

## **Advertising Code**

### Regulation 20

A submission from the Executive Committee

#### **Proposal:**

Delete Current Regulation 20 and replace with the following:

## **20 ADVERTISING CODE**

### **20.1 Definitions**

**The following definitions shall apply to this ISAF Advertising Code (the “Code”) only:**

<b><u>“Advertising”</u></b>	<b><u>the name, logo, slogan, description, depiction, a variation or distortion thereof, or any other form of communication that promotes an organization, person, product, service, brand or idea so as to call attention to it or to persuade persons or organizations to buy, approve or otherwise support it;</u></b>
<b><u>“Bow Numbers”</u></b>	<b><u>an identifier assigned to a boat, usually for the duration of an event, by the organizer which is required to be displayed on the bow of a boat which may be a combination of numbers and letters;</u></b>
<b><u>“Competitor”</u></b>	<b><u>in addition to its natural meaning, a competitor in respect of any boat shall include any person who is on that boat, but excluding any Race Official or media person there in that capacity, or has the right to use the boat as owner or by charter, loan or otherwise;</u></b>
<b><u>“Hull Length”</u></b>	<b><u>Hull Length is as defined in the Equipment Rules of Sailing</u></b>
<b><u>“National Class”</u></b>	<b><u>a Class which is not an ISAF Class but is a class recognized by its National Authority which also has substantial authority in the direction or management of the Class;</u></b>
<b><u>“Organizing Authority”</u></b>	<b><u>shall have the definition contained in RRS 88.1;</u></b>
<b><u>“Person in Charge”</u></b>	<b><u>The individual Owner, Charterer or other person in charge of the boat/board while it is afloat and who is responsible for its safety;</u></b>
<b><u>“Rating System”</u></b>	<b><u>means either an ISAF International or Recognized Rating System.</u></b>

### **20.2 General**

**20.2.1 The right to carry Advertising on a boat or by its crew while racing under the Racing Rules is only permitted in accordance with this Regulation, and to the**

extent that the right to do so is granted by ISAF it is strictly subject to the conditions set out in this Regulation

20.2.2 Advertising shall not be displayed on a boat, except as required or permitted by this Code. Advertising which is political, religious, or racial propaganda shall not be displayed on a boat, equipment, clothing, or other object at any event. Attention is also drawn to individual national laws regarding Advertising.

20.2.3 Advertising and anything advertised shall meet generally accepted moral and ethical standards.

20.2.4 Advertising on sails shall be clearly separated from national letters and sail numbers.

20.2.5 Class Insignia shall be displayed on the sails of boats and sailboards as required by RRS Appendix G.

### 20.3 Competitors & Boats

20.3.1 Subject to any other provision of this Code:

20.3.1.1 each individual Competitor may, with the agreement of the Person in Charge, display Advertising on clothing and personal equipment without restriction;

20.3.1.2 Advertising chosen by the Person in Charge may be displayed on hulls, spars and sails without restriction except on the spaces reserved for identification by Appendix G of the Racing Rules and under Regulations 20.5 & 20.9.

### 20.4 Event Sponsorship

20.4.1 Subject to Regulations 20.5 and 20.6, the Organizing Authority of an event has the right to make use of the following spaces according to the following terms:

#### 20.4.1.1 Boats

(a) the first 20% (or where the Hull Length is less than 8 metres the first 25% ) of the forward part of each side of the hull of each participating boat for Bow Numbers and the Advertising chosen and required to be displayed by the Organizing Authority of that event; and

(b) subject to Regulation 20.9.(b).(i), the foremost 20% of the mainsail boom; and

(c) if the boat has a backstay a sponsor's burgee or flag measuring a maximum of 500mm by 750 mm ("Sponsors Flag") to be attached to the backstay;

or any combination thereof and if any such Advertising as specified to be displayed or carried (as appropriate) as above mentioned, it shall be so stated in the notice of race, which may also require that a Sponsors Flag be carried throughout that event, including when a yacht is in harbour or ashore.

