

Coop FIS Cross Country World Cup

Marketing Guide 2018/2019



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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 FIS Cross Country World Cup Sponsors

Coop is the official Title Sponsor of the FIS Cross Country World Cup.

Audi is the official Presenting Sponsor of the FIS Cross Country World Cup.

Right now, there is no official Data and Timing Sponsor of the FIS Cross Country World Cup. FIS will inform you immediately, if there is a new partner.

Branch Exclusivity of FIS Sponsors

All FIS sponsors have branch exclusivity within the following product categories:

- Coop: Retail for food, sports and building materials
- Audi: Manufacture and retailer (incl. leasing and renting companies) of automobiles and automobile accessories. Companies which could be associated to the production or the distribution of automobiles and the entire financing part of such products

The Local Organizing Committee (hereafter known as LOC) assures that no competitors are present with their branding in any commercial or public area of the event (inside and outside the TV-range). In case of any questions or uncertainties regarding exclusivities, please contact FIS Marketing AG.

Frequent Updates

Frequent updates between the LOC 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 LOC if FIS sponsors are planning on doing sponsorship activation on-site.

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 contact person.

2.3 Responsibilities FIS Marketing AG

FIS Marketing AG will be your primary contact for marketing related questions during the preparation and implementation of the FIS Cross Country World Cup event. During the FIS Cross Country World Cup, FIS Marketing AG will be present with a professional implementation team at each venue to implement the FIS sponsor rights.

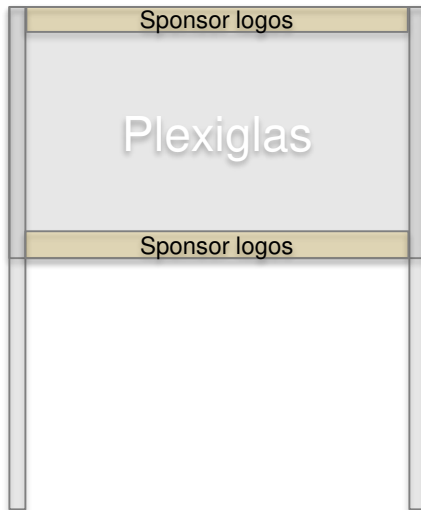
2.4 Responsibilities Local Organizing Committee

The LOC has to provide the necessary preparation of the sponsor area inside the TV-range in prior consultation with the FIS Marketing AG implementation team (banner fences, frames, posts, electricity, etc.). In addition, the LOC is responsible for a clean appearance of the sponsors outside the TV-range, in accordance with FIS Marketing AG. The LOC is asked to provide assistance for the set up and dismantling of all advertising material on site one to two days before and after the event. In some cases the LOCs are asked to provide FIS Marketing AG with basic wooden constructions for the installations. All information required will be communicated by FIS Marketing AG in due time before the season starts.

All advertising material set ups by the LOC inside the TV-range must be according to the guidelines set forth in the Advertising Rules and Marketing Guide. In the event that the advertising material does not conform to these, FIS Marketing AG reserves the right to undertake all the necessary amendments.

3. FIS Cross Country World Cup venue

3.1 Start and finish area



Installations

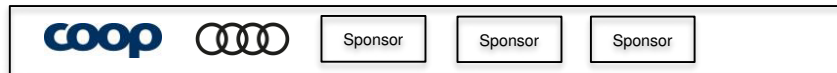
The LOC must use the official installations provided and installed by FIS Marketing AG. The LOC is responsible for assisting with the organization, set up and handling of all installations.

Sign-in Board (only for interval starts)

FIS Marketing AG will provide the frame/installation for the sign-in boards for races with interval start. The LOC shall provide the Plexiglas for the signatures. The Plexiglas with the signatures will be property of the LOC. Additionally, sponsor bar stripes will be put on the sign-in boards with the sponsors on it. Size of the Plexiglas needed: width 140cm x height 110cm x depth 1cm (1 per race, 2 in total for one interval race)

Please include FIS Sponsors on the sponsor bar stripes.

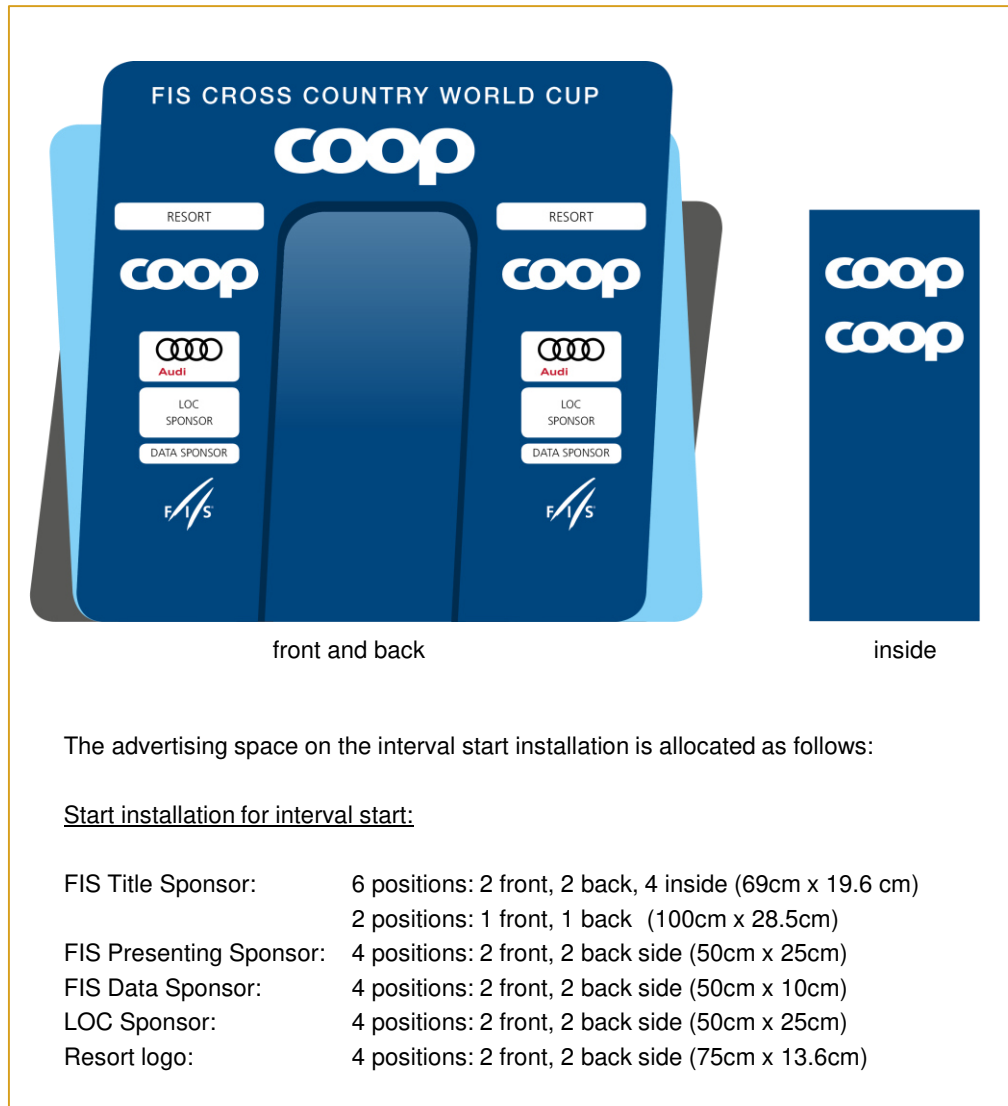
Size of sponsor bar stripes (stickers): width 140cm x height 10cm.



Leader Chair

The LOC has to provide a leader chair for each race with interval starts (except Tour de Ski). FIS Marketing AG will provide the backdrop.

3.1.1 Start



front and back

inside

The advertising space on the interval start installation is allocated as follows:

Start installation for interval start:

FIS Title Sponsor:	6 positions: 2 front, 2 back, 4 inside (69cm x 19.6 cm) 2 positions: 1 front, 1 back (100cm x 28.5cm)
FIS Presenting Sponsor:	4 positions: 2 front, 2 back side (50cm x 25cm)
FIS Data Sponsor:	4 positions: 2 front, 2 back side (50cm x 10cm)
LOC Sponsor:	4 positions: 2 front, 2 back side (50cm x 25cm)
Resort logo:	4 positions: 2 front, 2 back side (75cm x 13.6cm)

Start installation for interval start

Start installations

All start installations will be provided and installed by FIS Marketing AG.

The position at which this start installation shall be placed, will be determined by FIS Marketing AG in consultation with the FIS Race Director.

Technical instructions and conditions

The LOC is responsible for the production and provision of the stickers for the LOC Sponsor and the Resort logo. The costs for production are to be borne by the LOC.

FIS Marketing AG will inform in due time, if electricity will be needed.

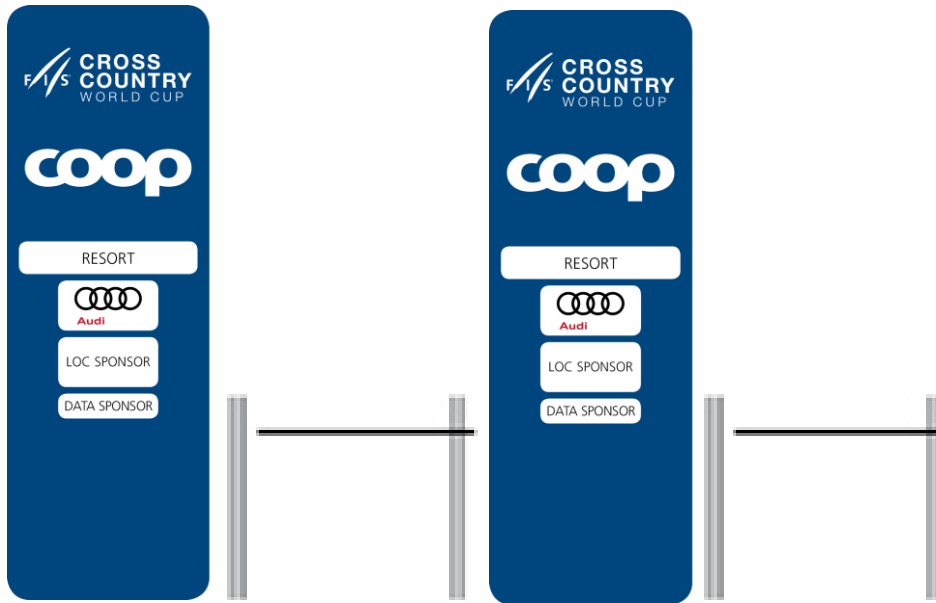
LOC Sponsor logo

Recommended material:	Hard plates (e.g. forex)
Fixation:	Velcro (hook/scratchy side)
Dimension:	50cm x 25cm
Amount:	4 stickers

Resort logo

Recommended material:	Hard plates (e.g. forex)
Fixation:	Velcro (hook/scratchy side)
Dimension:	75cm x 13.6cm
Amount:	4 stickers

3.1.1 Start



front view (7 towers in a row)

The advertising space on the sprint start installations is allocated as follows:

Sprint starts: 7 towers, each three-sided

- FIS Title Sponsor: 3 x 7 positions: 70cm x 20cm
- FIS Presenting Sponsor: 3 x 7 positions: 42cm x 21cm
- FIS Data Sponsor: 3 x 7 positions: 42cm x 10.5cm
- LOC Sponsor: 3 x 7 positions: 42cm x 21cm
- Resort logo: 3 x 7 positions: 75cm x 13.6cm



Start installations

All start installations will be provided and installed by FIS Marketing AG.

The position at which this start installation shall be placed, will be determined by FIS Marketing AG in consultation with the FIS Race Director.

Start installations for sprint start

Technical instructions and conditions

The LOC is responsible for the production and provision of the stickers for the LOC Sponsor and the Resort logo. The costs for production are to be borne by the LOC.

