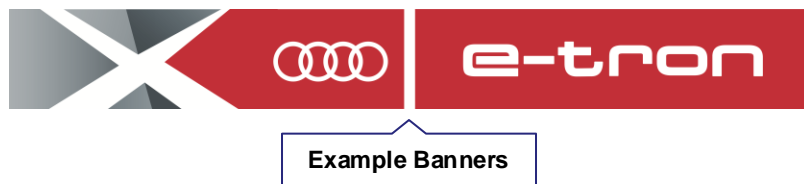
### Banners on Functional Buildings

Advertising on the functional buildings is allocated as follows:

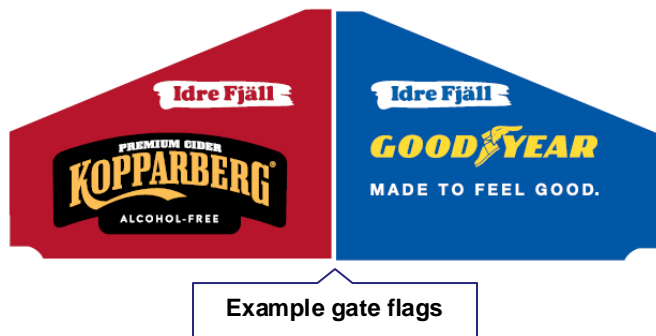
- 100% NSA

### Banner on Last Jump

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



### 3.3 Gate Flags



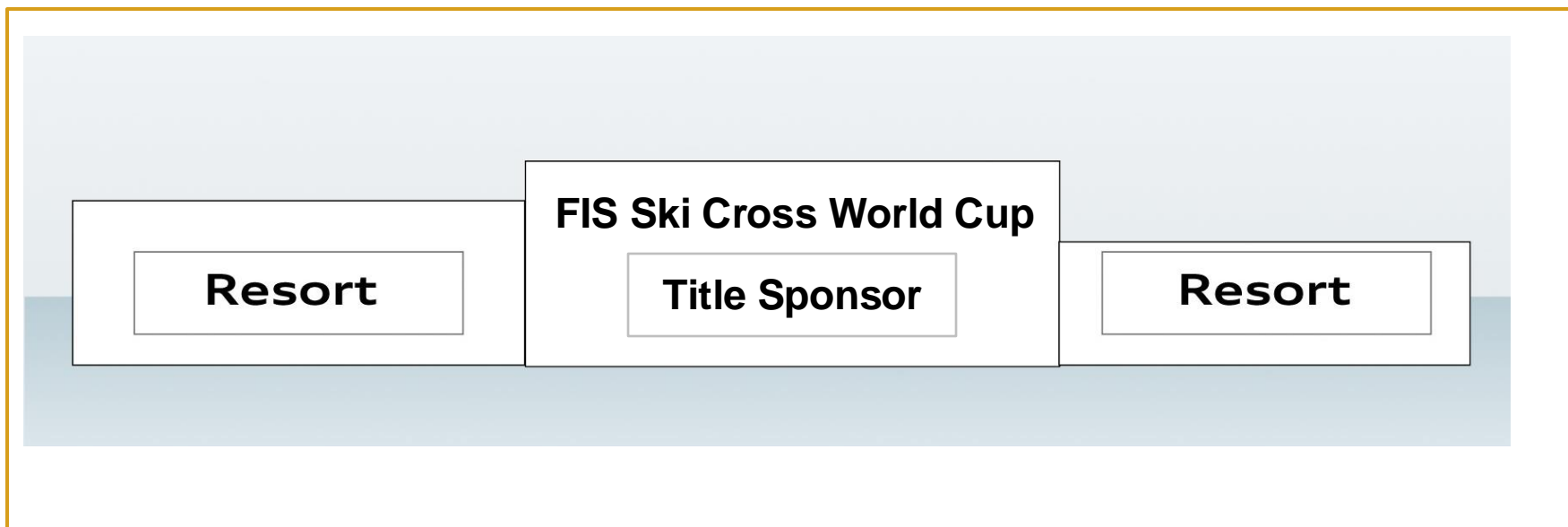
#### Gate flags

The advertising space on all gate flags along the course is allocated as follows:

