

# INTERNATIONAL SAMBO FEDERATION

## MARKETING GUIDELINES



## FIAS MARKETING GUIDELINES

### 1. INTRODUCTION

The guidelines regulate all the issues of using FIAS marketing rights in the course of FIAS official competitions and advertising campaigns.

These guidelines can be reviewed and amended in case FIAS considers it necessary to set forth the latest achievements in the sphere of advertising at FIAS events.

### 2 . DEFINITIONS

**FIAS** shall mean International SAMBO Federation

**FIAS Image** shall mean the whole image that makes FIAS recognisable by public, audience, press and other target groups. It is implemented in corporate design to represent FIAS interests in up-to-date dynamic context of the world sports movement.

**Contract for Competition or Event** shall mean a contract concluded by and between a National Hosting Federation and FIAS.

**Venue** shall mean 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.)

**National Hosting SAMBO Federation (NSF)** shall mean a national SAMBO federation being a member of FIAS entrusted by FIAS to hold an official event.

**Patch** shall mean a fabric patch on a SAMBO jacket with the name of the athlete, abbreviation of the country that the athlete represents, FIAS emblem and competition emblem.

**Organising Committee of Competitions or Event (OC)** shall be responsible for planning and holding of competitions or an event including provision of infrastructure and field work. Organising Committee is formed by the NSF (*hereinafter OC is the synonym of NSF*).

**FIAS Official Events** shall mean events included into FIAS calendar plan, namely:

- World Championships (men, women, combat)
- World Championships (Juniors and Youth)
- Team World Cup
- World Cup Stages
- Continental Championships (men's, women's, combat)
- International «A» Category Tournament
- International «B» Category Tournament
- World Masters (Veterans) Championships
- International master classes and seminars for sportsmen, coaches and referees from all over the world

FIAS official competitions and advertising campaigns are conducted by FIAS itself or together with continental or national SAMBO federations.

**Advertising Space** shall mean space where advertisement of FIAS sponsors and event organisers may be placed in accordance with the advertising plan.

**Advertising Plan** shall describe all possible types of advertising in a sport complex – venue of a championship and in competition or advertising campaign area.

**FIAS Sponsor** shall mean a legal entity or an individual that contributes to 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.

**Trademark** shall mean a mark that serves to individualise goods of legal entities and individual entrepreneurs.

**Outfit** shall mean clothes and equipment of an athlete for training and competitions.

**FIAS Logo** shall mean an image of abbreviated or full name of SAMBO International Federation.

### 3. BASIC PROVISIONS

Marketing rights include:

- 1) Distribution and broadcasting rights (television/radio)
- 2) Advertising rights
- 3) Commercial rights
- 4) Interactive rights

Only the FIAS owns all marketing rights in the course of official competition and FIAS advertising campaigns in respect of:

- FIAS name and logo,
- competitions name and logo;
- FIAS publications and printing media;
- FIAS own production;
- FIAS TV broadcasting;
- FIAS photo and video rights;
- FIAS licenses for exclusive rights for goods production and delivery;
- all goods of the competitions;
- FIAS official web-site;
- competition official web-site

Before the competitions, FIAS and the OC conclude a contract for using the rights related to this competition.

Provided rights depend on NF competence, commercial and marketing potential, as well as on FIAS current interest, strategy and policy.

#### 3.1. FIAS rights for distribution, broadcasting (television/radio)

FIAS owns all rights for broadcasting and distribution in the course of FIAS official competitions. Descriptions of these rights are stated in “**FIAS Television Guidelines**”

Rights for the Championship coverage may be executed by third parties only subject to FIAS permissions or written agreements on purchasing the rights in question by the above third parties from FIAS.

The Championship Organising Committee shall provide the TV-broadcasting of the event in compliance with FIAS television guidelines which describes the interrelations between FIAS, National Federation hosting the event, broadcasting organisation and the TV organisations accredited at the event in strict accordance with the International Olympic Committee (the IOC) and the International Sports Press Association (AIPS) requirements.

#### 3.2. FIAS advertising rights

**Advertising rights** mean the rights for advertising distributed by the NSF subject to compulsory reference to a particular party as an event sponsor, as well as advertising distributed by television and radio broadcasting, telecommunications or other ways, that contain symbols of FIAS and (or) the official event.

##### 3.2.1. Event advertising campaign

OC is entitled to use names and logos of FIAS and the official event including FIAS Sponsors names (with or without indication of venue) strictly for the purposes of the event organisation subject to their use for promotion purposes unless otherwise provided for by the agreement between FIAS and OC.

Contracts with FIAS event organisers, agencies, FIAS advertising partners, television companies and other parties are concluded subject to FIAS advertising rights observance.

OC forwards an event advertising campaign plan to FIAS 60 (sixty) calendar days prior to its beginning.

##### 3.2.2. Advertising plan of competitions venue

The task of FIAS or an appointed person/agent is the guarantee to FIAS partners of their sponsorship rights provided for by contracts between FIAS and its sponsors.

FIAS or an appointed person/agent makes an advertising plan of the competitions venue.

In this respect FIAS determines the allocation of advertising space between FIAS, event organisers and sponsors.

