



ADVERTISING RULES

SCOPE

GENERAL ADVERTISING PRINCIPLES

ADVERTISING FOR ALL DISCIPLINES

FREESTYLE SKIING EVENTS

SNOWBOARD EVENTS

valid from October 2024, replacing all earlier versions

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SCOPE

The principles established in the following articles are applicable to all televised ski events staged by or under the auspices of FIS ("the events"), according to its international calendars.

By these principles FIS aims to make sure that the presentation of international ski events follows the same modern standards world-wide.

In all competitions included in the International Ski Calendar (the FIS World Cup in particular) the FIS Advertising Rules concerning advertising possibilities in the competition area and the TV area are binding.

These FIS Advertising Rules approved by the FIS Council are an integral part of the implementation regulations of the FIS Organiser contracts.

1. GENERAL ADVERTISING PRINCIPLES

- 1.1** The owner of all marketing rights at the FIS registered competitions (excluding World Championships) is the National Ski Association, except for the Title / Presenting Rights of the FIS Cup Series.

Advertising in the same product category as overall Series Cup title or presenting sponsor is not permitted.

- 1.2** The nature and extent of advertising must not affect the quality of the television coverage of the events and must not obstruct a clear view of the event and the competitors.

- 1.3** Advertising at the competitions must not infringe the national rules of the country where the event takes place.

1.4 Special (Rotating/LED/Illuminated) Advertising

Advertising boards, posters and banners must not interfere with the presentation of the sporting action.

Special function installations (e.g. bridge, arch, displays) must be approved by FIS as well as arranged in such a way as to conform to safety and advertising requirements.

Should rotating/LED/illuminated advertising be used, advertising may change only once during a camera sequence within the action. Animations can be used for only one sponsor per change, while each advertising message may contain one animation (movement of text or graphics) at most. Special effects (such as glow effect and flashes) and film like sequences are prohibited.

1.5 Advertising May Consist of the Following Items:

- a company name
- a trademark
- a single noun describing a product or service
- a visual image depicting a product or service
- a slogan (e.g. Adidas – Impossible is nothing)

Website domain addresses (URL), hashtags (#) as well as telephone numbers and e-mail addresses on advertising inventory or as supplements are allowed, provided approval is granted by the respective National Ski Association.

1.6 Illumination of Advertising

The illumination of advertising is allowed provided that the conditions mentioned above, are respected, the lightning does not shine directly into the television camera and does not affect the view of the athletes.

- 1.7** No advertising may be made in sound during the transmissions. Exceptions can be made but need approval of FIS and the respective National Ski Association and host-broadcaster.
- 1.8** Advertisements for alcohol and tobacco products may not occupy more than 25% of the total authorized advertising space.
- 1.9** No single product brand can be assigned more than 75% of the total authorised advertising space.
- 1.10** Virtual advertising is in principle not allowed at FIS World Cup events. Exceptions can be made but need the approval of FIS and the respective National Ski Association.
- 1.11** Split Screens during broadcasting of the events are not allowed when they show live action and advertising at the same time.
- 1.12** Any political and/or religious advertising or any defamatory, racist or sexist messages and any advertising, which includes specific references to participants of the events (e.g. athletes and officials), are not permitted.
- 1.13** Any new or thus far not mentioned advertising opportunities need to be approved by FIS in advance of implementation. Requests for the implementation of new advertising opportunities need to be submitted to FIS for discussion in the Committee for Advertising Matters at the latest by September 1st. A test of a new advertising opportunity in the upcoming season can only be allowed once agreed by the Advertising Committee and approved by the Council.
- 1.14** The exact placing of all advertisements must be agreed with the host broadcaster, in accordance with the existing General Advertising Principles and the scope of the relevant discipline.
- 1.15 Fan Clubs**
- Commercial advertising on banners and other promotional material used by fan clubs is not allowed
 - For fan club banners and promotional material within the finish area a minimum distance of 6 m behind the safety fences has to be respected
 - The size of any banner and promotional material may not exceed 1.5 m x 3 m
 - The Slogan on Fan Club Banners must show respect and have no offensive or racist content
- 1.16 Mascots**
- Event Mascot*
- The event mascot can either be for the event itself or to promote an upcoming FIS championship in the same country. The mascot can only be presented outside the competition area, and not in the mixed zone area.

Commercial Mascot

Both can be presented outside the competition area (public area, public village etc.) and inside the competition area. The commercial mascots need to be in connection with the sponsor's banner position. The commercial mascots need to be placed so they do not interfere with the race or the athletes.

2. ADVERTISING RULES FOR ALL FIS DISCIPLINES

2.1 Advertising on Clothing and Equipment

Any identification of a manufacturer or of a sponsor on clothing and equipment must be in conformity with the FIS rules “Specification for competition equipment” and “Specifications for commercial markings”. These rules apply to competitors, officials, personnel providing services as well as to any other person within the competition area.

2.2 Advertising on Starting Bibs

The design of all starting bibs for World Cup races needs to be approved by FIS before production. Such approval is not to be unreasonably withheld.

2.2.1 Basic Design Elements

Symbols (names, logos and graphics) of only one and the same sponsor are permitted on the front as well as the back of all starting bibs of the race. Bib design must not imitate products. The use of a marketing slogan of the sponsor is allowed, provided approval is granted by the respective National Ski Association.

A layout using the whole bib surface can be created to reflect the identity of the bib sponsor (e.g. through design, colour) however this design must not affect the visibility of the start number. The logo, product identification, and brand identification may not exceed 20 cm in height.

Names of effective manufacturers which appear on equipment or components (skis, snowboards, bindings, poles, boots, helmets, wax companies etc.) are not to be used on starting bibs and clothing. In the case a hardware producer also produces software materials this can be allowed if a different brand is used.

2.2.2 Neckline

In case that the neckline (upper border of bib) is used as a line of the brand identification, the repetition of the sponsor frequency is limited to three times.

2.2.3 Lower Stripe

On the lower end of the starting bib a stripe of maximum 8 cm in height may show in letters not exceeding 7 cm in height, the names and logos of a sponsor.

2.2.4 Start Number

The start number must be printed in a bold colour and has to be positioned on the bib so that it is clearly visible.

The height of the number must be at least 10 cm. In team competitions, e.g. Cross-Country, Nordic Combined, Alpine Team Event, the number must be a minimum of 8 cm. The FIS logo or any other non-commercial official logo authorized by the FIS may be printed behind the number in appropriate coloured form.

On starting bibs for all disciplines (exception team competitions) the starting number can be printed additionally on the sides (lateral left and right) on a surface of 7 cm x 7 cm with a maximum size of 6 cm.

On the left and right of the starting number, one advertising space of a maximum 50 cm², with letters of a maximum height of 5 cm can be used for "tourist identifications". This advertising space belongs to the NSA.

If for advertising reasons a company brand and product line brand are combined, 60% of the advertising space must be used for the company brand and 40% for the product line brand. In such cases, the layout of the company brand and the overall appearance must be the same on all starting bibs (e.g. Audi as company brand and "e-tron" for the product line).

2.2.5 Name of the Location (Location / Resort / Locality / Region)

The name of the location where the competition takes place may also be placed on the front and back, in writing or graphic form, and the height of the letters may not exceed 10 cm. The designation of the location may also be in two lines (10 cm total height). The use of a website or a # is allowed, provided approval is granted by the respective National Ski Association.

2.2.6 FIS and Official Title Sponsor Logos

At official FIS Cup Series, the respective FIS composite logo including the official FIS Series title, and a FIS sponsor must appear on the right side of the shoulder piece, while the FIS logo or the FIS World Snow Day logo appear on the left side, all with a maximum height of 6 cm.

2.2.7 Leader Bib

Every competition in a FIS Series Cup may have a leader bib. On the leader bib, which is designed in a uniform colour (e.g. yellow or red or other colours permitted by the FIS) the official FIS Cup Series title and the logo and/or brand identification of the official FIS sponsor replaces the number (max height 12 cm). The logo and/or brand identification of the commercial bib sponsor placed in the upper third part of the bib may not exceed 20 cm in height.

2.3 Timekeeping and Data Processing

Timekeeping firms shall be permitted to use only the advertising spaces next to their equipment (e.g. photo-electric cells at the finish, etc.) as defined in the appendices hereto.

