

# Marketing Guide 2022/23



# Table of Content

## 1. Contacts

## 2. General Marketing Information

2.1 FIS Ski Cross World Cup Sponsors

2.2 Responsibilities FIS

2.3 Responsibilities National Ski Association (NSA) / Local Organizing Committee (LOC)

## 3. Snowboard World Cup Venue

3.1 Start and Finish Area

3.1.1 Start

3.1.2 Finish

3.1.3 Exit Gate

3.1.4 Presentation Backdrop

3.2 Banners

3.3 Gate flags

3.4 Award Ceremony

3.5 Video wall

3.6 Inflatables

# Table of Content

## 4. Bib Numbers

- 4.1 General Information
- 4.2 Training / Qualification Bib
- 4.3 Final Colored Bib
- 4.4 Leader Bib
- 4.5 Approval of Bibs

## 5. TV, Web and Print Materials

- 5.1 Use of Ski Cross World Cup Logo
  - 5.1.1 General Guidelines for use of Logo
  - 5.1.2 Official Ski Cross World Cup Titles
- 5.2 Ski Cross World Cup Promotional Material
- 5.3 TV and Web

## 6. Hospitality

- 6.1 Promotional and Hospitality Activities

# 1. Contacts



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## 2. General Marketing Information

### 2.1 FIS Ski Cross World Cup Sponsors

#### Branch Exclusivity of FIS Sponsors

The FIS Ski Cross World Cup Sponsors have branch exclusivity within their product category. The National Ski Association (NSA) / Local Organizing Committee (LOC) assures that no competing companies are present with their branding in any commercial or public area of the event.

- Title Sponsor (open)
- Data and Timing Sponsor (open)

As the Title Sponsor / Data&Timing rights are not sold for the World Cup season 2022/23, FIS will leave those rights to the NSA/LOC for the season 2022/23.

The naming right of the “FIS Ski Cross World Cup” is excluded from this regulation. This right is only granted to tour sponsors without exception.

#### FIS Ski Cross World Cup Sponsor Rights

The FIS Sponsors have the right to promote their products and services on site during the events at no extra cost.

### 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 main contact person.

### 2.3 Responsibilities National Ski Association / Local Organizing Committee

The National Ski Association (NSA) / Local Organizing Committee (LOC) has to provide the necessary preparation of the sponsor area inside the TV-range in prior consultation with the FIS Race Director. In addition the NSA / LOC is responsible for a clean appearance of the sponsors outside of the TV-range.

### 3. FIS Ski Cross World Cup Venue

#### 3.1 Start and Finish Area

FIS may, but is not obliged to provide the start and finish installation including the implementation team. The NSA must inform FIS about the need of such installations 90 days prior to the event. The NSA is responsible to organize and set up the start gate in collaboration with the Race Director.

If there is a need for modification on the various start and finish installations this has to be discussed with FIS.

The Title Sponsor has the exclusive right for the design of the frame and backdrop of all start and finish installations including the Exit Gate and further installations. (only applicable for a «Tour Title Sponsor»)

### 3.1.1 Start Ski Cross



The advertising space is allocated as follows:

Title Sponsor:	2x (2m x 1m)
NSA Sponsor:	2x (1m x 1m)
Data and Timing:	2x (1m x 0.4m)
Resort:	2x (2.5m x 0.6m)

**Production:**

Resort logo: FIS (LOC to send logo/layout)  
 Sponsor logo incl titlesponsor: LOC

