



Audi FIS Ski World Cup

Marketing Guide 2025/2026



Audi
FIS Ski World Cup



Table of contents

1. Contacts

2. General Marketing Information

2.1 Audi FIS Ski World Cup Sponsors

2.2 Responsibilities FIS

2.3 Responsibilities FIS M+M

2.4 Responsibilities National Ski Association (NSA)

3. Audi FIS Ski World Cup Venue

3.1 LED installation

3.1.1 LED start reserve installation

3.1.2 Pylons

3.1.3 Transportation

3.2 Start installation

3.3 Finish arch anstallation

3.4 Exit gate installation

3.5 Leaderboard / Interview backdrop / Leader chair

3.6 Ceremony wall

3.7 Podium

3.8 Winner presentation banner (Toblerone)

3.9 Video wall / Video truck

3.10 Product presentation close to finish area

4. Bib Numbers

4.1 General information

4.2 Starting bib

4.3 Leader bib

5. TV, Web and Print Material

5.1 Use of Audi FIS Ski World Cup Logo

5.1.1 General guidelines for use of logo

5.1.2 Official Audi FIS Ski World Cup titles

5.2 Audi FIS Ski World Cup promotional material

5.2.1 TV and web

5.3 Data and timing partner Longines

6. Hospitality

6.1 Accreditation

6.2 VIP tickets

7. Organizer's Check List

7.1 Marketing material for NSA and FIS sponsors

7.2 Requirements of FIS and FIS M+M

7.3 Technical infrastructure and power supply

7.4 Ideas for the NSA website

1. Contacts



FIS International Ski & Snowboard Federation

Blochstrasse 2
CH- 3653 Oberhofen
Switzerland
Tel.: + 41 33 244 61 61
Fax: + 41 33 244 61 71

Markus Waldner

Chief Race Director World Cup Men
Mail: waldner@fis-ski.com

Peter Gerdol

Chief Race Director World Cup Women
Mail: gerdol@fis-ski.com

FIS Media + Marketing (FIS M+M)

Nicolas Rodigari

Project Manager Alpine, Freestyle Skiing & Snowboard
Mobile.: + 39 320 1539523
Mail: rodigari@fis-ski.com

Stefan Distel

Senior Project Manager
Mobile.: +49 178 716 88 28
Mail: distel@fis-ski.com

2. General marketing information

This Marketing Guide is in accordance with and a visualization of the existing advertising rules and is meant as a guideline to work with for the World Cup organizers. For further detailed information please see the FIS Advertising Rules, which can be found on the [FIS Website](#).

2.1 FIS Alpine Ski World Cup Sponsors

- **Audi** is the official **FIS Title Sponsor** of the FIS Alpine Ski World Cup.
- **Longines** is the official **FIS Data & Timing Sponsor** of the FIS Alpine Ski World Cup.

Branch exclusivity of FIS Sponsors:

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

- **AUDI:** manufacture and retailer (incl. leasing and renting companies) of automobiles and automobile accessories. Companies which could be associated to the production or the distribution of automobiles and the entire financing part of such products.
- **LONGINES:** (i) manufacturer and/or distributor and/or a retailer of and/or any other person, company or entity whose business is focused entirely or partially on watches (including smartwatches and wrist wearable devices with time displaying function), clocks, timepieces, timing devices, sports timekeeping, countdowns or scoreboards (hereinafter the “Product Category”) and/or other equipment which is directly or indirectly related to the Product Category or (ii) a provider of timekeeping services and/or of data handling and/or scoring and on-venue results systems, display services, including commentary information system, television graphics directly related to the timing and result data, and/or virtual television graphics services, associated with timekeeping/scoring systems and/or motion sensors, positioning systems and associated services such as installation, integration, testing, maintenance and operation (where such motion sensors, positioning systems and associated services relate to the official timekeeping and data handling services) or any third party, company or entity whose company name, trading name and/or associated trademark or logo or product is causing, or susceptible to cause, confusion with any of the products and/or services listed under points (i) and (ii) of this paragraph.

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 Project Manager.

FIS Ski World Cup Sponsor rights

The FIS Title Sponsor (Audi) and the FIS Data and Timing Partner (Longines) have 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 Project Manager informed about local sponsor activities, open advertisement space that could be acquired, arising issues etc. FIS M+M Project Manager will contact NSA if FIS sponsors are planning on doing sponsorship activation on-site.

2.2 Responsibilities FIS

To define the advertising rules and guidelines for marketing and implementation of sponsor rights. FIS has an overview of all marketing related issues whereas at the event the 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 and implementation of the FIS Alpine World Cup event. During the FIS 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 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, NSA is responsible for a clean appearance of the sponsors outside the TV-range, in accordance with FIS M+M Project 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 Project 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.

From arrival day until departure, please provide hotel rooms for FIS M+M Project Manager and Implementation team in the FIS hotel at the preferred FIS rate.

The hotel rooms shall be single rooms and include full board. In consultation with the FIS M+M Project Manager beforehand, half board in the hotel and lunch at the venue can also be an option.

The exact number of rooms needed will be communicated before via FIS Online Entry System.

3. Audi FIS Ski Alpine World Cup venue

3.1 LED start Installation

The LED start installation is not a mandatory element but is available as an optional digital advertising solution. Interested NSAs, LOCs or agencies may contact FIS for further information regarding availability and setup.

Contact:

Nicolas Rodigari

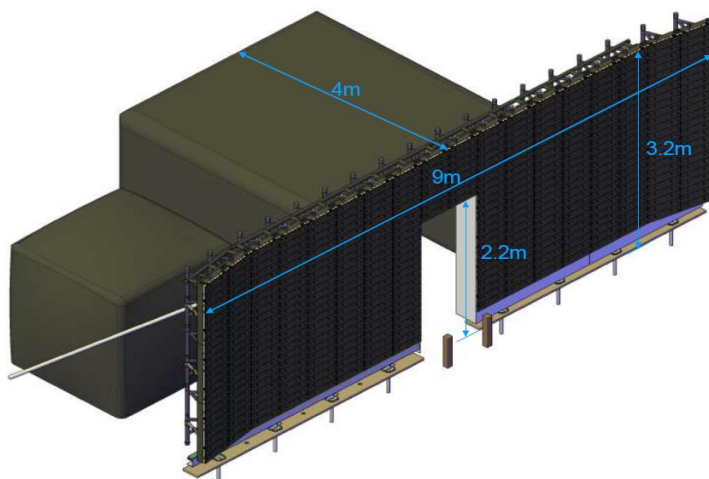
Project Relations Manager Alpine, Freestyle Skiing & Snowboard

