

International Inline Skater Hockey Federation



Sponsorship & Advertising Regulations (valid as per 30.06.2022)

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Chapter 1 **Definition, Purpose, Scope**

1. **Definition**

The Sponsorship & Advertising Regulations regulate what space can be used for advertising by the hosts, teams and the IISHF at IISHF Title Events. It also specifies what advertising is prohibited.

2. **Purpose**

By regulating the advertising space, the IISHF sets clear rules enabling all parties to generate sponsorship income.

The Teams shall be enabled to reduce their financial burden for the participation at international IISHF Title Events so that eventually only sport criteria determine whether a team participates therein.

The Hosts shall be enabled to lower their financial burden associated with organising and conducting IISHF Title Events so that more clubs in more IISHF membership countries decide in favour of hosting top-level tournaments.

The IISHF shall be enabled to generate income in support of its activities to promote and develop skater hockey in line with its vision, mission and goals approved by its national member federations.

3. **Scope**

The Sponsorship & Advertising Regulations solely apply to all IISHF Title Events in the time frame as specified in the Tournament Regulations and Time Schedule approved by the IISHF Presidium.

4. **Legal**

The Sponsorship & Advertising Regulations are adopted by vote of the IISHF Presidium in accordance with section 29 of the IISHF Regulations as approved by the Council of Members at the Annual General Meeting of the IISHF.

The Sponsorship & Advertising Regulations become valid in full starting 01.01.2024.

The IISHF Presidium may decide on a case-by-case basis on exemptions from these Regulations.

5. **Temporarily Stipulations**

For the time until 01.01.2026 the following exemptions are being made:

1. Advertising spaces on team jerseys and pants are left exclusively to the teams.
2. Advertising on player helmets is being assigned solely to the IISHF, e.g. teams are not allowed to display own sponsors on their helmets.
3. Boards at a Host arena may be of a different size as stipulated in the Regulations. In such a case the distribution of advertising space on the boards occurs proportionately in line with the current Regulations and the actual board size.

Chapter 2 General principles

6. General advertising principles

Prohibited advertising:

- Advertising with political, racial and religious content;
- Advertising of tobacco and alcohol (except beer, but not at U19, U16 and U13 tournaments). Trademarks of companies who produces alcohol could be used if this is not contrary to Host law;
- Advertising of pornography;
- Advertising of companies from the same sponsor categories as General Sponsor or Title Sponsor of IISHF.

Product exclusivity of IISHF sponsors must be protected. Therefore, advertising of any company, product and/or service that conflicts with the IISHF sponsors is not allowed.

Any advertising of the Host has to comply with the national laws of the Host country. The advertising rights used by the participating teams must not only comply with the laws of the Host country but also with the laws of their own country.

7. Types of sponsors

General Sponsor (GS) – the main sponsor of IISHF. It shown in priority way during all IISHF events and tournaments, printed materials, website, brand walls, etc. There can be only one general sponsor. The general sponsor has its own personal line of cooperation (with the aim of conducting joint marketing activities of IISHF and GS, aimed at increasing the recognition of companies). The main way of partnership is financial assistance.

Title sponsor (TS) – a sponsor who receives the rights to the name of a tournament or series of tournaments (for example, TS – Challenge Cup). This is part of a marketing strategy aimed at increasing the recognition of the company or improving its reputation. The title sponsor has its own personal line of cooperation, but only in tournaments where there is a TS (including with the possibility of conducting joint marketing events of IISHF and GS, aimed at increasing the recognition of companies). TS can replace or coexist with GS. In the case of coexistence, TS is more important than GS in competitions where there is a TS. The main way of partnership is financial assistance.

Official Sponsor (OS) – one or more sponsors that are working during IISHF tournaments. Contracts with fixed assets can be both long-term and annual. The number of OS is not limited. The main way of partnership is financial assistance.

Official Partner (OP) – a non-financial partner of the IISHF events. OP could provide accommodation, meals, IT services, technical assistance etc. The main way of partnership is free services or assistance.

Possible individual types of **Partners**:

- **official media partner (OMP)** – a media company (ideally, an information agency or media with a high rating). All insider information is primarily provided to OMP.

