



FIS Ski Cross World Cup

Marketing Guide 2025/2026



SKI CROSS WORLD CUP



Table of Contents

1. Contacts

2. General Marketing Information

2.1 FIS Ski Cross World Cup Sponsors

2.2 Responsibilities FIS

2.3 Responsibilities FIS Media + Marketing

2.4 Responsibilities National Ski Association (NSA)

2.5 Responsibilities National Ski Association (NSA)

3. Ski Cross World Cup Venue

3.1 Start and Finish Area

3.1.1 Start

3.1.2 Start gate

3.1.3 Finish Pylon / Tower

3.1.4 Exit gate

3.1.5 Presentation Backdrop

3.2 Banners

3.3 Gate flags

3.4 Podium

3.5 Award Ceremony

3.6 Video wall

3.7 Finish Coral

3.8 Inflatables

3.9 Beach Flags

Table of Content

4. Bib Numbers

- 4.1 General Information
- 4.2 Training / Qualification Bib
- 4.3 Final Colored Bibs
 - 4.3.1 Final Colored Bis Pantone
- 4.4 Leader Bib
- 4.5 Approval of Bibs

5. TV, Web and Print Materials

- 5.1 Use of Ski Cross World Cup Logo
 - 5.1.1 General Guidelines for use of Logo
 - 5.1.2 Official Ski Cross World Cup Titles
- 5.2 Ski Cross World Cup Promotional Material
- 5.3 TV and Web

6. Hospitality

- 6.1 VIP Tickets
- 6.2 Onsite activation
- 6.3 VIP Experience

7. Organizer's Check list

- 7.1 Marketing material for NSA and FIS sponsors
- 7.2 Requirements of FIS
- 7.3 Technical infrastructure and power supply
- 7.4 Ideas for NSA website

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

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

Branch exclusivity of FIS Sponsors:

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

- **Azerbaijan Tourism Board:** tourism offerings and destinations of Azerbaijan, including but not limited to its cultural, natural, and recreational attractions, as well as services related to travel and tourism within Azerbaijan.

Important note: The host country, host city and/or region of any FIS Event taking place outside of Azerbaijan shall be entitled to promote its tourism offerings and destinations, including but not limited to its cultural, natural, and recreational attractions, as well as services related to travel and tourism in relation to its hosting of the relevant FIS Event.

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

The NSA assures that no competitors are present with their branding in any commercial or public area of the event (inside and outside the TV range). In case of any questions or uncertainties regarding exclusivities, please contact FIS M+M Project Manager.

FIS 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 FIS Race Director and/or FIS FIS M+M Project Manager are the contact persons.
2.3 Responsibilities FIS Media + Marketing	FIS M+M Project Manager will be your primary contact for marketing related questions during the preparation of the FIS 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	<p>The NSA has to provide the necessary preparation of the sponsor area inside the TV-range in prior consultation with the FIS M+M Implementation Manager. In addition, NSA is responsible for a clean appearance of the sponsors outside the TV range, in accordance with FIS M+M Implementation Manager. NSA is asked to provide assistance for the set up and dismantling of all advertising material on site one to two days before and after the event. All information required will be communicated by FIS M+M Implementation Manager in due time before the season starts.</p> <p>All advertising material inside the TV range must be according to the guidelines set forth in the 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.</p>
2.5 Responsibilities National Ski Association	Hotel rooms (single rooms with full board) for the FIS M+M Implementation team as agreed in the hosting agreement

3. FIS Ski Cross World Cup Venue

3.1 Start and Finish Area

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

If there is a need for modification on the various start and finish installations this 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»)

Volunteers with good skiing skills will be required to assist the FIS M+M Implementation Team with the installations at times during the whole event. Depending on the local circumstances, weather, etc. the FIS M+M Implementation Team may need additional temporary volunteers' assistance.

