



SNOWBOARD WORLD CUP

Marketing Guide 2018/19

Halfpipe

Slopestyle

Big Air



Table of Content

1. **Contacts**
2. **General marketing information**
 - 2.1 FIS Snowboard World Cup Sponsors
 - 2.2 Responsibilities FIS
 - 2.3 Responsibilities Organizing Committee
3. **Snowboard World Cup Venue**
 - 3.1 Start and finish area
 - 3.1.1 Start
 - 3.1.2 Finish
 - 3.1.3 Exit gate
 - 3.2 Banners
 - 3.3 Gate flags
 - 3.4 Award ceremony
 - 3.5 Interview backdrop
 - 3.6 Video wall
 - 3.7 Inflatables
 - 3.8 Beach flags
4. **Bib numbers**
 - 4.1 General information
 - 4.2 Starting bib
 - 4.3 Leader bib yellow
 - 4.4 Leader bib orange
 - 4.5 Approval of bibs

Table of Content

5. TV, web and print material

5.1 Use of Snowboard World Cup logo

5.1.1 General guidelines for use of logo

5.1.2 Official Snowboard World Cup titles

5.2 Snowboard 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 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

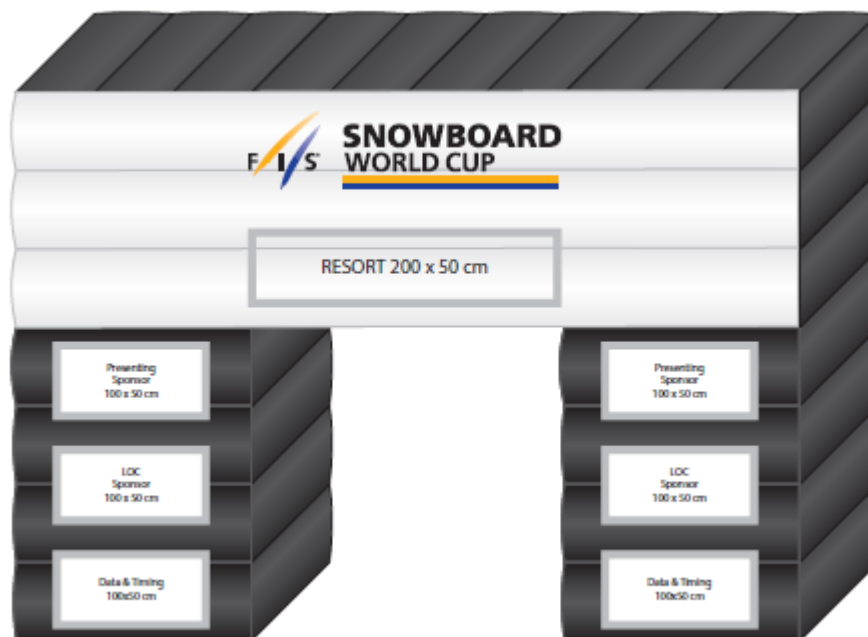
3.1 Start and finish area

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 installation Big Air, Slopestyle, Halfpipe



The advertising space is allocated as follows:

Presenting Sponsor:	2x (1m x 0.5m)
LOC Sponsor:	2x (1m x 0.5m)
Data and Timing Partner:	2x (1m x 0.5m)
Resort Logo:	1x (2m x 0.5m)
Official WC Logo:	1x (2m x 0.5m)

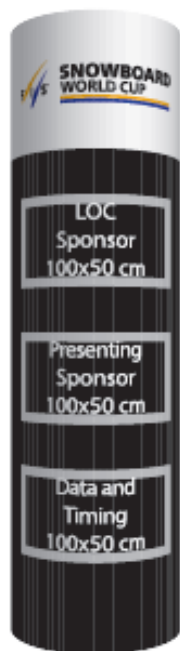
Technical Information:

Size: 5m wide x 3.5m high x 1.5m deep. Width inside: 2m

Requirements OC:

- OC is responsible for building up the start installation with the following specifications
- flat space of minimum 15m wide x 5m deep for start installation set up
- Necessary Velcro type of LOC/sponsor advertising patches: soft ("female")

3.1.2 Finish installation/columns



The advertising space is allocated as follows:

Two logos on each column (one in front one on back)

Presenting Sponsor: 4x (1m x 0.5m)

LOC Sponsor: 4x (1m x 0.5m)

Data and Timing Partner: 2x (1m x 0.5m)

Official WC Logo: 2x (1m x 0.5m)

A Resort logo may be placed in between the columns

Technical Information:

Size per column: 3.5m high x 1.5m wide x 1.0m deep

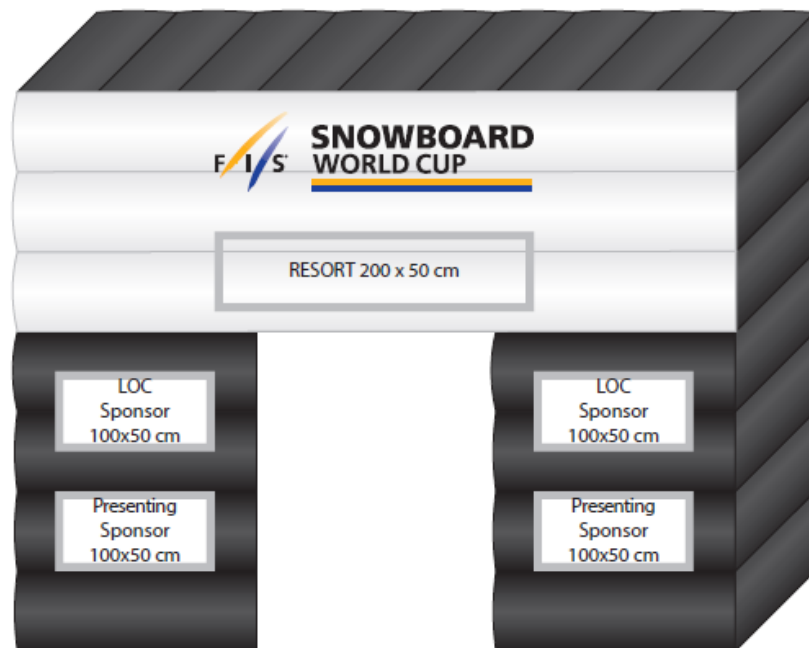
Requirements OC:

OC is responsible for building up the finish installation

- Necessary Velcro type of LOC/sponsor advertising patches: soft ("female")
- 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

3.1.3 Exit gate



The advertising space is allocated as follows:

Presenting Sponsor:	2x (1m x 0.5m)
LOC Sponsor:	2x (1m x 0.5m)
Official WC Logo:	1x (2m x 0.5m)
Resort Logo:	1x (2m x 0.5m)

Technical Information:

Size: 4.5m wide x 3.5m high x 1.5m deep. Width inside: 1.5m

Requirements OC:

OC is responsible for building up the finish installation with the following specifications:

- Flat space of 6m wide x 5m deep in the finish area
- Necessary Velcro type of LOC/sponsor advertising patches: soft ("female")
- Multi electrical socket 220V close to the exit gate position

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.

3.4 Award ceremony



The advertising on the podium is allocated as follows:

1 st position: Presenting Sponsor:	1x (0.5m x 0.25)
1 st position: Official WC logo:	1x (0.5m x 0.25m)
2 nd and 3 rd position: Resort identification:	2 x(0.5m x 0.25m)

Technical Information:

The podium for the top 3 athletes will be provided and installed by the LOC
The dimension of the podium must be:
1m deep x 1m (2nd and 3rd place) x 1.5m (1st place)

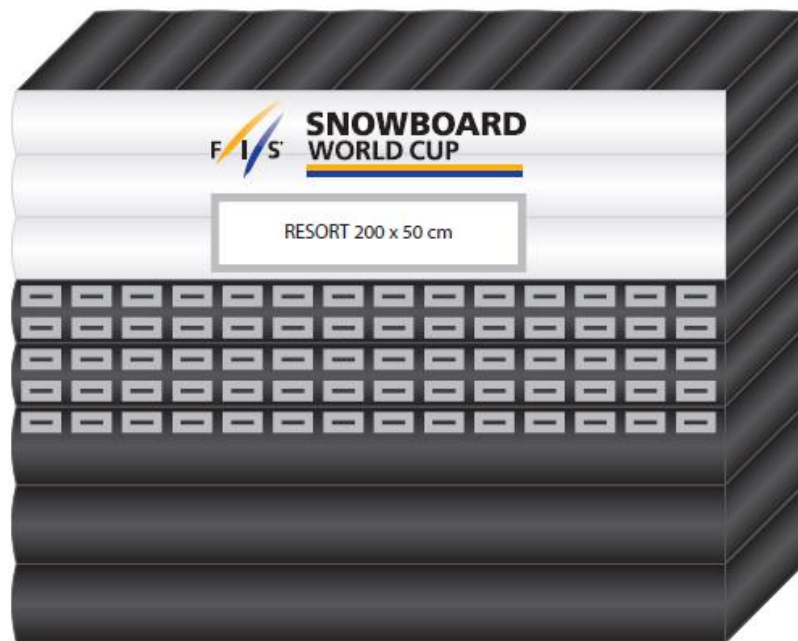
Award ceremony backdrop

OC is responsible for constructing and building up the award ceremony backdrop.

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



Ceremony backdrop sponsor identifications:

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 0.5m)	

Technical Information:

Size: 4m wide x 3.5m high x 1.5m deep

Requirements LOC:

- LOC is responsible to prepare for constructing and building up the award Ceremony backdrop.
 - Production of all LOC Logo spaces (LOC & Resort) on installation
- Material: PVC fabric with velcro (soft part), to attach to installations (scratchy part).

