

# **Marketing Guidelines at 2019 IIHF Ice Hockey World Championships WMII-III, WM20I-III, WM18I-III, WWI-II, WW18I**

According to the Host Country Contract and the respective IIHF Championship Regulations the IIHF grants marketing rights at IIHF Ice Hockey World Championships to the local organizers as well as to the participating teams.

## **1. General advertising principles**

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### **3. Marketing rights granted to the participating teams**

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- 3.2 Advertising on water bottles and towels
- 3.3 Advertising on off-ice apparel
- 3.4 Advertising on players' uniforms and practice jerseys

## 1. General advertising principles

### Prohibited advertising:

- Advertising with political, racial and religious content
- Advertising of tobacco and alcohol (except beer, but not at U18 championships)
- Advertising of pornography

### IIHF Sponsors:

- **Tissot** with the product exclusivity for watches & timepieces

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



### IIHF Supplier Pool:

The IIHF will distribute an **IIHF Supplier Pool Handbook** no later than 30 days prior to the event. All companies listed in the IIHF Supplier Pool Handbook are entitled to expose their logo, company name and trademark on the equipment of the respective product category the way they are exposed for retail purposes. These rules apply to all members of a team including players, coaches, bench personnel and team officials for the entire duration of all events governed by the IIHF including practices and games.

In addition, the advertising rights exploited by **the local organizer** have 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.

## 2. Marketing rights granted to the local organizer

### 2.1 Television rights for home territory

#### The IIHF grants the local organizer with the following rights:

- Non-exclusive television rights of the free to air terrestrial based transmission of the own national territory of the organized event
- Non-exclusive live web-casting rights of the own national territory
- Non-exclusive web casting rights of game highlights after the end of each individual game of the organized event

The usage of other TV rights, such as satellite rights must be approved by the IIHF separately.

#### The following conditions must be followed and included in all TV contracts:

- The IIHF retains the right to enter cross-national TV and web casting agreements including the territory of the local organizer.
- The local organizer must inform the IIHF about any international broadcasting requests as these rights can be obtained by the respective national associations.
- The copyright of the produced feed remains the property of the IIHF.
- Usage is limited until 3 days following the respective championship.
- Product exclusivity of the IIHF sponsors has to be protected (no presenting sponsorship by any competitor).
- All televised games and streams must include 2 TV inserts of Tissot per period of 6 seconds duration in connection with the score of the game. The TV insert will be delivered by the IIHF.
- All televised games, incl. trailers, opening titles, teasers, closing credits and TV graphics must include either the event or IIHF logo so that the governing role of the IIHF is emphasized. Approval of IIHF necessary prior to production.
- Usage of commercial breaks during televised games must be approved by the IIHF.
- The local organizer must send a DVD from all TV produced games to the IIHF no later than 7 days after the event.
- The local organizer must provide the IIHF with a complete list of all televised games by national and international broadcasters no later than 7 days after the completion of the event. An example of this list is given below:

Broadcasting date	Country	Station/Network	Game #	Game(s)	Venue(s)	Time of the day	Duration (min:sec)	Viewers	Market share	Format
13 May 2014	Germany	Premiere	56	CZE - FIN	Hannover	18:00 - 21:30	210:00	900'000	37%	live

## 2.2 Advertising on printed & manufactured materials

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

### 2.2.1 Event logo

- Lower divisions

Own event logo within the logo template provided by the IIHF can be created. The IIHF Competition Branding Guide must be followed when creating the logos. An event logo or upon request a logo template will be provided once awarded with the right to host.



### 2.2.2 Event mascot

The IIHF grants the local organizer the right to produce an official event mascot.



### 2.2.3 Official poster

For the creation of the official championship poster, please use the poster template provided.  
Further details are described in the IIHF Competition Branding Guide.

- The Tissot logo should be placed on the posters.
- The IIHF “Governed by” logo should be present on the posters.

Governed by



### 2.2.4 Championship program

- It should be bilingual with English as the main language.
- The IIHF can use up to 3 full pages of advertising for the IIHF sponsors.
- One page will be used for the greeting from the IIHF President.