All identifications of timekeeping and data processing firms may be subject to the following:

2.3.1 Timekeeping Cabin / Data Processing Cabin

Identifications and logos are permitted, i.e. one banner of 4 m x 1 m.

2.3.2 Scoreboards

The letters of the identification of the timekeeping firm must not be luminous, nor larger than any of the characters used for the time indication, or 30 cm, whichever is the smaller. When placing a scoreboard one banner of 4 m x 1 m is possible.

2.3.3 Positions for the Intermediate Time / Finish Time

One identification logo is permitted next to each timekeeping equipment on the course, with a maximum size of 50 cm x 100 cm for Alpine and 30 cm x 60 cm for Cross-Country.

2.3.4 TV Insert

Identification of any FIS data and timing processing firms on the FIS Website and on the television screen (signal injection) must be in conformity with the requirement of each discipline as specified in the attached appendices.

2.4 TV Interview Area / Back Walls

2.4.1 Leader Board / Ceremony Wall / Leader Chair

A back wall will be constructed on which the following identifications will be placed:

- The name or other identification of the region/locality or skiing area on top
- Multiple signs/plates of the region/locality or skiing area in the presentation grid
- Multiple signs/plates of the FIS Cup Series title/presenting sponsor in the presentation grid
- Multiple signs/plates of NSA / Event sponsor in the presentation grid
- FIS Cup Series combined logo

The following advertising space ratio applies:

- The name of the location 20%
- The FIS logo and the name of the official FIS Cup Series title / presenter 40%
- The logos of up to a maximum of six sponsors of the competition 40%

The leaderboard can also be used for unilateral interviews.

The maximum height of the letters is 30 cm.

Leader Chair

Subject to the agreement of the NSA / marketing rights holder, a leader chair can be positioned in front of the leader board. The maximum dimensions of the leader chair are 140 cm in height and 50 cm in width. The right can be granted to display on the leader chair one logo and/or brand identification of an NSA / Event sponsor or the FIS Cup Series title / presenter, with a maximum height of 15 cm.

2.4.2 Small Back Installation for Unilateral Interviews at FIS Series

On the "small back installation" of the TV companies, the TV companies' logo may be placed. A maximum of 6 additional sponsor advertisements of 10 cm x 10 cm are possible. In addition to this, the individual TV Company can use the FIS Cup Series logo and the logo of the respective National Ski Association.

2.5. Winner Presentation Banner

A Winner Presentation Banner (Toblerone) with the maximum dimensions of 600 cm width and 40 cm height may be used for the presentation of the top three athletes in the finish area before the official winner's presentation (to be held in front of the ceremony wall).

The advertising space on the side of the winner presentation banner facing the TV camera is allocated as follows:

- One logo or name of the region/locality or skiing area in the centre of the banner
- One or two logos and/or brand identifications of the FIS Cup Series title / presenter on the left and/or right side
- One or two logos and/or brand identifications of an NSA / Event sponsor on the left and/or right side
- The maximum height of each logo or name is 15 cm

2.6 Partner and Sponsor Boards

Outside of the main competition area, a sponsor and partner board may be placed as part of the stadium design, on which all partners of the event may be presented along with the official title of the event.

2.7 Video Screen / Wall

When placing a video wall in the competition area a frame around the video wall with a width of maximum 1.5 m is permitted. The height of logos or letters used on such a frame may not exceed 1 m. Each FIS Cup Series sponsor shall have the possibility to show a 30 second advertising spot on the video screen.

2.8 Host Broadcaster

The logo of the host broadcaster (TV Company) may be placed on TV installations such as e.g. camera towers or commentator cabins provided. This is approved by the FIS and the respective National Ski Association. The size of the logos must correspond to the existing FIS Advertising Rules and must not affect the permitted advertising of the NSA / Event sponsors nor a FIS Cup Series title- and presenting sponsor. The maximum measurements of the advertising for the host broadcaster or TV company on commentator cabins is 50 cm x 50 cm i.e. 2'500 cm².

2.9 Identification on Snow

Identification on snow is possible at all events up to a maximum of two. The identification should have a maximum size of 16 m². For safety reasons an early coordination with the FIS Race Directors has to be made regarding the placement and technical execution.

2.10 New Identifications

Any other identifications or branding for example banners, the use of inflatables and gate flags needs to be in conformity with the discipline specific advertising rules.

2.11 Product Placement

Outside the main competition area but in front of the TV cameras, max. 2 products (e.g. a car) can be placed. The exact position is to be agreed between the Race Director, NSA and Host Broadcaster.

2.12 Hot Air Balloons

A maximum of 5 hot air balloons is allowed within the view of TV cameras.

3. ADVERTISING RULES FREESTYLE SKIING EVENTS

3.1 Freestyle Ski Cross

The exact placing of all advertisements must be agreed with the host broadcaster.

Any design and colour changes have to be approved by the FIS.

3.1.1 Start Installation / Start Flap

On the starting installation the following advertising is permitted:

- The start flap and posts are to be used by the NSA / Event sponsors (max. one for all flaps or one for all posts). It can be the same sponsor for both
- The name or other identification of the region/locality or skiing area
- The official title as well as the FIS logo affixed to the top of the starting frame/front wall as well as on all sides of the gate frame / exit of the athletes
- Signs of the FIS Cup Series title / presenting sponsor
- Signs of NSA / Event sponsor
- The identification of timekeeping and data processing firm

3.1.2 Along the Course

All advertising boards/banners fixed along the course will be installed, subject to the following conditions. The number of advertising positions allowed along the course per discipline is 30.

A position is defined as follows:

- 1 single banner or,
- 1 to max. 3 single banners attached next to each other or,
- 1 to max. 3 single banners attached to each other forming an angle, with the possibility to have an inflatable placed in the angle behind the banners or,
- 1 to max. 3 single banners lined up in front of each other with a maximum distance of 4 m between them.

The Race Director can decide for safety reasons not to allow a position.

The use of advertising banners along the course, in the field of vision of any single camera, is subject to the following conditions:

- Banners shall be fixed on PVC frames with breakable point. Their measurements must not exceed eight (8) metres in width and one and a half (1.5) metres in height.
- The NSA / Event sponsors can exploit the advertising opportunities on all banners along the course with the exception of the last jump/feature.
- The title sponsor has exclusive branding rights on and around the last jump/feature or position.

Gate Panels

On all gate panels and course-markers, it shall be permitted to identify (name or logo) the location and/or a sponsor. These identifications can be printed directly on both sides of the gate panels or patches can be used.

In all cases the types of panels must be identical and conform to the respective article of ICR.

	Size of gate flag	Advertising space
Cross Events	Base length: min. 100 cm, max. 130 cm Height long side: min. 80 cm, max. 110 cm Height short side: 45 cm	50%

The following has to be considered for both sides of the panel design.

- The sponsor logo may be printed in its original colours
- The location logo may be printed directly on a panel in one colour. The use of patches is allowed but the material used must have the same colour as the gate panel
- The location name/logo may be printed in one or two lines with a maximum height of 10 cm

3.1.3 Finishing Posts, Pylons

It shall be permitted to affix a banner between the posts / pylons above the finishing line where such banner carries the official name of the club or the name or other identification (excepting slogans) of the locality/resort/skiing area and the official title of the event. There must be no change in the name of any event in the course of a season.

It shall be permitted to place signs on the finishing posts or pylons which carry only the name or other identification (excepting slogans) of the region/locality or skiing area. In addition, signs of title/presenting sponsor, NSA / event sponsor, and data and timing service provider may be affixed on the finishing posts.

3.1.4 Finish Area

The finish area must be similar to a stadium, and advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular must not obstruct a clear view of the competitors for spectators and TV cameras.

The height of the individual boards/banners may not exceed 100 cm with a length of 5 metres. and the height of the lettering/logos may not exceed 80 cm for up to two advertising scripts below the finish line and 20 cm for up to five advertising scripts above the finish line.

The finish area must be deemed to include the entire enclosure beyond the finish line fenced off by barriers for the protection of the public, and the final stretch of the course surrounded by safety barriers extending on each side of the finish line for a maximum distance of 50 m.

The banners may be 130 cm in height, if there is a Platinum Circle above the banners.

