Viessmann FIS Ski Jumping World Cup

Marketing Guide 2020/2021
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2. General marketing information
2.1 FIS Ski Jumping World Cup sponsors

Viessmann is the official Title Sponsor of the FIS Ski Jumping World Cup.

Audi is the official Presenting Sponsor of the FIS Ski Jumping World Cup.

Right now, there is no official Data/Timing Sponsor of the FIS Ski Jumping 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 Ski Jumping World Cup event. During the FIS Ski Jumping 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

The 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 setting up and dismantling of all advertising material on place one to two days before and after the event. In some cases NSAs are asked to provide FISMAG with basic wooden constructions for the installations. All information required will be communicated by FISMAG in due time before the season starts.

All advertising material set up by NSA inside the TV-range must be according to the guidelines set forth in the Advertising Rules and the 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 Ski Jumping World Cup venue
3.1 Start installation and exit gate

**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 backdrop

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 position – upper right (105 cm x 22 cm)
1 position – mid centre (70 cm x 16 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)

**Equipment control box before the start**
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**
The LOC is responsible for the production and provision of the sticker for the Resort logo. The costs for production are to be borne by the LOC.

**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

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)
3.1.1 Start

**Starting signal at starting point**

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.
Exit gate
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)

(exit gate
(310 cm x 260 cm (front)))
3.1.3 Scoreboards in cool down area

Scoreboards
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**

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

The banner positions in the stadium are allocated as follows:

<table>
<thead>
<tr>
<th>FIS Title Sponsor</th>
<th>Platinum circle</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSA</td>
<td>All banners</td>
</tr>
</tbody>
</table>

**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. 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. Please coordinate with FIS Marketing AG the areas where the platinum circle shall be installed.
3.3 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 Race Director, 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 outrun of the Ski Jumping 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.
3.3 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 Ski Jumping 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 Type</th>
<th>Position</th>
<th>Dimension</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIS Title Sponsor</td>
<td>1 position 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.
3.3 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
3.4 Leaderboard / interview backdrop

**Leaderboard / interview backdrop**
The leaderboard / interview backdrop will be provided and installed by FIS Marketing AG.

The leaderboard / interview backdrop is used for the international flash interviews. It is placed in accordance with the FIS Ski Jumping 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

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

The advertising space on the 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 backdrop.
### 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 backdrop shall be determined by the FIS Media Coordinator.

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

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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.
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 Ski Jumping 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.
3.7 Product placement

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 Ski Jumping starting bibs, please see paragraph G 2 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.

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/AWNxAsdopwcBNuP](https://cloud.fis-ski.com/index.php/s/AWNxAsdopwcBNuP)

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4.2 Starting bibs

- Starting bib Individual:
  - NSA Sponsor
  - Resort
  - 01
  - max. 6 cm
  - max. 20 cm
  - min. 10 cm
  - max. 10 cm
  - max. 8 cm

- Starting bib Team:
  - NSA Sponsor
  - Resort
  - 01
  - max. 6 cm
  - max. 20 cm
  - min. 8 cm
  - max. 10 cm
  - max. 8 cm

FIS Ski Jumping World Cup Marketing Guide 2020/2021
4.3 Leader bibs

**Leader bibs**

NSA is responsible for the production of all leader bibs.

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 NSA 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.

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.

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4.3 Leader bibs

**leader bib Individual**

- **SPONSOR**
  - max. 6 cm
  - max. 20 cm
  - min. 10 cm (replaces number)

- **RESORT**
  - max. 10 cm

**leader bib Team**

- **SPONSOR**
  - max. 6 cm
  - max. 20 cm

- **RESORT**
  - max. 10 cm
5. TV, web and print material
5.1 Use of FIS Ski Jumping World Cup logo

The use of the official FIS Ski Jumping 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 Ski Jumping World Cup are registered trademarks of FIS.

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

There are two versions of the official FIS Ski Jumping 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 Ski Jumping 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 Ski Jumping 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

<table>
<thead>
<tr>
<th>Language</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>English:</strong></td>
<td>Viessmann FIS Ski Jumping World Cup</td>
</tr>
<tr>
<td></td>
<td>Viessmann FIS Ski Jumping World Cup Women</td>
</tr>
<tr>
<td><strong>German:</strong></td>
<td>Viessmann FIS Skisprung Weltcup</td>
</tr>
<tr>
<td></td>
<td>Viessmann FIS Skisprung Weltcup Damen</td>
</tr>
<tr>
<td><strong>French:</strong></td>
<td>Viessmann Coupe du Monde FIS de Saut à Ski</td>
</tr>
<tr>
<td></td>
<td>Viessmann Coupe du Monde FIS de Saut à Ski féminine</td>
</tr>
</tbody>
</table>
5.2 FIS Ski Jumping World Cup promotional material

FIS Marketing AG will provide NSAs with templates for the FIS Ski Jumping 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.fis-ski.com). Event related promotional materials include, but are not limited to, posters, programs, start and result lists etc.

