



Marketing Guide 2018/19

Snowboard Cross
Snowboard Alpine



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1. Contacts



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2. General marketing Information

2.1 Snowboard World Cup Sponsors

Branch Exclusivity of FIS Sponsors

The FIS Snowboard World Cup Sponsors have branch exclusivity within their product category. The Organizing Committee assures that no competing companies are present with their branding in any commercial or public area of the event.

- Title / Presenting Sponsor (open)

FIS Snowboard 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 Organizing Committee

The Organizing Committee 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 Organizing Committee is responsible for a clean appearance of the sponsors outside of the TV-range.

3. FIS Snowboard World Cup Venue

3.1 Start and finish area

FIS may, but is not obliged to provide the start and finish installation. The LOC must inform FIS about the need of such installations 90 days prior to the event. The OC is responsible to organize and set up the start and finish installations 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 presenting sponsor has the exclusive right for the design of the frame and backdrop of all Start- and finish installations including the exit gate.

3.1.1 Start Parallel GS/SL



The advertising space is allocated as follows:

Presenting Sponsor:	2x (2m x 1m)
LOC Sponsor:	2x (1m x 1m) 1x (4m x 1m) 2x on start flaps
Data and Timing Partner:	2x (1m x 0.5m)
Resort Logo:	1x (2.3m x 0.6m)

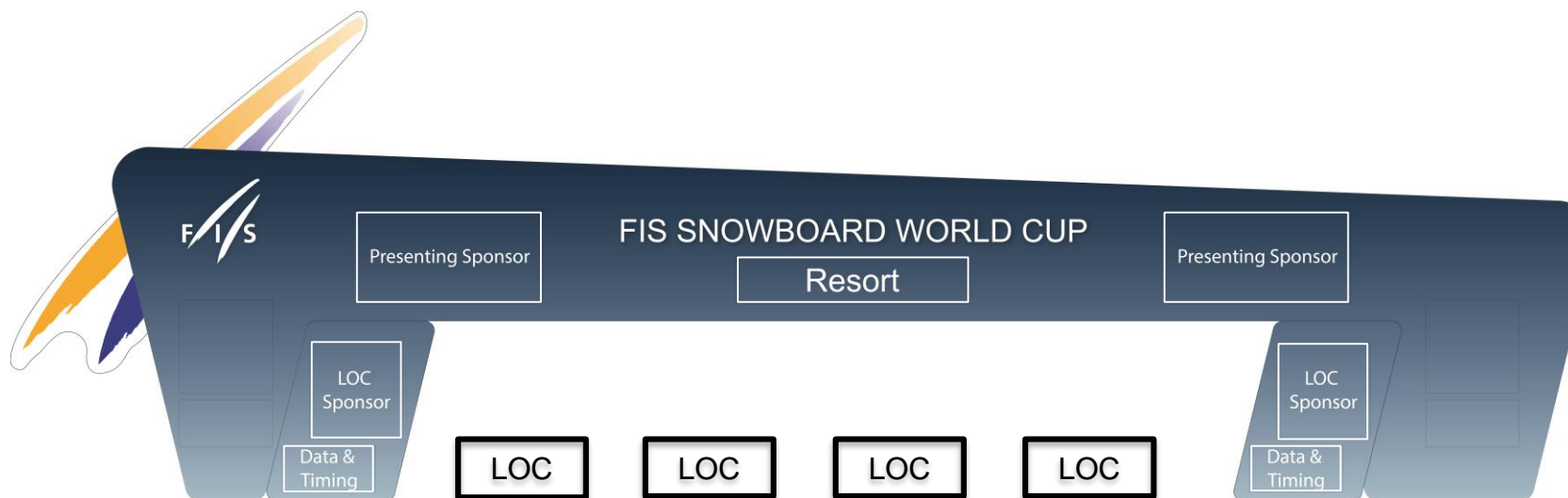
Technical Information:

Size: 16m wide x 4m high x 1.5m deep.