In case of additional greetings by national association presidents and other dignitaries the greeting from the IIHF President must be placed in front of the other forewords.

### 2.2.5 Promotional materials

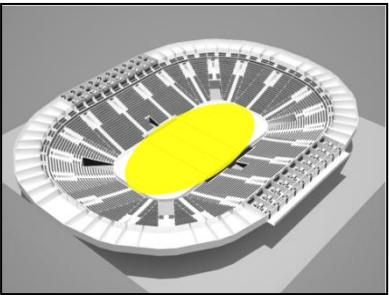
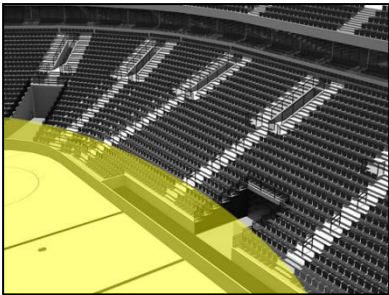
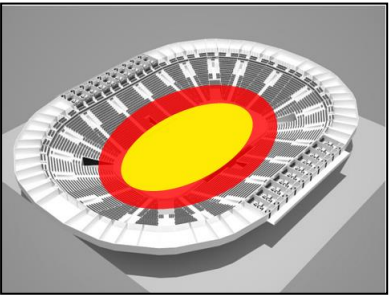
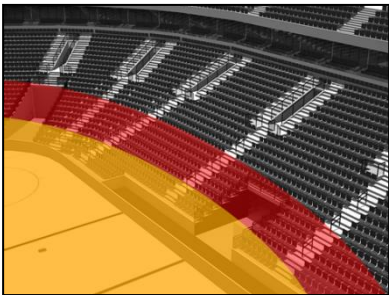
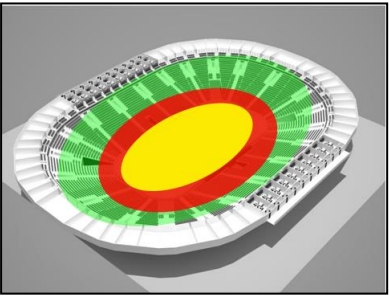
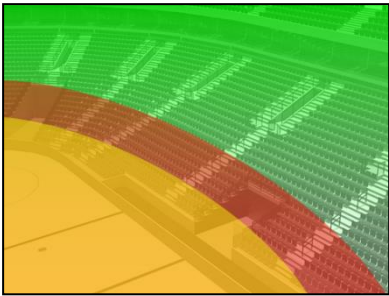
All event related promotional materials such as letter heads, folders, game tickets, etc. must contain the official event title and the IIHF logo.

The IIHF Competition Branding Guide must be followed when creating these types of materials.



## 2.3 Advertising in the arena

### Arena advertising zoning

		<p><b>Yellow zone</b> - IIHF advertising rules and approval</p> <ul style="list-style-type: none"><li>• Rink boards</li><li>• Under ice</li><li>• Plexiglas</li><li>• Bench areas</li><li>• Jumbo screen</li></ul>
		<p><b>Red zone</b> - no advertising allowed</p> <ul style="list-style-type: none"><li>• Second level</li><li>• Surrounding the ice rink</li><li>• Main bowl in normal camera view</li></ul>
		<p><b>Green zone</b> - IIHF approval required</p> <ul style="list-style-type: none"><li>• Upper tier</li><li>• Surrounding the ice rink</li><li>• Main bowl outside of camera view</li></ul>

