Advertising Code – Kiteboards

Regulation 20.4

A submission from the International Kiteboarding Association

Proposal

To change the advertising code (Regulation 20) to reflect to the needs of kiteboarding competition.

20.4.1.2 Sailboards and Kiteboards

(a) 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 up to a maximum area of 0.4 square meters and (subject to Regulation 20.4.1.3) on a bib to be worn by the Competitor.

(b) Kiteboards

25% of the top and bottom surface of the kiteboard are reserved for the advertising chosen and required to be displayed by the organizing authority of that event. Up to two sponsors’ burgee or flag measuring a maximum of 150mm by 150mm (“sponsors kiteflags”) may be attached to the lines. The Organizing Authority may permit or require the display of advertisement on a bib to be worn by the competitor, except on the space required by appendix G (Lycra numbers).

Current Position

See above. The current Advertising Code does not include Kiteboards.

Reason

Advertising space on Kiteboarding equipment is different to sailing and windsurfing classes.