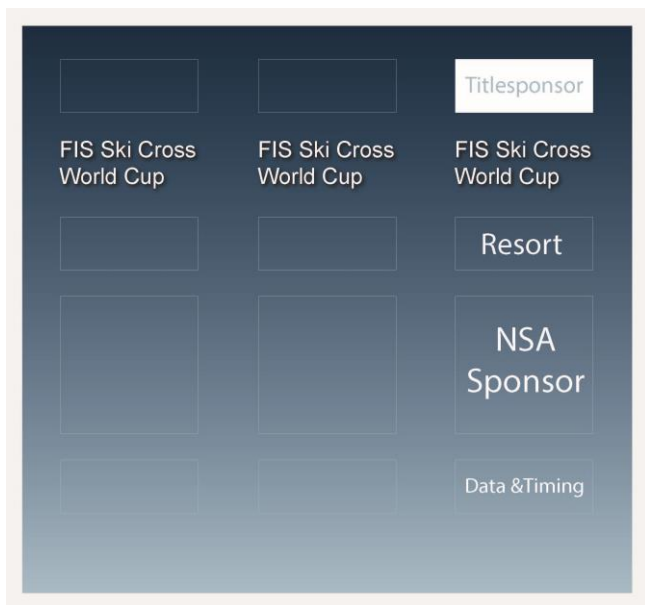
**Technical Information:**

Size Start: 13m wide x 4m high x 3m deep.

**Requirements NSA:**

- Flat start area of minimum 16m wide x 8m deep for start installation set up
- Electrical socket (220V)
- Necessary Velcro type of NSA / Sponsor advertising patches: Scratchy / Hook

## 3.1.2 Finish Tower



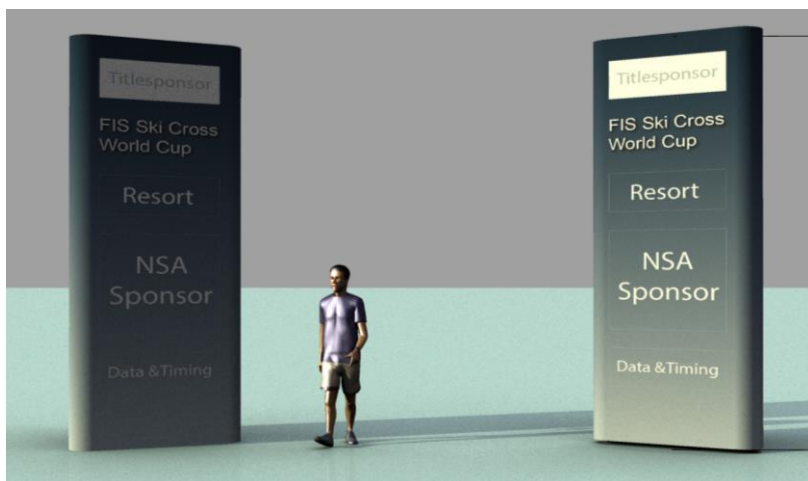
The advertising space is allocated as follows:

**The two Finish Towers consist of 3 sides each:**

Title Sponsor:	3x (1m x 0,4m)
NSA Sponsor:	3x (1m x 1m)
Data and Timing:	3x (1m x 0.4m)
Resort:	3x (1m x 0.4m)

### **Production:**

Resort logo: FIS (LOC to send logo/layout)  
 Sponsor logo incl titlesponsor: LOC



