



**INTERNATIONAL
SAMBO FEDERATION**

**MARKETING AND ADVERTISING
GUIDELINE**

2022

This document describes marketing rights of the FIAS, host National SAMBO Federation and Organizing 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), organized by the Organizing Committee.

ADVERTISING RIGHTS

Development of competition (event) advertising plan

Advertising rights are understood to be rights for advertising, distributed by the Organizing 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.

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

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 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 and competition area
- Official hotels
- Press rooms and celebration halls

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.

On each step of advertising plan all paragraphs should be approved by FIAS and Marketing Department.

Responsibilities and requirements of advertising campaign

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

All official events under FIAS auspices, require the placement of FIAS logo on top or in central position at all advertising materials strongly in accordance with advertising plan of competitions. All basic elements of FIAS corporate style are set out in FIAS Brand book.

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

- Materials for the media representatives (Press Kit)
- Start Lists
- 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).
 - The official event website should reflect the FIAS logo and have a link to the FIAS official website (www.sambo.sport).

FIAS sponsors advertising rights

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.

Categories of the FIAS Sponsors:

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

The FIAS General partner logo shall stand out by its size and be at the beginning of the list of the competition (event) sponsors. Then artworks followed by other FIAS partners and NSF partners

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 partners logos should be itemised separately in the list of the competition (event) sponsors.

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;
- Billboards on the sides of the podium;
- Banner with sponsors' logos in the awarding area;
- Banner with sponsors' logos in the draw area
- On the information desk on the platform, on television screens and the TV-cube in the hall with FIAS Sponsors videos demonstration (just during breaks between fights or competitions);
- Advertising on the mats (the FIAS General partner logo)

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

- Posters
- Competition Program
- Event Booklet
- Diplomas/ checks
- Badges
- Tickets and invitations

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

Design-making of all advertising and marketing materials for FIAS official competitions are carried out by the FIAS PR and Marketing Department or by Event Organizing committee (under FIAS PR and Marketing Department control).

Advertising in the competition's 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 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
- 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 (www.sambo.sport) of the FIAS or its official event
- Information contained on the FIAS official pages in social media or its official event
- Video materials
- Right to represent the website www.sambo.sport 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 Organizing 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.



WWW.SAMBO.SPORT