

**20. ISAF ADVERTISING CODE**

**20.1 Definitions**

The following definitions shall apply to this ISAF Advertising Code (the “Code”) only:

- “Advertising” the 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 Numbers” an identifier assigned to a boat by the Organising Authority which is required to be displayed on the bow of that boat. It may be a combination of numbers and letters;
- “Club Event” is an event that is organized by a club, which has sailing as one of its principal activities;
- “Competitor” any person who is on board a boat while competing, but excluding any Race Official or media person on board in that capacity;
- “Hull Length” **Hull Length** for this regulation is either as defined in the Equipment Rules of Sailing or Class Rules;
- “Invitational Event” is an event to which the Competitors are invited and is not open to other Competitors except by invitation;
- “National Class” a Class which is not an ISAF Class but is recognized by a particular National Authority which Authority also has substantial authority in the direction or management of that Class;
- “Organizing Authority” shall mean any entity authorized to organize races in accordance with RRS 89.1 and stated as the organizing authority in the notice of race;
- “Person in Charge” the person in charge on board designated under RRS 46;
- “Rating System” means either an ISAF International or Recognized Rating System.

*Words in bold are defined in the Equipment Rules of Sailing*

**20.2 General**

- 20.2.1 The right to display Advertising on a boat or by its crew while racing under the Racing Rules is only permitted in accordance with this Code, and to the extent that the right to do so is granted by ISAF it is strictly subject to the conditions set out in this Code.
- 20.2.2 Advertising shall not be displayed on a boat, except as required or permitted by this Code. Advertising which is political, religious, or racial propoganda shall not be displayed on a boat, equipment, clothing or other object at any event. Attention is also drawn to the laws of individual nations which may restrict Advertising within their territory or territorial waters.
- 20.2.3 Advertising and anything advertised shall meet generally accepted moral and ethical standards.
- 20.2.4 Advertising on sails shall be clearly separated from national letters and sail numbers.
- 20.2.5 Class Insignia shall be displayed on the sails of boats and sailboards as required by RRS 77 and by RRS Appendix G.

**20.3 Competitors & Boats**

- 20.3.1 Subject to any other provision of this Code:

20.3.1.1 each individual Competitor may, with the agreement of the Person in Charge, display Advertising on clothing and personal equipment without restriction;

20.3.1.2 Advertising chosen by the Person in Charge may be displayed on hulls, spars and sails without restriction except on the spaces reserved for identification by Appendix G of the Racing Rules and under Regulations 20.5 & 20.9.

### **20.4 Event Advertising**

20.4.1 Subject to Regulations 20.5 and 20.6, the Organizing Authority of an event has the right to make use of the following spaces according to the following terms:

#### 20.4.1.1 Boats

- (a) the first 20% (or where the Hull Length is less than 8 metres the greater of the first 1.2m or 25%) of the forward part of each side of the hull of each participating boat for Bow Numbers and the Advertising chosen and required to be displayed by the Organizing Authority of that event; and
- (b) subject to Regulation 20.9.(b).(i), the foremost 20% of the mainsail boom; and
- (c) if the boat has a backstay a sponsor's burgee or flag measuring a maximum of 500mm by 750 mm ("Sponsors Flag") to be attached to the backstay;

or any combination thereof and if any such Advertising as specified to be displayed or carried (as appropriate) as above mentioned, it shall be so stated in the notice of race, which may also require that a Sponsors Flag be carried throughout that event, including when a boat is in harbour or ashore.

A Competitor may choose not to display any Advertising which is for alcohol or tobacco, or which he or she genuinely objects to for substantive moral, political or religious reasons.

