20. ADVERTISING CODE

Definition of Advertising

20.1 For the purposes of this code, advertising is 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.

General

20.2 Advertising shall not be displayed on a boat, except as required or permitted by the ISAF Advertising Code. A competitor shall not display advertising of a political nature on a boat, equipment, clothing, or other object at an event.

20.2.1 Advertisements and anything advertised shall meet generally accepted moral and ethical standards.

20.2.2 Advertisements on sails shall be clearly separated from national letters and sail numbers.

20.2.3 The ISAF Advertising Code does not apply at the Olympic Sailing Competition, at which the International Olympic Committee charter applies.

Advertising

20.3 The following types of advertising are permitted or required as stated and apply at all times:

(a) Boats and Sailboards

The class insignia shall be displayed on her sails as required by RRS Appendix G;

(b) (i) Boats

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 length of the foot 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;

(c) (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, and one maker's mark may be displayed on each side on spars and on each side of other equipment. Such marks shall fit within a 150mm x 150mm square;

(ii) Sailboards

Any number of manufacturers' name*s* or logo*s* 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;

(d) (i) Boats

The forward part of the hull on each side of all participating boats in an event shall only display advertising chosen and required to be displayed by that event organizer as follows:

- for boats under 6.5 metres, 25% of the *hull length*, and
- for boats over 6.5 metres, 20% of the *hull length*

excluding *bow numbers*. If such advertising is required, it shall be so stated in the Notice of Race. If advertising is for alcohol or tobacco, the word "may" instead of "shall" applies;

(ii) Sailboards

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

The *organizing authority* of a sponsored event may permit or require the display of an advertisement of the event 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 and on a bib worn by the competitors;

(e) competitors may display advertising on clothing and personal equipment without restriction.

20.3.1 In addition to 20.3, additional advertising chosen by the individual boat may be displayed in the following categories:

(a) Category A

No additional advertising.

(b) Category C

Advertising is permitted as per Category A, and in addition on hulls, spars and sails without restriction except the space reserved for identification by Appendix G and under section 20.3(b)(i), 20.3(c)(i) and 20.3(d)(i).

20.3.2 When equipment is supplied by the event's *organizing authority*, Category C advertising on the supplied equipment is available to the *organizing authority*. Where a bib, or its equivalent, is supplied at an event, it may be worn at the absolute discretion of the individual competitor.

All Classes (except when participating in events listed in Regulation 20.6.1) - ISAF and Non-ISAF Status, National Classes

20.4 The right to choose Category A or C applies to all ISAF *Classes*, except Olympic Classes which shall be unrestricted Category C.

20.4.1 (a) The Class Associations of ISAF *Classes* may decide the advertising category to be applied to their class to be either A or C. If the Class Association makes no ruling, Category A shall apply;

(b) The Class Associations of Non-ISAF *Classes* (excluding *National Classes* referred to in Regulation 20.4.1(c) below) may decide the advertising category to be applied to their Class to be either A or C. If the Class Association makes no ruling, Category A shall apply;

(c) For *National Classes* the National Authority of the *Class* decides Category A or C. If the National Authority makes no ruling, Category A shall apply.

20.4.2 If Category C status is chosen, only the National Authority may introduce an Individual Advertising License System to permit its *competitors* to display advertising on their

boats/sailboards. (A breach of a National Authority's license system is not protestable under this Code).

20.4.3 For *club or invitational events* the *organizing authority* may restrict advertising to Category A, with the approval of the National Authority of the organizing club. Where the event includes a class that has been chosen as equipment for the forthcoming Olympic Sailing Competition, the limitations of Regulation 20.4.1 do not apply to that specific Olympic class, unless approved by the ISAF Executive Committee.

20.4.4 If Category C is decided, the ISAF Classes (except for Olympic Classes) and non-ISAF Classes (including *National Classes*) may decide the maximum level of advertising. Any restrictions within Category C shall be included in the Class Rules and subject to a recommendation by the ISAF Executive Committee and ISAF Council's approval. Olympic Classes cannot restrict Category C in any way.

20.4.5 Except as provided by Regulations 20.3 and 20.3.2 the right to have any or all advertising on the hulls, sails and spars shall be solely the right of and at the direction of the *competitor* provided that such right may be contracted or assigned to others at the competitor's discretion.