Tel.: + 39 320 1539523

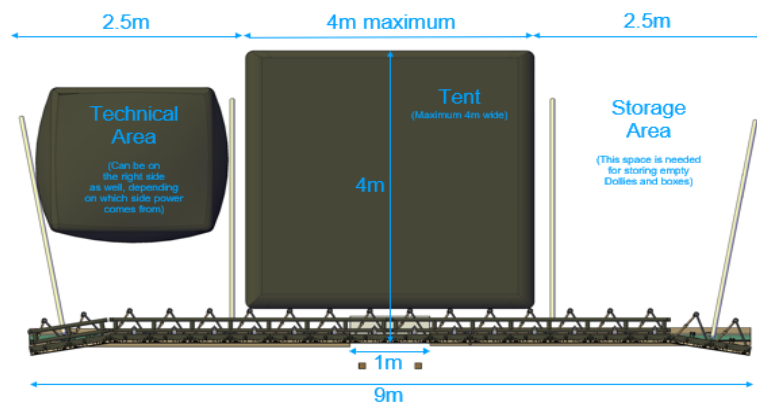
@: rodigari@fis-ski.com

3.1 LED Start Installation

Angled view



Top view



Technical instructions LED start:

Measurements

Size Large (Including 1m Wings)	9m wide / 3.3m high (3m LED) / 4m deep
Size Exit Gate	1m wide / 2.2m high
Weight	Total 1500kg

Tent

Available space behind LED wall	Maximum 4m wide / 3m high
---------------------------------	---------------------------

Wind

Maximum wind load capacity	30m/s / 110kmh
----------------------------	----------------

Electrical

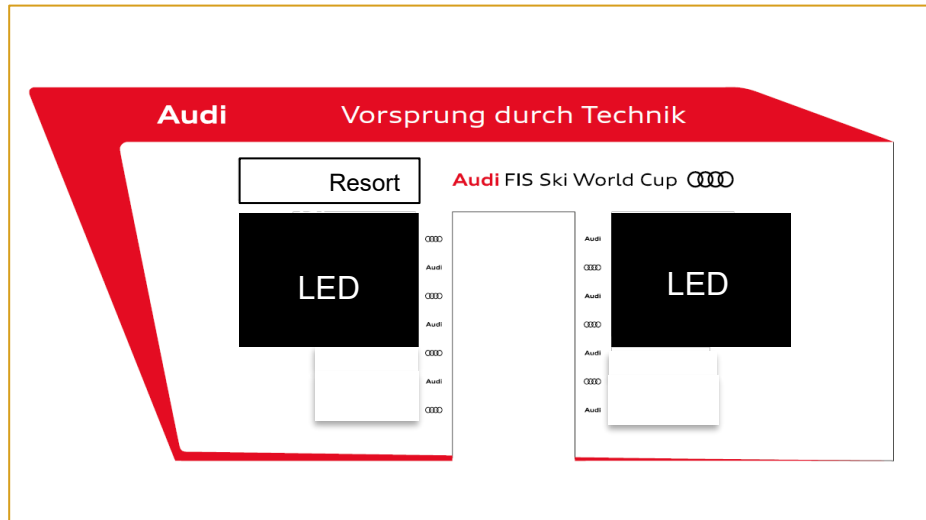
Maximum power consumption	18500W @full white, 100% brightness (5000 nits)
Average power consumption	9000W with general content, 80% brightness (4000nits)
Electrical power connection	32A or 63A 3 phase CEE connector (FBR provides 25m of 63A 3 phase CEE cable with 32A > 63A 3 phase CEE adapter)

Important Notice

1. Please make sure the power connections (32A / 63A) utilise earthbreakers of 300mA minimum and not 30mA. The LED Start Gate will not be able to power on with 30mA earth breakers, so please check this with your electrical department. Our own power distribution boxes (Stagesmarts C24) will have the necessary 30mA earth breakers at its outputs to comply with the regulations.
2. It's very important to have the intended 9m x 4m start area as flat and level as possible. The LED start wall will be installed water level and any deviation underneath it will need to be covered with snow.

3.1.1 LED start reserve installation

In case of a shift to the reserve start (for weather reasons) a conventional start wall will be in use. On both sides of the start an area of 150 x 100 cm will be dedicated to the start partner. For this end a LED screen will be provided. Partner can also introduce his ideas for the content. We strongly recommend logo maximization without animation.



Technical instructions reserve start:

Measurements

Size reserve start	6.90m wide / 3m high (3m LED) / 0.5m deep
Size Exit Gate	1m wide / 2m high
Weight	Total 400kg

Resort logo

Size	147 x 10.4 cm
------	---------------

Only one resort logo can be placed at the top of the start wall
 Color: Black text on a white background only
 Communication flow: NSA → FIS
 Provided by FIS

Tent

Available space behind start wall	Maximum 4m wide / 3m high
-----------------------------------	---------------------------

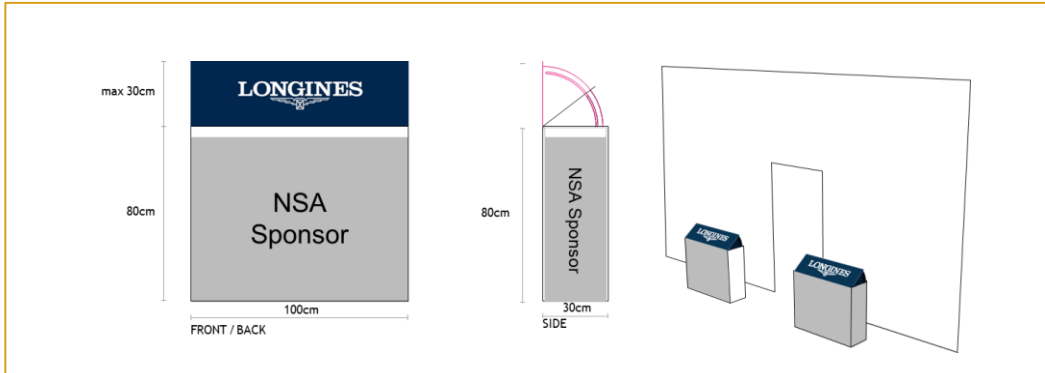
Wind

Maximum wind load capacity	30m/s / 110kmh
----------------------------	----------------

Electrical

Maximum power consumption	2220W @full white, 100% brightness (5000 nits)
Average power consumption	1200W with general content, 80% brightness (4000nits)
Electrical power connection	1x16A 1phase Schuko or CEE connector

3.1.2 Pylons



Two pylons with sponsor panels will be placed in front of the LED start wall and the reserve start wall.

Panel sizes:

- 4 x (100 cm x 80 cm) sponsor panels
- 4 x (30 cm x 80 cm) sponsor panels
- 2 x (30 cm x 100 cm) Longines panels

The pylons bridge the digital and physical worlds. When developing the animations, it's important to consider that a small portion of the LED wall will not be visible.

3.1.3 Transportation

It is preferable to transport the material by helicopter due to its quantity and fragility.
If it is not possible to transport the material by helicopter, it should be done using snowcats.
The transportation costs will be covered by the NSA.

