

Advertising on the Jib of Olympic Class Boats

A submission from the International 49er Class Association

Purpose or Objective

To make use of the jib space on relevant Olympic dinghies so that advertising may be placed there.

Proposal

To amend the Advertising Code to allow the class rules of an Olympic Class Association to assign up to 60% of the advertising rights of the jib sail to Events as follows:

1) Amend Table 1 – Event Advertising

Add new row as follows:

	Hull	Boom	Backstay and Kite line	Sails and Kites
Boat selected by ISAF as equipment at a future Olympic Sailing Competition	Greater of 1m or 25% of <u>hull length</u>	Not exceeding 20% of the <u>boom</u> length	One flag 750mm x 500mm	Jib - 60% of the sail area, Mainsail – No Advertising, Spinnaker – No Advertising

2) Amend Table 1 – Event Advertising as follows:

	Hull	Boom	Backstay and Kite line	Sails and Kites
Boat Type or Size	On each side of the hull , but not aft of the longitudinal distance stated from the foremost point on the hull	On the forward part of each side of the boom	A flag, attached to a backstay or kite line, fitting in the following rectangle sizes (2)	On each side of the sails , placed between the sail numbers and the boom (wishbone) and aft of the foot median median line
Windsurfer	No Advertising	No Advertising	No Advertising	Not exceeding 0.4 sq m, placed between the sail numbers and the boom (wishbone) and aft of the foot median line

3) Amend 20.5.4 as follows:

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 **except it may limit or prohibit, where applicable, the right to display advertising on the jib sail.**

The rights of the sailmaker and designer would remain unchanged.

Current Position

As above

Reasons

1. Teams do not make use of this space for advertising primarily due to the perceived disadvantage of being recognisable on the start line.
 2. The only way this space can be effectively used is if all teams have the same area and likeness of advertising, so there is no disadvantage on the start line.
 3. The procedures around amending Class Rules is a good set of procedures to negotiate this space on behalf of sailors
 4. 60% of the space leaves the remaining 40% of the space retained for safety in those classes with transparent jibs.
 5. The rule change specifies that class rules governs this space. In that way, the sailors retain their rights to this advertising space, but allows them the option to work collectively to sell it. This is an especially valuable right given the current value of this space is close to zero as none of the sailors feel they can market this space on their own for fear of being caught on the starting line.
 6. The current description in Table 1 regarding Advertising on Sails and Kites only applies to the Windsurfer
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