- 100% NSA
- On the control gate flags two identifications (name or logo) shall be permitted. It shall also be permitted to identify the name of the locality or skiing area instead of a sponsor.
- The size of the control gates is 80cm wide x 120cm high.outside x 45cm inside

**Production:** NSA

### 3.4 Award Ceremony



**Podium sponsor identifications:**  
1<sup>st</sup> position: Title Sponsor (0.8m x 0.2m)  
2<sup>nd</sup> position: Resort (0.8m x 0.2m)  
3<sup>rd</sup> position: Resort (0.8m x 0.2m)

#### Podium

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

#### Advertising Spaces NSA:

**Marking:** 2 x Resort / 1x Title Sponsor logo  
**Size:** 0.8m x 0.2m  
**Production:** FIS  
NSA to send FIS logo/layout

## 3.4 Award Ceremony



### Ceremony wall sponsor identification:

Title Sponsor:	1x (0,85m x 0,5m)
	24x (0.25m x 0.13m)
NSA Sponsor:	24x (0.25m x 0.13m)
Resort:	13x (0.25m x 0.13m)
	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 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 M+M Project Manager or implementation manager minimum 10 days prior to the event

## 3.5 Video Wall



### Advertising Spot on big screen

The FIS Title Sponsor and the FIS Data and Timing Partner 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). 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

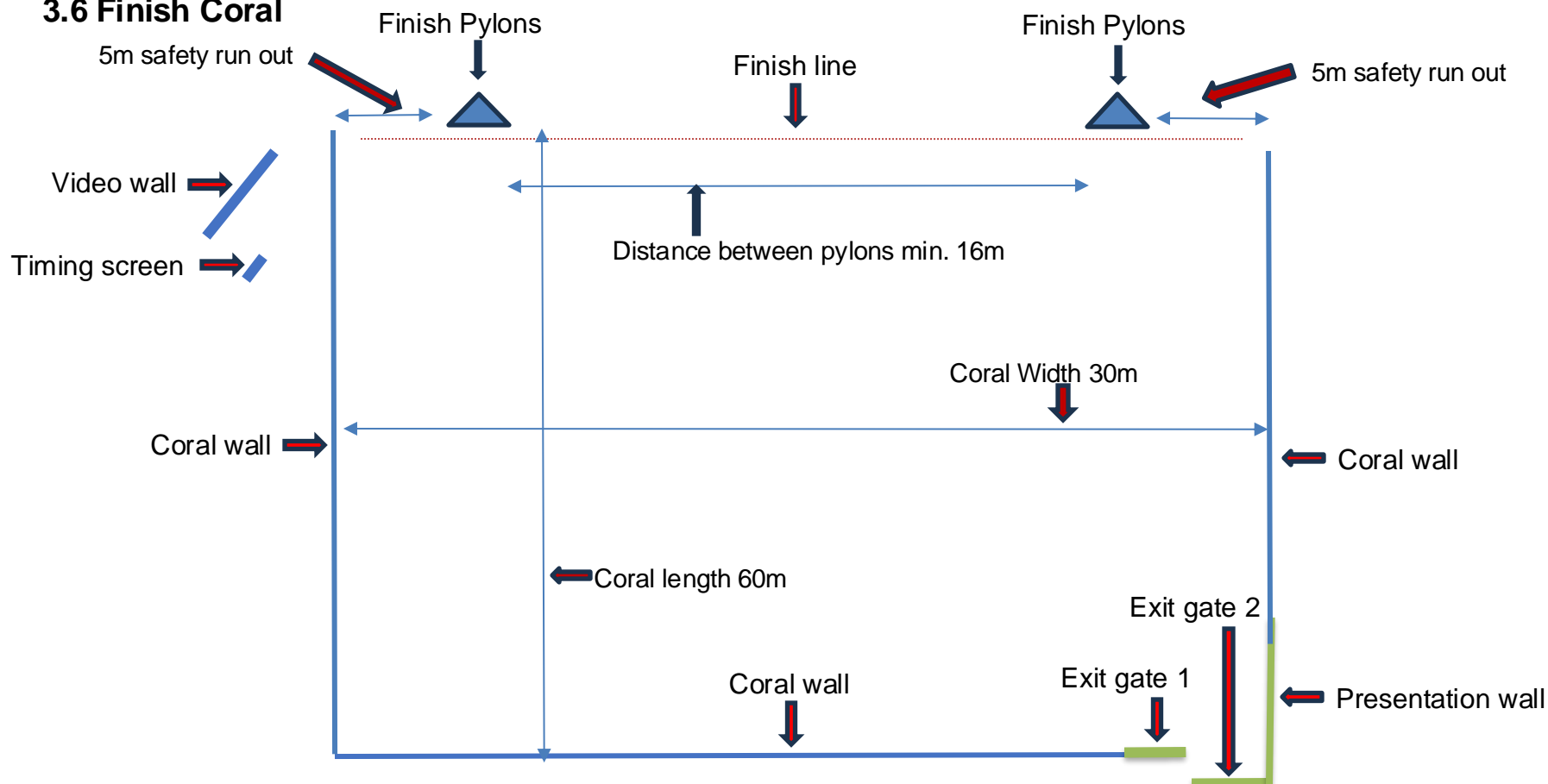
### The video wall is mandatory for every race and must be organized and provided by the NSA.

