

# Marketing Guidelines at 2019 IIHF World Junior Championship and 2019 IIHF Ice Hockey Women's World Championship

This document explains the way the commercial rights are shared between the main stakeholders – the local organizer, the participating teams, Hockey Canada (commercial partner) and the IIHF.

## **1. General advertising principles**

## **2. Marketing rights granted to the local organizer**

- 2.1 Television rights for home territory
- 2.2 Advertising on printed & manufactured materials
  - 2.2.1 Event logo
  - 2.2.2 Event mascot
  - 2.2.3 Official poster
  - 2.2.4 Championship program
  - 2.2.5 Promotional materials
- 2.3 Advertising in the arena
  - 2.3.1 Rink board advertising
  - 2.3.2 Under ice advertising
  - 2.3.3 Advertising along the Plexiglas
  - 2.3.4 Advertising in the bench areas
  - 2.3.5 Advertising on the jumbo screen and through loudspeakers
- 2.4 Sponsored products
- 2.5 Advertising on uniforms of on-ice officials
- 2.6 Merchandising rights
- 2.7 Advertising on the official event website

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

- 3.1 Television rights for home territory
- 3.3 Sponsored products
- 3.3 Advertising on off-ice apparel and practice jerseys
- 3.4 Advertising on players' uniforms

## **1. General advertising principles**

### **Prohibited advertising:**

- Advertising with political, racial and religious content
- Advertising of tobacco and alcohol (except beer)

- Advertising of pornography

#### IIHF Sponsors:

- **Tissot** with the product exclusivity for watches
- **Nike** for sports apparel



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

IIHF sponsor	IIHF Ice Hockey World Championship	
	World Juniors	WW
<b>Nike</b>	<b>Exclusive</b>	<b>Exclusive</b>
<b>Tissot</b>	<b>Exclusive</b>	<b>Exclusive</b>

#### 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** have to 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 right to carry out a double TV production at its own cost – the distribution rights to the home territory are then allocated to the host.

The following conditions have to be followed by the local organizer and included in all TV contracts:

- The copyright of the produced feed remains the property of the IIHF.
- The local organizer has to inform the IIHF about any international broadcasting requests as these rights can be obtained by the respective national associations.
- Usage is limited until 3 days following the respective championship.

- Product exclusivity of IIHF sponsors has to be protected (no presenting sponsorship by any competitor).
- Usage of commercial breaks during televised games has to be approved by the IIHF.
- All televised games, incl. trailers, opening titles, teasers, closing credits and TV graphics have to include either the event or IIHF logo so the governing role of the IIHF of the respective championship is emphasized. All these materials have to be approved by the IIHF before the start of the championship.
- All televised games 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 to the local organizer.
- The local organizer has to send a copy of the master tape (or similar) from all TV produced games to the IIHF no later than 7 days after the event.
- The local organizer has to provide the IIHF with a complete list of all televised games by national 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 have to be approved by the commercial partner and 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

The local organizers have the right to create their own event logo within the logo template provided by the IIHF.

The IIHF Competition Branding Guide has to be followed when creating the logos.