3.1.1 Start Ski Cross



The advertising space is allocated as follows:

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

Production:

Resort logo: FIS (NSA to send logo/layout)
 Title sponsor: FIS
 NSA Sponsor: NSA
 Data and timing: (TBC)

Technical Information:

Size Start: 13m wide x 4m high x 4m deep.

Requirements NSA:

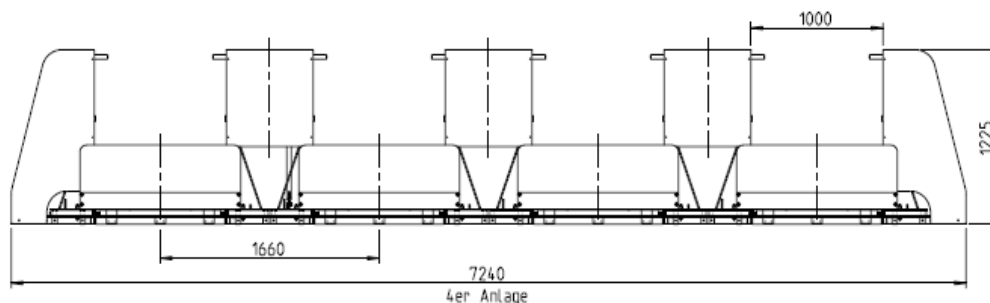
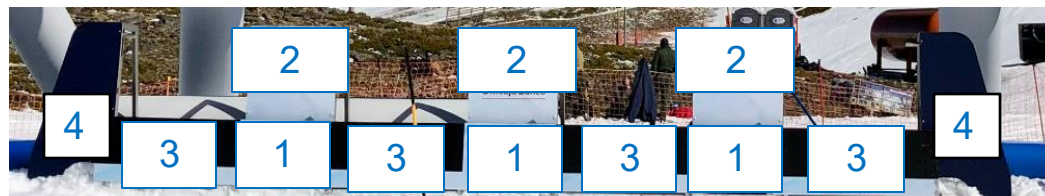
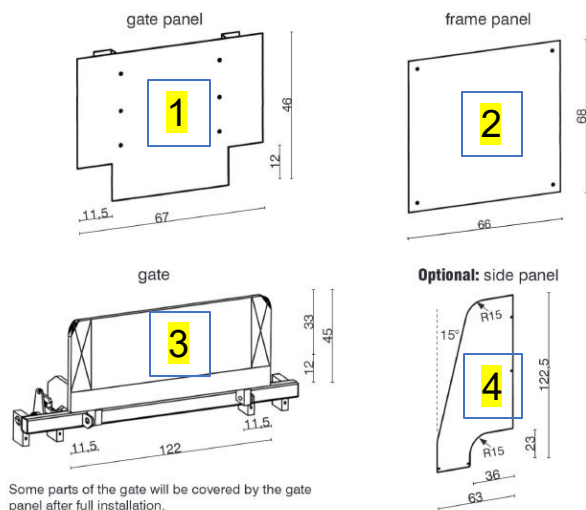
- Flat start area, when possible, should be 20m wide x 8m deep to provide more space for the athletes and allow the NSA to place the left and right banners.
- The electrical socket (220V), it needs to be available after the competition to deflate the start installation. Our FIS M+M Implementation team 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' Skis to be at the same surface level.

3.1.2 Start Gate Ski Cross

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

Advertising Space

Unit: cm



Start gate advertising space

available positions:

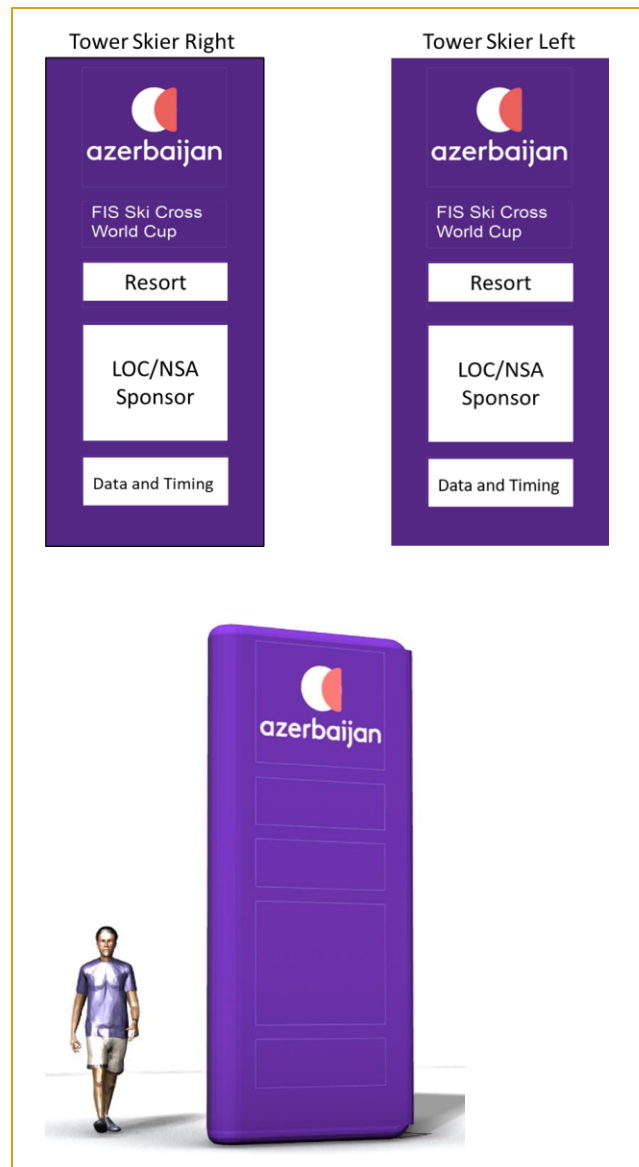
1. Gate panel x 3
2. Frame panel x 3
3. Gate x 4
4. Side panel x 2

Start Gate Advertising guidelines:

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

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

3.1.3 Finish Tower



The advertising space is allocated as follows:

IMPORTANT: New patch size season 25_26

The two Finish Towers consist of 3 sides each:

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

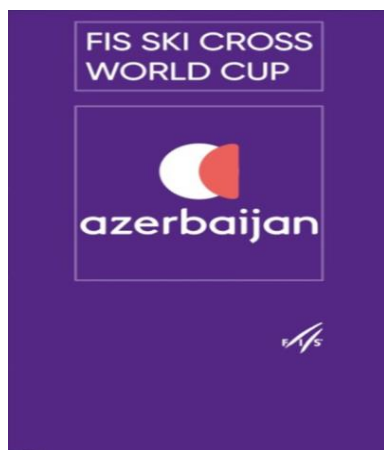
Technical Information:

Size per Tower: 1.7m 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 and FIS Race Director
- To ensure the best possible structural stability our FIS M+M Implementation team requires a minimum of 50cm deep snow layer.

3.1.4 Exit Gate



Technical Information:

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

Requirements NSA:

- Flat area of 4m wide x 1m deep in the finish area
- Electrical socket (220V - 4KW) 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 sponsor s – Please send coral plan to FIS M+M Implementation manager
- 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.

The advertising space is allocated as follows:

Title sponsor (FIS):	1x (1m x 1m)
	15x (0.25m x 0.13m)
NSA Sponsor – <u>in color</u> :	15x (0.25m x 0.13m)
Resort (NSA) <u>in color</u> :	6x (0.25m x 0.13m)
Resort (FIS) – <u>white text on purple background only</u> :	1x (1.8m x 0.4m)

Production:

Resort logo: FIS (NSA to send logo/layout)
 Title Sponsor: FIS
 NSA Sponsor: NSA
 Resort sponsor small: NSA

3.1.5 Presentation Backdrop



The advertising space is allocated as follows:

Title sponsor (FIS):	1x (0,85m x 0,3m) 13x (0.25m x 0.13m)
NSA Sponsor – <u>in color</u> :	3x (0.25m x 0.13m)
Resort (NSA) – <u>in color</u> :	8x (0,25m x 0,13m)
Resort (FIS) – <u>white text on purple background only</u> :	1x (2m x 0.4m)

Production:

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

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 - 4KW)
- 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: NSA 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 Podium



Podium sponsor identifications:

1st position: Title sponsor (0.8m x 0.2m)

2nd position: Resort (0.8m x 0.2m) – white text on purple background only

3rd position: Resort (0.8m x 0.2m) – white text on purple background only

Podium

- The podium for the top 3 athletes will be designed, provided, and installed by the FIS M+M Implementation team.
- The podium is provided with a Ski holder for each podium position

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

3.5 Award Ceremony



Ceremony wall sponsor identification:

Title sponsor (FIS):	1x (0,85m x 0,5m) 24x (0.25m x 0.13m)
NSA Sponsor – <u>in color</u> :	24x (0.25m x 0.13m)
Resort (NSA) - <u>in color</u> :	13x (0.25m x 0.13m)
Resort (FIS) – <u>white text on purple background only</u> :	1x (2m x 0.4m)

Technical Information:

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

Requirements NSA:

- Electrical socket (220V - 4kw)
- 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 Partner relations Manager or implementation manager minimum 20 days prior to the event

3.6 Video Wall



Advertising Spot on big screen

The FIS Title Sponsor and the FIS Data/Timing each shall have the possibility to show a 30 second advertising spot on the big screen at the FIS SX 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

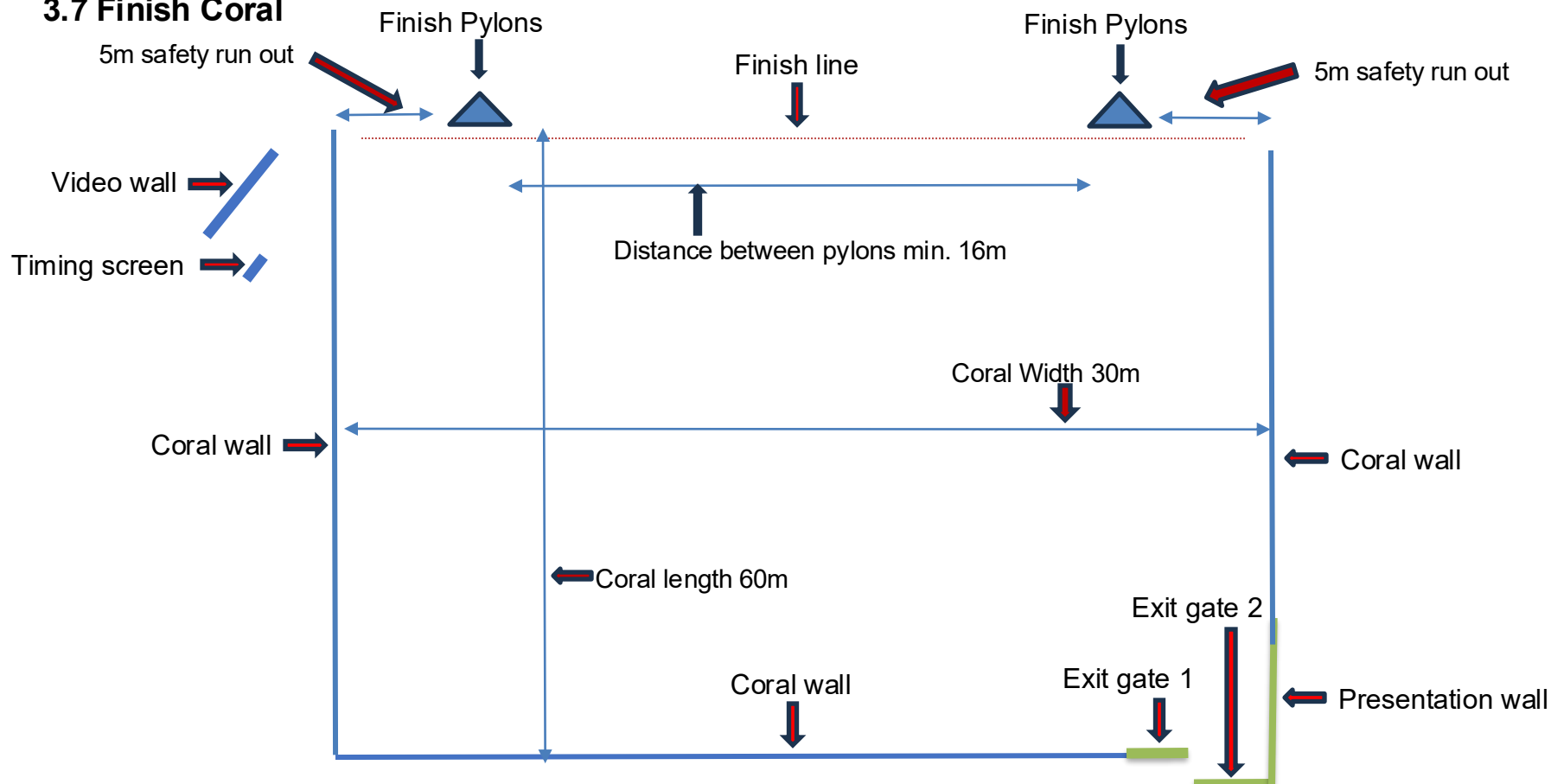
The video wall is mandatory for every race and must be organized and provided by the NSA.

