FIS Ski Jumping World Cup
presented by VIESSMANN

Marketing Guide 2015/2016
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1. Contacts

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2. General Marketing Information
2.1 FIS Ski Jumping World Cup Sponsors

**Branch Exclusivity of FIS Sponsors**
The FIS Sponsors have branch exclusivity within the following product categories:
- Viessmann: Heating, air conditioning, cooling and ventilation technology
- Audi: Car manufacture industry
- Konica Minolta: Office equipment, laser printers and digital printing technology

The OC guarantees that no competitor is present with their branding in any commercial or public area. In case of any questions, please contact FIS Marketing AG.

**FIS Ski Jumping World Cup Sponsor Rights**
The FIS Presenting Sponsor (Viessmann), the FIS Central Sponsor (Audi) and the FIS Data Partner (Konica Minolta) have the right to promote their products and services on site during the events at no extra cost. The details of these promotion activities must be coordinated between FIS Marketing AG and the LOC. All advertising related matters are shown in this document below.

**Frequent Updates**
Frequent updates between the Organizing Committee and FIS Marketing AG are important. Keep FIS Marketing AG informed about local sponsor activities, open advertisement space that could be acquired, arising issues etc. FIS Marketing AG will contact the Organizing Committee if FIS sponsors are planning on doing sponsorship activation on-site.
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 SJ World Cup event. During the FIS SJ World Cup, FIS Marketing AG will be present with a professional implementation team at each venue.

2.4 Responsibilities Organizing Committee

The Organizing Committee has to provide the necessary preparation of the sponsor area inside the TV-range in prior consultation with the FIS Marketing AG implementation team. In addition to that, the Organizing Committee is responsible for a clean appearance of the sponsors outside of the TV-range, in accordance with FIS Marketing AG. The OC 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 in due time before the season starts by FISMAG.

All advertising material set up by the Organizing Committee inside the TV-range must be according to the guidelines set forth in the Marketing Guide. In the event that the advertising material does not conform to the Marketing Guide, 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

The Organizing Committee must use the official installations provided and installed by FIS Marketing AG. The Organizing Committee is responsible for assisting with the organization and set up of all installations.
3.1.1 Start installation

Start installation

The start installation will be designed, 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. The costs for production are to be borne by the LOC.

LOC Sponsor logo:
- Material: magnet foil
- Fixation: magnetic
- Dimension: 50cm x 50cm
- Amount: 2 stickers

The resort logo will be supplied by FIS Marketing AG. The costs for production are to be borne by the LOC.

Starting Beam Plates
On the starting beam, two advertising boards of 12 cm height and 20 cm length are allowed for one event sponsor of the LOC.
3.1.1 Start installation

Starting signal at starting point
The official Data Partner Konica Minolta 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

Exit gate
Supply
The exit gate will be designed, provided and installed by FIS Marketing AG.

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

Exit gate
(310cm x 260cm)

Technical Instructions and Conditions:
The LOC is responsible for the production and provision of the stickers for the LOC Sponsor. The costs for production are to be borne by the LOC.

LOC Sponsor logo:
Material: hard plates (e. g. Forex)
Fixation: velcro (hook side)
Dimension: 50cm x 50cm
Amount: 4 stickers

The resort logo will be supplied by FIS Marketing AG. The costs for production are to be borne by the LOC.
3.1.3 Score Boards in cool down area

**Score boards**

The FIS Data Partner (Konica Minolta) has the exclusive right to place Data Partner branded technical equipment in terms of score boards for the athletes on the right and left side near the exit gate in the cool down area. The score boards are 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 Banners and Inflatables

The advertising space on the banners is allocated as follows:

**Outrun / Stadium**

The outrun must be assimilated to a stadium and, as in the case of other sports, advertising shall be permitted therein, affixed to the safety barriers only, but must in particular not obstruct a clear view of the competitors.

