

Viessmann FIS Ski Jumping World Cup

Marketing Guide 2018/2019



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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 FIS Ski Jumping World Cup Sponsors

Viessmann is the official Title Sponsor of the FIS Ski Jumping World Cup.

Audi is the official Presenting Sponsor of the FIS Ski Jumping World Cup.

Right now, there is no official Data/Timing Sponsor of the FIS Ski Jumping World Cup. FIS will inform immediately, if there is a new partner.

Branch Exclusivity of FIS Sponsors

The FIS Sponsors have branch exclusivity within the following product categories:

- Viessmann: Heating technology, solar systems (thermal and photovoltaic), air conditioning, cooling and ventilation technology, production of process heat, heat and power generation systems as well as in the areas of smart home and energy management
- 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 Ski Jumping World Cup event. During the FIS Ski Jumping 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 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 setting up and dismantling of all advertising material on place one to two days before and after the event. In some cases the LOCs are asked to provide FISMAG with basic wooden constructions for the installations. All information required will be communicated by FISMAG in due time before the season starts.

All advertising material set up by the LOC inside the TV-range must be according to the guidelines set forth in the Advertising Rules and the 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.

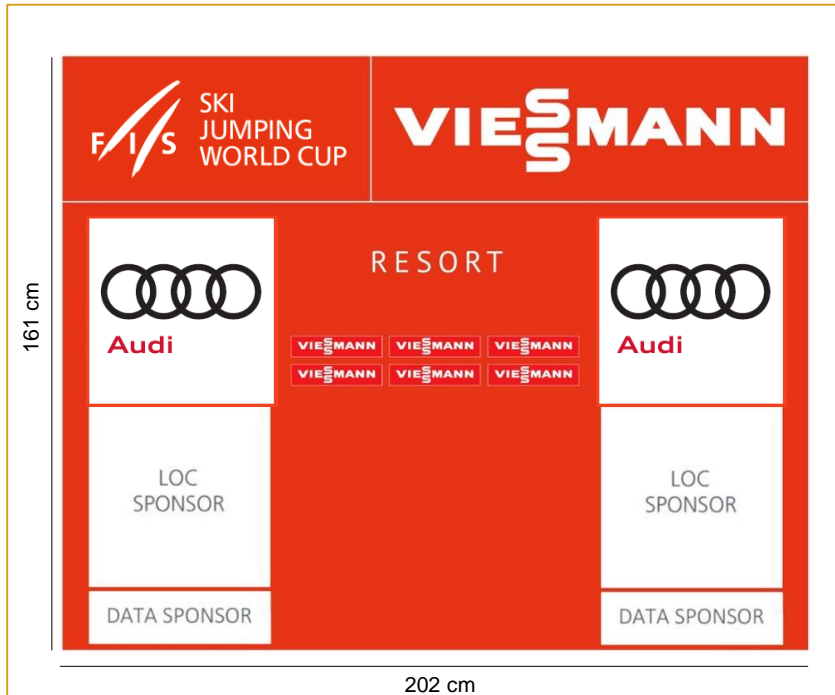
3. FIS Ski Jumping World Cup Venue

3.1 Start Installation and Exit Gate

Installations

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

3.1.1 Start



The advertising space on the start backdrop is allocated as follows:

- FIS Title Sponsor: 1 big position (105 cm x 22 cm)
6 small positions (25 cm x 6 cm)
- FIS Presenting Sponsor: 2 positions (50 cm x 50 cm)
- FIS Data/Timing Sponsor: 2 positions (50 cm x 15 cm)
- LOC Sponsor: 2 positions (50 cm x 50 cm)
- Resort Logo: 1 position (70 cm x 10 cm)

Start Backdrop
(202 cm x 161 cm)

Start backdrop

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

It must be placed at the starting point, i.e. behind the starting beam towards the position of the camera in such a way that it appears in the start and the camera range.

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: magnet foil
- Fixation: magnetic
- Dimension: 50 cm x 50 cm
- Amount: 2 stickers

Resort logo:

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

3.1.1 Start



The advertising space on the cover is allocated as follows:

World Cup Logo:	1 position (50 cm x 28.5 cm)
Resort Logo:	1 position (50 cm x 28.5 cm)

Cover Equipment Control
(120 cm x 200 cm)

Equipment Control Box before the start

FIS Marketing AG will provide and install a unicolour cover on the box side (max. 1 x 2m) that is in the view of the camera.

