



FIAS MARKETING GUIDELINES

**INTERNATIONAL SAMBO
FEDERATION
(FIAS)**

FIAS MARKETING & PR DEPARTMENT
2014



CONTENT

PREAMBLE

GLOSSARY

ADVERTISING RIGHTS

ELABORATION OF THE COMPETITION (EVENT) ADVERTISING PLAN

PROVISIONS OF THE FIAS LOGO USE

FIAS SPONSORS ADVERTISING RIGHTS

THE ORGANISERS' RESPONSIBILITY AND COMPULSORY CONDITIONS
OF THE ADVERTISING CAMPAIGN

COMMERCIAL RIGHTS

INTERACTIVE RIGHTS

FIAS COMPETITION (EVENT) MARKETING REPORT



PREAMBLE

This document describes marketing rights of the FIAS, host National SAMBO Federation and Organising Committee, as well as requirements for the development of the implementation plan of the FIAS marketing rights before and during the run of the competitions (event), organised by the Organising Committee.

Marketing rights are understood to be:

- **Advertising rights**
- **Commercial rights**
- **Interactive rights**

Provisions recorded in this FIAS Marketing Guidelines, as well as provisions that are not listed in the Guide are coordinated with the FIAS PR and Marketing Department and specified in the Contract for the competitions (event) holding concluded between the FIAS and host National SAMBO Federation.



GLOSSARY

FIAS Mission – to improve quality of living of people of all age groups: from children to the elderly, developing and promoting SAMBO all over the world.

FIAS Image – the whole image that makes FIAS recognisable by public, audience, press and other target groups.

FIAS Logo – an identification mark of the International SAMBO Federation (FIAS), protected in accordance with the international practice.



Annual FIAS Calendar:

- World SAMBO Championship
- World SAMBO Championship among Masters
- World SAMBO Championship among Juniors, Youth and Girls
- World SAMBO Championship among Cadets
- World SAMBO Cup among Students
- Continental sambo championships for all ages
- World SAMBO Cup Stages
- International «A» Category Tournament
- International «B» Category Tournament

Host National SAMBO Federation (NSF) – a national SAMBO federation being a member of the FIAS.

FIAS Organising Committee of the Competitions (Event) (OC) – is responsible for planning and holding of competitions (event) including provision of infrastructure and field work. The Organising Committee is formed on the initiative of the NSF.

Contract for Competitions or Event – a contract concluded between the FIAS and a host National Federation.

FIAS Sponsor – an individual or a legal entity that contributes to the FIAS activities (through providing property, intellectual activity results, services rendering, works performance) on conditions of advertising by the latter of this sponsor or its goods.

Categories of the FIAS Sponsors:

- General Sponsor
- Official Sponsor
- Partner
- Technical partner
- Info Partner

Trademark – a mark that serves to individualise goods of legal entities and individual entrepreneurs.

Competitions (Event) Venue – a complex of premises and grounds necessary to hold competitions (competition arena, warming up gyms, changing rooms, press centre, broadcasting centre, parking, exhibition area, etc.).

Advertising Space – space where advertisement of sponsors is placed.

Advertising Plan – describes all possible types of advertising at the competitions (event) venue.

Outfit – clothes and equipment of an athlete necessary for training and competitions activities.

Patch – a fabric patch on a SAMBO jacket with a surname of the athlete, abbreviation of the country that the athlete represents, FIAS emblem and the competitions emblem.

ADVERTISING RIGHTS

Advertising rights are understood to be rights for advertising, distributed by the Organising Committee, on condition of the obligatory mention of a certain person as a sponsor of the competition (event) in it, as well as advertising distributed by television and radio broadcasting, telecommunications and by other means containing the FIAS symbols and (or) the competition (event) symbols.

ELABORATION OF THE COMPETITION (EVENT) ADVERTISING PLAN

The Advertising plan of the competition (event) must comply with the provisions of:

- Regulations of the FIAS official competitions organisation and carrying out (sports and organisational rules)
- FIAS Press Guidelines
- FIAS Television Guidelines
- FIAS Marketing Guidelines.