And OMP is entitled to any exclusive interviews and events. The main way of interaction is information support;

- **official technical partner (OTP)** – is the equipment manufacturer. In the event of OTP, other brands on the uniform or equipment of competitors must be covered. Host also provides for OTP a platform for organizing a temporary store in the arena of the competition. The main way of partnership is the provision of equipment at preferential prices or free of charge (hockey sticks, uniform, tracksuits of the approved type);

- **official Internet partner (OIP)** – an IT company that provides high-speed Internet services for the duration of all competitions. The main way of partnership is the provision of free access to the Internet;

- **official digital partner (ODP)** – the supplier of electronic equipment for the duration of the competition (printers, work centers) or forever (computers, tablets). In the case of ODP, a printed watermark “Printed by...” or “Made by...” appears on the printed matter. If ODP also produces watches, then during broadcasts the company logo should appear several times near the game time caption. The main way of partnership is the provision of equipment.

Sponsor (SP) – a Host sponsor, attracted either by the Host country of the competition, or IISHF from among Host companies. SP should have different sponsorship categories with GS and TS and may overlap with OS. The main way of partnership is financial assistance to the Host.

Partner (PA) – Host company that provides non-financial assistance. This can be a Host hotel, a Host IT service provider, a water or food provider, etc. The main way of partnership is services or assistance to Host.

All materials listed below must be approved by the IISHF prior to production. Host should send the layout to the IISHF office and allow at least 3 working days for approval.

- **Event logo.** Own event logo can be created. An event logo or upon request a logo template will be provided once awarded with the right to host;
- **Event mascot.** The IISHF grants the Host organizer the right to produce an official event mascot;
- **Official poster.** For the creation of the official championship poster Host should receive all sponsor logos (provided by IISHF). The logo of IISHF should be also used;
- **Championship program.** It should be bilingual (or multilingual) with English as the main language. IISHF can use up to 3 full pages of advertising for the IISHF sponsors. One page will be used for the greeting from the IISHF President. In case of additional greetings by respective National association presidents and other dignitaries the greeting from the IISHF President must be placed in front of the other forewords;
- **Promotional materials.** All event related promotional materials such as letter heads, folders, game tickets, etc. must contain the official event title and the IISHF logo;

- **Advertising in the arena.** Boards, banners and advertising on the jumbo screen;
- **On-rink advertising.** This type of advertising is limited to specific areas listed below;
- **Advertising along the Plexiglas.** Advertising along the Plexiglas screen right above the boards is limited to a maximum height of 20 cm. The view of spectators and off-ice officials may not be restricted;
- **Advertising in the bench areas.** Design is subject to IISHF approval. The view of spectators and off-ice officials may not be restricted;
- **Advertising on the jumbo screen and through loudspeakers.** Advertising clips on the jumbo screen and through loudspeakers is only allowed before the start of the game, in the intermissions and after the game. Advertising may only be played until 2 minutes before the game or period starts and 1 min after the period or game has ended. In case games are televised the Host organizer should check with the TV broadcaster if longer TV silence times are requested before and after the game and/or intermissions. No advertising on the jumbo screen and through loudspeakers is permitted during the game itself except during TV time outs;
- **Advertising on the uniforms of off-rink officials.** Jackets, tracksuits, caps etc.

Any adjustments to the above-mentioned advertising possibilities in the arena as well as further advertising possibilities such as advertising in the safety nets, scoreboard, product placement around the rink, etc. have to be approved by the IISHF at least 30 days prior to the event.

8. Rink and boards

Rink and boards – are the most visible and fortunate advertising space. They represent the most important space for sponsors.

Advertising should be produced from materials which have no influence on the quality of the game and the characteristics of the coating.

