Viessmann FIS Nordic Combined World Cup

Marketing Guide 2019/2020
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2. General Marketing Information
2.1 FIS Nordic Combined World Cup sponsors

Viessmann is the official Title Sponsor of the FIS Nordic Combined World Cup.

Audi is the official Presenting Sponsor of the FIS Nordic Combined World Cup.

Right now, there is no official Data/Timing Sponsor of the FIS Nordic Combined World Cup. FIS will inform immediately, if there is a new partner.

**Branch Exclusivity of FIS Sponsors**

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

- **Viessmann**: Heating technology, solar systems (thermal and photovoltaic), air conditioning, cooling and ventilation technology, production of process heat, heat and power generation systems as well as in the areas of smart home and energy management

- **Audi**: Manufacture and retailer (incl. leasing and renting companies) of automobiles and automobile accessories. Companies which could be associated to the production or the distribution of automobiles and the entire financing part of such products

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

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

**Frequent Updates**

Frequent updates between NSA and FIS Marketing AG are important. Keep FIS Marketing AG informed about local sponsor activities, open advertisement space that could be acquired, arising issues etc. FIS Marketing AG will contact NSA, if FIS sponsors are planning on doing sponsorship activation on-site.
2.2 Responsibilities FIS
To define the advertising rules and guidelines for marketing and implementation of sponsor rights. FIS has an overview of all marketing related issues whereas at the event the Race Director is the contact person.

2.3 Responsibilities FIS Marketing AG
FIS Marketing AG will be your primary contact for marketing related questions during the preparation and implementation of the FIS Nordic Combined World Cup event. During the FIS Nordic Combined World Cup, FIS Marketing AG will be present with a professional implementation team at each venue to implement the FIS sponsor rights.

2.4 Responsibilities National Ski Associations
NSA has to provide the necessary preparation of the sponsor area inside the TV-range in prior consultation with the FIS Marketing AG implementation team (banner fences, frames, posts, electricity, etc.). In addition, NSA is responsible for a clean appearance of the sponsors outside the TV-range, in accordance with FIS Marketing AG. NSA is asked to provide assistance for the set up and dismantling of all advertising material on site one to two days before and after the event. In some cases NSAs are asked to provide FIS Marketing AG with basic wooden constructions for the installations. All information required will be communicated by FIS Marketing AG in due time before the season starts.

All advertising material set ups by NSA inside the TV-range must be according to the guidelines set forth in the Advertising Rules and Marketing Guide. In the event that the advertising material does not conform to these, FIS Marketing AG reserves the right to undertake all the necessary amendments.
3. FIS Nordic Combined World Cup venue
3.1 Start and finish area

**Installations**

NSA must use the official installations provided and installed by FIS Marketing AG. NSA is responsible for assisting with the organization, set up and handling of all installations.
3.1.1 Start

**Start backdrop – Ski Jumping**
The start backdrop will be provided and installed by FIS Marketing AG.

It must be placed at the starting point, i.e. behind the starting beam towards the position of the camera in such a way that it appears in the start and the camera range.

**Technical instructions and conditions:**
NSA is responsible for the production and provision of the stickers for the NSA sponsor and the resort logo. The costs for production are to be borne by NSA.

**NSA sponsor logo:**
- Recommended material: magnet foil
- Fixation: magnetic
- Dimension: 50 cm x 50 cm
- Amount: 2 stickers

**Resort logo:**
- Recommended material: magnet foil
- Fixation: magnetic
- Dimension: 70 cm x 10 cm
- Amount: 1 sticker

The advertising space on the start backdrop is allocated as follows:

- **FIS Title Sponsor:** 1 big position (105 cm x 22 cm)
  6 small positions (25 cm x 6 cm)
- **FIS Presenting Sponsor:** 2 positions (50 cm x 50 cm)
- **FIS Data/Timing Sponsor:** 2 positions (50 cm x 15 cm)
- **NSA Sponsor:** 2 positions (50 cm x 50 cm)
- **Resort Logo:** 1 position (70 cm x 10 cm)
3.1.1 Start

The advertising space on the cover is allocated as follows:

- **World Cup Logo**: 1 position (50 cm x 28.5 cm)
- **Resort Logo**: 1 position (50 cm x 28.5 cm)

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**Equipment control box before the start – Ski Jumping**
FIS Marketing AG will provide and install a unicolour cover on the box side (max. 1 x 2m) that is in the view of the camera.

**Technical instructions and conditions:**
NSA is responsible for the production and provision of the sticker for the resort logo. The costs for production are to be borne by NSA.

**Resort logo:**
- **Recommended material**: hard plates (e.g. twin-wall sheet)
- **Fixation**: Velcro (hook/scratchy side)
- **Dimension**: 50 cm x 28.5 cm
- **Amount**: 1 sticker
Starting signal at starting point – Ski Jumping

The official Data/Timing Sponsor has two positions (65 cm x 10 cm each) on the starting signal at the starting point.

The area next to the start installation must be supplied with an electrical socket (220V) and a 5 meter extension cord.
3.1.1 Start

The advertising space on the start installation is allocated as follows:

**Start towers (2 towers in total):**
- FIS Title Sponsor: 10 positions: 2 front, 2 back (110 cm x 23 cm);
  - 2 left, 2 right side (91 cm x 19 cm);
  - 2 vertical left or right side (212 cm x 47 cm)
- FIS Presenting Sponsor: 4 positions: 2 front, 2 back side (60 cm x 30 cm)
- FIS Data Sponsor: 4 positions: 2 front, 2 back side (60 cm x 15 cm)
- NSA Sponsor: 4 positions: 2 front, 2 back side (60 cm x 30 cm)
- Resort Logo: 4 positions: 2 front, 2 back side (85 cm x 15.5 cm)

**Startlist boards (4 boards in total):**
- FIS Title Sponsor: 4 positions (37 cm x 8 cm)
- FIS Presenting Sponsor: 4 positions (21 cm x 10.5 cm)
- FIS Data Sponsor: 4 positions (21 cm x 4.2 cm)
- NSA Sponsor: 4 positions (21 cm x 10.5 cm)
- Resort Logo: 4 positions (35 cm x 6.4 cm)

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**Start installation – Cross-Country**

The start installation will be provided and installed by FIS Marketing AG.

The position at which this start installation shall be placed, will be determined by FIS Marketing AG in consultation with the FIS Race Director.

**Technical instructions and conditions:**

NSA is responsible for the production and provision of the stickers for the NSA sponsor and the resort logo. The costs for production are to be borne by NSA.

**NSA sponsor logo (start towers):**
- Recommended material: hard plates (e.g. twin-wall sheet)
- Fixation: Velcro (hook/scratchy side)
- Dimension: 60 cm x 30 cm
- Amount: 4 stickers

**Resort logo (start towers):**
- Recommended material: hard plates (e.g. twin-wall sheet)
- Fixation: Velcro (hook/scratchy side)
- Dimension: 85 cm x 15.5 cm
- Amount: 4 stickers

**NSA sponsor logo (start list boards):**
- Recommended material: magnet foil
- Fixation: magnetic
- Dimension: 21 cm x 10.5 cm
- Amount: 4 stickers

**Resort logo (start list boards):**
- Recommended material: magnet foil
- Fixation: magnetic
- Dimension: 35 cm x 6.4 cm
- Amount: 4 stickers
3.1.2 Finish

Exit gate – Ski Jumping
The exit gate will be provided and installed by FIS Marketing AG.