### **Technical Information:**

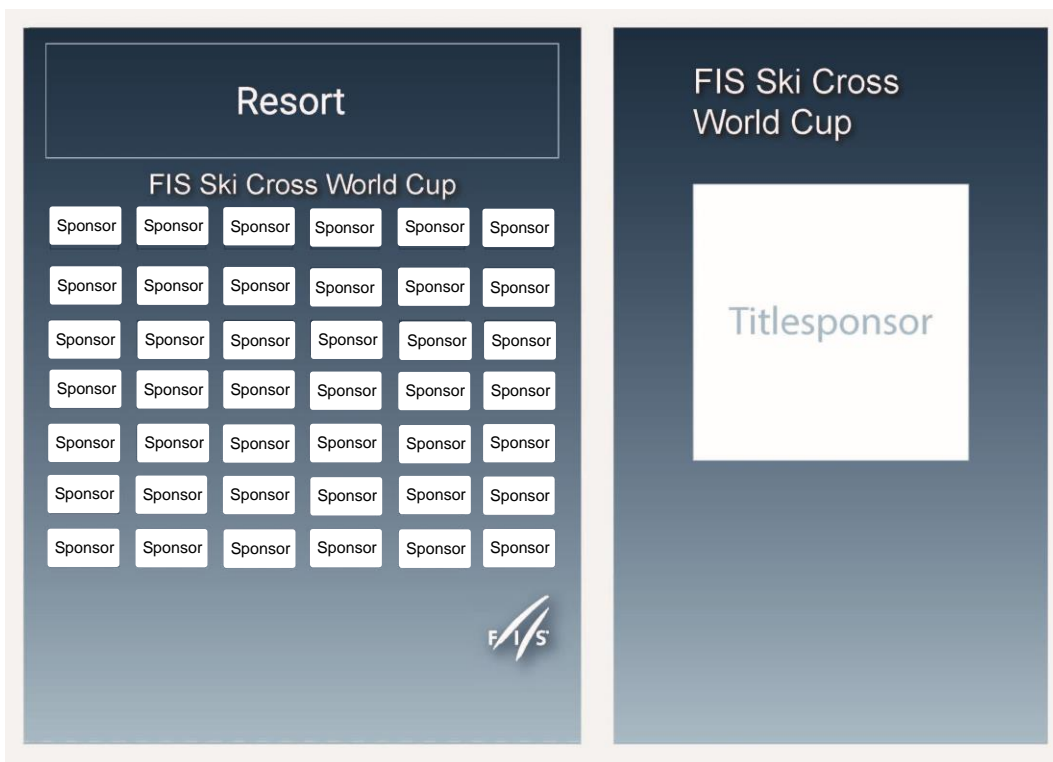
Size per Tower: 1.4m wide x 4m high

### **Requirements NSA:**

- Electrical socket (220V)
- Necessary Velcro type of NSA / Sponsor advertising patches: Scratchy / Hook
- Distance between the finish towers will be defined in close cooperation with the FIS Technical Delegate
- Clean finish line area must be ensured



### 3.1.3 Exit Gate



The advertising space is allocated as follows:

Title Sponsor: 1x (1m x 1m)  
17x (0.25m x 0.13m)

NSA Sponsor: 17x (0.25m x 0.13m)

Resort: 8x (0.25m x 0.13m)  
1x (1.8m x 0.4m)

