



# Audi FIS Ski World Cup

Marketing Guide 2018/2019



**Audi**  
FIS Ski World Cup



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## Table of contents

### 1. Contacts

### 2. General marketing information

2.1 Audi FIS Ski World Cup Sponsors

2.2 Responsibilities FIS

2.3 Responsibilities FIS Marketing AG

2.4 Responsibilities Organizing Committee

### 3. Audi FIS Ski World Cup venue

3.1 Start installation

3.1.1 Start installation

3.2 Finish installation

3.2.1 Finish installation 3D

3.3 Exit gate

3.3.1 Inflatable exit gate

3.4 Leaderboard/ Interview backdrop

3.5 Ceremony wall

3.6 Finish area banner

3.7 Pressconference backdrop

3.8 Video wall/ Videotruck

3.9 Product presentation close to finish area

3.10 Additional advertising possibilities

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#### **4. Bib numbers**

##### 4.1 General information

##### 4.2 Starting bib

##### 4.3 Leader bib

#### **5. TV, web and print material**

##### 5.1 Use of Audi FIS Ski World Cup logo

###### 5.1.1 General guidelines for use of logo

###### 5.1.2 Official Audi FIS Ski World Cup titles

##### 5.2 Audi FIS Ski World Cup promotional material

###### 5.2.1 TV and web

##### 5.3 Data and Timing Partner Longines

#### **6. Hospitality**

##### 6.1 Accreditation

##### 6.2 VIP tickets

#### **7. Organizer's check list**

##### 7.1 Marketing material for LOC and FIS Sponsors

##### 7.2 Requirements of FIS and FIS Marketing

##### 7.3 Technical infrastructure and power supply

##### 7.4 Ideas for the LOC website

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## 1. Contacts



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## 2. General marketing information

This Marketing Guide is in accordance with and a visualization of the existing advertising rules and is meant as a guideline to work with for the OCs.

For further detailed information please see the Advertising Rules, which can be found on the FIS Website.

### 2.1 Audi FIS Ski World Cup Sponsors

#### **Audi FIS Ski World Cup Title Sponsor**

Audi has been secured as the official Title Sponsor of the Audi FIS Ski World Cup.

#### **Audi FIS Ski World Cup Data and Timing Partner**

Longines has been secured as the official Data and Timing Partner of the Audi FIS Ski World Cup.

#### **Branch exclusivity**

##### **FIS Title Sponsor**

The FIS Title Sponsor has branch exclusivity within the car manufacture industry..

The Organizing Committee assures that no competing car companies are present with their branding in any commercial or public area of the event.

##### **FIS Data and Timing Partner**

The FIS Data and Timing Partner has branch exclusivity within timing equipment, watches, clocks, timepieces, countdowns, timekeeping devices, scoreboards and jewellery.

The Organizing Committee assures that no competing data and timing companies are present with their branding in any commercial or public area of the event.

##### **Audi FIS Ski World Cup Sponsor rights**

The FIS Title Sponsor (Audi) and the FIS Data and Timing Partner (Longines) have the right to promote their products and services on site during the events. The costs for the installation and any further costs connected to their promotion (e.g. power supply, subconstruction, water supply, etc.) have to be borne by the Sponsor. The details of these promotion activities must be coordinated with FIS Marketing AG and have to be agreed by the NSA/LOC or the respective marketing rights holder.

##### **Frequent updates**

Frequent updates between the Organizing Committee and FIS Marketing AG are important. Keep FIS Marketing AG informed about Local Sponsor activities, open advertisement space that could be acquired, arising issues etc. FIS Marketing AG will contact the Organizing Committee if FIS sponsors are planning on doing sponsorship activation on-site.

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## 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. The FIS Marketing Manager is the contact person.

## 2.3 Responsibilities FIS Marketing AG

FIS Marketing AG will be the primary contact for marketing related questions during the preparation and implementation of the Audi FIS Ski World Cup event. During the Audi FIS Ski World Cup, FIS Marketing AG will be present with a professional implementation team at each venue. The implementation team will collaborate with the Organizing Committee and will be responsible for the set up of all the Audi advertising material inside the TV-range.

## 2.4 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 Marketing AG implementation team. In addition the Organizing Committee is responsible for a clean appearance of the sponsors outside of the TV-range.

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## 3. Audi FIS Ski World Cup venue

### 3.1 Start installation

One start installation will be used.

LOC's requirements relating to transportation and support for the handling team while they are working at either start installations.

#### **Before the race**

The OC is to provide the handling team with transport to the front of the start locations. Their equipment will be packed into bags weighing approx. 70 kg (depending on the type of building materials being used) and can be transported either by snow cat or helicopter. If the start can be reached by car, the handling team will load and unload the equipment themselves at the site. Two helpers from the OC's should be assigned to assist the team in building the start front. At least another 8 OC helpers will be needed once the start is built, to help lift the start front vertically into its correct place.

#### **During bad weather conditions**

In the case of bad weather the FIS Race Director may decide to use one of the reserve starts. If this happens, the start front has to be dismantled, and set up again at the reserve start within 30 minutes. The handling team will need the OC to provide a crew of 10-12 people (all good skiers) to pull down and dismantle the front, move it to the reserve start and set it up again (all within 30 minutes). The service crew should be waiting close to the start area at least 60 minutes before the scheduled start time to wait for instructions from the handling team.

#### **After the race**

After the race the OC is to supply a team of at least 8 helpers to dismantle the start front and move it to the finish area. The bags can be moved by ski, snowcat or helicopter, depending on which way is the most appropriate and quickest. The handling team has to move quickly to the next race site. This will be done by two men on skis, each taking 1 bag. Because the minimum weight of each bag is at least 70 kg, both skiers will need to be in excellent physical condition.

**Please forward this information to the responsible people at the OC's who are in charge of building the start ramps, building the warm up tents, the snow cat drivers, the Chief of Starts and the service teams, working on the race slopes during training and competition.**

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### 3.1. Start installation

#### **OC's construction work before the arrival of handling team**

##### **Start ramp**

The OC must build a horizontal start ramp of solid snow and ice with the front edge measuring at least 800 cm. The starting facade is to be fixed to the ground at the front corners of this ramp. If possible, the warm up tent should be built after the construction of the start front, to make building the start front and maintenance of the warm up tent easier.

