WORLD SAILING ADVERTISING CODE

Preface

This Code has the status of a rule under the Racing Rules of Sailing.

1. Definitions

1.1 The following definitions shall apply to this World Sailing Advertising Code only:

"Advertising"	a 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
"Bow Number"	an identifier assigned to a **boat** by the Organising Authority which shall be displayed on the bow of that **boat**. It may be a combination of numbers and letters and may include Advertising
"Code"	this World Sailing Advertising Code including Table 1 and Table 2
"Competitor"	a person on board a **boat** while Racing (as defined below), but excluding persons placed on board by the Organizing Authority or by the race committee
"Racing"	the period of time defined in the RRS
"Recognized System"	any System (as defined below) recognized by World Sailing [1]
"Person in Charge"	the person designated in RRS 46
"System"	any handicapping and rating method that provides a correction method to rank unequal **boats** on the same ranking list

1.2 Unless defined above, capitalized words are defined at the start of the Regulations.

1.3 A definition in the singular includes the plural, in the masculine gender includes the feminine gender. A term used as defined in *The Equipment Rules of Sailing* (ERS) is printed in **bold** type.

2. General

2.1 Advertising on a **boat**, **personal equipment** or any other object on board a **boat** shall be displayed in accordance with this Code, the applicable **class rules** and the rules of the relevant System. Advertising that is not specifically permitted under this Code is prohibited.

2.2 This Code applies to **boats** and Competitors while Racing and at all other times when so prescribed herein.

2.3 The right to display Advertising on a **boat:**

[1] As of January 2017, World Sailing recognizes three Systems: ORC International, IRC and ORC Club.

2.3.1 shall be subject to prior authorization of World Sailing in the following cases:

(a) non-World Sailing Classes and non-Recognized Systems with scheduled racing in more than three countries;

(b) Oceanic events;

(c) series of events scheduled to take place in more than one country;

(d) International Events with the same sponsor;

(e) the America's Cup and all qualifying events for the America's Cup;

and in such cases World Sailing may agree in writing any departure from provisions of the Code on a case by case basis;

2.3.2 is automatically granted to World Sailing Classes and Recognized Systems, unless subject to 2.3.1;

2.3.3 shall be subject to prior authorization of the relevant National Authority for all Classes, Systems and events that are within its jurisdiction and not subject to 2.3.1 or 2.3.2.

2.4 Any Advertising and anything advertised shall meet generally accepted moral and ethical standards. Any Advertising which is political, religious, racial or propaganda shall not be displayed on a **boat**, **personal equipment** or any other object on board a **boat** while Racing. Attention is also drawn to the laws of individual nations which may restrict Advertising within their territory or territorial waters.

2.5 A Competitor may choose not to display Advertising required under Regulations 4 or 6 which is for alcohol or tobacco, or which he genuinely objects to for substantive moral, political or religious reasons.

2.6 Advertising on **sails** shall be clearly separated from national letters and sail numbers and from Class insignia unless it is part thereof.

2.7 With the exception of Regulations 7 and 9, this Code shall not apply at events at which the International Olympic Charter applies, either directly (e.g. Olympic Games) or indirectly by reference to it made in the charter of the relevant organization (e.g. Regional Games)

2.8 With the prior written approval of World Sailing and in accordance with such approval, the provisions of this Code, with the exception of Regulations 7 and 9, may be waived at Regional Games.

3. Competitor's Advertising

3.1 Each Competitor, with the agreement of the Person in Charge, may display Advertising on **personal equipment** except that bibs provided by the Organizing Authority shall be worn as detailed in Regulation 4.

3.2 Subject to any limitations on Advertising in the applicable **class rules** or the rules of the relevant System, Advertising chosen by the Person in Charge may be displayed on a **boat** or part thereof, except on the areas detailed in Regulation 4 and Table 1.

4. Event Advertising

4.1 Subject to the provisions of Regulation 6, the Organizing Authority may require that **boats** display the Advertising listed in this Regulation 4.1, provided that such requirement is stated in the notice of race and that the Organizing Authority provides the **boats** with the needed materials (stickers, flags, etc):

4.1.1 Bow Numbers at all times, and

4.1.2 Advertising while Racing in accordance with the provisions of Table 1, and

4.1.3 Sponsor's flag(s) on the **backstay** or **shroud** at all times in accordance with the provisions of Table 1.

4.1.4 Event advertising shall be displayed on the forward part of each side of the **boom** in accordance with Table 1 unless, the Class has prescribed in their class rules that Event Advertising shall instead be displayed on the aft part of each side of the **boom**.

4.1.5 In accordance with the provisions of Table 1 there shall be no Event Advertising on sails except with the agreement of World Sailing for boats which have a low freeboard; in which case Event Advertising is permitted which does not exceed 1/8 of the sail area and which is placed on a sail in a position prescribed in the class rules.