**Production:**

Resort logo: FIS (LOC to send logo/layout)  
Sponsor logo incl titlesponsor: LOC

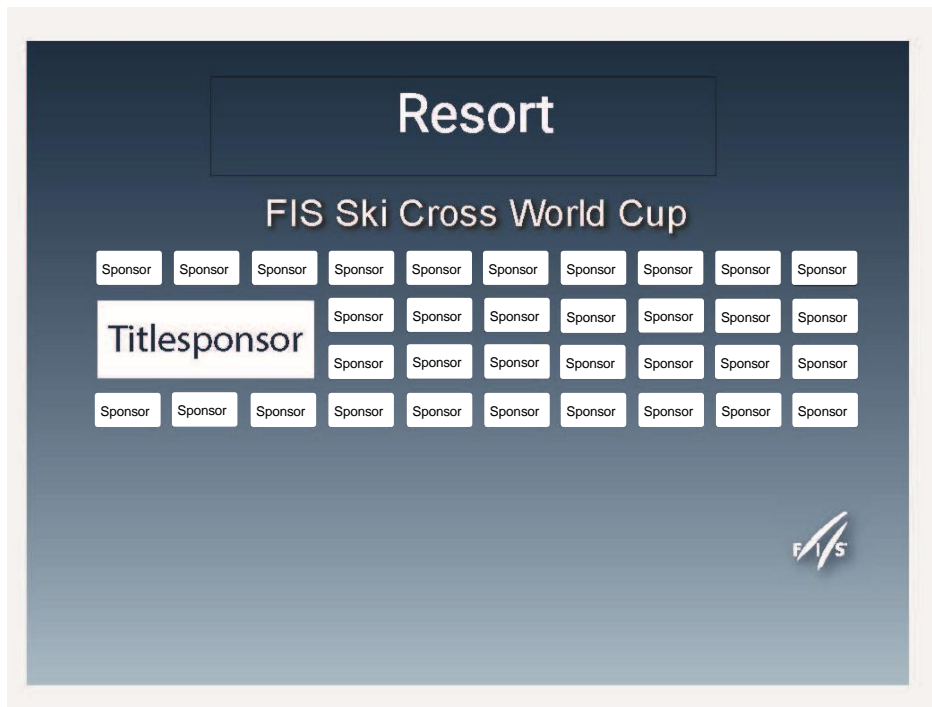
**Technical Information:**

Size Exit Gate: 3.6m wide x 2m high x 1.5m wide x 0.3m deep

**Requirements NSA:**

- Flat area of 4m wide x 1m deep in the finish area
- Electrical socket (220V)
- Necessary Velcro type of NSA / Sponsor advertising patches: Scratchy / Hook

### 3.1.4 Presentation Backdrop



The advertising space is allocated as follows:

Title Sponsor: 1x (0,85m x 0,3m)  
13x (0.25m x 0.13m)

NSA Sponsor: 13x (0.25m x 0.13m)

Resort: 8x (0,25m x 0,13m)  
1x (2m x 0.4m)

**Production:**

Resort logo: FIS (LOC to send logo/layout)

Sponsor logo incl titlesponsor: LOC

**Technical Information:**

Size Presentation Backdrop: 3.5m wide x 2.5m high x 0.3m deep

**Requirements NSA:**

- Flat area of 4m wide x 1m deep in the finish area
- Electrical socket (220V)
- Necessary Velcro type of NSA / Sponsor advertising patches: Scratchy / Hook

## 3.2 Banners

### Banners on Course and in Finish Area

The bannering on course and in the finish area is allocated as follows:

- 100% NSA Sponsor

Advertising banners may not exceed 8m width and 1,5m in height.

### Platinum Circle

- 100% NSA
- Max. height 0,25m

### Advertising above the Course

- Per event, one event sponsor advertising above the course or an arch in one position is allowed. Max. height 6m, min. width 15m.
- Position of this advertising must be agreed with the FIS Race Director.

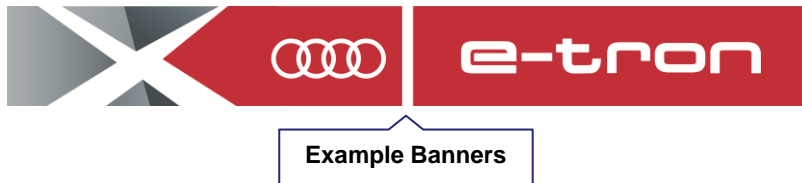
### Banners on Functional Buildings

Advertising on the functional buildings is allocated as follows:

- 100% NSA

### Banner on Last Jump

- The advertising space on the last jump is allocated as follows: Title Sponsor
- Position of this advertising must be agreed with the FIS Race Director



