

Appendix 1 – ADVERTISING CODE**20. ISAF ADVERTISING CODE**

20.1 Definitions

20.1.1 The following definitions shall apply to this ISAF Advertising Code only:

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| "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 Regulation 20 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 ISAF 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 |

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

20.1.3 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.

20.2 General

20.2.1 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.

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

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

20.2.3.1 shall be subject to prior authorization of ISAF in the following cases:

- (a) non-ISAF 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;

¹ As of 1 August 2010 ISAF recognizes three Systems: ORC International, IRC and ORC Club.

- (d) International Events with the same sponsor;
- (e) the America's Cup and all qualifying events for the America's Cup;
- 20.2.3.2 is automatically granted to ISAF Classes and Recognized Systems, unless subject to Regulation 20.2.3.1;
- 20.2.3.3 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 Regulation 20.2.3.1 or 20.2.3.2.
- 20.2.4 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.
- 20.2.5 A Competitor may choose not to display Advertising required under Regulations 20.4 or 20.6 which is for alcohol or tobacco, or which he genuinely objects to for substantive moral, political or religious reasons.
- 20.2.6 Advertising on **sails** shall be clearly separated from national letters and sail numbers and from Class insignia unless it is part thereof.
- 20.2.7 With the exception of Regulations 20.7 and 20.9, 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 as provided for in Regulation 25).
- 20.2.8 With the prior written approval of ISAF and in accordance with such approval, the provisions of this Code, with the exception of Regulations 20.7 and 20.9, may be waived at Regional Games as provided for in Regulation 25.
- 20.3 Competitor's Advertising
 - 20.3.1 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 20.4.
 - 20.3.2 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 20.4 and Table 1.
- 20.4 Event Advertising
 - 20.4.1 Subject to the provisions of Regulation 20.6, the Organizing Authority may require that **boats** display the Advertising listed in this Regulation 20.4.1, 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.):
 - 20.4.1.1 Bow Numbers at all times, and
 - 20.4.1.2 Advertising while Racing in accordance with the provisions of Table 1, and
 - 20.4.1.3 sponsor's flag(s) on the **backstay** or **shroud** at all times in accordance with the provisions of Table 1.
 - 20.4.2 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.
 - 20.4.3 At all ISAF events and at the ISAF Sailing World Cup events a bib, or its equivalent, shall be worn by the Competitors in accordance with the notice of race and sailing

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instructions. Advertising displayed on such bib, or its equivalent, is reserved for ISAF unless previously agreed otherwise with ISAF in writing.

- 20.4.4 At all windsurfing and kiteboard events other than those indicated in Regulation 20.4.3 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.
- 20.5 Class Rules and rules of a System
- 20.5.1 Except as provided for in this Regulation 20.5, 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 20.3. If the **class rules** or the rules of a System do not prohibit or limit the right to display Advertising, it shall be permitted.
- 20.5.2 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.
- 20.5.3 The transitional provisions in this Regulation 20.5.3 shall cease to apply after 31 December 2012:
When the **class rules** or the rules of a System in force on 31 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.
- 20.5.4 The **class rules** of a **boat** selected by ISAF as equipment at a future Olympic Sailing Competition shall not prohibit or limit in any way the right to display Advertising while Racing.
- 20.5.5 **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.
- 20.6 Sponsor's Advertising of ISAF Classes and Recognized Systems
- 20.6.1 An ISAF Class and a Recognized System may enter into a contract with a sponsor which will require the **boats** of that ISAF 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 20.4 and Table 1; and
 - (c) the **boats** are only required to display such sponsor's Advertising at events at which that ISAF Class or that Recognized System is the Organizing Authority, or at events for which that ISAF Class or that Recognized System have executed a written agreement with the Organizing Authority permitting the **boats** to display such sponsor's Advertising.
- 20.6.2 The National Class association of an ISAF Class or the national governing body of a Recognized System shall not, without the prior written consent of respectively the international Class Association or the international governing body, enter into a sponsorship contract requiring the **boats** to display Advertising.

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- 20.6.3 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 20.6.1, shall not be required to display such sponsor's Advertising.
- 20.7 Manufacturer's and Sailmaker's Marks
- 20.7.1 The display of the marks as detailed in Table 2 is permitted at all times and shall not be deemed as 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.
- 20.7.2 A manufacturer's mark may include the name, logo or other identification marks of the designer or manufacturer of the equipment.
- 20.7.3 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**.
- 20.8 Fees
- 20.8.1 ISAF or the National Authority, as appropriate, may charge a fee when granting authorization under Regulation 20.2.3.
- 20.8.2 When a Person in Charge of a **boat** chooses to display Advertising pursuant to Regulation 20.3.2, the National Authority of such Person in Charge, and not any other National Authority, may impose an annual fee for that **boat**.
- 20.8.3 A **boat** shall not be required to pay a fee for displaying Advertising pursuant to this Code except in accordance with this Regulation 20.8.
- 20.9 Protests
- 20.9.1 Protests alleging a breach of this Code shall be governed by Part 5 of the RRS.
- 20.9.2 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 20.4.1

| | Hull | Boom | Backstay and Kite line | Sails and Kites |
|---|--|---|--|---|
| Boat Type or Size | On each side of the hull , but not aft of the longitudinal distance stated from the foremost point on the hull | On the forward part of each side of the boom | A flag, attached to the backstay or kite line, fitting in the following rectangle sizes (2) | On each side of the sail , placed between the sail numbers and the boom (wishbone) and aft of the foot median line |
| Boat less than 2.5m hull length (1) | 40% of hull length | Not exceeding 20% of the boom length | No Advertising | No Advertising |
| Boat between 2.5m and 8m hull length (1) | Greater of 1m or 25% of hull length | | One flag 500mm x 750mm | |
| Boat over 8m hull length (1) | Greater of 2m or 20% of hull length | | One flag (or up to two in case of a boat without centreline backstay) 1900mm x 1400mm | |
| Windsurfer | No Advertising | No Advertising | No Advertising | Not exceeding 0.4 sq m |
| Kiteboard | Any 25% of the area of the top and bottom surfaces | Not applicable | Up to two flags 150mm x 150mm | No Advertising |
| Radio-controlled boat | 40% of hull length | No Advertising | No Advertising | 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 20.7.1

| | Hull | Spars and Equipment | Sails and Kites |
|---|---|--|--|
| 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 2.5m or greater hull length (1) | One mark to fit within a rectangle measuring 500mm x 150mm | | |
| Windsurfer | No restriction | One mark not exceeding 300mm length | One mark to fit within a 150mm x 150mm square. No part of the mark shall be placed farther than 20% of foot length from the tack point or 500mm from the clew point |
| Kiteboard | 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 300mm length | One mark to fit within a 50mm diameter circle |

1. In this table, the word “boat” does not include windsurfers, kiteboards or radio-controlled boats