Below the technical sheet for the transportation of the material:



Helicopter starsport	
Top start	
LED modules	5 LED dollies / 380kg each (10x 6m slings needed). (5 rotations)
Accessoires	5 boxes 100kg each (1 rotation)
Reserve Start 1	
LED modules/Accessoires	2 boxes (1 rotation)
Traditional start wall	(1rotation)
Reserve start 2	
LED modules/Accessoires	2 boxes (1 rotation)
Traditional start wall	(1rotation)



Snowcat transport	
Top start	
LED modules	5 LED dollies / 380kg each (Forks needed). (3 laps)
Accessoires	4 Boxes 100kg each (Transport bucket or forks). (1 lap)
Reserve Start 1	
LED modules/Accessoires	2 boxes (1 lap)
Traditional start wall	(1 lap)
Reserve start 2	
LED modules/Accessoires	2 boxes (1 lap)
Traditional start wall	(1 lap)

3.2 Start installation

NSA's requirements relating to transportation and support for the handling team while they are working at either start installations:

Before the race

The NSA has to provide the handling team with transport to the front of the start locations. Their equipment will be packed into bags weighing approx. 70 kg (depending on the type of building materials being used) and can be transported either by snow cat or helicopter. If the start can be reached by car, the FIS implementation team will load and unload the equipment themselves at the site. Two helpers from the NSA should be assigned to assist the team in building the start front. At least another 8 NSA's helpers will be needed once the start is built, to help lift the start front vertically into its correct place.

During bad weather conditions

In the case of bad weather, the FIS Race Director may decide to use one of the reserve starts. If this happens, the start front has to be dismantled and set up again at the reserve start within 30 minutes. The implementation team will need the NSA to provide a crew of 10-12 people (all good skiers) to pull down and dismantle the front, move it to the reserve start and set it up again (all within 30 minutes). The service crew should be waiting close to the start area at least 60 minutes before the scheduled start time to wait for instructions from the implementation team.

After the race

After the race the NSA is to supply a team of at least 8 helpers to dismantle the start front and move it to the finish area. The bags can be moved by ski, snowcat or helicopter, depending on which way is the most appropriate and quickest. The implementation team has to move quickly to the next race site. This will be done by two men on skis, each taking 1 bag. Because the minimum weight of each bag is at least 70 kg, both skiers will need to be in excellent physical condition.

Please forward this information to the responsible people at the NSA's who are in charge of building the start ramps, building the warmup tents, the snow cat drivers, the Chief of Starts and the service teams, working on the race slopes during training and competition.

NSA's construction work before the arrival of implementation team:

Start ramp

The NSA must build a horizontal start ramp of solid snow and ice with the front edge measuring at least 800 cm. The starting facade is to be fixed to the ground at the front corners of this ramp.

If possible, the warmup tent should be built after the construction of the start front, to make building the start front and maintenance of the warmup tent easier.

Reserve starts for downhill and giant slalom races

If the NSA prepares reserve starts for downhill races, (to be used in the case of bad weather conditions) the start ramps must be the same size, shape and quality as the top starts.

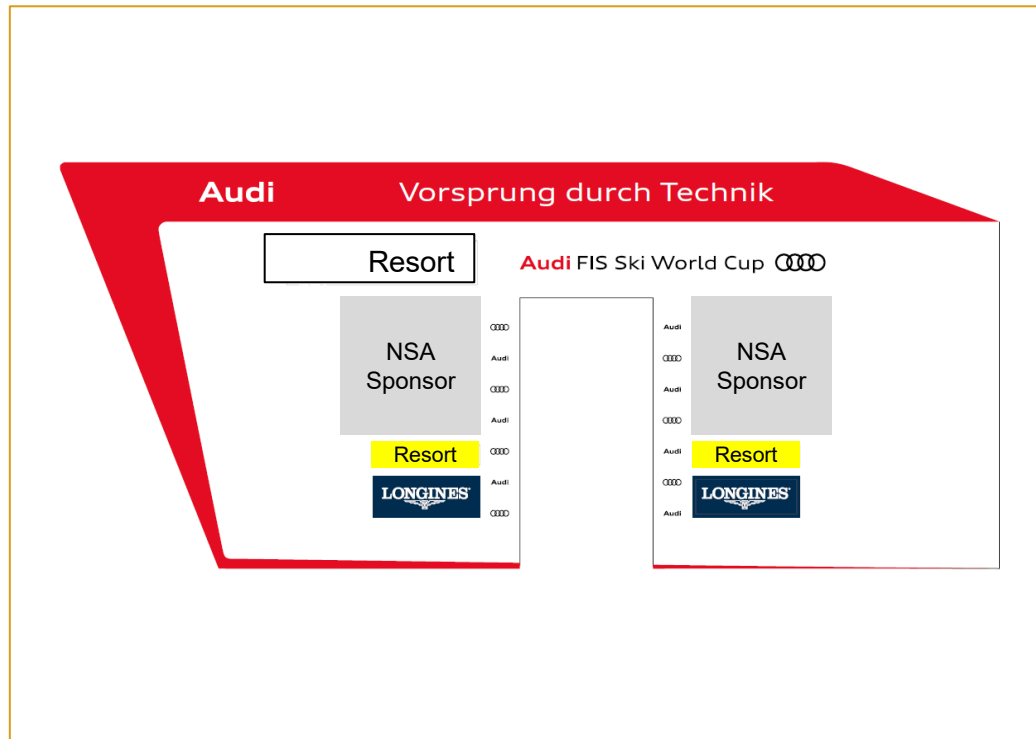
If the Jury decides to use one of the reserve starts for competition, the implementation team will organize the dismantling of the start front from the top start, and the transportation and setup of the start front at the reserve start.

The NSA must ensure the reserve starts are built according to FIS regulations, in relation to timing and marketing, in the same way as the top starts.

Tent/structure behind the start wall

For safety reasons, all poles of the start wall must be properly anchored to the snow cover. The usable space for the tent/structures behind the start wall is 4 meters wide.

3.2 Start installation



Technical instructions:

The measurements of the start facade are:

Width top part 690 cm
 Width bottom part 590cm
 Height 300 cm
 Depth 5 cm

The NSA has to provide electric power (voltage of 220 volts) close to the start

It is an 11-piece aluminum framed construction and weighs approximately 220 kg.

The advertising space is allocated as follows

Resort logo big (147x10,4cm)	Black text on white background only Communication NSA > FIS Provided by FIS
Resort logo small (80x15cm)	2x in colour Illuminated 3D element of 5cm is allowed Communication NSA > FIS Provided by FIS
NSA Sponsor	2x (100 cm x 100 cm with 5cm fleece on backside) Illuminated 3D element of 5cm is allowed
Data and Timing Partner (80x30cm)	Illuminated 3D element of 5cm is allowed Swiss Timing hands out the blades on location to FIS. Standard branding is: Longines
Vorsprung durch Technik (281x14,7cm)	
Audi logo (52,2x14,7cm)	

Helpers

Start installation (standard) big

For setup and dismantling	2
For the positioning of the start front	6
In case of relocation of the start	8

3.3 Finish arch installation

Measurements and weights

The width of the finish banner is 22.25 m.

The setting-up of the timing system has to be done according to the instructions from the implementation team, to ensure the safety devices are not compromised.

The height of the steel rope between the finish-poles, over the race course, has to be 7.5 m above snow level.

The NSA has to take into consideration that the finishing banner has a weight of 130 kg and has to resist possible wind pressure of up to 100 km/h.

The identification logo of the Data and Timing-Partner and the Resort (located near the timing system), can only be placed on the space provided on the changeable textile banner, so as not to interfere with the safety requirements and the function of the timing system and finish installation.

NSA's preparations before the arrival of the handling team

The NSA has to prepare the race course at the finish line with a distance of at least 27 m between the left and right b-fence, and ensure the installation is set up with the correct size and distance between them.