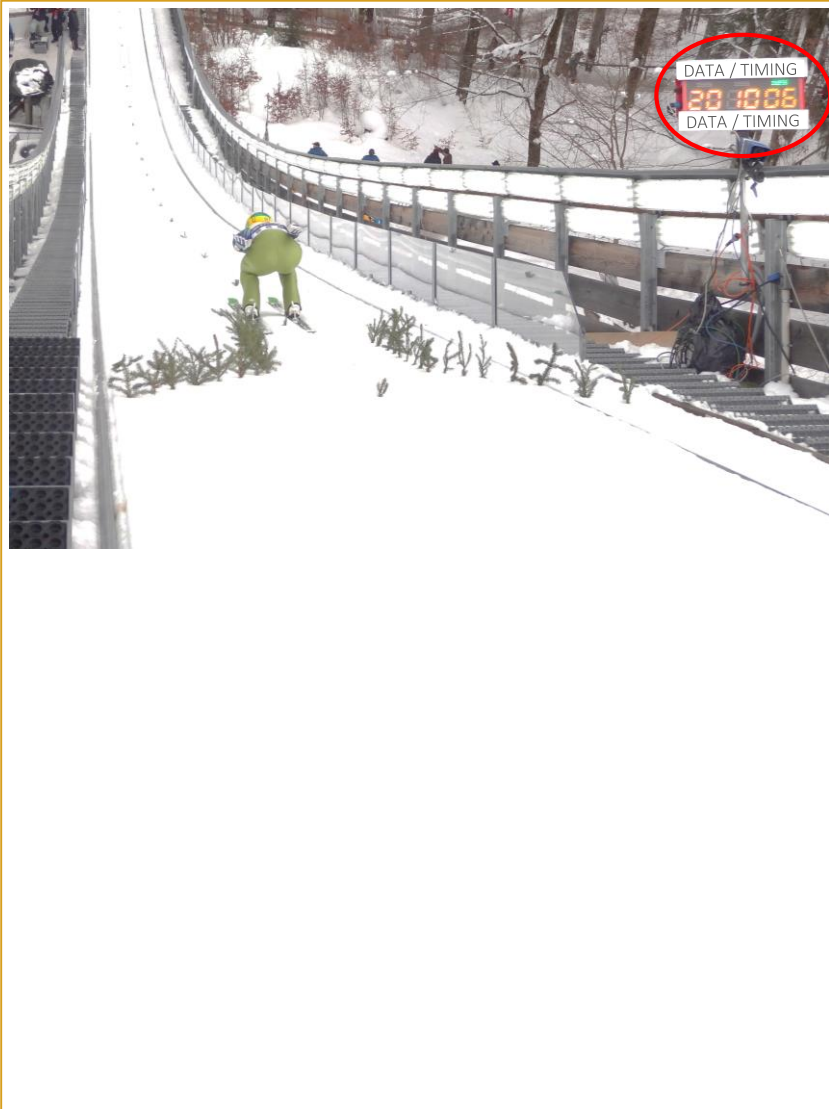
Technical Instructions and Conditions:

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

Resort logo:

Recommended material:	hard plates (e.g. twin-wall sheet)
Fixation:	Velcro (hook/scratchy side)
Dimension:	50 cm x 28,5 cm
Amount:	1 sticker

3.1.1 Start



Starting Signal at starting point

The official Data/Timing Sponsor has two positions on the starting signal at the starting point.

The area next to the start installation must be supplied with an electrical socket (220V) and a 5 meter extension cord.

3.1.2 Exit Gate



The advertising space on the exit gate is allocated as follows:

- FIS Title Sponsor: 14 positions: 1 front, 1 back (155 cm x 34 cm);
4 on doors (49 cm x 11 cm);
4 inside / 4 outside (74 cm x 16 cm)
- FIS Presenting Sponsor: 4 positions: 2 front, 2 back side (72 cm x 40 cm)
- FIS Data Sponsor: 4 positions: 2 front, 2 back side (72 cm x 17.5 cm)
- LOC Sponsor: 4 positions: 2 front, 2 back side (72 cm x 40 cm)
- Resort Logo: 4 positions: 2 front, 2 back side (72 cm x 17.5 cm)

Exit Gate
(310 cm x 260 cm (Front))

Exit Gate

The exit gate will be provided and installed by FIS Marketing AG.

The exit gate must be placed at an attractive functional position in the outrun. A gap of 320 cm must be left in the banner fence at the position where the exit gate is supposed to be.

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.