Advertising space in accordance with the advertising plan is divided in equal proportion (50/50) between FIAS and OC.

The advertising plan of competitions venue is an integral part of the contract between FIAS and the National Hosting Federation.

The advertising plan is binding for all parties of the contract. It is made and may be amended only by FIAS or a person/agent officially authorised by FIAS or subject to written agreement with them.

### 3.2.3. FIAS logo

#### Advertising space for placing FIAS logo:

##### a) on informational and advertising materials of the event

OC undertakes to observe advertising rights of FIAS with regard to all promotional materials of the event:

- official web-site of the event;
- posters, banners or other constructions bearing the name of the event;
- programmes of the event (publication);
- any other official publications of the event including press releases, starting lists and results lists;
- all accreditation badges

All informational and advertising materials shall necessarily contain FIAS name and logo, as well as FIAS official sponsors' logos.

Drafts of all official informational and advertising materials shall be previously submitted to FIAS for approval.

One full-colour (if the programme is printed in colour) conveniently arranged advertising page in the programme of the event shall be provided to FIAS free of charge to be used by FIAS sponsors. This programme shall necessarily contain an opening speech of the FIAS President.

##### b) on printed and souvenir products of the event

All printed and souvenir products related to the Championship holding shall contain FIAS logo and demonstrate a single design that allows to identify the event solely as that of the SAMBO International Federation. This applies to information bulletins, posters, programmes, diplomas, medals, official documents, results materials, press releases and other information for press, as well as all souvenir products of the event.

##### c) at the venue

FIAS logo, as well as the emblem/logo of the event shall be present at the venue (billboards, banners, pennants, flags and other materials), on the outfit of an athlete, on the products for sale and on all printed and souvenir products.

##### d) on the outfit of athletes

FIAS logo shall be present on the patches on the back of SAMBO jackets in the bottom right hand corner.

### 3.2.4. ADVERTISING

National Hosting Federation shall take all necessary measures to install advertising media.

#### a) Advertising in sports complex

The following may be used as advertising media:

- presentation areas in premises outside the competition gym;
- flags;
- information stands and stalls;
- exhibition stands, displays and tables with catalogues;
- banners and billboards;
- audiovisual communication media (monitors, displays, video installations, loudspeakers);
- other advertising media not listed herein.

#### b) Advertising in the competition gym

Advertising in the competition gym is limited to particular advertising areas in the interior area of competition gym and in access areas to competition gym, in VIP area and on the stands.

The following can be used as printing media:

- billboards consisting of 5 mm elements (PVC or other similar material)
- in the interior area of the competition gym there is a corner for press and interviews in the form of the so called "backcloth" not more than 3.50 m long and 2.40 m high
- in exceptional cases, a place for sponsor presentations with a maximum size of 4\*5 m can be equipped.

Requirements to billboards:

- the upper surface of the billboard should not reflect light;
- the size of billboards in the access area to the competition gym is agreed with FIAS;
- the size of billboards and commercial banners on the stands is previously determined by FIAS or its agency
- billboards enclosing the competition area should not obscure view for the audience and cameras
- it is advisable that all billboards, banners and pennants used in the competition gym have solid background.

### c) Advertising in competition area

Advertising in the mats area shall not divert attention of the referees or obscure view of the competition and should not endanger the athletes' safety.

The following may be used as advertising media:

- communication media (information boards on the mats, displays in the gym)
  - the extent of using these media as an advertising space can make up to 10% of the total time of main work (referee's and sports information)
  - in breaks between bouts – FIAS sponsors and local competition sponsors video clips are broadcast on the information boards and displays.
  - during long breaks in the course of competition day – FIAS presentation and informational video materials as well as FIAS sponsors and local competition sponsors video clips may be broadcast on the information boards and displays.
- referees' chairs
- billboards that separate competition area from the other part of the interior area of the competition gym
- billboards on the podium borders, the optimum size of billboards is 0.8\*1.5 m
- advertising on the mats (maximum size: in the mat corner – 0.9\*0.9 m, on the side surface – not more than 1.2 m long)
- athletes outfit

### Requirements to the outfit of athletes and FIAS officials:\*

\*(see relevant provisions of the **Regulations for Organisation and Staging of FIAS Official Competitions (organisation and sport rules)**)

- ***outfit of FIAS officials shall traditionally be free from any advertising apart from FIAS logo.***
- ***with respect to the country emblem or federation mark***

All athletes taking part in the competitions shall have the national emblem or their federation emblem on the jacket.  
National emblems or federation emblems are not advertising. Their total area shall not exceed 80 cm<sup>2</sup> or be less than 30 cm<sup>2</sup>.  
This mark may be in the form of embroidered mark or sewed emblem with the name of the country or federation and shall be placed on a SAMBO jacket on the left on the chest.  
Place and size of an emblem on the outfit are not determined but shall be reasonable and conform to form and other requirements.
- ***Patch on a SAMBO jacket (back)***

