



SPECIFICATIONS FOR COMMERCIAL MARKINGS ON EQUIPMENT

Season 2024 / 2025, replacing all earlier versions

**INTERNATIONAL
SKI AND SNOWBOARD
FEDERATION**

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1. GENERAL PRINCIPLES

- 1.1 Athletes may display on their Competition Equipment a commercial marking (wording or logo) specifically permitted by para. 2.1 to 2.9 per product.**
- 1.2** All other forms of commercial markings or advertising are not permitted if they are not explicitly mentioned.
- The privilege of attaching Manufacturer's Identifications to Competition Equipment shall be exceptional and strictly limited to Effective Manufacturers. FIS recognizes as an Effective Manufacturer only those enterprises which meet, in the FIS own discretion, the definition in the Specifications for Competition Equipment, Chapter A, para. 1.1.
- 1.3** Companies which are typically not engaged in equipment manufacturing but produce certain equipment items mainly for the purpose of advertising shall not be allowed to benefit from the Manufacturer's Identification privilege.
- 1.4** Specifications concerning the size, the form and the number of commercial markings must be decided by the FIS (Council).
- 1.5** Commercial markings which appear on Competition Equipment may not be displayed on bibs. With regard to clothing and headgear, such commercial markings may appear if they are the Manufacturer's Identification of that particular Competition item.
- 1.6** Website addresses and hashtags (#) may be placed on headgear or clothing.

2. DETAILED SPECIFICATIONS

2.1 Skis, ski boots, bindings, ski poles, arm and leg protection, etc.

2.1.1 Skis, ski boots, bindings, ski poles, separate arm and leg protections and other hardware are permitted to be used at FIS competitions with their commercially available designs and may bear only the Manufacturer's Identification as defined in the Specifications for Competition Equipment, Chapter A, para. 1.2.

2.1.2 The size of the commercial markings on each arm and leg protection is limited to one marking of 12 cm².

Other sponsor markings on arm and leg protections are permitted, if those protections are part of the clothing and within the specifications of art. 2.4 (3 - 4 parts).

A commercial marking of the actual producer of the hand protector for ski poles is permitted. The marking may be divided into two parts per individual hand protector. The total surface area of the commercial markings per hand protector is limited to 15 cm².

2.1.3 Ski straps

Only hardware (skis, ski boots, bindings, ski poles) and wax suppliers are permitted to have advertising on ski straps. No commercial advertising is permitted. Maximum 2 ski straps per pair of skis, for example one hardware and one wax supplier.

2.1.4. NC and CC Ski Poles Clips (ICR 207.1.2)

Nordic Combined and Cross-Country Ski Poles Clips. A clip can be used to hold the two poles together. The clip can be the width of the two poles, though not wider than 4 cm. The length (height) can be 10 cm. The long side of the clip is to be parallel to the poles. The commercial marking of the pole manufacturer can cover the entire surface of the clip.

2.2 Gloves

A commercial marking of the actual producer of the glove is permitted. The marking may be divided into two parts per individual glove. The total surface area of the commercial markings per glove is limited to 15 cm².

2.3 Goggles

Goggle-straps may carry two commercial markings of the actual produce no larger than 15 cm² each in an unstretched position. A moulded logo may appear on the frame centrally on the forehead.

Straps shall not measure more than 5 cm max. in width. In case of double straps only one strap may carry the commercial markings. In the case of using frameless goggles (with reduced frame thickness), the brand name may appear on the lenses in a similar position and size as on the frame and a technical identification relating to goggle lenses is accepted.

Straps (without goggles) with commercial markings of goggle suppliers may not be worn.

2.4 Clothing

2.4.1 Articles of clothing may carry commercial markings belonging to the manufacturer and/or to other sponsors (as defined in art. 2.7)

2.4.2 The total surface area of all commercial markings on the clothing of one person shall not exceed 500 cm², when using the boxing measurement system. The maximum surface area for a single marking is 100 cm².

The National Association may decide on the placing of commercial markings.

Two commercial markings of the same sponsor may not appear one above the other or one beside the other.

2.4.3 In addition to the 500 cm² permitted on athlete's clothing, roll necks may display the manufacturer's trademark and/or the name of a sponsor with one or two identifications, with a maximum total surface area of 20 cm² **or** neck warmers which may display the manufacturer's trademark and/or the name of a sponsor with one or two identifications, each with a maximum surface area of 20 cm². Logos must not be positioned above the neck or cover the face of the athlete.

2.4.4 An emblem indicating the national military, police or customs organisation and similar organisations may be displayed on warm-up suits (but not on headgear or race suits), with a maximum size of 20 cm². This emblem is not included within the 500 cm² total surface area of the commercial markings. The same applies to markings of charitable organisations.

2.5 Sit Ski (Para Alpine Skiing and Para Nordic)

2.5.1 Articles of sit ski may carry commercial markings belonging to the manufacturer and/or to other sponsors (as defined in art. 2.9).

