

## IIHF Marketing Guidelines for Teams & Players at 2019 IIHF Ice Hockey World Championship

### 1 Duration of marketing responsibilities

Member national associations entering a team into the 2019 IIHF Ice Hockey World Championship must respect the product exclusivities of the official sponsors & suppliers as well as the official IIHF uniform supplier from the time they arrive at the championship site until 48 hours after the termination of the tournament.

### 2 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.

### 3 On-ice uniform supplier

- Nike has been awarded with the exclusive right and the obligation to supply all participating teams with on-ice uniforms for all games and practice sessions. The uniform packages consist of three sets of jerseys (home, away and practice) - including name bars, numbers and advertising-, pants/shells as well as socks. Nike shall co-ordinate the supply of these uniform sets and size requirements with the teams directly.
- The players must wear the Nike on-ice uniforms during all games, practice sessions, team photo shootings and interviews within the arena.
- The participating teams must ensure that uniforms worn by players are in good condition and that the trademarks can be identified clearly. No alterations to the uniform that lowers the quality of the product are permitted.

All violations of these uniform rules will be reported to the IIHF tournament chairman and non-compliance will result in sanctions by the IIHF.

### 4 Off-ice apparel

Nike has been awarded with the exclusive right to expose their trademarks on the off-ice uniforms except for footwear. For this purpose, the IIHF will provide each team with a sufficient number of off-ice apparel units which must be worn by players, coaches, bench personnel and team officials.

- The only logos and trademarks that may be exposed on the off-ice apparel during all games and practice sessions are Nike's trademarks and the marks of the national ice hockey association.
- Any other company names or trademarks on tracksuits, shirts or caps must be covered even if the manufacturing company has a valid IIHF Supplier Pool contract.

- Logos of sponsors of the participating IIHF National Associations may not be exposed on the off-ice apparel. However, the manufacturer's trademarks on footwear do not need to be covered and may be exposed.
- Players, coaches, bench personnel and team officials shall not wear logos and trademarks, which conflict with the logos and trademarks of the official event sponsors and partners, on their apparel during their off-ice time in the arena(s) (including practice facilities), and during event related functions (e.g., press conferences), no matter the location they will take place.

All violations of these off-ice apparel rules will be reported to the IIHF tournament chairman and non-compliance will result in sanctions by the IIHF.

## 5 Advertising on players' uniforms

- The commercial partner has been awarded with the exclusive advertising rights to the players' uniforms worn during all games and official practice sessions. The respective Member National Associations (MNA) can commercially exploit the helmet advertising at the IIHF Ice Hockey World Championship tournaments, if the request is placed with the commercial partner no later than 1 November by official request form. The commercial partner has the full rights to approve or disapprove such requests. The right to commercialize the helmet advertising automatically falls back to the commercial partner in case there is no agreement in place to commercialize the helmet by the MNA by 15 December. The commercial partner will deliver the advertising to the teams in an adequate time prior to the start of the event.
- The commercial partner will deliver the advertising to the teams in an adequate time prior to the start of the event.
- The commercial partner has the right to place advertising to the following area on the team's jersey:
  - ✓ on both sleeves of the jersey adjacent above or below the player's number at a size of approx. 22 cm x 8 cm
- The commercial partner (or MNA, if requested and approved by the commercial partner) has the right to place advertising to the following two areas on the team's helmet:
  - ✓ on the front side of the helmets at a size of approx. 5.5 cm x 16 cm
- The advertising patches for the jerseys will be mounted to the uniforms before the teams receive their uniform packages from Nike. However, it is the team's responsibility to mount the advertising stickers (produced centrally by the commercial partner and delivered on-site prior to the start of the IIHF WM) on the front of the player's helmets and to ensure that the advertising on the jerseys and helmets is in good condition. No alterations to the advertising patches and stickers are permitted.
- In case the front of the helmet is not used for advertising, the helmet manufacturer's logo must be covered according to the IIHF Supplier Pool Handbook.
- Logos of additional sponsors of the participating IIHF National Associations may not be exposed on the uniforms.

All violations of these advertising rules will be reported to the IIHF tournament chairman and non-compliance will result in sanctions by the IIHF.

## 6 Sponsored products

- The commercial partner has been awarded with the exclusive right to conclude contracts with suppliers of equipment and services to be used by the teams for the entire duration of the games and practice sessions, including but not limited to the supply of bench water bottles, towels and beverages. The commercial partner shall co-ordinate the supply of these products with the host of the event and the teams.
- The participating teams must ensure that the supplied products remain in good condition and are being used exclusively by the players and bench personnel at all games and practice sessions. No alterations to the supplied products are permitted.

All violations of these supplied product rules will be reported to the IIHF tournament chairman and non-compliance will result in sanctions by the IIHF.

## 7 Pre- and Post-Game Protocol

The pre- and post-game protocol according to the respective Sport and Championship Regulations or Directorate decisions must be strictly followed by each team member. Example: All players must take off their helmets during the national anthem.

Non-compliance will result in sanctions by the IIHF.

## 8 Marketing activities

The IIHF requests all participating teams to make their players available for charity, PR and promotional activities organized by the IIHF. Such activities may include autograph signage hours, internet chats, hospital visits etc. Activities may only be organized by the IIHF under the following conditions:

- the activities may only take place during the preliminary and the qualifying round phase of the championship
- per team only one activity may be planned per championship
- a max. of 4 players per team may be requested to participate at these activities
- activities may only be planned on non-game days of the respective team
- the duration of these activities may not exceed 120 min
- a team representative may always be able to accompany the player(s)
- the IIHF will cooperate with the respective team leader regarding the player(s) selection & timing of these activities
- player(s) should wear the official Nike off-ice uniform

## 9 Player and team photography

All teams must be available at least 24h hours prior to the start of the event for the official photo shooting – this will consist of:

- ✓ individual head and shoulder shots of all players, coaches, bench personnel and team officials
- ✓ team picture with all players, coaches, bench personnel and team officials

- The IIHF shall co-ordinate the schedule and location of these photo sessions with the participating teams.
- The pictures taken during this photo session will be used by the IIHF for non-commercial purposes only, i.e. on the official event website, as TV inserts in the international feed of the event, as jumbotron inserts during the event as well as in IIHF publications.
- The IIHF will give these pictures to the respective national association that is then allowed to use the images for non-commercial purposes as well.

## 10 Game photography

- Photographs taken by *Event Accredited Photographers* per the IIHF Event Photography Agreement may only be used for editorial news purposes. However, the IIHF maintains the exclusive right to approve all advertising and/or commercial copying of all Photographs taken by the Event Accredited Photographers.
- Photographs taken by *IIHF Photographers* may be used for commercial and/or non-commercial purposes provided the player cannot be identified as or represented to be endorsing any product, service or company without the player's prior approval.
- Photographs taken by *Team Photographers* may only be used for team promotional purposes, unless prior written consent is obtained from the IIHF.
- Photographs taken by *players and/or players' family members*, including those of athletes competing within IIHF Championship venues, shall only be used for personal and non-commercial purposes, unless prior written consent is obtained from the IIHF.