ISAF Advertising Code

Bibs at ISAF Events – Regulation 20.3

A submission from the Chairman of the Events Committee

Purpose or Objective

To define the space reserved by ISAF for ISAF advertising on bibs at ISAF events, so that leading sailors and MNAs can reach agreements with their sponsors that maximise their sponsorship revenues while not reducing ISAF’s opportunities or conflicting with ISAF’s requirements.

Proposal

ISAF shall specify in the Notice of Race of ISAF events the design (i.e. shape and coverage) of bibs, the space to be reserved for ISAF advertising, the advertising ISAF requires on bibs, and any other requirements for bibs. ISAF shall endeavour to standardise these requirements for any Sailing World Cup year (i.e. October to September).

ISAF shall permit competitor supplied bibs that are of the design, colour, and display the advertising, required by ISAF. These may also display the competitor’s advertising in the space (if any) not reserved by ISAF.

Current Position

Regulation 20.3.1 states that “Each competitor … may display advertising on personal equipment except that bibs provided by the Organising Authority shall be worn as detailed in Regulation 20.4.

Regulation 20.4.3 states that “At all ISAF events … a bib … shall be worn by the Competitors in accordance with the Notice of Race …. Advertising displayed on such bib … is reserved for ISAF unless previously agreed by ISAF in writing.”

For the 2009-2012 period, during which time these regulations were introduced, ISAF gave exemption to those nations that already had sponsorship contracts in place that would have been breached by wearing ISAF bibs. At this time it was clarified that this exemption would not apply beyond 2012.

Reasons

1. Many sailors have sponsorship agreements which require sponsors’ logos to be worn on clothing.

2. Reducing the visibility of such logos, in particular in on-the-water film and photographs of sailors, reduces the appeal of sponsoring sailors to potential sponsors, and therefore risks reducing the financial value of such sponsorship, and the value of sailing to sponsors.

3. It is however also paramount for ISAF to retain its ability at its events to promote its sponsors
through advertising on bibs.

4. During 2009-2012 Sailing World Cup, bibs were typically only worn by the top three sailors at the time. Most sailors were therefore still able to display their own advertising on their clothes. It is expected that it will become more common that bibs are required to be worn by all sailors at ISAF events, and therefore more sailors will be affected by this regulation.

5. This submission retains ISAF’s ultimate authority, but requires ISAF to define the coverage of bibs and the space it reserves for its advertising. This will provide a competitor with the information that will enable him or her to maximise his or her own advertising.