Maximum size of the finish area and/or stadium banners is 500cm x 100cm. Additional advertising elements (except carpet and exit gate) are not allowed inside the outrun. Rotating advertising banners within the outrun may only be placed in accordance with the FIS. The OC shall inform FIS and FIS Marketing AG beforehand.

Presenting Sponsor: Platinum circle
LOC: All banners

**Inflatables**

Any advertising with inflatables (incl. number, size and positions) on side, close to the Ski Jumping Hill and the stadium, need to be communicated to FIS Marketing AG beforehand.

Inflatables may have a max. height of 600cm and max. width of 500cm.
Inflatables within the range of the TV cameras are restricted to a maximum of 5 per competition at Nordic events.

**Functional buildings**

All banners on functional buildings belong to the NSA/LOC according to their respective agreements. Their placement must be conform to the article 5.2.3 in the Advertising Rules.
3.2 Banners

FIS Marketing AG will provide and install the platinum circle in the Ski Jumping stadium.

FIS Presenting Sponsor  Platinum circle  LOC  All banners

The banner positions in the stadium are allocated as follows:

Technical Instructions and Conditions:
The Organizing Committee is responsible for setting up a firm banner fence in the stadium.

The platinum circle is installed on top of all the banners. There have to be fixing points at least every 200cm. The height of the platinum circle is 25cm. The banner fence therefore should have a minimum height of 125cm above snow level.
3.2 Banners

**In-run Banner:**
The In-run Banner for the FIS Presenting Sponsor will be designed, 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: At the start point of the In-run, one advertising board is allowed for one LOC Sponsor. If it is located inside the guardrail, the size of the banner is as a maximum 200cm in length and 50cm in height. If it is located outside the guardrail, the size may be 300cm x 80cm.

b) Banner in the In-run: In the In-run radius 1, two banners of 150cm in length and 50cm in height, one for LOC and one for the Presenting Sponsor.

c) Banner at the Take-off (front position): One LOC Sponsor banner shall be permitted, in letters not exceeding one meter in height.

**Technical Instructions and Conditions:**
The LOC is responsible for the production and provision of the banners at the start and Take-Off position.
The costs for production are to be borne by the LOC.

**LOC Sponsor logo:**
Material: hard plates (e. g. Forex)
Fixation: double faced adhesive tape
3.3 Award ceremony

Podium / Backdrop
The backdrop and the podium for the award ceremony will be designed, 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 Organizing Committee and FIS Marketing AG based on the best possible TV exposure.

Corridor
The Organizing Committee must create an action sector for the athletes in the finish area 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 Presenting Sponsor: see identification on the left
FIS Central Sponsor: 1 position
LOC Sponsor: 2 positions (50cm x 50cm)
Resort Logo: 1 position (85cm x 15.5cm)
World Cup Logo: 2 positions (53cm x 30cm)

Technical Instructions and Conditions:
The Organizing Committee is responsible for the production of the stickers for the LOC Sponsor. The costs for production are to be borne by the LOC.

LOC Sponsor logo:
Material: hard plates (e.g. Forex)
Fixation: velcro (hook side)
Dimension: 50cm x 50cm
Amount: 2 stickers

The resort logo will be supplied by FIS Marketing AG. The costs for production are to be borne by the LOC.
Podium
The Podium will be designed, produced 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 Backdrops

The leaderboard/ interview wall is used for live interviews, respectively interviews with the winners by the TV in the finish area and it is placed in a corresponding interview corridor with fenced off areas determined by the TV networks and the Organizing Committee.

Both leaderboard and interview wall will be designed, provided and installed by FIS Marketing AG.

The advertising space on Leaderboard / Interview wall are allocated as follows:

- **FIS Presenting Sponsor**: 4 positions excl. head position (see identification above)
- **FIS Central Sponsor**: 4 positions (27cm x 11cm)
- **FIS Data Sponsor**: 2 positions (27cm x 11cm)
- **LOC/ Resort Sponsor**: 15 positions (27cm x 11cm)
- **Resort Logo**: 1 position on top (70cm x 10cm)
- **World Cup Logo**: 2 positions (22cm x 26cm)

**Leaderboard/ Interview wall**

The leaderboard is positioned in a suitable place after the exit gate in order to film the athlete leading the competition.