Please find all logos and templates here: https://cloud.fis-ski.com/index.php/s/AWNxAsdopwcBNuP

Advertisement in official program
The FIS sponsors have the right to place a one page advertisement DIN A 4, 4-colour (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 Ski Jumping 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.

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5.2.1 Design guidelines

**Official poster**
To provide a consistent appearance for the FIS Ski Jumping World Cup in the promotional efforts worldwide, 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.
5.3 TV and web

TV production and organization
The FIS, the respective NSAs 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 that 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 Ski Jumping World Cup organizers are obliged to include the FIS Ski Jumping World Cup logo on their website, as well as the FIS sponsors’ logos (Viessmann, Audi, Data Sponsor).

**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.fis-ski.com/ski-jumping
- Viessmann logo: www.viessmann.com
- Audi logo: www.audi.com
6.1 VIP tickets

FIS Marketing AG shall receive VIP tickets to comply with the FIS Sponsors’ contingents as stipulated in their respective sponsorship agreements.

- **World Cup Men**: 20 VIP tickets per event day
- **World Cup Women**: 20 VIP tickets per event day

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

In case that more than the contractual tickets are needed for the partners, FISMAG 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

<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</strong></td>
<td>Produce 2 x NSA sponsor space</td>
<td>50 x 50 cm / magnet foil</td>
<td>Ready at arrival of FISMAG team</td>
</tr>
<tr>
<td></td>
<td>Produce 1 x resort logo space</td>
<td>70 x 10 cm / magnet foil</td>
<td></td>
</tr>
<tr>
<td><strong>Equipment control</strong></td>
<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>
</tr>
<tr>
<td><strong>Exit gate</strong></td>
<td>Produce 4 x NSA sponsor space</td>
<td>72 x 40 cm / hard plate with Velcro on back</td>
<td>Ready at arrival of FISMAG team</td>
</tr>
<tr>
<td></td>
<td>Produce 4 x resort logo space</td>
<td>72 x 17.5 cm / hard plate with Velcro on back</td>
<td></td>
</tr>
<tr>
<td><strong>Ceremony wall</strong></td>
<td>Produce 27 x NSA sponsor spaces</td>
<td>40 x 20 cm / hard plate with Velcro on back</td>
<td>Ready at arrival of FISMAG team</td>
</tr>
<tr>
<td></td>
<td>Produce 1 x resort logo space</td>
<td>85 x 15.5 cm / hard plate with Velcro on back</td>
<td></td>
</tr>
<tr>
<td><strong>Leaderboard / interview backdrop</strong></td>
<td>Produce 18 x NSA sponsor spaces</td>
<td>27 x 13.5 cm / magnet foil</td>
<td>Ready at arrival of FISMAG team</td>
</tr>
<tr>
<td></td>
<td>Produce 1 x resort logo space</td>
<td>70 x 10 cm / magnet foil</td>
<td></td>
</tr>
<tr>
<td><strong>Press conference backdrop (FIS version)</strong></td>
<td>Produce 1 x resort logo space</td>
<td>85 x 15.5 cm / hard plate with Velcro on back</td>
<td>Ready at arrival of FISMAG team</td>
</tr>
<tr>
<td><strong>Starting bibs</strong></td>
<td>Send layouts to FIS for approval</td>
<td>PDF</td>
<td>10 days before production</td>
</tr>
<tr>
<td><strong>Leader bibs</strong></td>
<td>Send layouts to FIS for approval</td>
<td>PDF based on FIS template</td>
<td>10 days before production</td>
</tr>
<tr>
<td><strong>Print material</strong></td>
<td>Send all event related print material to FIS Marketing AG for approval</td>
<td>PDF</td>
<td>10 days before printing</td>
</tr>
<tr>
<td></td>
<td>Communicate size of ad page for FIS sponsors in official program (if any) to FIS Marketing AG</td>
<td></td>
<td>2 months before printing of program</td>
</tr>
<tr>
<td><strong>Video spots</strong></td>
<td>Communicate specifics about the necessary video spot format to FIS Marketing AG</td>
<td></td>
<td>2 months before event</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>World Cup Men: 20 VIP tickets per event day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>World Cup Women: 20 VIP tickets per event day</td>
<td></td>
<td></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 prior to the event</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>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>

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### 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>Start installation</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>Starting signal at starting point</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electrical socket (220V) and 5 meter extension cord</td>
<td>Next to the start installation</td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Ski Jumping stadium (outrun)</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>30 days before event</td>
<td></td>
</tr>
<tr>
<td>E-Mail description and pictures of banner fence construction to FISMAG</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exit gate</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>Score board in cool down area</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>Award ceremony backdrop</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fenced off corridor for athletes in finish area</td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Stage for media</td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
<td></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>

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