Handicapping Systems and Rating Rules

20.5 The National Authority of a *competitor* in respect of the boat in which the *competitor* is competing, may decide the advertising category to be applied to boats racing under a handicap/measurement system to be either A or C. If Category C is decided, the said *competitor's* National Authority may decide the maximum level of advertising. If the National Authority makes no ruling, Category A shall apply.

Any "*Class*" (see definition of Class) or individual boat racing under a handicap/measurement system shall have its advertising category determined in accordance with the provisions of this clause.

20.5.1 For the purposes of Regulation 20.5, the provisions of Regulations 20.4.2, 20.4.3 and 20.4.5 shall apply.

Special Events/Events of Classes/ISAF Events

20.6 Category C applies.

20.6.1 ISAF shall administer an Event Advertising System and/or Individual Advertising System for boats participating in the following events:

(a) <u>Special Events</u>
America's Cup Match and Challenger/Defender Series
Volvo Ocean Race
Global Ocean Races
Trans-Oceanic Races
IMS World Championships
Professional Windsurfers Association Events (PWA)
World Match Racing Tour

(b) <u>Events of Classes</u>
International America's Cup Class
Volvo 60'
Maxi One Design
Open 60 Monohull Class (incorporates Open 50 Class)
Open 60 Multihull Class
PWA Classes
49'er Grand Prix series

(c) Proposals for other Special Events and/or class events of equal or similar status may, on the initiative of the Executive Committee or on application by an event *organizing authority* (with the approval of the relevant National Authority) be put to the Executive Committee for approval. This approval shall be reported to the next Council Meeting.

(d) ISAF Events
ISAF Youth Sailing World Championship
ISAF Sailing World Championships
ISAF Offshore Team World Championship
ISAF World Sailing Games
ISAF Match Racing World Championship
ISAF Women's Match Racing World Championship
ISAF Team Racing World Championship
ISAF Women's Keelboat World Championship
.. and any other ISAF Events which may be introduced.

Fees

20.7 All boats carrying Category C advertising in line with Regulations 20.4 to 20.5.1 may be required to pay a fee only to their National Authority (no share to ISAF or any other National Authorities).

20.7.1 All Events under Regulation 20.6.1 carrying Category C advertising shall pay a fee to ISAF.

20.8 *Reserved for future use*

Protests under this Code

20.9 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.

Definitions

20.10 The following definitions shall apply to this Code only:

Note: *There are some definitions which are not needed in the present text of the Code.*

(a) "All Classes"
Shall include all Classes as defined below and shall include Classes which are designated as ISAF Classes as well as Classes which are not designated as ISAF Classes;

(b) "Class"
A Class of boat/sailboard includes boats/sailboards which conform to a physical specification intended to allow competitive racing among the Class, and without limiting the generality of the foregoing, includes Classes with one-design, restricted, and developmental specifications as these terms are applied generally and for which there is an existing organization to administer the Class which has:

(i) an Executive or similar body which administers the Class;

(ii) a membership which is open to all owners of boats/sailboards which meet the specification of the Class; and

(iii) which holds a meeting of members at least once a year, and which gives notice of such meetings to all members;

(c) "National Class"
A National Class for the purposes of this Regulation is a class where the National Authority has substantial authority in the direction or management of the Class;

(d) "Club or Invitational Event"
A Club event is an event that is sponsored, organized or held by a Club which has sailing as one of its activities.

An Invitational event is one in which the participants are invited and is not open to members of a participating class except by invitation.

(e) "Hull Length"
For the purposes of this Regulation, Hull Length is as defined in the applicable Class rules for Hull Length or any comparable measurement less Hull Appendages and if no means of measurement exists in the Class rules, Hull Length and Hull Appendage shall have the meaning set out in the Equipment Rules of Sailing, D.3.1 and E.1.1;

(f) "Organizing Authority"
Shall have the definition contained in RRS 88.1;

(g) "Competitor"
In addition to its natural meaning, a competitor in respect of any boat shall include any person who has the right to use the boat as owner or by charter, loan or otherwise;

(h) "Competitor Advertising"
In respect of any boat is advertising which is applied to a boat, its equipment or the person or the equipment of a competitor or competitors as the condition of or as the result of a payment made to or made as a result of the direction of one or more of the competitors in respect of such boat;

(i) "Other Advertising"
Advertising which is not competitor advertising;

(j) "Bow Number"
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.