The exit gate must be placed at an attractive functional position in the outrun. A gap of 320 cm must be left in the banner fence at the position where the exit gate is supposed to be.

Technical instructions and conditions:
NSA is responsible for the production and provision of the stickers for the NSA sponsor and the resort logo. The costs for production are to be borne by NSA.

NSA sponsor logo:
Recommended material: hard plates (e.g. twin-wall sheet)
Fixation: Velcro (hook/scratchy side)
Dimension: 72 cm x 40 cm
Amount: 4 stickers

Resort logo:
Recommended material: hard plates (e.g. twin-wall sheet)
Fixation: Velcro (hook/scratchy side)
Dimension: 72 cm x 17.5 cm
Amount: 4 stickers

The advertising space on the exit gate is allocated as follows:

FIS Title Sponsor: 14 positions: 1 front, 1 back (155 cm x 34 cm);
4 on doors (49 cm x 11 cm);
4 inside / 4 outside (74 cm x 16 cm)
FIS Presenting Sponsor: 4 positions: 2 front, 2 back side (72 cm x 40 cm)
FIS Data Sponsor: 4 positions: 2 front, 2 back side (72 cm x 17.5 cm)
NSA Sponsor: 4 positions: 2 front, 2 back side (72 cm x 40 cm)
Resort Logo: 4 positions: 2 front, 2 back side (72 cm x 17.5 cm)
3.1.2 Finish

Finish installation – Cross-Country
The finish installation will be provided and installed by FIS Marketing AG.

The position at which this finish installation shall be placed, will be determined by FIS Marketing AG in consultation with the FIS Race Director.

Technical instructions and conditions:
NSA is responsible for the production and provision of the stickers for the NSA sponsor and the resort logo. The costs for production are to be borne by NSA.

NSA sponsor logo:
Recommended material: hard plates (e.g. twin-wall sheet)
Fixation: Velcro (hook/scratchy side)
Dimension: 60 cm x 30 cm
Amount: 4 stickers

Resort logo:
Recommended material: hard plates (e.g. twin-wall sheet)
Fixation: Velcro (hook/scratchy side)
Dimension: 85 cm x 15.5 cm
Amount: 4 stickers

The advertising space on the finish installation is allocated as follows:

Finish towers (2 towers in total):
FIS Title Sponsor: 10 positions: 2 front, 2 back (110 cm x 23 cm);
2 left, 2 right side (91 cm x 19 cm);
2 vertical left or right side (212 cm x 47 cm)
FIS Presenting Sponsor: 4 positions: 2 front, 2 back side (60 cm x 30 cm)
FIS Data Sponsor: 4 positions: 2 front, 2 back side (60 cm x 15 cm)
NSA Sponsor: 4 positions: 2 front, 2 back side (60 cm x 30 cm)
Resort Logo: 4 positions: 2 front, 2 back side (85 cm x 15.5 cm)
3.1.3 Scoreboards in cool down area

Scoreboards – Ski Jumping
The FIS Data/Timing Sponsor has the exclusive right to place branded technical equipment in terms of scoreboards for the athletes on the right and left side of the exit gate in the cool down area. The advertising boards on top of the two scoreboards each are 165 cm in length and 32 cm in height. The scoreboards are not attached to the banners or the exit gate.

The area next to the exit gate must be supplied with an electrical socket (220V) and a 5 meter extension cord.
3.2 Advertising in stadium

In-run banner – Ski Jumping
The in-run banner for the FIS Title Sponsor will be provided and installed by FIS Marketing AG.

Advertising in the in-run area has to be limited to the following elements:

a) Banner at the start: Along the in-run, immediately after the starting point, one advertising board of 200 cm in length and 50 cm in height is allowed for an NSA sponsor within the guardrail. If the board is positioned outside the guardrail, the size can be 300 cm in length and 80 cm in height.

b) Banner in the in-run: Two banners can be positioned along the in-run at the in-run radius. Each 150 cm in length and 50 cm in height with one for the FIS Title Sponsor and one for NSA.

c) Banner at the take-off (front position): On the nose of the take-off the name of one sponsor shall be permitted, in letters not exceeding 100 cm in height.

Technical instructions and conditions:
NSA is responsible for the production and provision of the NSA sponsor banners. The costs for production are to be borne by NSA.

NSA sponsor logo:
Recommended material: hard plates (e. g. twin-wall sheet)
Fixation: double faced adhesive tape
3.2 Advertising in stadium

**Platinum circle**
The platinum circle will be provided and installed by FIS Marketing AG.

**Technical instructions and conditions:**
NSA is responsible for setting up a firm banner fence in the Ski Jumping outrun as well as the Cross-Country stadium. A full length firm wooden panel has to be installed on top of the banners in order to affix the platinum circle.

The height of the platinum circle is 25 cm. The banner fence therefore should have a minimum height of 125 cm above snow level.

FIS Marketing AG will provide and install the platinum circle in the Ski Jumping outrun as well as the Cross-Country stadium. Please coordinate with FIS Marketing AG the areas where the platinum circle shall be installed.
3.2 Advertising in stadium

**Inflatable/arches**
In total, there can be 5 inflatables/arches in TV relevant area.

The exact placement will be determined by NSA and FIS Marketing AG prior to the event. The preferred position of the Viessmann arch shall be in the stadium (close to finish / home stretch), depending on available space and TV cameras.

**Technical instructions and conditions:**
NSA shall have an electrical socket (220V) and a 5 meter extension cord ready at the arrival of the FIS Marketing AG implementation crew.

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**Viessmann arch:**
Overall dimensions: 12.6 x 4.7 m
Internal dimensions: 9 x 3.2 m
3.2 Advertising in stadium

**Ground markers:**
Ground markers in the design of the two FIS sponsors will be placed in the Cross-Country stadium to mark the track. To mark the Cross Country track on course, only neutral or NSA resort branded ground markers are allowed.

**Distance markers:**
Viessmann or Audi branded distance markers will be placed in the Cross-Country stadium to mark the distance to the finish line. Viessmann branded distance markers will be used on course to mark the distance to the intermediate timing position.
Intermediate time installations – Cross-Country

All intermediate time installations will be provided and installed by FIS Marketing AG.

The position at which these intermediate timing installations shall be placed, will be determined by FIS Marketing AG in consultation with the FIS Race Director.

**Technical instructions and conditions:**
NSA is responsible for the production and provision of the stickers for the NSA sponsor and the TV / host broadcaster logo. The costs for production are to be borne by NSA.

