

ISAF Advertising Code

Competitors to have the right to display advertising on bibs at ISAF Events – Appendix 1
Regulation 20

A submission from US Sailing

Purpose or Objective

A change in the Advertising Code to grant competitors the exclusive right to display advertising at ISAF Events.

Proposal

Change Appendix 1 – Advertising Code in the ISAF Regulations as follows;

20.3.1 Each Competitor, with the agreement of the Person in Charge, may display Advertising on **personal equipment** ~~except that bibs provided by the Organizing Authority shall be worn as detailed in Regulation 20.4.~~

20.4.3 At all ISAF events and at the ISAF Sailing World Cup events a bib or its equivalent, ~~shall~~ **may** be worn by the Competitors ~~in accordance with the notice of race and sailing instructions.~~ Advertising displayed on such bib, or its equivalent, is reserved for ISAF ~~unless previously agreed otherwise with ISAF in writing~~ the Competitor.

20.4.4 At all windsurfing and kiteboard events ~~other than those indicated in Regulation 20.4.3~~ a bib, or its equivalent, shall be worn by the Competitors in accordance with the notice of race and sailing instructions. Advertising displayed on such bib, or its equivalent, is reserved for the Organizing Authority.

Current Position

As Above.

Reasons

1. Competitors should have the right to display advertising on **personal equipment** including bibs at ISAF events.
 2. National teams may reach agreements with their respective competitors to display advertising from national team sponsors on **personal equipment** including bibs at ISAF events.
 3. Event organizers including ISAF have rights to other spaces on boats, booms, backstays and kite lines to display the advertising of their sponsors. Additionally, event organizers and ISAF
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have rights to display advertising on racing marks, publications, media and throughout the venue. These other spaces should be sufficient for ISAF to attract appropriate sponsors.

4. ISAF failed to reach a reasonable compromise with Competitors and national teams on the display of advertising on bibs at ISAF events as envisioned in the change to Regulations passed last year.
 5. From a purely practical perspective, it is more cost effective for Competitors to provide their own bibs that (1) actually fit, (2) are custom designed to accommodate trapeze hooks and other special requirements, (3) may be used at more than one event, and (4) include the name and national flag of the respective Competitor.
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