2.5.2 Commercial markings on a sit ski are considered to be part of the racing suit and are counted towards the total surface area allowed. The same regulations that apply to the racing suit are applicable to sit skis.

2.5.3 The total surface area of all commercial markings on the clothing of one person shall not exceed 500 cm². The maximum surface area for a single marking is 100 cm².

The National Association may decide on the placing of commercial markings.

Two commercial markings of the same sponsor may not appear one above the other or one beside the other.

The markings in the bib area of sit ski are not allowed.

2.6 Helmets and Headgear

2.6.1 Helmets and headwear may carry two commercial markings of the manufacturer with a maximum size of 15 cm², one on each side, placed above or below the ears. The front of helmets and headwear may only be used for the emblems of national teams, and sponsors, subject to art. 2.6.2 and 2.9.

2.6.2 The front (middle) of helmets and all headwear worn in competition and within the competition area, to include flower and prize-giving ceremonies, interviews etc.,

must carry the identification of the National Association with a minimum size of 6 cm².

- 2.6.3 Helmets and headgear worn in competition may carry the name or nickname (incl. hashtag) of an athlete. The athlete's name or nickname (incl. hashtag) with a maximum size of 20 cm² must be placed at the back of the helmet or, on the rear of a hat/headband for Cross-Country, Nordic Combined, namely when a helmet is not worn.

2.7 Mask, Mouth-Nose cover

Only the national flag or the logo and design of the NSA is allowed with no limitation of size.

2.8 Para Biathlon

2.8.1 Rifle

2.8.1.1 Rifle Control Sticker (RCS)

An RCS may be placed on both sides of the rifle stocks, each in the size of 6 cm x 4 cm. The FIS may approve the display of a Sponsor Markings on such sticker. It is to be placed on the 9 cm x 4 cm large, even surface in such a way that it is not covered or cut off in any place. A free space of 1 cm is to be left on all sides of the sticker in which no other Sponsor Markings may be placed, nor any other symbol or sticker.

2.8.1.2 Sponsor Markings

In addition a maximum of three Sponsor Markings (pictorial trademark, word-based insignia or logotype) may be shown, and these must be clearly different from the background colour. Their dimensions may not exceed two times 50 cm² and one time 25 cm², with free placement.

2.8.1.3 Commercial Marking of the Manufacturer

The commercial marking of the Manufacturer may only be positioned between the front end of the fore stock and the front end of the rifle barrel with a maximum size of 1 x 6 cm.

2.8.2 Shooting Straps and Arm Loops

On the shooting strap and arm loop, one Sponsor Logo or Logo is permitted with the dimension of 30cm².

2.8.3 Rifle Case/Rifle Bag

Rifle cases and rifle bags may only show an Advertising space with maximum total dimensions of 50 x 15 cm (750 cm²). This space maybe divided into a maximum of two separate spaces for Sponsor Logos or Logos of the same sponsor/manufacturer.

2.8.4 Telescopes and Stands

Commercial Markings of the Manufacturer or Sponsor Markings are permitted on telescopes on no more than two surfaces per side, each with a maximum area of 50 cm².

2.9 Other Sponsors

2.9.1 Scope: A National Association alone may sign sponsorship contracts with firms which are not suppliers of ski equipment (hardware and sports textiles) provided the following indications are met (see also ICR art. 206).

The dimensions of commercial markings of such sponsors must conform to the specifications in art. 2.1., art. 2.4., art. 2.5, art. 2.6, art.2.8.

2.9.2 Clothing and Sit Ski

A National Association may sign sponsorship contracts for advertising on clothing, whereupon the provisions 2.4.2/2.4.3/2.5.2/2.5.3 must be observed.

2.9.3 Helmets and Headwear

Helmet / headwear may carry commercial markings from a maximum of 2 sponsors which are not suppliers of ski equipment (hardware or outerwear). These commercial markings should not exceed a total maximum size of 100 cm², and are subject to the regulations of each National Association. The commercial markings may be placed in the front (middle) of the helmet / headwear and on either side. The front of helmets and headwear must carry the identification of the National Association with a minimum size of 6 cm².

The commercial markings must be placed either to the side of, or above, the identification of the National Association and/or the commercial marking of the manufacturer (as permitted under Clause 2.6.1). The free space between the National Association's identification (front middle of headgear), the commercial markings of the manufacturer (each side of headgear) and the sponsor's advertising must be at least 1 cm.

In the case of headbands, the commercial markings may be placed at the front of the headband, with the identification of the National Association to the side.

No advertising is allowed on the movable or integrated chin straps of helmets. The graphic design of the helmets is not considered as 'commercial marking' for the purpose of this Art. 2.9.3.