The signs, boards and banners within range of the television cameras must be affixed in a single line and arranged according to the lie of the land. In the area preceding the finishing line, the boards may be installed in two segments on each side of the course, and must be parallel to the course or, if other than parallel, must in no event create

the impression on the television screen of several superposed surfaces. If the line is divided, the number of advertising boards within range of one camera must not exceed a maximum of four for each of the two segments of advertising placed before the finishing line.

Advertising Boards / Platinum Circle

In addition to the banners /billboards with advertisements / sponsor marking, advertising boards with a size of about 100 cm x 100 cm may be placed between the banners depending on the technical layout.

As an alternative, an advertising board (long, narrow) may be placed above or below the banners with a maximum height of 30 cm, respecting the safety aspects, i.e. either behind the safety barrier or the padding. On such boards a maximum of 3 different sponsors may appear on a length of at least 12 m, either on a repeated sequence or with the logo of the sponsor.

Both advertising possibilities i.e. advertising boards and “platinum circle” in the finish area belong to the National Ski Association, with an option for FIS to acquire these rights.

3.1.5 Other Elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following are observed:

Total size

Max. height is 6 m and max. width is 5 m.

Position

This advertising must be placed no closer than 5 m from the course in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start and at the finish line is not allowed.

Furthermore, it is not permitted to place the inflatable on any podium within the range of the TV cameras.

Number

The above-mentioned positions are permitted for sponsors and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of TV are restricted to a maximum of 6 per competition.

Advertising Above the Course

It is possible to place an NSA / Event sponsor advertising arch in one position. The height of the advertising construction is limited to 6 m and a minimum of 15 m wide.

The position and construction have to be clarified in good time with the FIS (the FIS Race and Marketing Directors) and the host broadcaster, to fulfil all safety-, construction- and advertising aspects (e.g. anchors, etc.).

The rights of this advertising possibility belong to the NSA / Event sponsors.

Winner's Podium

On the winner's podium the official FIS Cup logo and the name or other identification (excepting slogans) of the locality/resort/ skiing area (size: 0.8 m x 0.2 m) must be considered (1st place-FIS Cup logo, 2nd & 3rd place-resort).

Beach Flags

Beach flags are allowed within the TV area and the surrounding venue areas. Beach flags are divided between title/presenting sponsor (25%) and the NSA / Event sponsors (75%).

Starting Bibs / Leader Bibs

Please see article 2.1-2.2.7 *Advertising Rules for all Disciplines* (p. 6-7) in this document for advertising possibilities on starting bibs. Details about layout, size of bib and sizes of logos are to be found in the Marketing Guide.

Video Wall Frame

All advertising opportunities for the video wall frame are available for the NSA / Event sponsors.

3.2 Freestyle Ski Slopestyle

The exact placing of all advertisements must be agreed with the host broadcaster.

Any design and colour changes have to be approved by the FIS.

3.2.1 Start Installation

On the start installation the following advertising is permitted:

- The start flap and posts are to be used by the NSA / Event sponsors (max. one for all flaps or one for all/ posts). It can be the same sponsor for both.
- The name or other identification of the region/locality or skiing area
- The official title as well as the FIS logo affixed to the top of the starting frame/front wall as well as on all sides of the gate frame / exit of the athletes.
- Signs of the FIS Cup Series title / presenting sponsor
- Signs of NSA / Event sponsor
- The identification of timekeeping and data processing firm

3.2.2 Around the Competition Area

All advertising boards/banners fixed around the competition area will be installed, subject to the following conditions:

- a) their measurements must not exceed 8 m in width and 1.5 m in height;
- b) they must not be superposed and must be affixed to the safety barriers or in other positions provided that the safety of the course is not affected;

The NSA / Event sponsors have the rights of advertising on all banners along the course. Advertising is permitted along the course on installations and features.

3.2.3 Finish Area

The finish area must be similar to a stadium, and advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular, must not obstruct a clear view of the competitors for spectators and TV cameras.

The height of the individual boards/banners may not exceed 100 cm with a length of 5 m.

The finish area must be deemed to include the entire enclosure behind the competition area fenced off by barriers for the protection of the public.

The banners may be 130 cm in height, if there is a Platinum Circle above the banners.

Advertising boards / Platinum Circle

In addition to the banners/billboards with advertisements / sponsor marking, advertising boards with a size of about 100 cm x 100 cm may be placed between the banners depending on the technical layout.

As an alternative, an advertising board (long, narrow) may be placed above or below the banners with a maximum height of 30 cm, respecting the safety aspects, i.e. either behind the safety barrier or the padding. On such boards a maximum of 3 different sponsors may appear on a length of at least 12 m either on a repeated sequence or with the logo of the sponsor.

Both advertising possibilities i.e. advertising boards and "platinum circle" in the finish area belong to the National Ski Association, with an option for FIS to acquire these rights.

3.2.4 Other Elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following are observed:

Total size

Max. height is 6 m and max. width is 5 m

Position

This advertising must be placed no closer than 5 m from the course in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start and at the finish line is not allowed.

Furthermore, it is not permitted to place the inflatable on any podium within the range of the TV cameras.

Number

The above-mentioned positions are permitted for sponsors and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of TV are restricted to a maximum of 6 per competition.

Advertising Above the Course

It is possible to place an NSA / Event sponsor advertising arch in one position. The height of the advertising construction is limited to 6 m and a minimum of 15 m wide. The position and construction have to be clarified in good time with the FIS (the FIS Race and Marketing Directors) and the host broadcaster, to fulfil all safety-, construction- and advertising aspects (e.g. anchors, etc.).

The rights of this advertising possibility belong to the NSA / Event sponsors.

Winner's Podium

On the winner's podium the official FIS Cup logo and the name or other identification (excepting slogans) of the locality/resort/ skiing area (size: 0.8 m x 0.2 m) must be considered (1st place-FIS Cup logo, 2nd & 3rd place-resort).

Beach Flags

Beach flags are allowed within the TV area and the surrounding venue areas. Beach flags are divided between title/presenting sponsor (25%) and the NSA / Event sponsors (75%).

Starting Bibs / Leader Bibs

Please see article 2.1-2.2.7 *Advertising Rules for all Disciplines* (p. 6-7) in this document for advertising possibilities on starting bibs. Details about layout, size of bib and sizes of logos are to be found in the Marketing Guide.

Course Elements

Advertising on course elements (e.g. rails, ridges) is allowed, respecting the safety aspects. A course element can be built in a way that the shape and look of it represents a sponsor, so the course element itself is an advertising element (respecting the safety aspects). The rights of this advertising possibility belong to the NSA / Event sponsors.

Video Wall Frame

All advertising opportunities for the video wall frame are available for the NSA / Event sponsors.

3.3 Freestyle Ski Halfpipe

The exact placing of all advertisements must be agreed with the host broadcaster.

Any design and colour changes have to be approved by the FIS.

3.3.1 Starting Installation

On the starting installation the following advertising is permitted:

- The start flap and posts are to be used by the NSA / Event sponsors (max. one for all flaps or one for all/ posts). It can be the same sponsor for both.
- The name or other identification of the region/locality or skiing area

- The official title as well as the FIS logo affixed to the top of the starting frame/front wall as well as on all sides of the gate frame / exit of the athletes.
- Signs of the FIS Cup Series title / presenting sponsor
- Signs of NSA / Event sponsor
- The identification of timekeeping and data processing firm

3.3.2 Around the Competition Area

All advertising boards/banners fixed around the competition area will be installed, subject to the following conditions:

- a) Their measurements must not exceed eight (8) metres in width and one and a half (1.5) metres in height;
- b) They must not be superposed and must be affixed to the safety barriers or in other positions provided that the safety of the course is not affected;

The NSA / Event sponsors have the rights of advertising on all banners along the pipe. Advertising is permitted on installations.

3.3.3 Finish Area

The finish area must be similar to a stadium and, advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular, must not obstruct a clear view of the competitors for spectators and TV cameras.

The height of the individual boards/banners may not exceed 100 cm with a length of 5 m.

The finish area must be deemed to include the entire enclosure behind the competition area fenced off by barriers for the protection of the public.

The banners may be 130 cm in height, if there is a Platinum Circle above the banners.

Advertising Boards / Platinum Circle

In addition to the banners/billboards with advertising/ sponsor marking, advertising boards with a size of about 100 cm x 100 cm may be placed depending between the banners on the technical layout.