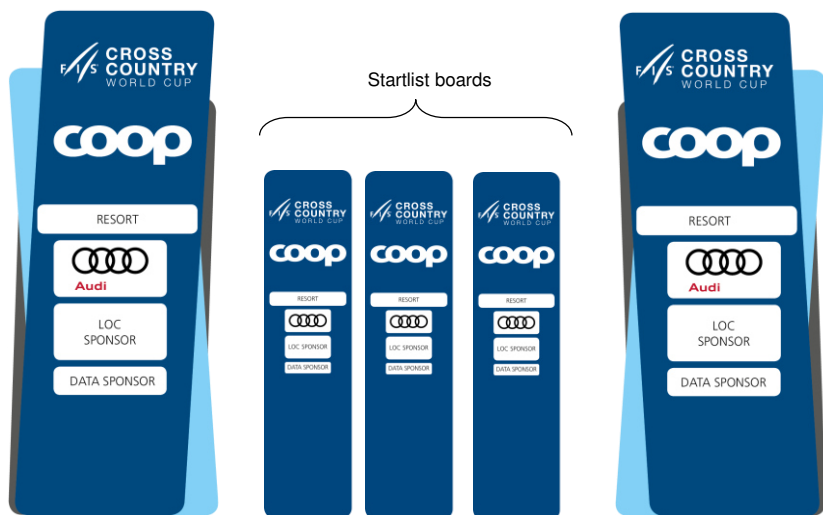
LOC Sponsor logo

- Recommended material: Hard plates (e.g. forex)
- Fixation: Velcro (hook/scratchy side)
- Dimension: 42cm x 21cm
- Amount: 21 stickers

Resort logo

- Recommended material: Hard plates (e.g. forex)
- Fixation: Velcro (hook/scratchy side)
- Dimension: 75cm x 13.6cm
- Amount: 21 stickers

3.1.1 Start



front view

The advertising space on the mass / pursuit start installations is allocated as follows:

Start towers (2 towers in total):

- FIS Title Sponsor: 6 positions: 2 front, 2 back, 2 side (72cm x 20.5cm)
2 World Cup logos side (66x39cm)
- FIS Presenting Sponsor: 4 positions: 2 front, 2 back side (60cm x 30cm)
- FIS Data Sponsor: 4 positions: 2 front, 2 back side (60cm x 15cm)
- LOC Sponsor: 4 positions: 2 front, 2 back side (60cm x 30cm)
- Resort logo: 4 positions: 2 front, 2 back side (85m x 15.5cm)

Start list boards (3 boards in total, only for pursuit):

- FIS Title Sponsor: 6 positions, 1 front, 1 back side (35cm x 9.8cm)
- FIS Presenting Sponsor: 3 positions: (21cm x 10.5cm)
- FIS Data Sponsor: 3 positions: (21cm x 5.2cm)
- LOC Sponsor: 3 positions: (21cm x 10.5cm)
- Resort logo: 3 positions: (35cm x 6.4cm)

Start installations

All start installations will be provided and installed by FIS Marketing AG.

The position at which this start installation shall be placed, will be determined by FIS Marketing AG in consultation with the FIS Race Director.

Technical instructions and conditions

The LOC is responsible for the production and provision of the stickers for the LOC Sponsor and the Resort logo. The costs for production are to be borne by the LOC.

FIS Marketing AG will inform in due time, if electricity will be needed.

LOC Sponsor logo

- Recommended material: Hard plates (e.g. forex)
- Fixation: Velcro (hook/scratchy side)
- Dimension: 60cm x 30cm
- Amount: 4 stickers

Resort logo

- Recommended material: Hard plates (e.g. forex)
- Fixation: Velcro (hook/scratchy side)
- Dimension: 85cm x 15.5cm
- Amount: 4 stickers

LOC Sponsor logo on Start list boards

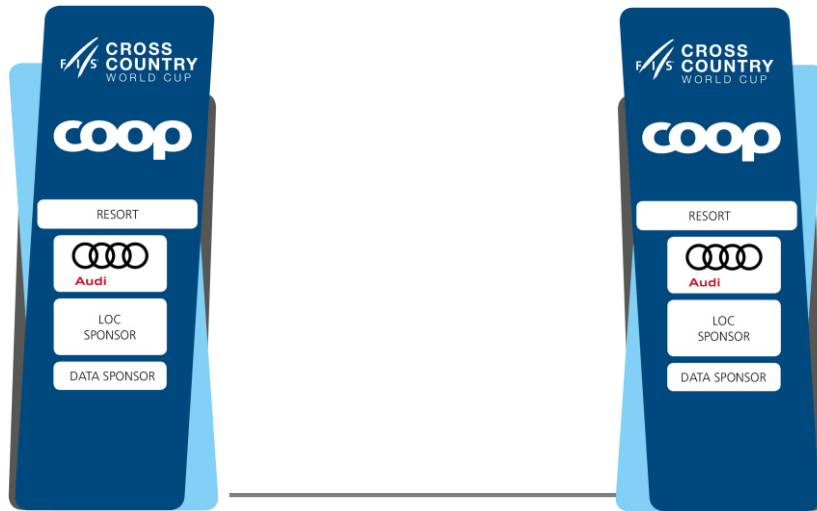
- Material: magnet foil
- Fixation: magnetic
- Dimension: 21cm x 10.5cm
- Amount: 3 stickers

Resort logo on Start list boards

- Material: magnet foil
- Fixation: magnetic
- Dimension: 35cm x 6.4cm
- Amount: 3 stickers

Start installation for mass start/pursuit
(start list boards for pursuit races only)

3.1.2 Finish



front view

The advertising space on the finish installations is allocated as follows:

Finish towers (2 towers in total):

- | | |
|-------------------------|--|
| FIS Title Sponsor: | 6 positions: 2 front, 2 back, 2 side (72cm x 20.5cm)
2 World Cup logos side (66x39cm) |
| FIS Presenting Sponsor: | 4 positions: 2 front, 2 back side (60cm x 30cm) |
| FIS Data Sponsor: | 4 positions: 2 front, 2 back side (60cm x 15cm) |
| LOC Sponsor: | 4 positions: 2 front, 2 back side (60cm x 30cm) |
| Resort logo: | 4 positions: 2 front, 2 back side (85m x 15.5cm) |

Finish installations

Finish installation

The finish installation will be provided and installed by FIS Marketing AG.

The position at which this finish installation shall be placed, will be determined by FIS Marketing AG in consultation with the FIS Race Director.

Technical instructions and conditions

The LOC is responsible for the production and provision of the stickers for the LOC Sponsor and the Resort logo. The costs for production are to be borne by the LOC.

FIS Marketing AG will inform in due time, if electricity will be needed.

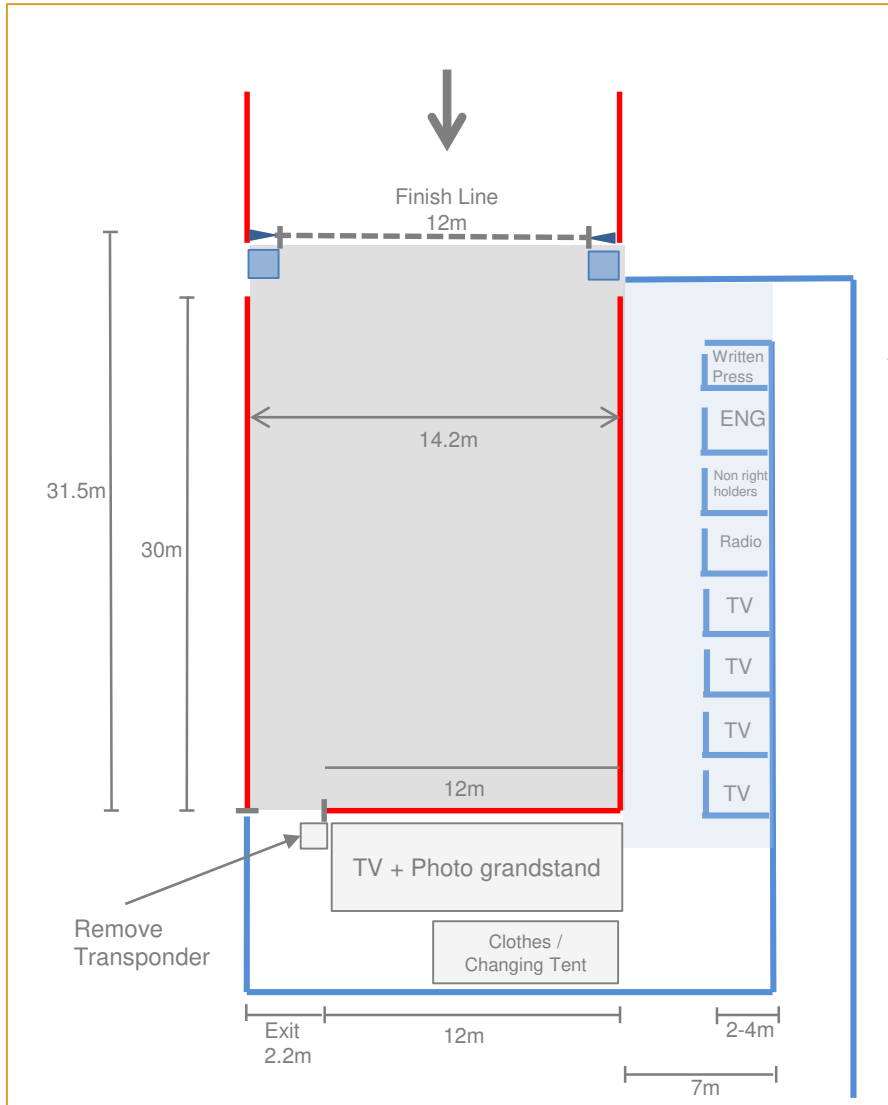
LOC Sponsor logo

- | | |
|-----------------------|-----------------------------|
| Recommended material: | Hard plates (e.g. forex) |
| Fixation: | Velcro (hook/scratchy side) |
| Dimension: | 60cm x 30cm |
| Amount: | 4 stickers |

Resort logo

- | | |
|-----------------------|-----------------------------|
| Recommended material: | Hard plates (e.g. forex) |
| Fixation: | Velcro (hook/scratchy side) |
| Dimension: | 85cm x 15.5cm |
| Amount: | 4 stickers |