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

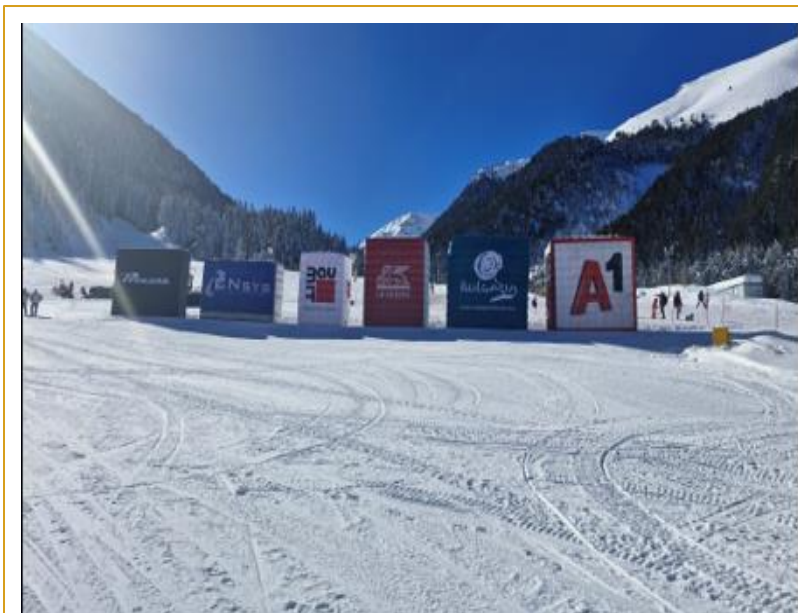
3.7 Finish Coral



Finish Coral setup.

The design and set up of the finish Coral represents the high quality and expectations of a World Cup event. It is important for the athletes and TV images that the exit gates are situated in the opposite corner to the Video and Timing screens. The side of the exit should be determined by the practicality of the LED wall installation and athlete access to mixed zones and lift or skidoo access. This provides the best view for the Athletes to check their re-run and highlights, thus providing the best possible images for Sponsors. 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.

3.8 Inflatables



Inflatables

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

Advertising possibilities are allocated as follows:

100% NSA

The number of inflatables are restricted to a maximum of 6 per competition in 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.