Requirements OC:

- flat space of minimum 16m wide x 6m deep for start installation set up
- Necessary Velcro type of LOC/sponsor advertising patches: scratchy

3.1.1 Start Snowboard Cross (4 Riders per Heat)



The advertising space is allocated as follows:

Presenting Sponsor:	2x (2m x 1m)
LOC Sponsor:	2x (1m x 1m) 4x on start flaps
Data and Timing Partner:	2x (1m x 0.5m)
Resort Logo:	1x (2.3m x 0.6m)

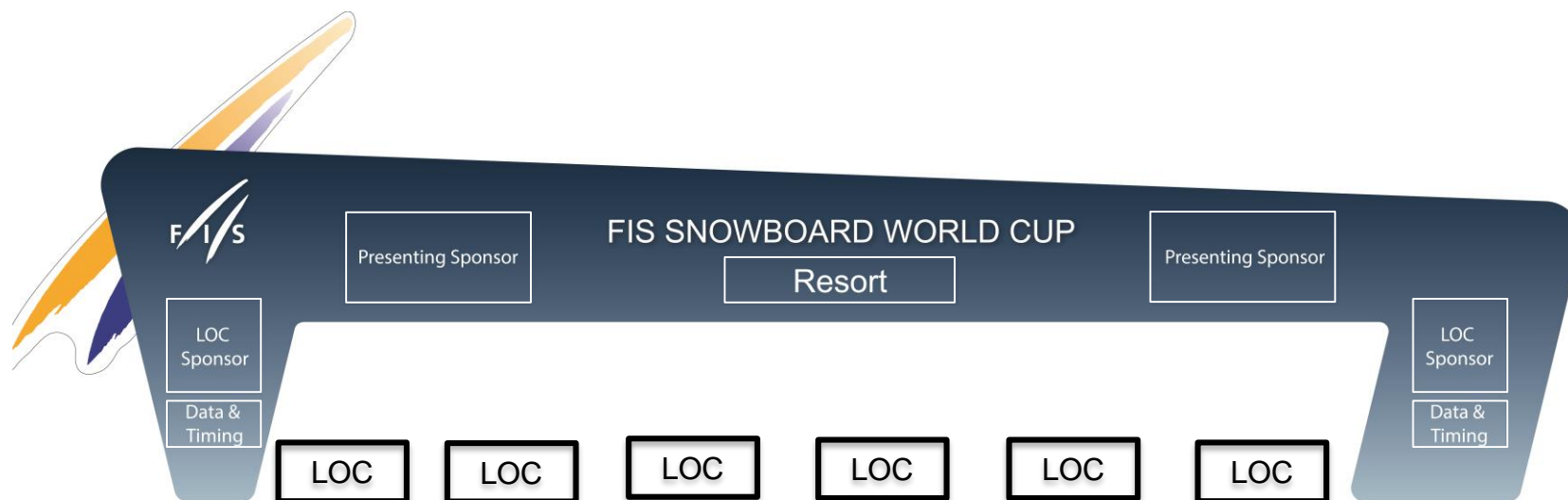
Technical Information:

Size: 16m wide x 4m high x 1.5m deep. Width inside: 8,8m

Requirements OC:

- flat space of minimum 16m wide x 6m deep for start installation set up
- Necessary Velcro type of LOC/sponsor advertising patches: scratchy

3.1.1 Start Snowboard Cross (6 Riders per Heat)



The advertising space is allocated as follows:

Presenting Sponsor:	2x (2m x 1m)
LOC Sponsor:	2x (1m x 1m) 6x on start flaps
Data and Timing Partner:	2x (1m x 0.5m)
Resort Logo:	1x (2.3m x 0.6m)

Technical Information:

Size: 16m wide x 4m high x 1.5m deep. Width inside: 11,8m

Requirements OC:

- flat space of minimum 16m wide x 6m deep for start installation set up
- Necessary Velcro type of LOC/sponsor advertising patches: scratchy

3.1.1 Start Backdrop Inflatable (SBX only!)



The advertising space is allocated as follows:

- Resort Branding: 2x (2m x 1m)

Technical Information:

Size: 14m wide x 3m high x 0,3m deep

Requirements OC:

- Necessary Velcro type of LOC/sponsor advertising patches: scratchy

3.1.2 Finish Installation / Columns



Front view left colum



Front view right colum

The advertising space is allocated as follows:

Two logos on each column (frontside / backside)

Presenting Sponsor:	4x (2m x 0.8m)
LOC Sponsor:	4x (0.8m x 0.8m)
Data and Timing Partner:	4x (0.8m x 0.3m)
Resort Logo:	4x (0.8m x 0.3m)