Patches are the property of FIAS. Advertising on patches is considered during conclusion of the contract with a FIAS sponsor.  
Size of patches on the athletes outfit and advertising thereon:  
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 cm<sup>2</sup> maximum.  
Maximum height of letters is 5 cm.
- ***Patch on a SAMBO jacket (shoulder)***

Competition jackets of the athletes (red and blue) shall necessarily contain a patch with the FIAS general sponsor logo (9x9cm) which is placed on the right sleeve (shoulder).  
The National Hosting Federation can place a patch with a local sponsor logo (9x9cm) on the left sleeve (shoulder).  
The rules of this article shall apply only in the competition gym, competition area and mats area.
- ***own advertising inscriptions on the outfit and equipment*** are allowed for athletes and couches of 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.
- ***advertising inscription on the outfit*** may be in the form of a word, abbreviation and/or logo.
- ***Team and individual competitions***  
During team competitions, team members shall have the same advertising.  
During individual competitions, athletes from one federation can wear advertising of different sponsors.

- in respect of **manufacturer's logo**:

logo size shall conform to those that the manufacturer places on its common goods;  
 logo shall be the same as the logo commonly used as a trademark;  
 only one identification is allowed on each element of the outfit;  
 identifications other than logo and emblem on the outfit shall be previously approved by FIAS;  
 place of logo on the outfit shall correspond to its place on clothes for mass sales;  
 in terms of colour, a logo can conform to the corporate design of the outfit and accessories manufacturer;  
 size is not determined but it shall be reasonable and acceptable.

### 3.2.5. Advertising limiting conditions

Advertising in the competitions gym shall not interrupt with organic aesthetic perception and general atmosphere of the competition. The advertising shall not be perceived by the audience and press as interfering, distracting or too bulky.

Advertising shall conform to the character of the sports event.

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.

Any names may be placed at the venue of the event only provided that they do not conflict with FIAS Sponsor or event sponsors and that they conform to the FIAS advertising rights.

#### Alcohol advertising:

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

Advertising of champagne, wine and beer with alcohol content of less than 20 % is allowed at FIAS competitions, which shall be agreed with the legislation of the hosting country.

### 3.2.6. Advertising control and sanctions

Control over advertising at FIAS official competitions is exercised by a FIAS Delegate in accordance with an official work plan

FIAS may decide to remove or close an advertisement recognised as non-conforming with the regulations.

In case of violation of advertising rules on the outfit, the correspondent athletes can be prohibited from participating in the competition or continue it.

## 3.3. FIAS commercial rights

**Commercial rights** mean rights related to sales of products with the use of FIAS and/or FIAS official event symbols.

### 3.3.1. FIAS logo on products for sale

FIAS logo is placed on all the products manufactured within the framework of Championship for commercial sale.

An issue concerning FIAS logo presentation in all above mentioned advertising spaces is included into a contract between FIAS and the National Hosting Federation with indication of persons responsible for execution of this clause of contract.

### 3.3.2. Income from FIAS commercial rights:

Income from FIAS commercial rights is divided between FIAS and the National Hosting Federation according to the contract signed between them and regulating requirements to be observed by the contestants. Such requirements shall account for agreements between FIAS and sponsors or marketing agencies.

Exceptional cases may be taken into consideration. All the rights of FIAS are discussed in the process of contract preparation.

#### ➤ **Income from advertising spaces**

In case FIAS transfers part of its advertising spaces to the National Hosting Federation, the latter shall pay 30% of income received from commercial use of the said spaces to FIAS.

In case the National Hosting Federation transfers part of its advertising spaces to FIAS, FIAS shall pay 30% of income received by FIAS from commercial use of the said spaces to the National Hosting Federation.

#### ➤ **Income from advertisers during television broadcasting**

Income from advertisers for display of advertisements during broadcasting of international picture in the territory of hosting country is divided according to provisions of the contract concluded by FIAS and home broadcaster.

➤ **Income from sales of goods and services with symbols of FIAS and/or FIAS official events**

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

Income from sales of national souvenirs and other products not bearing symbols of the event or FIAS does not belong to FIAS.

➤ **Income from ticket programme**

Income received from sales of tickets for a FIAS official event shall be divided between FIAS and OC according to provisions of the contract concluded between them.

### 3.4. Interactive rights

This category includes rights related to any publications of information on the Internet or in electronic mass media having reference to FIAS and FIAS official events.

This group includes but is not limited to:

- Right for information contained on the official web-site of FIAS or its official event
- Any video material from a FIAS official event (including shooting with web camera, mobile Internet (WAP) and web broadcasting)
- Use of any URL relating to FIAS or its official event
- Right to represent a site as an "official site" of a FIAS event
- Right for advertising, use of logo or other elements of corporate style of FIAS or its official events on any web-site

### 3.5. Final report

After the Championship is over, the Organising Committee shall submit a detailed report on implementation of the advertising plan at this event to the FIAS Marketing and PR Department.

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

FIAS may use such information at its own discretion especially to inform cities that are candidates for the following event and persons responsible for advertising in the course of the upcoming FIAS events.

Detailed contents of this document and the number of copies to be submitted to FIAS are determined by the FIAS Marketing and PR Department.

This report is included into the general report of the Organising Committee of the event.



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