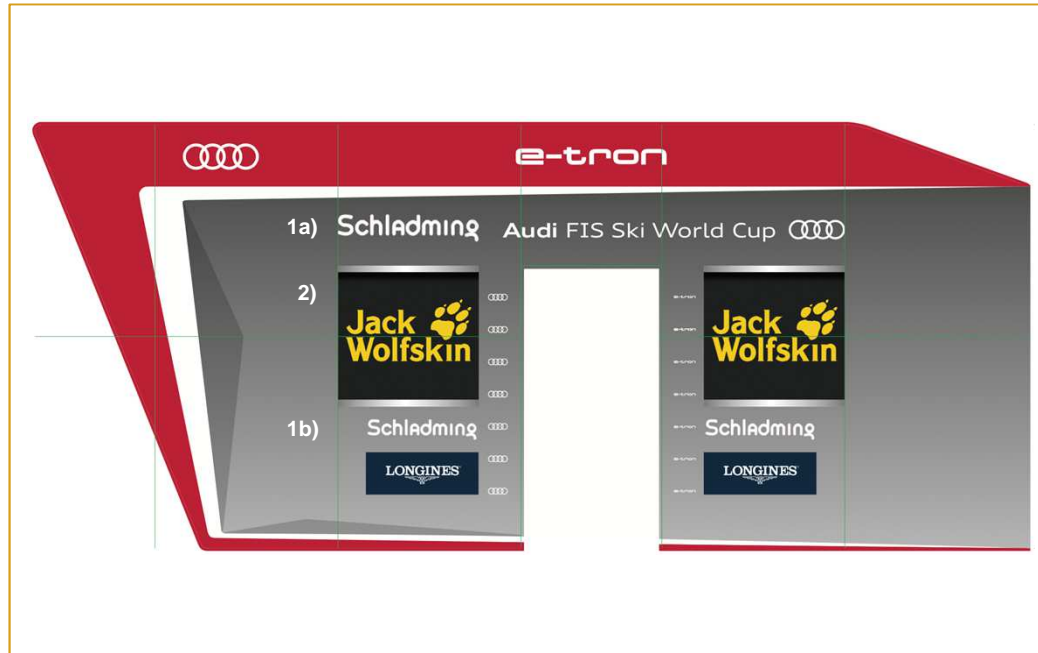
##### **Reserve starts for downhill races**

If the OC prepares reserve starts for downhill races, (to be used in the case of bad weather conditions) the start ramps must be the same size, shape and quality as the top starts. If the Jury decides to use one of the reserve starts for competition, the handling team will organize the dismantling of the start front from the top start, and the transportation and setup of the start front at the reserve start.

The OC must ensure the reserve starts are built according to FIS regulations, in relation to timing and marketing, in the same way as the top starts.



### 3.1. Start installation



The advertising space is allocated as follows

<b>1a) Resort logo</b>	White text on grey background only Letters not exceeding 142x10,2 cm Communication OC > FISMAG FISMAG provides
<b>1b) Resort logo</b>	2x in colour Letters not exceeding: 75x10,1 cm Illuminated 3D element of 5cm is allowed Communication OC>FISMAG FISMAG provides
<b>2) LOC Sponsor</b>	2x (100 cm x 100 cm with 5cm fleece on backside) Illuminated 3D element of 5cm is allowed
<b>Data and Timing Partner</b>	2x (80 cm x 30 cm) Illuminated 3D element of 5cm is allowed Swiss Timing hands out the blades on location to FISMAG. Standard branding is: Longines

#### Technical instructions:

The measurements of the start facade are:

- Width top part 690 cm
- Width bottom part 590cm
- Height 300 cm
- Depth 5 cm

It is an 11-piece aluminum framed construction and weighs approximately 220 kg.

#### Helpers

##### Start installation (standard) big

For setup and dismantling	2
For the positioning of the start front	6
In case of relocation of the start	8

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### 3.2. Finish installation 3D

#### **Measurements and weights**

The width of the finish banner is 22.25 m.

The setting-up of the timing system has to be done according to the instructions from the handling team, to ensure the safety devices are not compromised.

The height of the steel rope between the finish-poles, over the race course, has to be 7.5 m above snow level.

The OC has to take into consideration that the finishing banner has a weight of 130 kg and has to resist possible wind pressure of up to 100 km/h.

The identification logo of the Data and Timing-Partner and the Resort (located near the timing system), can only be placed on the space provided on the changeable textile banner, so as not to interfere with the safety requirements and the function of the timing system and finish installation.

#### **OC'S preparations before the arrival of the handling team**

The OC has to prepare the race course at the finish line with a distance of at least 27 m between the left and right b-fence, and ensure the installation is set up with the correct size and distance between them.

The OC's duty is to build two towers, which are stable and if possible, self standing, at each side of the finish line with a strong steel rope connecting the towers.

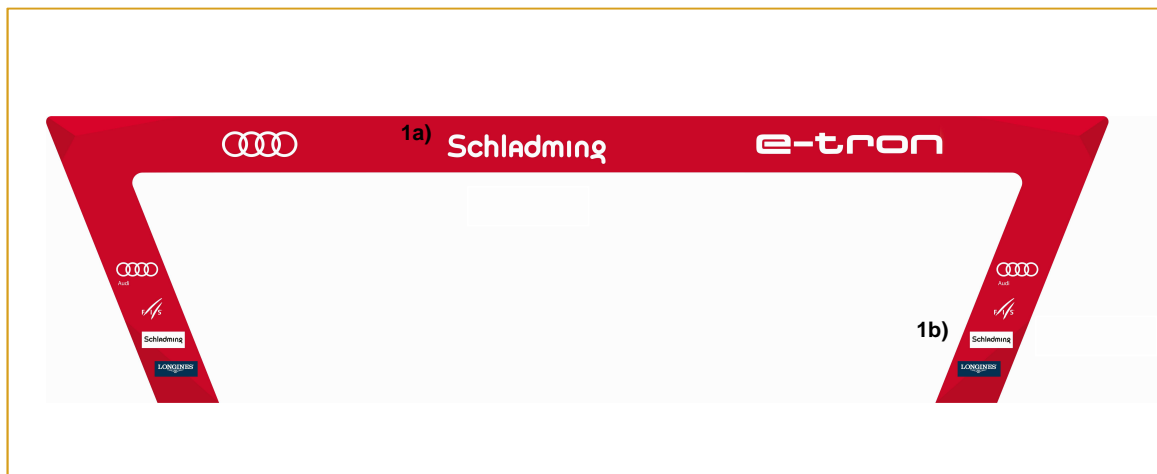
The construction has to resist a weight of 130 kg from the finish line installation and possible wind pressure of up to 100 km/h.