The interview wall is used for live interviews, respectively interviews with the winners by the TV in the finish area and it is placed in a corresponding interview corridor with fenced off areas determined by the TV networks and the Organizing Committee.

**Technical Instructions and Conditions:**

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

**LOC Sponsor logo:**

- **Material**: magnet foil
- **Fixation**: magnetic
- **Dimension**: 27cm x 11cm
- **Amount**: 15 stickers for Leaderboard / Interview wall

The resort logo will be supplied by FIS Marketing AG. The costs for production are to be borne by the LOC.
3.4 Backdrops

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

- **FIS Presenting Sponsor:** 20% of advertising space incl. 2 positions FIS Data Sponsor
- **FIS Central Sponsor:** 20% of advertising space
- **WC / Event Logo:** 2 positions (58cm x 34cm)
- **LOC:** 40% of advertising space
- **Resort:** 20% of advertising space, 1 additional position on top (85cm x 15.5cm)

The LOC may use their own event logo. If there is no event logo available, the official FIS Ski Jumping WC logo must be inserted.

If the LOC does not have its own backdrop FISMAG will provide one free of charge.

On this backdrop, the advertising spaces are divided between the FIS Presenting, Central and Data Sponsor as shown in the graphic above.

- **World Cup Logo:** 58cm x 34cm
- **Resort Logo:** 85cm x 15.5cm

**Placement**

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

The resort logo for FIS Press Conference backdrop will be supplied by FIS Marketing AG. The costs for production are to be borne by the LOC.
3.5 Roll-ups

Roll-ups
The Data Partner Konica has the right to place “Konica Minolta” 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.
3.6 Video wall

Adverting Spot on big screen
The Presenting Sponsor (Viessmann), the Central Sponsor (Audi) and the Data Partner (Konica Minolta) each shall have the possibility to show a 30 second (respective Audi 60 seconds) advertisement spot on the big screen at the FIS SJ World Cup event. The advertisement spots of the sponsor shall be shown several times before, in between and after the races (aired at least 5 times per event day with at most 2 hours between airings).

Please communicate specifics about the necessary video spot format to FIS Marketing AG 30 days prior to the event.
The Central Sponsor Audi has the right to place a car display around each event (if possible in TV-position).
This has to be permitted free of charge by the OC provided safety, national law and locations allow it.
4. Bib numbers
4.1 General Information

The FIS logo (on the right side when wearing the bib) and the official FIS SJ WC logo (on left side when wearing the bib) must be put on the strap of all starting bibs as well as on the bib of the World Cup leader (the leader bib). The height for the logo is 5cm.

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

**Starting bib**
- **LOC**
  - One logo above and below the number
  - Resort name or logo

**Leader bib**
- **Presenting Sponsor**
  - Logo on lower bib section
  - World Cup Logo on the left strap (when wearing the bib)
    - The height for the logo is 5cm
- **LOC**
  - Logo on upper bib section
  - Resort name or logo

In the upper part of the bib, the symbols (names and logos) of only one and the same sponsor are permitted on the front as well as the back of all starting bibs of any given race. The logo, product identification, and brand identification may not exceed 16cm in height. This brand identification can also be in two lines. In case that the neckline (upper border of bib) is used as a line of the above-defined brand identification, the repetition of the sponsor frequency is limited to three times.

The start number must be printed in a bold colour and has to be positioned on the bib so that it is clearly visible. The height of the number must be at least 10 cm. In team competitions, the number must be min. 8cm.

In the lower part of the bib, the symbols of the sponsor (can be the same or different from top sponsor) and the resort name or logo are permitted on the front as well as the back of all starting bibs. The logo, product identification and brand identification may not exceed 5 cm in height.