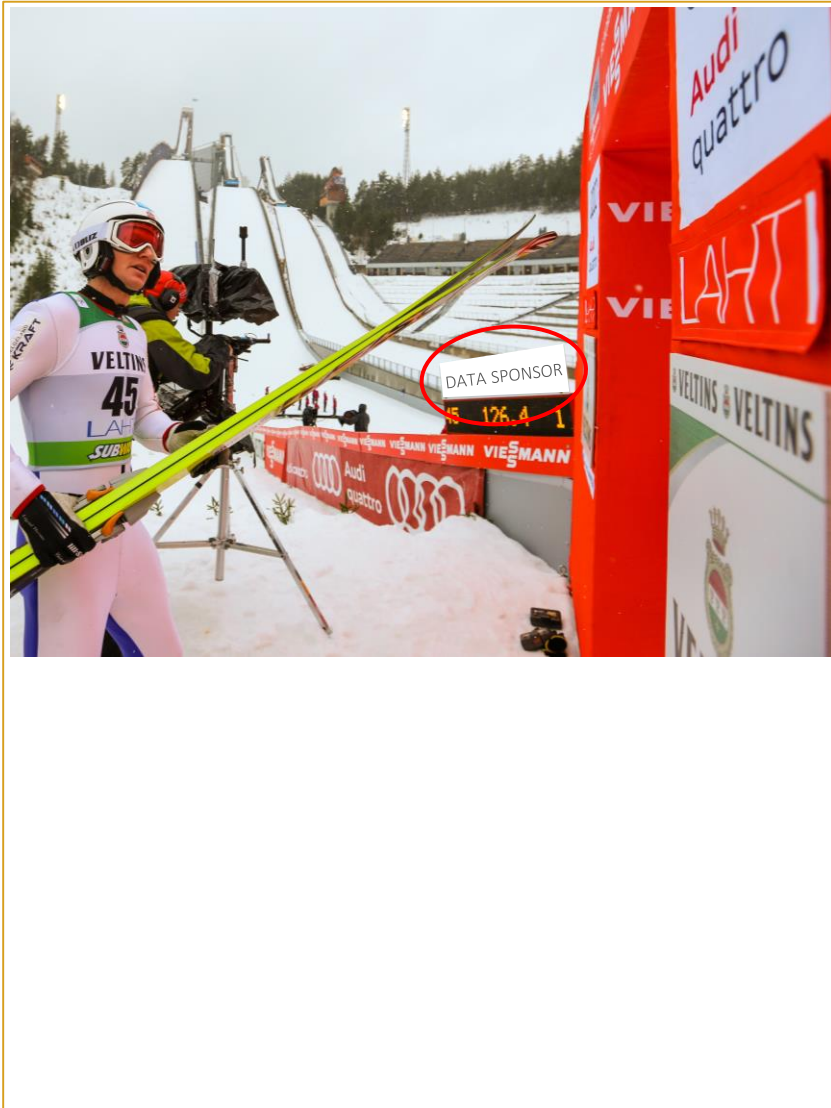
LOC Sponsor logo:

- Recommended material: hard plates (e.g. twin-wall sheet)
- Fixation: Velcro (hook/scratchy side)
- Dimension: 72 cm x 40 cm
- Amount: 4 stickers

Resort logo:

- Recommended material: hard plates (e.g. twin-wall sheet)
- Fixation: Velcro (hook/scratchy side)
- Dimension: 72 cm x 17.5 cm
- Amount: 4 stickers