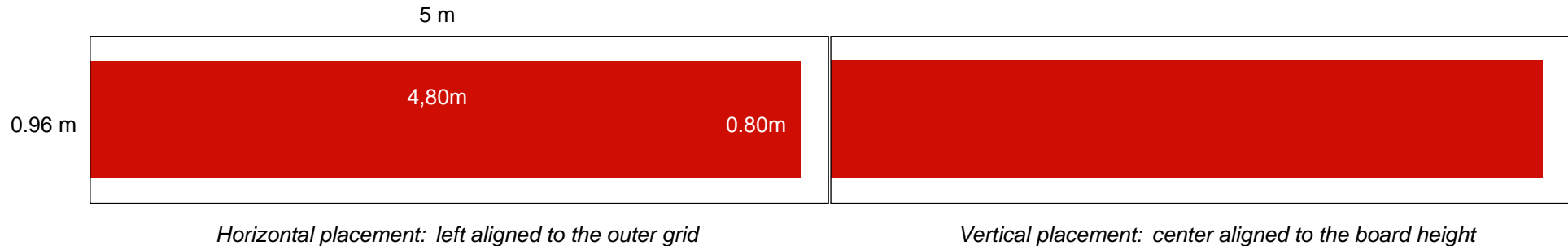
### 2.3.1 Rink board advertising

In order to create a professional look and give the sponsors a high-quality appearance the basic board advertising layout described below is recommended. The layout is based on an advertising board size of 4.80m x 0.80m.

#### 2.3.1.1 Basic layout for advertising boards

Outer grid = Length of one advertising space x actual board height = 5m x approx. 0.96m

Inner grid = Size of the graphical element = 4.80m x 0.80m



The white frame around the inner grid functions as breathing space with a minimum of 20 cm between two sponsor graphics.

The sponsor can use the entire area of the inner grid for the board design whereby the following needs to be considered:

- When the board design reaches the top and bottom boundaries of the inner grid the graphic is aligned horizontally.
- When the board design reaches the side line boundaries of the inner grid the graphic is aligned vertically.

Layout including the grid lines:



Actual visible layout:





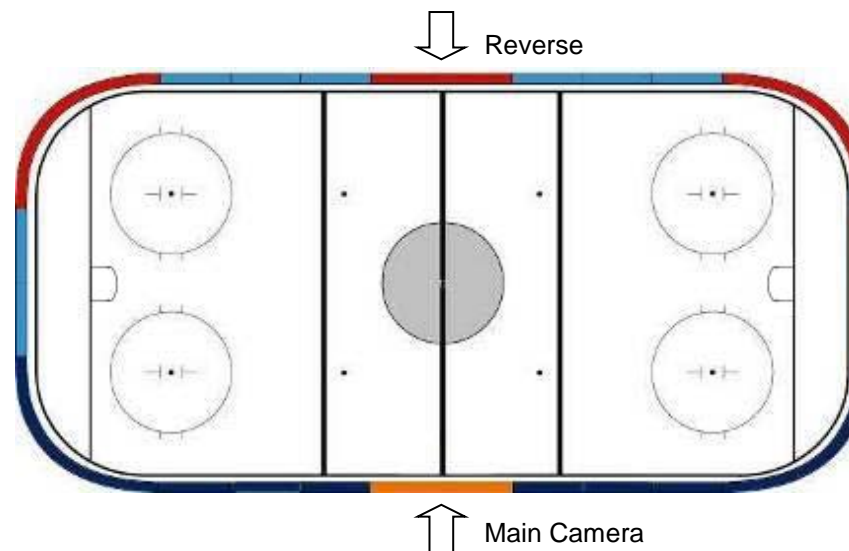
### 2.3.1.2 Board categories

The value of a board position depends on various factors:

- TV transmission & TV ratings
- TV airtime of the actual board
- TV camera positions & number of TV cameras
- Position of spectator seats (in a far lesser extent)

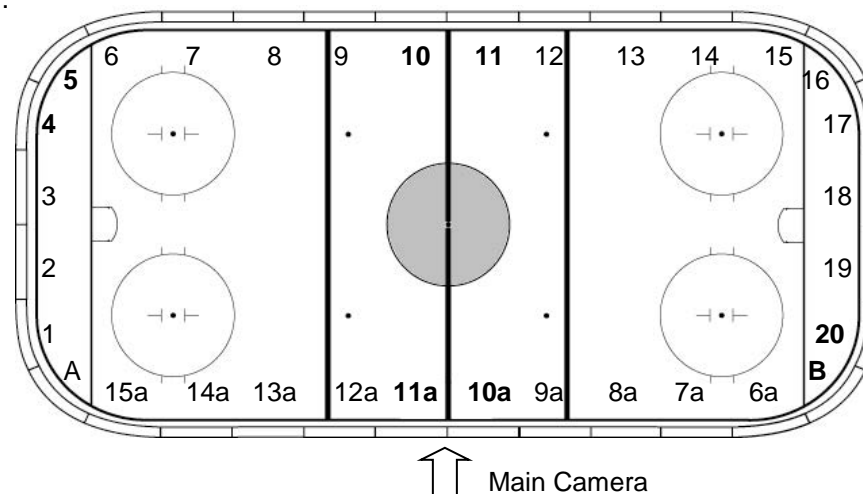
Based on the above there are three basic board categories:

- Category I - excellent
- Category II - very good
- Category III - fair
- Category II - in case of a reverse camera  
Category III - in case of no reverse camera



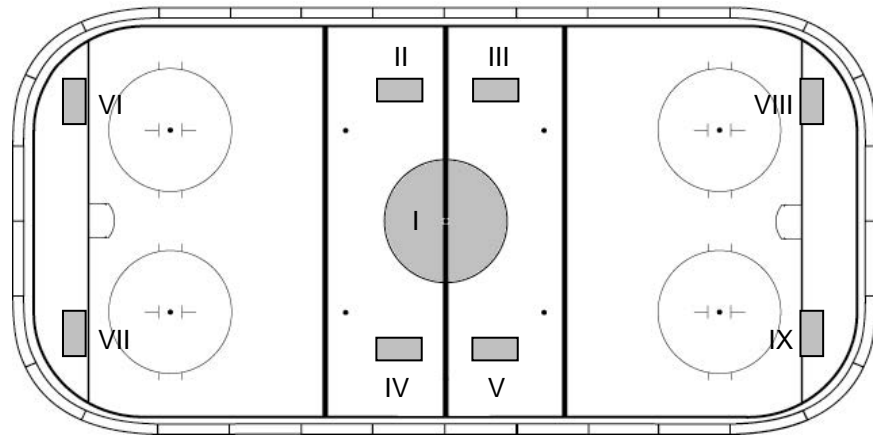
### 2.3.1.3 Board positions

- The IIHF retains the right to use the boards 4, 5, 10 & 11 for their own purposes + 10a, 11a, 20 & B in case of a double TV production. Boards not used will be given back to the local organizer.
- The end boards on either rink side are numbered in reverse order as two boards with the same number are usually sold in one package. Local organizers have, however, the right to define the number and sizes of the non-IIHF boards themselves. A list with all sponsors and partners of the respective championship has to be sent to the IIHF office 30 days prior to the event for approval.
- No second level advertising is permitted.



### 2.3.2 Under ice advertising

Under ice advertising is limited to the areas shown in the graphic below:



**I:** Face-off circle in the neutral zone

**II – V:** Four positions in the neutral zone (4m x 2m)

Center aligned with the blue and red lines and aligned with the face-off circles in the end zones.

**VI – IX:** Four positions behind the goal line (4m x 2m)

Center aligned with the board behind the goal line and aligned with the face-off circles in the end zones.

### 2.3.3 Advertising along the Plexiglas

- Advertising along the Plexiglas screen right above the boards is limited to a maximum height of 20cm.
- The view of spectators and off-ice officials may not be restricted.

### 2.3.4 Advertising in the bench areas

- At the WM18 and WW18 championships the bench areas is used by the IIHF for internal promotion.
- At lower divisions championships, the rights are with the local organizer – design is subject to IIHF approval.
- The view of spectators and off-ice officials may not be restricted.



### 2.3.5 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 2 min after the period or game has ended.  
In case games are televised the local 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.



### 2.3.6 Additional advertising in the arena

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, re-surfacing machine, product placement around the rink, etc. have to be approved by the IIHF at least 30 days prior to the event.