As mentioned earlier, the steel rope has to be fixed 7.5 m above the finishing line, to ensure the rated break point is in the right position to enable it to function correctly. The steel rope must not be fixed to the towers at the same level as the banners, as they are moved frequently and must be easily accessed.

#### **Duties of the OC while assisting the handling team**

At least 3 helpers are needed to assist the handling crew during the set up and dismantling of the banners.

### 3.2. Finish installation



The advertising space is allocated as follows:	
<b>1a) Resort logo</b>	2x White text on red background only Letters not exceeding: 545x45 cm Communication OC > FISMAG FISMAG provides
<b>1b) Resort logo</b>	4x In colour Letters not exceeding: 80x25 cm Communication OC > FISMAG FISMAG provides
<b>Data and Timing Partner</b>	4x In colour  2 toblerones in immediate proximity of arrival line Clock in the finish area

**To guarantee a smooth operating, we ask for your attention to the additional technical information as follows:**

Inner width (distance between the poles) = 27 m

Height of the steel rope: As described in the sponsor guide (p. 14) at least 7.5 m (deepest point of the rope with 130 kg weight pressure).

Rope has to be constructed for >100 kN, the poles > 150 kN

Main carrying rope including 2 exhaustions on each side:

Diameter = 16 mm

**Static proof:**

The signed template of the statical requirements has to be sent to Andreas Marugg ([marugg@fismarketingag.com](mailto:marugg@fismarketingag.com)) 1 week before training/race.

**Technical instructions:**

The measurements of the finish installation 3D are:

- Width 2225 cm
- Height 610 cm
- Depth 70 cm

**Helpers**

**Finish line installation 3D**

for setup and dismantling	2
for pulling up and positioning	4

### 3.3 Exit gate



The advertising space is allocated as follows

<b>1) Resort logo</b>	2x White text on grey background only 145x7 cm Communication OC > FISMAG FISMAG provides
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#### OCs preparations before the arrival of the handling team

The OC has to provide the handling team with electric power (voltage of 220 volts) on the outside of the section where the air-fences for the finish area are left open for the exit gate. The space for the exit gate, between the air fences, must be EXACTLY 350 cm between both air fences (measured from the inside edge of the air fence - facing the finish circle). An offset (see graphic) of 1.60 m must be planned with the air fences.

**Please ensure these measurements are handed to the responsible person in charge of the air fence set up crew, because the air fences cannot be moved easily, once the finish circle has been finished.**

#### OCs duties while the handling team is working

The OC has to provide a piece of plastic pipe with a minimum radius of 10 cm and a length of 3.50 m. This pipe is used to bring cables from TV, timing etc. from one side of the exit gate to the other side of the exit gate. The pipe needs to be dug into the snow at the base of the rear side of the exit gate, between the right and left side of the air fences.

#### Technical instructions:

To conform with safety requirements, the exit gate is an inflatable 2-part construction.

The size of the inflatable is 200 cm x 240 cm.  
(Total width of the construction 3.50 m)

#### Helpers

##### Exit gate

for setup and dismantling 2

### 3.4 Leaderboard / Interview backdrop / Leaderseat



The advertising space is allocated as follows  
**1a) Resort logo** White text on grey background only  
Letters must not exceed: 160,6x9 cm  
Communication OC>FISMAG  
FISMAG provides

**LOC sponsor** 17x (22 cm x 16,5 cm)  
Event sponsor space and production  
must be organized by OC or their  
marketing agency

**Resort logo** 9x (22 cm x 16,5 cm)  
Layout resort and production must be  
organized by OC or their marketing  
agency

The leader board measures 180 cm x 240 cm x 6.5 cm and consists of 4 pieces.

The Audi leaderseat is positioned in front of the leader board.

It is positioned behind the exit gate in order to film the leading athlete during the race.

The OC's duty is to provide enough space at the finish area to set up the leader board. This must be close to the equipment control tent to enable the race leader to be followed by TV coverage at all times.

The space behind the exit gate should be large enough to set up the leader board without obstructing the view for the television crews and the press, who will be positioned at the finish area .

It is the responsibility of the OC, or its agency, to provide magnets measuring 22 cm x 16.5 cm. There is a maximum of 17 advertising spaces for the LOC sponsor and 9 advertising spaces for the resort for each race.

### 3.5 Ceremony wall



The advertising space is allocated as follows

**1a) Resort logo** White text on grey background only  
Letters must not exceed: 130x9,5 cm  
Communication OC > FISMAG  
FISMAG provides

**1b) Resort logo** 2x white text on grey background only  
Letter must not exceed: 32x9 cm  
Communication OC > FISMAG  
FISMAG provides

#### Ceremony wall

Use of the podium on the fixed platform

For the winner's presentation after the race, the Audi handling crew will set up a podium on the platform for the presentation to the 3 place winners.

The OC should ensure the handling team has 4-6 helpers available to carry the podium and back wall, for the presentation ceremony, to the finish area after the last athlete has finished.

The OC must gain permission **in advance** from the FIS race director, to carry out the presentation ceremony inside the finish area.

#### Technical instructions:

Ceremony Wall: Inflatable (pneumatic) construction measuring 553cm x 300cm

#### Podium:

3-part monopan sandwich-construction plate with a skid-proof surface.

- 1st Place: 133 cm x 100 cm x 40 cm
- 2nd Place: 90 cm x 93 cm x 25 cm
- 3rd Place: 80 cm x 80 cm x 20 cm

### 3.6 Finish area banner (toblerone)



The advertising space is allocated as follows

**1a) Resort logo** White text on red background only  
Letters must not exceed: 210x10 cm  
Communication OC > FISMAG  
FISMAG provides

The OC must gain permission **in advance** from the FIS race director, to carry out the presentation ceremony inside the finish area.