**NSA sponsor logo:**
- **Recommended material:** hard plates (e.g. twin-wall sheet)
- **Fixation:** Velcro (hook/scratchy side)
- **Dimension:** 60 cm x 30 cm
- **Amount:** 2 stickers per tower

**TV / host broadcaster logo:**
- **Recommended material:** hard plates (e.g. twin-wall sheet)
- **Fixation:** Velcro (hook/scratchy side)
- **Dimension:** 60 cm x 15 cm
- **Amount:** 2 stickers per tower

3.3 Advertising on course

The advertising space on the intermediate time installation is allocated as follows:

**Intermediate time towers (2 towers in total):**
- **FIS Title Sponsor:** 10 positions: 2 front, 2 back (110 cm x 23 cm); 2 left, 2 right side (91 cm x 19 cm); 2 vertical left or right side (212 cm x 47 cm)
- **FIS Presenting Sponsor:** 4 positions: 2 front, 2 back side (60 cm x 30 cm)
- **FIS Data Sponsor:** 4 positions: 2 front, 2 back side (60 cm x 15 cm)
- **NSA Sponsor:** 4 positions: 2 front, 2 back side (60 cm x 30 cm)
- **TV:** 4 positions: 2 front, 2 back side (60 cm x 15 cm)
3.3 Advertising on course

**Advertising at intermediate timing points**

Depending on the possible amount of banner positions due to space reasons, at intermediate timing points, the banner positions shall be split up due to the following rules:

**Pursuit (Gundersen) / Mass starts**

- with 1 intermediate timing point on course: all banner positions belong exclusively to the FIS sponsor
- with 2 intermediate timing points course: 1 intermediate timing point exclusively for FIS sponsor and other intermediate timing point will be split up according to this rule:
  - 2 banners positions = 1x FIS, 1x NSA
  - 3 banners positions = 2x FIS, 1x NSA
  - 4 banners positions = 2x FIS, 2x NSA
  - 5 banners positions = 3x FIS, 2x NSA
  - etc.

The Title sponsor is always linked to the installation and placed closest of all sponsors to the installation. It is necessary, to have enough space between two different sponsor banners, from the cameras’ point of view.

The NSA sponsor on the intermediate time installation must be the same sponsor as on the banners.

These rules shall not apply for intermediate timing positions in the stadium, as there are no specific banners around the installation.

All possible banner positions must be reflected from the camera shot and discussed in good faith between FIS Marketing AG and NSA prior to the event.
The banner positions along the Cross-Country course are allocated as follows:

- **FIS Title Sponsor**: 2 (or 25% of) positions in TV relevant area
- **FIS Presenting Sponsor**: 1 (or 12.5% of) position in TV relevant area
- **NSA**: 5 (or 62.5% of) positions in TV relevant area

FIS Marketing AG will provide and install all banners of the FIS Title Sponsor as well as the FIS Presenting Sponsor along the Cross-Country course.

In general, a "one shot policy" shall apply, meaning one sponsor per camera shot. For the advertising rules at intermediate timing positions, please see page 22.

NSA has to provide FIS Marketing AG with detailed maps of all tracks incl. exact camera positions at least 1 month prior to the event.

**Technical instructions and conditions:**
NSA shall produce wooden banner frames for the banners on course before the implementation team arrives.

- 20 pieces 400 cm x 100 cm
- 8 pieces 400 cm x 150 cm

Please also have enough extra wood (posts and latches) available and make sure that all posts are sharpened at one end.
3.3 Advertising on course

**Banners on course – Cross-Country**

The following banner sizes are allowed to use on course. Please use only soft banners due to safety reasons. NSA is responsible for the production and implementation of NSA sponsor banners.
3.4 Event dressing

Event dressing
FIS Marketing AG will produce endless banners with the FIS World Cup design. FIS Marketing AG can provide NSA with a certain amount of endless banners, to cover the mixed zone, the media and press conference centre, scaffolds (for TV cameras, seating etc.) and to cover up construction areas. Please coordinate with FIS Marketing AG before the event, if you wish to use the endless banners.
3.5 Ceremony wall

Ceremony wall / podium
The wall and the podium for the award ceremony will be provided and installed by FIS Marketing AG.

Placement
The placement of the wall and the podium shall be determined by the FIS Nordic Combined World Cup Media Coordinator, the host broadcaster, FIS Marketing AG and NSA based on the best possible TV exposure.

Corridor
NSA must create an action sector for the athletes in the finish area of the Cross-Country stadium in accordance with the existing possibilities. A fenced off corridor shall secure an immediate and smooth carrying out of the winner’s presentation / award ceremony, the live TV transmission at the end of the event, as well as good working conditions for photographers.
3.5 Ceremony wall

The ceremony wall will be provided and installed by FIS Marketing AG.

The placement of the wall and the podium shall be determined by the FIS Nordic Combined World Cup Media Coordinator, the host broadcaster, FIS Marketing AG and NSA based on the best possible TV exposure.

Technical instructions and conditions:
NSA is responsible for the production and provision of the stickers for the NSA sponsors and the resort logo. The costs for production are to be borne by NSA.

**NSA sponsor logo:**
- **Recommended material:** hard plates (e.g. twin-wall sheet)
- **Fixation:** Velcro (hook/scratchy side)
- **Dimension:** 40 cm x 20 cm
- **Amount:** 27 stickers

**Resort logo:**
- **Recommended material:** hard plate (e.g. twin-wall sheet)
- **Fixation:** Velcro (hook/scratchy side)
- **Dimension:** 85 cm x 15.5 cm
- **Amount:** 1 sticker

The advertising space on the ceremony wall is allocated as follows:

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Position</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIS Title Sponsor</td>
<td>1 on top</td>
<td>207 cm x 45 cm</td>
</tr>
<tr>
<td>FIS Presenting Sponsor</td>
<td>9 positions</td>
<td>40 cm x 20 cm</td>
</tr>
<tr>
<td>NSA Sponsors</td>
<td>27 positions</td>
<td>40 cm x 20 cm</td>
</tr>
<tr>
<td>Resort Logo</td>
<td>1 position</td>
<td>85 cm x 15.5 cm</td>
</tr>
</tbody>
</table>

NSA can allocate the remaining 27 sponsor spaces according to their needs. Max. 6 different NSA sponsors can be shown on the wall.
3.5 Ceremony wall

**Podium**
The podium will be provided and installed by FIS Marketing AG.

The dimensions of the podium are as follows: (height x width x depth)
3rd place: 31cm x 91cm x 90cm
2nd place: 41cm x 103cm x 90cm
1st place: 52cm x 115cm x 90cm
Leaderboard / interview backdrop

The leaderboards / interview backdrops will be provided and installed by FIS Marketing AG. At Nordic Combined World Cup, there will be 2 backdrops on site, one at the Ski Jumping stadium and one at the Cross-Country stadium.

The leaderboards / interview backdrops are used for the international flash interviews. They are placed in accordance with the FIS Nordic Combined World Cup Media Coordinator, the host broadcaster and FIS Marketing AG.

Technical instructions and conditions:
NSA is responsible for the production and provision of the stickers for the NSA sponsors and the resort logo. The costs for production are to be borne by NSA.