3.1.3 Scoreboards in Cool Down Area

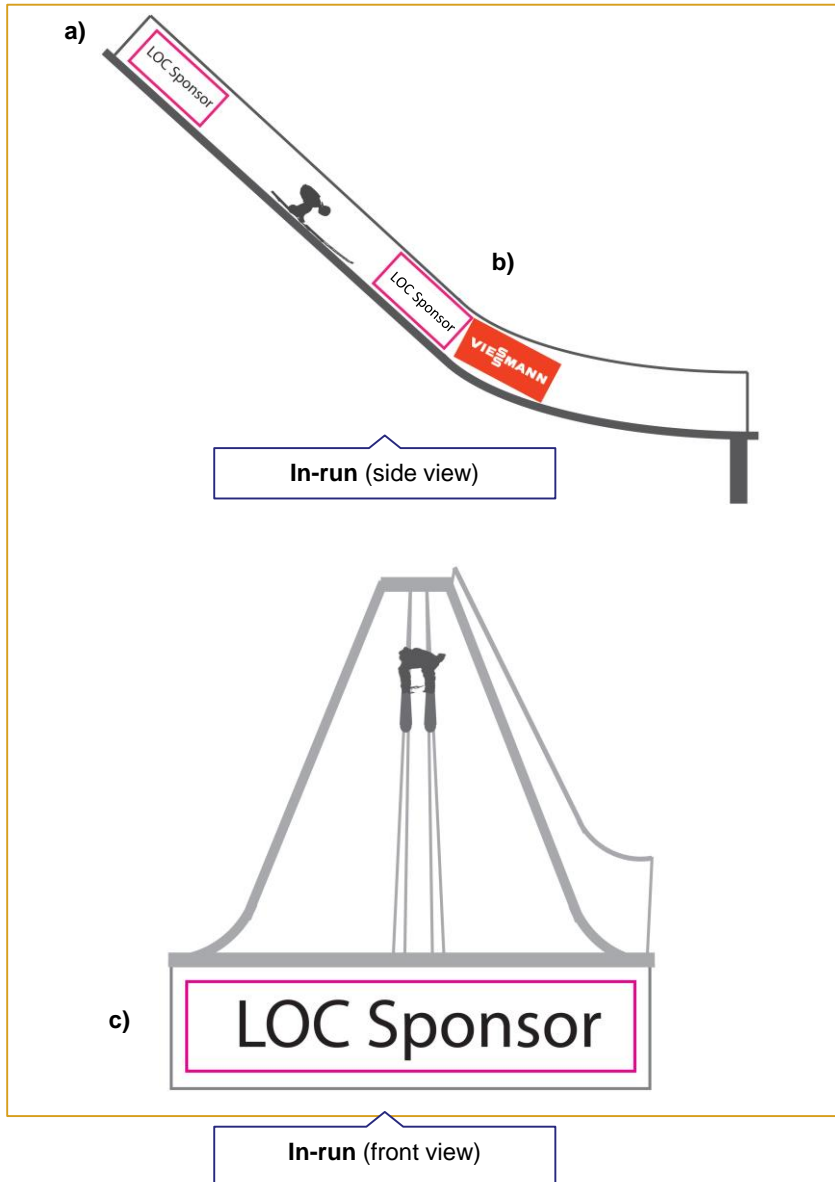


Scoreboard

The FIS Data/Timing Sponsor has the exclusive right to place branded technical equipment in terms of a scoreboard for the athletes on one side of the exit gate in the cool down area. The scoreboard is not attached to the banners or the exit gate.

The area next to the exit gate must be supplied with an electrical socket (220V) and a 5 meter extension cord.

3.2 Advertising in Stadium



In-run Banner

The in-run banner for the FIS Title Sponsor will be provided and installed by FIS Marketing AG.

Advertising in the In-run area has to be limited to the following elements:

a) Banner at the Start: Along the in-run, immediately after the starting point, one advertising board of 200 cm in length and 50 cm in height is allowed for an LOC sponsor within the guardrail. If the board is positioned outside the guardrail, the size can be 300 cm in length and 80 cm in height.

b) Banner in the In-run: Two banners can be positioned along the in-run at the in-run radius. Each 150 cm in length and 50 cm in height with one for the FIS Title Sponsor and one for the LOC.

c) Banner at the Take-off (front position): On the nose of the take-off the name of one sponsor shall be permitted, in letters not exceeding 100 cm in height.

Technical Instructions and Conditions:

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

LOC Sponsor logo:

Recommended Material: hard plates (e. g. twin-wall sheet)

Fixation: c-clamps and/or double faced adhesive tape

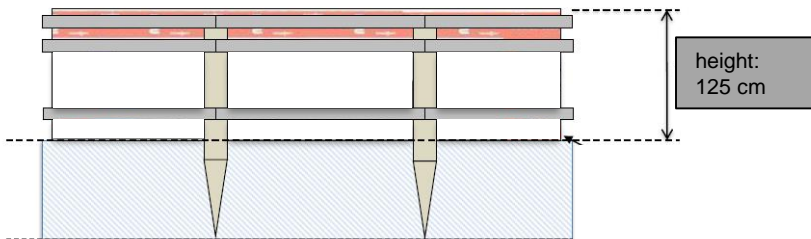


3.2 Advertising in Stadium



The banner positions in the stadium are allocated as follows:

FIS Title Sponsor	Platinum circle
LOC	All banners



Platinum Circle
(200 cm x 25 cm)

Platinum Circle

The platinum circle will be provided and installed by FIS Marketing AG.

Technical Instructions and Conditions:

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

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

FIS Marketing AG will provide and install the platinum circle in the Ski Jumping Outrun. Please coordinate with FIS Marketing AG the areas where the platinum circle shall be installed.

3.3 Award Ceremony

Podium / Backdrop

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

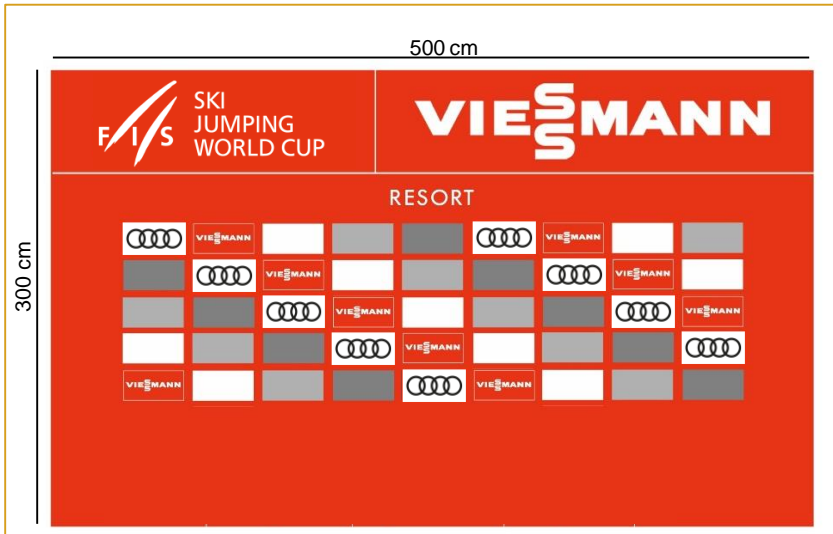
Placement

The placement of the podium and the backdrop shall be determined by the FIS World Cup Race Director in cooperation with the LOC and FIS Marketing AG based on the best possible TV exposure.