A Competitor may choose not to display any Advertising which is for alcohol or tobacco, or which he or she genuinely objects to for substantive moral, political or religious reasons.

#### 20.4.1.2 Sailboards

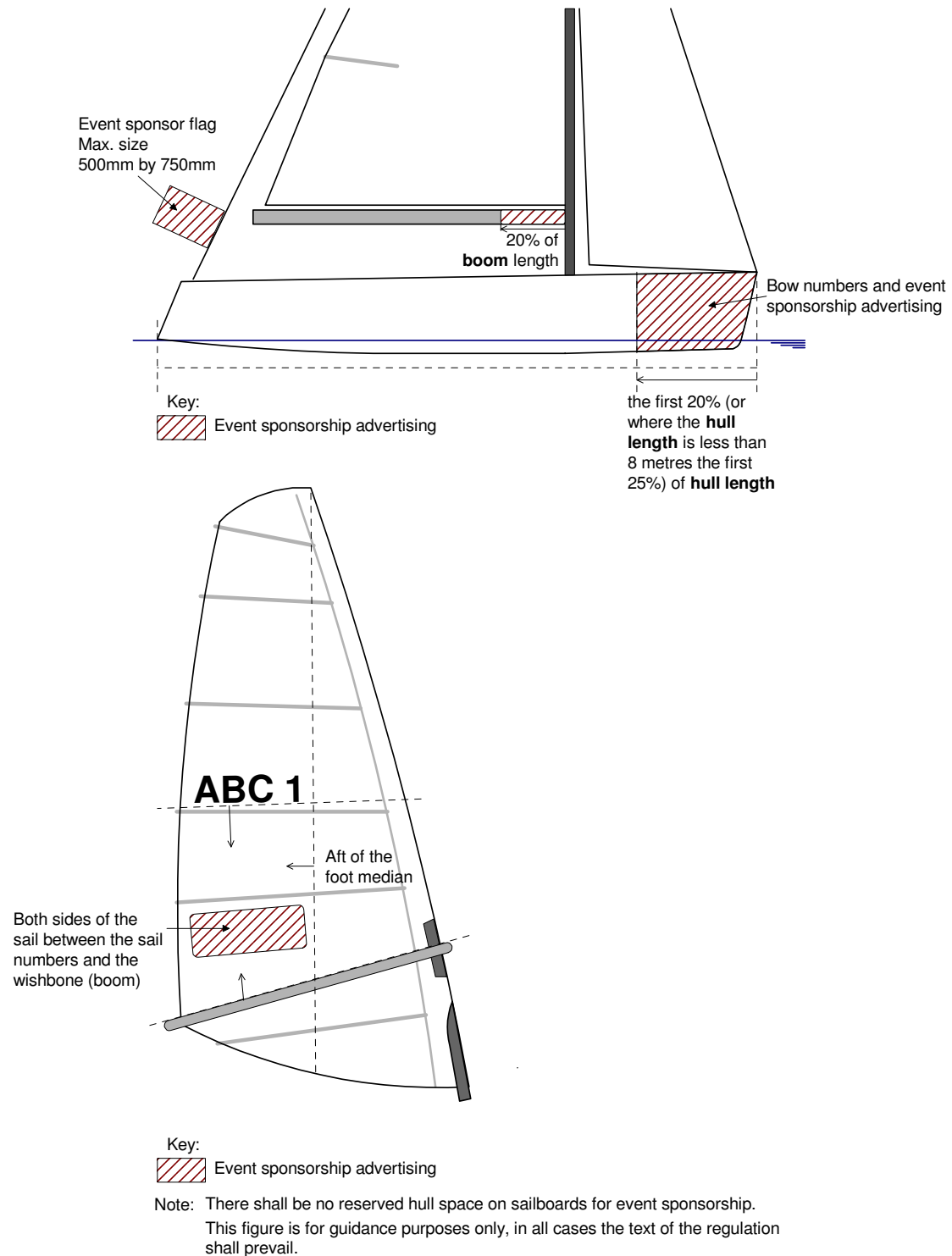
There shall be no reserved hull space on sailboards for event sponsorship.