NSA sponsor logo:
Recommended material: magnet foil
Fixation: magnetic
Dimension: 27 cm x 13.5 cm
Amount: 18 stickers per backdrop

Resort logo:
Recommended material: magnet foil
Fixation: magnetic
Dimension: 70 cm x 10 cm
Amount: 1 sticker per backdrop

The advertising space on one leaderboard / interview backdrop is allocated as follows:

FIS Title Sponsor: 1 position on top (102 cm x 22 cm)
6 positions (27 cm x 13.5 cm)
FIS Presenting Sponsor: 6 positions (27 cm x 13.5 cm)
NSA Sponsors: 18 positions (27 cm x 13.5 cm)
Resort Logo: 1 position on top (70 cm x 10 cm)

NSA can allocate the remaining 18 sponsor spaces according to their needs. Max. 6 different NSA sponsors can be shown on the backdrops.
3.7 Press conference backdrop

If NSA does not have its own backdrop, FIS Marketing AG will provide one free of charge. On this backdrop the advertising spaces are divided between the FIS Title and Presenting Sponsor as shown in the graphic above.

FIS Title Sponsor: 1 position on top (162 cm x 35 cm)
18 positions (30 cm x 15 cm)
FIS Presenting Sponsor: 18 positions (30 cm x 15 cm)
Resort Logo: 1 position on top (85 cm x 15.5 cm)

If NSA uses the backdrop provided by FIS Marketing AG, please make sure to provide a resort logo.

Press conference backdrop
NSA is allowed to use its own press backdrop as long as the FIS partners are correctly included. FIS Marketing AG needs to approve the layout of the backdrop in advance of the event. Otherwise, FIS Marketing AG reserves the right to undertake the necessary amendments. The advertising space has to be allocated as follows:

FIS Title Sponsor: 20% of advertising space
FIS Presenting Sponsor: 20% of advertising space
NSA Sponsors: 40% of advertising space
Resort: 20% of advertising space

NSA can allocate sponsor spaces according to their needs. Max. 6 different NSA sponsors can be shown on the backdrop.

Placement
The placement of the podium and the backdrop shall be determined by the FIS Media Coordinator.

Technical instructions and conditions:
NSA is responsible for the production and provision of the resort logo. The costs for production are to be borne by NSA.

Resort logo:
Recommended material: hard plate (e.g. twin-wall sheet)
Fixation: Velcro (hook/scratchy side)
Dimension: 85 cm x 15.5 cm
Amount: 1 sticker
Advertising spot on video wall

The Title Sponsor (Viessmann), and the Data Sponsor each shall have the possibility to show a 30 second, and the Presenting Sponsor (Audi) a 60 second advertisement spot on the video wall at the FIS Nordic Combined World Cup event. Furthermore, FIS provides a promotional trailer for the FIS World Snow Day and Snow Kidz.

The advertisement spots of the sponsors shall be shown several times before, in between and after the races aired at least 3 times per event day.

Please communicate specifics about the necessary video spot format to FIS Marketing AG 30 days prior to the event. FIS Marketing AG will provide all spots.
3.9 Product placement

**examples product placement:**
Audi car display

**Product placement for FIS Presenting Sponsor**
The FIS Presenting Sponsor has the right to place:

- 1 product placement either within TV visibility or within the event area, only after agreement with the NSA / marketing right holder.

**Technical instructions and conditions:**
All costs related to the product placement (power supply, substructures, backdrops, transport etc.) are to be borne by the FIS Presenting Sponsor.
4. Bib numbers
4.1 General information

FIS specifications for bibs

For all FIS specifications for Nordic Combined starting bibs, please see paragraphs G 2 (Cross-Country) and 3 (Ski Jumping) of the latest edition of the FIS Specifications for Competition Equipment.
4.2 Starting bibs

**Starting bibs**

NSA is responsible for the production of all starting bibs for the Nordic Combined Ski Jumping and Cross-Country competitions.

All bibs must be in conformity with the Advertising Rules and colours and sizes as shown in the Marketing Guide. **Should this not be the case, neutral bibs without NSA sponsor, provided by FIS Marketing AG will be used without exception.**

Please send the layout of all bibs to FIS for approval at least **10 days before** production. Such approval is not to be unreasonably withheld.

Please find all bib templates here: [https://cloud.fis-ski.com/index.php/s/BePBdItgwoxQU6g](https://cloud.fis-ski.com/index.php/s/BePBdItgwoxQU6g)

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4.2 Starting bibs

**starting bib Individual**

- NSA Sponsor
- Resort
- NSA Sponsor
- **01**
- 6 x 6 cm
- max. 20 cm
- min. 10 cm
- max. 10 cm
- max. 8 cm

**starting bib Team**

- NSA Sponsor
- Resort
- NSA Sponsor
- **01**
- 6 x 6 cm
- max. 20 cm
- min. 8 cm
- max. 10 cm
- max. 8 cm
4.3 Best jumper / Best skier bibs

**Best jumper / Best skier bibs**

NSA is responsible for the production of the best jumper bib (blue) and best skier bib (red) for the Nordic Combined Ski Jumping and Cross-Country competitions.

FIS Marketing AG will provide templates of the blue Best Jumper and red Best Skier spaces as shown on the next page.

All bibs must be in conformity with the Advertising Rules and colours and sizes as shown in the Marketing Guide. **Should this not be the case, neutral leader bibs without NSA sponsor, provided by FIS Marketing AG will be used without exception.**

The bibs must be worn by the best jumper and best skier (based on overall performance in the current season) during every Individual FIS World Cup event, as well as at the respective prize-giving ceremony.

**For the prize-giving ceremony,** one best jumper and one best skier bib per competition have to be handed out by the NSA only to Jan Rune Grave (FIS Assistant Race Director).

Please send the layout of the leader bibs to FIS for approval at least **10 days before** production. Such approval is not to be unreasonably withheld.

FIS
Ms. Sibylle Bührer
Office: +41 33 244 61 61
@: buehrer@fisski.com

&

FIS Marketing AG
Mr. Stefan Distel
Office: +41 44 224 69 63
@: distel@fismarketingag.com
4.3 Best jumper / Best skier bibs

**Best jumper bib**
- Sponsor: 6 x 6 cm
- Resort: max. 20 cm
- Best jumper: max. 10 cm
- Sponsor: max. 8 cm

**Best skier bib**
- Sponsor: 6 x 6 cm
- Resort: max. 20 cm
- Best skier: max. 8 cm
- Sponsor: max. 8 cm
4.4 Leader bibs

**Leader bibs**
NSA is responsible for the production of all leader bibs for the Nordic Combined Ski Jumping and Cross-Country competitions.

FIS Marketing AG will provide the leader bib templates as shown on the next page.

All bibs must be in conformity with the Advertising Rules and colours and sizes as shown in the Marketing Guide. **Should this not be the case, neutral leader bibs without LOC sponsor, provided by FIS Marketing AG will be used without exception.**

The leader bib must be worn by the FIS World Cup leader during the FIS World Cup event, as well as at the prize-giving ceremony.

**Velcro bib**
For the prize-giving ceremony, a special version of the leader bib with a Velcro on the back must be produced by NSA. The Velcro bib has to be handed out by NSA only to Jan Rune Grave (FIS Assistant Race Director). It has to be absolutely guaranteed that the correct Velcro bib with the right sponsor logo is used for the respective ceremony.

Please send the layout of the leader bibs to FIS for approval at least **10 days before** production. Such approval is not to be unreasonably withheld.

