

**ISAF Advertising Code**

Advertising Space on Jib of 49er and 49erFX – Appendix 1, Regulation 20

A submission from the International 49er Class Association

Purpose or Objective

To aim is to make use of the jib space for advertising to help put together broadcasting packages for events through sponsorship packages.

Proposal

1. To allow the 49er Class Rules to assign the advertising rights for the following space on the jib sail to the International 49er Class Association for all 49er and 49erFX boats while racing:
  - a. Bottom Panel 49er Jib – between the foot and the bottom batten excluding the space assigned to the sailmaker.
  - b. 2<sup>nd</sup> panel from bottom of 49er jib – from the bottom batten to the middle batten of the jib.
  - c. Bottom Panel 49erFX Jib – between the foot and the bottom batten excluding the space assigned to the sailmaker.
  - d. 2<sup>nd</sup> panel from bottom of 49erFX jib – from the bottom batten to the middle batten of the jib.

Current Position

20.5.4 The class rules of a boat selected by ISAF as equipment at a future Olympic Sailing Competition shall not prohibit or limit in any way the right to display Advertising while Racing.

20.3.2 Subject to any limitation on Advertising in the applicable class rules or the rules of the relevant System, Advertising chosen by the Person in Charge may be displayed on a boat or part thereof, except on the areas detailed in Regulation 20.4 and Table 1.

Reasons

1. No teams use this space for advertising primarily due to the perceived disadvantage of being recognisable on the start line. There has not been any use of jib space advertising in major 49er events in the past 12 years by individual sailors.
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2. The only way this space can be effectively used is if all teams have the same area and likeness of stickers, so there is no disadvantage on the start line.
  3. The 49er class is best positioned to negotiate for this space on behalf of sailors to continue its efforts in media with live broadcasting, prize money, and other initiatives.
  4. The 49er class is best placed to work with individual teams who may have conflicts so that those conflicts can be resolved in a timely fashion.
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