

RYA GUIDANCE

ADVERTISING

Introduction

In November 2010 ISAF Council approved a completely rewritten Regulation 20, Advertising Code. The new Advertising Code (the Code) applies with immediate effect to all events organised in accordance with the Racing Rules of Sailing (RRS) and to all boats racing in these events; see RRS 80.

The Code can be downloaded from www.sailing.org/1999. It is anticipated that further minor changes to the Code will be made in November 2011.

The Code has significant implications for classes and handicapping and rating systems, for event organisers and for competitors. With minor exceptions the Code applies only while boats are Racing, as defined in the RRS.

RYA Prescription on Approval and Fees

The RYA has prescribed to the Code generally to the effect that, when advertising is subject to the prior approval of the RYA, such approval is automatically granted and that the RYA will not impose a fee on boats that choose to display advertising. The RYA Prescriptions are at www.rya.org.uk/infoadvice/racing/racingrules/Pages/the-rules.aspx.

Classes

It is vital that all classes state in their Class Rules whether advertising chosen by the owner or competitor is permitted, restricted or prohibited. There is a transition period whereby the advertising specified in Class Rules on 31 October 2008 continues to apply until those advertising rules are changed. However, after 31 December 2012, if the Class Rules are silent on advertising then advertising will be permitted.

The biggest changes are

- (1) Advertising is now permitted by "default". Therefore it is essential that classes wishing to restrict or prohibit advertising amend their Class Rules without delay.
- (2) All references to Category A (meaning no advertising) and Category C (meaning advertising allowed) are deleted.

When Class Rules permit advertising this must be approved. Approval is automatically granted to ISAF Classes unless one of the exceptions applies; see regulation 20.2.3. Some events or series of events that take place in more than one country require ISAF approval; this may catch classes, such as the RS200, which have an international presence. Most other advertising requires the approval of the national authority, which is the RYA throughout Great Britain.

Handicapping and Rating Systems

Generally the advertising rules for handicapping and rating systems are the same as for classes. Note the possible need for approval for international events as stated above.

Event Organisers

The scope and limitations of event (sponsor) advertising are set out in regulation 20.4 and table 1. Any requirement for boats to display event advertising must be stated in the notice of race for the event and, apart from bow numbers and backstay flags, the requirements will apply only while Racing. The corollary is that boats may display other advertising, for example battle flags, when not racing.

When an organising authority provides boats or part thereof, all advertising on the supplied equipment is available to the organising authority.

It is now clear that an organising authority shall not charge different entry fees for boats that display advertising; see regulation 20.8.3.

Competitors

Boat owners and competitors must ensure that any advertising on their boat complies with the Code generally and the Class Rules specifically. If the class or the handicapping or rating authority has not obtained approval for any permitted advertising, the Person in Charge of the boat must ensure that advertising on the boat is approved as required. This may be a problem if the relevant national authority is not the RYA.

Further Assistance

The RYA will endeavour to answer questions from class associations and from event organisers. Any questions must be by email addressed to racing@rya.org.uk.

Questions from individuals can be answered only if the relevant class association has been unable to answer the question and if the individual is a RYA Personal Member.