#### **Technical Instructions:**

Dimension: 600 cm x 40 cm

#### **Helpers**

##### **Finish area banner**

for setup and dismantling 1

### 3.8 Video wall / Videotruck



The Title Sponsor and the Data and Timing Partner have the right to show commercial spots (max. 60 seconds per clip, a minimum of 5 times before and after each race) and/or “behind the scenes” stories including race footage on the wall before and after the races. The Organizer may also use the video wall for commercial spots of LOC Sponsors and for advertising of site and region before and after races, details of which can be arranged with Cees-Jan Faber of Faber Audio Visuals.

The video wall is being setup by Faber Audio Visuals, Netherlands.

The contact in charge of the video wall is Cees-Jan Faber.

The OC kindly offers Faber Audio Visuals its full support during the set up and removal of the video wall.

#### OC's duties and requirements for the video wall

- Supply the signal to the area where the wall is to be placed
- Supply power (125A CEE-Format) to the area where the wall is to be placed
- Technical setup for installation of the wall
- Sound equipment

#### Modular system

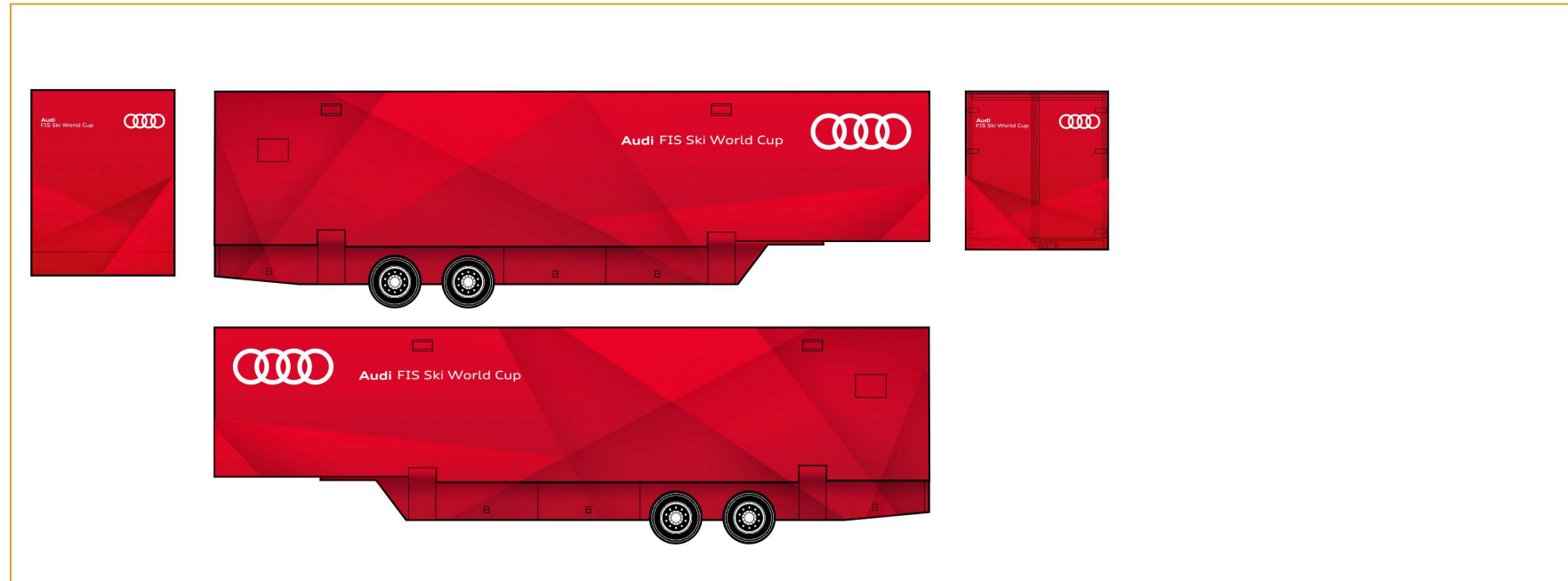
The OC has to supply the scaffolding onto which the video wall is fixed. Details about the sizes and technical requirements of the scaffolding will be supplied by Faber Audio Visuals to each OC individually, and may differ depending on the location.

#### Technical Instructions:

Dimension	15 - 78 m <sup>2</sup>
Top/bottom banners	1100 cm x 100 cm
Side banners	700 cm x 100 cm