Corridor

The LOC must create an action sector for the athletes in the Outrun of the Ski Jumping 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.

3.3 Award Ceremony



The advertising space on the ceremony backdrop is allocated as follows:

FIS Title Sponsor:	1 position on top	(207 cm x 45 cm)
	9 positions	(40 cm x 20 cm)
FIS Presenting Sponsor:	9 positions	(40 cm x 20 cm)
LOC Sponsors:	27 positions	(40 cm x 20 cm)
Resort Logo:	1 position	(85cm x 15.5 cm)

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

Award Ceremony Backdrop
(500 cm x 300 cm)

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 World Cup Race Director in cooperation with the LOC and FIS Marketing AG 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 Sponsors and the Resort logo. The costs for production are to be borne by the LOC.

LOC Sponsor logo:

Recommended material:	hard plates (e.g. twin-wall sheet)
Fixation:	Velcro (hook/scratchy side)
Dimension:	40 cm x 20 cm
Amount:	27 stickers

Resort logo:

Recommended material:	hard plate (e.g. twin-wall sheet)
Fixation:	Velcro (hook/scratchy side)
Dimension:	85 cm x 15.5 cm
Amount:	1 sticker

3.3 Award Ceremony



Podium

Podium

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

The dimensions of the podium are as follows: (height x width x depth)

3rd place: 31cm x 91cm x 90cm

2nd place: 41cm x 103cm x 90cm

1st place: 52cm x 115cm x 90cm

3.4 Interview / Leader Backdrop



198 cm

225 cm

The advertising space on the Interview / Leader Backdrop is allocated as follows:

FIS Title Sponsor:	1 position on top	(102 cm x 22 cm)
	5 positions	(27 cm x 13.5 cm)
FIS Presenting Sponsor:	5 positions	(27 cm x 13.5 cm)
FIS Data/Timing Sponsor:	2 positions	(27 cm x 13.5 cm)
LOC Sponsors:	18 positions	(27 cm x 13.5 cm)
Resort Logo:	1 position on top	(70 cm x 10 cm)

LOCs can allocate the remaining 18 sponsor spaces according to their needs. Max. 3 different sponsors would be recommended due to value and awareness.

Interview / Leader Backdrop

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

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

Technical Instructions and Conditions:

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

LOC Sponsor logo:

Recommended material:	magnet foil
Fixation:	magnetic
Dimension:	27 cm x 13.5 cm
Amount:	18 stickers

Resort logo:

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

Interview / Leader Backdrop
(198 cm x 225 cm)

3.5 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 on top	(162 cm x 35 cm)
	17 positions	(30 cm x 15 cm)
FIS Presenting Sponsor:	17 positions	(30 cm x 15 cm)
FIS Data Sponsor:	2 positions	(30 cm x 15 cm)
Resort Logo:	1 position on top	(85 cm x 15.5 cm)

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

FIS Press Conference Backdrop
(370 cm x 225 cm)

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 their 40% of advertising space according to their needs. Max. 3 different sponsors would be recommended due to value and awareness.

Placement

The placement of the podium and 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 sticker for the Resort logo. The costs for production are to be borne by the LOC.

Resort logo:

Recommended material:	hard plate (e.g. twin-wall sheet)
Fixation:	Velcro (hook/scratchy side)
Dimension:	85 cm x 15.5 cm
Amount:	1 sticker

3.6 Roll-Ups



Roll-Ups

The Data Sponsor has the right to place branded Roll-ups (max. 3) in the proximity of the VIP area and in the media centre. Positions must be mutually agreed between the parties and the LOC.

3.7 Video wall



Draft of Video Wall

Video wall

Advertising Spot on video wall

The Title Sponsor (Viessmann), 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 Ski Jumping 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.

3.8 Car Display



Examples for Car Display

Car Display

After agreement with the LOC in due time, the FIS Presenting Sponsor Audi may place a car display at each event (if possible in TV position) free of charge, provided that this is permitted by national law and location.