The Organizing Authority may permit or require the display of an Advertising chosen by it on both sides of the sail between the sail numbers and the wishbone (boom), on both sides of the sail aft of the foot median line and on a bib worn by the Competitors.

**20.4.1.3 Supplied Boats or Sailboards**

When equipment is supplied by the event's Organizing Authority, all Advertising on the supplied equipment is available to the Organizing Authority. A Bib, or its equivalent, displaying Advertising and supplied at such an event by the Organizing Authority, may be worn at the absolute discretion of the individual Competitor.

**Figure 1 – Event Sponsorship Advertising**



## **20.5 Classes & Rating Systems**

**20.5.1 ISAF Classes and Rating Systems shall have the right to prescribe that no Advertising may be displayed pursuant to Regulation 20.3.1.2, or in the alternative that only limited Advertising may be displayed.**

20.5.2 If an ISAF Class or Rating System prescribes to permit Advertising then that shall be so stated in its Class Rules or the Rules of that Rating System, and if subject to limitations then those shall also be specified in such rules.

20.5.3 If an ISAF Class wishes to enter into a sponsorship contract for that Class which would require boats/boards to carry Advertising ("Class Advertising") then it may do so provided that:

- (a) the General Assembly of that ISAF Class has previously approved the entering into of that sponsorship contract with at least 66% of the valid vote expressed at its meeting; and
- (b) such Class Advertising is restricted to part of any of the spaces reserved for Event Sponsorship according to the Regulation 20.4; and
- (c) boats/boards are only required to carry such Class Advertising in events of which that ISAF Class is the Organising Authority, or if the ISAF Class is not the Organising Authority if there is a written agreement between such ISAF Class and the Organising Authority permitting such Class Advertising; and
- (d) that any Person in Charge of a boat/board in that ISAF Class, who has agreed with his or her National Authority that he or she will carry Advertising that would prevent or conflict with the boat/board carrying Class Advertising, shall not be required to carry Class Advertising.

20.5.4 The management group of a Rating System may also prescribe in the same terms as an ISAF Class at Regulation 20.5.3, and if so shall so state in its rules.

20.5.5 Conflicts between Class Advertising rules and Rating System rules:

if a boat is of a particular ISAF Class that individual boat shall have its Advertising limitations determined in accordance with the provisions of that boat's Class Rules, unless the rules for a Rating System applicable to such boat are more limiting in which case the latter shall apply. Any breach of this rule shall be subject to protest and dealt with under Regulation 20.10. In addition the breach may invalidate that boat's ISAF Class certificate, which may in turn may also invalidate its rating certificate.

20.5.6 Transitional Provisions:

- (a) any ISAF Class that has previously elected not to permit any Advertising on boats –formerly Category A - shall be deemed (until such time as it may prescribe otherwise) to have prescribed that no Advertising may be displayed pursuant Regulation 20.3.1.2 and
- (b) any ISAF Class that has previously prescribed Advertising with limitations shall be deemed (until such time as it chooses otherwise) to have prescribed in the same terms for the purposes of Regulations 20.3. and 20.5.

20.5.7 National Classes: the National Authority of the Class shall, on application by that class, decide whether Advertising shall be permitted or not and if so subject to limitations or not.

20.6 *Olympics, ISAF, Special, Invitational and Club Events, and non ISAF Classes*

20.6.1 This code does not apply to the Olympic Sailing Competition, at which the International Olympic Committee charter applies

**20.6.2 Upon the application to ISAF of the Organizing Authority of a Regional Games, this Code may be dis-applied to those games.**

**20.6.3 For a club or invitational event, the Organizing Authority may, with the prior approval of its National Authority, restrict Advertising to be displayed pursuant to Regulation 20.3.1.2. Where such an event includes a class of boat that has been selected as equipment for the forthcoming Olympic Sailing Competition, the limitations of Regulation 20.6.3 shall not apply to that Class, unless previously approved by the ISAF Executive.**