As an alternative, an advertising board (long, narrow) may be placed above or below the banners with a maximum height of 30 cm, respecting the safety aspects, i.e. either behind the safety barrier or the padding. On such boards a maximum of 3 different sponsors may appear on a length of at least 12 m either on a repeated sequence or with the logo of the sponsor.

Both advertising possibilities i.e. boards and "platinum circle" in the finish area belong to the National Ski Association, with an option for FIS to acquire these rights.

3.3.4 Other Elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following are observed:

Total size

Max. height is 6 m and max. width is 5 m

Position

This advertising must be placed no closer than 5 m from the course in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start and at the finish line is not allowed.

Furthermore, it is not permitted to place the inflatable on any podium within the range of the TV cameras.

Number

The above-mentioned positions are permitted for sponsors and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of TV are restricted to a maximum of 6 per competition.

Winner's Podium

On the winner's podium the official FIS Cup logo and the name or other identification (excepting slogans) of the locality/resort/ skiing area (size: 0.8 m x 0.2 m) must be considered (1st place-FIS Cup logo, 2nd & 3rd place-resort).

Beach flags

Beach flags are allowed within the TV area and the surrounding venue areas. Beach flags are divided between title/presenting sponsor (25%) and the NSA / Event sponsors (75%).

Starting Bibs / Leader Bibs

Please see article 2.1-2.2.7 *Advertising Rules for all Disciplines* (p. 6-7) in this document for advertising possibilities on starting bibs. Details about layout, size of bib and sizes of logos are to be found in the Marketing Guide.

Video Wall Frame

All advertising opportunities for the video wall frame are available for the NSA / Event sponsors.

3.4 Freestyle Moguls / Dual Moguls

The exact placing of all advertisements must be agreed with the host broadcaster.

Any design and colour changes have to be approved by the FIS.

3.4.1 Starting Installation

On the starting installation the following advertising is permitted:

- The start flap and posts are to be used by the NSA / Event sponsors (max. one for all flaps or one for all/ posts). It can be the same sponsor for both.
- The name or other identification of the region/locality or skiing area
- The official title as well as the FIS logo affixed to the top of the starting frame/front wall as well as on all sides of the gate frame / exit of the athletes.
- Signs of the FIS Cup Series title / presenting sponsor
- Signs of NSA / Event sponsor
- The identification of timekeeping and data processing firm

3.4.2 Around the Competition Area

All advertising boards/banners fixed around the competition area will be installed, subject to the following conditions:

- a) Their measurements must not exceed eight (8) meters in width and one and a half (1.5) metres in height;
- b) They must not be superposed and must be affixed to the safety barriers or in other positions provided that the safety of the course is not thereby affected;

The NSA / Event sponsors have the rights of advertising on all banners along the course.

3.4.3 Finishing Posts

Since for moguls it may be impossible to affix a horizontal banner for this discipline, it is agreed that the official sponsor of the FIS Cup Series may be identified by a board on each of the finishing posts, the maximum permitted width of such board being 100 cm and the height 50 cm. In addition, NSA/event sponsor, region/locality data and timing, may be affixed on the finishing posts.

3.4.4 Control Gates

On the control gate flags two identifications (name or logo) shall be permitted. It shall also be permitted to identify the name of the region/locality or skiing area instead of a sponsor. The size of the control gates is 80 cm width x 120 cm height.

3.4.5 Course Banners

The signs, boards and banners within range of the television cameras must be affixed in a single line. This line of advertising must be arranged according to the line of the land and, in the area preceding the finishing line, the boards may be installed in two segments on each side of the course and must be parallel to the course. If other than parallel, the boards must in no event create the impression on the television screen of several superposed surfaces. If the line is divided, the number of advertising boards within range of one camera must not exceed a maximum of four for each of the two segments of advertising placed before the finishing line.

3.4.6 Air Bumps

Advertising can be affixed to the front of the air bump. Two sets of air bumps are located on course. The number of air bumps can be between 3 and 6. The size of the advertising space shall be limited to 100 cm x 50 cm per air bump.

3.4.7 Finish Area

The finish area must be similar to a stadium and, advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular, must not obstruct a clear view of the competitors for spectators and TV cameras.

The height of the individual boards/banners may not exceed 100 cm with a length of 5 m and the height of the lettering/logos may not exceed 80 cm for up to two advertising scripts below the finish line and 20 cm for up to five advertising scripts above the finish line.

The finish area must be deemed to include the entire enclosure beyond the finish line fenced off by barriers for the protection of the public, and the final stretch of the course surrounded by safety barriers extending on each side of the finish for a maximum distance of 50 m.

The signs, boards and banners within range of the television cameras must be affixed in a single line and must be arranged according to the lie of the land. In the area preceding the finishing line, the boards may be installed in two segments on each side of the course and parallel to the course. If other than parallel, the boards must in no event create the impression on the television screen of several superposed surfaces. If the line is divided, the number of advertising boards within range of one camera must not exceed a maximum of four for each of the two segments of advertising placed before the finishing line.

Advertising Boards / Platinum Circle

In addition to the banners/billboards with advertisements/ sponsor marking advertising boards with a size of about 100 cm x 100 cm may be placed between the banners depending on the technical layout.

As an alternative, an advertising board (long, narrow) may be placed above or below the banners with a maximum height of 30 cm, respecting the safety aspects, i.e. either behind the safety barrier or the padding. On such boards a maximum of 3 different sponsors may appear on a length of at least 12 m either on a repeated sequence or with the logo of the sponsor.

Both advertising possibilities i.e. advertising boards and "platinum circle" in the finish area belong to the National Ski Association, with an option for FIS to acquire these rights.

3.4.8 Other Elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following conditions are observed:

Total size

Max. height is 6 m and max. width is 5 m

Position

This advertising must be placed no closer than 5 m from the course in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start and at the finish line is not allowed.

Furthermore, it is not permitted to place the inflatable on any podium within the range of the TV cameras.

Number

The above-mentioned positions are permitted for sponsors and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of the TV cameras are restricted to a maximum 6 per competition at Freestyle events.

Winner's Podium

On the winner's podium the official FIS Cup logo and the name or other identification (excepting slogans) of the locality/resort/ skiing area (size: 0.8 m x 0.2 m) must be considered (1st place-FIS Cup logo, 2nd & 3rd place-resort).

Beach Flags

Beach flags are allowed within the TV area and the surrounding venue areas. Beach flags are divided between title/presenting sponsor (25%) and the NSA / Event sponsors (75%).

Starting Bibs / Leader Bibs

Please see article 2.1-2.2.7 *Advertising Rules for all Disciplines* (p. 6-7) in this document for advertising possibilities on starting bibs. Details about layout, size of bib and sizes of logos are to be found in the Marketing Guide.

Video Wall Frame

All advertising opportunities for the video wall frame are available for the NSA / Event sponsors.

3.5 Freestyle Aerials

The exact placing of all advertisements must be agreed with the host broadcaster.

Any design and colour changes have to be approved by the FIS.

3.5.1 Starting Position

On the starting installation the following advertising is permitted:

- The start flap and posts are to be used by the NSA / Event sponsors (max. one for all flaps or one for all/ posts). It can be the same sponsor for both.
- The name or other identification of the region/locality or skiing area
- The official title as well as the FIS logo affixed to the top of the starting frame/front wall as well as on all sides of the gate frame / exit of the athletes.
- Signs of the FIS Cup Series title / presenting sponsor
- Signs of NSA / Event sponsor
- The identification of timekeeping and data processing firm

3.5.2 In-run / Landing

Advertising should be permitted on the in-run and landing.

3.5.3 Jumps

Maximum 2 sponsors may appear on the nose of the take-off(s) in letters not exceeding 200 cm in height. No other advertising on the take-off is permitted. Resort and title/presenting sponsors' signs may appear on the jumps' front in letters not exceeding 200 cm in height.

3.5.4 Exit Gate

On the exit gate the following may appear:

- Identification (except slogans) of the region/locality
- FIS logo
- FIS Cup Series title / presenting sponsor
- The official FIS Cup Series logo
- NSA / Event sponsor

3.5.5 Out-run / Finish Area

The out-run must be similar to a stadium and, advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular, must not obstruct a clear view of the competitors for spectators and TV cameras.

The size of the boards/banners may not exceed 5 m in length and 1 m in height.