The NSA's duty is to build two towers, which are stable and if possible, self standing, at each side of the finish line with a strong steel rope connecting the towers.

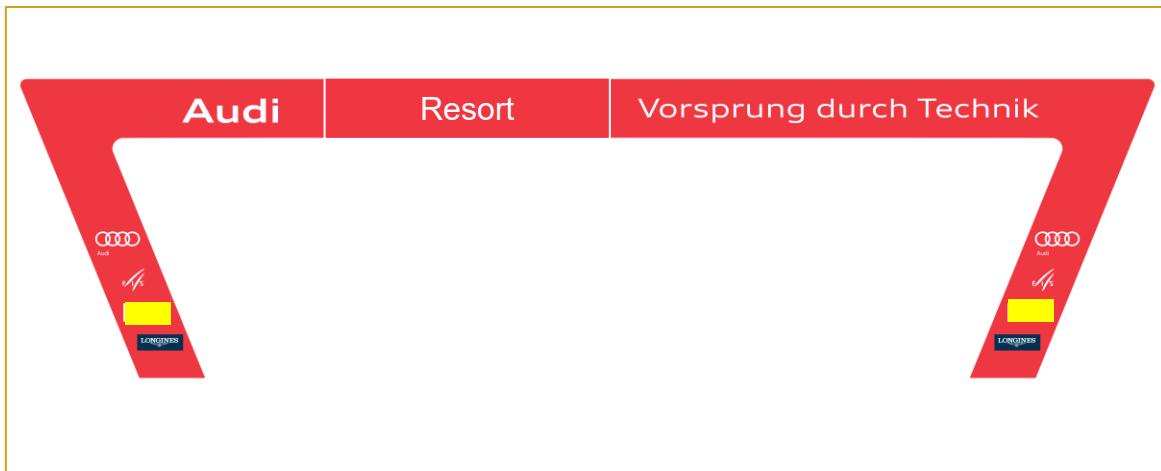
The construction has to resist a weight of 130 kg from the finish line installation and possible wind pressure of up to 100 km/h.

As mentioned earlier, the steel rope has to be fixed 7.5 m above the finishing line, to ensure the rated break point is in the right position to enable it to function correctly. The steel rope must not be fixed to the towers at the same level as the banners, as they are moved frequently and must be easily accessed.

Duties of the NSA while assisting the handling team

At least 3 helpers are needed to assist the implementation crew during the set up and dismantling of the banners..

3.3 Finish arch installation



The advertising space is allocated as follows:

Resort logo big
(545x45cm) 2x White text on red background only
Communication NSA > FIS
Provided by FIS

Resort logo small
(80x25cm) 4x In colour
Communication NSA > FIS
Provided by FIS

Data and Timing
(90x35cm) 4x In colour

2x Toblerones in immediate proximity of arrival line
Clock in the finish area

Audi logo (188x50cm)

Vorsprung durch Technik logo (787x50cm)

To guarantee a smooth operating, we ask for your attention to the additional technical information as follows:

Inner width (distance between the poles) = 27 m

Height of the steel rope: At least 7.5 m (deepest point of the rope with 130 kg weight pressure).

Rope has to be constructed for >100 kN, the poles > 150 kN

Main carrying rope including 2 exhaustions on each side:

Diameter = 16 mm

The NSA has to provide electric power (voltage of 220 volts) next to the finish arch.

Static proof:

The signed template of the statical requirements has to be sent to Nicolas Rodigari (rodigari@fis-ski.com) 1 week before training/race.

Technical instructions:

The measurements of the finish installation 3D are:

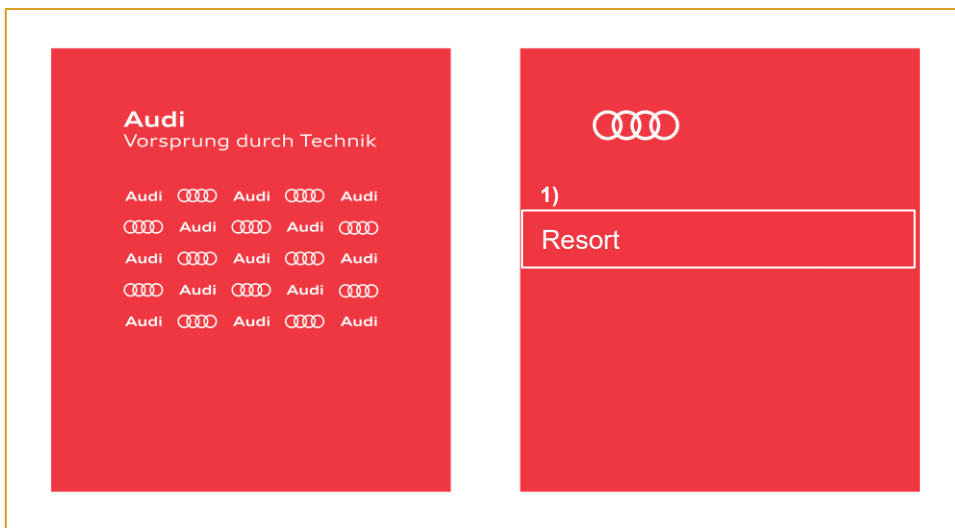
- Width 2225 cm
- Height 610 cm
- Depth 70 cm

Helpers

Finish line installation

for setup and dismantling	2
for pulling up and positioning	4

3.4 Exit gate installation



The advertising space is allocated as follows

Resort logo (190x7cm) 2x White text on red background only
Communication NAS > FIS
Provided by FIS

Audi rings (43,5x15cm)
Audi logo (30x8cm)
Vorsprung durch Technik logo (130x8cm)
Small Audi/Audi rings (20x6,9cm)

NSA's preparations before the arrival of the handling team

The NSA/LOC has to provide the implementation team with electric power (voltage of 220 volts) on the outside of the section where the air-fences for the finish area are left open for the exit gate. The space for the exit gate, between the air fences, must be EXACTLY 350 cm between both air fences (measured from the inside edge of the air fence - facing the finish circle). An offset (see graphic) of 1.60 m must be planned with the air fences.

Please ensure these measurements are handed to the responsible person in charge of the air fence set up crew, because the air fences cannot be moved easily, once the finish circle has been finished.

NSA's duties while the implementation team is working

The NSA has to provide a piece of plastic pipe with a minimum radius of 10 cm and a length of 3.50 m. This pipe is used to bring cables from TV, timing etc. from one side of the exit gate to the other side of the exit gate. The pipe needs to be dug into the snow at the base of the rear side of the exit gate, between the right and left side of the air fences.

Technical instructions:

To conform with safety requirements, the exit gate is an inflatable 2-part construction.

The size of the inflatable is 200 cm x 240 cm.
(Total width of the construction 3.50 m)

Helpers

Exit gate
for setup and dismantling 2

3.5 Leaderboard / Interview backdrop / Leader chair



The Leaderboard measures 180 cm x 240 cm x 6.5 cm and consists of 4 pieces.

The Leader Chair is positioned in front of the Leaderboard.

It is positioned behind the exit gate in order to film the leading athlete during the race.