3.9 Beach Flags



Beach Flags

Beach flags are allowed within the TV area and the surrounding venue areas. Position of this advertising must be agreed with the FIS Race Director due to safety reasons.

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

Advertising possibilities are allocated as follows:

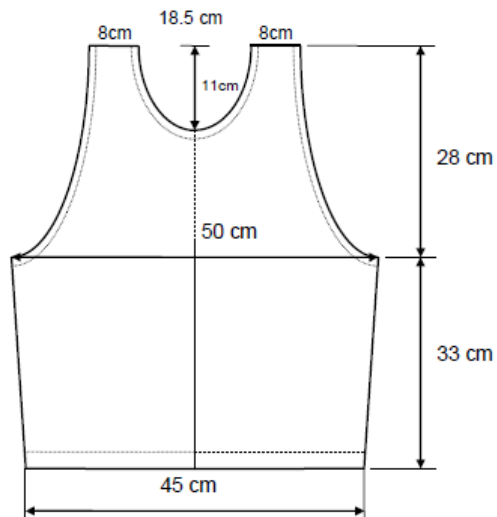
25%	Title Sponsor
75%	NSA

Requirements NSA:

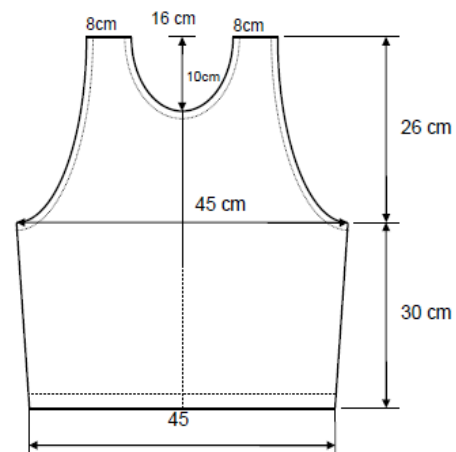
Although there is not a limitation in the amount of beach flags this should not lead to an overload both on the course and in the finish area. The setup of beach flags should follow high-quality and premium criteria.

4. Bib Numbers

4.1 General Information



Men's training, qualification, final bib



Women's training, qualification, final bib

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

4.2 Training / Qualification / Competition Bib



Layout Men's and Women's
training / qualification bibs

Qualification / Competition Bibs

The advertising on the qualification/ Competition bib 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 Bibs



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:


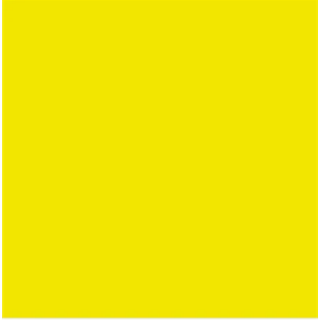


Production of bibs – 12 sets of 4 jerseys each (red, yellow, blue, green).
Each jersey must meet the respective color code provided in the table on the next page.

Bib Approval:

Please send the Bib layout for approval to the FIS Race Director, FIS Partnership Relations Manager and FIS Implementation Manager for approval minimum 20 days before event

