ISAF Advertising Code

Sail Stickers for Sailor Identification

A submission from the International 470 Class Association

Proposal

To amend the ISAF Advertising Code to allow each Olympic Class to have a space reserved on the sailors' sails for a national flag or a national flag and sailors' names.

Current Position

There is currently no reserved space for sailor identification on the sails of the Olympic Classes through the advertising code.

Reason

1. The need for sailor and nation identification on boats is increasing and is beneficial for the sport, particularly for media and fan purposes.

2. As sailors may use all the area of the sail, apart from the location of the class insignia and sail numbers, it is challenging to determine one uniform location for the national flag and sailors' names on a fleet to have consistency.

3. Whilst all the 470 sailors have applied the sail stickers to their sails at the 2010 World Championships, there is currently no regulatory obligation for them to do so.

4. The 470 sailors who have experienced sail stickers at the 2010 World Championships support the use of sail stickers for identification. The introduction of a reserved space for sail stickers will enable the sailors to apply sponsor advertising confident that the sail sticker placement will be uniform throughout and not available for some sailors and not others.

5. To date several of the Olympic Classes have already applied sail stickers to their fleets.

6. It is understood that the location of sail stickers cannot be the same across the mainsails of all Olympic Classes, but an element of consistency could be sought.