FIS
Ms. Sibylle Bührer
Office: +41 33 244 61 61
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&

FIS Marketing AG
Mr. Stefan Distel
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@: distel@fismarketingag.com
4.4 Leader bibs

leader bib Individual

leader bib Team

6 x 6 cm

max. 20 cm

min. 10 cm (replaces number)

max. 10 cm

max. 10 cm

6 x 6 cm

max. 20 cm

FIS Nordic Combined World Cup Marketing Guide 2019/2020
**4.5 Leg bibs**

**Leg bibs**

Leg bibs need to be used all Nordic Combined Cross-Country races.

Each athlete has to wear a leg bib on the outside of each leg (2 leg bibs per athlete). The number on the leg bib has to match with the starting bib number.

Leg bibs must be self-sticking badges.

We recommend a size of 13.5 x 10 cm. Whereas, the height of the number shall be minimum 4.5 cm. Visibility will be lost, if a bigger badge will be used.

NSA is responsible for the production and provision of the leg bibs. The costs for production are to be borne by NSA.
4.6 Athletes’ training & Forerunner bibs

**Athletes’ training bibs**
Will be organized by FIS Marketing AG.
If desired, a maximum of 4 different NSA sponsors can be allocated on 8 logo spaces. One sponsor can be shown several times. The costs per bib will be split 50:50 between FIS title sponsor and NSA.

**Forerunner bibs**
NSA has to produce them on their own. Only event sponsors and/or the resort name/logo are allowed on it.
NC Team, Start / Finish, Team Press Attaché
Will be organized by FIS Marketing AG.
If desired, a maximum of 4 different NSA sponsors can be allocated on 8 logo spaces. One sponsor can be shown several times.
The costs per bib will be split 50:50 between FIS title sponsor and NSA.
4.7 Service bibs

**Jury, FIS, FIS Marketing AG, FIS Service, Sponsor**
No further action needed with these bibs. Bibs will be distributed by FIS and FIS Marketing AG.

**Photo and ENG**
Coordinated and distributed by FIS Media Coordinator and NSA Media Coordinator. Please hand them back to FIS Marketing AG right after the event, ordered by number.

**LOC Service**
LOC / NSA service persons at the Cross-Country course and in the start / finish area have to wear official bibs. If NSA does not provide them on their own, FIS Marketing AG can provide NSA with LOC Service bibs at no extra cost. Please contact FIS Marketing AG. Only event sponsors and/or the resort name/logo are allowed on it.

**NSA is asked to make sure that all staff on site knows about the various bib categories as well as the respective access areas.**
5. TV, web and print material
5.1 Use of FIS Nordic Combined World Cup logo

The use of the official FIS Nordic Combined World Cup logo is subject to a set of guidelines as outlined below. This logo is part of the corporate identity of the International Ski Federation (FIS). The FIS logo that it contains, as well as the abbreviation FIS and FIS Nordic Combined World Cup are registered trademarks of FIS.

NSAs are not allowed to bring the official World Cup logo in connection with an other sponsor than the FIS World Cup Title Sponsor, in any manner.

There are two versions of the official FIS Nordic Combined World Cup logo. The primary logo to be used is the portrait (vertical) version. At times, for space or other reasons, the landscape (horizontal) version of the logo may be used.

The official FIS Nordic Combined World Cup logo must be included in all tools designed for promotional purposes (posters, flyers, tickets, the Internet etc.).
5.1.1 General guidelines for use of logo

Size
As a rule of thumb, the official FIS Nordic Combined World Cup logo must cover 5% of the overall surface of any promotional tool it is placed on. In any case, the size of the logo may not be smaller than 30 mm (width for the portrait version of the logo).

Logo context, frame, position, dimension
The integrity of the official logo must be secured through appropriate context. The official logo may not be overshadowed by other word marks or logos. Similar but unrelated marks may not be used in the same context to avoid establishing an inappropriate relationship. In general use, the logos are without a frame and should be positioned horizontally. As a rule, the logo is two-dimensional.

Colors
As a principle, the logo should always be printed in color. For one-color use, the black and white versions are available on request. The colors are defined as follows:

<table>
<thead>
<tr>
<th>COLOUR NAME</th>
<th>CMYK - PROCESS</th>
<th>RGB - SCREEN</th>
<th>SPOT OR SPECIAL COLOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIS YELLOW</td>
<td>C000 M035 Y100 K000</td>
<td>R240 G171 B000</td>
<td>Pantone 130C</td>
</tr>
<tr>
<td>FIS BLUE</td>
<td>C100 M089 Y000 K000</td>
<td>R000 G035 B149</td>
<td>Pantone Reflex Blue</td>
</tr>
<tr>
<td>VITORANGE</td>
<td>C000 M090 Y100 K000</td>
<td>R245 G035 B027</td>
<td>Pantone GOE 19-1-6 C</td>
</tr>
<tr>
<td>SILVER GREY</td>
<td>from C005 M000 Y000 K030 to C003 M000 Y000 K010</td>
<td>from R190 G196 B199 to R210 G210 B215</td>
<td></td>
</tr>
<tr>
<td>BLACK</td>
<td>C000 M000 Y000 K100</td>
<td>R000 G000 B000</td>
<td></td>
</tr>
</tbody>
</table>

Typeface
FIS uses the typeface Frutiger in all printed matter. In corporate applications, the official FIS typeface is Arial.
5.1.2 Official FIS World Cup titles

**English:** Viessmann FIS Nordic Combined World Cup

**German:** Viessmann FIS Weltcup Nordische Kombination

**French:** Viessmann Coupe du Monde FIS de Combiné Nordique
5.2 FIS Nordic Combined World Cup promotional material

FIS Marketing AG will provide NSAs with templates for the FIS Nordic Combined World Cup promotional material.

All event related promotional materials have to contain the official FIS World Cup logo, the logos of the FIS Title Sponsor, the Presenting Sponsor and Data Sponsor and the name of the FIS website (www.fisski.com). Event related promotional materials include, but are not limited to, posters, programs, start and result lists etc.

All logos and templates will be available from FIS Marketing AG.

Advertisement in official program
The FIS sponsors have the right to place a one page advertisement DIN A 4, 4-color (or B/W in case of B/W program/result journal) in the official program/result journal for advertising purposes. Please communicate the size of the advertisement page in the official program to FIS Marketing AG a minimum of 2 months before printing the program.

Event advertisement material and roll-ups
If NSA is producing any event advertisement material or an event roll-up, the official FIS World Cup logo as well as the FIS Nordic Combined World Cup sponsors have to be included.

Approval

All event related print materials must be sent to FIS Marketing AG a minimum of 10 days before production for approval.

Mr. Stefan Distel
Office: +41 44 224 69 63
@: distel@fismarketingag.com
5.2.1 Design guidelines

Official poster
To provide a consistent appearance for the FIS Nordic Combined World Cup in the promotional efforts world-wide, NSAs are required to use the official poster design. However, to cater for local needs, the design can be adjusted.

An example of the official poster can be found on the next page.
5.2.1 Design guidelines

Example of official World Cup poster

Cover pages for the official program and media / team guides
For reasons of consistency, FIS Marketing AG also provides NSAs with templates for the design of the cover pages for the official program. As in the case of the official poster they can be customized.

Start and result lists
The top and bottom banners for the start and result lists will be delivered directly to the Timing and Data Service provider by FIS Marketing AG.