### 3.3 Gate Flags



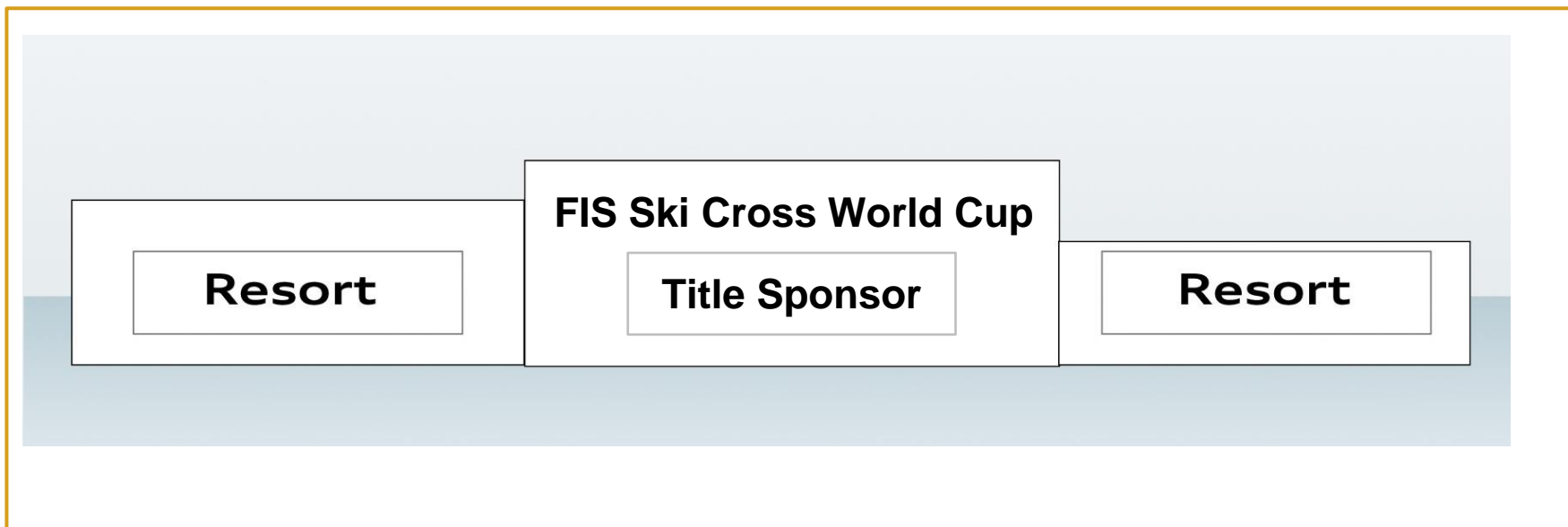
#### Gate flags

The advertising space on all gate flags along the course is allocated as follows:

- 100% NSA
- On the control gate flags two identifications (name or logo) shall be permitted. It shall also be permitted to identify the name of the locality or skiing area instead of a sponsor. The size of the control gates is 80cm width x 120cm high.

**Production:** NSA

### 3.4 Award Ceremony



**Podium sponsor identifications:**  
1<sup>st</sup> position: Title Sponsor (0.8m x 0.2m)  
2<sup>nd</sup> position: Resort (0.8m x 0.2m)  
3<sup>rd</sup> position: Resort (0.8m x 0.2m)