The NSA's duty is to provide enough space at the finish area to set up the Leaderboard. This must be close to the equipment control tent to enable the race leader to be followed by TV coverage at all times.

A roof can be affixed as shelter for the leading athlete.

The space behind the exit gate should be large enough to set up the Leaderboard without obstructing the view for the television crews and the press, who will be positioned at the finish area.

It is the responsibility of the NSA or its agency, to provide magnets measuring 22 cm x 16.5 cm. There is a maximum of 17 advertising spaces for the NSA sponsor and 9 advertising spaces for the resort for each race.

The advertising space is allocated as follows

1a) Resort logo
(180x28cm)

White text on grey background only
Communication NSA > FIS
Provided by FIS

Resort logo
(22x16,5cm)

9 Patches
Layout Resort and production
must be organized by NSA or
their marketing agency

NSA Sponsor
(22x16,5cm)

17 Patches (Max. 6 different
sponsors)
Event sponsor space must be
organized by NSA or their
marketing agency

Audi/Audi rings logos 16 Patches
(22x16,5cm)

Technical instructions:

The Leaderboard needs to be placed on a wooden platform measuring 350 cm x 350 cm.

It is a new feature starting from this season, aimed at providing better visibility for the public on site as well as enhancing the TV picture

Final location and size to be determined by Mike Kertesz and Andi Kronner:

@: kertesz@fis-ski.com

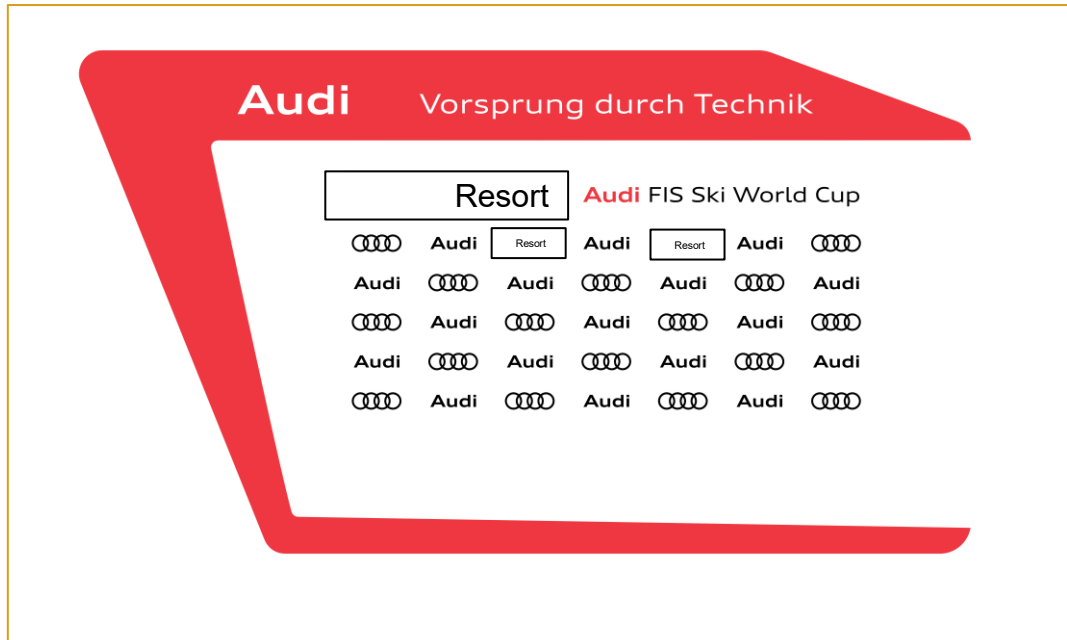
@: kronner@fis-ski.com

Helpers Leaderboard

for setup and dismantling

2

3.6 Ceremony wall



The advertising space is allocated as follows:

Resort logo big (130x9,5cm) Black text on white background only
Communication NSA > FIS
Provided by FIS

Resort logo small (40x9cm) 2x black text on white background only
Communication NSA > FIS
Provided by FIS

Audi logo (70x18,7cm)

Vorsprung durch Technik logo (252x16cm)

Small Audi/Audi rings logo (32x11cm)

Ceremony Wall

Use of the podium on the fixed platform

For the winner's presentation after the race, the implementation team will set up athletes' ceremony wall and the podium at the finish area for the presentation to the 3 place winners.

The NSA should ensure the implementation team has 4-6 helpers available to carry the podium and back wall, for the presentation ceremony to the finish area after the last athlete has finished.

The NSA must gain permission **in advance** from the FIS race director, to carry out the presentation ceremony inside the finish area.

Technical instructions:

Ceremony Wall: Inflatable (pneumatic) construction
measuring 553cm x 300cm

Podium:

3-part monopan sandwich-construction plate with a skid-proof surface.

- 1st Place: 133 cm x 100 cm x 40 cm
- 2nd Place: 90 cm x 93 cm x 25 cm
- 3rd Place: 80 cm x 80 cm x 20 cm

3.7 Podium



Podium

The podium will be provided and installed by FIS M+M implementation team.

The dimensions of the podium are as follows: (height x width x depth)

3rd place: 8cm x 80cm x 95cm

2nd place: 13cm x 90cm x 95cm

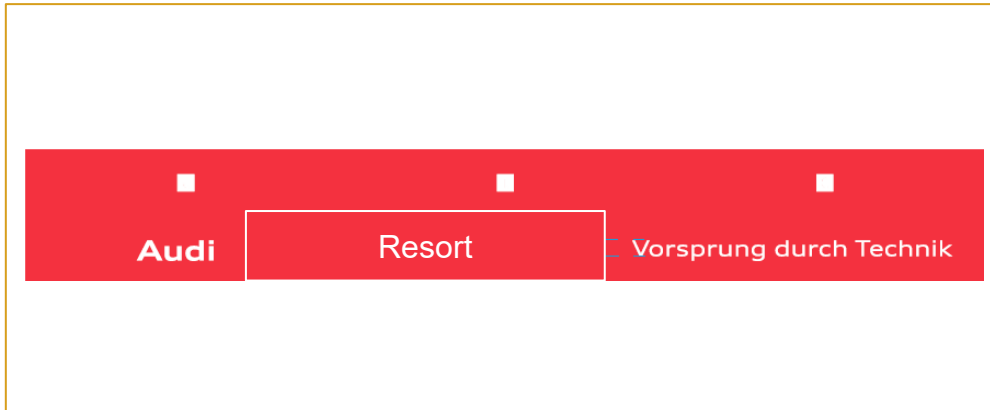
1st place: 25cm x 133cm x 95cm

The NSA must gain permission **in advance** from the FIS race director, to carry out the podium inside the finish area.

The NSA should ensure the implementation team has 4-6 helpers available to carry the podium, for the presentation ceremony to the finish area after the last athlete has finished.

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

3.8 Winner Presentation Banner



The advertising space is allocated as follows

Resort logo
(210x10cm)

White text on red background only
Communication NSA > FIS
Provided by FIS

Audi logo (34,5x10cm)

Vorsprung durch Technik logo (210x10cm)

The NSA must gain permission **in advance** from the FIS race director, to carry out the presentation ceremony inside the finish area.