Additional templates for further promotional materials can be made available on request.
5.2.1 Design guidelines

**Accreditation card**
The accreditation card is a personalized card which confers on its holder the right to take part in a World Cup event. It establishes the identity of the card holder and specifies the access rights and other privileges of the card holder for a particular World Cup event.

Starting from season 2019/2020, a FIS season accreditation card has been developed and will be issued to a selected group of individuals. This card will be valid at all Nordic Combined World Cup events. All other individuals will need to apply for a local accreditation.

To ensure branding consistency across the FIS season accreditation card and the local accreditation card, each NSA will be provided with a template that is to be used to produce the local accreditation card. The design is similar to the FIS season accreditation card but with slight modifications to allow for needs of the NSA.

**Specifications of the accreditation card**
The dimensions of the accreditation card should be approximately: 12.5 x 9 cm. The card can be printed on cardboard / paper and laminated or produced directly as a plastic card.

The principal elements to be visible on the card are:
- The official 2019/20 FIS Nordic Combined World Cup logo
- The official event logo
- The name of the event host and the date of the event
- A recent color photograph of the card holder (optional)
- Personal information about the card holder (name, function, responsible organization)
- Numerical codes (1 - 9) determining the zones to which the card holder is entitled to access. If NSA has access to additional areas, those can be added in this section
- Sponsor recognition through logos at the bottom of the card (front and back)
- Disclaimer
5.2.1 Design guidelines

Process for design and approval of accreditation cards

Each NSA can use the template provided by FIS Marketing AG as basis for the design of the local accreditation card.

Where it is not possible to use the exact template provided by FIS Marketing AG, NSA can develop their own layout but must work within the FIS Marketing AG guidelines. The photo on the card is optional.

Each NSA must present their accreditation card design to FIS Marketing AG for approval before the card is produced.
5.3 TV and web

**TV production and organization**

The FIS, the respective NSA and its LOCs will undertake all possible steps together with the host broadcaster, respectively the TV rights holder, in order to reach a TV presence which will be as large as possible and to ensure a top-quality production.

The NSA/LOC must contact FIS and the host broadcaster in due time, primarily as to the camera positions and the places for advertising, as well as in regard to the program, the timing and the starting times.

The NSA, respectively the TV rights holder, is obliged to ensure there is a live TV transmission in the country where the event takes places and that an international TV signal is made available.
5.3 TV and web

Local organizer's website
All FIS Nordic Combined World Cup organizers are obliged to include the FIS Nordic Combined World Cup logo on their website, as well as the FIS sponsors' logos (Viessmann, Audi, Data Sponsor).

To update your event site on the FIS Nordic Combined website, please contact Ms. Silke Tegethof at tegethof@fisski.com.

Logo presentation
All logos (official World Cup logo and sponsors logos) have to be on a white background and must have the same size in relation to each other. For the presentation, only use the official labelling (see template).

Please link the respective logos to the following websites:

- World Cup logo: www.fisski.com/nordic-combined
- Viessmann logo: www.viessmann.com
- Audi logo: www.audi.com
6. Hospitality
6.1 VIP tickets

FIS Marketing AG shall receive a total of 20 VIP tickets per event day to comply with the FIS Sponsors’ contingents as stipulated in their respective sponsorship agreements.

The tickets get distributed by FIS Marketing AG along to the FIS sponsors.

In case that more than 20 tickets are needed for the partners, FIS MAG will contact NSA/LOC to purchase additional tickets at preferable rates.

If there will be a Data/Timing sponsor in the future, the need of VIP tickets might increase.
7. Organizers checklist
### 7.1 Marketing material for NSA and FIS Sponsors (1/2)

<table>
<thead>
<tr>
<th>Advertisement material</th>
<th>Size / material</th>
<th>Time</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Installations</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Start backdrop (Ski Jumping)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Produce 2 x NSA sponsor space</td>
<td>50 x 50 cm / magnet foil</td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Produce 1 x resort logo space</td>
<td>70 x 10 cm / magnet foil</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Equipment control (Ski Jumping)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Produce 1 x resort logo space</td>
<td>50 x 28.5 cm / hard plate with Velcro on back</td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td><strong>Start installation (Cross-Country)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Start towers</strong></td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Produce 4 x NSA sponsor space</td>
<td>60 x 30 cm / hard plate with Velcro on back</td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Produce 4 x resort logo space</td>
<td>85 x 15.5 cm / hard plate with Velcro on back</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Startlist boards</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Produce 4 x NSA sponsor space</td>
<td>21 x 10.5 cm / magnet foil</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Produce 4 x resort logo space</td>
<td>35 x 6.4 cm / magnet foil</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Exit gate (Ski Jumping)</strong></td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Produce 4 x NSA sponsor space</td>
<td>72 x 40 cm / hard plate with Velcro on back</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Produce 4 x resort logo space</td>
<td>72 x 17.5 cm / hard plate with Velcro on back</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Finish installation (Cross-Country)</strong></td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Produce 4 x NSA sponsor space</td>
<td>60 x 30 cm / hard plate with Velcro on back</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Produce 4 x resort logo space</td>
<td>85 x 15.5 cm / hard plate with Velcro on back</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Intermediate time (Cross-Country)</strong></td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Produce 4 x NSA sponsor space</td>
<td>60 x 30 cm / hard plate with Velcro on back</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Produce 4 x TV / host broadcaster logo</td>
<td>60 x 15 cm / hard plate with Velcro on back</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ceremony wall</strong></td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Produce 27 x NSA sponsor spaces</td>
<td>40 x 20 cm / hard plate with Velcro on back</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Produce 1 x resort logo space</td>
<td>85 x 15.5 cm / hard plate with Velcro on back</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Leaderboards / interview backdrops</strong></td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Produce 18 x NSA sponsor spaces each</td>
<td>27 x 13.5 cm / magnet foil</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Produce 1 x resort logo space each</td>
<td>70 x 10 cm / magnet foil</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Press conference backdrop (FIS version)</strong></td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Produce 1 x resort logo space</td>
<td>85 x 15.5 cm / hard plate with Velcro on back</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contact: Stefan Distel / distel@fismarketingag.com / +41 44 224 69 63
## 7.1 Marketing material for NSA and FIS Sponsors (2/2)

<table>
<thead>
<tr>
<th>Advertisement material</th>
<th>Size/ material</th>
<th>Time</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starting bibs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Send layouts to FIS for approval</td>
<td>PDF</td>
<td>10 days before production</td>
<td></td>
</tr>
<tr>
<td>Leader bibs &amp; Best Jumper bib / Best skier bibs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Send layouts to FIS for approval</td>
<td>PDF based on FIS template</td>
<td>10 days before production</td>
<td></td>
</tr>
<tr>
<td>Leg bib</td>
<td>LOC is responsible to produce and</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>distribute leg bibs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print material</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Send all event related print material to FIS Marketing AG</td>
<td>PDF</td>
<td>10 days before printing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Communicate size of ad page for FIS</td>
<td>2 months before printing of</td>
<td></td>
</tr>
<tr>
<td></td>
<td>sponsors in official program (if</td>
<td>program</td>
<td></td>
</tr>
<tr>
<td></td>
<td>any) to FIS Marketing AG</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video spots</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communicate specifics about the necessary video spot format</td>
<td></td>
<td>2 months before event</td>
<td></td>
</tr>
<tr>
<td>to FIS Marketing AG</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Contact:** Stefan Distel / distel@fismarketingag.com / +41 44 224 69 63
# 7.2 Requirements of FIS Marketing AG (FISMAG)