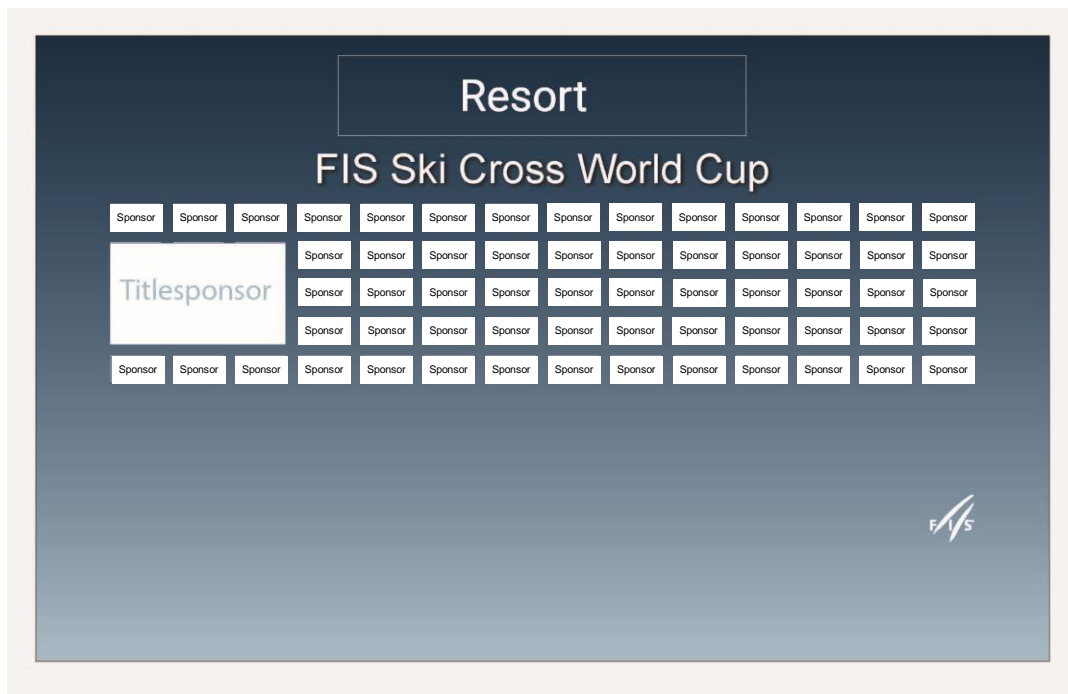
#### Podium

The podium for the top 3 athletes will be designed, provided and installed by FIS.

#### Advertising Spaces NSA:

**Marking:** 2 x Resort / 1x Title Sponsor logo  
**Size:** 0.8m x 0.2m  
**Production:** FIS  
NSA to send FIS logo/layout

## 3.4 Award Ceremony



### Ceremony wall sponsor identifications:

Title Sponsor:	1x (0,85m x 0,5m) 24x (0.25m x 0.13m)
NSA Sponsor:	24x (0.25m x 0.13m)
Resort:	13x (0.25m x 0.13m) 1x (2m x 0.4m)

### Technical Information:

Size Ceremony Wall: 6m wide x 3m high x 0.3m deep

### Requirements NSA:

- Electrical socket (220V)
- Necessary Velcro type of NSA / Sponsor advertising patches: Scratchy / Hook

## 3.5 Video Wall



### Advertising Spot on big screen

The Title Sponsor and the Data and Timing Partner each shall have the possibility to show a 30 second advertising spot on the big screen at the FIS Ski Cross World Cup event. The advertising spots of the sponsor shall be shown several times before, in between and after the races (aired at least 5 times per event day with at most 2 hours between airings).

Please communicate specifics about the necessary video spot format to FIS **20 days** prior to the event.

**The video wall is mandatory for every race and must be organized and provided by the LOC/NSA.**

Advertising possibilities on the video wall are allocated as follows:

- 100% NSA

## 3.6 Inflatables



### Inflatables

Inflatables are allowed within the TV area and the surrounding venue areas.

Advertising possibilities are allocated as follows:

100% NSA

The number of inflatables are restricted to a maximum of 6 per competition in Ski Cross events.

### Technical Information:

PVC-inflatable

Size: max. height 6m and max. width 5m

### Requirements NSA:

Electrical socket 220V, in position TBD together with the Race Director.