The finish area must be deemed to include the entire enclosure behind the competition area fenced off by barriers for the protection of the public.

Advertising Boards / Platinum Circle

In addition to the banners/billboards with advertisements/sponsors marking, advertising boards with a size of about 100 cm x 100 cm may be placed between the banners depending on the technical layout.

As an alternative, an advertising board (long, narrow) may be placed above or below the banners with a maximum height of 30 cm, respecting the safety aspects, i.e. either behind the safety barrier or the padding. On such boards a maximum of 3 different

sponsors may appear on a length of at least 12 m either on a repeated sequence or with the logo of the sponsor.

Both advertising possibilities i.e. advertising boards and “platinum circle” in the finish area belong to the National Ski Association, with an option for FIS to acquire these rights.

3.5.6 Other Elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following conditions are observed:

Total size

Max. height is 6 m and max. width is 5 m.

Position

This advertising must be placed no closer than 5 m from the course in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start and at the finish line is not allowed.

Furthermore, it is not permitted to place the inflatable on any podium within the range of the TV cameras.

Number

The above-mentioned positions are permitted for sponsors and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of the TV cameras are restricted to a maximum 6 per competition at Freestyle events.

Winner’s Podium

On the winner’s podium the official FIS Cup logo and the name or other identification (excepting slogans) of the locality / resort / skiing area (size: 0.8m x 0.2m) must be considered (1st place-FIS Cup logo, 2nd & 3rd place-resort).

Beach Flags

Beach flags are allowed within the TV area and the surrounding venue areas. Beach flags are divided between title/presenting sponsor (25%) and the NSA / Event sponsors (75%).

Starting Bibs / Leader Bibs

Please see article 2.1-2.2.7 *Advertising Rules for all Disciplines* (p. 6-7) in this document for advertising possibilities on starting bibs. Details about layout, size of bib and sizes of logos are to be found in the Marketing Guide.

Video Wall Frame

All advertising opportunities for the video wall frame are available for the NSA / Event sponsors.

3.6 Freestyle Ski Big Air

The exact placing of all advertisements must be agreed with the host broadcaster.

Any design and colour changes have to be approved by the FIS.

3.6.1 Starting Installation

On the starting installation the following advertising is permitted:

- The start flap and posts are to be used by the NSA / Event sponsors (max. one for all flaps or one for all/ posts). It can be the same sponsor for both.
- The name or other identification of the region/locality or skiing area
- The official title as well as the FIS logo affixed to the top of the starting frame/front wall as well as on all sides of the gate frame / exit of the athletes.
- Signs of the FIS Cup Series title / presenting sponsor
- Signs of NSA / Event sponsor
- The identification of timekeeping and data processing firm

3.6.2 Around the Competition Area

All advertising boards/banners fixed around the competition area will be installed, subject to the following conditions:

- a) their measurements must not exceed eight (8) metres in width and one and a half (1.5) metres in height;
- b) they must not be superposed and must be affixed to the safety barriers or in other positions provided that the safety of the course thereby is not affected;

The NSA / Event sponsors have the rights of advertising on all banners along the course.

3.6.3 Finishing Area

The finish area must be similar to a stadium and, advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular, must not obstruct a clear view of the competitors for spectators and TV cameras.

The height of the individual boards/banners may not exceed 100 cm with a length of 5 metres.

The finish area must be deemed to include the entire enclosure behind the competition area fenced off by barriers for the protection of the public.

Advertising Boards / Platinum Circle

In addition to the banners/billboards with advertisements/ sponsor marking, advertising boards with a size of about 100 cm x 100 cm may be placed between the banners depending on the technical layout.

As an alternative, an advertising board (long, narrow) may be placed above or below the banners with a maximum height of 30 cm, respecting the safety aspects, i.e. either behind the safety barrier or the padding. On such boards a maximum of 3 different sponsors may appear on a length of at least 12 m either on a repeated sequence or with the logo of the sponsor.

Both advertising possibilities i.e. advertising boards and “platinum circle” in the finish area belong to the National Ski Association, with an option for FIS to acquire these rights.

3.6.4 Other Elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following aspects are observed:

Total size

Max. height is 6 m and max. width is 5 m.

Position

This advertising must be placed no closer than 5 m from the course in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start and at the finish line is not allowed.

Furthermore, it is not allowed to place the inflatable on any podium within the range of the TV cameras.

Number

The above-mentioned positions are permitted for sponsors and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of TV are restricted to a maximum of 6 per competition.

Winner's Podium

On the winner's podium the official FIS Cup logo and the name or other identification (excepting slogans) of the locality/resort/ skiing area (size: 0.8 m x 0.2 m) must be considered (1st place-FIS Cup logo, 2nd & 3rd place-resort).

Beach Flags

Beach flags are allowed within the TV area and the surrounding venue areas. Beach flags are divided between title/presenting sponsor (25%) and the NSA / Event sponsors (75%).

Starting Bibs / Leader Bibs

Please see article 2.1-2.2.7 *Advertising Rules for all Disciplines* (p. 6-7) in this document for advertising possibilities on starting bibs. Details about layout, size of bib and sizes of logos are to be found in the Marketing Guide.

Video Wall Frame

All advertising opportunities for the video wall frame are available for the NSA / Event sponsors.

APPENDIX FREESTYLE SKIING:

On-Screen Identifications

This document provides details about regulations for injection of the appointed timing & data provider(s) into the broadcast signal. The Organizer undertakes not to permit any other injection into the broadcast signal of the Event.

1. On-screen identification means only visual display of the company's name/logo. There may be no dedicated visual or audio effects and/or references to an online domain or address included in this identification. On-screen identifications will be authorized only for companies whose principal activities include the provision of the equipment used (hardware) and/or the service (software) ("the Company(ies)"). The identification shall be in the form as described in this document.
2. No other on-screen identification other than for the appointed Timing & Data provider(s), may be transmitted at the same time as the appearance on-screen of timing and/or data processing information.
3. Injection/display requirements:
 - a) The identification of the timing service provider shall appear on-screen only at the same moment as information regarding a competitor's time at the finish and/or any other usually accepted moment (e.g. intermediate time) appears.
 - b) The identification of the data service provider shall appear on-screen only with the display of the data provided by such provider.
 - c) The identification of the timing or data service provider on the television screen (signal injection) shall be as follows:

Timing:	maximum of 4 seconds per identification
Amount:	see below "FIS TV Inserts Freestyle Skiing"
Data:	maximum of 6 seconds per identification
Amount:	see below "FIS TV Inserts Freestyle Skiing"
4. Size and position of identifications
 - a) The height of the letters of the identification of the timing & data service provider(s) must not exceed the maximum height of the simultaneous broadcast display of data.
 - b) Identification of the logo on-screen shall be via a static graphic. Notwithstanding this, it shall be permitted for such logo to appear and

disappear on screen by zooming "in" and "out". No other movement of the logo, in particular any movement across the screen, shall be permitted.

- c) The maximum height of television lines for the identification of any timing & data service provider shall be fixed at 23 pixels for productions in SD (1024 x 576 pixels) and at 44 pixels for productions in HD (1920 x 1080 pixels). The identification shall appear either at the bottom in the center of the screen and below the data display or alternatively in a central position to the right-hand side of the data display.

5. Wording of identifications

The timing & data service provider(s) shall be identified either by its usual trading name which may be in the font of a trademark protected word and, if requested by the provider(s), the use of either of the following additional words:

- a) for timing provider(s): "timing"
- b) for data processing provider(s): "computer" or "data"

**FIS TV Insert Freestyle Skiing
FIS World Cup / FIS World Championships**

Timing	Data
➤ Moguls	➤ Moguls
4" (20x)	6" (15x)
80" per race	➤ 90" per race
➤ New style	➤ New style
----	6" (15x)
	90" per race
➤ Aerials	➤ Aerials
----	6" (15x)
	90" per race

FIS Title Sponsor at World Cup / World Championships

The name of the title sponsor may be integrated into the TV graphics on the condition that the colour and font of the letters used are identical to those appearing on the graphics.

4. ADVERTISING RULES FOR SNOWBOARD EVENTS

4.1 Snowboard Cross

The exact placing of all advertisements must be agreed with the host broadcaster.

Any design and colour changes have to be approved by the FIS.