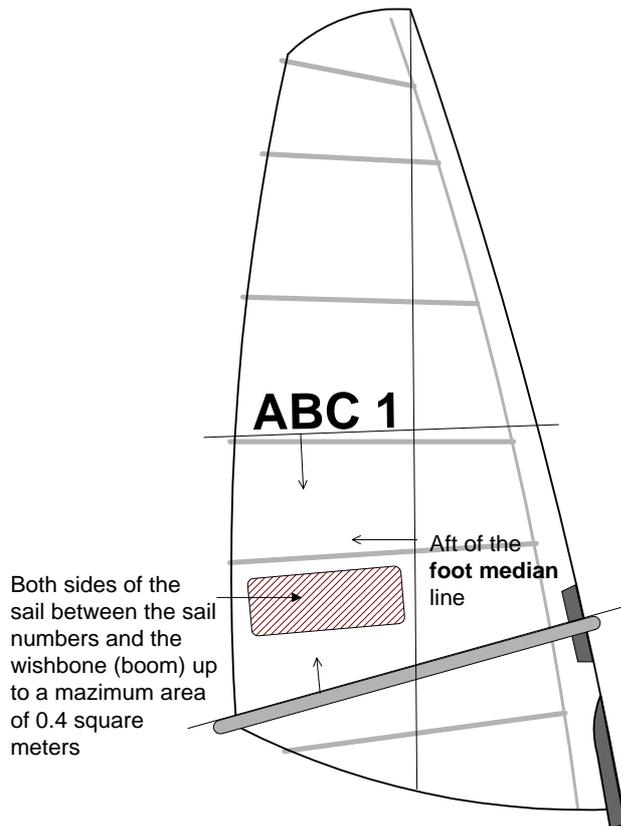
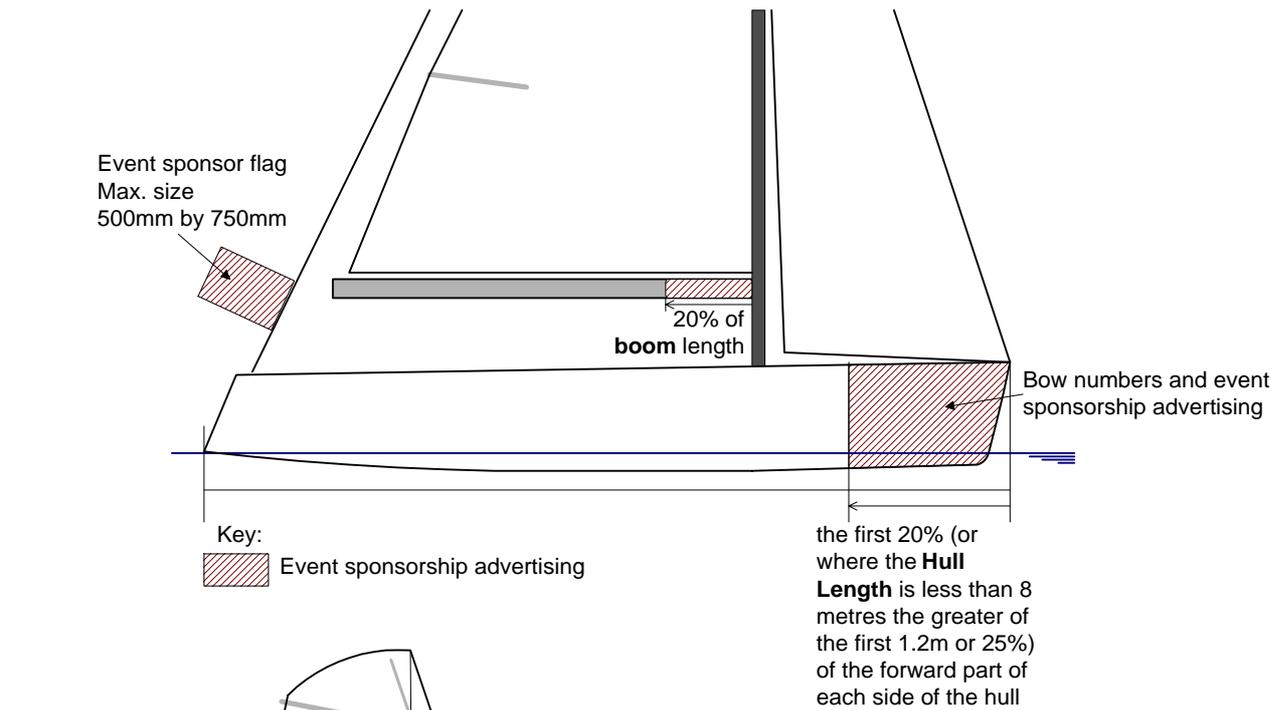
#### 20.4.1.2 Sailboards

There shall be no reserved hull space on sailboards for event sponsorship.