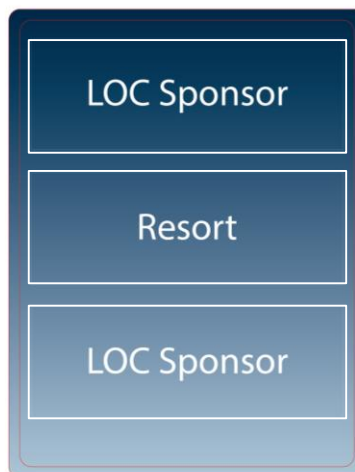
Technical Information:

Size per column: 4m high x 3.6m wide x 1.0m deep

Requirements OC:

- Necessary Velcro type of LOC/sponsor advertising patches: scratchy
 - Distance between the finish columns will be defined in close cooperation with the FIS technical delegate
 - Clean finish line area must be ensured
- Please note that the columns cannot be affixed with ropes due to safety reasons

3.1.2 Finish Installation / Divider



The advertising space is allocated as follows:

Three logos on each side (triangle)

LOC Sponsor: 6x (1.4m x 0.5m)

Resort Logo: 3x (1.4m x 0.5m)

Technical Information:

Size per column: 2m high x 1.5m wide x 1.5m deep

Requirements OC:

- Necessary Velcro type of LOC/sponsor advertising patches: scratchy
 - Distance between the finish installation will be defined in close cooperation with the FIS technical delegate
 - Clean finish line area must be ensured
- Please note that the divider cannot be affixed with ropes due to safety reasons

3.1.3 Exit Gate



The advertising space is allocated as follows:

Presenting Sponsor:	17x (0.25m x 0.13m)
LOC Sponsor:	25x (0.25m x 0.13m)
Resort Logo:	1x (1.8m x 0.4m)

Technical Information:

Size: 4m wide x 3.6m high x 0.3m deep

Requirements OC:

- Flat space of 4m wide x 1m deep in the finish area
- Necessary Velcro type of LOC/sponsor advertising patches: scratchy

3.2 Banners

Banners on course and in finish area

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

- 100% LOC Sponsor

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

Platinum Circle

- 100% LOC
- 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% LOC

Banner on last jump

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

3.3 Gate flags



The OC is responsible for the production of the Gate Flags according to the ICR.

Colours of flags: Red and Blue (If you wish to use other colours please contact the Race Director)

On the gate flags it shall be permitted to identify (name or logo) the locality and/or a sponsor. However, this identification must be printed on both sides.

Advertising possibilities are allocated as follows:
100% Organizing Committee

Sizes:

Triangular gate flags (banners / panels) may be used with the following sizes. (Slight variations from the following dimensions will be acceptable).

Base length: 130 cm

Height long side: 110 cm

Height short side: 45 cm

Resort Logo: 40 cm x 20 cm

LOC Sponsor Logo: 80 cm x 20 cm

The exact amount of Gate Flags depends on the individual course.
Please contact the Race Director for information.

3.4 Award ceremony



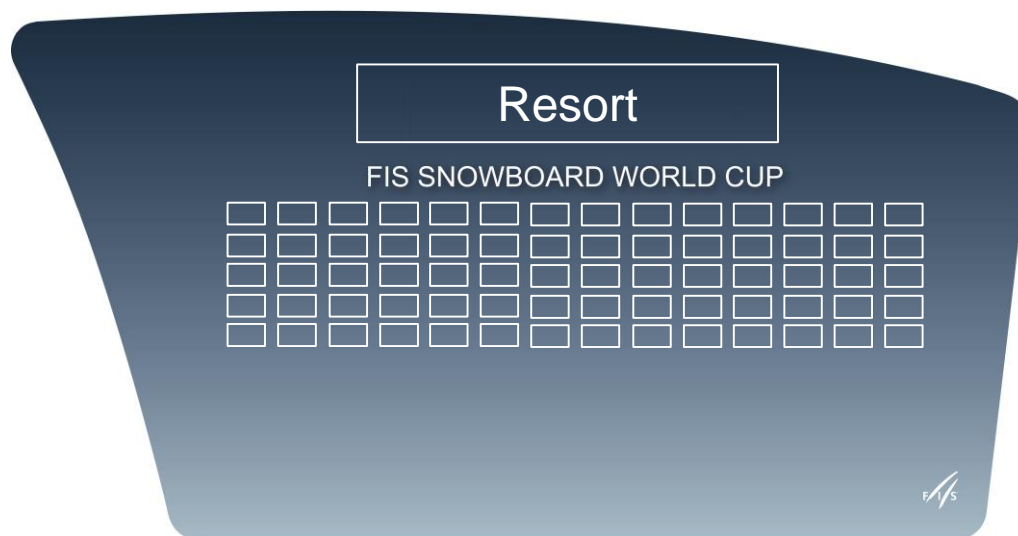
The advertising on the podium is allocated as follows:

1 st position: Presenting Sponsor:	1x (0.5m x 0.2m)
1 st position: Official WC logo:	1x (0.5m x 0.2m)
2 nd and 3 rd position: Resort identification:	2x (0.5m x 0.2m)

Placement

The placement of the podium and the backdrop shall be determined by the FIS Race Director in cooperation with the Organizing Committee based on the best possible TV exposure.

3.4 Award Ceremony



The advertising space is allocated as follows:

Presenting Sponsor	40% 28 x (0.25m x 0.13m) to be shared with Data&Timing
LOC Sponsor	40% 28 x (0.25m x 0.13m)
Resort	20% 14 x (0.25m x 0.13m) 1 x (2m x 0.4m)

Technical Information:

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

Requirements LOC:

- Production of all LOC Logo spaces (LOC) on installation
- Material: polyester film (Mylar firm) with Velcro type scratchy.

3.5 Presentation Backdrop



The advertising space is allocated as follows:

Presenting Sponsor	40% 16 x (0.25m x 0.13m) to be shared with Data&Timing
LOC Sponsor	40% 16 x (0.25m x 0.13m)
Resort	20% 8 x (0.25m x 0.13m) 1 x (2.00m x 0.40m)

Technical Information:

Size: 3.5m wide x 2.5m high x 0.3m

Requirements LOC:

- Production of all LOC Logo spaces (LOC) on installation
- Material: polyester film (Mylar firm) with velcro type scratchy

3.6 Video wall



Advertising Spot on big screen

The Title / Presenting Sponsor and the Data and Timing Partner each shall have the possibility to show a 30 second advertisement spot on the big screen at the FIS SB World Cup event. The advertisement 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).

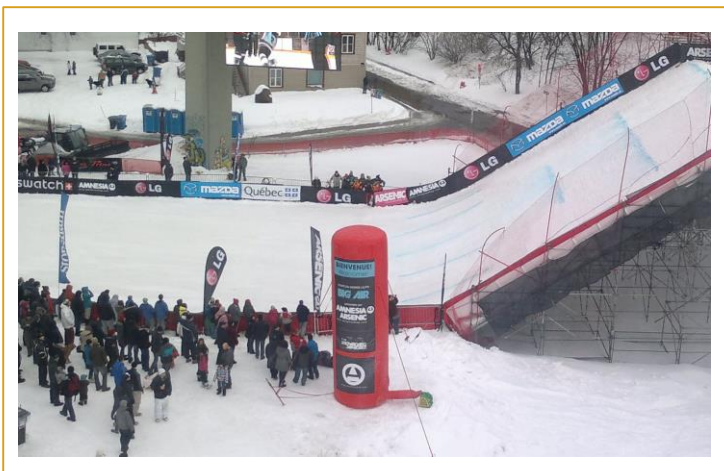
Please communicate specifics about the necessary video spot format to FIS **20 days** prior to the event.

The video wall must be organized and provided by the Organizing Committee.

Advertising possibilities on the video wall are allocated as follows:

- 100% Organizing Committee

3.7 Inflatables



Inflatables

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

Advertising possibilities are allocated as follows:

100% Organizing Committee

The number of inflatables are restricted to a maximum of 8 per competition in Snowboard Alpine events and a maximum of 4 per competition at Snowboard Halfpipe events.

Technical Information:

PVC-inflatable

Size: max. height 4m and max. width 5m

Requirements OC:

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

3.8 Beach flags



Beach flags

Beach flags are allowed within the TV area and the surrounding venue areas.