9. Boards

There are 36 boards 300 cm wide and 1 board (marked as Main) 400 cm wide. They are divided into 4 groups of boards:

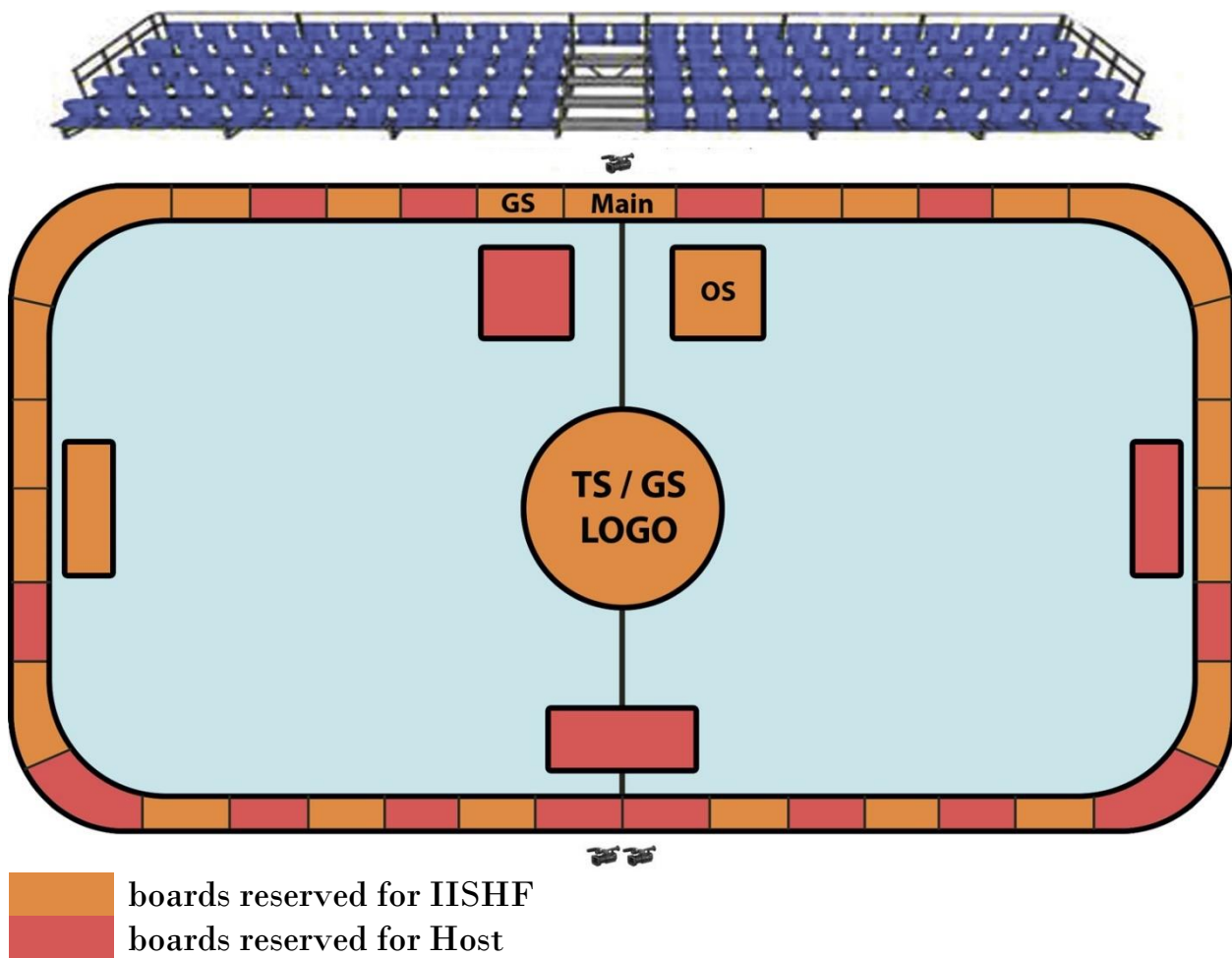
- **central boards** (main board, board of general sponsor, board of Host general sponsor and three more boards on each side of them) – good visible from central camera during all game, not visible from central tribune. 9 boards in total (4 – HOST, 4 – IISHF, 1 – Main);
- **net boards and obverse corners** (boards from the centre to the net) – good visible from central camera during most part of the game, quite good visible from central tribune. 12 boards in total (2 – HOST, 10 – IISHF);
- **central reverse boards** (boards in front of reverse camera) – only reverse camera visible, good visible from central tribune. 10 boards in total (6 – HOST, 4 – IISHF);