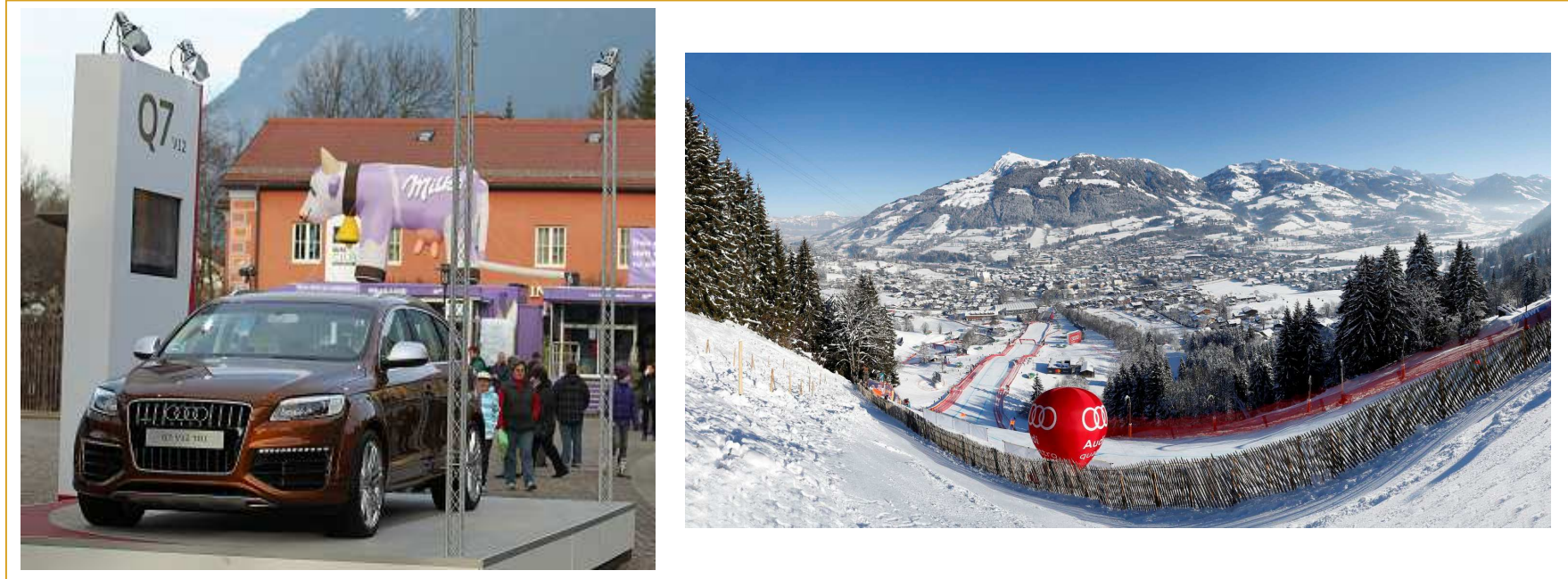
### 3.8 Video Wall / Videotruck



#### **Videotruck**

If the truck is used for the video wall, the OC has to provide a driveable surface for the truck to reach its eventual position, or at least additional equipment to move the truck on site if necessary.

### 3.9 Product presentation close to finish area



#### Product presentation for Title Sponsor

The Title Sponsor has the right to place:

- Max. 2 Audi cars at the event site. One in the view of TV cameras, the other in a good frequented event-area near the finish area
- Cold-/Hot-air balloon in the finish area close to the product presentation and in view of TV cameras. This has to be permitted free of charge by the OC provided safety, national law and locations allow it . Any additional costs of f.e. a subconstruction etc. need to be borne by the FIS sponsor.

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## 4. Bib numbers

### 4.1 General information

The FIS logo or the FIS World Snow Day logo (on the right side when wearing the bib) and the official Audi FIS Ski World Cup logo (on left side when wearing the bib) must be put on the strap of all starting bibs as well as on the bib of the World Cup discipline leader (the leader bib). The maximum size for the logo is 6 cm x 6 cm.

Additionally the advertising space on the bibs is allocated as follows:

#### **Starting bib**

- LOC
- One logo above and below the resort
  - Resort logo

#### **Leader bib**

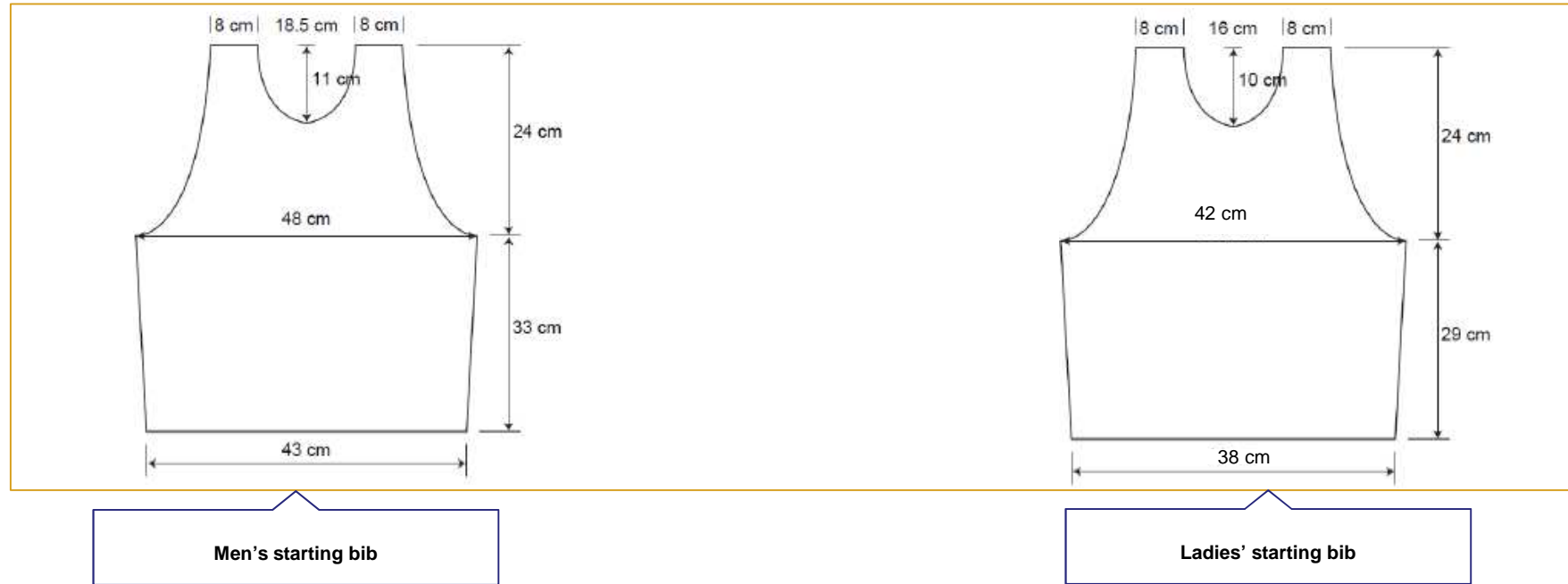
- Title Sponsor
- Logo in the center of the bib
- LOC
- Logo on upper bib section (chest)
  - Resort logo on the bottom

In the upper part of the bib, the symbols (names and graphics) of only one and the same sponsor are permitted on the front as well as the back of all starting bibs of any given race. The logo, product identification, and brand identification may not exceed 20 cm in height. In case that the neckline (upper border of bib) is used as a line of the above-defined brand identification, the repetition of the sponsor frequency is limited to three times.