3.1.2 Finish



Finish Area / Mixed Zone

Example Layout „A“ of the Finish Area

— Fence incl. platinum circle



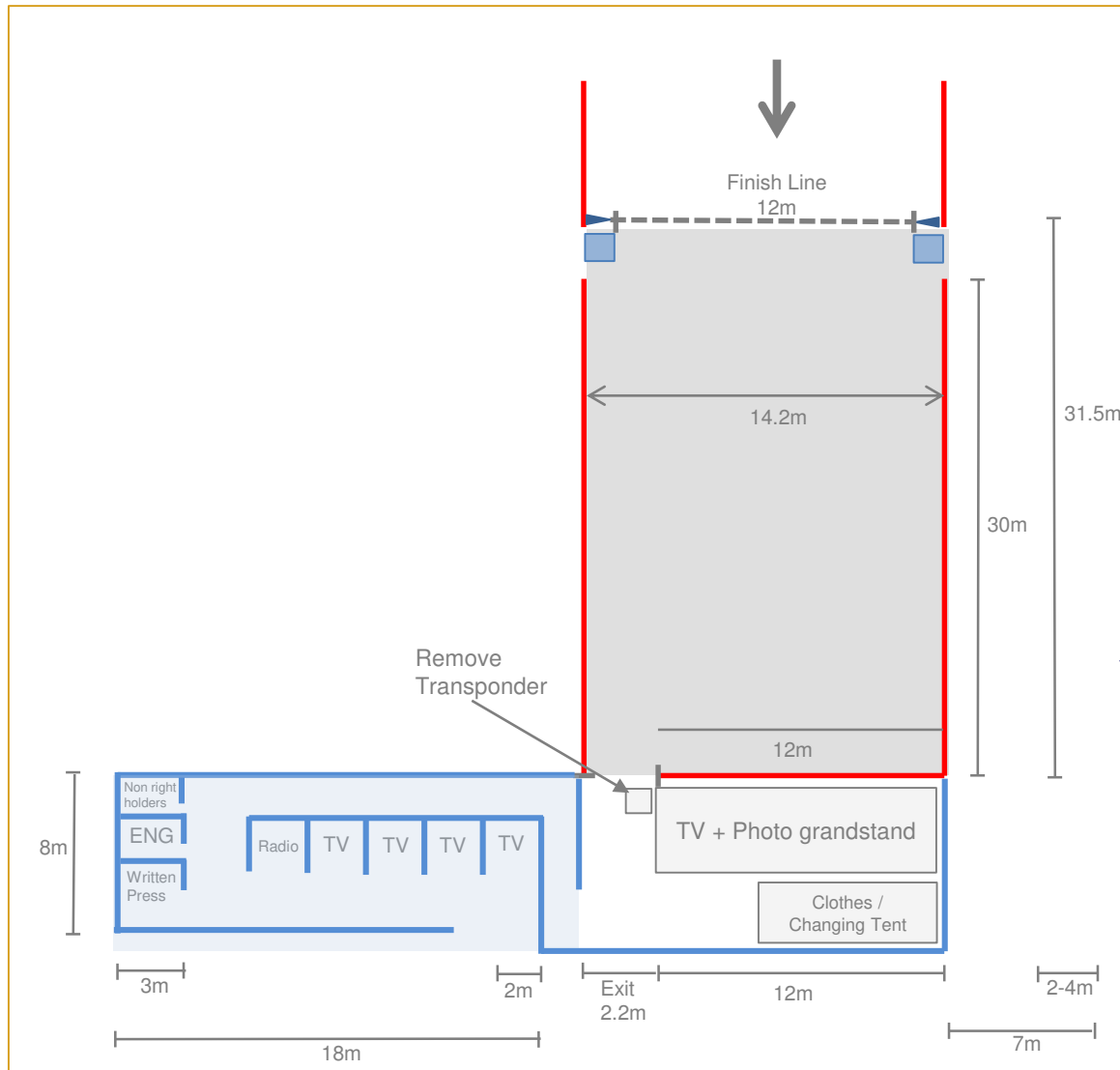
Mixed Zone – Fence

The LOC must provide a fence, preferably LISKI design (<http://www.liski.it>), for the construction of the mixed zone. The layout of the mixed zone shall be determined by the FIS Cross Country World Cup Media Coordinator and the LOC. The FIS Cross Country World Cup event dressing banners can be used to cover the fences in the mixed zone for an appropriate FIS Cross Country World Cup look and feel. Please contact FIS Marketing AG.

Technical Instruction

The dimension of the fences in the finish area have to be maintained for a save race and a proper look of the stadium. **The blue fences have to be build uncrossable for the athletes.** The mixed zone must be at least on the same level as the finish. Please find further information about the mixed zone in the FIS Media Guide.

3.1.2 Finish



Finish Area / Mixed Zone

Example Layout „B“ of the Finish Area

Fence incl. platinum circle

3.2 Advertising in stadium

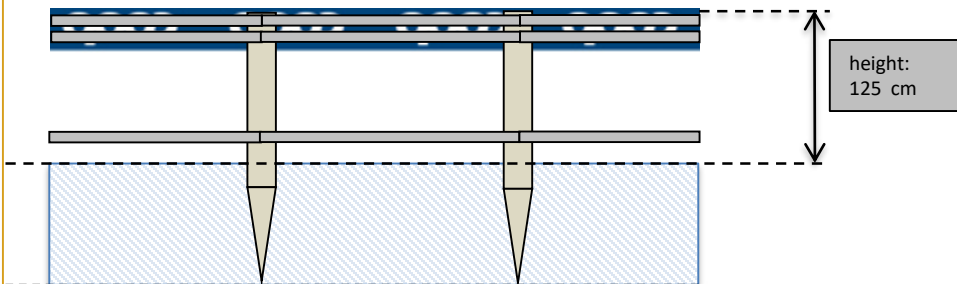


Platinum Circle
(200cm x 25cm)

The banner positions in the stadium are allocated as follows:

FIS Title Sponsor: Platinum circle

LOC: All banners



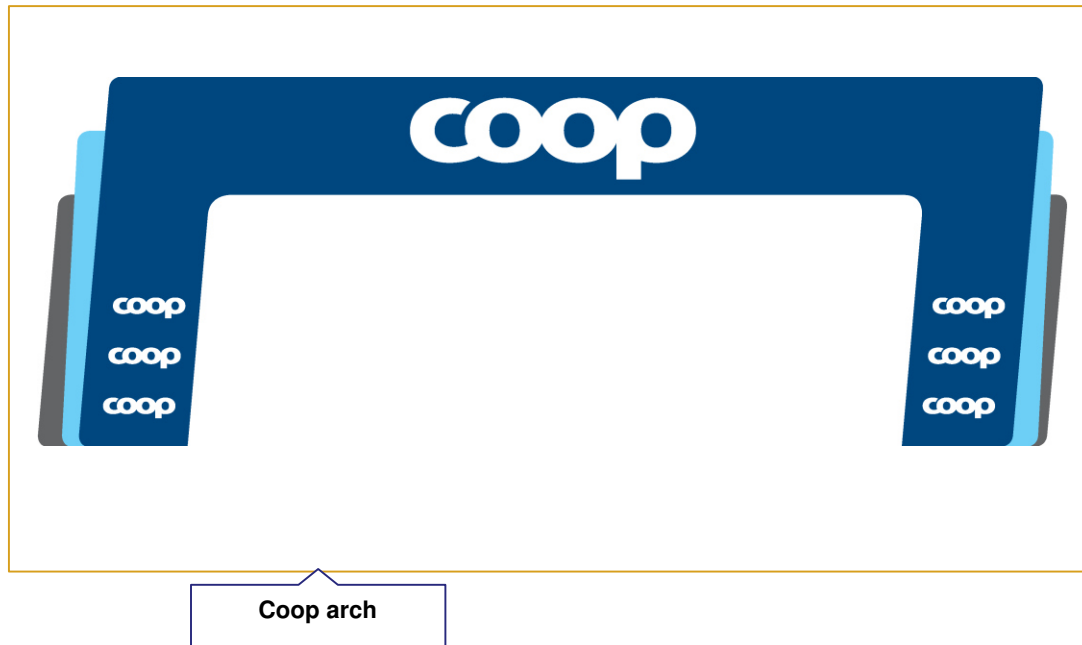
Technical Instructions and Conditions:

The LOC is responsible for setting up a firm banner fence in the Cross Country Stadium. A full length firm wooden panel has to be installed on top of the stadium banners in order to affix the platinum circle.

The height of the platinum circle is 25cm. The banner fence therefore should have a minimum height of 125cm above snow level.

FIS Marketing AG will provide and install the platinum circle in the Cross Country stadium. Please coordinate with FIS Marketing AG the areas where the platinum circle shall be installed.

3.2 Advertising in stadium



Coop arch big:

Overall dimension: 16.8 x 5.2m

Internal dimension: 12 x 3.2m

Coop arch small:

Overall dimension: 13 x 4.7m

Internal dimension: 9 x 3.2m

Usually the big arch will be used.

In total, there can be 5 inflatables / arches in TV relevant area. In general, only one element over 1.5m height (installation, inflatable or arch) shall be allowed per position on cross country course outside the stadium.

The Title Sponsor (Coop) has the right to place an inflatable arch in the stadium / on the homestretch or in close vicinity to the stadium.

The exact placement will be determined by FIS Marketing AG prior to the event.

Technical instructions and conditions:

The LOC shall have an electrical socket (220V) and a 5 meter extension cord ready at the arrival of the FIS Marketing AG implementation crew.

3.2 Advertising in stadium



Audi arch:

Overall dimension: 15.6 x 4.6m

Internal dimension: 9 x 3.2m

Audi arch or car display

In total, there can be 5 inflatables / arches in TV relevant area. In general, only one element over 1.5m height (installation, inflatable or arch) shall be allowed per position on cross country course outside the stadium.

The Presenting Sponsor (Audi) has the right to place an inflatable arch **or** a car display in the stadium or on the course.

The exact placement will be determined by FIS Marketing AG prior to the event.

Technical instructions and conditions:

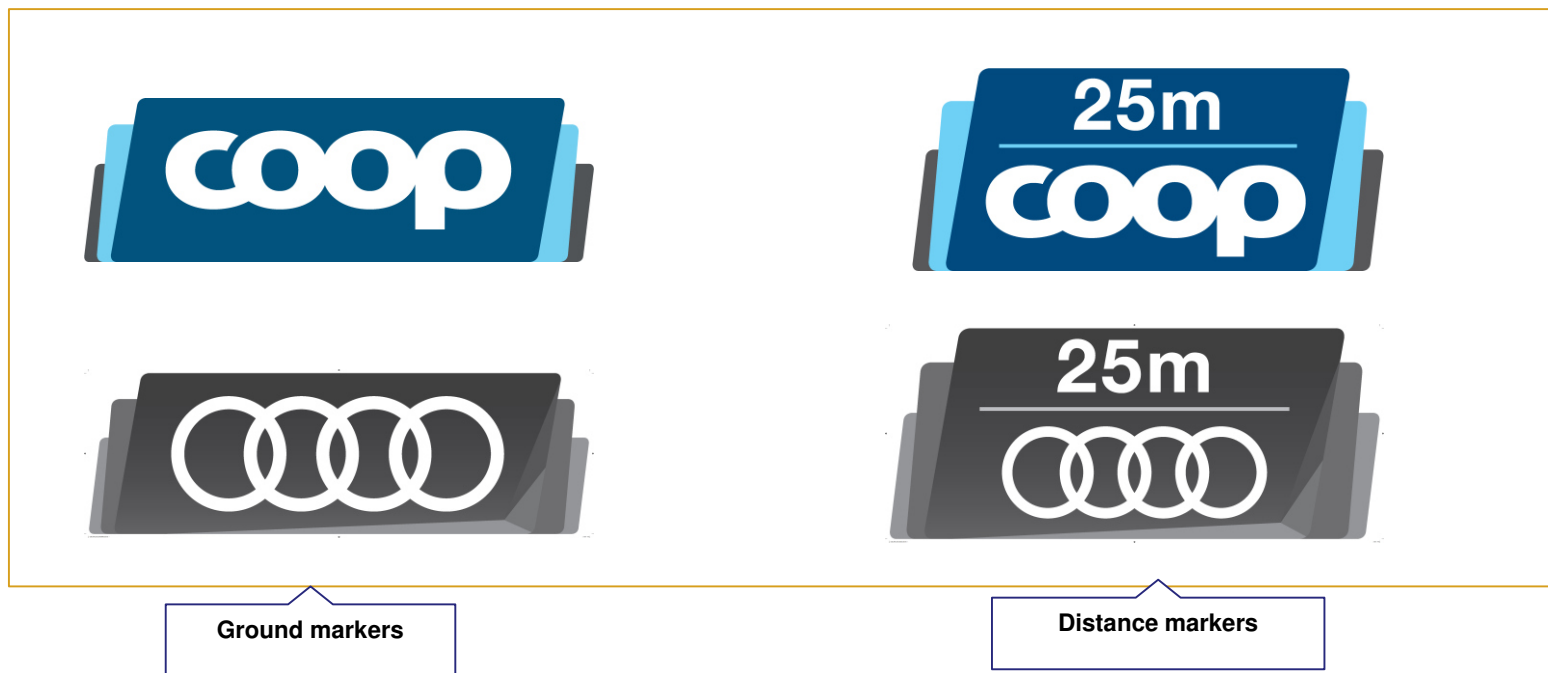
The LOC shall have an electrical socket (220V) and a 5 meter extension cord ready at the arrival of the FIS Marketing AG implementation crew.

All costs related to the car display (power supply, substructures, backdrops, transport etc.) are to be borne by the FIS presenting sponsor.



Example:
Audi car display

3.2 Advertising in stadium



Ground markers:

Ground markers in the design of the two FIS sponsors will be placed in the stadium to mark the Cross Country slope. To mark the Cross Country track on course, only neutral or NSA resort branded ground markers are allowed.