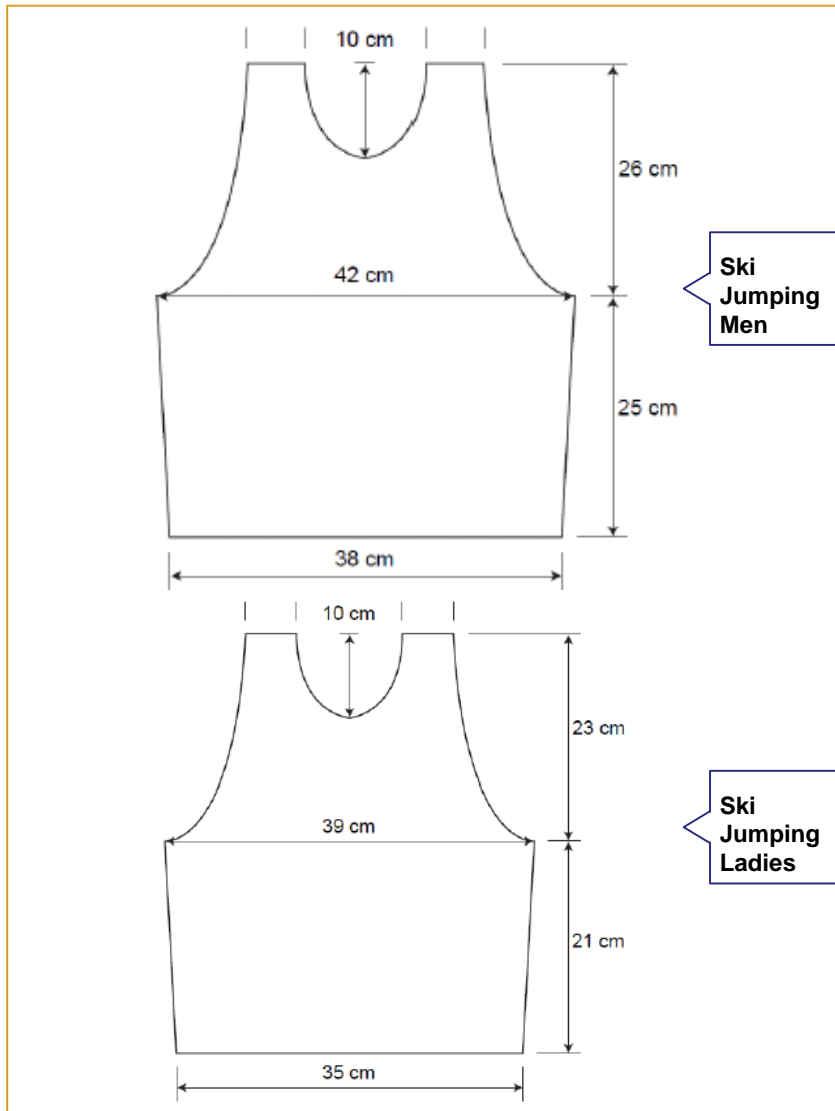
If the position is TV-relevant, the NSA or its rights holder and the Presenting Sponsor / FIS will agree on an appropriate consideration.

Technical instructions and conditions:

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

4. Bib Numbers

4.1 General Information



FIS Specifications for bibs

For all FIS specifications for Ski Jumping starting bibs, please see paragraph G 3 of the latest edition of the [FIS Specifications for Competition Equipment](#).

4.2 Starting Bibs

Starting Bibs

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

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.