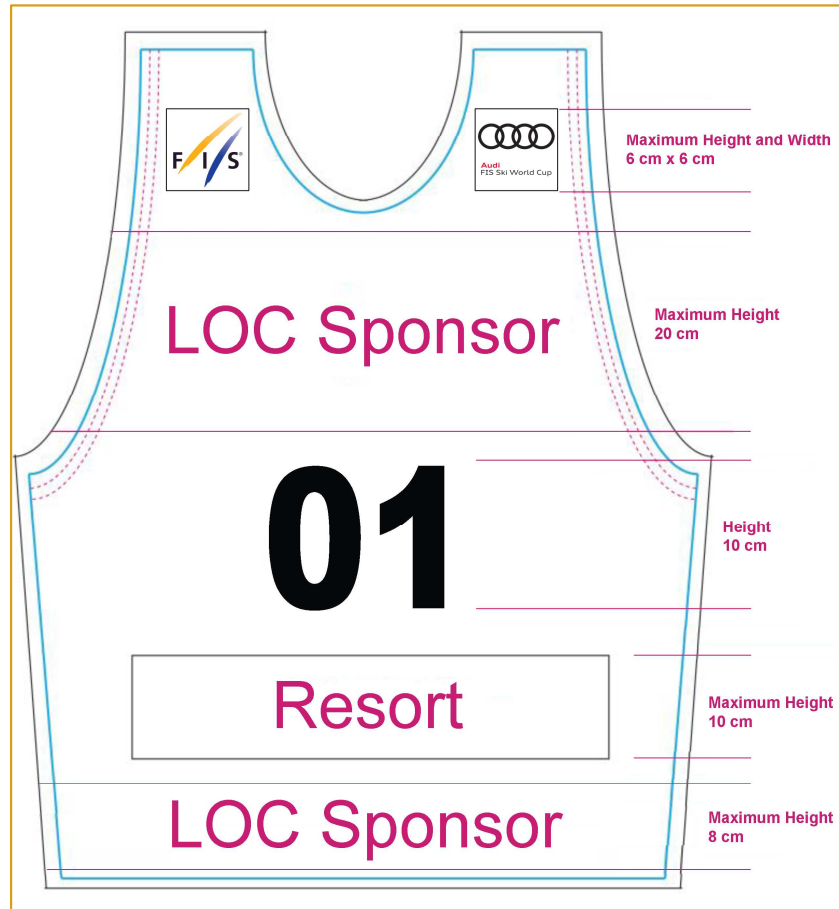
In order to facilitate the identification of the athlete, the start number is to be printed in a bold colour and has to be positioned on the bib so that it is clearly visible. The number has to be at least 10 cm.

In the lower part of the bib, the symbols of the sponsor (can be the same or different from top sponsor) are permitted with a maximum height of 8cm on the front as well as the back of all starting bibs. The letters of the logo, product identification and brand identification may not exceed 7 cm in height.

#### 4.1 General information



## 4.2 Starting bib



### Starting bib

The advertising on the starting bib is allocated as follows:

- Official Audi FIS Ski World Cup logo on the left shoulder (when bib is worn)
- Official FIS logo or FIS World Snow Day logo on the right shoulder (when bib is worn)
- LOC Sponsor (above and below Resort)
- Resort (below number)

### Technical information:

The layout of the starting bib must be in accordance with the article 2.2 in 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.

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## 4.2 Starting bib

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

The starting bib must be conform to the guidelines above.

Please send the starting bib for approval to FIS at least 10 days before production.

FIS  
Ms. Sibylle Bühner  
Office: +41 33 244 61 61  
@: [buehrer@fisski.com](mailto:buehrer@fisski.com)

### 4.3 Leader bib



#### Leader bib

The leader of each discipline of the Audi FIS Ski World Cup will wear a red leader bib. The bib is to be worn during the Audi FIS Alpine World Cup events as well as during the winner's presentation.

The advertising on the leader bib is allocated as follows:

- Official Audi FIS Ski World Cup logo on the left shoulder (when bib is worn)  
size of logo: 6 cm x 6 cm
- Official FIS logo on the right shoulder (when bib is worn)  
size of logo: 6 cm x 6 cm
- Title Sponsor logo on the middle of the bib
- LOC 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 10 cm

#### Technical information:

The layout of the bib must be in accordance with the article 2.2 in 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.

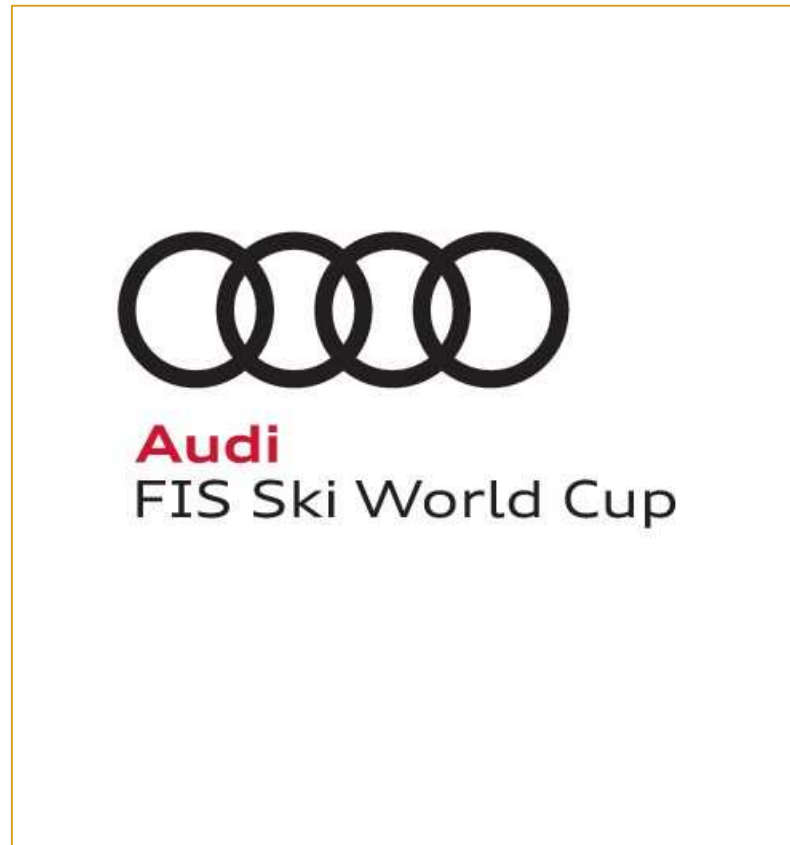
#### Requirements OC:

The leader bib will be produced by FISMAG. OC's must provide the layout of LOC sponsor to Infront 4 weeks before the event.

**In case of late or non-provision of the bib sponsor communication, the leader bib, provided by the FIS (printed with the " FIS Logo", "Audi" & " Audi FIS Ski World Cup") will be used.**

## 5. TV, web and print material

### 5.1 Use of the Audi FIS Ski World Cup logo



The use of the official Audi FIS Ski 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 logo that it contains, as well as the abbreviation FIS and Audi FIS Ski World Cup are registered trademarks of FIS.