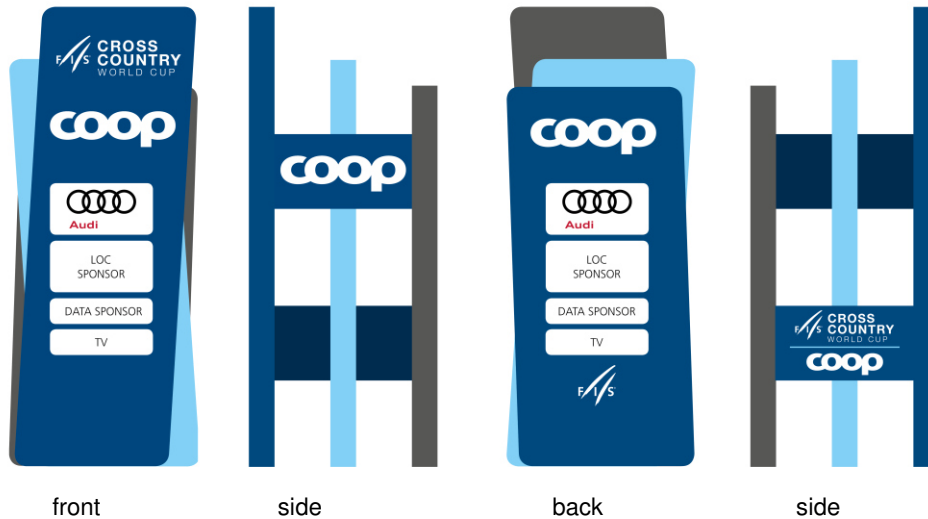
Distance markers:

Coop or Audi branded distance markers will be placed in the stadium to mark the distance to the finish line. Coop branded distance marker will be used on course to mark the distance to the intermediate timing position and Audi branded distance marker will be used on course to mark the distance to the bonus position during mass start races.

Pit Stop boxes for Skiathlon and long distance races:

The LOC has to provide approximately 100 pit-stop boxes incl. numbers for Skiathlon and long distance races. The branding of the boxes is up to the LOC.

3.3 Advertising on course



The advertising space on the intermediate timing installation is allocated as follows:

Intermediate timing tower:

FIS Title Sponsor:	3 positions: 1 front, 1 back, 1 side (72cm x 20.5cm) 1 World Cup logo side (66x39cm)
FIS Presenting Sponsor:	2 positions: 1 front, 1 back side (60cm x 30cm)
FIS Data Sponsor:	2 positions: 1 front, 1 back side (60cm x 15cm)
LOC Sponsor:	2 positions: 1 front, 1 back side (60cm x 30cm)
TV:	2 positions: 1 front, 1 back side (60cm x 15cm)

Please coordinate with FIS, how many intermediate timing installations will be set up on the course in order to know the exact amount of logo areas.

Intermediate timing installation

Intermediate time installations

All intermediate time installations will be provided and installed by FIS Marketing AG.

The position at which these intermediate timing installations shall be placed, will be determined by FIS Marketing AG in consultation with the FIS Race Director.

Technical instructions and conditions

The LOC is responsible for the production and provision of the stickers for the LOC Sponsor and the TV / Host broadcaster logo. The costs for production are to be borne by the LOC.

FIS Marketing AG will inform in due time, if electricity will be needed.

LOC Sponsor logo

Recommended material:	Hard plates (e.g. forex)
Fixation:	Velcro (hook/scratchy side)
Dimension:	60cm x 30cm
Amount:	2 stickers per tower

TV/Host broadcaster logo

Recommended material:	Hard plates (e.g. forex)
Fixation:	Velcro (hook/scratchy side)
Dimension:	60cm x 15cm
Amount:	2 stickers per tower

Technical instructions and conditions

Please coordinate with FIS Marketing AG prior to the event, if an electrical socket (220V) will be needed at these positions.

3.3 Advertising on course

Advertising at intermediate timing points

Depending on the possible amount of banner positions due to space reasons, at intermediate timing points, the banner positions shall be split up due to the following rules:

Interval starts

- with 1 intermediate timing point on course: all possible banner positions are split up between FIS and NSA in good faith
- with 2, 3 or more intermediate timing points on course: each intermediate timing point will be split up according to this rule:
 - 2 banner positions = 1x FIS, 1x NSA
 - 3 banners positions = 2x FIS, 1x NSA
 - 4 banners positions = 2x FIS, 2x NSA
 - 5 banners positions= 3x FIS, 2x NSA
 - etc.

Mass starts

- with 1 intermediate timing point on course: all banner positions belong exclusively to the FIS sponsor
- with 2 intermediate timing points course: 1 intermediate timing point exclusively for FIS sponsor and other intermediate timing point will be split up according to this rule:
 - 2 banners positions = 1x FIS, 1x NSA
 - 3 banners positions = 2x FIS, 1x NSA
 - 4 banners positions = 2x FIS, 2x NSA
 - 5 banners positions = 3x FIS, 2x NSA
 - etc.
- with 3 intermediate timing points: 2 intermediate timing points exclusively for FIS sponsor and other intermediate timing point will be split up according to the rules above.
- with 4 intermediate timing points: 2 intermediate timing points exclusively for FIS sponsor and 2 intermediate timing points exclusively for NSA sponsor.

The Title sponsor is always linked to the installation and placed closest of all sponsors to the installation. It is necessary, to have enough space between two different sponsor banners, from the cameras' point of view.

The LOC sponsor on the intermediate time installation must be the same sponsor as on the banners.

These rules shall not apply for intermediate timing positions in the stadium, as there are no specific banners around the installation.

All possible banner positions must be reflected from the camera shot and discussed in good faith between FIS Marketing AG and the LOC prior to the event.

FIS is having the first choice for banner positions and exclusive intermediate timing points.

3.3 Advertising on course

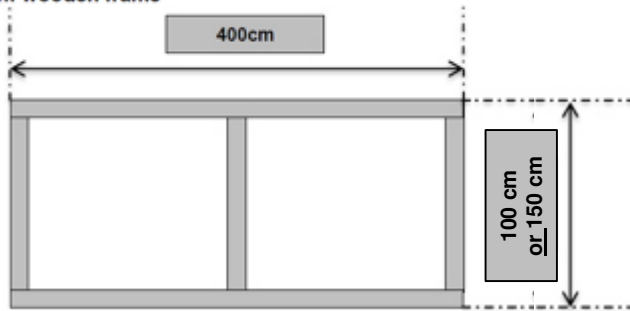


layouts may vary

The banner positions along the Cross Country course are allocated as follows:

FIS Title Sponsor: 2 (or 25% of) positions in TV relevant area
FIS Presenting Sponsor: 1 (or 12.5% of) positions in TV relevant area
LOC: 5 (or 62.5% of) positions in TV relevant area

sketch: wooden frame



Banners
Coop

Banners
Audi

FIS Marketing AG will provide and install all banners of the FIS Title Sponsor as well as the FIS Presenting Sponsor along the Cross Country course.

In general, a **“one shot policy”** shall apply, meaning one sponsor per camera shot. For the advertising rules at intermediate timing points, please see page 21.

The LOC has to provide FIS Marketing AG with a banner plan with detailed maps of all tracks incl. exact camera positions at least **1 month prior to the event.**

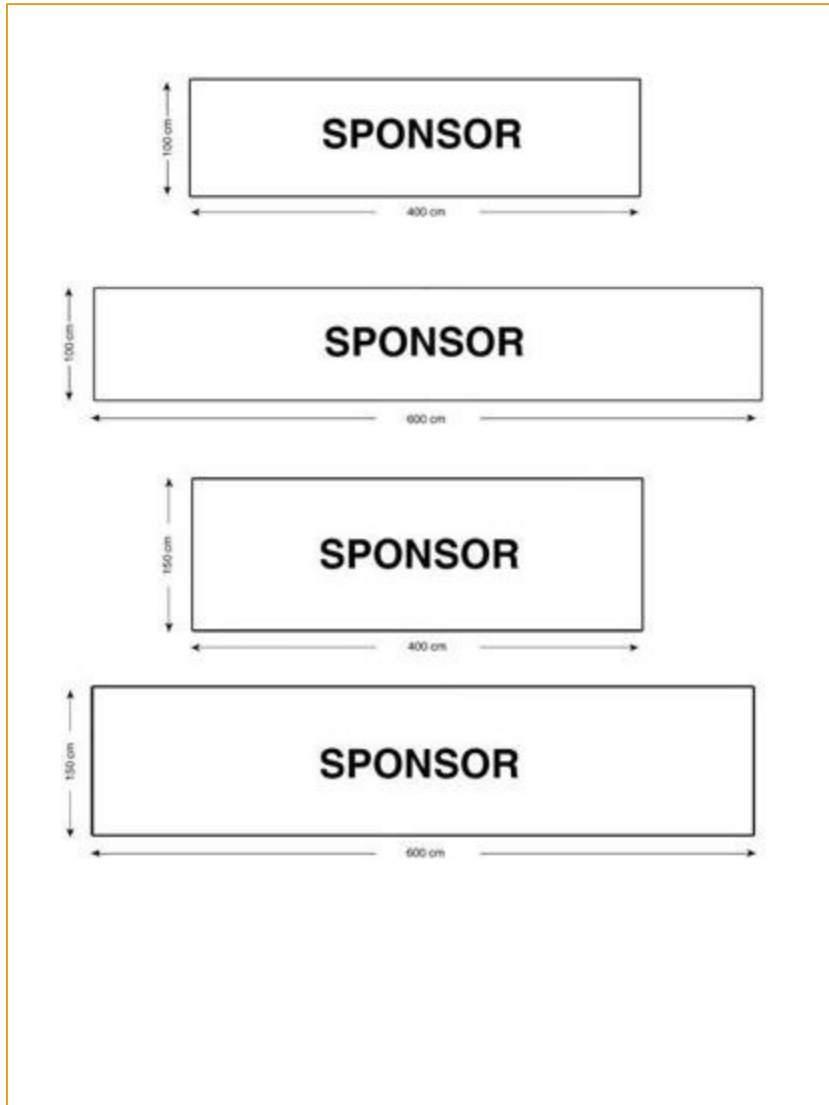
Technical Instructions and Conditions:

The LOC shall produce wooden banner frames for the banners on course before the implementation team arrives. Please put all needed wooden frames and posts on the agreed position on course. Please make sure that all posts are sharpened at one end.

The required amount of wooden frames depends on the length of the course. Please contact FIS Marketing AG prior to the event.

Please also have enough extra wood (posts and latches) available and make sure that all posts are sharpened at one end.

3.3 Advertising on course



Banners on Course

The following banner sizes are allowed to use on course. Please use only soft banners due to safety reasons. The LOC is responsible for the production and implementation of LOC sponsor banners.

3.3 Advertising on course

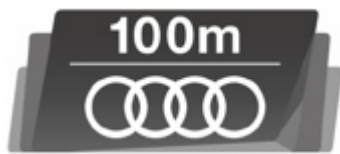


front

side

back

side



**Bonus installation during
mass start races incl.
distance marker**

Bonus installation during mass start races

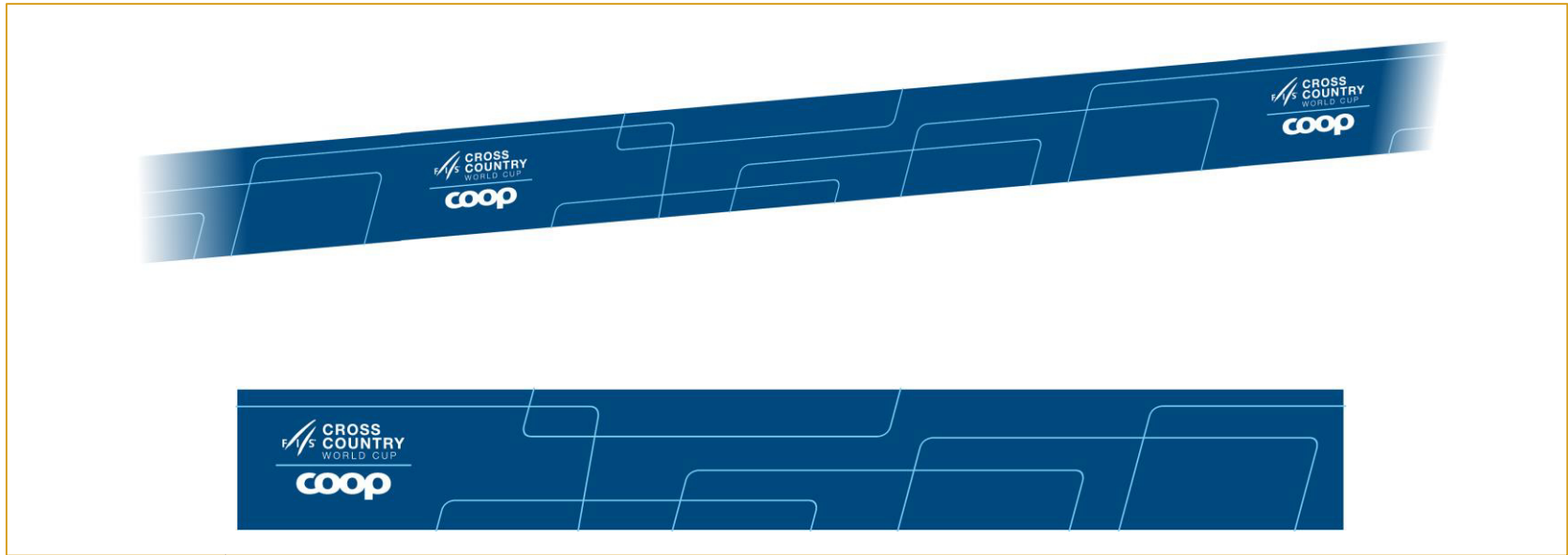
The bonus installation will be provided and installed by FIS Marketing AG. The LOC must use the official installation and distance marker.