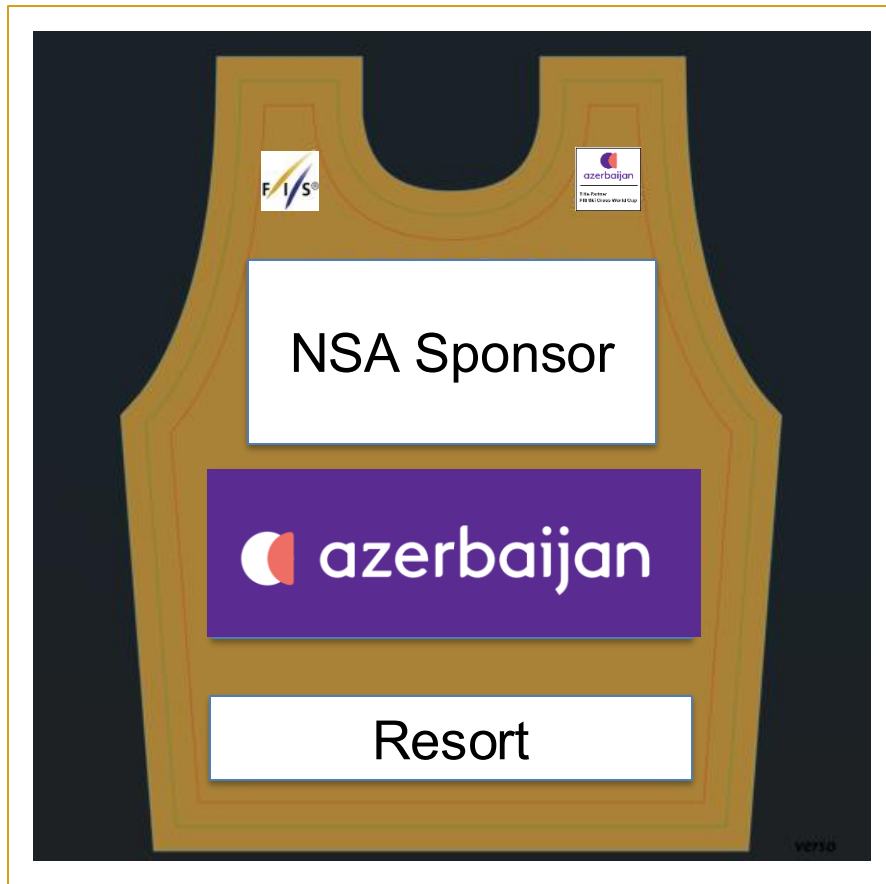
The Colured bibs must not be numbered additionally.
please refrain from using too much white colour on the sides when designing

4.3.1 Final Colored Bibs Pantone

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

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

4.4 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 FIS M+M.

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

Responsibility:

- FIS M+M will provide the leader bib. Final layout from organiser must be confirmed minimum 4 weeks before event. In the event of the deadline not being adhered to FIS M+M will provide a standard layout leader bib

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 bib
The FIS M+M is responsible for providing the leader bib

The starting and leader bib must conform to the guidelines.

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

Nicolas Rodigari:
@: rodigari@fis-ski.com

and

David Frid
@: 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 National Ski Association 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

Approval

All event-related print materials must be sent to FIS M+M a minimum of 20 days before production for approval. Please send to:

Nicolas Rodigari:

Mail: rodigari@fis-ski.com

and

David Frid

Mail: david.frid@fis-ski.com

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:

Mail: sanna.ludi@fis-ski.com

6. Hospitality

6.1 VIP Tickets

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

6.2 Onsite activation

- Azerbaijan have the right to conduct promotional and sampling activities within the designated areas which shall be a minimum space of 3m x 3m, within the FIS event venues. The exact position will be determined and coordinated in cooperation with the respective LOC's. Any and all reasonable costs in connection with the promotional and/or sampling activities (e.g. water and power supply, booth rent) shall be borne by Sponsor, they are approved by the sponsor in advance. Azerbaijan shall have the right to have one (1) advertising page in the official event programme (if any), the content of which shall be determined by the Sponsor and approved by FIS in accordance with this Agreement

6.3 VIP Experience

- FIS can arrange for Sponsor a VIP on-site tour at each of the FIS Events, the exact VIP on-site tour to be agreed between the parties (the "VIP Experience"). Such VIP Experiences can be the following:
 - Behind-the-scenes tour
 - Meeting with FIS Race Director
 - Slope inspection
 - Start inspection