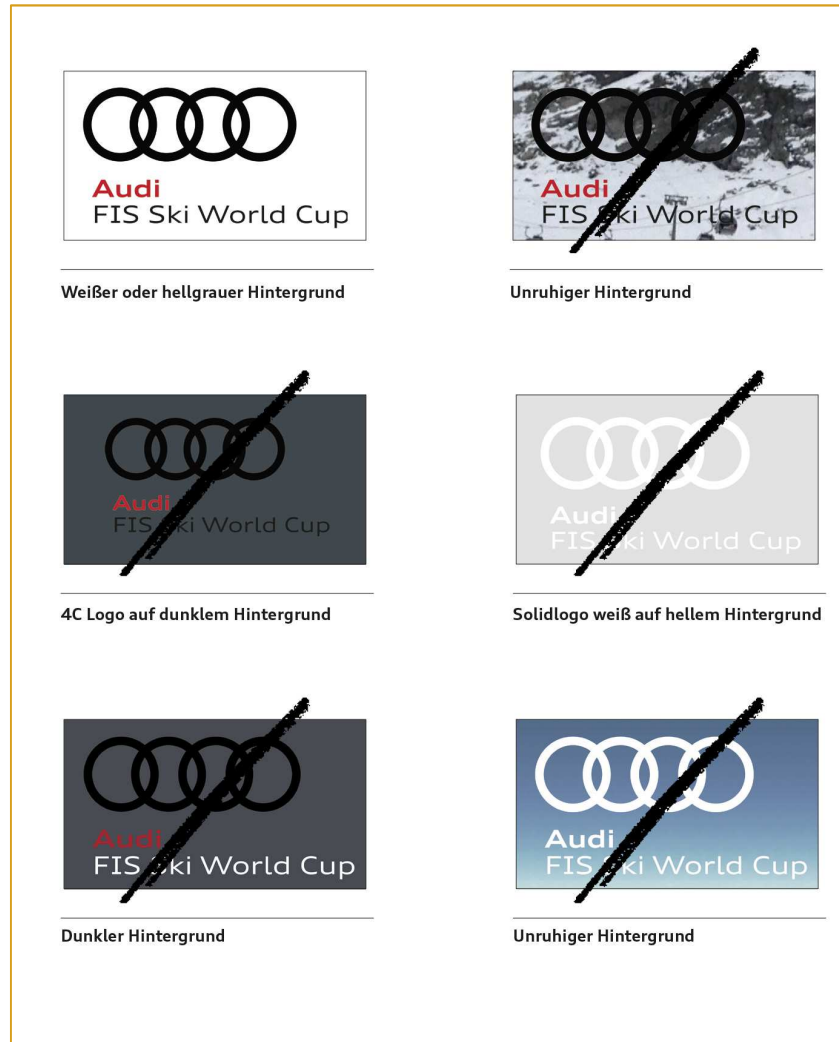
The Organizing Committees are not allowed to bring the official World Cup logo in connection with any other sponsor other than the FIS World Cup Title Sponsor.

The Organizing Committees are not allowed to bring their event name in conjunction with the World Cup logo. The official event name should be mentioned in an area close by but not connected to the logo. See below for an example of correct positioning.

Audi has the right to place a one page advertisement (DIN A 4.4-color) in the official program.



### 5.1.1 General guidelines for the use of logo



#### Size:

As a rule of thumb the official Audi FIS Alpine 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:

In general the Audi FIS Alpine World Cup logo:

- is without a frame
- two-dimensional
- should be positioned horizontally
- must be placed on a white or light coloured background (preferred Audi grey)
- must not be placed on mixed or dark coloured backgrounds
- must not be altered in any shape or form
- must have an open space around the logo which must be minimum half the height of an Audi ring

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5.1.2 Official Audi FIS Ski World Cup titles

English: Audi FIS Ski World Cup

German: Audi FIS Ski Weltcup

French: Audi FIS Coupe du Monde de Ski Alpin

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## 5.2 Audi FIS Ski World Cup promotional material

### **Event advertising material Audi**

The following must be included in a prominent position and size on all advertising material:

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

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

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

The Title Sponsor Audi has the right to place a one page advertisement DIN A 4.4-color (or B / W in case of B / W program / result journal) in the official program for advertising purposes.

### **Approval**

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

#### **FIS Marketing AG:**

Julia Ziemska

[ziemska@fismarketingag.com](mailto:ziemska@fismarketingag.com)

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### 5.2.1 TV and web

#### **Local organizer's website**

All Audi FIS Ski World Cup organizers are obliged to include the following on their website:

Audi:

- Audi FIS Ski World Cup composite logo
- Official World Cup title "Audi FIS Ski World Cup"

Longines:

- Official title: "Official Timekeeper of Audi FIS Ski World Cup"
- Longines logo
- Longines "clock" or "countdown clock"

#### **FIS Website**

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

<http://www.fis-ski.com/alpine-skiing/>

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

[communications@fisski.com](mailto:communications@fisski.com)

### 5.3 Data and Timing Partner Longines



#### **Event advertising material LONGINES**

The following must be included in a prominent position and size on all advertising material:

- Official Longines logo
- Official title: "Official Timekeeper of Audi FIS Ski World Cup"

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

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

The FIS Data and Timing Partner Longines has the right to place a one page advertisement DIN A 4.4-color (or B / W in case of B / W program / result journal) in the official program/result journal at the back cover or the inside front cover for advertising purposes.

The LOC has the right to propose and negotiate equal value with Longines.

#### **Approval**

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

#### **FIS Marketing AG:**

[ziemska@fismarketingag.com](mailto:ziemska@fismarketingag.com)

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### 5.3 Data and Timing Partner Longines

#### Data and Timing Partner rights

The official Data and Timing Partner Longines has the exclusive identification on all timekeeping equipment provided for its services but not limited to:

- Starting pegs of the timing trigger
- Scoreboard
- Timing panels
- Intermediate time(s)

The official Data and Timing Partner Longines has the right for the following banners:

- 2 banners (technical races 4 m x 1 m; speed races 6 m x 1 m) along the racecourse in view of the TV cameras

Longines shall be entitled to have free of additional charge at each event site a point of sale for Longines products. The location and size of the POS shall be mutually agreed upon, but it shall be in a prominent position close to the fields of play or in the centre of the Resort.