Technical Instructions:

Dimension: 600 cm x 40 cm

Helpers

Finish area banner
for setup and dismantling

1

3.9 Video wall / Video truck



LOC's duties and requirements for the video wall

- Supply the signal to the area where the wall is to be placed
- Supply power (125A CEE-Format) to the area where the wall is to be placed
- Technical setup for installation of the wall
- Sound equipment
- Equipment transportation
- At least 4 stagehands need to be available to help the entire time needed.
- Faber needs a heated container, at least 2.0m x 2.0m x 2.0m placed at and may not be placed at a distance exceeding 5 m from the rear of the video

➤ Modular system

The NSA has to supply the scaffolding onto which the video wall is fixed, a construction from which the screen can be hung.

The construction must incorporate a roof and sides made from white PVC material, both to provide a better visual as well as protection against weather conditions. Screen will be flown and supported by Screenworks.

Details about the sizes and technical requirements of the scaffolding will be supplied by Faber Audio Visuals to each NSA individually and may be differ depending on the location.

The FIS Title Sponsor and the FIS Data and Timing Partner have the right to show commercial spots (max. 30 seconds per clip, a minimum of 5 times before and after each race) and/or "behind the scenes" stories including race footage on the wall before and after the races. FIS may provide promotional trailers for (non-commercial) FIS projects. The Organizer may also use the video wall for commercial spots of NSA Sponsors and for advertising of site and region before and after races, details of which can be arranged with Faber Audio Visuals.

Video wall is provided by Audi, free of charge.

NSA's/LOC's has to provide single bedrooms accommodation with half board and meal on site for Creative Technology team. Subject to separate agreement with Creative Technology.

The video wall is being setup by Creative Technology NEP Live Events | The Netherlands

The contacts in charge of the video wall are:

Lowi Smink - Duco van der Veer

The NSA kindly offers Faber Audio Visuals its full support during the set up and removal of the video wall.

General Faber contact:

nl.ski@ct-group.com

Technical Instructions:

Dimension	15 - 78 m²
Top/bottom banners	1100 cm x 100 cm
Side banners	700 cm x 100 cm

3.9 Video wall / Videotruck



Videotruck

If the truck is used for the video wall, the NSA has to provide a driveable surface for the truck to reach its eventual position, or at least additional equipment to move the truck on site if necessary.

The position of the truck has to be appropriate, considering that it has to extend the TV screen in a safe manner.

3.10 Product presentation/placement close to finish area



Product presentation/placement for Title Sponsor

The Title Sponsor has the right to place:

- 1 car (display) within TV visibility and 1 car (display) within the event area, only after agreement with the NSA / Marketing right holder.
- 1 Cold-/Hot-air balloon within TV visibility and 1 Cold-/Hot-air balloon within the event area, only after agreement with the NSA / Marketing right holder.

4. Bib Numbers

4.1 General information

The FIS logo (on the right side when wearing the bib) and the official Audi FIS Ski World Cup logo (on left side when wearing the bib) must be put on the strap of all starting bibs as well as on the bib of the World Cup discipline leader (the leader bib). The maximum size for the logo is 6 cm x 6 cm.

Additionally, the advertising space on the bibs is allocated as follows:

Starting Bib

- | | |
|-----|---|
| NSA | <ul style="list-style-type: none">• One logo above and below the resort• Resort logo |
|-----|---|

Leader Bib

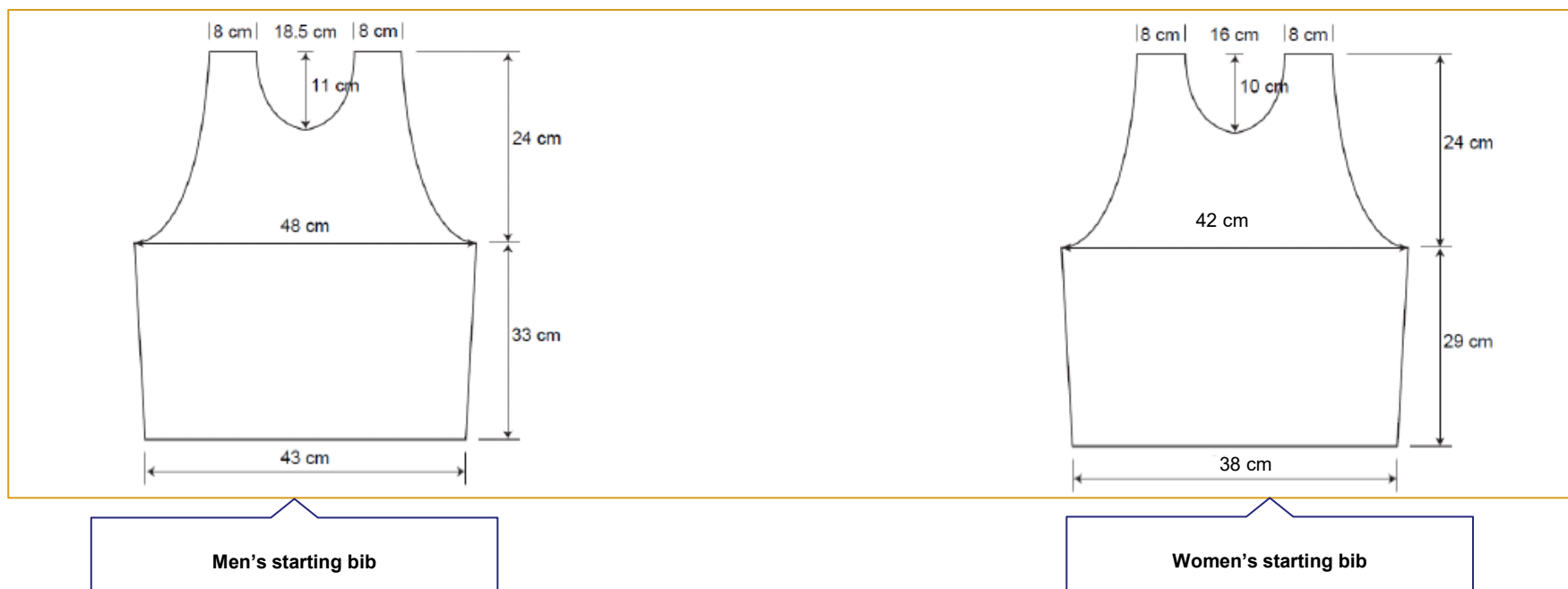
- | | |
|---------------|---|
| Title Sponsor | <ul style="list-style-type: none">• Logo in the center of the bib• World Cup logo on the left strap (when wearing the bib) |
| NSA | <ul style="list-style-type: none">• Logo on upper bib section (chest)• Resort logo on the bottom |

In the upper part of the bib, the symbols (names and graphics) of only one and the same sponsor are permitted on the front as well as the back of all starting bibs of any given race. The use of a marketing slogan of the sponsor is allowed, provided approval is granted by the respective NSA. The logo, product identification, and brand identification may not exceed 20 cm in height. In case that the neckline (upper border of bib) is used as a line of the above-defined brand identification, the repetition of the sponsor frequency is limited to three times.