4.1.1 Start Installation / Start Gate

On the starting installation the following advertising is permitted:

- The start flap and posts are to be used by the NSA / Event sponsors (max. one for all flaps or one for all posts). It can be the same sponsor for both.
- The name or other identification of the region/locality or skiing area
- The official title as well as the FIS logo affixed to the top of the starting frame/front wall as well as on all sides of the gate frame / exit of the athletes.
- Signs of the FIS Cup Series title / presenting sponsor
- Signs of NSA / Event sponsor
- The identification of timekeeping and data processing firm

4.1.2 Along the Course

All advertising boards/banners fixed along the course will be installed, subject to the following conditions:

The number of advertising positions allowed along the course per discipline is 30.

A position is defined as follows:

- 1 single banner or,
- 1 to max. 3 single banners attached next to each other or,
- 1 to max. 3 single banners attached to each other forming an angle, with the possibility to have an inflatable placed in the angle behind the banners or,
- 1 to max. 3 single banners lined up in front of each other with a maximum distance of 4 m between them.

The Race Director can decide for safety reasons not to allow a position.

The use of advertising banners along the course, in the field of vision of any single camera, is subject to the following conditions:

- Banners shall be fixed on PVC frames with breakable point. Their measurements must not exceed eight (8) metres in width and one and a half (1.5) metres in height.
- The NSA / Event sponsors can exploit the advertising opportunities on all banners along the course with the exception of the last jump/feature.
- The title sponsor has exclusive branding rights on and around the last jump/feature or position.

Gate Panels

On all gate panels and course-markers, it shall be permitted to identify (name or logo) the location and/or a sponsor. These identifications can be printed directly on both sides of the gate panels or patches can be used.

In all cases the types of panels must be identical and conform to the respective article of ICR.

	Size of gate flag	Advertising space
Cross Events	Base length: min. 100 cm, max. 130 cm Height long side: min. 80 cm, max. 110 cm Height short side: 45 cm	50%

The following has to be considered for both sides of the panel design.

- The sponsor logo may be printed in its original colours
- The location logo may be printed directly on a panel in one colour. The use of patches is allowed but the material used must have the same colour as the gate panel

The location name/logo may be printed in one or two lines with a maximum height of 10cm.

4.1.3 Finishing Posts, Pylons

It shall be permitted to affix a banner between the posts / pylons above the finishing line where such banner carries the official name of the club or the name or other identification (excepting slogans) of the locality/resort/skiing area and the official title of the event. There must be no change in the name of any event in the course of a season.

It shall be permitted to place signs on the finishing posts or pylons which carry only the name or other identification (excepting slogans) of the region/locality or skiing area. In addition, signs of title/presenting sponsor, NSA / event sponsor, and data and timing service provider may be affixed on the finishing posts.

4.1.4 Finish Area

The finish area must be similar to a stadium, and advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular must not obstruct a clear view of the competitors for spectators and TV cameras.

The height of the individual boards/banners may not exceed 100 cm with a length of 5 metres. and the height of the lettering/logos may not exceed 80 cm for up to two advertising scripts below the finish line and 20 cm for up to five advertising scripts above the finish line.

The finish area must be deemed to include the entire enclosure beyond the finish line fenced off by barriers for the protection of the public, and the final stretch of the course surrounded by safety barriers extending on each side of the finish line for a maximum distance of 50 m.

The banners may be 130 cm in height, if there is a Platinum Circle above the banners.

The signs, boards and banners within range of the television cameras must be affixed in a single line and arranged according to the lie of the land. In the area preceding the finishing line, the boards may be installed in two segments on each side of the course,

and must be parallel to the course or, if other than parallel, must in no event create the impression on the television screen of several superposed surfaces. If the line is divided, the number of advertising boards within range of one camera must not exceed a maximum of four for each of the two segments of advertising placed before the finishing line.

Advertising boards / Platinum Circle

In addition to the banners /billboards with advertisements / sponsor marking, advertising boards with a size of about 100 cm x 100 cm may be placed between the banners depending on the technical layout.

As an alternative, an advertising board (long, narrow) may be placed above or below the banners with a maximum height of 30 cm, respecting the safety aspects, i.e. either behind the safety barrier or the padding. On such boards a maximum of 3 different sponsors may appear on a length of at least 12 m, either on a repeated sequence or with the logo of the sponsor.

Both advertising possibilities i.e. advertising boards and “platinum circle” in the finish area belong to the National Ski Association, with an option for FIS to acquire these rights.

4.1.5 Other Elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following aspects are observed:

Total size

Max. height is 6 m and max. width is 5 m.

Position

This advertising must be placed no closer than 5 m from the course in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start and at the finish line is not allowed.

Furthermore, it is not permitted to place the inflatable on any podium within the range of the TV cameras.

Number

The above-mentioned positions are permitted for sponsors, and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of TV are restricted to a maximum of 6 per competition

Advertising above the Course

It is possible to place an NSA / Event sponsor advertising arch in one position. The height of the advertising construction is limited to 6 m and a minimum of 15 m wide.

The position and construction have to be clarified in good time with the FIS (the FIS Race and Marketing Directors) and the host broadcaster, to fulfil all safety-, construction- and advertising aspects (e.g. anchors, etc.).

The rights of this advertising possibility belong to the NSA / Event sponsors.

Winner's Podium

On the winner's podium the official FIS Cup logo and the name or other identification (excepting slogans) of the locality/resort/ skiing area (size: 0.8 m x 0.2 m) must be considered (1st place-FIS Cup logo, 2nd & 3rd place-resort).

Beach Flags

Beach flags are allowed within the TV area and the surrounding venue areas. Beach flags are divided between title/presenting sponsor (25%) and the NSA / Event sponsors (75%).

Starting Bibs / Leader Bibs

Please see article 2.1-2.2.7 *Advertising Rules for all Disciplines* (p. 6-7) in this document for advertising possibilities on starting bibs. Details about layout, size of bib and sizes of logos are to be found in the Marketing Guide.

Video Wall Frame

All advertising opportunities for the video wall frame are available for the NSA / Event.

4.2 Snowboard Slopestyle

The exact placing of all advertisements must be agreed with the host broadcaster, in accordance with the following:

Any design and colour changes have to be approved by the FIS.

4.2.1 Starting Installation

On the starting installation the following advertising is permitted:

- The start flap and posts are to be used by the NSA / Event sponsors (max. one for all flaps or one for all/ posts). It can be the same sponsor for both.
- The name or other identification of the region/locality or skiing area
- The official title as well as the FIS logo affixed to the top of the starting frame/front wall as well as on all sides of the gate frame / exit of the athletes.
- Signs of the FIS Cup Series title / presenting sponsor
- Signs of NSA / Event sponsor
- The identification of timekeeping and data processing firm

4.2.2 Around the Competition Area

All advertising boards/banners fixed around the competition area will be installed, subject to the following conditions:

- a) their measurements must not exceed eight (8) metres in width and 1.5 metres in height;
- b) they must not be superposed and must be affixed to the safety barriers or in other positions provided that the safety of the course is not affected;

The NSA / Event sponsors have the rights of advertising on all banners along the course. Advertising is permitted along the course on installations and features.

4.2.3 Finish Area

The finish area must be similar to a stadium and, advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular, must not obstruct a clear view of the competitors for spectators and TV cameras.

The height of the individual boards/banners may not exceed 100 cm with a length of 5 m.

The finish area must be deemed to include the entire enclosure behind the competition area fenced off by barriers for the protection of the public.

The banners may be 130 cm in height, if there is a Platinum Circle above the banners.

Advertising Boards / Platinum Circle

In addition to the banners/billboards with advertisements/ sponsor marking, advertising boards with a size of about 100 cm x 100cm may be placed between the banners depending on the technical layout.

As an alternative, an advertising board (long, narrow) may be placed above or below the banners with a maximum height of 30 cm, respecting the safety aspects, i.e. either behind the safety barrier or the padding. On such boards a maximum of 3 different sponsors may appear on a length of at least 12 m either on a repeated sequence or with the logo of the sponsor.

Both advertising possibilities i.e. advertising boards and “platinum circle” in the finish area belong to the National Ski Association, with an option for FIS to acquire these rights.

4.2.4 Other elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following are observed:

Total size

Max. height is 6 m and max. width is 5 m.

