

EXHIBIT 5: FIS CORPORATE IDENTITY AND WORLD CUP TITLE SPONSOR

1. INTRODUCTION

The FIS World Cup represents a “world-programme” and therefore it is necessary to have an international appearance with internationally equal elements. Many FIS World Cup Organising Committees have made great efforts in this regard.

- 1.1. These specifications form the base document for everyone working on the designing. FIS is at your disposal for complementary information, logos, etc.
- 1.2. The FIS Corporate Identity (CI) has to be taken into consideration precisely and corresponding to the specifications for the overall-appearance. This applies for the official title of the FIS World Cup, the FIS logo as well as for the design of all advertising and information means and other print materials e.g. start- and ranking list, accreditation, etc.

2. COMMENTARY TO THE SPECIFIC ITEMS

- 2.1 Title of the event
“FIS” always has to be used in connection with the title “World Cup”, e.g.
 - FIS World Cup
 - FIS Cross-Country World Cup
 - **Coop FIS Cross-Country World Cup**
- 2.2 Official FIS Logo / FIS World Cup Logo
As it is all about the FIS World Cup, the FIS logo and the FIS World Cup logo should be assimilated much better. In addition to the World Cup logo it is certainly possible to create a „FIS World Cup Design“ for the particular site, which can be used for example as background for the accreditation pass or for posters, etc.

3. EVENT SITES / COMPETITION AREA

Attractive presentation elements, which comply with the FIS CI principles should be used in the proven way at the Event sites as well as in the competition area.

The FIS logo, the FIS World Cup logo and the official title have to be taken into consideration on the following elements (in addition to the sport-specific elements):

- flags
- signage for the FIS World Cup at the site entry
- large entry-gate at the competition area
- other signage boards in the competition area and around the town

5. ADVERTISING AND INFORMATION MEDIUM

The FIS logo and the FIS World Cup logo as well as the indication to the FIS World Cup have to be placed on all advertising and information medium.

The FIS logo, the FIS World Cup logo and the official title have to appear in an attractive way on the following:

- Bulletin
- Invitation
- Posters
- Stickers / Car labels
- Start / Intermediate / Result lists and analyses
- Accreditation
- Sign-boards, Info-overview

Besides an attractive design of the poster through a photo or graphic, the following "logo groups" are to be included:

Official logos (according to FIS Marketing Guide)

- FIS logo
- logo of the NSA
- logo of the Ski Club

FIS World Cup (according to FIS Marketing Guide)

- FIS World Cup logo with the title sponsor
- Site and region

Sponsors / partners (according to FIS Marketing Guide)

- Event sponsors
- FIS World Cup logo with the title sponsor
- FIS World Cup Main partners
- Data & Timing Partner
- Advertising Agency

5. FIS LOGO / FIS WORLD CUP LOGO

The detailed information on the correct use of FIS Logo, the FIS World Cup logo etc. is available in the following documents on the FIS Website:

FIS Marketing Guide

<https://www.fis-ski.com/en/inside-fis/document-library/marketing>

FIS CI Documents

<https://www.fis-ski.com/en/inside-fis/document-library/communications>