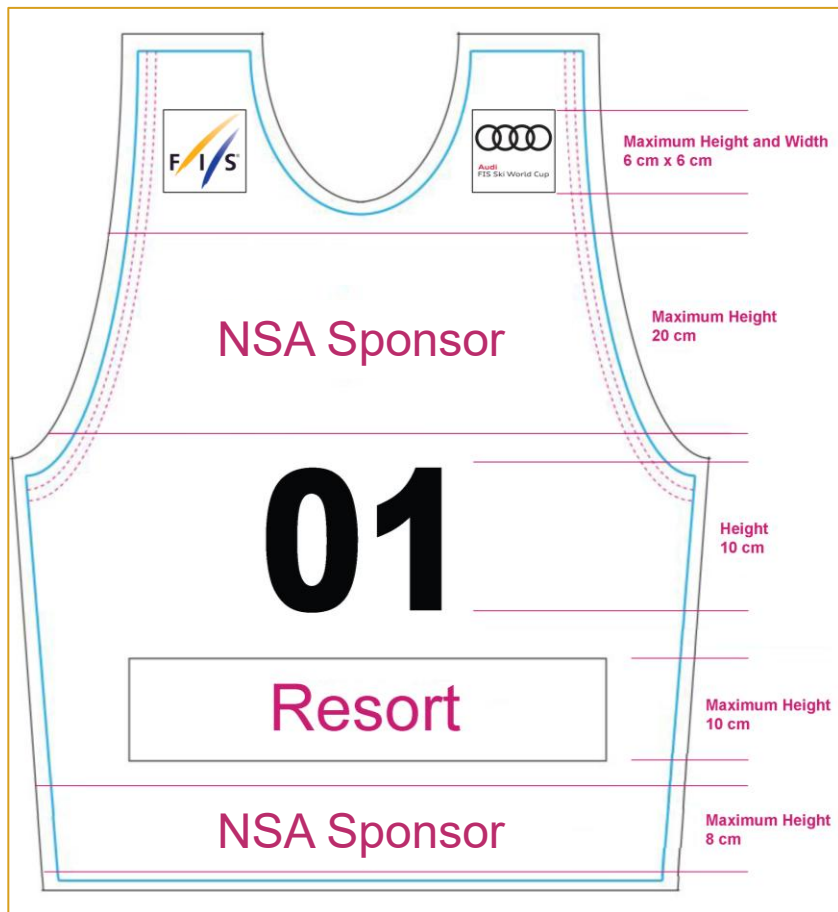
In order to facilitate the identification of the athlete, the start number is to be printed in a bold colour and has to be positioned on the bib so that it is clearly visible. The number has to be at least 10 cm.

In the lower part of the bib, the symbols of the sponsor (can be the same or different from top sponsor) are permitted on the front as well as the back of all starting bibs. The logo, product identification and brand identification may not exceed 10cm in height.

4.1 General information



4.2 Starting bib



Starting Bib

The advertising on the starting bib is allocated as follows:

- Official Audi FIS Ski World Cup logo on the left shoulder (when bib is worn)
- Official FIS logo or FIS World Snow Day logo on the right shoulder (when bib is worn)
- NSA Sponsor (above and below Resort)
- Resort (below number)

Technical information:

The layout of the starting bib must be in accordance with the article 2.2 in 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.

4.2 Starting Bib

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

The starting bib must conform to the guidelines above.

Please send the starting bib for approval to FIS M+M Project Manager at least 10 days before production.

Nicolas Rodigari:

@:rodigari@fis-ski.com

4.3 Leader bib



Leader Bib

The leader of each discipline of the Audi FIS Ski World Cup will wear a red leader bib. The bib is to be worn during the Audi FIS Alpine World Cup events as well as during the winner's presentation.

The advertising on the leader bib is allocated as follows:

- Official Audi FIS Ski World Cup logo on the left shoulder (when bib is worn)
size of logo: 6 cm x 6 cm
- Official FIS logo on the right shoulder (when bib is worn)
size of logo: 6 cm x 6 cm
- Title Sponsor logo on the middle of the bib
- 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 10 cm

Technical information:

The layout of the bib must be in accordance with the article 2.2 in 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:

The leader bib will be produced by FIS.

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", "Audi" & "Audi FIS Ski World Cup") will be used.

5. TV, Web and Print Material

5.1 Use of the Audi FIS Ski World Cup logo



The use of the official Audi FIS 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 logo that it contains, as well as the abbreviation FIS and Audi FIS Ski World Cup are registered trademarks of FIS.

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

The National Ski Associations are not allowed to bring their event name in conjunction with the World Cup logo. The official event name should be mentioned in an area close by but not connected to the logo. See below for an example of correct positioning.

Audi has the right to place a one-page advertisement DIN A 4.4-color in the official program.

The official FIS Alpine World Cup logo must be included in all tools designed for promotional purposes (posters, flyers, tickets, the internet etc.).

5.1.1 General Guidelines for the use of Logo



Weißer oder hellgrauer Hintergrund



Unruhiger Hintergrund



4C Logo auf dunklem Hintergrund



Solidlogo weiß auf hellem Hintergrund



Dunkler Hintergrund



Unruhiger Hintergrund

Size:

As a rule of thumb, the official Audi FIS 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:

In general, the Audi FIS Alpine World Cup logo:

- is without a frame
- two-dimensional
- should be positioned horizontally
- must be placed on a white or light-coloured background (preferred Audi grey)
- must not be placed on mixed or dark coloured backgrounds
- must not be altered in any shape or form
- must have an open space around the logo which must be minimum half the height of an Audi ring

5.1.2 Official Audi FIS Ski World Cup titles

English: Audi FIS Ski World Cup

German: Audi FIS Ski Alpiner Weltcup

French: Audi FIS Coupe du Monde de Ski Alpin

5.2 Audi FIS Ski World Cup Promotional material

Event advertising material Audi

The following must be included in a prominent position and size on all advertising material:

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

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

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

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

The Title Sponsor Audi has the right to place a one-page advertisement DIN A 4.4-color (or B / W in case of B / W program / result journal) in the official program for advertising purposes.

Approval

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

Nicolas Rodigari:

Mail: rodigari@fis-ski.com

5.2.1 TV and Web

NSA's website

All Audi FIS Ski World Cup organizers are obliged to include the following on their website:

Audi:

- Audi FIS Ski World Cup composite logo
- Official World Cup title "Audi FIS Ski World Cup"

Longines:

- Official title: "Official Timekeeper of Audi FIS Ski World Cup"
- Longines logo
- Longines "clock" or "countdown clock"

- **FIS Website**

The FIS Website gives each National Ski Association the opportunity to promote their World Cup event and activities. Please see:

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

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

Giulia Candiago (candiago@fis-ski.com)

Charlotte Chable (chable@fis-ski.com)

5.3 Data and timing partner Longines

Data and Timing Partner rights

The official Data and Timing Partner Longines has the exclusive identification on all timekeeping equipment provided for its services but not limited to:

- Starting pegs of the timing trigger (50x7cm)
- Scoreboard Results (400x100cm)
- Scoreboard mini (400x30cm)
- Timing panels - Finish line toblerones (150x50cm)
- Intermediate time(s) tool (100x50cm)
- Clock at the start
- Clock in the finish
- Identification on timekeeping equipment (1/10 of the equipment / max height 10cm)

The official Data and Timing Partner Longines has the right for the following banners:

- 2 banners (technical races 4 m x 1 m; speed races 6 m x 1,5 m) along the racecourse in view of the TV cameras

Longines shall be entitled to have a free of additional charge at each event site a point of sale for Longines products. 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 location and size of the POS shall be mutually agreed upon, but it shall be in a prominent position close to the fields of play or in the center of the Resort.