The position at which this bonus installation shall be placed, will be determined by FIS Marketing AG in consultation with the FIS Race Director.

Advertising

Audi has the right to place banners and distance markers at / around the bonus installation on course.

3.4 Event dressing



Endless banners

Event Dressing

FIS Marketing AG will produce endless banners with the FIS Cross Country World Cup logo and design. FIS Marketing AG can provide the LOC with a certain amount of endless banners, to cover the mixed zone, the media and press conference centre, scaffolds (for TV cameras, seating etc.) and to cover up construction areas.

Please coordinate with FIS Marketing AG before the event, if you wish to use the endless banners at no extra cost.

3.5 Award ceremony

Podium / Backdrop

The backdrop and the podium for the award ceremony will be provided and installed by FIS Marketing AG.

Placement

The placement of the podium and the backdrop shall be determined by the FIS Cross Country World Cup Media Coordinator, the host broadcaster, FIS Marketing AG and the LOC based on the best possible TV exposure.

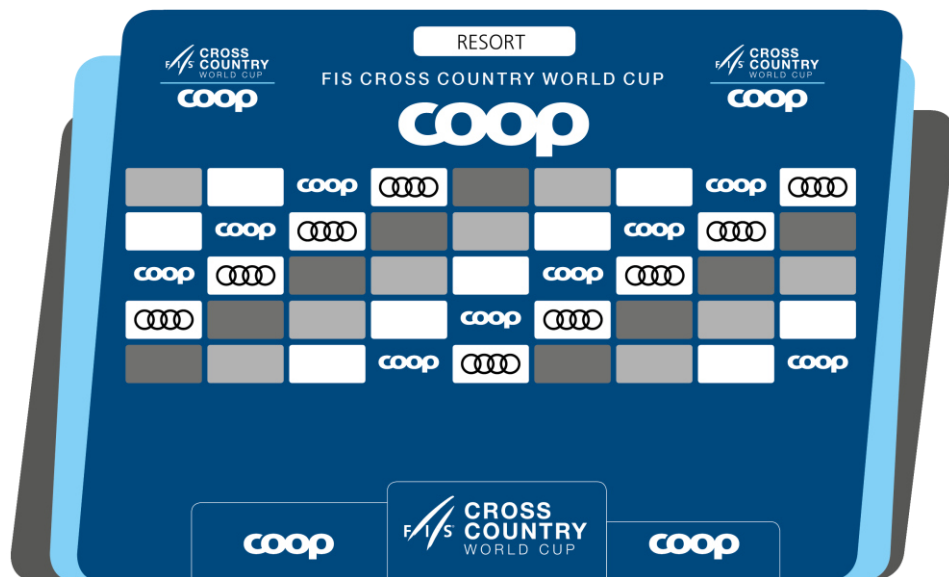
Corridor

The LOC must create an action sector for the athletes in the finish area of the Cross Country stadium in accordance with the existing possibilities. A fenced off corridor shall secure an immediate and smooth carrying out of the winner's presentation / award ceremony and a live TV transmission at the end of the event, as well as good working conditions for photographers.

Media Stage

In this action sector, a stage for the media (pictures of the winners) must be set up by the LOC. The backdrop and the podium for the top 3 athletes will be designed, provided and installed by FIS Marketing AG.

3.5 Award ceremony



The advertising space on award ceremony is allocated as follows:

Award ceremony backdrop:

FIS Title Sponsor:	1 position: (100cm x 29cm) & 9 positions: (40cm x 20cm)
FIS Presenting Sponsor:	9 positions: (40cm x 20cm)
LOC Sponsor:	27 positions: (40cm x 20cm)
Resort logo:	1 position: (85cm x 15.5cm)

LOCs can allocate the remaining 27 sponsor spaces according to their needs. Max. 3 different sponsors would be recommended due to value and awareness.

**Ceremony backdrop
500x300cm**

Award ceremony backdrop

The award ceremony backdrop will be provided and installed by FIS Marketing AG.

The placement of the podium and the backdrop shall be determined by the FIS Cross Country World Cup Media Coordinator, the host broadcaster, FIS Marketing AG and the LOC based on the best possible TV exposure.

Technical instructions and conditions

The LOC is responsible for the production and provision of the stickers for the LOC Sponsor and the Resort logo. The costs for production are to be borne by the LOC.

FIS Marketing AG will inform in due time, if electricity will be needed.

LOC Sponsor logos

Recommended material:	Hard plates (e.g. forex)
Fixation:	Velcro (hook/scratchy side)
Dimension:	40cm x 20cm
Amount:	27 stickers

Resort logo

Recommended material:	Hard plates (e.g. forex)
Fixation:	Velcro (hook/scratchy side)
Dimension:	85cm x 15.5cm
Amount:	1 sticker

Technical instructions and conditions

Please coordinate with FIS Marketing AG prior to the event, if an electrical socket (220V) will be needed at this position.

3.5 Award ceremony

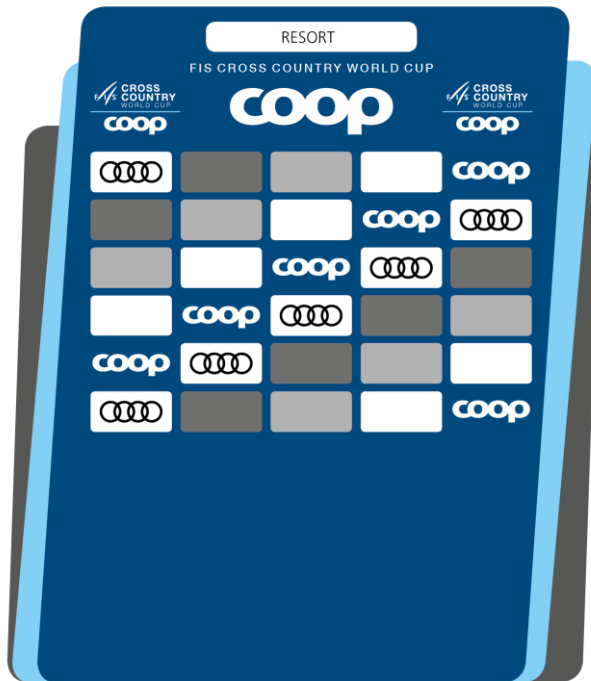


Podium

Podium

The Podium will be produced and installed by FIS Marketing AG.

3.6 Interview/Leader backdrop



The advertising space on interview/leader backdrop is allocated as follows:

Interview / leader backdrop

FIS Title Sponsor:	1 position: (54cm x 15.5cm) & 6 positions: (27.2cm x 13.5cm)
FIS Presenting Sponsor:	6 positions: (27.2cm x 13.5cm)
LOC Sponsor:	18 positions: (27.2cm x 13.5cm)
Resort logo:	1 position: (70cm x 10cm)

LOCs can allocate the remaining 27 sponsor spaces according to their needs. Max. 3 different sponsors would be recommended due to value and awareness.

Interview/leader backdrop
198x225cm

Interview / leader backdrop

The interview / leader backdrop will be provided and installed by FIS Marketing AG.

This interview / leader backdrop is used for the international flash interviews. The unilateral interviews have to be done in front of the backdrop. It is placed in accordance with the FIS Cross Country World Cup Media Coordinator, the host broadcaster and FIS Marketing AG.

For interval starts, the LOC must install a small stage in front of the backdrop, on which FIS Marketing AG can set up the leader backdrop behind the leader chair.

Technical instructions and conditions

The LOC is responsible for the production and provision of the stickers for the LOC Sponsor and the Resort logo. The costs for production are to be borne by the LOC.

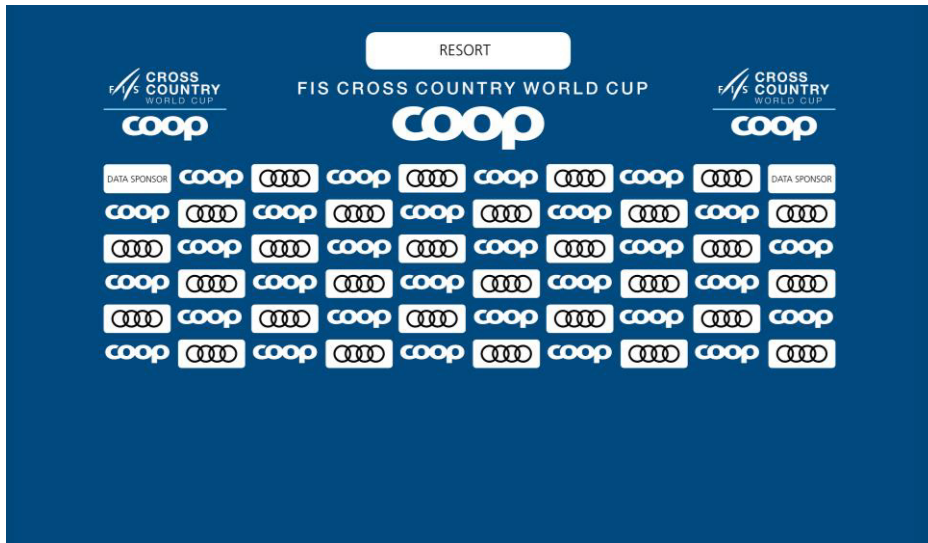
LOC Sponsor logos

Recommended material:	magnetic foil
Fixation:	magnetic
Dimension:	27.2cm x 13.5cm
Amount:	18 stickers

Resort logo

Recommended material:	magnetic foil
Fixation:	magnetic
Dimension:	70cm x 10cm
Amount:	1 sticker

3.7 Press conference backdrop



If the LOC does not have its own backdrop, FIS Marketing AG will provide one free of charge. On this backdrop the advertising spaces are divided between the FIS Title, Presenting and Data Sponsor as shown in the graphic above.

FIS Title Sponsor:	1 position: (63cm x 18cm) & 29 positions: (28cm x 12cm)
FIS Presenting Sponsor:	29 positions: (28cm x 12cm)
FIS Data Sponsor:	2 positions: (28cm x 12cm)
Resort Logo:	1 position: (85cm x 15.5cm)

If the LOC uses the backdrop provided by FIS Marketing AG, please make sure to provide a resort logo.

Press conference backdrop
370x224cm

Press conference backdrop

The LOC is allowed to use its own press backdrop as long as the FIS partners are correctly included. FIS Marketing AG needs to approve the layout of the backdrop in advance of the event. Otherwise, FIS Marketing AG reserves the right to undertake the necessary amendments. The advertising space has to be allocated as follows:

FIS Title Sponsor:	20% of advertising space
FIS Presenting Sponsor:	20% of advertising space
LOC Sponsors:	40% of advertising space
Resort:	20% of advertising space

LOCs can allocate the remaining 27 sponsor spaces according to their needs. Max. 3 different sponsors would be recommended due to value and awareness.

Placement

The placement of the backdrop shall be determined by the FIS Media Coordinator.

Technical instructions and conditions

The LOC is responsible for the production and provision of the Resort logo. The costs for production are to be borne by the LOC.

