



# Rules on Advertising For FAI Air Sport Events



Ver. 1.3 / 20 January 2007

## FOREWORD

The FAI Council in Paris first adopted this document on May 28th 1998, to be applied at FAI International competitions as specified below, and the rules contained herein are, when applied, considered part of the competition regulations. The appropriate Air Sport Commissions (ASC) may, in plenary session, adapt these provisions to fit the special needs of the air sport for which it is responsible.

Commercial sponsors are important business associates and potential contributors to the success of FAI Air Sports Events. The orderly conduct of business between them and the FAI requires this framework, which protects the sponsor's interests without detracting from the impartiality of the organisers or the sportsmanship of the competitors.

It is the responsibility of each ASC to apply these Advertising Rules, as adapted, and to ensure that they are respected. These rules apply to all international air sports events unless the event is specifically exempted by the appropriate ASC; however, FAI Category 1 air sports events may not be exempted. Any conflict arising from their practical application shall be resolved as set out in this document.

## TABLE OF CONTENTS

<b>1</b>	<b>GENERAL</b>	<b>3</b>
	1.1 Scope of the Rules	3
	1.2 Authority	3
<b>2</b>	<b>THE ROLE OF COMMERCIAL SPONSORS</b>	<b>3</b>
<b>3</b>	<b>ADVERTISING DISPLAYS</b>	<b>3</b>
	3.1 On Competition Site Infrastructure	3
	3.2 Aerial Advertising	3
	3.3 On Aerial Vehicles	3
	3.4 On Team Members' Attire	3
	3.5 On Officials' Attire	3
	3.6 On Ground Equipment	3
	3.7 On Electronic Media Platforms	4
<b>4</b>	<b>LOGOS AND ADVERTISEMENTS</b>	<b>4</b>
	4.1 Decency and Property	4
	4.2 The Principles of FAI	4
	4.3 Use of FAI Logos	4
	4.4 International Television Agreement Principles	4
<b>5</b>	<b>RULES FOR EACH GROUP OF LOGO OR ADVERTISING LOCATIONS</b>	<b>4</b>
	5.1 Competition Site Infrastructure	4
	5.2 Officials' Attire	4
	5.3 Aerial Vehicles	5
	5.4 Advertising Display	5
	5.5 Team Members' Attire	5
	5.6 Ground Equipment	6
	5.7 Individual Contracts	6
<b>6</b>	<b>DISQUALIFICATION</b>	<b>6</b>
<b>7</b>	<b>AUTHORITY</b>	<b>6</b>
	7.1 Presenting Cases to Air Sport Commissions/FAI Executive Board	6
	7.2 Consultations	7
	7.3 Legal Counsel	7
	7.4 Final decision	7

## **1 GENERAL**

### **1.1 SCOPE OF THE RULES**

These basic rules regulate all advertising and sponsoring practices in international air sport, ensuring their further development in an orderly manner, whilst creating and enhancing a distinct and positive identity for FAI Air Sport Events and the FAI itself.

### **1.2 AUTHORITY**

These rules are issued by the FAI Executive Board under the authority of FAI's rights to all international air sports events as set out in FAI By-Laws paragraph 1.2.1.

## **2 THE ROLE OF COMMERCIAL SPONSORS**

Commercial sponsors are important to the success of FAI Air Sport Events, and this framework sets out to protect their interests while at the same time ensuring the impartiality of the organisers and the sportsmanship of the competitors.

## **3 ADVERTISING DISPLAYS**

During FAI Air Sport Events advertising may be displayed, subject to the rules set out in this document, in the following places only:

### **3.1 ON COMPETITION SITE INFRASTRUCTURE**

On scoreboards, fences, hoardings, buildings, accommodation areas and other fixed installations on, or adjacent to competition sites under the control of the organising NAC, and on vehicles and other mobile ground equipment used on those competition sites.

### **3.2 AERIAL ADVERTISING**

By aerial advertising means, i.e by aerotowed signs, ground- or air-based smoke generation, airborne banners and signs or signals transported by parachutists or by powered or unpowered paragliders.

### **3.3 ON AERIAL VEHICLES**

On all forms of aircraft, aerial vehicles and parachutes used in or intended for FAI Air Sport competitions, subject to the provisions in para. 5.3 below.

### **3.4 ON TEAM MEMBERS' ATTIRE**

On clothing worn by those competing in FAI Air Sport Events, by their crews, managers, helpers and by other team officials, subject to the provisions in para. 5.5 below.