The Advertising plan should be coordinated with the FIAS PR and Marketing Department at each stage of its executing.

Types, volume and distribution of advertising space between the FIAS sponsors and the Organising Committee sponsors are specified in the Contract between the FIAS and the NSF, and are obligatorily included in the Advertising plan of the competition (event).

The Advertising plan takes into account not only the features of a sports complex and competition area, but also the location of TV cameras in order to place the FIAS logo and FIAS Sponsors' logos in the areas of the competitions Host Broadcaster's TV cameras operation.

The Advertising plan of the competition (event) is submitted to the FIAS PR and Marketing Department sixty (60) days prior to the competition or event.

Prototypes of the promotional materials are coordinated and approved by the FIAS PR and Marketing Department thirty (30) days prior to the event.

PROVISIONS OF THE FIAS LOGO USE



The Advertising plan includes the development of informational and promotional materials focused on the use during the run of the competition (event) in the following areas:

- Host City, which runs the competition (event)
- Sports Complex of the competition (event)
- Competition area

I. The FIAS logo must be placed on the advertising media on the territory of the city in which the competition (event) runs, on the territory of the Sports Complex, including the competition area. A list of such advertising media includes, but is not limited to:

- Show bills and/ or posters
- Banners
- Billboards
- Vehicles
- Roll-Ups and/ or banners
- Press Wall in the Press Conference area
- Banners in the Awarding area
- Banners/ cross street banners/ stands around the sports mats area/ platform
- Sports mats
- Athletes' outfit
- Award, commemorative and souvenir products of the competition (event)

On show bills, posters, banners, billboards, roll-ups, cross street banners, press wall the FIAS logo shall be located in close proximity to the NSF logo, logo/ emblem and the state and/ or sports organisation logo. The FIAS logo should occupy the top or central position.

The FIAS logo on vehicles can be placed on passes on vehicles, on the marked space for parking, on plates and/ or in some cases, on labels on vehicles.

The FIAS logo location on the sports mat in accordance with Annex 12 of the Regulations for the FIAS official competition organisation and carrying out (sports and organisational rules).

The FIAS logo shall be present on the back of the SAMBO athletes' outfit in the bottom right corner and meet the requirements specified in Annex 11 of the Regulations for the FIAS official competition organisation and carrying out (sports and organisational rules).

Types of award, commemorative and souvenir products:

- Diplomas/ Letters of recognition/ Certificates
- Award medals and Commemorative medals
- Cups
- Pennants
- Commemorative merchandise
- Competition (event) souvenir products

The official competition (event), held under the auspices of the FIAS, requires the FIAS logo to be compulsorily placed on award, commemorative and souvenir products. Sketches and models of the award and souvenirs products are coordinated with the FIAS PR and Marketing Department.

II. The FIAS logo as well as a link to the FIAS official website (www.sambo-fias.org) is used on the following official and printed materials of the competition or event:

- Materials for the media representatives (Press Kit)
- Start Lists
- Scorebooks
- Final Protocols
- Event program and/ or the event booklet
- Admission and invitation tickets
- At the accreditation for the participants of the competition (event)

A welcome address of the FIAS President is published in the program and/ or a booklet of the competition (event).

III. The official event website should reflect the FIAS logo and have a link to the FIAS official website (www.sambo-fias.org).



FIAS SPONSORS ADVERTISING RIGHTS

According to the FIAS sponsorship package the FIAS Sponsors are divided into the following categories:

- General Sponsor
- Official Sponsor
- Partner
- Technical partner
- Info Partner

The Organising Committee shall have the right to use names and logos of the FIAS Sponsors (indicating the venue or not) for the purpose of organising the event and provided they are used for advertising purposes, unless otherwise provided in the Contract between the FIAS and the NSF.

The right to use names and logos of the FIAS Sponsors and compulsory conditions of carrying-out of requirements of the sponsorship package are enshrined in Sponsorship Agreements between the FIAS and Sponsors. The Organising Committee shall implement all the requirements of the FIAS sponsorship package in the course of developing the Advertising plan in accordance with the terms of advertising opportunities for each category of the FIAS Sponsors.