Advertising possibilities are allocated as follows:

25% Presenting Sponsor

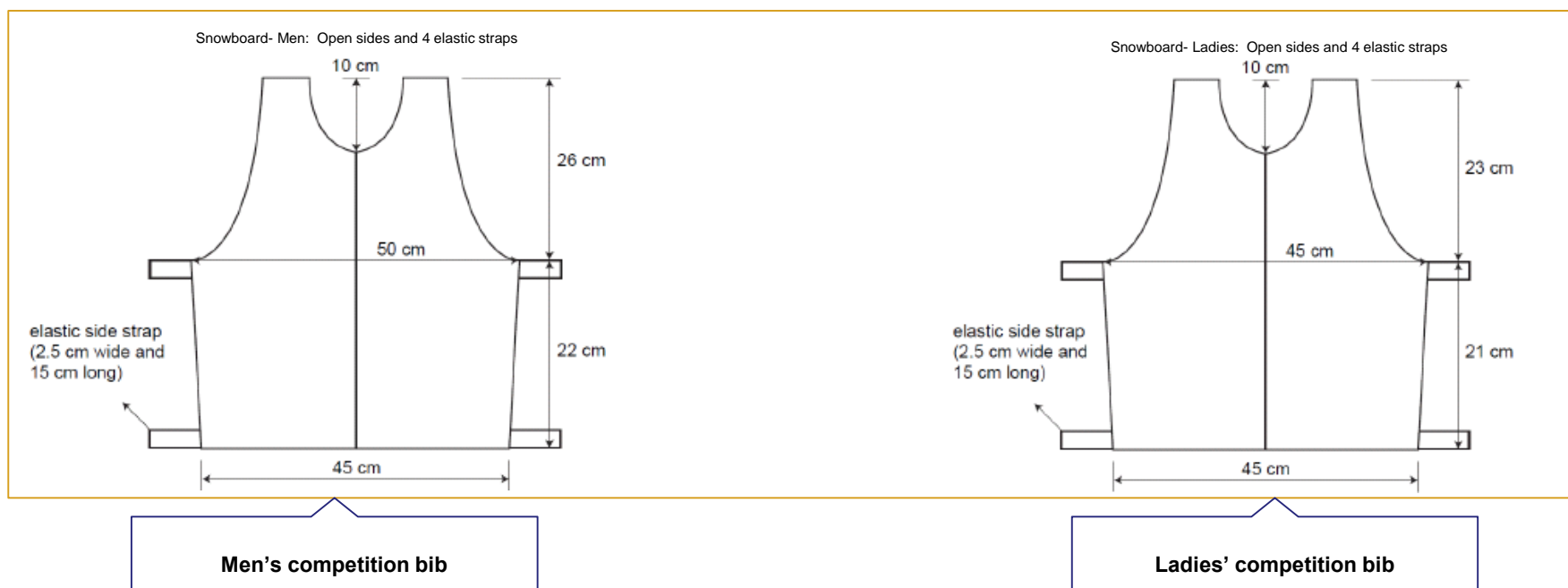
75% LOC

Requirements OC:

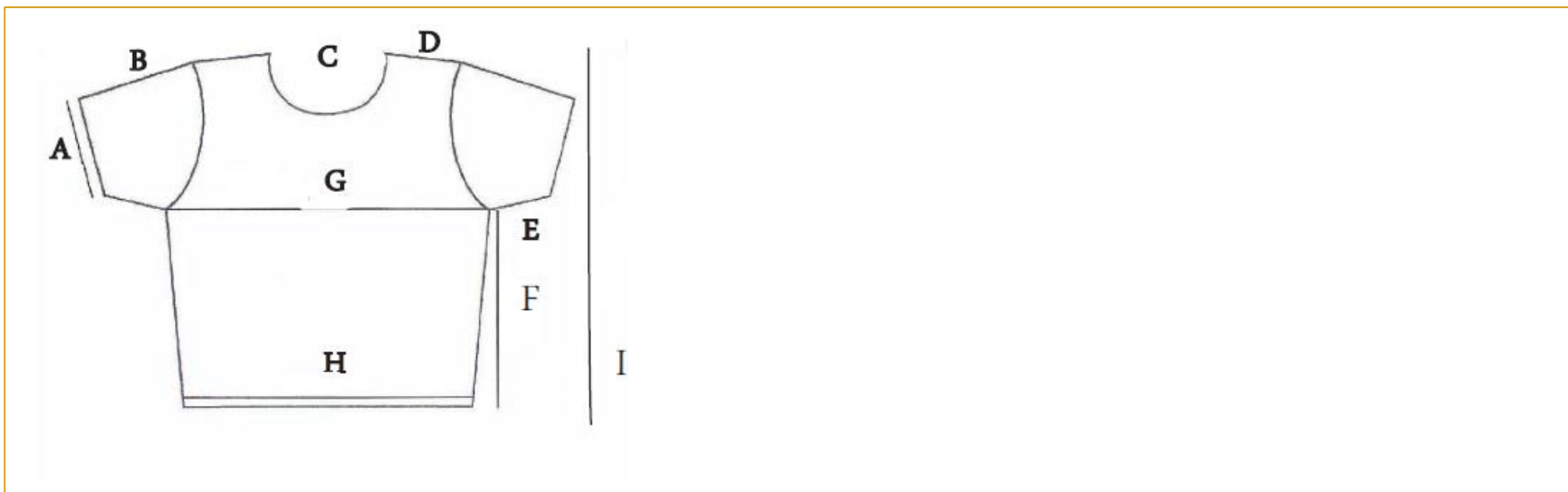
Although there is not a limitation in the amount of beach flags this should not lead to an overload both on the course and in the finish area. The setup of beach flags should follow high-quality and premium criteria.

4. Bib numbers

4.1 General Information



4.1 General Information



Alpine and Snowboard Cross bib

Dimensions FIS SNOWBOARD BIBS					
in cm	Alpin L	Alpin XL	SBX Quali	SBX Final	HP/BA/SBS
A	18	20	19		23
B	15	20	23		11
C	20	20	20	20	20
D	10	13	13	10	8
E	6	10	11	47	45
F	26	28	29	30	35
G	45	48	50	60	60
H	30	35	40		
I	50	55	55		ASS 06/10

4.2 Starting Bib Alpine



Starting bib

- Official FIS Snowboard World Cup logo incl. the presenting sponsor on the upper left side (when wearing the bib) max. size of logo: 6cm x 6cm
- Official FIS logo on the upper right side (when wearing the bib) max size of logo: 6cm x 6cm
- LOC Sponsor above number: maximum height of the logo is 20 cm
- LOC Sponsor: below the resort on the bottom of bib. Maximum Height 5cm
- Resort: the maximum height of the resort logo is 10cm
- Height of number: 12cm

Technical Information:

The bibs are produced and provided by the LOC
The costs are to be borne by the LOC.

4.3 Final Bib SBX coloured



Snowboard Cross final bib

Competition bibs

The advertising on the competition bibs for the finals is allocated as follows:

- Official FIS Snowboard World Cup logo incl. presenting sponsor on the left shoulder (when wearing the bib)
max. size of logo: 6cm x 6cm
- Official FIS logo on the right shoulder (when wearing the bib)
max size of logo: 6cm x 6cm
- LOC Sponsor: maximum height 20cm
- LOC Sponsor (below resort)
below the resort the maximum height of the logo is 5cm
- Resort the maximum height of the resort logo is 10cm

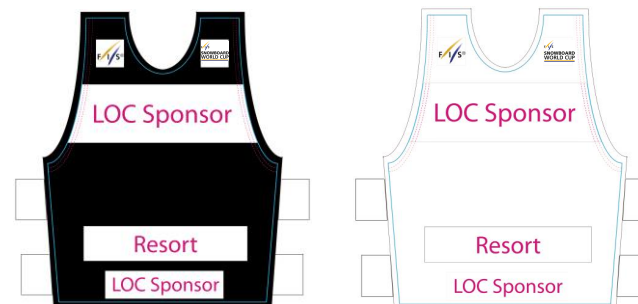
Technical Information:

The bibs are produced and provided by the LOC





The costs are to be borne by the LOC.

The bibs must meet the color code provided on the next page.

In case there are Heats of six the additional two bibs are white and black



4.3 Final Bib SBX

				
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 027 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 (yellow) overall FIS Snowboard World Cup



**Alpine and Snowboard Cross
leader bib**

The leader of the overall FIS Snowboard World Cup will wear a yellow leader bib:
This bib will be produced by the LOC.