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. It should be avoided where possible 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.



## 3.7 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 Ski Cross 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.

## 3.7 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:

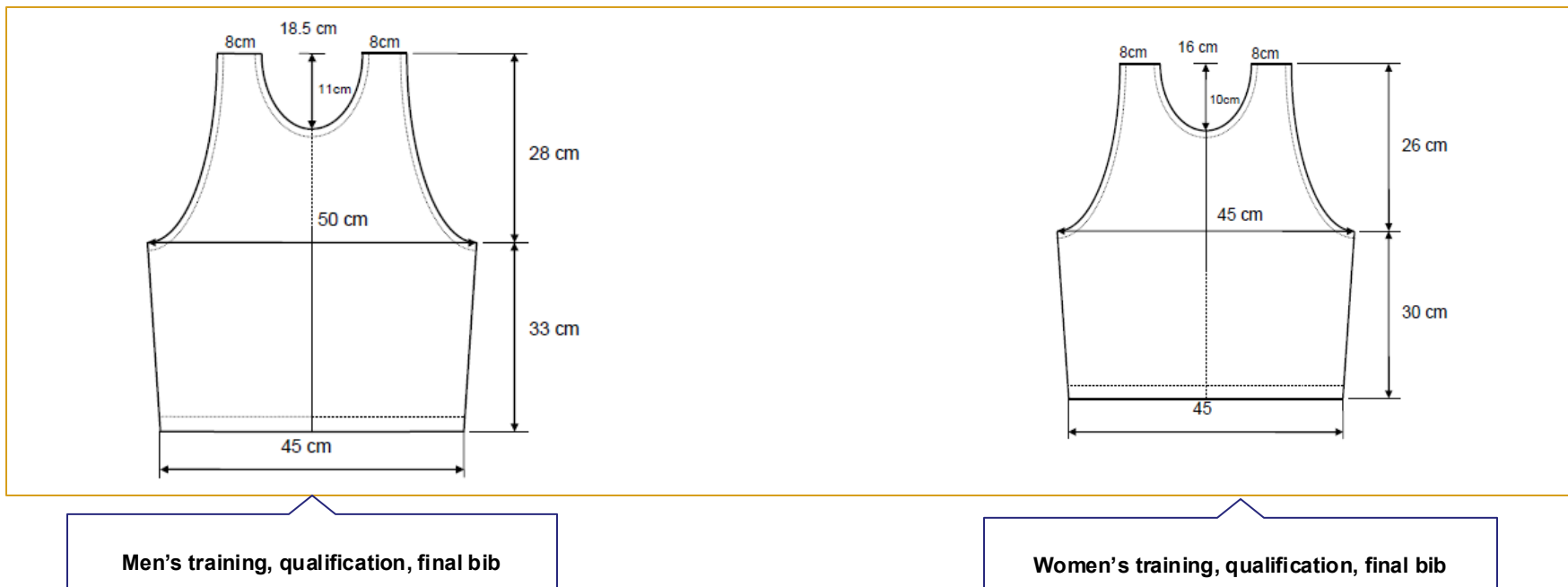
25%	Title Sponsor
75%	NSA