4.2 When a **boat** or part thereof (e.g. **hull**, **spar**, **sails**) is supplied by the Organizing Authority, all Advertising permitted by this Code on the supplied **boat** or part thereof is available to the Organizing Authority.

4.3 At all World Sailing events and at the World Cup Final events a bib, or its equivalent, shall be worn by the Competitors in accordance with the notice of race. Advertising displayed on such bib, or its equivalent, is reserved for World Sailing unless previously agreed otherwise with World Sailing in writing.

4.4 At all windsurfing, kiteboard and wingfoil events other than those indicated in Regulation 4.3 a bib, or its equivalent, shall be worn by the Competitors in accordance with the notice of race and sailing instructions. Advertising displayed on such bib, or its equivalent, is reserved for the Organizing Authority.

5 Class Rules and rules of a System

5.1 Except as provided for in this Regulation 5, the **class rules** and the rules of a System may prohibit or limit the right to display Advertising on the **boat** as set forth in Regulation 3. If the **class rules** or the rules of a System do not prohibit or limit the right to display Advertising, it shall be permitted.

5.2 In case of conflict between the applicable **class rules** and the rules of a System in respect of the right to display Advertising, the more limiting rules shall prevail.

5.3 The transitional provisions in this Regulation 5.3 shall cease to apply after 31st December 2012:

When the **class rules** or the rules of a System in force on 31st October 2008:

(a) prohibited the display of Advertising or did not prescribe about Advertising, such rules shall be deemed to prohibit Advertising until they prescribe otherwise in compliance with this Code;

(b) prescribed to limit the right to display Advertising, such rules shall be deemed to prescribe the same limitation until they prescribe otherwise in compliance with this Code.

5.4 The **class rules** of a **boat** selected by World Sailing as equipment at a future Olympic Sailing Competition shall not prohibit or limit in any way the right to display Advertising while Racing except it may limit or prohibit, where applicable, the right to display Advertising on the jib sail.

5.5 **Class rules** and the rules of a System may permit or require a **boat** to display the national flag and/or the name of the Competitor on the **mainsail** and shall state the

size and location for each. Such permission or requirement shall not be deemed to constitute a prohibition or a limitation of the right of the Competitor to display Advertising.

6 Sponsor's Advertising of World Sailing Classes and Recognized Systems

6.1 A World Sailing Class and a Recognized System may enter into a contract with a sponsor which will require the **boats** of that World Sailing Class or certified under that Recognized System to display such sponsor's Advertising provided that:

(a) the relevant Class Association or the governing body of the Recognized System, in accordance with its rules, has previously approved the principle of a sponsorship contract; and

(b) the displaying of such sponsor's Advertising is restricted to areas reserved to the Organizing Authority as detailed in Regulation 4 and Table 1; and

(c) the **boats** are only required to display such sponsor's Advertising at events at which that World Sailing Class or that Recognized System is the Organizing Authority, or at events for which that World Sailing Class or that Recognized System have executed a written agreement with the Organizing Authority permitting the **boats** to display such sponsor's Advertising.

6.2 The National Class association of an World Sailing Class or the national governing body of a Recognized System shall not, without the prior written consent of respectively the World Sailing Class Association or the international governing body, enter into a sponsorship contract requiring the **boats** to display Advertising.

6.3 A **boat**, whose Person in Charge has agreed with his own National Authority that such **boat** will display Advertising that would conflict with the sponsor's Advertising under Regulation 6.1, shall not be required to display such sponsor's Advertising.

7. Manufacturer's and Sailmaker's Marks

7.1 The display of the manufacturer's and sailmaker's marks is permitted at all times as detailed in Table 2 but not on areas detailed in Regulation 4 and Table 1 (with the exception of windsurfers where the sailmaker's logos may cover the area detailed in Table 1) and shall not constitute a limitation to the rights to display Advertising as set forth in the Code, in the **class rules** and in the rules of a System.

7.1.1 A manufacturer's mark may include the name, logo or other identification marks of the designer or manufacturer of the equipment.

7.1.2 A sailmaker's mark may include the name, logo or other identification marks of the sailmaker or of the **sail** cloth manufacturer or the pattern or model of the **sail**.

8. Fees

8.1 World Sailing or the National Authority, as appropriate, may charge a fee when granting authorization under Regulation 2.3.

8.2 When a Person in Charge of a **boat** chooses to display Advertising pursuant to Regulation 3.2, the National Authority of such Person in Charge, and not any other National Authority, may impose an annual fee for that **boat**.

8.3 A **boat** shall not be required to pay a fee for displaying Advertising pursuant to this Code except in accordance with this Regulation 8.

9. Protests

9.1 Protests alleging a breach of this Code shall be governed by Part 5 of the RRS.

9.2 When, after finding the facts at a protest hearing, the protest committee decides that a **boat** and/or Competitor is in breach of any provision of this Code, it shall:

(a) warn the Person in Charge of the **boat** or the Competitor; or

(b) impose a penalty on the **boat** in the race or the series; or

(c) make any other arrangement deemed equitable which may be to impose no penalty.