Layouts of models of informational and promotional materials using the FIAS sponsor logos along with the Advertising plan should be sent for approval to the FIAS PR and Marketing Department 60 (sixty) calendar days prior to the event start.

The final models of all advertising and promotional materials must be approved by the FIAS PR and Marketing Department 30 (thirty) calendar days prior to the event.

The FIAS Sponsors logos shall be in English.

The FIAS General Sponsor logo shall stand out by its size and be at the beginning of the list of the competition (event) sponsors.

The FIAS Sponsors logos should be presented on the advertising media in the following formats:

- Outdoor Advertising
- Advertising at the Sports Complex (including the competition area)
- Logos on athletes' outfit
- Advertising on printed media



Outdoor Advertising

Outdoor advertising shall comply with the laws on advertising in the city the competition (event) to take place. The FIAS logo should be placed on all advertising media in close proximity to the competition (event) logo/ emblem, and the FIAS Sponsors logos should be itemised separately in the list of the competition (event) sponsors.

Advertising at the Sports Complex (including the competition area)



The FIAS Sponsors advertising occupies space on the territory of the Sports Complex on the following types of advertising media:

- Information and/ or exhibition stands;
- Billboards, cross street banners, banners, roll-ups;
- Press Wall in the Press Conference area;
- Back part in the area for an interview;
- On the information desk on the platform, on television screens and TV-cube in the hall with FIAS Sponsors videos demonstration (just during breaks between fights or competitions);
- Billboards on the sides of the podium;
- Advertising on the mats (the FIAS General Sponsor logo in accordance with Annex 12 of the Regulations for the FIAS official competition organisation and carrying out (sports and organisational rules);
- Banner with sponsors' logos in the awarding area;
- Banner with sponsors' logos in the draw area.

Logos on athletes' outfit

Using the sponsor's logo on athletes' outfit should correspond to Annexes 10 and 11 of the Regulations for the FIAS official competition organisation and carrying out (sports and organisational rules).

The FIAS officials outfit shall have the FIAS logo.

All athletes participating in the competitions must have the national emblem or the emblem of their federations on the competition jacket in accordance with Annex 7 of the Regulations for the FIAS official competition organisation and carrying out (sports and organisational rules).

Their total area should not exceed 80 square centimeters and be less than 30 square cm.

Requirements to the patches

Patch on a SAMBO jacket (back)

Maximum size of patches is 35x30 cm (width*height), advertising shall be placed under the name of the participant and the abbreviated name of the country.

Advertising on patches may be 10 cm high, 30 cm wide, or not exceed 300 cm² maximum.

Maximum height of letters is 5 cm.

Patch on a SAMBO jacket (shoulder)

Competition jackets of the athletes shall contain a patch with the FIAS General Sponsor logo (9x9cm).

The host National Federation can place a patch with the NFS logo or a local sponsor's logo on the left sleeve (shoulder).

The rules of this article shall apply in the competition gym, competition area and mats area:

- own advertising inscriptions on the outfit and equipment are allowed for athletes and coaches of the national federations in the competition gym.
- advertising on the competition outfit shall not be provocative or break ethical, moral and social principles of the society, it especially relates to advertising of violent, racist, religious, political or sexual nature.
- it is in the FIAS sphere to remove advertising that does not meet the FIAS Regulations
- advertising inscription on the outfit may be in the form of a word, abbreviation and/or logo.



Advertising on printed media

Advertising on printed media typically includes, but is not limited to:

- Posters
- Competition Program
- Event Booklet
- Judges Blank Forms
- Award or commemorative diplomas
- Admission and invitation tickets

The event booklet shall contain one full-color page available to the FIAS, conveniently located for advertising by the FIAS Sponsors.



THE ORGANISERS' RESPONSIBILITY AND COMPULSORY CONDITIONS OF THE ADVERTISING CAMPAIGN

Control over advertising and decision-making for distribution and coordination of the advertising space in the course of the FIAS official competitions is exercised by the FIAS PR and Marketing Department.