### 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. Bib Numbers

### 4.1 General Information



#### Training, qualification, final bibs:

The style of the bib is an 'alpine style' the same as what is used in Alpine ski racing

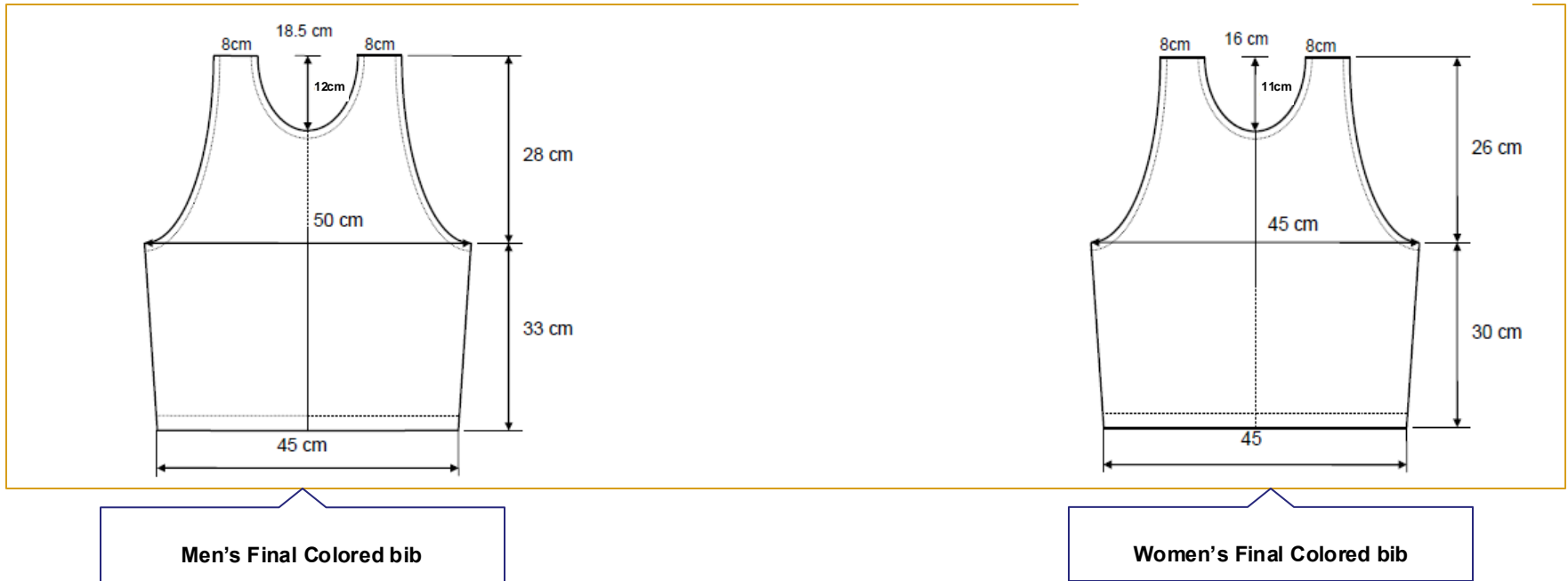
#### Quantity of bibs to produce:

Leader bib: Per race one leader Bib

Female Bibs: 1-40

Male Bibs: 1-80

## 4.1 General Information



### **Final Colored Bib:**

The style of the bib is an 'alpine style', the same as what is used in Alpine ski racing.