The Organizing Authority may permit or require the display of an Advertising chosen by it on both sides of the sail between the sail numbers and the wishbone (boom), on both sides of the sail aft of the **foot median** line up to a maximum area of 0.4 square meters and (subject to Regulation 20.4.1.3) on a bib to be worn by the Competitor.

#### 20.4.1.3 Supplied Boats or Sailboards

When equipment is supplied by the event's Organizing Authority, all Advertising on the supplied equipment is available to the Organizing Authority. A bib, or its equivalent, displaying Advertising and supplied at such an event by the Organizing Authority may be worn at the absolute discretion of the individual Competitor.



Note: There shall be no reserved hull space on sailboards for event sponsorship.  
This figure is for guidance purposes only, in all cases the text of the regulation shall prevail.

## **20.5 Classes & Rating Systems**

- 20.5.1 ISAF Classes and Rating Systems shall have the right to prescribe that no Advertising may be displayed pursuant to Regulation 20.3.1.2, or in the alternative that only limited Advertising may be displayed.
- 20.5.2 If an ISAF Class or Rating System prescribes to prohibit or limit Advertising then that shall be so stated in its Class Rules or the Rules of that Rating System, and if subject to limitations then those shall also be specified in such rules.
- 20.5.3 If an ISAF Class wishes to enter into a sponsorship contract for that Class which would require boats/boards to display Advertising (“Class Advertising”) then it may do so provided that:
- (a) the members of that ISAF Class have previously approved the entering into of a sponsorship contract in accordance with that ISAF Class’s constitution; and
  - (b) such Class Advertising is restricted to part of any of the spaces reserved for Event Sponsorship according to the Regulation 20.4; and
  - (c) boats/boards are only required to display such Class Advertising in events of which that ISAF Class is the Organising Authority, or if the ISAF Class is not the Organising Authority if there is a written agreement between such ISAF Class and the Organising Authority permitting such Class Advertising; and
  - (d) any Person in Charge of a boat/board in that ISAF Class, who has agreed with his or her National Authority that he or she will display Advertising that would prevent or conflict with the boat/board displaying Class Advertising, shall not be required to display Class Advertising.
- 20.5.4 The management group of a Rating System may also prescribe in the same terms as an ISAF Class at Regulation 20.5.3, and if so shall so state in its rules.
- 20.5.5 Conflicts between Class Advertising rules and Rating System rules:  
if a boat is of a particular ISAF Class that individual boat shall have its Advertising limitations determined in accordance with the provisions of that boat’s Class Rules, unless the rules for a Rating System applicable to such boat are more limiting in which case the latter shall apply. Any breach of this rule shall be subject to protest and dealt with under Regulation 20.10. In addition the breach may invalidate that boat’s ISAF Class certificate, which may in turn may also invalidate its rating certificate.
- 20.5.6 Transitional Provisions:
- (a) any ISAF Class that has previously elected not to permit any Advertising on boats – formerly Category A - shall be deemed (until such time as it may prescribe otherwise) to have prescribed that no Advertising may be displayed pursuant Regulation 20.3.1.2 and
  - (b) any ISAF Class that has previously prescribed Advertising with limitations shall be deemed (until such time as it chooses otherwise) to have prescribed in the same terms for the purposes of Regulations 20.3. and 20.5.
- 20.5.7 National Classes: the National Authority which has recognized a National Class shall, on application by such National Class, decide whether Advertising shall be permitted or not and if so subject to limitations or not.

## **20.6 Olympics, ISAF, Special, Invitational and Club Events, and non ISAF Classes**

- 20.6.1 This Code does not apply to the Olympic Sailing Competition, at which the International Olympic Committee charter applies. Any ISAF Class selected by ISAF to be an equipment at the next Olympic Sailing Competition shall be deemed to have prescribed to permit Advertising without limitation.