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Time</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VIP tickets (incl. event tickets and top hospitality package)</strong></td>
<td></td>
<td>FISMAG will communicate all details to NSA/LOC prior to the event</td>
</tr>
<tr>
<td>20 VIP tickets for FIS sponsors (Viessmann, Audi)</td>
<td></td>
<td>FISMAG will communicate all details to NSA/LOC prior to the event</td>
</tr>
<tr>
<td><strong>Accreditations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>If needed: for FIS sponsors’ representatives</td>
<td>Amount and list with names will be communicated to NSA/LOC by FISMAG</td>
<td></td>
</tr>
<tr>
<td><strong>Support crew</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 fit persons to help the FISMAG team</td>
<td>Arrival until departure of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>2 persons dedicated to handle the start installation together with FISMAG</td>
<td>During all training, qualification and competition rounds</td>
<td></td>
</tr>
<tr>
<td>4 persons to handle the ceremony backdrop together with FISMAG</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FIS Marketing AG implementation crew</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 big parking spot next to event venue</td>
<td>Ready at arrival day until departure of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>If needed: overall accreditations</td>
<td>Ready to be picked up at arrival of FISMAG team</td>
<td>Exact amount of accreditations needed will be communicated before</td>
</tr>
<tr>
<td>Heated room or container close to stadium with electricity &amp; internet connection, 1 table, 2 chairs</td>
<td>Ready at arrival day until departure of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>1 skidoo with trailer for the exclusive use of FIS Marketing AG</td>
<td>Ready at arrival day until departure of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Hotel rooms (single rooms with full board) for FIS Marketing AG in the FIS hotel at the preferred FIS rate</td>
<td>Arrival day until departure of FISMAG team</td>
<td>Exact amount of rooms needed will be communicated before</td>
</tr>
</tbody>
</table>

Contact: Stefan Distel / distel@fismarketingag.com / +41 44 224 69 63
7.3 Technical infrastructure and power supply

<table>
<thead>
<tr>
<th>Infrastructure &amp; Supply</th>
<th>Placement</th>
<th>Time</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Start installation (Ski Jumping)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-mail information about material of In-run track and inrun tiller machine to FISMAG</td>
<td></td>
<td>30 days before the event</td>
<td></td>
</tr>
<tr>
<td><strong>Starting signal at starting point (Ski Jumping)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electrical socket (220V) and 5 meter extension cord</td>
<td>Next to the start backdrop - Ski Jumping</td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td><strong>Stadium (Cross-Country and Ski Jumping)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Firm banner fence</td>
<td>Height above the top of the snow border must be at least 125 cm</td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Platinum circle:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-mail description and pictures of banner fence construction to FISMAG</td>
<td></td>
<td>30 days before event</td>
<td></td>
</tr>
<tr>
<td>Platinum circle:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Position of Viessmann arch</td>
<td>Prepare electrical socket (220 V) and a 5m extension cord</td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td><strong>Mobile banner fences for Cross-Country</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepare wooden banner frames</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 pieces</td>
<td>400 x 100 cm</td>
<td></td>
<td>Ready to be picked up at arrival day of implementation team</td>
</tr>
<tr>
<td>8 pieces</td>
<td>400 x 150 cm</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Exit gate</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gap of 320 cm in banner fence in outrun</td>
<td>Designated position of exit gate</td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td><strong>Score boards in cool down area</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electrical socket (220V) and 5 meter extension cord</td>
<td>Next to the exit gate</td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td><strong>Award ceremony backdrop</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fenced off corridor for athletes in finish area</td>
<td></td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
</tr>
<tr>
<td>Stage for media</td>
<td></td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
</tr>
</tbody>
</table>

Contact: Stefan Distel / distel@fismarketingag.com / +41 44 224 69 63
### 7.4 Ideas for LOC websites

<table>
<thead>
<tr>
<th>Content</th>
<th>Comment</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General information</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maps &amp; Profiles</td>
<td>Competition &amp; training courses, points of interest (wax cabins, press centre, race office, entrances, grandstands…)</td>
<td></td>
</tr>
<tr>
<td>Race Program</td>
<td>Competition program, side events</td>
<td></td>
</tr>
<tr>
<td>Contact information</td>
<td>Race office, press centre, waxing area</td>
<td></td>
</tr>
<tr>
<td>News Section</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Behind the scenes</td>
<td>Preparation, FAQ, information about the venue</td>
<td></td>
</tr>
<tr>
<td>Tickets</td>
<td>Prices, points of sale, link to online shop</td>
<td></td>
</tr>
<tr>
<td>Transport &amp; Accommodation</td>
<td>Contact information, fares, schedules, pick-up and drop-off points, rental car offer, etc.</td>
<td></td>
</tr>
<tr>
<td><strong>Teams</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Team Invitation</td>
<td>PDF Version</td>
<td></td>
</tr>
<tr>
<td>Team Captains Meeting</td>
<td>PDF Version</td>
<td></td>
</tr>
<tr>
<td>Competition Information</td>
<td>Program changes, official trainings</td>
<td></td>
</tr>
<tr>
<td>Important deadlines</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link to entry system</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Media</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media Invitation</td>
<td>PDF Version</td>
<td></td>
</tr>
<tr>
<td>Download section</td>
<td>Logos, Pictures</td>
<td></td>
</tr>
<tr>
<td>Opening Hours</td>
<td>Press and sub press centre, accreditation, race office, etc.</td>
<td></td>
</tr>
<tr>
<td>Internet connection Information</td>
<td>Up- and Downstream, Wi-Fi, LAN, rates, networks</td>
<td></td>
</tr>
<tr>
<td><strong>Sponsors (mandatory!)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Official World Cup logo</td>
<td>With hyperlink to FIS website</td>
<td></td>
</tr>
<tr>
<td>FIS Sponsor logos</td>
<td>With hyperlink to sponsors’ websites</td>
<td></td>
</tr>
</tbody>
</table>

Contact: Stefan Distel / distel@fismarketingag.com / +41 44 224 69 63
# FIS Nordic Combined World Cup Production Check List