## 4. Bib Numbers

### 4.1 General Information



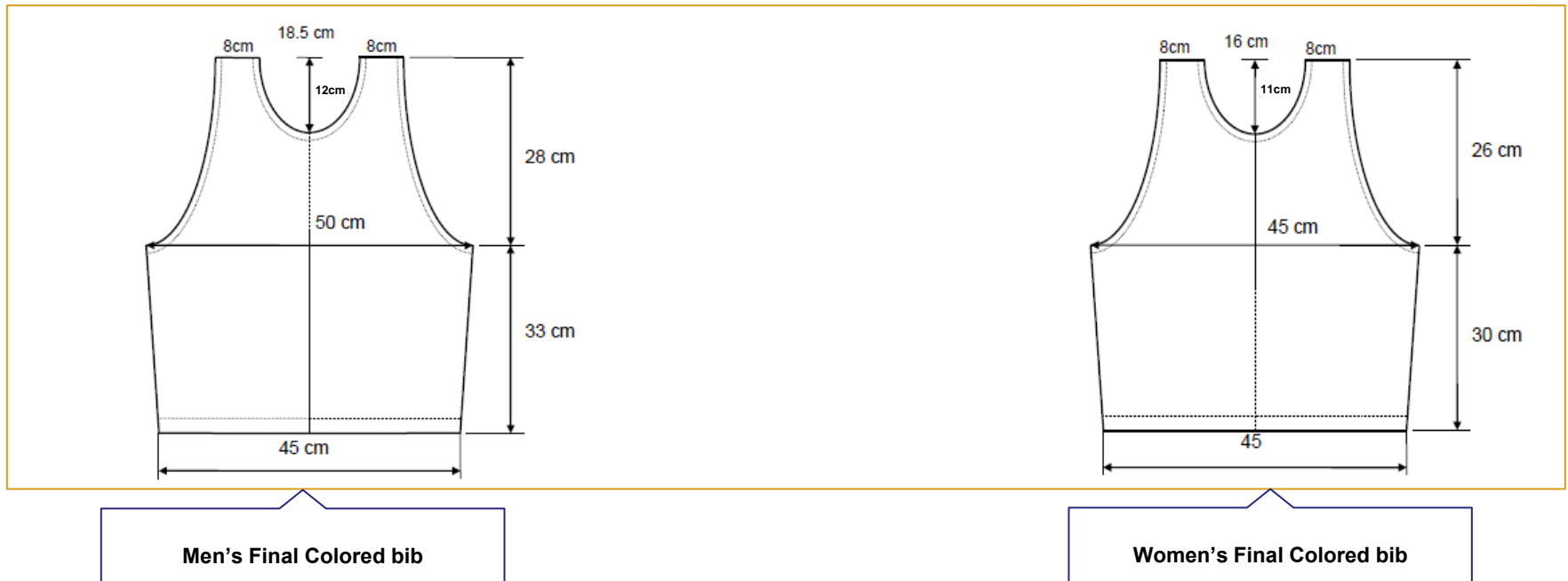
**Men's training, qualification, final bib**

**Women's training, qualification, final bib**

#### **Training, qualification, final bibs:**

The style of the bib is an 'alpine style' the same as what is used in Alpine ski racing

## 4.1 General Information



### **Final Colored Bib:**

The style of the bib is an 'alpine style' the same as what is used in Alpine ski racing

## 4.2 Training / Qualification Bib



### Qualification Bibs

The advertising on the qualification bibs is allocated as follows:

- Official FIS Ski Cross World Cup logo on the left shoulder (when bib is worn) 6cm x 6cm
- Official FIS logo on the right shoulder (when bib is worn) 6cm x 6cm
- NSA Sponsor (above and below number)
  - above the resort the maximum height of the logo is 20 cm
  - below the resort the maximum height of the logo is 8cm
- Resort (below number) max. 10 cm

The layout of the race bibs must be in accordance with the FIS Advertising Rules. The size of the bibs must be in accordance with the guidelines set forth in the FIS Specifications for Equipment rules.

### Requirements NSA:

NSA is responsible to collect all the generic bibs after training / qualification and hand over to FIS for the TCM / bib draw.

### 4.3 Final Colored Bib



#### Final Colored Bib

The advertising on the berseys for the finals is allocated as follows:

- Official FIS Ski Cross World Cup logo on the left shoulder (when wearing the jersey)  
max. size of logo: 6cm x 6cm
- Official FIS logo on the right shoulder (when wearing the jersey)  
max size of logo: 6cm x 6cm
- NSA Sponsor (above and below resort)  
above the resort the maximum height of the logo is 20 cm  
below the resort the maximum height of the logo is 10cm
- Resort  
the maximum height of the resort logo is 10cm

#### Technical Information:

The layout of the bibs must be in accordance with the FIS Advertising Rules. The size of the bibs must be in accordance with the guidelines set forth in the FIS Specifications for Equipment rules and the ICR for Freestyle.

#### Requirements NSA:

Production of bibs – 12 sets of 4 jerseys each (red, yellow, blue, green). Each jersey must meet the respective color code provided in the table on the next page.

### 4.3 Final Coloured Bib

				
CMYK	C=0 ,M =100 ,Y=100, K= 0	C=4 ,M =0 ,Y=93, K= 0	C=88 ,M =77 ,Y=0, K= 20	C=75 ,M =0 ,Y=100, K= 0
PANTONE	485C	Yellow C	Blue 072 C	361C
RGB	R=237, G=28, B=36	R=255,G=242,B=0	R=0, G=0, B=255	R=57, G=181, B=74

Each bib must meet the respective color code provided in the table.