Table 1 - Event Advertising

Allowed Advertising - see Regulation 4.1

<table>
<tr><th></th><th>Hull</th><th>Boom</th><th>Backstay and Kite line</th><th>Sails, Kites and Wings</th></tr>
<tr><td>Boat Type or Size</td><td>On each side of the hull, but not aft of the longitudinal distance stated from the foremost point on the hull</td><td>On the forward part of each side of the boom (except if Regulation 4.1.4 applies)</td><td>A flag, attached to a backstay or kite line, fitting in the following rectangle sizes (2)</td><td>On each side of the sails</td></tr>
<tr><td>Boat less than 2.5m hull length (1)</td><td>40% of hull length</td><td rowspan="4">Not exceeding 20% of the boom length</td><td>No Advertising</td><td rowspan="4">No Advertising (except if Regulation 4.1.5 applies)</td></tr>
<tr><td>Boat between 2.5m and 8m hull length (1)</td><td>Greater of 1m or 25% of hull length</td><td>One flag 750mm x 500mm</td></tr>
<tr><td>Boat over 8m to 15m hull length (1)</td><td>Greater of 2m or 20% of hull length</td><td>One flag (or up to two in case of a boat without centreline backstay) 1900mm x 1400mm</td></tr>
<tr><td>Boat over 15m hull length (1)</td><td>Greater of 3m or 15% of hull length</td><td>One flag (or up to two in case of a boat without centreline backstay) 2100mm x 1600mm</td></tr>
<tr><td>Windsurfer</td><td>No Advertising</td><td>No Advertising</td><td>No Advertising</td><td>Not exceeding 0.4 sq m, placed between the sail numbers and the boom (wishbone) and aft of the foot median line (may cover the sailmaker’s mark)</td></tr>
<tr><td>Kiteboard – non-foiling</td><td>Any 25% of the area of the top and bottom surfaces</td><td>Not applicable</td><td>Up to two flags 150mm x 150mm</td><td>No Advertising</td></tr>
<tr><td>Kiteboard – foiling</td><td>2 stickers 50cm x 10cm in the aft</td><td>Not applicable</td><td>Up to two flags 150mm x 150mm</td><td>No Advertising</td></tr>
</table>

	third of the bottom of the hull			
Wingfoiling	2 stickers 50cm x 10cm in the aft third of the bottom of the hull	Not applicable	Not applicable	2 stickers 25cm x 25cm
Radio-controlled boat	40% of **hull length**	No Advertising	No Advertising	No Advertising
Boat selected by World Sailing as equipment at a future Olympic Sailing Competition	Greater of 1m or 25% of **hull length**	Not exceeding 20% of the **boom** length	One flag 750mm x 500mm	Jib - 60% of the sail area, Mainsail – No Advertising, Spinnaker – No Advertising

(1) In this table, the word 'boat' does not include windsurfers, kiteboards or radio-controlled boats.

(2) If the boat has no **backstay**, the notice of race may require that the flag is attached to a **shroud**.

When a boat has a bow or forward transom, Advertising shall be allowed on this space in addition to the **hull** area stated in the table above.

Table 2 – Manufacturer's and Sailmaker's Marks

Allowed marks - see Regulation 7.1

	Hull	**Spars** and Equipment	Sails, Kites and Wings
Boat Type or Size	On each side of the **hull**, and may include the name or mark of the designer or builder	On each side of **spars** and on each side of other equipment	On each side of **sails** and kites
Boat less than 2.5m **hull length** (1)	One mark to fit within a rectangle measuring 15% of **hull length** x 150mm	One mark not exceeding 300mm length	One mark to fit within a 150mm x 150mm square. Except on spinnakers, no part of the mark shall be placed farther than the greater of 300mm or 15% of **foot length** from the **tack point**
Boat between 2.5m to 20m **hull length** (1)	One mark to fit within a rectangle measuring 500mm x 150mm		
Boat over 20m **hull length** (1)	One mark to fit within a rectangle measuring 1000mm x 250mm	One mark not exceeding 500mm length	One mark to fit within a 300mm x 300mm square. Except on spinnakers, no part of

			the mark shall be placed farther than the greater of 1000mm or 15% of foot length from the tack point
Windsurfer	No restriction	No restriction	No restriction
Kiteboard	No restriction	Not applicable	No restriction
Wingfoil	No restriction	Not applicable	No restriction
Radio-controlled boat	One mark to fit within a rectangle measuring 15% of **hull length** x 150mm	One mark not exceeding **50**mm length	One mark to fit within a 50mm diameter circle

(1) In this table, the word 'boat' does not include windsurfers, kiteboards, wingfoils or radio-controlled boats.

AMENDMENT HISTORY

PROVISION	AMENDMENT	DATE
Preface	*CO-2026-016*	9-Sep-26