20.6.2 Upon the application to ISAF of the Organizing Authority of a Regional Games, this Code may be dis-applied to those games.

20.6.3 For a Club Event or Invitational Event, the Organizing Authority may, with the prior approval of its National Authority, restrict Advertising to be displayed pursuant to Regulation 20.3.1.2. Where such an event includes a Class that has been selected to be an equipment for the next Olympic Sailing Competition, the limitations of Regulation 20.6.3 shall not apply to that Class, unless previously approved by the ISAF Executive Committee.

20.6.4 Boats/Boards, which are not an ISAF Class or are listed at Regulation 20.6.4.2, participating in either in any event of such Class or in any of the events listed at Regulation 20.6.4.1 (or added thereto) shall not display any Advertising nor be required to display any Event Advertising without the prior written agreement of ISAF, either in respect of a specific event, series of events or for a specific Class:

20.6.4.1 Events

America's Cup Match and Challenger/Defender Series  
Global Ocean Races  
Professional Windsurfers Association Events (PWA)  
Trans-Oceanic Races  
Volvo Ocean Race  
World Match Racing Tour  
[and all ISAF Events](#)

20.6.4.2 Classes

International America's Cup Class  
Open 60 Monohull Class  
Open 60 Multihull Class  
Volvo 70'

20.6.4.3 Any other event and/or Class of equal or similar status may be added to the above by the ISAF Executive Committee on its initiative. Any such addition shall be reported to the next Council meeting.

### **20.7 Conflicts between Competitor and Event Advertising**

20.7.1 The Organizing Authority of an event may not reject or cancel the entry of a boat or exclude a Competitor because that boat's or Competitor's Advertising is or may be in conflict with the Advertising or sponsor of that event.

### **20.8 Fees**

20.8.1 All Events being either one of those listed under Regulation 20.6.4.1 or of any Class listed from time to time under Regulation 20.6.4.2 shall pay a fee to ISAF.

20.8.2 Any Competitor displaying Advertising on his boat or board pursuant to Regulations 20.3 may be required to pay a fee to their National Authority only.

### **20.9 Manufacturers and Sailmakers**

20.9.1 The following types of Advertising are permitted at all times:

(a) Sailmaker's marks

(i) Boats

One sailmaker's mark, which may include the name or mark of the sailcloth manufacturer and the pattern or model of the sail, may be displayed on both sides of any sail and shall fit within a 150mm x 150mm square. On sails, other

than spinnakers, no part of such mark shall be placed farther from the **tack point** than the greater of 300mm or 15% of the length of the foot.

(i) Sailboards

One sailmaker's mark, which may include the name or mark of the sailcloth manufacturer and the pattern or model of the sail, may be displayed on both sides of the sail and shall fit within a 150mm x 150mm square. No part of such mark shall be placed farther from the **tack point** than 20% of the **foot length** of the sail, including the mast sleeve. The mark may alternatively be displayed on the lower half of the part of the sail above the wishbone (boom) but no part of it shall be farther than 500mm from the **clew point**.