Resort logo

Recommended material:	Hard plates (e.g. forex)
Fixation:	Velcro (hook/scratchy side)
Dimension:	85cm x 15.5cm
Amount:	1 sticker

3.8 Video wall



Video wall

Advertising Spot on video wall

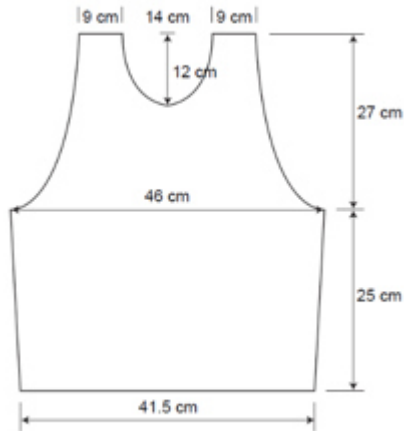
The Title Sponsor (Coop) and the Data Sponsor each shall have the possibility to show a 30 second, and the Presenting Sponsor (Audi) a 60 second advertisement spot on the video wall at the FIS Cross Country World Cup event. Furthermore, FIS provides a promotional trailer for the FIS World Snow Day and Snow Kidz.

The advertisement spots of the sponsors shall be shown several times before, in between and after the races aired at least 3 times per event day.

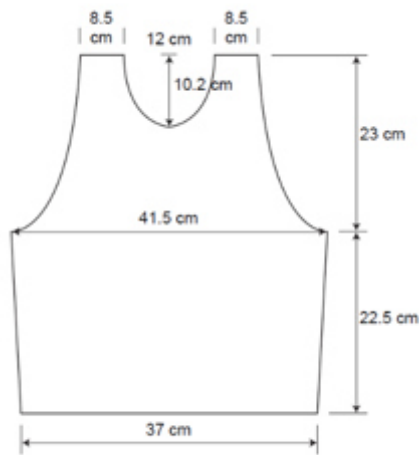
Please communicate specifics about the necessary video spot format to FIS Marketing AG **30 days** prior to the event. FIS Marketing AG will provide all spots.

4. Bib numbers

4.1 General Information



Cross-Country - Men



Cross-Country - Ladies

Advertising & Numbers

According to the FIS Advertising Rules.

Assignment

Starting bibs must be assigned as follows and must be cut in such a way that the skier's shoulders are allowed free movement:

Ladies size: without elastic band

Men's size: without elastic band

Fabric, material

T-shirt starting bibs in smooth material quality 100% Polyester / Interlock or 100% polyester knitwear (meshed or non – meshed)

Elasticity (stretch)

Meshed starting bibs: measured on a piece of fabric 10 cm wide:

Stretch ability in the width 18,5 cm

None meshed starting bibs: measured on a piece of fabric 10 cm wide:

Stretch ability in the width 24 cm

4.2 Starting bibs

Starting bibs

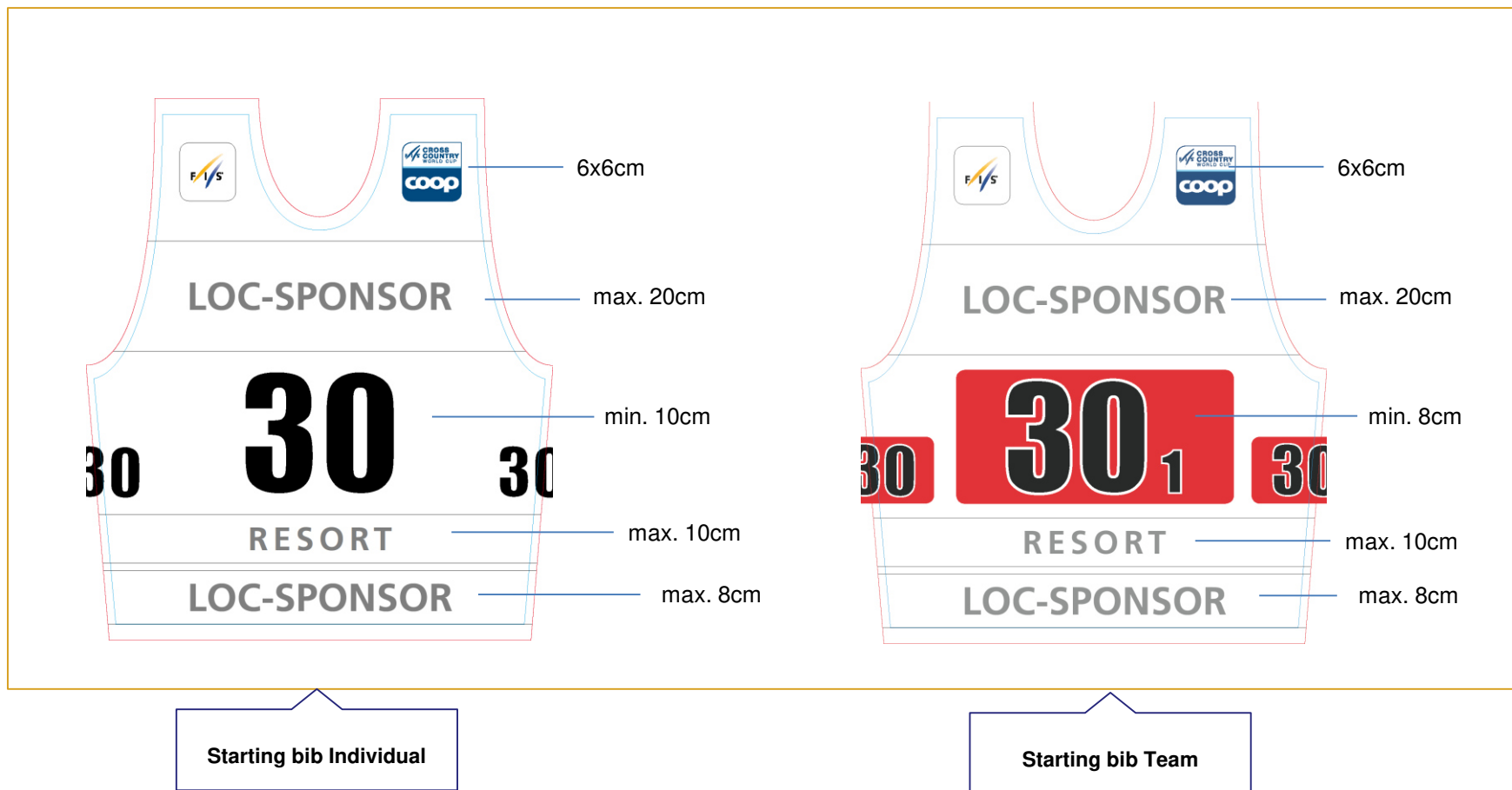
The LOC is responsible for the production of all starting bibs for all Cross Country competitions.

All bibs must be in conformity with the Advertising Rules and colours and sizes as shown in the Marketing Guide. **Should this not be the case, neutral bibs without LOC sponsor, provided by FIS Marketing AG will be used without exception.**

Please send the layout of all bibs to FIS for approval at least **10 days before** production. Such approval is not to be unreasonably withheld.

FIS
Ms. Sibylle Bühler
Office: +41 33 244 61 66
@: buehrer@fiski.com

4.2 Starting bibs



4.3 Leader bibs

Leader Bibs

The LOC is responsible for the production of the leader bibs for all Cross Country competitions.

FIS Marketing AG will provide the leader bib templates as shown on the next page.

All leader bibs must be in conformity with the Advertising Rules and colours and sizes as shown in the Marketing Guide. **Should this not be the case, neutral leader bibs without LOC sponsor, provided by FIS Marketing AG will be used without exception.**

The leader bib must be worn by the FIS World Cup leader during the FIS World Cup event, as well as at the prize giving ceremony.

The leader of the overall FIS Cross Country World Cup will wear a yellow leader bib and the leader per discipline will wear a red leader bib. Note, that the overall FIS Cross Country World Cup leader has priority, which means, if the leader of a discipline is at the same time the overall FIS Cross Country World Cup leader, he / she will wear the yellow leader bib for the overall FIS Cross Country World Cup.

Velcro bib

For the prize giving ceremony, a special version of the leader bib with a velcro on the back must be produced by the LOC. The velcro bib has to be handed out by the LOC to the FIS Media Coordinator. It has to be absolutely guaranteed that the correct velcro bib with the right sponsor logo is used for the respective ceremony.

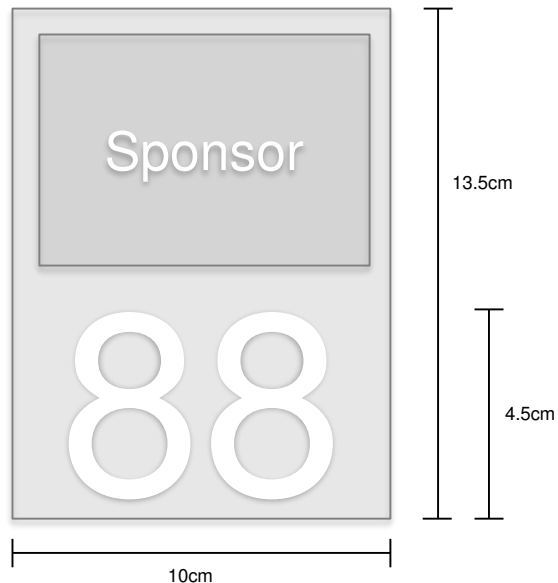
Please send the layout of the leader bibs to FIS for approval at least 10 days before production. Such approval is not to be unreasonably withheld.

FIS
Ms. Sibylle Bührer
Office: +41 33 244 61 61
@: buehrer@fisSKI.com

4.3 Leader bibs



4.4 Leg bibs



Example: Leg Bib



Leg Bibs

Leg bibs need to be used during Mass starts, Skiathlon, Sprint Finals, Pursuits, Team Sprints and Relays. Each athlete has to wear a leg bib on the outside of each leg. The number on the leg bib has to match with the starting bib number.

Leg bibs must be self-sticking badges.

We recommend a size of 13.5x10cm. Whereas, the height of the number shall be minimum 4.5cm. Visibility will be lost, if a bigger badge will be used.

The LOC is responsible for the production and provision of the leg bibs. The costs for production are to be borne by the LOC.

4.5 Training & Warm-up bibs



Training / Athlete bibs

Will be provided by FIS Marketing AG. No further action needed.

Warm-up bibs

Will be provided by FIS Marketing AG. Please contact FIS Marketing AG at their arrival to hand over the Warm-up bibs. LOC is responsible for distributing and collecting them back. Please hand them over again to FIS Marketing AG right after the event, ordered by male / female and number.

Forerunner bibs

LOC has to produce them on their own. Only event sponsors and / or the resort name / logo are allowed on it.

4.6 Service bibs



4.6 Service bibs

Jury, FIS, FIS Marketing AG, FIS Service, Course 1, Course 2, Course 3, Start Finish, Staff, Sponsor

No further action needed with these bibs. Bibs will be distributed by FIS and FIS Marketing AG.

Photo and ENG

Coordinated and distributed by FIS Media Coordinator and LOC Media Coordinator. Please hand them over again to FIS Marketing AG right after the event, ordered by number.

LOC Service

LOC service persons at the cross country course and in the start / finish area have to wear official bibs. If the LOC does not provide them on their own, FIS Marketing AG can provide the LOC with LOC Service bibs at no extra cost. Please contact FIS Marketing AG. Only event sponsors and / or the resort name / logo are allowed on it.

The LOC is asked to make sure that all staff on site knows about the various bib categories as well as the respective access areas.

5. TV, Web and print material

5.1 Use of FIS Cross Country World Cup logo

a)



b)



The use of the official FIS Cross Country World Cup logo is subject to a set of guidelines as outlined below. 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 FIS Ski World Cup are registered trademarks of FIS.

The LOCs are not allowed to bring the official World Cup logo in connection with another sponsor than the FIS World Cup title sponsor, in any manner.

- a) **Positive logo (blue outline)**
- b) **Negative logo (white outline)**

There are two different versions of the FIS Cross Country World Cup logo. The primary logo to be used is the positive logo. If the background is colored for some other graphical issues, the negative logo may be used.

The official FIS Cross Country World Cup logo is the logo that must be included in all tools designed for promotional purposes (posters, flyers, tickets, the internet etc.).

5.1 Use of FIS Cross Country World Cup logo

c)



This frameless and the smaller version of the logos are only used on official FIS Cross Country World Cup installations or bibs and cannot be used for print, web etc. by the LOC.

c) Only used for installations

d)



d) Only used for starting and leader bibs

5.1.1 General guidelines for use of logo

Size

As a rule of thumb, the official FIS Cross Country 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 39 mm (width for the portrait).

