



FÉDÉRATION INTERNATIONALE DE SKI  
INTERNATIONAL SKI FEDERATION  
INTERNATIONALER SKI VERBAND



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FOR IMMEDIATE RELEASE

## **FIS MEDIA INFO**

### **Bauhaus new title sponsor of FIS Ski Jumping World Cup series**

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Oberhofen and Zug (SUI) / Lustenau (AUT), 21<sup>st</sup> October 2009/-- Bauhaus, the specialist for workshop, house and garden, has become the new title sponsor of FIS Ski Jumping World Cup series starting from the 2009/10 season, through an agreement with Infront Austria, a subsidiary of the Infront Sports & Media, who is the holder of the title and presenting rights to the FIS Ski Jumping World Cup.

The German DIY store is already a well-established sponsor of winter sports, having been an Official Sponsor of events such as the 2009 FIS Alpine World Ski Championships and FIS Nordic World Ski Championships.

As well as title identification with the highest FIS Ski Jumping series – the BAUHAUS FIS Ski Jumping World Cup presented by Viessmann – Bauhaus will have an extensive on-site presence through board advertising and branding on bibs. The composite FIS World Cup logo with Bauhaus identification will be used on the right side of the bib and in the start and finish areas.

Infront manages media and/or marketing rights of more than 90% of FIS World Cup events, as the commercial partner of 21 National Ski Associations hosting FIS World Cup races. It is working closely with FIS, the National Ski Associations and organizing committees to build the commercial potential of the FIS World Cup and its appeal to sponsors and broadcasters. The new, coordinated approach is providing more effective co-ordination of television coverage, high broadcasting standards and a more exciting television showcase for the competition.

### **2 billion cumulative viewers in 2008/09**

According to sports research consultancy IFM, in the 2008/09 winter season, ski jumping recorded an increase of 150 hours of broadcast coverage, giving a total of 775 hours, in the most important ski jumping markets compared to the previous year. In terms of cumulative viewer totals, the two billion barrier was cracked. Broadcasting hours and viewing totals have increased in almost all European ski jumping countries. Thanks to increased levels of interest and a wide range of national heroes who have a passionate following in the individual countries.

FIS President Gian Franco Kasper said: "Bauhaus is a strong supporter of winter sports. This new partnership further extends the company's involvement in our sport, to our great pleasure. The FIS Ski Jumping World Cup is one of our most attractive properties and we are convinced Bauhaus will be happy with growing its engagement with FIS and Infront."

Bruno Marty, Infront's Executive Director Winter Sports added: "We are focusing huge attention on winter sports which is paying dividends. Despite the current economic climate, sponsors are seeing greater potential in skiing thanks to the measures we are taking."

Bauhaus said: "There is a great match between our markets and the FIS Ski Jumping World Cup series, which will provide us with a consistent sponsorship platform over many months. This consistency is important – we need to have our name in front of the consumer as much as possible this winter. Ski Jumping is a great promotional platform."

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### **About FIS**

Founded in 1924 during the first Olympic Winter Games in Chamonix, France, the International Ski Federation (FIS) aims to promote the sport of skiing and snowboarding and directs the development of all ski and snowboarding activities world-wide. It administers the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding, including setting the international competition rules. With the help of its 110 member nations (one currently suspended), FIS stages more than 6'000 ski and snowboard competitions annually. FIS also makes recommendations for recreational skiing and snowboarding in the interest of all and promotes play in the snow as a healthy leisure activity for children and the youth. For more information, please visit [www.fis-ski.com](http://www.fis-ski.com).

### **About Infront Sports & Media**

Infront Sports & Media, based in Zug, Switzerland, is a top global full service sports marketing companies with a capacity for innovation that is helping to transform the industry. In the winter sports arena, it is the strongest, most experienced agency, representing six out of seven Olympic winter sport federations at international level. This includes exclusive partnerships with the international federations responsible for biathlon (IBU), curling (WCF), ice hockey (IIHF), luge (FIL), skeleton and bob (FIBT) as well as skiing (FIS).

Infront's involvement in skiing is comprehensive. It markets the majority of the races in FIS World Cup series (media and marketing rights) on a collective basis, through agreements with several National Ski Associations and Local Organizing Committees. Currently, Infront also distributes the title and presenting sponsorships of all FIS World Cup events in the Nordic disciplines. Just recently the company has introduced a new, streamlined sponsorship platform for the FIS Alpine World Cup and also completed a separate 'optimization' project with FIS, designed to fine-tune the FIS Alpine World Cup's promotional activities and further increase the standard of event organization. Infront has 500 employees across 23 offices in 10 countries. For more information, please visit [www.infrontsports.com](http://www.infrontsports.com).

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