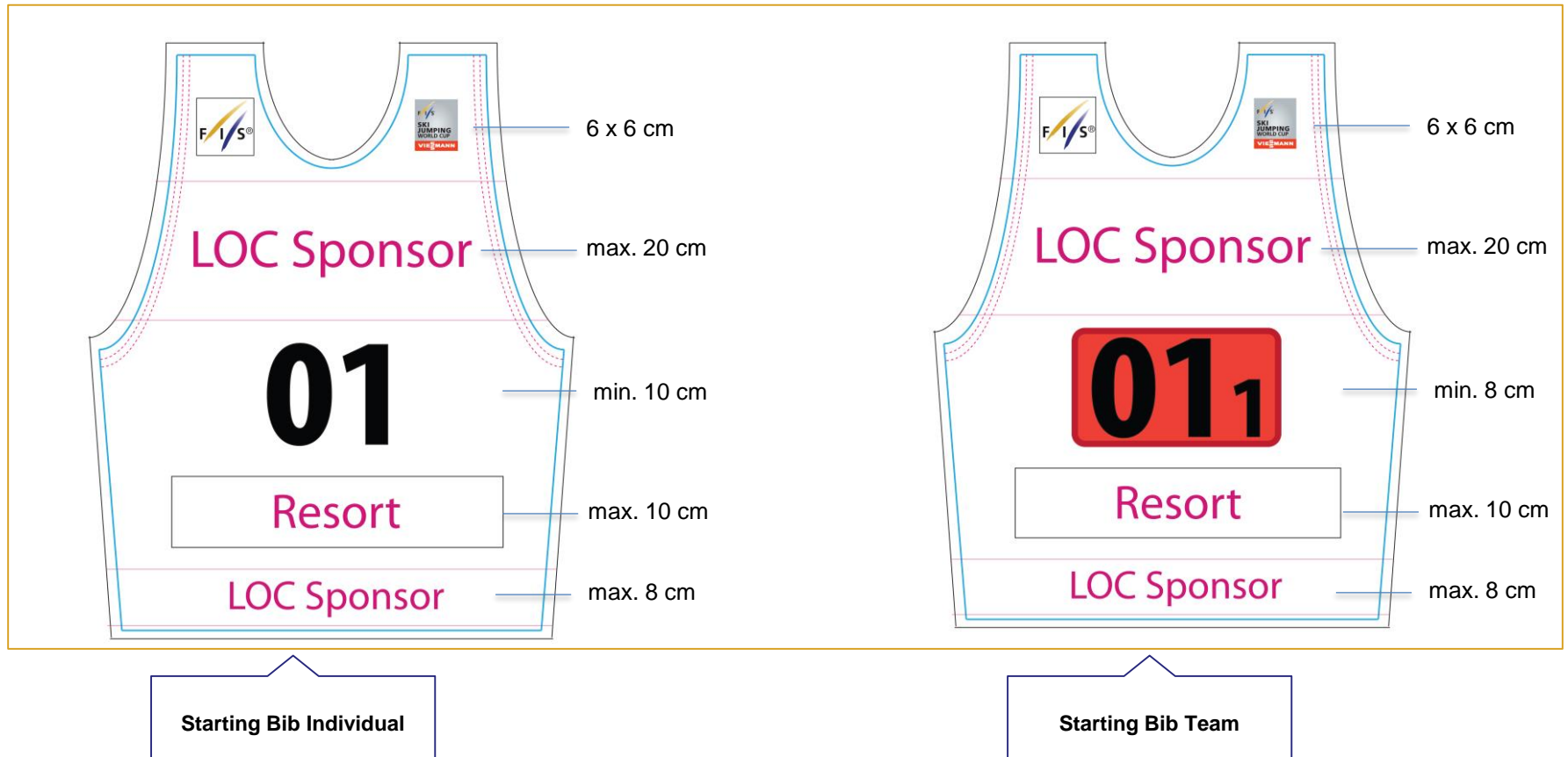
FIS

Ms. Sibylle Bühner

Office: +41 33 244 61 61

@: buehner@fiski.com

4.2 Starting Bibs



4.3 Leader Bibs

Leader bibs

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

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

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 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.

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 Bühner
Office: +41 33 244 61 61
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4.3 Leader Bibs



5. TV, Web and Print Material

5.1 Use of FIS Ski Jumping World Cup Logo

a)



b)



The use of the official FIS Ski Jumping 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 Jumping 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 than the FIS World Cup Title Sponsor, in any manner.

a) Portrait

b) Landscape

There are two versions of the official FIS Ski Jumping World Cup logo. The primary logo to be used is the portrait (vertical) version. At times, for space or other reasons, the landscape (horizontal) version of the logo may be used.

The official FIS Ski Jumping World Cup logo must be included in all tools designed for promotional purposes (posters, flyers, tickets, the Internet etc.).

5.1.1 General guidelines for use of logo

Size

As a rule of thumb, the official FIS Ski Jumping World Cup logo must cover 5% of the overall surface of any promotional tool it is placed on. In any case, the size of the logo may not be smaller than 30 mm (width for the portrait version of the logo)

Logo Context, Frame, Position, Dimension




The integrity of the official logo must be secured through appropriate context. The official logo may not be overshadowed by other word marks or logos. Similar but unrelated marks may not be used in the same context to avoid establishing an inappropriate relationship. In general use, the logos are without 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
	VITORANGE	C000 M090 Y100 K000	R245 G035 B027	Pantone GOE 19-1-6 C
	SILVER GREY	from C005 M000 Y000 K030 to C003 M000 Y000 K010	from R190 G196 B199 to R210 G210 B215	-
	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:

Viessmann FIS Ski Jumping World Cup

Viessmann FIS Ski Jumping World Cup Ladies

German:

Viessmann FIS Skisprung Weltcup

Viessmann FIS Skisprung Weltcup Damen

French:

Viessmann Coupe du Monde FIS de Saut à Ski

Viessmann Coupe du Monde FIS de Saut à Ski féminine

5.2 FIS Ski Jumping World Cup Promotional Material

FIS Marketing AG will provide the LOCs with templates for the FIS Ski Jumping 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 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-colour (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 a minimum of 2 months before printing the program.

Event Advertisement Material and Roll-ups

If the organizing committee is producing any event advertisement material or an event roll-up, the official FIS World Cup logo as well as the FIS Ski Jumping 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.