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 with a frame and should be positioned horizontally. As a rule, the logo is two-dimensional.

Colors

As a principle, the logo should always be printed in color.

For one-color use, the black and white versions are available on request.

The colors are defined as follows

	COLOUR NAME	CMYK - PROCESS	RGB - SCREEN	SPOT OR SPECIAL COLOURS
	FIS YELLOW	C000 M035 Y100 K000	R240 G171 B000	Pantone 130C
	FIS BLUE	C100 M089 Y000 K000	R000 G035 B149	Pantone Reflex Blue
	COOP DARK BLUE	C100 M050 Y000 K040	R000 G073 B126	#00497E
	COOP LIGHT BLUE	C050 M000 Y000 K000	R130 G208 B245	#82D0F5
	COOP GREY	C000 M000 Y000 K075	R100 G100 B100	#646464
	BLACK	C000 M000 Y000 K100	R000 G000 B000	-

Typeface

FIS uses the typeface Frutiger in all printed matter. In corporate applications, the official FIS typeface is Arial.

5.1.2 Official FIS World Cup titles

English: Coop FIS Cross Country World Cup

German: Coop FIS Langlauf Weltcup

French: Coop Coupe du Monde FIS de Ski de Fond

5.2 FIS Cross Country World Cup promotional material

FIS Marketing AG will provide the LOC with templates for the FIS Cross Country World Cup promotional material.

All event related promotional materials have to contain the official FIS World Cup logo, the logos of the FIS Title Sponsor, the Presenting Sponsor and Data and Timing Sponsor and the name of the FIS website www.fis-ski.com. Event related promotional materials include, but are not limited to, posters, programs, start and result lists etc.

All logos and templates will be available from FIS Marketing AG.

Advertisement in Official Program

The FIS sponsors have 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 for advertising purposes. Please communicate the size of the advertisement page in the official program to FIS Marketing AG **2 months before** the event.

Event Advertisement Material and Roll-Ups

If the LOC is producing any event advertisement material or an event roll-up, the official FIS World Cup logo as well as the FIS Cross Country World Cup sponsors have to be included.

Approval

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

Sabine Mlekusch
Office: +41 44 224 69 64
@: mlekusch@fismarketingag.com

5.2.1 Design guidelines

Official Poster

To provide a consistent appearance for the FIS Cross Country World Cup in the promotional efforts world-wide, the LOCs are required to use the official poster design. However, to cater for local needs, the design can be adjusted.

An example of the official poster can be found on the next page.

5.2.1 Design guidelines



Example of Official World Cup Poster

Cover Pages for the Official Program and Media / Team Guides

For reasons of consistency, FIS Marketing AG also provides the LOCs with templates for the design of the cover pages for the official program. As in the case of the official poster they can be customized.

Start and Result Lists

The top and bottom banners for the start and result lists will be delivered directly to the Timing and Data Service provider by FIS Marketing AG.

Additional templates for further promotional materials can be made available on request.

5.2.1 Design guideline

Accreditation Card

The accreditation card is a personalized card which confers on its holder the right to take part in a World Cup Event. It establishes the identity of the card holder and specifies the access rights and other privileges of the card holder for a particular World Cup Event.

Since season 2010/2011, a FIS season accreditation card has been developed and will be issued to a selected group of individuals. This card will be valid at all Cross Country World Cup Events. All other individuals will need to apply for a local accreditation.

To ensure branding consistency across the FIS season accreditation card and the local accreditation card, each LOC will be provided with a template that is to be used to produce the local accreditation card. The design is similar to the FIS season accreditation card but with slight modifications to allow for needs of the LOC.

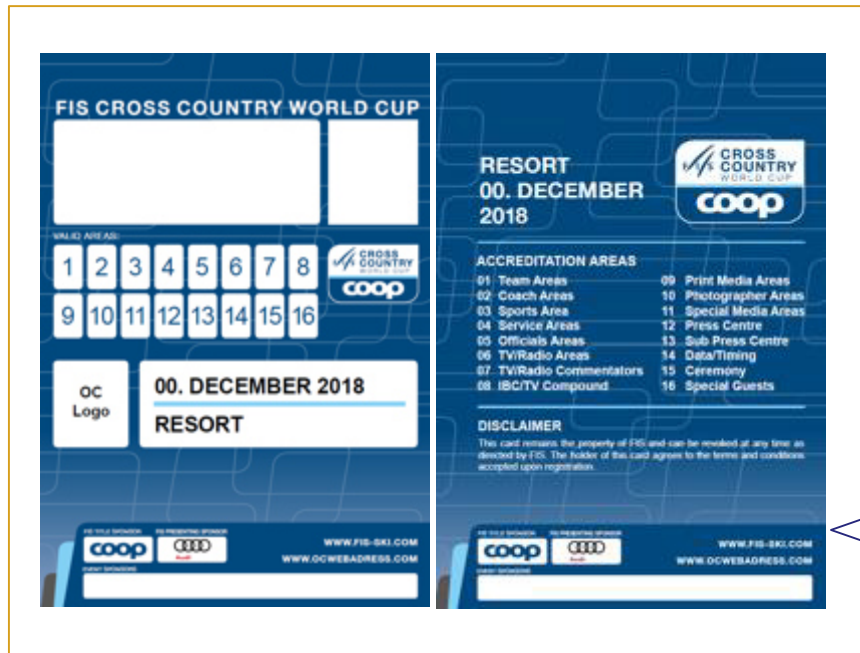
Specifications of the Accreditation Card

The dimensions of the accreditation card should be approximately: 12.5 x 9 cm. The card can be printed on cardboard / paper and laminated or produced directly as a plastic card.

The principal elements to be visible on the card are:

- The official 2018/19 FIS Cross Country World Cup logo
- The official event logo
- The name of the event host and the date of the event
- A recent color photograph of the card holder
- Personal information about the card holder (Name, Function, Responsible Organization)
- Numerical codes (1 -16) determining the zones to which the card holder is entitled to access. If the LOC has access to additional areas, those can be added in this section
- Sponsor recognition through logos at the bottom of the card (front and back)
- Disclaimer (if necessary)

5.2.1 Design guidelines



Process for Design and Approval of Accreditation Cards

Each LOC has to use the template provided by FIS Marketing AG as basis for the design of the local accreditation card.

Where it is not possible to use the exact template provided by FIS Marketing AG, the LOC can develop their own layout but must work within the FIS Marketing AG guidelines. The photo on the card is optional.

Each LOC must present their accreditation card design to FIS Marketing AG for approval before the card is produced.

Accreditation Card

5.2.1 Design guidelines



- Team 1 (color: yellow)
- Limitation: according to size of the team
- Premium Parking - close to Team Service Village
- Free of charge



- Team 2 (color: red)
- Limitation: remaining team-related cars
- Parking close to Team and stadium
- Free of charge



- FIS Service (color: purple)
- FIS, STS; FIS Marketing AG
- Limitation: max. 15 Stickers
- Parking everywhere
- Free of charge



- TV compound (color: grey)
- Limitation: according to site inspection/space requirements
- Parking free of charge



- Media (color: green)
- Limitation: Parking Media
- Parking close to the Media Center
- Free of charge

Parking cards

FIS will print Cards mainly for Team 1, Team 2 and FIS Service.

The LOCs are responsible for printing their own parking cards, using the templates from FIS Marketing AG, as well as the cards for Media and TV.

Each LOC has the right to print their resort name / logo on the designated white space (Arial, color: black, size: 30 pt).

In total, there are 5 different groups: Team 1, Team 2, FIS Service, TV, Media.

Please send your layouts to FIS Marketing AG a minimum of **10 days before printing** for approval.

Parking cards

5.3 TV and Web

TV Production and Organization

The FIS, the respective National Ski Association and its LOCs will undertake all possible steps together with the Host Broadcaster, respectively the TV rights holder, in order to reach a TV presence which will be as large as possible and a top-quality production.

The LOC and the National Ski Association / Ski Club must contact FIS and the Host Broadcaster in due time, above all about the camera positions and the places for advertising, as well as in regard to the program, the timing and the starting times.

The National Ski Association, respectively the TV rights holder is under obligation to ensure there is a live TV transmission in the country where the event takes places and that an international TV signal is made available.

5.3 TV and Web

FIS Title Sponsor



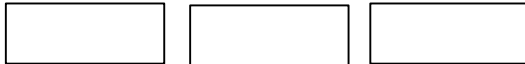
FIS Presenting Sponsor



FIS Data and Timing Sponsor

Data/Timing

Event Sponsors



Local Organizer's Website

All FIS Cross Country World Cup organizers are obliged to include the FIS Cross Country World Cup logo on their website, as well as the FIS Sponsors' logos (Coop, Audi, Data/Timing Sponsor).

FIS Cross Country Website

The FIS Cross Country website gives each LOC the opportunity to promote their World Cup event and region. Please see:

<http://www.fis-ski.com/cross-country/events-and-places/venues/>

To update your event site on the FIS Cross Country website please contact Doris Kallen at kallen@fisski.com.

Logo Presentation

All logos (official World Cup logo and sponsors logos) have to be on a white background and must have the same size in relation to each other. For the presentation only use the official labeling (see template).

Please link the respective logos to the following website

- World Cup logo: www.fis-ski.com/cross-country
- Coop logo: www.coop.no
- Audi logo: www.audi.com

6. Hospitality

6.1 Accreditation

Sponsors

If season accreditations are not valid, all sponsors shall receive LOC accreditations for their staff to access all necessary areas for fulfillment of their services, promotions and activities.

6.2 VIP tickets

FIS Marketing AG shall receive a total of 20 VIP tickets per event day to comply with the FIS Sponsors' contingents as stipulated in their respective sponsorship agreements.

The tickets get distributed by FIS Marketing AG along the FIS Sponsors.

In case that more than 20 tickets are needed for sponsors, FIS Marketing AG will contact the LOC to purchase additional tickets as needed at preferable rates.

If there will be a Data/Timing sponsor in the future, the need of VIP tickets might increase.

7. Organizer Checklist

7.1 Marketing material for LOC and FIS Sponsors

Advertisement material	Size / material	Time	Status
Installations			
Start installation “Interval start” Produce 4 x LOC sponsor space Produce 4 x Resort logo space	50 x 25cm / hard plates recommended with Velcro on back 75 x 13.6cm / hard plates recommended with Velcro on back	Ready at arrival of FISMAG team	
Start installation “Sprint start” Produce 21 x LOC sponsor space Produce 21 x Resort logo space	42 x 21cm / hard plates recommended with Velcro on back 75 x 13.6cm / hard plates recommended with Velcro on back	Ready at arrival of FISMAG team	
Start installation “Mass start” Produce 4 x LOC sponsor space Produce 4 x Resort logo space	60 x 30cm / hard plates recommended with Velcro on back 85 x 15.5cm / hard plates recommended with Velcro on back	Ready at arrival of FISMAG team	
Startlist boards for pursuit races Produce 3 x LOC sponsor space Produce 3 x Resort logo space	21 x 10.5cm / magnetic foil 35x 6.4cm / magnetic foil	Ready at arrival of FISMAG team	
Finish installation Produce 4 x LOC sponsor space Produce 4 x Resort logo space	60 x 30cm / hard plates recommended with Velcro on back 85 x 15.5cm / hard plates recommended with Velcro on back	Ready at arrival of FISMAG team	
Intermediate time installation Produce 2 x LOC sponsor space Produce 2 x TV / Host broadcaster logo space	60 x 30cm / hard plates recommended with Velcro on back 60 x 15cm / hard plates recommended with Velcro on back This amount only considers 1 intermediate timing installation. Please ask FIS about the exact amount of intermediate timing installations.	Ready at arrival of FISMAG team	
Sign in board for “Interval starts” Produce 8 sponsor logo bars Prepare 2 Plexiglas	140 x 10cm / stickers 140 x 110 x 1 cm	Ready at arrival of FISMAG team	
Coop arch	Prepare electrical socket (220 V) and a 5m extension cord and 6 wooden euro pallets to sustain the arch	Ready at arrival of FISMAG team	
Audi arch (or car display)	Prepare electrical socket (220 V) and a 5m extension cord and 6 wooden euro pallets to sustain the arch	Ready at arrival of FISMAG team	