The advertising on the leader bib is allocated as follows:

- Official FIS Snowboard World Cup logo incl. presenting sponsor on the upper left side (when bib is worn) max. size of logo: 6cm x 6cm
- Official FIS logo on the upper right side (when bib is worn) max. size of logo: 6cm x 6cm
- LOC Sponsor: the maximum height of logo is 20 cm
- Presenting Sponsor logo in the middle of the bib the maximum height of the logo is 12cm
- Resort 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.

Leader Bibs must be provided in duplicate
The bibs are produced and provided by the LOC
The costs are to be borne by the LOC.

4.4 Leader Bib (orange) overall PSL-PGS and HP-SS-BA



Leader bib for the overall leader of PSL-PGS

The leader of the overall PSL and PGS as well as the leader of the overall HP-SBS and BA will wear an orange leader bib:

This bib will be produced by the LOC.

The advertising on the leader bib is allocated as follows:

- Official FIS Snowboard World Cup logo incl. presenting sponsor on the upper left side (when bib is worn) max. size of logo: 6cm x 6cm
- Official FIS logo on the upper right side (when bib is worn) max. size of logo: 6cm x 6cm
- LOC Sponsor: the maximum height of logo is 20 cm
- Presenting Sponsor logo in the middle of the bib the maximum height of the logo is 12cm
- Resort the maximum height of the logo is 10cm

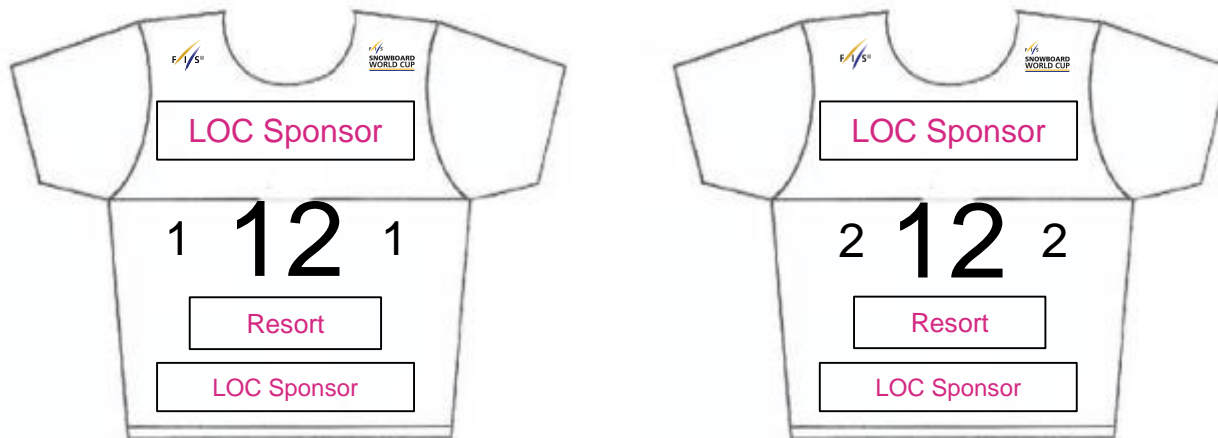
Technical Information:

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.

The Pantone colour is 021c

Leader Bibs must be provided in duplicate
The bibs are produced and provided by the LOC
The costs are to be borne by the LOC.

4.5 Team Bib PSL-PGS



To identify the two different team members both bibs must have a small «1» or «2» next to the bib number. Ideally already printed as under different weather conditions stickers might not have the effect as preferred.

For instance: There should be a team bib **1¹** and **1²**, team bib **2¹** and **2²**, ...