**In case that the bibs are not produced according to the guidelines above, the Race Director will order the use of neutral bibs brought by FIS.**
4.1 General Information

Ski Jumping – Men without elastic band
4.2 Starting bib

Starting bib Individual

LOC Sponsor

Resort

LOC Sponsor

01

5 cm

max. 16 cm

10 cm

max. 5 cm

max. 5 cm

Starting bib Team

LOC Sponsor

Resort

LOC Sponsor

01

5 cm

max. 16 cm

8 cm

max. 5 cm

max. 5 cm
4.2 Starting bib

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

The starting bib must be conform to the guidelines above. **Should this not be the case, neutral bibs provided by FIS will be used without exception.**

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

Julienne Racherbäumer  
@: racherbaeumer@fisski.com  
Tel.: 0041 33 244 61 66
4.3 Leader Bib

LOC Sponsor

FIS SKI JUMPING WORLD CUP

Resort

Leader bib Individual

Leader bib Team

5 cm

max. 16 cm

12 cm

max. 8 cm

5 cm

max. 16 cm

12 cm

max. 8 cm

VIESSMANN
4.3 Leader bib

The leader bib will be provided free of charge by FIS Marketing AG.

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 / winners' presentation.

The sponsor of the starting bibs may also appear on the leader bib above the Presenting Sponsor.

**IMPORTANT:**

30 days before the date of the event the organizer must inform in writing, together with the original copy (vector-based file) who will be the starting bib sponsor respectively the sponsor on the leader bib:

**FIS Marketing AG**

Christoph Frei  
@: frei@fismarketingag.com  
Tel.: 0041 44 224 69 68

If this information is not given in due time, the leader bib (with the printing “FIS logo” FIS World Cup Ski Jumping presented by Viessmann) provided free of charge by FIS Marketing AG will be used without exception.
5. TV, Web and print material
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 Presenting Sponsor, in any manner.

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 30mm (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.

Colours
As a principle, the logo should always be printed in colour with a white background. The colours are defined below.

- Pantone 130 C
- Pantone Reflex Blue
- Pantone GOE 19-1-6 C
- Black

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:** FIS Ski Jumping World Cup presented by Viessmann

**German:** FIS Skisprung Weltcup präsentiert von Viessmann
5.2 FIS Ski Jumping World Cup promotional material

FIS Marketing AG will provide the organizing committees 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 Presenting Sponsor, the Central Sponsor and Data Sponsor and the name of the FIS Ski Jumping website (www.fis-ski.com/ski-jumping). 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 30 days 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.

Christoph Frei
Email: frei@fismarketingag.com
Tel: +41 44 224 69 68
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

Cover Pages for the Official Program and Media/Team Guides
For reasons of consistency, FIS Marketing AG also provides the organizing committees 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 for the resort & date, image and event sponsors. The Media and Team Guides will be designed by FIS with the same look and feel as the program.

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. Please contact FIS Marketing AG with your specifications.
5.3 TV and Web

**TV Production and Organization**

The FIS, the respective National Ski Association and its Organizing Committee 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 OC 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 place and that an international TV signal is made available.
5.3 TV and Web

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, Konica Minolta).

FIS Ski Jumping Website
The FIS Ski Jumping website gives each Organizing Committee the opportunity to promote their World event and activities. Please see: www.fis-ski.com/ski-jumping.

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
- Konica Minolta logo: www.konicaminolta.eu
6. Hospitality
6.1 VIP Tickets

FIS Marketing AG shall receive a total of 30 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 Sponsors Viessmann, Audi and Konica Minolta.