### 2.2.2 Event mascot

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



### 2.2.3 Official poster

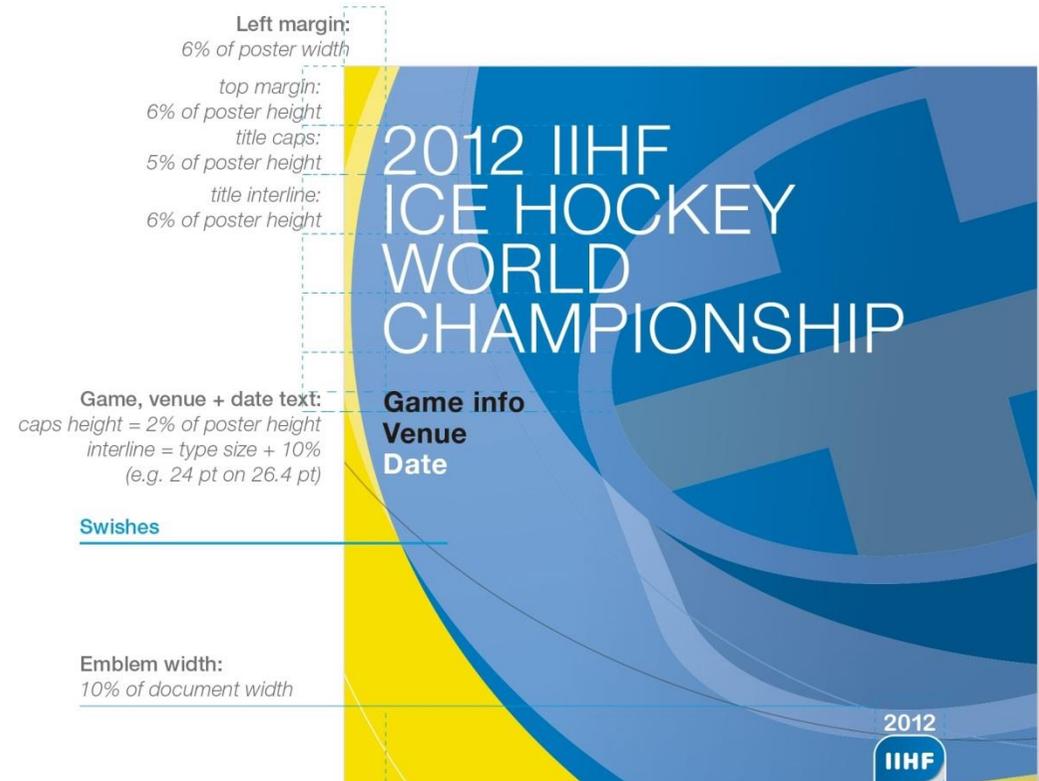
For the creation of the official championship poster, please use the poster template provided. Further details are described in the IIHF Competition Branding Guide.

- The Tissot and Nike logo have to be placed on the posters.
- The IIHF “Governed by” logo has to be present on the posters.

Governed by



### 2.2.4 Championship program



- It should be bilingual with English as the main language.
- The commercial partner can use up to 3 full pages of advertising for event sponsors.
- The IIHF can use up to 3 full pages of advertising for 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 has to be placed in front of the other forewords.

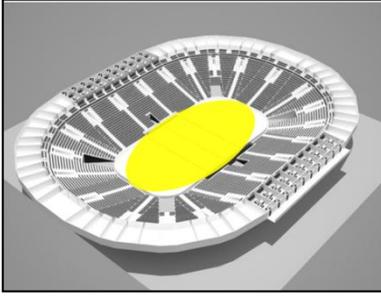
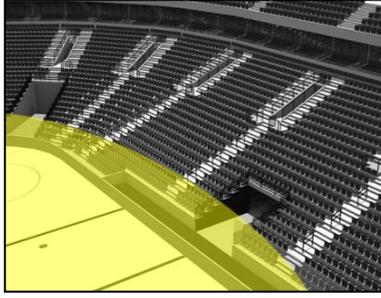
### 2.2.5 Promotional materials

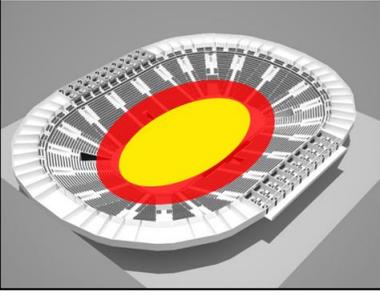
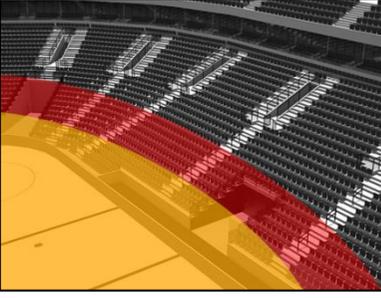
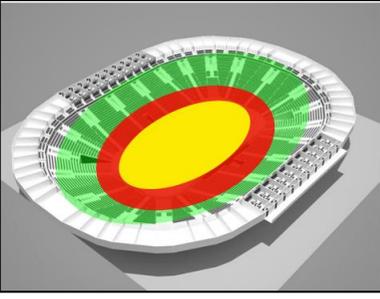
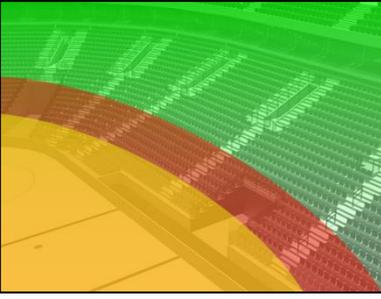
All event related promotional materials such as letter heads, folders, game tickets, etc. must contain the official event title and the IIHF logo.