### **3.5 ON OFFICIALS' ATTIRE**

On clothing worn by contest directors, judges, jury members and all other helpers and officials appointed by the ASCs or by the FAI Air Sport Event organisers.

### **3.6 ON GROUND EQUIPMENT**

On trailers, vehicles and other forms of ground equipment used by competitors, competing teams and/or FAI Member's delegations.

### 3.7 ON ELECTRONIC MEDIA PLATFORMS

Subject to any limitations set out in FAI Organiser Agreements, on all forms of electronic media used to promote the Air Sport Event, such as web-sites, giant screens, interactive displays, on-line games, mobile phones, webTV, etc.

## 4 LOGOS AND ADVERTISEMENTS

Logos and advertisements in each of the locations listed in paragraph 3 above shall comply with the conditions described in this and subsequent paragraphs:

### 4.1 DECENCY AND PROPERTY

All logos and other advertisements shall remain within commonly accepted bounds of decency and propriety.

### 4.2 THE PRINCIPLES OF FAI

No logo or advertisement shall represent or symbolise opposition to any of the declared principles, aims and objectives of the FAI.

### 4.3 USE OF FAI LOGOS

The use of any FAI Logo is subject to the conditions and guidelines contained in the FAI StyleGuide (see : [www.fai.org/fai\\_online\\_styleguide/](http://www.fai.org/fai_online_styleguide/)).

### 4.4 INTERNATIONAL TELEVISION AGREEMENT PRINCIPLES

All FAI Members fielding team(s) or individuals in an FAI Air Sport Event shall observe such principles in force on advertising at any televised sports event, as have been agreed internationally by the television authorities concerned.

## 5 RULES FOR EACH GROUP OF LOGO OR ADVERTISING LOCATIONS

### 5.1 COMPETITION SITE INFRASTRUCTURE

The Organiser to which FAI has awarded the responsibility of organising an FAI Air Sport Event (henceforward "Organiser") has the right to use any competition site infrastructure for advertisements, provided that any such use:

- 5.1.1 Must not conflict with the provisions of the FAI Sporting Code as regards the specification of take-off and landing areas, or with airport regulations.
- 5.1.2 Shall not be permitted if it in any way interferes with the safe operation or use of the installation or equipment in question.

### 5.2 OFFICIALS' ATTIRE

The Organiser may display the FAI logo and/or its own logo on clothing worn by all FAI Air Sport Event officials appointed by the Organiser itself or by an ASC. Other commercial advertising may also be carried on officials' attire, however :

- 5.2.1 Officials whose roles require them to exercise impartial judgment during an FAI Air Sport Event shall not display on their clothing any commercial logos or advertisements which could be interpreted as predisposing them towards a particular competitor or team.

### 5.3 AERIAL VEHICLES

The owners or operators of aerial vehicles used in FAI Air Sport Events may, as a general principle, display advertisements on the available surfaces of their vehicles, however:

- 5.3.1 FAI reserves the right for the Organiser to provide and have displayed on any and all aerial vehicles participating in FAI Air Sport Events competition numbers which may incorporate advertising, subject to the rules set out in sub-paras a) through g) below:
- a. Aeroplanes  
On each side of the fuselage, a space of 60 cm x 60 cm together with spaces of 80 cm x 80 cm on the upper and lower surfaces of the wing.
  - b. Helicopters  
A space of 80 cm x 80 cm on each side of the fuselage.
  - c. Balloons / Airships  
On opposing sides of the gondola, a space of 100 cm x 100 cm.
  - d. Gliders  
Gliders used for cross-country soaring are restricted to displaying contest numbers (25 cm x 25 cm) on each side of the fin (vertical stabiliser). Gliders used for aerobatics may, in addition, be required by the Organiser to display contest numbers (40 cm x 40 cm) on the upper and lower surfaces of the wing.
  - e. Three-Axis Microlights  
On each side of the fin (vertical stabiliser), if compatible with flight safety, a space of 25 cm x 25 cm and a space of 60 cm x 60 cm on the lower surface of the wing.
  - f. Weight-shift Microlights, Hang Gliders  
If compatible with flight safety, a space of 50 cm x 50 cm on the lower surface of the wing.
  - g. Model Aircraft, Parachutes, Paragliders  
These categories of aerial vehicle shall not carry FAI Air Sport Event competition numbers. However, the competitors flying these categories shall be required to wear competition number bibs.