In case that more than 30 tickets are needed for the partners, FIS MAG will contact the LOC to purchase additional tickets as needed.
7. Organizers checklist
### 7.1 Marketing Material for LOC and FIS Sponsors (1/2)

<table>
<thead>
<tr>
<th>Advertisement material</th>
<th>Size/ material</th>
<th>Time</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Starting Bibs</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Send layouts to Julienne (FIS)</td>
<td>PDF</td>
<td>At least 10 days before printing the bibs</td>
<td></td>
</tr>
<tr>
<td>for approval</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Leader Bib</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Send LOC sponsor logo to FIS Marketing AG</td>
<td>Vector based file with information of colour code</td>
<td>30 days before event</td>
<td></td>
</tr>
<tr>
<td><strong>Installations</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Start Backdrop:</strong></td>
<td>Produce 2 x LOC sponsor space</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>50 x 50 cm Magnet foil</td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
</tr>
<tr>
<td><strong>Exit Gate:</strong></td>
<td>Produce 4 x LOC sponsor space</td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
</tr>
<tr>
<td></td>
<td>50 x 50 cm Hard plates with velcro on back</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Award Ceremony Backdrop</strong></td>
<td>Produce 2 x LOC sponsor space</td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
</tr>
<tr>
<td></td>
<td>50 x 50 cm Hard plates with velcro on back</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Leader Board &amp; interview wall</strong></td>
<td>Produce 15 x LOC sponsor space</td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
</tr>
<tr>
<td></td>
<td>27 x 11 cm Magnet foil</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Resort logo</strong> (all installations)</td>
<td>Send vector based file with information of colour code to FIS Marketing AG</td>
<td></td>
<td>Four weeks before the season starts</td>
</tr>
<tr>
<td><strong>In-run banner</strong></td>
<td>Produce LOC sponsor spaces:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner at the Start</td>
<td>200 x 50 cm, hard plate (e.g. Forex) or 300 x 80 cm when outside of guardrail</td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Banner at In-run</td>
<td>150 cm x 50 cm, hard plate (e.g. Forex) Letters max. 100 cm, hard plate (e.g. Forex)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner at Take-off</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contact: Christoph Frei / frei@fismarketingag.com / +41 44 224 69 68
### 7.1 Marketing Material for LOC and FIS Sponsors (2/2)

<table>
<thead>
<tr>
<th>Advertisement material</th>
<th>Size/ material</th>
<th>Time</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print material</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Send all event related print material to FIS Marketing AG for approval</td>
<td>PDF</td>
<td>10 days before printing</td>
<td></td>
</tr>
<tr>
<td>Communicate size of ad page for FIS Sponsors in official program (if any) to FIS Marketing AG</td>
<td></td>
<td>30 days before printing of program</td>
<td></td>
</tr>
<tr>
<td>Video Spots</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communicate specifics about the necessary video spot format to FIS Marketing AG</td>
<td></td>
<td>30 days before event</td>
<td></td>
</tr>
</tbody>
</table>

Contact: Christoph Frei / frei@fismarketingag.com / +41 44 224 69 68
## 7.2 Requirements of FIS Marketing AG (FISMAG)

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Time</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VIP tickets (incl. Event tickets and top hospitality package)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30 VIP tickets</td>
<td>FISMAG will communicate all needs and provide address to be sent</td>
<td>prior to the event</td>
</tr>
<tr>
<td><strong>Accreditations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For FIS Sponsors’ representatives, if requested</td>
<td>Amount and list with names will be communicated to the LOC by</td>
<td>FISMAG prior to the event</td>
</tr>
<tr>
<td><strong>Support crew</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 fit persons to help the FISMAG team</td>
<td>Arrival until departure of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>2 persons dedicated to handle the start installation together with</td>
<td>During all training, qualification and competition rounds</td>
<td></td>
</tr>
<tr>
<td>FISMAG</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 persons to handle the ceremony backdrop together with FISMAG</td>
<td>To be ready at least before the fifth last jumper of the final round</td>
<td></td>
</tr>
<tr>
<td><strong>FIS Marketing AG implementation crew</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 big parking spots next to event venue</td>
<td>Ready at arrival day until departure of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Tickets and overall accreditations</td>
<td>Ready to be picked up at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Heated room/container close to stadium with electricity &amp; internet connection,</td>
<td>Ready at arrival day until departure of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>1 table, 2 chairs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 hotel rooms (single rooms with full board) for FIS Marketing AG in the FIS</td>
<td>Arrival day until departure of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>hotel</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Contact:** Christoph Frei / frei@fismarketingag.com / +41 44 224 69 68
### 7.3 Technical Infrastructure and Power Supply

