SPECIFICATIONS FOR COMMERCIAL MARKINGS ON EQUIPMENT

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INTERNATIONAL SKI FEDERATION
FEDERATION INTERNATIONALE DE SKI
INTERNATIONALER SKI VERBAND

3653 Oberhofen (Switzerland), Blochstrasse 2

Telephone: +41 33 244 6166
Fax: +41 33 244 6171
E-mail: buehrer@fisski.com
Website: fis-ski.com

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Commercial Markings on Equipment

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 2.6 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 or on clothing unless such commercial marking is a Manufacturer's Identification of that particular Competition item.

1.6 Website addresses may not be placed on headgear or clothing unless approval is granted by FIS and the National Ski Association of the athlete.

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 cm^2.
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 cm^2.

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.

2.2 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 cm^2.

2.3 Goggles

Goggle-straps may carry two commercial markings of the actual producer, no larger than 15 cm^2 each in an unstretched position. A moulded logo may appear on the frame centrally on the forehead.

Straps shall not measure more than 4 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. 2.6)

2.4.2 The total surface area of all commercial markings on the clothing of one person shall not exceed 450 cm^2. The maximum surface area for a single marking is 100 cm^2.

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 Roll necks may in addition to the 450 cm^2 also display the manufacturer's trademark and/or sponsor, which may also be divided into two parts, with a maximum total surface area of 20 cm^2.

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 cm^2. This emblem is not included within the 450 cm^2 total surface area of the commercial markings. The same applies to markings of charitable organisations.

2.5 Helmets and Headgear

2.5.1 Helmets and headwear may carry two commercial markings of the manufacturer with a maximum size of 15 cm^2, 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. 2.5.2 and 2.6.

2.5.2 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 cm^2.

2.5.3 Helmets and headgear worn in competition may carry the name of an athlete. The athlete name with a maximum size of 20 cm^2 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. The athlete name can only consist of the full name of the athlete in a standard font and size defined by FIS which will be the same for all athletes (currently font Arial and size max. 20cm^2).

2.6 Other sponsors

2.6.1 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. or art. 2.5.

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

2.6.3 Helmets and Headgear: A National Association may sign sponsorship contracts for helmet/headwear commercial markings of up to a maximum of 50 cm^2 (which may be divided between 2 identical - same size and sponsor - logos) with firms which are not suppliers of ski equipment (hardware or outerwear), subject to the regulations of each National Association. In such a case, the front of helmets and headwear must carry the identification of the National Association with a minimum size of 6 cm^2. The commercial markings must be placed either to the side of or above the identification of the National Association. The free space between the National Association's identification (middle front of headgear) and the sponsor's advertising (50 cm^2) must be at least 1 cm.
For 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.

2.6.4 Jumping skis

2.6.4.1 A National Association alone may sign sponsorship contracts for advertising on the surface of jumping skis. The commercial presentation of such a sponsor on jumping skis may be shown on the upper side of the ski.

a) Limited to a total surface area of 200 cm^2 per ski.

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

2.6.5 Skis for Aerials/Big Air/Halfpipe/Slopestyle/Moguls: The dimensions of commercial markings of a sponsor are limited to a total surface of 160 cm^2 per ski. Only one commercial marking per ski is permitted and the marking must be identical on both skis.

2.6.6 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 cm^2, but none of them bigger than 200 cm^2 and according to the regulations of the relevant National Association.

2.7 Accessories

2.7.1 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 cm^2. 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.

2.7.2 During the winners' presentation and/or award ceremony, all items mentioned in 2.7.1 must not be worn or carried in front of the leader board or on the podium during winners` presentation and/or the award ceremony.

2.8 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. 2.6.4/2.6.5/2.6.6.

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.