<table>
<thead>
<tr>
<th><strong>When</strong></th>
<th><strong>From whom</strong></th>
<th><strong>What</strong></th>
<th><strong>Remarks</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>from now on</td>
<td>LOC</td>
<td>official FIS World Cup Logo &amp; FIS sponsors’ logos:</td>
<td>integration on all print products and websites, please send all print products to FISMAG for approval min. 10 days before production.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- FIS Title Sponsor: Viessmann</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- FIS Presenting Sponsor: Audi</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- FIS Data/Timing Sponsor: tbc</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>design according to FIS Advertising Rules (AR) &amp; FIS Marketing Guide (MG), amount in coordination with FIS staff, layout approval by FIS and FISMAG.</td>
<td></td>
</tr>
<tr>
<td>about 2 months before the event</td>
<td>LOC</td>
<td>production of all starting bibs (race bibs)</td>
<td>numbers according to the race bibs, each athlete needs two, self stick badges, size as defined in MG.</td>
</tr>
<tr>
<td>about 2 months before the event</td>
<td>LOC</td>
<td>production of the leg bibs</td>
<td>basic layout will be available from FISMAG (with Viessmann Logo, Resort and Sponsor field), FISMAG is checking the logo sizes etc on arrival, if something is not according to the provided basic bib layout and the AR/MG, spare bibs without resort and LOC sponsor will be used.</td>
</tr>
<tr>
<td>about 2 months before the event</td>
<td>LOC</td>
<td>production of all leader bibs / podium bibs</td>
<td>amount: defined by LOC (not more than the amount of forerunners), according to sponsorship rules (see contracts and guides).</td>
</tr>
<tr>
<td>about 2 months before the event</td>
<td>LOC</td>
<td>production of forerunner bibs</td>
<td>existing LOC service bibs can be used if they are according to the sponsorship rules. Please only provide the number of bibs to your crew that you also need, it should not be a special 'VIP' card for access to limited sport zones. If the LOC/NSA does not provide them on their own, FISMAG can provide them at no extra cost.</td>
</tr>
<tr>
<td>about 2 months before the event</td>
<td>LOC</td>
<td>programme book (if produced)</td>
<td>1 full page for each FIS sponsor, please coordinate with FISMAG.</td>
</tr>
<tr>
<td>about 2 months before the event</td>
<td>LOC</td>
<td>banner plan</td>
<td>provided by LOC and sent out to TV, NSA, Swiss Timing, FIS and FISMAG.</td>
</tr>
<tr>
<td>about 2 months before the event</td>
<td>LOC</td>
<td>stadium banners</td>
<td>produced and set up by LOC, LOC responsible for setting up a firm banner fence in the stadium incl. a firm wooden panel on top of the banners in order to affix the platinum circle (height: 25 cm). The banner fence therefore should have a minimum height of 125cm above snow level. ICR rules must be respected, take care of the needed sizes of the finish area and all other sport measurements in the stadium.</td>
</tr>
<tr>
<td>about 2 months before the event</td>
<td>LOC &amp; FISMAG</td>
<td>allocation of sponsor positions for Viessmann &amp; Audi</td>
<td>agreement before the event about the FIS sponsors' positions</td>
</tr>
</tbody>
</table>

[Image]
<table>
<thead>
<tr>
<th>When</th>
<th>From whom</th>
<th>What</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>about 2 months before the</td>
<td>LOC</td>
<td>production of LOC sponsor logos on all installations</td>
<td>sizes and materials are available in the AR/MG, please contact FISMAG in case of questions</td>
</tr>
<tr>
<td>event</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>about 2 months before the</td>
<td>LOC</td>
<td>production of resort stickers on installations</td>
<td>sizes and materials are available in the AR/MG, please contact FISMAG in case of questions</td>
</tr>
<tr>
<td>event</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 month before (if you use</td>
<td>LOC</td>
<td>press conference backdrop</td>
<td>FISMAG will bring it and can be used by LOC, if LOC has an own backdrop they can use it if the FIS sponsors are integrated according to the AR/MG (approval by FISMAG before production).</td>
</tr>
<tr>
<td>your own)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 month before</td>
<td>LOC</td>
<td>local accreditation</td>
<td>design template will be provided by FISMAG including logo bar for local sponsors.</td>
</tr>
<tr>
<td>2 weeks before</td>
<td>FISMAG</td>
<td>video spot for big screen in the stadium/course</td>
<td>30 sec Viessmann, 60 sec Audi, 30 sec Data/Timing Sponsor must be played several times a day, FISMAG provides the spots</td>
</tr>
<tr>
<td>1 day before arrival</td>
<td>LOC</td>
<td>supply of wooden frames and posts</td>
<td>for all sponsors on the specific banner positions on course.</td>
</tr>
<tr>
<td>1 day before arrival</td>
<td>LOC</td>
<td>electricity for all inflatables / arches etc.</td>
<td>provided by LOC, respect sponsorship rules (FISMAG will bring neutral endless banners but please coordinate well in advance if you need their service).</td>
</tr>
<tr>
<td>1 day before arrival</td>
<td>LOC</td>
<td>endless banners</td>
<td></td>
</tr>
<tr>
<td>Arrival FISMAG</td>
<td>FISMAG</td>
<td>banners on course for Viessmann &amp; Audi</td>
<td>set up by FISMAG on the agreed positions (frames and posts have to be provided by LOC)</td>
</tr>
<tr>
<td>On-Site</td>
<td>LOC</td>
<td>FISMAG volunteers</td>
<td>fit persons to help the FISMAG team from arrival until departure, exact volunteers' numbers defined in MG.</td>
</tr>
<tr>
<td>On-Site</td>
<td>LOC</td>
<td>banners on course for LOC sponsors</td>
<td>set up fences, install banners, build up and dismantling, attention: ICR Rules must be respected.</td>
</tr>
<tr>
<td>On-Site</td>
<td>FISMAG</td>
<td>ceremony wall</td>
<td>will be provided and set up by FISMAG, LOC sponsor stickers provided by LOC (see above), volunteers need to be available as support.</td>
</tr>
<tr>
<td>No action needed by LOC</td>
<td>FISMAG</td>
<td>production of the athletes’ training bibs</td>
<td>done by FISMAG</td>
</tr>
<tr>
<td>FISMAG</td>
<td></td>
<td>production of all service bibs (Teams, Service, SRS, Photo, ENG etc.)</td>
<td>done by FISMAG</td>
</tr>
<tr>
<td>FISMAG</td>
<td></td>
<td>installing platinum circle</td>
<td>appropriate fencing needed by LOC, FISMAG will show organizers how the 'quick flip' system works in case of multiple events.</td>
</tr>
<tr>
<td>When</td>
<td>From whom</td>
<td>What</td>
<td>Remarks</td>
</tr>
<tr>
<td>------</td>
<td>-----------</td>
<td>------</td>
<td>---------</td>
</tr>
<tr>
<td>FISMAG</td>
<td>start, intermediate and finish installations</td>
<td>FISMAG will bring them and set them up. In some cases, LOCs are asked to provide FIS Marketing AG with basic wooden constructions for the installations.</td>
<td></td>
</tr>
<tr>
<td>FISMAG</td>
<td>ceremony wall including podium / leaderboard / interview backdrop</td>
<td>FISMAG will bring them and set them up. In some cases, LOCs are asked to provide FIS Marketing AG with basic wooden constructions for the installations.</td>
<td></td>
</tr>
<tr>
<td>FISMAG</td>
<td>season accreditation</td>
<td>design will be available for LOCs for local accreditation card.</td>
<td></td>
</tr>
<tr>
<td>FISMAG</td>
<td>ground markers in the stadium including distance markers</td>
<td>provided and set up by FISMAG</td>
<td></td>
</tr>
<tr>
<td>FISMAG</td>
<td>ground markers on course for intermediate</td>
<td>provided and set up by FISMAG</td>
<td></td>
</tr>
<tr>
<td>FISMAG</td>
<td>inflatable in stadium/home stretch</td>
<td>provided and set up by FISMAG</td>
<td></td>
</tr>
</tbody>
</table>