Position

This advertising must be placed no closer than 5 m from the course in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start and at the finish line is not allowed.

Furthermore, it is not permitted to place the inflatable on any podium within the range of the TV cameras.

Number

The above-mentioned positions are permitted for sponsors and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of TV are restricted to a maximum of 6 per competition.

Advertising Above the Course

It is possible to place an NSA / Event sponsor advertising arch in one position. The height of the advertising construction is limited to 6 m and a minimum of 15 m wide.

The position and construction have to be clarified in good time with the FIS (the FIS Race and Marketing Directors) and the host broadcaster, to fulfil all safety-, construction- and advertising aspects (e.g. anchors, etc.).

The rights of this advertising possibility belong to the NSA / Event sponsors.

Winner's Podium

On the winner's podium the official FIS Cup logo and the name or other identification (excepting slogans) of the locality/resort/ skiing area (size: 0.8 m x 0.2 m) must be considered (1st place-FIS Cup logo, 2nd & 3rd place-resort).

Beach Flags

Beach flags are allowed within the TV area and the surrounding venue areas. Beach flags are divided between title/presenting sponsor (25%) and the NSA / Event sponsors (75%).

Starting Bibs / Leader Bibs

Please see article 2.1-2.2.7 *Advertising Rules for all Disciplines* (p. 6-7) in this document for advertising possibilities on starting bibs. Details about layout, size of bib and sizes of logos are to be found in the Marketing Guide.

Course Elements

Advertising on course elements (e.g. rails, ridges) is allowed, respecting the safety aspects. A course element can be built in a way that the shape and look of it represents a sponsor, so the course element itself is an advertising element (respecting the safety aspects). The rights of this advertising possibility belong to the NSA / Event sponsors.

Video Wall Frame

All advertising opportunities for the video wall frame are available for the NSA / Event.

4.3 Snowboard Halfpipe

The exact placing of all advertisements must be agreed with the host broadcaster.

Any design and colour changes have to be approved by the FIS.

4.3.1 Starting Installation

On the starting installation the following advertising is permitted:

- The start flap and posts are to be used by the NSA / Event sponsors (max. one for all flaps or one for all/ posts). It can be the same sponsor for both.
- The name or other identification of the region/locality or skiing area
- The official title as well as the FIS logo affixed to the top of the starting frame/front wall as well as on all sides of the gate frame / exit of the athletes.
- Signs of the FIS Cup Series title / presenting sponsor
- Signs of NSA / Event sponsor
- The identification of timekeeping and data processing firm

4.3.2 Around the Competition Area

All advertising boards/banners fixed around the competition area will be installed, subject to the following conditions:

- a) their measurements must not exceed eight (8) metres in width and one and a half (1.5) metres in height;
- b) they must not be superposed and must be affixed to the safety barriers or in other positions provided that the safety of the course is not affected;

The NSA / Event sponsors have the rights of advertising on all banners along the course.

4.3.4 Finish Area

The finish area must be similar to a stadium and, advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular, must not obstruct a clear view of the competitors for spectators and TV cameras.

The height of the individual boards/banners may not exceed 100 cm with a length of 5 m.

The finish area must be deemed to include the entire enclosure behind the competition area fenced off by barriers for the protection of the public.

The banners may be 130 cm in height, if there is a Platinum Circle above the banners.

Advertising boards / Platinum Circle

In addition to the banners/billboards with advertisements/ sponsor marking, advertising boards with a size of about 100 cm x 100 cm may be placed between the banners depending on the technical layout.

As an alternative, an advertising board (long, narrow) may be placed above or below the banners with a maximum height of 30 cm, respecting the safety aspects, i.e. either behind the safety barrier or the padding. On such boards a maximum of 3 different sponsors may appear on a length of at least 12 m either on a repeated sequence or with the logo of the sponsor.

Both advertising possibilities i.e. boards and “platinum circle” in the finish area belong to the National Ski Association, with an option for FIS to acquire these rights.

4.3.5 Other Elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following are observed:

Total size

Max. height is 6 m and max. width is 5 m.

Position

This advertising must be placed no closer than 5 m from the course in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start and at the end of the pipe is not allowed. Furthermore, it is not permitted to place the inflatable on any podium within the range of the TV cameras.

Number

The above-mentioned positions are permitted for sponsors and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of TV are restricted to a maximum of 6 per competition.

Winner’s Podium

On the winner’s podium the official FIS Cup logo and the name or other identification (excepting slogans) of the locality/resort/ skiing area (size: 0.8m x 0.2m) must be considered (1st place-FIS Cup logo, 2nd & 3rd place-resort).

Beach Flags

Beach flags are allowed within the TV area and the surrounding venue areas. Beach flags are divided between title/presenting sponsor (25%) and the NSA / Event sponsors (75%).

Starting Bibs / Leader Bibs

Please see article 2.1-2.2.7 *Advertising Rules for all Disciplines* (p. 6-7) in this document for advertising possibilities on starting bibs. Details about layout, size of bib and sizes of logos are to be found in the Marketing Guide.

Video Wall Frame

All advertising opportunities for the video wall frame are available for the NSA / Event sponsor.

4.4 Snowboard Big Air

The exact placing of all advertisements must be agreed with the host broadcaster.

Any design and colour changes have to be approved by the FIS.

4.4.1 Starting Installation and Hut

On the starting installation the following advertising is permitted:

- The start flap and posts are to be used by the NSA / Event sponsors (max. one for all flaps or one for all/ posts). It can be the same sponsor for both.
- The name or other identification of the region/locality or skiing area
- The official title as well as the FIS logo affixed to the top of the starting frame/front wall as well as on all sides of the gate frame / exit of the athletes.
- Signs of the FIS Cup Series title / presenting sponsor
- Signs of NSA / Event sponsor
- The identification of timekeeping and data processing firm

4.4.2 Around the Competition Area

All advertising boards/banners fixed around the competition area will be installed, subject to the following conditions:

- a) their measurements must not exceed eight (8) metres in width and one and a half (1,5) metres in height;
- b) they must not be superposed and must be affixed to the safety barriers or in other positions provided that the safety of the course is not affected;

The NSA / Event sponsors have the rights of advertising on all banners along the course.

4.4.3 Finishing Area

The finish area must be similar to a stadium and, advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular, must not obstruct a clear view of the competitors for spectators and TV cameras.

The height of the individual boards/banners may not exceed 100 cm with a length of 5 metres.

The finish area must be deemed to include the entire enclosure behind the competition area fenced off by barriers for the protection of the public.

Advertising Boards / Platinum Circle

In addition to the banners/billboards with advertisements/ sponsor marking, advertising boards with a size of about 100cm x 100cm may be placed between the banners depending on the technical layout.

As an alternative, an advertising board (long, narrow) may be placed above or below the banners with a maximum height of 30 cm, respecting the safety aspects, i.e. either behind the safety barrier or the padding. On such boards a maximum of 3 different sponsors may appear on a length of at least 12 m either on a repeated sequence or with the logo of the sponsor.

Both advertising possibilities i.e. advertising boards and “platinum circle” in the finish area belong to the National Ski Association, with an option for FIS to acquire these rights.

4.4.4 Other Elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following aspects are observed:

Total size

Max. height is 6 metres and max. width is 5 metres.

Position

This advertising must be placed no closer than 5 metres from the course in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start and at the finish line is not allowed.

Furthermore, it is not allowed to place the inflatable on any podium within the range of the TV cameras.

Number

The above-mentioned positions are permitted for sponsors, and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of TV are restricted to a maximum of 6 per competition.

Winner’s Podium

On the winner’s podium the official FIS Cup logo and the name or other identification (excepting slogans) of the locality/resort/ skiing area (size: 0.8m x 0.2m) must be considered (1st place-FIS Cup logo, 2nd & 3rd place-resort).

Beach Flags

Beach flags are allowed within the TV area and the surrounding venue areas. Beach flags are divided between title/presenting sponsor (25%) and the NSA / Event sponsors (75%).

Starting Bibs / Leader Bibs

Please see article 2.1-2.2.7 *Advertising Rules for all Disciplines* (p. 6-7) in this document for advertising possibilities on starting bibs. Details about layout, size of bib and sizes of logos are to be found in the Marketing Guide.

Additionally, there is an advertising space on the sleeves for snowboard starting shirts which may not exceed 60cm² per sleeve.