### 5.4 ADVERTISING DISPLAY

The Organiser, and the participating FAI Members and/or competitors displaying advertising, shall observe the following regulations:

- 5.4.1 The Organiser shall declare the name(s) of the main event sponsors at least 6 months before FAI Air Sport Events.
- 5.4.2 Participating FAI Members shall make every effort to ensure that their teams are not sponsored by rival companies to the main event sponsors.
- 5.4.3 When applying to enter FAI Air Sport Events, all teams and individual competitors shall declare to the Organiser any advertising that their aerial vehicle and/or personal clothing and/or ground equipment will carry.
- 5.4.4 Any clash of interest arising from conflicting advertising shall be resolved on an individual basis between the parties concerned. If required, the ASC concerned shall mediate.
- 5.4.5 Should any conflict under 5.4.4 above prove impossible to resolve through mediation, the FAI Executive Board shall decide with finality as set out in Chapter 7 below.

### 5.5 TEAM MEMBERS' ATTIRE

- 5.5.1 The Organisers bibs and patches

The Organiser has the right to request any and all competitors to wear, and any competitor so requested is obliged to wear, the following items:

- a. FAI Air Sport Event competition number bibs provided by the Organiser and which may or may not incorporate advertising at the discretion of the Organiser.
- b. A FAI Air Sport Event logo patch which may or may not contain advertising, on a space (12 cm x 12 cm) on their left breast.

#### 5.5.2 Other personal attire

Other personal attire may be used for advertising at the discretion of team managers, who are urged to bear in mind:

- a. The need to project a positive television image for FAI and all its Members.
- b. That whenever possible national teams should have a common uniform for all air sport disciplines at opening and closing ceremonies.
- c. The desirability to feature their NAC logo, which should also be displayed on competition attire and track suits.
- d. That participating teams and individuals who use the FAI logo on their uniforms are required to respect the conditions for using FAI logos published in the FAI StyleGuide (see: [www.fai.org/branding](http://www.fai.org/branding)).

## 5.6 GROUND EQUIPMENT

Ground equipment belonging to teams and individual competitors may be used for advertising, subject only to the provisions of paragraph 5.5 above.

## 5.7 INDIVIDUAL CONTRACTS

The Organiser of an FAI Air Sport Event is at liberty to negotiate individual contracts with participating FAI Members for additional advertising on aerial or ground vehicles or competitors' attire, in areas not mentioned above.

## 6 DISQUALIFICATION

Any competitor or team whose aircraft, equipment or attire carries advertising in breach of any of the requirements set out in this document, is considered to be in violation of the Sporting Code General Section para. 3.11.1, and may be disqualified from an FAI Air Sport Event.

Such disqualification may be imposed by the Organiser in the case of any competitor who does not comply with the requirements of 5.5.1 above, and/or by FAI in the case of breach on any other regulation herein.

## 7 AUTHORITY

The FAI Executive Board is the final authority for this document. The FAI Secretary General is responsible for its revision, Executive Board approval and distribution. Conflicts arising from the rules contained in this document shall be resolved by the appropriate ASC or the FAI Executive Board as follows:

### 7.1 PRESENTING CASES TO AIR SPORT COMMISSIONS/FAI EXECUTIVE BOARD

Organisers, participating FAI Members and team leaders may bring before the appropriate ASC any particular problem arising from the interpretation of this document. If a dispute cannot be resolved by ASC mediation, it shall be referred to the FAI Executive Board for a final decision.

## 7.2 CONSULTATIONS

The FAI Executive Board shall consult with the appropriate ASC and FAI officials, taking into account any provisions contained in the specialised sections of the FAI Sporting Code.

## 7.3 LEGAL COUNSEL

Legal counsel shall be consulted in cases where substantial financial consequences may be expected to arise.

## 7.4 FINAL DECISION

Subsequent to consultations as set out in 7.2 and 7.3 above, the FAI Executive Board shall eventually decide with finality in any advertising conflict or question of interpretation under the rules of this document.



FAI - Fédération Aéronautique Internationale  
Avenue de Rhodanie 54  
CH-1007 Lausanne  
Switzerland  
Tel: +41 21 345 10 70  
Fax: +41 21 345 10 77  
[www.fai.org](http://www.fai.org)  
[info@fai.org](mailto:info@fai.org)