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5.2.1 Design Guidelines

Official Poster

To provide a consistent appearance for the FIS Ski Jumping World Cup in the promotional efforts world-wide, the organizing committees 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 design 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.

5.3 TV and Web

TV Production and Organization

The FIS, the respective National Ski Association and its LOC 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 as to 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



Audi

FIS Data and Timing Sponsor

Data/Timing

Event Sponsors

Local Organizer's Website

All FIS Ski Jumping World Cup Organizers are obliged to include the FIS Ski Jumping World Cup composite logo on their website, as well as the FIS Sponsors' logos (Viessmann, Audi, Data Sponsor).

FIS Ski Jumping Website

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

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

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 labelling (see template).

Please link the respective logos to the following websites:

- World Cup logo: www.fis-ski.com/ski-jumping
- Viessmann logo: www.viessmann.com
- Audi logo: www.audi.com

6. Hospitality

6.1 VIP Tickets

FIS Marketing AG shall receive VIP tickets to comply with the FIS Sponsors' contingents as stipulated in their respective sponsorship agreements.

- World Cup Men: 20 VIP tickets per event day
- World Cup Ladies: 20 VIP tickets per event day

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

In case that more than the contractual tickets are needed for the partners, FISMAG will contact the LOC to purchase additional tickets as needed.

7. Organizers' Checklist

7.1 Marketing Material for LOC and FIS Sponsors

Advertisement material	Size/ material	Time	Status
Installations			
Start Backdrop Produce 2 x LOC sponsor space Produce 1 x resort logo space	50 x 50 cm / magnet foil 70 x 10 cm / magnet foil	Ready at arrival of FISMAG team	
Equipment Control Produce 1 x resort logo space	50 x 28.5 cm / hard plate with Velcro on back	Ready at arrival of FISMAG team	
Exit Gate Produce 4 x LOC sponsor space Produce 4 x resort logo space	72 x 40 cm / hard plate with Velcro on back 72 x 17.5 cm / hard plate with Velcro on back	Ready at arrival of FISMAG team	
Award Ceremony Backdrop Produce 27 x LOC sponsor spaces Produce 1 x resort logo space	40 x 20 cm / hard plate with Velcro on back 85 x 15.5 cm / hard plate with Velcro on back	Ready at arrival of FISMAG team	
Interview / Leader Backdrop Produce 18 x LOC sponsor spaces Produce 1 x resort logo space	27 x 13.5 cm / magnet foil 70 x 10 cm / magnet foil	Ready at arrival of FISMAG team	
Press Conference Backdrop (FIS version) Produce 1 x resort logo space	85 x 15.5 cm / hard plate with Velcro on back	Ready at arrival of FISMAG team	
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	
Print material			
Send all event related print material to FIS Marketing AG for approval	PDF	10 days before printing	
Communicate size of ad page for FIS sponsors in official program (if any) to FIS Marketing AG		2 months before printing of program	
Video Spots			
Communicate specifics about the necessary video spot format to FIS Marketing AG		2 months before event	

7.2 Requirements of FIS Marketing AG (FISMAG)

Requirements	Time	Status
VIP tickets (incl. Event tickets and top hospitality package)		
World Cup Men: 20 VIP tickets per event day World Cup Ladies: 20 VIP tickets per event day	FISMAG will communicate all needs and provide address to be sent 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	
2 persons dedicated to handle the start installation together with FISMAG	During all training, qualification and competition rounds	
4 persons to handle the ceremony backdrop together with FISMAG		
FIS Marketing AG implementation crew		
1 big parking spot next to event venue	Ready at arrival day until departure of FISMAG team	
If needed: overall accreditations	Ready to be picked up at arrival of FISMAG team Exact amount of accreditations needed will be communicated before	
Heated room or container close to stadium with electricity & internet connection, 1 table, 2 chairs	Ready at arrival day until departure of FISMAG team	
hotel rooms (single rooms with full board) for FIS Marketing AG 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
Start installation			
E-mail information about material of In-run track and inrun tiller machine to FISMAG		30 days before the event	
Starting signal at starting point			
electrical socket (220V) and 5 meter extension cord	next to the start installation	Ready at arrival of FISMAG team	
Ski Jumping Stadium (Outrun)			
Firm banner fence	Height above the top of the snow border must be at least 125 cm	Ready at arrival of FISMAG team	
Platinum Circle E-Mail description and pictures of banner fence construction to FISMAG		30 days before event	
Exit Gate			
Gap of 320 cm in banner fence in outrun	Designated position of exit gate	Ready at arrival of FISMAG team	
Score board in cool down area			
electrical socket (220V) and 5 meter extension cord	next to the exit gate	Ready at arrival of FISMAG team	
Award Ceremony Backdrop			
Fenced off corridor for athletes in finish area		Ready at arrival of FISMAG team	
Stage for media		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.	