Video Wall Frame

All advertising opportunities for the video wall frame are available for the NSA / Event.

4.5 Snowboard Parallel Slalom and Parallel Giant Slalom

The exact placing of all advertisements must be agreed with the host broadcaster.

Any design and colour changes have to be approved by the FIS.

4.5.1 Start Installation / Start Gate

On the starting installation the following advertising is permitted:

- The start flap and posts are to be used by the NSA / Event sponsors (max. one for all flaps or one for all posts). It can be the same sponsor for both.
- The name or other identification of the region/locality or skiing area
- The official title as well as the FIS logo affixed to the top of the starting frame/front wall as well as on all sides of the gate frame / exit of the athletes.
- Signs of the FIS Cup Series title / presenting sponsor
- Signs of NSA / Event sponsor
- The identification of timekeeping and data processing firm

4.5.2 Along the Course

All advertising boards/banners fixed along the course will be installed, subject to the following conditions:

- a) Their measurements must not exceed eight (8) metres in width and one and a half (1,5) metres in height;
- b) They must not be superposed and must be affixed to the safety barriers or in other positions provided that the safety of the course thereby is not affected;

NSA / Event sponsors have the rights of advertising on all banners along the course.

Gate Panels

On all gate panels and course-markers, it shall be permitted to identify (name or logo) the location and/or a sponsor. These identifications can be printed directly on both sides of the gate panels or patches can be used.

In all cases the types of panels must be identical and conform to the respective article of ICR.

	Size of gate flag	Advertising space
Snowboard PSL / SL	Base length: 100cm Height long side: 80cm Height short side: 45cm	50%
Snowboard PGS / GS	Base length: 130cm Height long side: 110cm Height short side: 45cm	50%

The following has to be considered for both sides of the panel design.

- The sponsor logo may be printed in its original colours

- The location logo may be printed directly on a panel in one colour. The use of patches is allowed but the material used must have the same colour as the gate panel
- The location name/logo may be printed in one or two lines with a maximum height of 10cm

4.5.3 Finishing Posts

It shall be permitted to affix a banner between the posts at the finishing line where such banner carries the official name of the club or the name or other identification (excepting slogans) of the region/locality or skiing area and the official title of the event according to the official FIS calendar. There must be no change in the name of any event in the course of a season.

It shall be permitted to place signs on the finishing pylons which carry only the name or other identification (excepting slogans) of the region/locality or skiing area. In addition, signs of title/presenting sponsor, NSA / event sponsor, and data and timing may be affixed on the finishing posts.

4.5.4 Finish Area

The finish area must be similar to a stadium and, advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular, must not obstruct a clear view of the competitors for spectators and TV cameras.

The height of the individual boards/banners may not exceed 100 cm with a length of 5 metres. The height of the lettering/logos may not exceed 80 cm for up to two advertising scripts below the finish line and 20 cm for up to five advertising scripts above the finish line.

The finish-area must be deemed to include the entire enclosure behind the finish line fenced off by barriers for the protection of the public, and the final stretch of the course surrounded by safety barriers extending on each side of the finish for a maximum distance of 50 metres.

The banners may be 130 cm in height, if there is a Platinum Circle above the banners.

Advertising boards / Platinum Circle

In addition to the banners/billboards with advertisements/ sponsor marking, advertising boards with a size of about 100cm x 100cm may be placed between the banners depending on the technical layout.

As an alternative, an advertising board (long, narrow) may be placed above or below the banners with a maximum height of 30 cm, respecting the safety aspects, i.e. either behind the safety barrier or the padding. On such boards a maximum of 3 different sponsors may appear on a length of at least 12 m either on a repeated sequence or with the logo of the sponsor.

Both advertising possibilities i.e. advertising boards and “platinum circle” in the finish area belong to the National Ski Association, with an option for FIS to acquire these rights.

4.5.5 Other Elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following aspects are observed:

Total size

Max. height is 6 metres and max. width is 5 metres.

Position

This advertising must be placed no closer than 5 metres from the course in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start and at the finish line is not allowed.

Furthermore, it is not permitted to place the inflatable on any podium within the range of the TV cameras.

Number

The above-mentioned positions are permitted for sponsors, and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of the TV cameras are restricted to a maximum of 6 per competition.

Winner’s Podium

On the winner’s podium the official FIS Cup logo and the name or other identification (excepting slogans) of the locality/resort/ skiing area (size: 0.8m x 0.2m) must be considered (1st place-FIS Cup logo, 2nd & 3rd place-resort).

Beach Flags

Beach flags are allowed within the TV area and the surrounding venue areas. Beach flags are divided between title/presenting sponsor (25%) and the NSA / Event sponsors (75%).

Starting Bibs / Leader Bibs

Please see article 2.1-2.2.7 *Advertising Rules for all Disciplines* (p. 6-7) in this document for advertising possibilities on starting bibs. Details about layout, size of bib and sizes of logos are to be found in the Marketing Guide.

Additionally, there is an advertising space on the sleeves for snowboard starting shirts which may not exceed 60cm² per sleeve.

Video Wall Frame

All advertising opportunities for the video wall frame are available for the NSA / Event sponsors.

APPENDIX SNOWBOARD:

On-Screen Identifications

This document provides details about regulations for injection of the appointed timing & data provider(s) into the broadcast signal. The Organiser undertakes not to permit any other injection into the broadcast signal of the Event.

1. On-screen identification means only visual display of the company's name/logo. There may be no dedicated visual or audio effects and/or references to an online domain or address included in this identification. On-screen identifications will be authorized only for companies whose principal activities include the provision of the equipment used (hardware) and/or the service (software) ("the Company (ies)"). The identification shall be in the form as described in this document.
2. No other on-screen identification other than for the appointed Timing & Data provider(s), may be transmitted at the same time as the appearance on-screen of timing and/or data processing information.
3. Injection/display requirements:
 - a) The identification of the timing service provider shall appear on-screen only at the same moment as information regarding a competitor's time at the finish and/or any other usually accepted moment (e.g. intermediate time) appears.
 - b) The identification of the data service provider shall appear on-screen only with the display of the data provided by such provider.
 - c) The identification of the timing or data service provider on the television screen (signal injection) shall be as follows:

Timing:	maximum of 4 seconds per identification
Amount:	see below "FIS TV Insert Snowboard"
Data:	maximum of 6 seconds per identification
Amount:	see below "FIS TV Insert Snowboard"
4. Size and position of identifications
 - a) The height of the letters of the identification of the timing & data service provider(s) must not exceed the maximum height of the simultaneous broadcast display of data.

- b) Identification of the logo on-screen shall be via a static graphic. Notwithstanding this, it shall be permitted for such logo to appear and disappear on screen by zooming "in" and "out". No other movement of the logo, in particular any movement across the screen, shall be permitted.
- c) The maximum height of television lines for the identification of any timing & data service provider shall be fixed at 23 pixels for productions in SD (1024 x 576 pixels) and at 44 pixels for productions in HD (1920 x 1080 pixels). The identification shall appear either at the bottom in the centre of the screen and below the data display or alternatively in a central position to the right-hand side of the data display.

5. Wording of identifications

The timing & data service provider(s) shall be identified either by its usual trading name which may be in the font of a trademark protected word and, if requested by the provider(s), the use of either of the following additional words:

- a) for timing provider(s): "timing"
- b) for data processing provider(s): "computer" or "data"

FIS TV Insert Snowboard

FIS World Cup / FIS World Championships

Timing	Data
<ul style="list-style-type: none"> ➤ Alpine disciplines 4" (20x) 80" per race/run 2" (20x) 40" per race/run 	<ul style="list-style-type: none"> ➤ Alpine disciplines 6" (15x) 90" per race/run
<ul style="list-style-type: none"> ➤ Snowboard Cross 4" (20x) 80" per race 2" (20x) 40" per race 	<ul style="list-style-type: none"> ➤ Snowboard cross 6" (15x) 90" per race
<ul style="list-style-type: none"> ➤ Halfpipe ---- 	<ul style="list-style-type: none"> ➤ Halfpipe 6" (15x) 90" per race

FIS Title Sponsor at World Cup / World Championships

The name of the title sponsor may be integrated into the TV graphics on the condition that the colour and font of the letters used are identical to those appearing on the graphics.