<table>
<thead>
<tr>
<th>Infrastructure &amp; Supply</th>
<th>Placement</th>
<th>Time</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start installation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-Mail information about material of In-run track to FISMAG</td>
<td></td>
<td>20 days before the event</td>
<td></td>
</tr>
<tr>
<td>Starting signal at starting point</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>electrical socket (220V) and 5 meter extension cord</td>
<td>next to the start installation</td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Ski Jumping Stadium (Outrun)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Firm banner fence</td>
<td>Height above the top of the snow border must be at least 125 cm</td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Platinum Circle</td>
<td>E-Mail description and pictures of banner fence construction to FISMAG</td>
<td>30 days before event</td>
<td></td>
</tr>
<tr>
<td>Exit Gate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gap of min. 320 cm in banner fence in outrun</td>
<td>Designated position of exit gate</td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Score boards in cool down area</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>electrical socket (220V) and 5 meter extension cord</td>
<td>next to the exit gate</td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Award Ceremony Backdrop</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fenced off corridor for athletes in finish area</td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
<tr>
<td>Stage for media</td>
<td></td>
<td>Ready at arrival of FISMAG team</td>
<td></td>
</tr>
</tbody>
</table>

Contact: Christoph Frei / frei@fismarketingag.com / +41 44 224 69 68
### 7.4 Ideas for the LOC Website

<table>
<thead>
<tr>
<th>Content</th>
<th>Comment</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Information</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maps &amp; Profiles</td>
<td>Competition &amp; training courses, points of interest (wax cabins, press centre, race office, entrances, grandstands…)</td>
<td></td>
</tr>
<tr>
<td>Race Program</td>
<td>Competition program, side events</td>
<td></td>
</tr>
<tr>
<td>Contact information</td>
<td>Race office, press centre, waxing area</td>
<td></td>
</tr>
<tr>
<td><strong>News Section</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Behind the scenes</td>
<td>Preparation, FAQ, information about the venue</td>
<td></td>
</tr>
<tr>
<td>Tickets</td>
<td>Prices, points of sale, link to online shop</td>
<td></td>
</tr>
<tr>
<td>Transport &amp; Accommodation</td>
<td>Contact information, fares, schedules, pick-up and drop-off points, rental car offer, etc.</td>
<td></td>
</tr>
<tr>
<td><strong>Teams</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Team Invitation</td>
<td>PDF Version</td>
<td></td>
</tr>
<tr>
<td>Team Captains Meeting</td>
<td>PDF Version</td>
<td></td>
</tr>
<tr>
<td>Competition Information</td>
<td>Program changes, official trainings</td>
<td></td>
</tr>
<tr>
<td>Important deadlines</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link to entry system</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Media</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media Invitation</td>
<td>PDF Version</td>
<td></td>
</tr>
<tr>
<td>Download section</td>
<td>Logos, Pictures</td>
<td></td>
</tr>
<tr>
<td>Opening Hours</td>
<td>Press and sub press centre, accreditation, race office, etc.</td>
<td></td>
</tr>
<tr>
<td>Internet connection Information</td>
<td>Up- and Downstream , Wi-Fi, LAN, rates, networks</td>
<td></td>
</tr>
<tr>
<td><strong>Sponsors (mandatory!)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Official World Cup logo</td>
<td>With hyperlink to FIS Website</td>
<td></td>
</tr>
<tr>
<td>FIS Sponsor logos</td>
<td>With hyperlink to sponsors’ websites.</td>
<td></td>
</tr>
</tbody>
</table>

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