Advertising Code

Table 1

A submission from the International IKA Formula Kite Class Association and the International IKA KiteFoil Class association

Purpose or Objective

To align the space reserved for event advertising in regulation 20 with the class rules of the foiling kiteboarding classes.

Proposal

In Regulation 20, Table 1 – Event Advertising – rename the row “Kiteboard” to “Kiteboard – non-foiling”

In Regulation 20, Table 1 – Event Advertising – insert a new row “Kiteboard – foiling” with the following columns:

<table>
<thead>
<tr>
<th>Hull</th>
<th>Boom</th>
<th>Backstay and Kite line</th>
<th>Sails and Kites</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 stickers 50x10 cm in the aft third of the bottom of the hull</td>
<td>Not applicable</td>
<td>Up to two flags 150mm x 150mm</td>
<td>No advertising</td>
</tr>
</tbody>
</table>

Current Position

Current Regulation 20

Reasons

1. Foiling and non-foiling kiteboards have very different hull shapes and require different provisions for application of event advertising

2. The space used by competitors and event organizers is effectively limited to the bottom of the hull, as the top of the hull is 100% anti-slip surface and event advertising cannot be applied.

3. A class rule change has been approved beginning of 2019 to define the size and location of event advertising, and this submission aligns the advertising code to the common practice in foiling kite competitions.

4. The proposed change reduces the area available for event organizers resulting in more space available for personal advertising.