#### 4.4 Leader Bib



#### Leader Bib

The leader of the overall FIS Ski Cross World Cup will wear a golden leader bib during the race and winner's award ceremony. This bib will be produced by the organizer.

Color code: CMJN / 27.43.83.19

The advertising on the leader bib is allocated as follows:

- Official FIS Ski Cross World Cup logo on the left shoulder (when bib is worn)  
max. size of logo: 6cm x 6cm
- Official FIS logo on the right shoulder (when bib is worn)  
max. size of logo: 6cm x 6cm
- Title Sponsor logo on the middle of the bib  
the maximum height of the logo is 12cm
- NSA Sponsor (top part of bib)  
the maximum height of the logo is 20 cm
- Resort (bottom part of bib)  
the maximum height of the logo is 10cm

#### Technical Information:

The layout of the bib must be in accordance with the FIS Advertising Rules. The size of the bibs must be in accordance with the guidelines set forth in the FIS Specifications for Equipment rules.

## 4.5 Approval of Bibs

The NSA is responsible for producing and providing the starting and leader bib.

The starting and leader bib must conform to the guidelines.

Please send the layout of the competition bib to FIS for approval at least 10 days before production.

Kathrin Hostettler  
[hostettler@fisski.com](mailto:hostettler@fisski.com)

and

Andi Marugg  
[marugg@fisski.com](mailto:marugg@fisski.com)

or  
Sibylle Bührer  
[buehrer@fisski.com](mailto:buehrer@fisski.com)

## 5. TV, Web and Print Material

### 5.1 Use of the FIS Ski Cross World Cup Logo

#### a) Horizontal Version



The use of the official FIS Ski Cross World Cup logo is subject to a set of guidelines as outlined on the next page. This logo is part of the corporate identity of the International Ski Federation (FIS). The FIS Ski Cross World Cup logo is a registered trademark of FIS.

The Local Organizing Committees are not allowed to bring the official World Cup logo in connection with any other sponsor other than the FIS World Cup Title Sponsor.

#### b) Vertical Version





## 5.1.1 General Guidelines for the use of Logo

### Size

As a rule of thumb the official FIS Ski Cross 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 logo is without a frame and should be positioned horizontally. As a rule, the logo is two-dimensional. The colored logo should be used on a white background. In case the logo needs to be positioned on a colored background, the solid white version must be used.

## 5.1.2 Official FIS Ski Cross World Cup Titles

English: FIS Ski Cross World Cup

German: FIS Ski Cross Weltcup

French: FIS Coupe du Monde de Ski Cross

## 5.2 FIS Ski Cross World Cup Promotional Material

### Event advertising material and roll-ups

The following must be included on all event advertising / promotional material:

- Official FIS Ski Cross World Cup logo
- Official World Cup title “FIS Ski Cross World Cup”

Event related promotional materials include, but are not limited to:

- Posters
- Programs
- Invitations
- Accreditation
- Start and result lists

### Approval

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

Kathrin Hostettler  
[hostettler@fisski.com](mailto:hostettler@fisski.com)

and

Andi Marugg  
[marugg@fisski.com](mailto:marugg@fisski.com)

or

Sibylle Bühner  
[buehrer@fisski.com](mailto:buehrer@fisski.com)

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## 5.3 TV and Web

### **Local Organiser's website**

All FIS Ski Cross World Cup Organisers are obliged to include the FIS Ski Cross World Cup logo and official WC title "FIS Ski Cross World Cup" on their website.

If you would like to promote your event or have information to contribute to the website please contact the Media Coordinator (name tbd):

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## 6. Hospitality

### 6.1 Promotional and Hospitality Activities

The Title Sponsor has the opportunity for promotional and hospitality activities at all events. Details are to be communicated by FIS.