The IIHF Competition Branding Guide has to 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> <li>• Exception – Government funding partners may be visible in VOM entry/exit points</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>

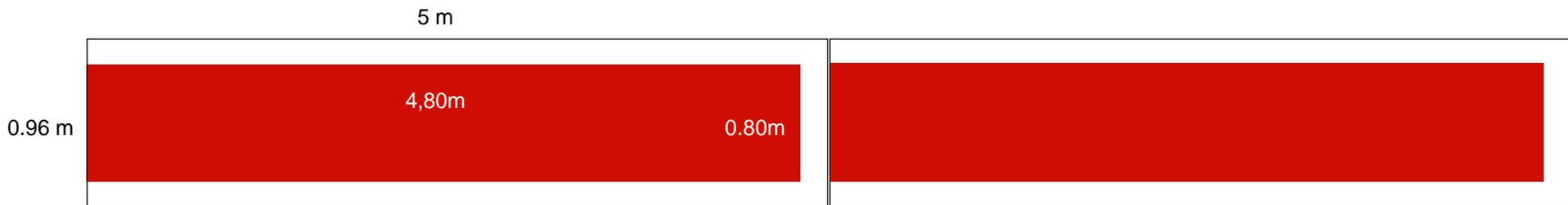
### 2.3.1 Rink board advertising

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.

#### 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 0.8m



*Horizontal placement: left aligned to the outer grid*

*Vertical placement: center aligned to the board height*

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:

- a) When the board design reaches the top and bottom boundaries of the inner grid the graphic is aligned horizontally.
- b) 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:



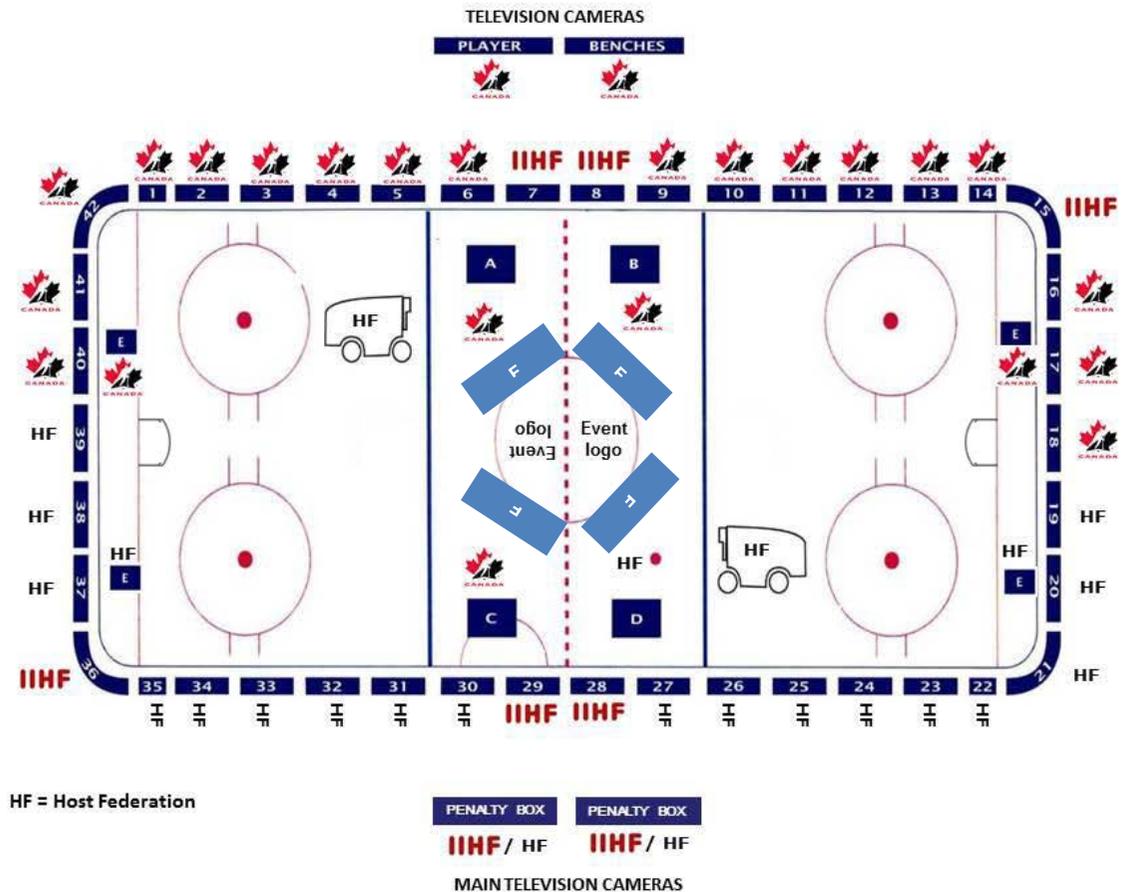
## Board positions

- The commercial partner retains the right to use the boards 1-6, 9-14, 16-18 & 40-42.
- The IIHF retains the right to use the boards 7, 8 & 15 + 28, 29 & 36 in case of a double TV production from both rink sides boards.
- The local organizers have the right to define the number and sizes of the non-commercial partner and 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

The under ice advertising is limited to the following areas:

- I:** Faceoff circle in the neutral zone reserved for event logo (reverse angle production!).
- A – D:** Four positions in the neutral zone (4m x 2m): center aligned with the blue and the red lines and aligned with the face-off circles in the end zones.
- Positions *A* & *B* & *C* are reserved for the commercial partner.  
Position *D* can be used by the local organizer.
- E:** Four positions behind the goal line (4m x 2m): center aligned with the board behind the goal and the goal line and aligned with the face-off circles in the end zones.
- The commercial partner is granted with two positions marked with .  
Two positions marked “*HF*” can be used by the local organizer.
- F:** Top and bottom of centre ice circle for venue name and government funding partners (Note – boxes in diagram are oversized)



### 2.3.3 Advertising along the Plexiglas

**Commercial partner** can use the Plexiglas above their boards (as described under 2.3.) whilst the **local organizer** can use the Plexiglas above their boards (as described under 2.3).

- 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

The players' benches are reserved for the **commercial partner** whilst the benches on the side of the penalty boxes can be used by the **local organizers**.

- The design should always include the event logo and the Nike logo and has to be approved by the commercial partner and the IIHF.
- The view of spectators and off-ice officials may not be restricted.



### 2.3.5 Advertising on the jumbo screen and through loudspeakers

- The local organizer has the right for advertising on the jumbo screen and through loudspeakers.
- The commercial partner and the IIHF reserve the right to include up to 5 clips of 30 second duration within every audiovisual loop. Special requests from both parties should be considered and where possible included in the overall jumbo screen running order.
- Video clips and advertising through loudspeaker are only allowed before the start of the game, in the intermissions and after the game. The advertising hereby may only be played until 2 min 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 commercial partner & 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 unless during TV time.



### 2.4 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.
- No alterations to the supplied products are permitted and should remain in good condition.

## 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 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 **commercial partner** the merchandising rights to produce and sell merchandising items with the official event marks, and the exclusive right for merchandising sales through the web.

However, the **local organizer** has the right to produce and sell merchandising items in his country and in the venues during the event.

- 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 the approval.
- 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.
- The official uniform and off-ice apparel supplier additionally has the exclusive right to use event and federation marks on authentic jerseys and replica jerseys.



## 2.7 Advertising on the official event website

- The IIHF and commercial partner will design and run a joint official event website which must be used by the respective local organizer.
- The website will include the possibility of displaying partners from the commercial partner, IIHF and local organizer.

### 3 Marketing rights granted to the participating teams

#### 3.1 Television rights for home territory

- All media rights to the events (WJC and WWC) are with the commercial partner.
- The non-exclusive television rights of IIHF Ice Hockey World Championships for the home territory of the individual participating teams can be obtained by the respective national associations from the IIHF. The IIHF hereby may charge a modest fee for these rights from the respective national association.
- In case the IIHF is contacted by a TV company which is interested in a specific championship and territory they will liaise this company with the respective national association directly.

#### 3.2 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.
- No alterations to the supplied products are permitted and should remain in good condition.

#### 3.3 Advertising on off-ice apparel and practice jerseys

- All off-ice apparel and practice jerseys worn by the participating teams incl. coaches and bench personnel have to be a **Nike** product according to the Nike – IIHF contract.
- Any placement of advertising on the off-ice apparel and practice jerseys has to follow the **IIHF Supplier Pool Handbook** regulations and be approved by the IIHF at least 30 days prior to the start of the event.

#### 3.4 Advertising on players' uniforms

- The 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.