- **corner reverse boards** (boards from the net to central reverse) – only reverse camera visible, quite good visible from central tribune. 6 boards in total (2 – HOST, 4 – IISHF).
1. Board #1 (marked as Main) is always reserved for the official side. Only IISHF could use for showing own logo or official tournament logo.
 2. The boards on the left side from Main (from central camera point of view) is always booked for General sponsor (marked as GS).
 3. The boards on the right side from Main (from central camera point of view) is always booked for Host main sponsor. In lack of Host main sponsor this board could be used by IISHF.
 4. National sponsors (Host Organizing Committee sponsors and partners) are mostly situated in front of the central tribune.
 5. International sponsors (IISHF sponsors and partners) are mostly situated in front of the central camera.
 6. Each sponsor could receive not more than 4 boards.
 7. Host should provide map of boards with Host sponsors as soon as possible but not later than 30 days before the start of the tournament.
 8. In lack of enough number of sponsors from any side extra boards could be provided to the other side.
 9. IISHF is responsible for the printing and delivering boards to hosting city. Host is responsible for the safe storage, gluing before the start of the tournament and cleaning of the boards during the tournament.
 10. The dimensions of the boards and its mapping can be reviewed by IISHF in case of such request from Host or sponsors.

10. On-rink advertising

There are 6 spots reserved for advertising on the rink:

- Central circle up to 300 cm in radius with a centre right in the center of the rink. Reserved for Title Sponsor or for General Sponsor in lack of TS;
- Two quadratic zones up to 300 x 300 cm each which are situated near central tribune boards. Logos should be turned towards the central camera. Left zone is reserved for Host, right zone is reserved for IISHF;
- Two rectangular zones up to 150 x 450 cm each which are situated behind nets. Logos should be turned towards the centre of the rink. Left zone is reserved for IISHF, right zone is reserved for Host;
- One rectangular zone up to 500 x 250 cm which is situated near the central camera board. Logo should be turned towards the central tribune. Reserved for Host. It is possible to use this zone for two or more logos which should be approved by IISHF upon special request from the Host.



11. Protective glass



In case of using rink protective glass (Plexiglas or glass) it is possible to put advertising on it. Advertising stickers (net type) with a high up to 20 cm could be placed in behind the net zone and equally divided between Host and IISHF.

12. Players' benches

Each participating team could bring its own flag advertising and fix it behind players' bench for the period of team's game. The size of such material should not be larger than 150 x 100 cm.

Chapter 3 Players' uniform

13. Players' uniform

Players' uniform (helmet, jersey, pants) – is the main advertising sheet because all spectators, media, cameras and photographers always concentrate their focus on the players.

 space reserved for IISHF

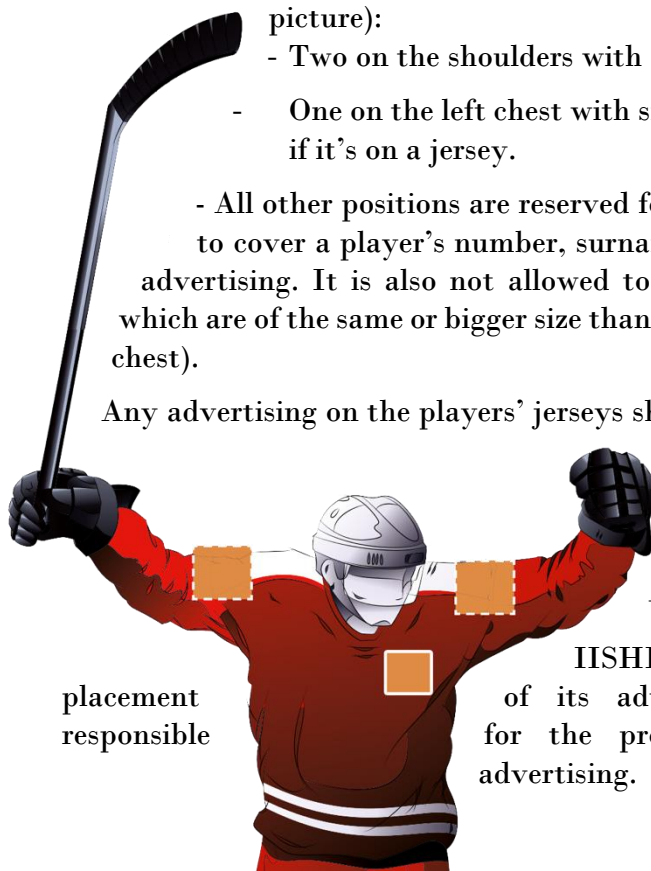
14. Jerseys

Players' jerseys have 3 different advertising positions reserved for IISHF (see on the picture):