3.5 Interview backdrop



Interview backdrop sponsor identifications:

Presenting Sponsor	40%	12 x (0.25m x 0.13m)	to be shared with Data&Timing
LOC Sponsor	40%	12 x (0.25m x 0.13m)	
Resort	20%	6 x (0.25m x 0.13m)	
		1 x (1.20m x 0.3m)	

Technical Information:

Siz Size: 2m wide x 2.4m high x 0.75m

Requirements LOC:

- LOC is responsible to prepare for constructing and building up the Interview backdrop.
 - Production of all LOC Logo spaces (LOC & Resort) on installation
- Material: PVC fabric with velcro (soft part), to attach to installations (scratchy part).

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).

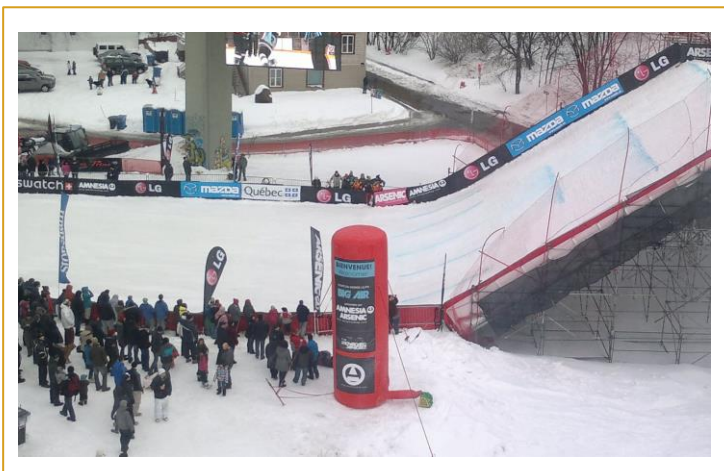
Please communicate specifics about the necessary video spot format to FIS **20 days** prior to the event.

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

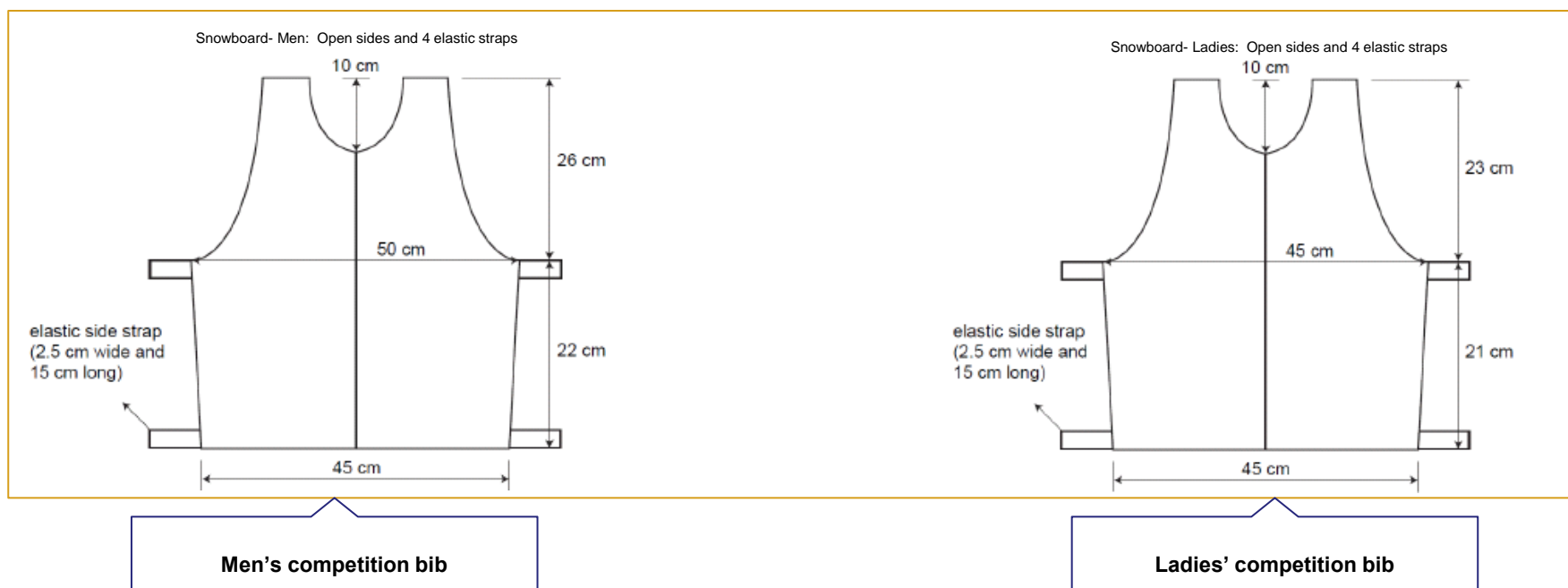
75% LOC

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



HP, BA and SS 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 Park&Pipe (Big Air, Slopestyle, Halfpipe)



The advertising on the competition bibs is allocated as follows:

- 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 Leader bib (yellow) overall FIS Snowboard World Cup



**Snowboard Half Pipe, Slopestyle
and Big Air 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.

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

4.4 Leader bib (orange) overall HP-SS-BA



**Leader bib for the overall leader of
HP-SS-BA**

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

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

4.5 Approval of bibs

The LOC 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
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 trademarks 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.