(b) Builder's and Equipment manufacturers' marks

(i) Boats

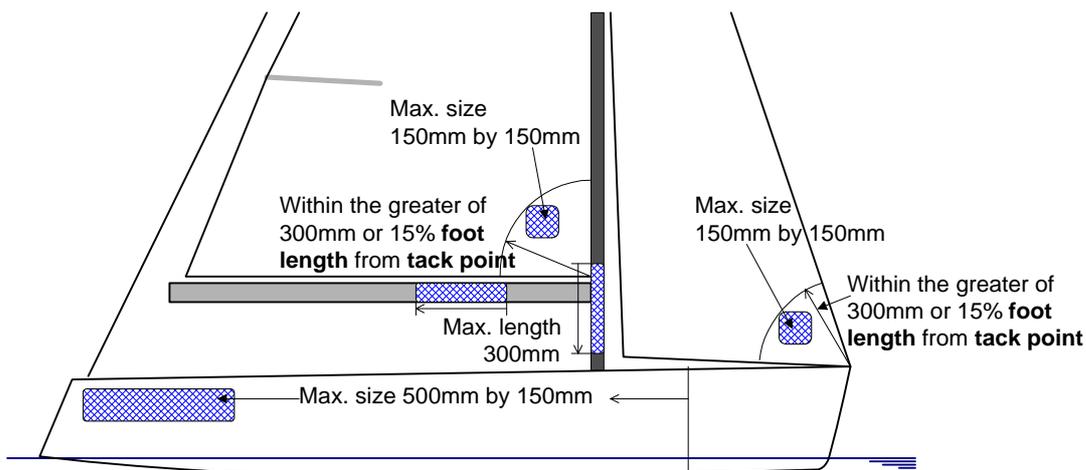
One builder's mark, which may include the name or mark of the designer, may be placed on each side of the hull. Such mark shall fit within an area measuring 500mm x 150mm;

(ii) Spars and equipment

One maker's mark no larger than 300 mm in length may be displayed on each side on spars and on each side of other equipment.

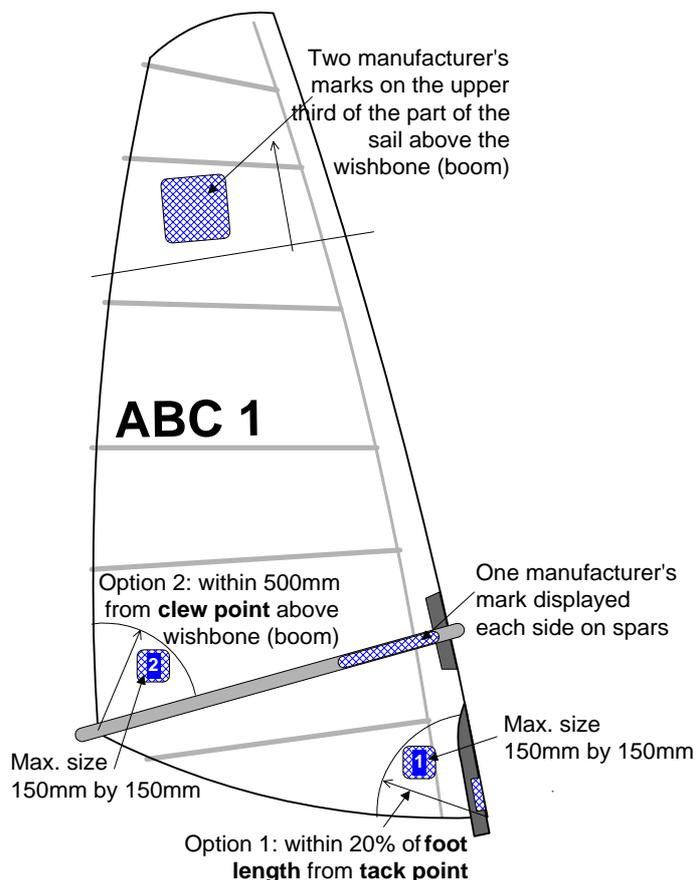
(ii) Sailboards

Any number of manufacturers' names or logos may be placed on the board (hull) and in two places on the upper third of the part of the sail above the wishbone (boom). One maker's mark may be displayed each side on spars, and on each side of any other equipment.



Key:

 Manufacturer's marks



Key:

 Manufacturer's marks

Note: Any number of manufacturer's names or logos may be placed on the board.  
 This figure is for guidance purposes only, in all cases the text of the regulation shall prevail.

**20.10 Protests under this Code**

When, after finding the facts, a protest committee decides that a boat or her crew has broken a section of this Code, it shall:

- (a) give a warning; or

## ISAF REGULATIONS

- (b) Impose a penalty or disqualify the boat in accordance with RRS 64.1; or
- (c) disqualify the boat from more than one race or from the series when it decides that the breach warrants a stronger penalty; or
- (d) act under RRS 69.1 when it decides that there may have been a gross breach.