- Two on the shoulders with size up to 20 x 10 cm;
- One on the left chest with size up to 7 x 7 cm. It's can't cover OTP logo if it's on a jersey.
- All other positions are reserved for the participating teams. It is not allowed to cover a player's number, surname, team logo or the national emblem with advertising. It is also not allowed to use advertising near the IISHF positions which are of the same or bigger size than IISHF positions (e.g. shoulders, arms, right chest).

Any advertising on the players' jerseys should be approved by IISHF. Participating teams or respective National Associations should send information about advertising on the players' jerseys not later than 30 days prior to the tournament.

placement
responsible



IISHF is responsible for the production and of its advertising. The Participating teams are for the production and placement of their own advertising.

15. Helmet

There are three advertising positions on players helmet:

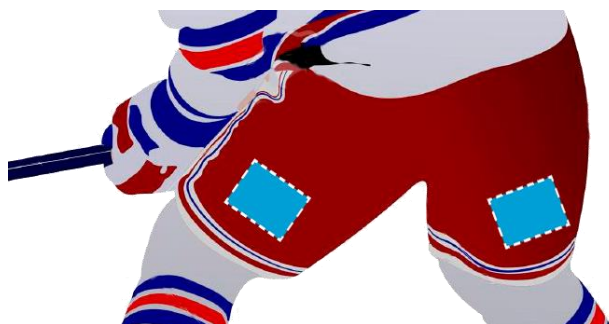
- In front of helmet. Reserved for TS. In lack of TS it goes to the participating teams;
- On both temples (for the goalies. Reserved for participating teams. Could be the same on both sides but should be different advertising to the front of the helmet.

Any advertising on the helmet should be approved by IISHF. Participating teams or respective National Associations need to send information about advertising on helmet not later than 30 days prior to the tournament.

IISHF is responsible for the production and placement of its TS advertising. Participating teams are responsible for the production and placement of their own advertising.



16. Pants



Two advertising positions on the backside of the players pants above the knees are reserved for IISHF.

The height of this patch should be 10-20 cm, and the length should be no more than 80% of the back side of the panties.

All positions on the front side of the pants are reserved for the teams. On the backside of the pants no advertising except the 2 IISHF positions are allowed.

Any advertising on the pants is to be approved by IISHF. Participating teams or respective National Associations need to send information about advertising on their pants not later than 30 days prior to the Title Event.

IISHF is responsible for the production and placement of its advertising. Participating teams are responsible for the production and placement of their own advertising. They also must prepare the advertising space on the pants

Chapter 4 Referees' uniform

17. Helmet and jerseys



The advertising space is limited to the following areas (there are three advertising positions):

Jersey: chest and back side, 30 cm x 30 cm.

Helmet: front side, 16 cm x 5,5 cm.

All space is reserved for IISHF

18. Tracksuits



Text IISHF could provide official tracksuits to the assigned referees. In this case there are two advertising positions on tracksuits:

- 6 x 6 cm zone on right side of chest (left side is booked for IISHF logo);
- 6 x 6 cm zone on left thigh (right thigh is booked for IISHF logo).

These positions are usually using for GS / TS. In some cases, it could be used for OTP logo. IISHF is responsible for producing of its advertising.

Chapter 5 Media

19. Official poster

All logos (except tournament logo) should be placed at the bottom of the official poster, flyer etc. All logos should be shown on the official poster in such proportions:

Tournament logo	–	300%
IISHF logo	–	100%
General / Title sponsor	–	100%
Official sponsor	–	75%
Sponsor	–	75%
Official partner	–	50%
Partner	–	50%

20. Official booklet

At the top events Host should prepare an official booklet according to the below mentioned rules.