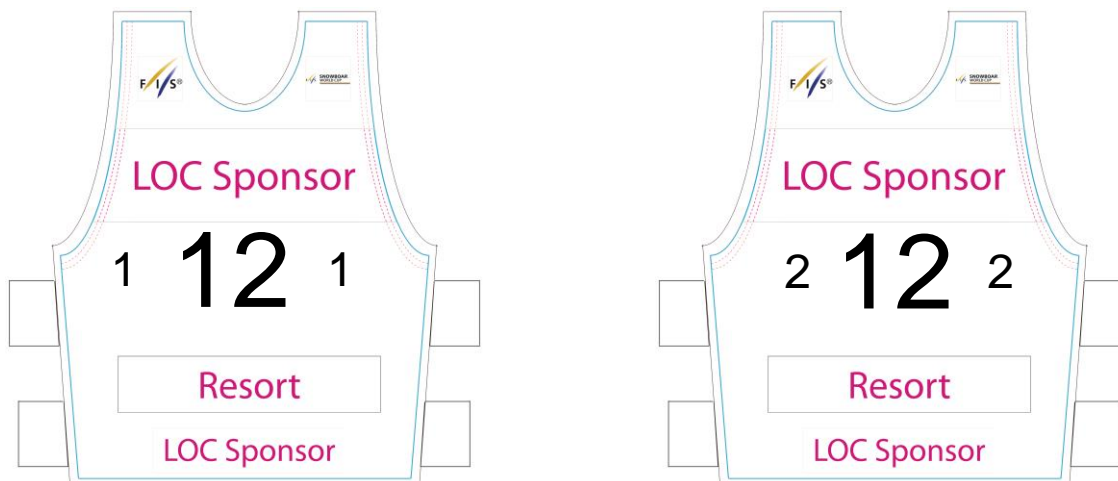
Starting bib

- Official FIS Snowboard World Cup logo incl. the presenting sponsor on the upper left side (when wearing the bib) max. size of logo: 6cm x 6cm
- Official FIS logo on the upper right side (when wearing the bib) max size of logo: 6cm x 6cm
- LOC Sponsor above number: maximum height of the logo is 20cm
- LOC Sponsor: below the resort on the bottom of bib. Maximum Height 5cm
- Resort: the maximum height of the resort logo is 10cm
- Height of number: 12cm
- Height of Team number: 8cm

Technical Information:

The bibs are produced and provided by the LOC
The costs are to be borne by the LOC.

4.5 Team Bib SBX



To identify the two different team members both bibs must have a small «1» or «2» next to the bib number. Ideally already printed as under different weather conditions stickers might not have the effect as preferred.

For instance: There should be a team bib **1¹** and **1²**, team bib **2¹** and **2²**, ...

Starting bib

- Official FIS Snowboard World Cup logo incl. the presenting sponsor on the upper left side (when wearing the bib) max. size of logo: 6cm x 6cm
- Official FIS logo on the upper right side (when wearing the bib) max size of logo: 6cm x 6cm
- LOC Sponsor above number: maximum height of the logo is 20cm
- LOC Sponsor: below the resort on the bottom of bib. Maximum Height 5cm
- Resort: the maximum height of the resort logo is 10cm
- Height of number: 12cm
- Height of Team number: 8cm

Technical Information:

The bibs are produced and provided by the LOC
The costs are to be borne by the LOC.

4.6 Approval of bibs

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

The starting and leader bib must be 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
Tel.: +41 33 244 61 65**

5. TV, Web and print material

5.1 Use of the FIS Snowboard World Cup logo and Swiss Timing logo

The use of the official FIS Snowboard 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 Snowboard World Cup logo is a registered trademark of FIS.

The 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.

a)



b)



FIS Snowboard WC logo

- a) Horizontal Version
- b) Vertical Version

5.1.1 General guidelines for the use of logo

Size

As a rule of thumb the official FIS Snowboard 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 Snowboard World Cup titles

English:	FIS Snowboard World Cup
German:	FIS Snowboard Weltcup
French:	FIS Coupe du Monde de Snowboard

5.2 FIS Snowboard World Cup promotional material

Event advertising material and roll-ups

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

- Official FIS Snowboard World Cup logo
- Official World Cup title “FIS Snowboard World Cup”
- Swiss Timing Logo with the title “Official Timekeeper of the FIS Snowboard 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

5.3 TV and web

TV graphics

The FIS Presenting Sponsor and Data and Timing Partner is entitled to have its logo included in the FIS Snowboard World Cup TV Graphics.

Local Organizer's website

All FIS Snowboard World Cup Organizers are obliged to include the FIS Snowboard World Cup logo and official WC title "FIS Snowboard World Cup" on their website.

FIS Snowboard website

The FIS Snowboard website gives each Organizing Committee the opportunity to promote their World Cup event and activities. Please see:

<http://www.fissnowboard.com/>

If you would like to promote your event or have information to contribute to the website please contact:

communications@fiski.com

6. Hospitality

6.1 Promotional and hospitality activities

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