For the Park and Pipe disciplines (both ski and snowboard), during the season 2024/25, a transition period shall be applied, and the National Associations' / athletes' sponsorship agreements for headgear that have already been in place during previous seasons may be respected. The helmet commercial markings / sponsor's advertising may continue to be of a maximum size of 250 cm², but if the size limit exceeds 100 cm², only 1 sponsor is permitted. For the avoidance of doubt, all other specifications set out in this art. 2.9 have to be complied with.

2.9.4 Jumping skis

2.9.4.1 Presentation of sponsor advertising on jumping skis may be shown:

- a) on the upper side of the ski limited to a total surface of 200 cm² per ski with a max. length of 25 cm and placed in front of the binding. The National Ski Association alone is authorised to decide about this advertising.
- b) cover the total ski surface on the condition that no slogans are used, whereby the sponsor's logo may also be shown once on the running surface. The effective manufacturer alone is authorised to decide about this advertising.

If version b) is chosen then version a) may be applied also. All markings must be identical on both skis.

- 2.9.4.2 If sponsor advertising is used according to art. 2.9.4.1. a), the same sponsor may also occupy a position on clothing and headgear.

If sponsor advertising is used according to art. 2.9.4.1. b) on the total surface of jumping skis, the restriction of art. 1.5 applies, however only to the relevant disciplines Ski Jumping and Nordic Combined.

- 2.9.4.3 a) Any sponsor advertising on jumping skis must be accepted and approved by the respective National Association.
- b) Advertising according to art. 2.9.4.1. b) must be registered with FIS by the effective manufacturer before use. Registration requires a two-year commitment at least and supply for at least 3 National Ski Associations.

The marking must be identical on both skis with one single surface of a maximum length of 25 cm placed in front of the binding.

- 2.9.5 Skis for Aerials/Big Air/Halfpipe/Slopestyle/Moguls
The dimensions of commercial markings of sponsors are limited to a total surface of 160 cm² per ski. Only five commercial markings per ski are permitted and the number of sponsors across both skis must not exceed 5.

- 2.9.6 Snowboards
The base bottom of snowboards may only carry the recognized commercial markings of the effective producer. The top of snowboards may carry the commercial markings of the effective producer and up to five (5) other sponsors within a total size of 500 cm², but none of them bigger than 200 cm² and according to the regulations of the relevant National Association.

2.10 Accessories

- 2.10.1 Fanny packs, drinking bottles, mobile phones and other accessories

The commercial markings belong to the National Association.

The size of commercial markings is limited to a maximum of 50 cm². The space can be used by the actual producer of the product or a commercial sponsor of the National Association. Drinking bottles used must not exceed 0,5 l volume and 20 cm in height.

- 2.10.2 During the winners' presentation and/or award ceremony, all items mentioned in 2.10.1 must not be worn or carried in front of the leader board or on the podium during winners' presentation and/or the award ceremony. Notwithstanding the foregoing, a drinking bottle, as specified in 2.10.1 is permitted in front of the leader board.

2.11 General Application

All specifications also apply for officials, coaches, technicians, support personnel and forerunners.

3. BY-LAWS FOR COMMERCIAL MARKINGS AND FOR ADVERTISING

3.1 Commercial Markings

- 3.1.1 Trade names, brand names and logos of other products must not be used as model names or be shown on ski equipment. For approved exceptions see actual specifications art. 2.9.4/2.9.5/2.9.6.
- 3.1.2 The design of clothing or helmets shall not represent or simulate the logo or product of a manufacturer or sponsor.
- 3.1.3 Measuring
 - 3.1.3.1 The size of the commercial marking is the surface area within a geometrical shape of the admitted size, e.g. rectangle, circle, rhomboid, trapezoid, octagon, etc.

The measuring is done in an un-stretched state.
 - 3.1.3.2 If the marking is contained within an area of a different colour, the total surface area of the different colour is to be measured.
 - 3.1.3.3 The accuracy of measurement of all markings is the responsibility of the respective National Association.
 - 3.1.3.4 To avoid measuring errors it is recommended for any case of doubt to send a copy of commercial markings in their original size, form and colour to the FIS before use for approval. This should be done before October 1st or before the corresponding season begins in the Southern Hemisphere.

3.2 Advertising with Athletes

- 3.2.1 Advertising with athletes is allowed subject to the permission of the National Association.
- 3.2.2 Names, titles and illustrations of particular athletes can only be used in advertising with the permission of the National Association.
- 3.2.3 Not allowed in advertising with athletes:
 - 3.2.3.1 Any kind of advertising relating to alcohol, tobacco, commercial betting companies and drugs.
 - 3.2.3.2 The use of names, illustrations and titles of athletes for product names or product designs.
 - 3.2.3.3 Any direct statement or active product presentation.
 - 3.2.3.4 Any religious or racial discrimination

3.3 Application in connection with press information or PR activities

The before mentioned provisions also apply in connection with press information or PR activities.