**20.6.4 Event Advertising and Advertising for individual boats and competitors competing in any class, which is not an ISAF Class, or in the following Events and Classes shall not display any Advertising except with the prior specific agreement of ISAF, either for a specific event, series of events or for the Class:**

**20.6.5 Events**

**America's Cup Match and Challenger/Defender Series**

**Volvo Ocean Race**

**Global Ocean Races**

**Trans-Oceanic Races**

**Professional Windsurfers Association Events (PWA)**

**World Match Racing Tour**

**and all ISAF Events<sup>1</sup>**

**20.6.6 Classes**

**International America's Cup Class**

**Volvo Open 70'**

**Open 60 Monohull Class**

**Open 60 Multihull Class**

**Any other event and/or class of equal or similar status may be added to the above lists by the Executive Committee on its initiative. This addition shall be reported to the next Council Meeting.**

**20.7 Conflicts between Competitor and Event Advertising**

**20.7.1 The Organizing Authority of an event may not reject or cancel the entry of a boat or exclude a Competitor because that boat's or Competitor's Advertising is or may be in conflict with the Advertising or sponsor of that event.**

**20.8 Fees**

**20.8.1 All Events under Regulation 20.6 shall pay a fee to ISAF.**

**20.8.2 Any other boat/boards carrying Advertising pursuant to Regulations 20.3 may be required to pay a fee to their National Authority only (no share to ISAF or any other National Authority).**

**20.9 Manufacturers and Sailmakers**

**20.9.1 The following types of Advertising are permitted at all times:**

**(a) Sailmaker's marks**

**(i) Boats**

---

<sup>1</sup> The definition of "ISAF Classes" also needs amending on Page 4 to "...as designated by Regulation 17"

One sailmaker's mark, which may include the name or mark of the sailcloth manufacturer and the pattern or model of the sail, may be displayed on both sides of any sail and shall fit within a 150mm x 150mm square. On sails, other than spinnakers, no part of such mark shall be placed farther from the tack point than the greater of 300mm or 15% of the length of the foot.

(ii) Sailboards

One sailmaker's mark, which may include the name or mark of the sailcloth manufacturer and the pattern or model of the sail, may be displayed on both sides of the sail and shall fit within a 150mm x 150mm square. No part of such mark shall be placed farther from the tack point than 20% of the foot length of the sail, including the mast sleeve. The mark may also be displayed on the lower half of the part of the sail above the wishbone (boom) but no part of it shall be farther than 500mm from the clew point.

(b) Builder's and Equipment manufacturers' marks

(i) Boats

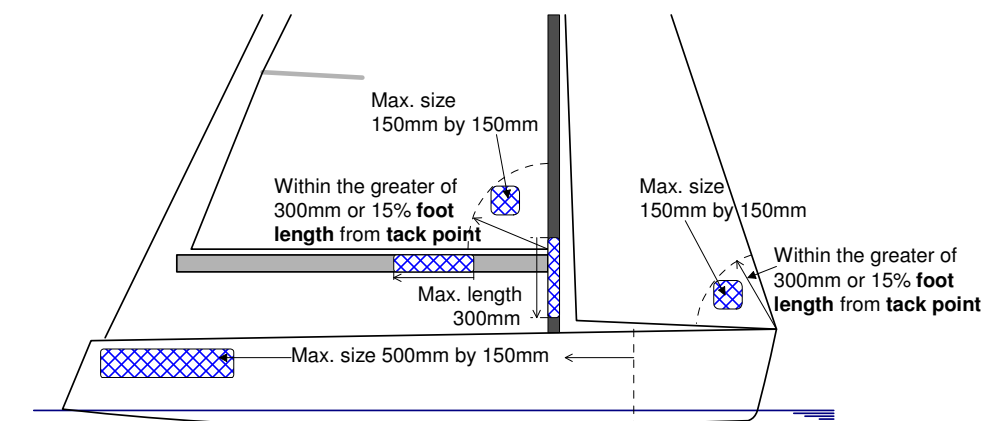
One builder's mark, which may include the name or mark of the designer, may be placed on each side of the hull. Such mark shall fit within an area measuring - 500mm x 150mm;


One maker's mark no larger than 300 mm in length may be displayed on each side on spars and on each side of other equipment.