## 2.4 Advertising on water bottles and towels

- The local organizer has the right to supply all participating teams with sponsored water bottles as well as towels. In case the local organizer does not sign sponsors for these categories 30 days prior to the event, the participating teams may use their own sponsored water bottles.
- Only companies of one of the following product sectors may sponsor the water bottles:
  - Water supplier
  - Isotonic drink supplier
  - IIHF Supplier Pool member

## 2.5 Advertising on the uniforms of on-ice officials

- The local organizer retains the right to advertising on the uniforms of the on-ice officials.
- A maximum of one sponsor is permitted.
- IIHF needs to approve the sponsor prior to the signage of such a deal.
- The income generated will be divided 50:50 between the local organizer and the IIHF.
- The local organizer has to co-ordinate the mounting and dismantling of the jersey advertising with the IIHF office before the start of the championship and to take care of the actual process upon the arrival of the on-ice officials.

The advertising space is limited to the following areas:

**a. Jersey:** chest & back side, 30cm x 30cm

The following to be considered:

- It is recommended to use quite a firm material on which actual graphic is embroidered or printed to enhance the readability of the sponsor's graphic.
- Do not use any adhesives to mount the advertising to the jerseys as the patches will have to be removed after the championship again.
- The advertising should be placed in such a manner that neither the IIHF crest nor the jersey manufacturer's trademark is covered.

**b. Helmet:** front side, 16cm x 5.5cm

- It is recommended to put a foam plastic material below the actual advertising sticker to enhance the readability of the sponsor's graphic.



## 2.6 Merchandising rights

- The IIHF grants the local organizer the right to produce and sell merchandising items with the official event logo. However, the right to produce and market replica jerseys of other national teams has to be obtained separately from the individual national associations.
- The layout and quality of all merchandising items have to be approved by the IIHF office prior to production. Please allow at least 3 working days for approval.
- At the WM18 special agreements between the official merchandiser, the participating teams and the IIHF are in place with regards to the usage of the national team emblems in the respective merchandising collection.



## 2.7 Advertising on the official event website

- The local organizer has the right to create an event website under the conditions described in the IIHF Championship Regulations.
- Official scores and statistics of the event have to be taken from [www.iihf.com](http://www.iihf.com) and may not be produced independently from the IIHF. This is to ensure that there is just one source for official statistics.
- The URL, design, languages as well as advertising positions must be approved by the IIHF prior to the launch of the site.
- The WM18 and WW18 websites must include the Tissot logo in a prominent position.

### 3. Marketing rights granted to the participating teams

#### 3.1 Television rights for home territory

- Non-exclusive television rights for the home territory of the individual participating teams can be obtained by respective national associations from the IIHF. The IIHF hereby may charge a modest fee for these rights.
- The IIHF retains the right to enter cross-national TV and web casting agreements including the territory of the participating teams.
- In case the IIHF is contacted by a TV company which is interested in a specific tournament and territory it will liaise this company with a respective national association directly.

#### 3.2 Advertising on water bottles and towels

- In case the local organizer does not sign sponsors 30 days prior to the event, the participating teams may use their own sponsored water bottles.
- Only companies of one of the following product sectors may sponsor the water bottles:
  - Water supplier
  - Isotonic drink supplier
  - IIHF Supplier Pool member

#### 3.3 Advertising on off-ice apparel

The placement of advertising on the off-ice apparel is subject to IIHF approval at least 30 days prior to the start of the tournament.

The advertising space is limited to the following areas:

- a. **Jackets, tops, shirts:** one sponsor advertising per clothing item, either left or right side of the chest, 20 cm<sup>2</sup>
- b. **Caps & hats:** one sponsor advertising on the headgear, 20 cm<sup>2</sup>

### 3.4 Advertising on players' uniforms and practice jerseys

- Non-exclusive advertising rights on the teams' uniforms are granted to the participating national associations.
- The revenue generated is the sole property of the respective national association.
- A max. of two sponsors per team is permitted.  
The IIHF needs to approve the advertising partners at least 30 days prior to the start of the event.

The advertising space is limited to the following areas:

- a. **Sleeve:** above or below the jersey number, 22 cm x 8 cm

It is recommended to use quite a firm material on which the actual graphic is embroidered or printed to enhance the readability of the sponsor's graphic.

- b. **Helmet:** front side, 16 cm x 5.5 cm

It is recommended to put a foam plastic material below the actual advertising sticker to enhance the readability of the sponsor's graphic.

Note: in case there is no advertising sticker the manufacturer logo must be covered.