In accordance with the provisions of the Regulations for the FIAS official competition organisation and carrying out (sports and organisational rules), FIAS Press Guidelines, FIAS Television Guidelines and the present FIAS Marketing Guidelines, the Organising Committee shall be absolutely responsible for the development and coordination of the Advertising plans with the FIAS PR and Marketing Department.

Advertising in the competitions gym shall not interrupt with organic aesthetic perception and general atmosphere of the competition.

Advertising shall not endanger safety of athletes, delegation members, officials and audience.

Any form of advertising that contradicts aesthetic, moral and social norms of the society (for example provocative advertising or advertising that encourages violence, terrorism, racism, sex) is prohibited.

In the course of FIAS official events, advertising of products connected with high content of alcohol, tobacco or drugs is prohibited.



COMMERCIAL RIGHTS

Commercial rights are understood to be rights related to the sales and distribution of products with the use of the FIAS and an official event under the auspices of the FIAS marks.

The FIAS logo and the FIAS Sponsors logos are placed on the products using the name and symbols of the competition (event), held under the auspices of the FIAS, as well as products for sale with a commercial purpose on agreement with the FIAS PR and Marketing Department.

Income distribution between the FIAS and the Organising Committee, as well as types, volume of the products for sales on the territory of the Sports Complex are indicated in the Contract between the FIAS and the NSF.

Types, volume of the products for sales on the territory of the Sports Complex are also regulated by the Contract between the FIAS and NSF.

Income groups:

- ***Income from sales of goods and services with the FIAS and/or the FIAS official event symbols***

Income received from the direct sale (including income from holding the event) of goods and services with the use of the logo/ name of the competition or the FIAS logo/ name shall be divided between the FIAS and NSF according to provisions stated in the Contract.

Sales of national souvenirs and other products not bearing symbols of the event or the FIAS should be coordinated with the FIAS PR and Marketing Department. Income from sales of such products is determined by the terms of the Contract.

- ***Income from advertising spaces***

Income received from the provision of advertising spaces on the competition area shall be divided between the FIAS and the Organising Committee in accordance with the terms of the Contract.

- ***Income from advertising on television***

Income from advertisers for display of advertisements during broadcasting of the international picture on the territory of the host country is divided according to provisions of the Television Contract concluded by the Host Broadcaster and the FIAS.

- ***Income from ticket programm***

Income received from the sales of tickets for the FIAS official event shall be divided between the FIAS and NSF according to terms of the Contract, in case of tickets sales during the event.

- ***Income from commemorative merchandise***

Income received from the sale of commemorative merchandise is distributed between the FIAS and NSF according to terms of the Contract.



INTERACTIVE RIGHTS

Interactive rights are understood to be rights for information, which is generated at the competition (event) and distributed using the latest technology and is supplied as a service to the Internet with the use of the modern media in the form: webcasts, video services on demand, DVD, CD- ROM, mobile networks and other advanced technologies, mentioning or referring to the FIAS and the FIAS official events.

The FIAS interactive rights are implemented in the following forms:

- Information contained on the official web-site of the FIAS or its official event
- Video material (mobile Internet (WAP) and web broadcasting)
- Use of any URL relating to the FIAS or its official event
- Right to represent the website www.sambo-fias.org as the “official website” of the FIAS event
- Right for advertising, use of logo or other elements of corporate style of the FIAS or its official events on any web-site

The Organising Committee shall provide information on the use of interactive rights on the competition area that mentions or refers to the FIAS.

Income from interactive rights belongs to the FIAS.

FIAS COMPETITION (EVENT) MARKETING REPORT

After the event, the Organising Committee shall submit a detailed report on implementation of the FIAS marketing rights as a part of the Advertising plan of this event to the FIAS.

The report is accompanied by photos, statistics, plans of installation of all the advertising media.

FIAS uses such information to inform cities that are candidates for the following competitions (event).

This report is an integral part of the Organising Committee general report on the event.



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