7. Organizer's Check List

7.1 Marketing material for NAS and FIS sponsors

Advertisement material	Size/ material	Time	Status
Start Installation			
Title Sponsor space	2x produced by FIS	1m x 1m / textile	Ready at arrival of FIS M+M Implementation Team Within August – September
NSA Sponsor space	2x produced by NSA	1m x 1m / textile	
Resort Logo front	1x produced by FIS (send the vector file logo to FIS)	2.5m x 0.6m / textile	
Resort Logo back	2x produced by FIS (send the vector file logo to FIS)	2m x 1m / textile	
FIS Data/Timing	2x (TBC)		
Finish Installation			
Title Sponsor space	6x produced by FIS	1.2m x 1m / textile	W
NSA Sponsor space	6x produced by NSA	1.2m x 1m / textile	Ready at arrival of FIS M+M Implementation Team
Resort Logo	6x produced by FIS (send the vector file logo to FIS)	1.2m x 0.4m / textile	Within August – September
FIS Data/Timing	6x (TBC)	1.2m x 0.4m / textile	
Exit Gate			
Title Sponsor space	1x produced by FIS	1m x 1m / textile	Ready at arrival of FIS M+M Implementation Team Ready at arrival of FIS M+M Implementation Team Within August – September
	15x produced by FIS	0.25m x 0.13m / textile	
NSA Sponsor space	15x produced by NSA	0.25m x 0.13m / textile	
Resort Logo	6x produced by NSA	0.25m x 0.13m / textile	
	1x produced by FIS (send the vector file logo to FIS)	1.8m x 0.4 / textile	
Presentation / Interview Backdrop			
Title Sponsor space	1x produced by FIS	0.85m x 0.3m / textile	Ready at arrival of FIS M+M Implementation Team Ready at arrival of FIS M+M Implementation Team Within August – September
	13x produced by FIS	0.25m x 0.13m / textile	
NSA Sponsor space	16x produced by NSA	0.25m x 0.13m / textile	
Resort Logo	8x produced by NSA	0.25m x 0.13m / textile	
	1x produced by FIS (send the vector file logo to FIS)	2.00m x 0.4m / textile	

Advertisement material		Size/ material	Time	Status
Podium				
Title Sponsor space	1x produced by FIS	0.8m x 0.2m / magnet foil	Within August – September	
Resort Logo	2x produced by FIS (<u>send the vector file logo to FIS</u>)	0.8m x 0.2m / magnet foil		
Award Ceremony				
Title Sponsor space	1x produced by FIS	0.85m x 0.5m / textile	Ready at arrival of FIS M+M Implementation Team	
	24x produced by FIS	0.25m x 0,13m / textile		
Sponsor space	24x produced by NSA	0.25m x 0.13m / textile	Within August – September	
Resort Logo	1x produced by FIS (<u>send the vector file logo to FIS</u>)	2m x 0.4m / textile		
	13x produced by NSA	0.25m x 0.13m textile	Ready at arrival of FIS M+M Implementation Team	

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

7.1 Marketing material for NSA and FIS sponsors

Advertisement material	Size/ material	Time	Status
Starting bibs			
Send layouts to FIS M+M project manager for approval	PDF	20 days before production	
Leader bibs			
Send layouts to FIS M+M project manager for approval	PDF and Vector based file with information on colour codes	20 days before production	
Print material			
Send all event related print material to FIS M+M project manager for approval	PDF	20 days before printing	
Communicate size of ad page for FIS sponsors in official program (if any) to FIS M+M project manager		2 months before printing of program	
Video spots			
Communicate specifics about the necessary video spot format to FIS M+M project manager		2 months before event	
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	FIS M+M will communicate all details to NSA prior to the event	
Onsite activation/Slope experience	Will be communicated between FIS and NSA	
FIS M+M Implementation Team		
3 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 half board) for FIS M+M Partnership Relations Manager and all the implementation team	From arrival day until departure of FIS M+M implementation team. Exact amount of rooms and dates will be communicated before by FIS	
Support Team (LOC Volunteers)		
Volunteers	At different times available for FIS M+M Implementation Team	

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 20m		Before FIS M+M implementation team arrival	
Exit Gate			
400cm 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	

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.	