7.1 Marketing material for LOC and FIS Sponsors

Advertisement material	Size/ material	Time	Status
Starting bibs			
Send layouts to FIS for approval	PDF	10 days before production	
Leader bibs			
Send layouts to FIS for approval	PDF based on FIS template	10 days before production	
Leg bibs			
LOC is responsible to produce and distribute leg bibs			
Print material			
Send all event related print materials to FISMAG for approval	PDF	10 days before printing	
Communicate size of ad page for FIS sponsors in official program (if any) to FISMAG		2 months before printing of program	
Use FIS Marketing AG templates for accreditation and parking cards, send for approval		10 days before printing	
Video spots			
Communicate specifics about the necessary video spot format to FISMAG		2 months before event	
Leader chair			
Prepare a stage and leader chair for interval starts		Ready at arrival of FISMAG team	

7.2 Requirements of FIS and FIS Marketing AG

Requirements	Time	Status
VIP tickets (incl. Event tickets and top hospitality package)		
20 VIP tickets for FIS sponsors	FISMAG will communicate all details to the LOC prior to the event	
Accreditations		
If needed: For FIS sponsors' representatives	Amount and list with names will be communicated to the LOC by FISMAG prior to the event	
Support crew		
2 fit persons to help the FISMAG team	Arrival until departure of FISMAG team	
4 persons to handle the ceremony backdrop together with FISMAG		
FIS Marketing AG implementation crew		
2 big parking spots next to event venue	Ready at arrival day until departure of FISMAG team	
If needed: overall accreditations (usually season accreditations are used)	Ready to be picked up at arrival of FISMAG team Exact amount of accreditations needed will be communicated before	
Heated room/container close to stadium with electricity & internet connection , 1 table, 3 chairs	Ready at arrival day until departure of FISMAG team	
1 skidoo with trailer for the exclusive use of FISMAG	Ready at arrival day until departure of FISMAG team	
hotel rooms (single rooms with full board) for FISMAG in the FIS hotel at the preferred FIS rate.	Arrival day until departure of FISMAG team Exact amount of rooms needed will be communicated before	

7.3 Technical infrastructure and power supply

Infrastructure & Supply	Placement	Time	Status
City Sprints			
12 heavy cement blocks to tie the 2 arches on (min. weight 50kg)		Ready at arrival of FISMAG team	
Mixed zone			
Fences, preferably LISKI design (http://www.liski.it)		Ready at arrival of FISMAG team	
Ceremony area			
Fenced off corridor for athletes in finish area Stage for media		Ready at arrival of FISMAG team Ready at arrival of FISMAG team	
Banner plan			
Set up a banner plan with all necessary information		2 months before event	
Wooden frames for banners			
According to the length of the course, prepare 4x1m and 4x1.5m wooden frames incl. posts and slats		Coordinate with FISMAG 2 months before Ready at arrival of FISMAG team	

7.4 Ideas for the LOC website

Content	Comment	Status
General Information		
Maps & Profiles	Competition & training courses, points of interest (wax cabins, press centre, race office, entrances, grandstands...)	
Race Program	Competition program, side events	
Contact information	Race office, press centre, waxing area	
News Section		
Behind the scenes	Preparation, 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.	
Teams		
Team Invitation	PDF Version	
Team Captains Meeting	PDF Version	
Competition Information	Program changes, official trainings	
Important deadlines		
Link to entry system		
Media		
Media Invitation	PDF Version	
Download section	Logos, Pictures	
Opening Hours	Press and sub press centre, accreditation, race office, etc.	
Internet connection Information	Up- and Downstream , Wi-Fi, LAN, rates, networks	
Sponsors (mandatory)		
Official World Cup logo	With hyperlink to FIS Website	
FIS Sponsor logos	With hyperlink to Sponsors` websites.	

8. Application instructions

8 Application instruction



Velcro application on installations

The application of the resort stickers and LOC sponsor stickers on various installations is ensured by the usage of Velcro strips.

On the following slides, you can see the exact measurements for the fixation of the Velcro on the changeable stickers, in order to ensure an adequate fixation on the installations.

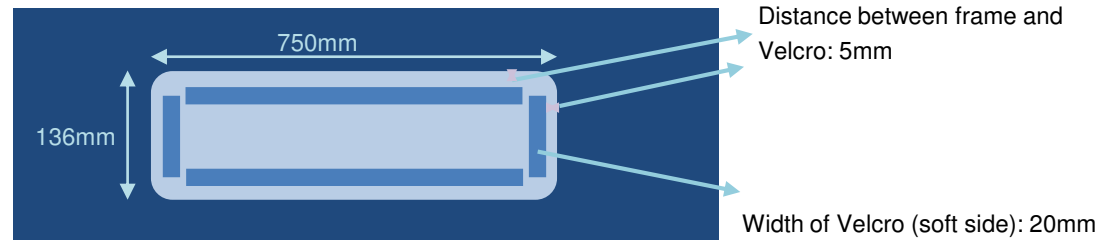
The soft side of the Velcro is affixed on the installation.

Example:

Overall measurement of sticker: 750mm x 136mm

The Velcro strip is fixed with a distance of 5mm inwards to the frame: 740mm x 126mm

The Velcro strip has a width of 20mm.



8 Application instruction



Velco application on installations

The scratchy side of the Velcro shall be affixed on the back side of the changeable stickers.

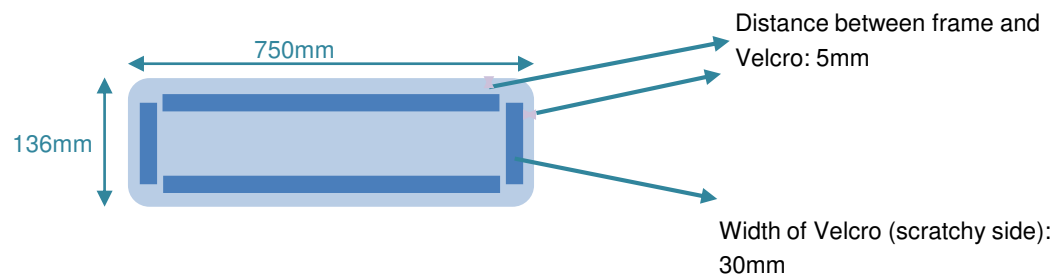
Example:

Overall measurement of sticker: 750mm x 136mm

The Velcro strip must be fixed with a distance of 5mm inwards to the frame: 740mm x 126mm

The Velcro strip shall have a width of 30mm.

The Velcro strip can also be applied as a full rectangle on the backside of the sticker.



FIS Cross-Country World Cup Production Check List



When	From whom	What	Remarks
from now on	LOC	Official FIS World Cup Logo & FIS sponsors' logos: - FIS Title Sponsor: COOP - FIS Presenting Sponsor: Audi - FIS Data/Timing Sponsor: tbc Tour de Ski OC's only: Tour de Ski Logo	Integration on all print products and websites, please send all print products to FISMAG for approval min. 10 days before production For FIS
about 2 months before the event	LOC	production of all starting bibs (race bibs)	design according to FIS Advertising Rules (AR) & FIS Marketing Guide (MG), amount in coordination with FIS staff, layout approval by FIS (Sibylle Bührer, buehrer@fisski.com), starting bibs are not allowed to collect back from the athletes
about 2 months before the event	LOC	production of the leg bibs	numbers according to the race bibs, each athlete needs two, used for: sprint finals, pursuit, mass start; self stick badges, size as defined in MG
about 2 months before the event	LOC	production of all leader bibs / podium bibs	Basic layout will be available from FISMAG (with COOP Logo, Resort and Sponsor field), FISMAG is checking the logo sizes etc on arrival, if something is not according to the provided basic bib layout and the AR/MG, spare bibs without resort and LOC sponsor will be used
about 2 months before the event	LOC	production of forerunner bibs	amount: defined by LOC (not more than the amount of forerunners), according to sponsorship rules (see contracts and guides)
about 2 months before the event	LOC	production of LOC bibs	Existing LOC bibs can be used if they are according to the sponsorship rules. Please only provide the number of bibs to your crew that you also need, it should not be a special 'VIP' card for access to limited sport zones
about 2 months before the event	LOC	Programme book (if produced)	1 full page for each FIS sponsor, please coordinate with FISMAG
about 2 months before the event	LOC	banner plan	provided by LOC and sent out to TV, NSA, Swiss Timing, FIS and FISMAG
about 2 months before the event	LOC	Stadium banners	produced and set up by LOC, LOC responsible for setting up a firm banner fence in the stadium incl. a firm wooden panel on top of the banners in order to affix the platinum circle (height: 25 cm). The banner fence therefore should have a minimum height of 125cm above snow level. ICR rules must be respected, take care of the needed sizes of the finish area and all other sport measurements in the stadium

When	From whom	What	Remarks
about 2 months before the event	LOC & FISMAG	allocation of sponsor positions for COOP & Audi	agreement before the event about the FIS sponsors' positions
about 2 months before the event	LOC	production of LOC sponsor logos on all installations	Sizes and materials are available in the AR/MG, please contact FISMAG in case of questions
1 month before (if you use your own)	LOC	press conference backdrop	FISMAG will bring it and can be used by LOC, if LOC has an own backdrop they can use it if the FIS sponsors are integrated according to the AR/MG (approval by FISMAG before production)
1 month before	LOC	Local accreditation / local parking	A design template will be provided by FISMAG including logo bar for local sponsors
1 month before	FISMAG	Audi installation (either car display or inflatable on course)	FISMAG will inform you 1 month before, electricity needs to be provided by LOC on the agreed TV position
1 month before	LOC	ONLY FOR INTERVAL START: Plexiglass including sponsor bar sticker	Sponsor bar sticker needs to include FIS sponsors, approval by FISMAG, the exact size of the plexiglass defined in MG
2 weeks before	FISMAG	Video spot for big screen in the stadium/course	30 sec COOP, 60 sec Audi, 30 sec Data/Timing Sponsor must be played several times a day, FISMAG provides the spots
1 day before arrival	LOC	supply of wooden frames and posts	for all sponsors on the specific banner positions on course
1 day before arrival	LOC	electricity for all inflatables / arches / displays etc.	
1 day before arrival	LOC	Endless banners	provided by LOC, respect sponsorship rules (FISMAG will bring neutral endless banners but please coordinate well in advance if you need their service)
Arrival FISMAG	FISMAG	banners on course for COOP & Audi	set up by FISMAG on the agreed positions (frames and posts have to be provided by LOC)
Arrival FISMAG	LOC	FISMAG volunteers	fit persons to help the FISMAG team from arrival until departure, exact volunteers' numbers defined in MG
On-Site	LOC	banners on course for LOC sponsors	Set up fences, install banners, build up and dismantling, attention: ICR Rules must be respected
On-Site	FISMAG	Ceremony backdrop	Will be provided and set up by FISMAG, LOC sponsor stickers provided by LOC (see above), volunteers need to be available as support
On-Site	LOC	Pit stop boxes in Skiathlon and mass starts with ski exchange	right belongs to LOC, please respect ICR rules for the sizes

When	From whom	What	Remarks
No action needed by LOC			
	FISMAG	production of the athletes' training bibs)	done by FISMAG
	FISMAG	production of all big bibs (Teams, Course, Service, SRS, Photo, ENG etc)	done by FISMAG
	FISMAG	production of all warm-up bibs	done by FISMAG
	FISMAG	installing platinum circle	appropriate fencing needed by LOC, FISMAG will show organizers how the 'quick flip' system works in case of multiple events
	FISMAG	start intermediate and finish installations	FISMAG will bring them and set them up
	FISMAG	ceremony backdrop including podium / leaderboard / interview backdrop	FISMAG will bring them and set them up
	FIS	Season accreditation / season parking sticker	Design will be available for LOCs for ILOCa accreditation
	FISMAG	Ground markers in the stadium including distance markers	provided and set up by FISMAG
	FISMAG	Distance markers on course for bonus and intermediate	provided and set up by FISMAG
	FISMAG	inflatable in stadium/home stretch (only one allowed)	provided and set up by FISMAG
	FISMAG	Bonus installation	FISMAG will bring it and set it up, including banner and distance markers around it
	FISMAG	Resort stickers on installations	coordinated before the season by FISMAG and individual agreements will be made with the LOCs.