Longines may set up show cases and display brochures in the proximity of the VIP area and in the media centre. Positions must be mutually agreed between the parties and the LOC.

The costs for the installation and any further costs connected to their promotion (e.g. power supply, subconstruction, water supply, etc.) have to be borne by the Sponsor.

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## 6. Hospitality

### 6.1 Accreditation

#### Audi

Accreditations for staff to access all necessary areas for the fulfillment of the Audi services.

#### Longines

Accreditations for staff to access the timekeeping room and the media center, as well as other access rights which are necessary for the fulfillment of the Longines services.

### 6.2 VIP tickets

The organizer has to deliver the following VIP tickets:

#### Audi

- 10 VIP tickets with hospitality, free of charge for each race during the season
- 20 VIP tickets for the races of the FIS World Cup finals
- 5 Parking tickets per event

#### Longines

- 15 VIP tickets with hospitality, free of charge for each race during the season

## 7. Organizer's check list

### 7.1 Marketing material for LOC and FIS Sponsors

Advertisement material	Size/ material	Time	Status
<b>Start installation</b>			
Send Resort logo to FISMAG	Vector based file with information on colour codes	Asap, latest 30 days before event	
<b>Finish Installation</b>			
Send Resort logo to FISMAG	Vector based file with information on colour codes	Asap, latest 30 days before event	
<b>Exit Gate</b>			
Send Resort logo to FISMAG	Vector based file with information on colour codes	Asap, latest 30 days before event	
<b>Leaderboard /Interview Backdrop</b>			
Send Resort logo to FISMAG	Vector based file with information on colour codes	Asap, latest 30 days before event	
<b>Ceremony wall and Podium</b>			
Send Resort logo to FISMAG	Vector based file with information on colour codes	Asap, latest30 days before event	



## 7.1 Marketing Material for LOC and FIS Sponsors

Advertisement material	Size/ material	Time	Status
<b>Starting bibs</b>			
Send layouts to FIS for approval	PDF files	10 days before production	
<b>Leader bib</b>			
Email sponsor logo to INFRONT	Vector based file with information on colour codes	30 days before production	
Email Resort logo to INFRONT			
<b>Advertising Print Material</b>			
Send all advertising material to Julia Ziemka (FIS Marketing AG) for approval	PDF files	10 days before print deadline	
<b>LOC Website</b>			
Integrate World Cup Logo and official World Cup Title into Website		Ongoing	

## 7.2 Requirements of FIS and FIS Marketing AG

Requirements	Time	Status
<b>VIP Tickets and Parking Passes</b>		
10 VIP Tickets for FIS Title Sponsor	Prepared in the name of Audi and ready for collection at the accreditation office at the start of the race week.	
<b>Accreditations (all access)</b>		
Up to 5 Accreditations for Audi representatives	List with names will be communicated to the Organizing Committee by FIS Marketing AG/ Audi prior to the event	
<b>FIS Marketing AG implementation team- parking, transportation, hotels, accreditation</b>		
3 parking passes for the Audi Handling Team	Prepared in the name of Audi Handling Team and ready for collection at the accreditation office at the start of the race week.	
1 parking pass for FIS Marketing AG	Prepared in the name of Audi Handling Team and ready for collection at the accreditation office at the start of the race week.	
3 Accreditations for the Audi Handling Team	Prepared in the name of Audi Handling Team and ready for collection at the accreditation office at the start of the race week.	
1-2 Accreditations for FIS Marketing AG	Prepared in the name of Audi Handling Team and ready for collection at the accreditation office at the start of the race week.	
4 single rooms (team officials rate CHF120 night)	LOC will receive names and dates well in advance of the event	
<b>Support Team ( LOC Volunteers)</b>		
1-8 Volunteers	Volunteers will be required to assist with the Audi installations on an ad hoc basis. The Audi Handling Team will make the requests as and when needed on site.	
<b>TV broadcasting</b>		
Invite FIS and FISMAG to TV briefings on site (if any) and inform FIS (Jürg Capol) about planned broadcasting times and channels	As soon as information is available	
<b>Contacts LOC</b>		
Send contact list of key persons in the LOC to FIS and FISMAG	ASAP	

### 7.3 Technical infrastructure and power supply

Infrastructure & Supply	Placement	Time	Status
<b>Start installation</b>			
Transport of the installations to the start area has to be guaranteed.		2 days before race/training	
Start installation big: minimum width required 8m			
Start installation small: minimum width 6m			
<b>Finish installation</b>			
Finish infrastructure must be prepared. Measurements depend on which installation (2D/3D) will be used.		2 days before race/training	
Static proof The signed template of the static requirements has to be sent to Andreas Marugg ( <a href="mailto:marugg@fismarketingag.com">marugg@fismarketingag.com</a> )		1 week before training/race.	
<b>Exit Gate</b>			
350cm gap required in the air fences		2 days before race/training	
<b>Ceremony wall</b>			
A safe area close to the finish line must be guaranteed for the storage of the ceremony wall.		2 days before race/training	
Video truck: Supply the signal to the area where the wall is to be placed Supply power (125A CEE-Format) to the area to where the wall is to be placed Technical setup for installation of the wall Sound equipment		2 days before race/training	

#### 7.4 Ideas for the LOC website

Content	Comment	Status
<b>General Information</b>		
Maps & Profiles	Event Area	
Race Program	Competition program, side events (if any)	
Contact information	OC offices, press center etc.	
News Section		
Behind the scenes	FAQ, information about the venue	
Tickets	Prices, points of sale, link to online shop	
Transport & Accommodation	Contact information, fares, schedules, pick-up and drop-off points, rental car offer, etc.	
<b>Teams</b>		
Team Invitation	PDF Version	
Team Captains Meeting	PDF Version	
Competition Information	Program changes, official trainings	
Important deadlines		
Link to entry system		
<b>Media</b>		
Media Invitation	PDF Version	
Download section	Logos, Pictures	
Opening Hours	Press and sub press center, accreditation, race office, etc.	
Internet connection Information	Up- and Downstream , Wi-Fi, LAN, rates, networks	
<b>Sponsors (mandatory!)</b>		
Official World Cup Logo	with hyperlink	
Official World Cup Titel		
FIS Sponsor Logos	With hyperlink to Sponsors` websites.	