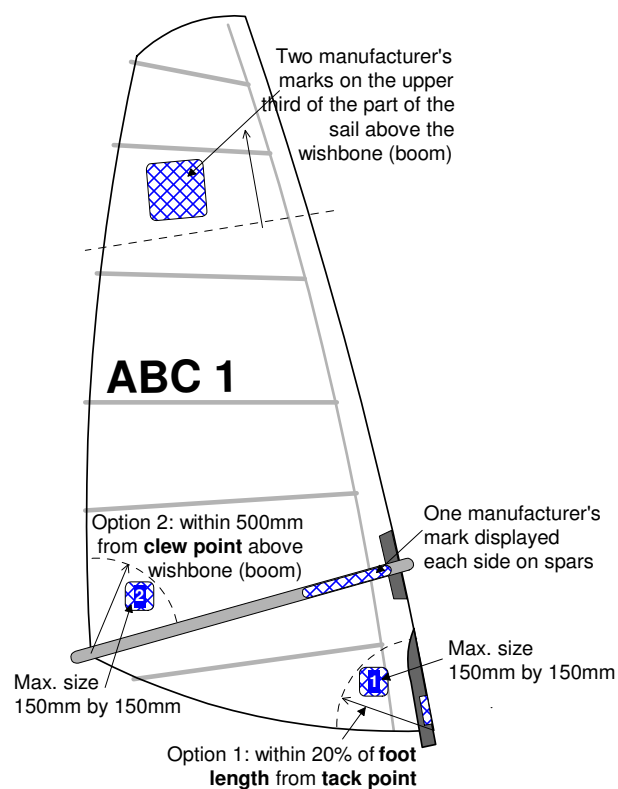
(ii) Sailboards


Any number of manufacturers' names or logos may be placed on the board (hull) and in two places on the upper third of the part of the sail above the wishbone (boom). One maker's mark may be displayed each side on spars, and on each side of any other equipment.

**Figure 2 – Manufacturers and Sailmakers Advertising**



Key:  
 Manufacturer's marks



Key:  
 Manufacturer's marks

Note: Any number of manufacturer's names or logos may be placed on the board.  
 This figure is for guidance purposes only, in all cases the text of the regulation shall prevail.

## **20.10 Protests under this Code**

**When, after finding the facts, a protest committee decides that a boat or her crew has broken a section of this Code, it shall:**



- (a) give a warning; or
- (b) disqualify the boat in accordance with RRS 64.1; or
- (c) disqualify the boat from more than one race or from the series when it decides that the breach warrants a stronger penalty; or
- (d) act under RRS 69.1 when it decides that there may have been a gross breach.

Current Position:

As per current Regulation 20

Reason:

**Executive Committee Minutes - May 2007, Paris, France**

**30. ANY OTHER BUSINESS**

(c) Advertising Code

The Executive Committee supported the request from a Council Member to review the ISAF Advertising Code to ensure it meets the needs of the sport in the coming years.

**Decision**

**The Executive Committee appointed the following working party to review the ISAF Advertising Code and make an initial report to the Executive Committee meeting in September 2007:**

**Philip Tolhurst – Chair**

**Alberto Predieri**

**Dan Ibsen**

**Secretary General**

***General:***

We initially tried to simply represent the existing rule in a format that will be easier to follow and clear, but although we have achieved much of that in the process it has highlighted some issues.

In presentational terms we have gathered all of the relevant definitions that will remain at the beginning of the rule and also made the terminology consistent throughout.

We have also re-ordered it so that the competitors come at the front of the Rule rather than the back whereas sail makers and manufacturers are now dealt with towards the end.

This is to reflect a fundamental which is that we believe that each competitor has the right to decide whether he or she should carry advertising or not.