## 4.2 Training / Qualification Bib



### Qualification Bibs

The advertising on the qualification bibs is allocated as follows:

- Official FIS Ski Cross World Cup logo on the left shoulder (when bib is worn) 6cm x 6cm
- Official FIS logo on the right shoulder (when bib is worn) 6cm x 6cm
- NSA Sponsor (above and below number)
  - above the resort the maximum height of the logo is 20 cm
  - below the resort the maximum height of the logo is 8cm
- Resort (below number) max. 10 cm

The layout of the race bibs 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](#).

### Requirements NSA:

NSA is responsible to collect all the generic bibs after training / qualification and hand over to FIS for the TCM / bib draw.

### 4.3 Final Colored Bib



#### Final Colored Bib

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

- Official FIS Ski Cross World Cup logo 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 (above and below resort)  
above the resort the maximum height of the logo is 20 cm  
below the resort the maximum height of the logo is 10cm
- Resort  
the maximum height of the resort logo is 10cm





#### Technical Information:

The layout of the bibs 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](#) and the ICR for Freestyle.

#### Requirements NSA:

Production of bibs – 12 sets of 4 jerseys each (red, yellow, blue, green).  
Each jersey must meet the respective color code provided in the table on the next page.

### 4.3 Final Coloured Bib

				
CMYK	C=0 ,M =100 ,Y=100, K= 0	C=4 ,M =0 ,Y=93, K= 0	C=88 ,M =77 ,Y=0, K= 20	C=75 ,M =0 ,Y=100, K= 0
PANTONE	485C	Yellow C	Blue 072 C	361C
RGB	R=237, G=28, B=36	R=255,G=242,B=0	R=0, G=0, B=255	R=57, G=181, B=74

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

#### 4.4 Leader Bib



#### Leader Bib

The leader of the overall FIS Ski Cross World Cup will wear a golden leader bib during the race and winner's award ceremony. This bib will be produced by the organizer.

Color code: CMJN / 27.43.83.19

The advertising on the leader bib is allocated as follows:

- Official FIS Ski Cross World Cup logo on the left shoulder (when bib is worn)  
max. size of logo: 6cm x 6cm
- Official FIS logo on the right shoulder (when bib is worn)  
max. size of logo: 6cm x 6cm
- Title Sponsor logo on the middle of the bib  
the maximum height of the logo is 12cm
- NSA Sponsor (top part of bib)  
the maximum height of the logo is 20 cm
- Resort (bottom part of bib)  
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](#).



## 4.5 Approval of Bibs

The NSA is responsible for producing and providing the starting and 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 10 days before production.

Nicolas Rodigari:

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

and

David Frid

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

## 5. TV, Web and Print Material

### 5.1 Use of the FIS Ski Cross World Cup Logo

#### a) Horizontal Version



The use of the official FIS Ski Cross 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 Ski Cross World Cup logo is a registered trademark of FIS.

The Local Organizing Committees are not allowed to bring the official World Cup logo in connection with any sponsor other than the FIS World Cup Title Sponsor.

#### b) Vertical Version



## 5.1.1 General Guidelines for the use of Logo

### Size

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

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

## 5.2 FIS Ski Cross World Cup Promotional Material

### Event advertising material and roll-ups

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

- Official FIS Ski Cross World Cup logo
- Official World Cup title "FIS Ski Cross World Cup"

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

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

Please find logos here: [LINK](#)

### Approval

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

Nicolas Rodigari:

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

and

David Frid

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

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## 5.3 TV and Web

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

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

If you would like to promote your event or have information to contribute to the website, please contact the Media Coordinator.

Sanna Lüdi:

@: [sanna.ludi@fis-ski.com](mailto:sanna.ludi@fis-ski.com)

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## 6. Hospitality

### 6.1 Promotional and Hospitality Activities

The Title Sponsor has the opportunity for promotional and hospitality activities at all events. Details are to be communicated by FIS.