Longines may set up show cases and display brochures in the proximity of the VIP area and in the media center. Positions must be mutually agreed between the parties and the NSA.

5.3 Data and timing partner Longines



Event advertising material LONGINES

The following must be included in a prominent position and size on all advertising material:

- Official Longines logo
- Official title: "Official Timekeeper of Audi FIS Ski World Cup"

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

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

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

The FIS Data and Timing Partner Longines has the right to place a one-page advertisement DIN A 4.4-color (or B / W in case of B / W program / result journal) in the official program/result journal at the back cover or the inside front cover for advertising purposes.

The LOC has the right to propose and negotiate equal value with Longines.

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:

Mail: rodigari@fis-ski.com

5.3 Data and timing partner Longines

Public Scoreboard Results



Identification on Timekeeping Equipment



Athletes Scoreboard



Starting Pegs



5.3 Data and timing partner Longines

Start Clock



Course Banners



Intermediates Times structures



Finish Line Structures



Finish Area Clock



6. Hospitality

6.1 Accreditation

Audi

Accreditations for staff to access all necessary areas for the fulfillment of the Audi services.

Longines

Accreditations for staff to access the timekeeping room and the media center, as well as other access rights which are necessary for the fulfillment of the Longines services.

Accreditations/course access for FIS partners

6.2 VIP Tickets

The organizer has to deliver the following VIP tickets of the best category:

Audi

- 10 VIP tickets with hospitality, free of charge for each race during the season
- 20 VIP tickets for the races of the FIS World Cup finals
- 10 Parking tickets per event

Longines

- 15 VIP tickets with hospitality, free of charge for each race during the season

7. Organizer's Check List

7.1 Marketing material for NSA and FIS sponsors

Advertisement material	Size/ material	Time	Status
Start Installation			
Send Resort logo to FIS M+M Project Manager	Vector based file with information on colour codes	Within August - September	
Finish Installation			
Send Resort logo to FIS M+M Project Manager	Vector based file with information on colour codes	Within August - September	
Exit Gate			
Send Resort logo to FIS M+M Project Manager	Vector based file with information on colour codes	Within August - September	
Leaderboard / Interview Backdrop			
Send Resort logo to FIS M+M Project Manager	Vector based file with information on colour codes	Within August - September	
Ceremony Wall and Podium			
Send Resort logo to FIS M+M Project Manager	Vector based file with information on colour codes	Within August - September	
Resort patches production			
FIS will cover the production cost every two years.			

7.1 Marketing material for NSA and FIS sponsors

Advertisement material	Size/ material	Time	Status
Starting Bibs			
Send layouts to FIS for approval	PDF files	10 days before production	
Leader Bib			
Email sponsor logo to FIS	Vector based file with information on colour codes	30 days before production	
Email Resort logo to FIS			
Advertising Print Material			
Send all advertising material to FIS M+M Project Manager for approval	PDF files	10 days before print deadline	
LOC Website			
Integrate World Cup Logo and official World Cup Title into Website		Ongoing	

7.2 Requirements of FIS

Requirements	Time	Status
VIP Tickets and Parking Passes		
10 VIP Tickets per race day for FIS Title Sponsor	Prepared in the name of Audi and ready for collection at the accreditation office at the start of the race week.	
Accreditations (all access)		
Up to 5 Accreditations for Audi representatives	List with names will be communicated to the Local Organizing Committee by FIS M+M / Audi prior to the event	
FIS M+M Implementation Team		
4 parking passes next to the finish area	Form the arrival day until departure of FIS M+M implementation team	
Accreditations <u>ALL ACCESS</u>	Ready to be picked up at arrival of FIS M+M implementation team. Exact amount of accreditations needed will be communicated before	
Equipment transportation by snowcat or helicopter	Agreed with the FIS M+M Implementation Team Leader prior, it has to be available from the arrival day to the departure.	
Hotel rooms (single with full board or lunch at the finish area) for FIS M+M Project Manager and all the implementation team (140CHF FB).	From arrival day until departure of FIS M+M implementation team. Exact amount of rooms and dates will be communicated before via FIS Online Entry System.	
LED Start Team (FBR – Seltec)		
4 hotel rooms (single with full board or lunch at the finish area, minimum 3*)	From the arrival day until the departure of the LED Start Team, the exact dates will be communicated by FIS or by the agency booking the LED Start package. Accommodation costs will be covered by the purchaser of the LED Start package	
3 parking passes next to the finish area	Form the arrival day until departure of the LED Start team	
Accreditations <u>ALL ACCESS</u> except Team Hospitality plus ski passes	Ready to be picked up at arrival of LED Start team.	
Support Team (LOC Volunteers)		
5 Volunteers	From arrival until departure of FIS M+M Implementation Team	
TV broadcasting		
Invite FIS to TV briefings on site (if any) and inform FIS M+M Office (Nicolas Rodigari) about planned broadcasting times and channels	As soon as information is available	

7.3 Technical infrastructure and power supply

Infrastructure & Supply	Placement	Time	Status
Start Installation			
Transport of the installations to the start area has to be guaranteed by snowcat or helicopter.		2 days before race/training	
Start installation: minimum width 6m			
Finish Installation			
Finish infrastructure must be prepared.		2 days before race/training	
Static proof The signed template of the statical requirements has to be sent to FIS M+M project manager rodigari@fis-ski.com		1 week before training/race.	
Exit Gate			
350cm gap required in the air fences		2 days before race/training	
Ceremony Wall			
A safe area close to the finish line must be guaranteed for the storage of the ceremony wall.		2 days before race/training	
Video truck: Supply the signal to the area where the wall is to be placed Supply power (125A CEE-Format) to the area to where the wall is to be placed Technical setup for installation of the wall Sound equipment		2 days before race/training	

7.4 Ideas for the NSA website

Content	Comment	Status
General Information		
Maps & Profiles	Event Area	
Race Program	Competition program, side events (if any)	
Contact information	LOC offices, press center etc.	
News Section		
Behind the scenes	FAQ, information about the venue	
Tickets	Prices, points of sale, link to online shop	
Transport & Accommodation	Contact information, fares, schedules, pick-up and drop-off points, rental car offer, etc.	
Teams		
Team Invitation	PDF Version	
Team Captains Meeting	PDF Version	
Competition Information	Program changes, official trainings	
Important deadlines		
Link to entry system		
Media		
Media Invitation	PDF Version	
Download section	Logos, Pictures	
Opening Hours	Press and sub press center, accreditation, race office, etc.	
Internet connection Information	Up- and Downstream , Wi-Fi, LAN, rates, networks	
Sponsors (mandatory!)		
Official World Cup Logo	with hyperlink	
Official World Cup Titel	with hyperlink	
FIS Sponsor Logos	With hyperlink to Sponsors` websites.	