Official booklet should contain:

- title page (could be the same as official poster);
- greeting words from IISHF president (IISHF must send text, photo and signature not later than 21 days before event). IISHF President's words should be placed before any other speeches of Host (except President of a country);
- official tournament schedule;
- list of tournament officials;
- teams' information (team name, rosters with names, birth year, position, team photo, coaching staff, short information about team);
- 4 IISHF sponsor pages (1 – GS, 1 – TS, 2 – for all other sponsors). Other IISHF sponsors could be put on the same page or could receive small part on the different pages.

The Host may add any other information to the booklet in any amount.

Team could add its own advertising on the team's page of booklet but not larger than 25% of the page provided that all other necessary information is placed well.

IISHF as well as Teams should provide all necessary information to the Host as quick as possible, but not later than 21 days before the start of the tournament.

Before the print Host should send final PDF version of the booklet to IISHF for the final approval. Host need to understand that approval could take up to 3 working days.

21. Official brand wall

At the top of brand wall should be placed the name of the tournament, IISHF logo and event logo.

Logos of TS and GS have a benefit over others. Logos of OS and SP have a benefit over OP and PA.

22. Tickets

In case of ticket selling logos of TS, GS, IISHF, OS and event should be placed. HOST could place Host sponsors also. All logos should be shown in the same proportions as on official poster.

23. Live broadcasting

- 3 min.	GS / TS advertising showing
- 2 min.	Rosters with team sponsor logo showing. GO roster with OP logo
00:00	GS / TS sponsor logo showing
1 st period	GS, TS, OS, OP logo showing (once per period)
Intermission	GS, TS, OS, OP, SP, PA logo showing (twice per intermission)
2 nd period	GS, TS, OS, OP logo showing (once per period)
+ 1 min.	GS / TS advertising showing

24. List of services for sponsors

Space	GS	TS	OS	OP	HOST	Team
Boards						
central camera POV	1	1	2		4	
net and corner	1	1	4	4	2	
central tribune POV	1	1	1	1	6	
corner reverse			2	2	2	
On-Rink						
central circle		•				
behind the net	•				•	
central camera POV			•		•	
central tribune POV					•	
Players benches						•
Plexiglas	•		•		•	
Jersey						
shoulder			2			
forearms						2
chest	•					•
Helmet						
front		•				
temples						2
Pants	2					2
Referees helmet						
front			•			
Referees Jersey						
back			•			
front			•			
Referees tracksuit						
chest		•				
thigh		•				
Official poster	•	•	•	•	•	
Tickets	•	•	•		•	
Brand wall	•	•	•	•	•	
Live broadcasting						
before the game	•	•				
intermission	•	•	•	•	•	
logo appearance	•	•	•	•		

Space	GS	TS	OS	OP	HOST	Team
after game	•	•				
roster titles		•				•
referees' roster				•		
highlights		•				
Promo zone	•	•	•	•	•	
Public announcer	•	•			•	
Jumbo box (pauses)	•	•	•	•	•	
Social media posts	•	•	•	•		
SMM advertising	•	•	•			
Awards ceremonies	•	•	•		•	
Personal SMM strategy	•	•				
Quiz, contests	•	•	•	•		
Dressing room walls				•	•	
Official fan-shop					•	
Host officials' uniform					•	
Above tribunes' zone					•	
Under roof zone (not in a flag zone)					•	
Walls behind the boards					•	
Boards' back side					•	
Temporary TV constructions zone					•	
Indoor facilities (spiders, rolls, banners etc.)					•	
Outdoor facilities (spiders, rolls, banners etc.)					•	
Dressing rooms zone	•	•		•	•	
Car, buses and other transportation branding					•	
Indoor & outdoor screens	•	•	•	•	•	•
Official mascot branding	•	•			•	
Official booklet branding	1	1	0,5	0,5	•	0,25
Press-conference brandwall	•	•			•	

Space	GS	TS	OS	OP	HOST	Team
Flyers, cardboards, fan flags, souvenir hats					•	
Best players awards					Award sponsor	
All-Stars awards				Award sponsor		
Opening ceremony (spiders, roll ups etc. on rink)	•	•			•	
Closing ceremony (spiders, roll ups etc. on rink)	•	•			•	