

### ISAF Advertising Code

#### Advertising on Rear of Competitor Supplied Bibs at ISAF Events – Regulation 20.3

A submission from US SAILING

#### Purpose or Objective

Competitor to supply their own bibs at ISAF events and at the ISAF Sailing World Cup events with advertising on the front reserved for ISAF and advertising on the rear reserved for the competitor.

#### Proposal

##### 20.3 Competitor's Advertising

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~~ **20.4.4**.

20.4.3 At all ISAF events and at the ISAF Sailing World Cup events a bib, or its equivalent, shall be worn by the Competitors in accordance with the notice of race and sailing instructions. Advertising displayed on **the front of** such bib, or its equivalent, is reserved for ISAF unless previously agreed otherwise with ISAF in writing. **Competitors shall provide their own bibs, or its equivalent, with branding on the front to ISAF's specification.**

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. The National Teams and Competitors wish to provide their own bibs at ISAF events and at the ISAF Sailing World Cup events and to present their own branding on the rear of bibs. The current situation is impractical and expensive. It is highly unlikely that any ISAF Sailing World Cup event organizer would provide bibs at their own expense for possibly one thousand competitors. Those bibs would only be used for one event and then discarded. The value of the advertising is much less than the cost of the bibs. Competitor supplied bibs could be used at all ISAF Sailing World Cup events for a season or longer.
  2. Events in other sports try to differentiate the appearance of competitors and not to put all competitors in the same uniform. National emblems, competitor names, and individual sponsors would add to the spectator appeal in the boat park and on the water.
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3. Competitor supplied bibs could be custom made for a perfect fit and to accommodate trapeze hooks and harnesses.
  4. This proposal is a financial gain for ISAF in that it shifts the costs of supplying bibs from ISAF and the Organizing Authority to the competitor and National Teams. ISAF and the OA can sell the advertising space without the cost of fulfilment.
  5. Leader bibs provided by the Organizing Authority are problematic. They must be checked in and out, laundered overnight, and custom fitting is impractical. Leader bibs provided by the competitors would require each competitor to conceivably show up with four bibs if they expected to be in the medal hunt. That problem could be minimized if the National Team staff had their own stock of leader bibs available for their team. The concept of leader bibs requires that the background colour of all other bibs be specified. Alternatively, it might be decided to eliminate leader bibs and concentrate on the leader dots on boats and sails.
  6. It is expected that commercial enterprises would step up to manufacture and sell bibs to the specifications of ISAF, competitors and national teams.
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