



## UIPM ADVERTISING AND MEDIA RULES

### 1. DEFINITIONS

- 1.1** The definitions and abbreviations used in the UIPM Competition Rules shall apply to these Rules.
- 1.2 “International Television Rights”** shall mean the right to broadcast any signal including any television, radio, or Internet signal of the competition outside the country hosting the UIPM competition.
- 1.3 “National Television Rights”** shall mean the right to broadcast any television or radio signal of the competition inside the country hosting the UIPM competition.

### 2. GENERAL PRINCIPLES

- 2.1** International Television Rights at all UIPM competitions belongs to the UIPM. The rights include the right to free access to a host broadcaster’s live signal.
- 2.2** National Television Rights belong to the organising National Federation. The organising National Federation is obliged to accept the UIPM-TV contract and to inform UIPM on all national TV contracts.
- 2.3** Marketing and media rights for Continental and Regional Championships, as far as not specified otherwise in these Rules belong to the UIPM Continental Confederations for their respective continent. Marketing and media rights for all other UIPM competitions, as far as not specified otherwise in these Rules, belong to the UIPM.
- 2.4** The marketing and media rights are exercised by the UIPM or the respective Continental Confederation either by themselves or are delegated to the organising National Federations for use according to the following provisions.
- 2.4.1** The right to use UIPM advertising and media rights includes the right to allocate them to Organising Committees and/or sponsors.
- 2.4.2** A detailed description of all indoor and outdoor advertising and promotional displays, as well as of all advertising permissible on competition equipment as well as print materials, athletes’ and officials’ clothing and equipment showing forms, areas, locations and sizes at all UIPM competitions shall be provided to each organising National Federation by the “UIPM Sponsor Guide”.
- 2.4.3** The organising National Federation has the rights to the competition sponsor and all start numbers at a UIPM competition. The start numbers must be produced according to the specifications below under Chapter 4. Any start numbers not used by the organising National Federation shall be available for use by UIPM.
- 2.4.4** The organising National Federation has all marketing rights to the start and finish gates, but UIPM reserves these rights for eventual new competition concepts
- 2.4.5** At the World Championships, at the World Cups and at the World Cup Finals the UIPM shall have all marketing rights to the finish line tape in the running event, specifically the finish line that is broken by the athlete crossing the finish line.
- 2.5** The organising National Federation has all marketing rights at the awards podium, stage and surrounding area at Regional and Continental Championships. At all other UIPM competitions the advertising space available on the awards podium, stage and surrounding area is shared by the UIPM and the organising National Federation, 40% / 60%,



respectively. UIPM reserves a 60 % share for eventual new competition concepts.

**2.6** The organising National Federation has all marketing rights with regard to all other advertising space at the competition facility at Regional and Continental Championships. At all other UIPM competitions the UIPM will use the right of 24 meters of advertising space for the display of its sponsor's banners at the venue for each of the pentathlon and biathle events in TV areas in all competitions and the organising National Federation has the right to all remaining advertising space for display of its sponsor's banners. At these competitions the UIPM has the right to place non-reflective banners under the targets in the Shooting part of the Combined event (not higher than 60cm from the ground). Advertising above the targets must not start below 80cm from the centre of the target. UIPM has the right to use two obstacles in the Riding. The Commercial Advertising Space is specified below under Article 4.

**2.7** The organising National Federation, the Organising Committee and all athletes and officials fall under the control of the UIPM Business Affairs Delegate(s) (BAD(s)) or another person authorised by the UIPM with regard to compliance with these Rules. Any violation of these Rules will be sanctioned according to the UIPM Disciplinary Rules.

### **3. DELEGATION OF MARKETING AND MEDIA RIGHTS**

**3.1** The use of the Marketing and Media rights at UIPM competitions is specified by the Declaration under article 1.9.2 of the UIPM Competition Rules to be signed by the organising National Federation with regard to either the UIPM or the respective Continental Confederation.

**3.2** Athletes and officials must use the clothing and equipment furnished by UIPM or as part of a UIPM sponsor programme. This obligation relates to the competition itself, as well as to all official events connected with the competition (e.g. award ceremonies, draw of start numbers etc.). To the extent that the UIPM does not provide clothing and equipment free of charge, the pentathletes and officials may wear clothing and equipment of their choice following the provisions of the UIPM Modern Pentathlon Competition and Biathle Rules, however, UIPM reserves the right to cover any manufacturers' labels on such clothing or equipment.

### **4. START NUMBERS AND MARKETING**

**4.1** All start numbers shall be worn in all events on the competition suits. In the Combined event they shall be worn on the front and back side. In the Riding event, the competition suit and start number will be covered, but a start number will be on the back of the saddle blanket. In Fencing, the competition suit will be covered, but the fencing suit will also have the competitors' start numbers on the back side, on the thigh, and also on the masks. They may not be altered, cut or folded in any way, so as to obscure the lettering or numbers.

**4.2** Start numbers can be made of adhesive material.

**4.3** UIPM recognizes the importance of the start numbers for identification of the event, especially on television and in photo records, for identification of the competing athlete, both during the event and on television and photo records of the event, and for identification of sponsors. Therefore, start numbers must be provided in the following sizes for each competitor:

- Size 1: height 10cm, width 15cm;
- Size 2: height 20cm, width 20cm.

**4.4** Size 1 start numbers must have the sponsor's logo(s) on top and the athlete's number below. Size 2 start numbers shall be divided in three parts, with space for one sponsor's



logo on top, the individual athlete's number in the middle and a second sponsor or the city of the event below. The height of the lettering on each respective start number size shall be :

Size 1: sponsor's logos 6cm, athlete's number 8cm;

Size 2: sponsor's logos 6cm, athlete's number 8cm, sponsor 2 or event city 6 cm.

**4.5** Size 1 must be used in Fencing for leg and for mask sides and in Swimming for cap (sides) and in Combined Event in the back. Size 2 must be used in Fencing for the back, in Riding for back of saddle blanket and in Combined event for the front.

## **5. COMMERCIAL ADVERTISING SPACE**

**5.1** Commercial Advertising Space, as laid down above under 1.4, includes, without limitation, the following areas for display of commercial logos, brands or insignia:

- a) Posters, handbills and other paper medium announcing the event;
- b) Event programme;
- c) Banners on or near the field of competition (300 to 450 meters or more).

**5.2** UIPM reserves the right to 60% share of this space and global length for its sponsors for eventual new competition concepts. At such competitions the organising National Federation will be delegated the use of the right to sell the name of the competition to a non-competing sponsor of UIPM, as determined by UIPM.

**5.3** Banners should have either the size of 1m high x 2m long or 1m high x 3m long. Different sizes are permissible upon approval by the UIPM BAD or other person authorised by the UIPM.

**5.4** The UIPM has the discretion to produce all its own advertising materials and ship them to the organising National Federation or to pay the latter for producing UIPM advertising material.

**5.5** If it is agreed by the UIPM that the organising National Federation will produce advertising materials, before production, the NF must submit to the UIPM an estimate of the total costs and receive written acceptance of the estimated costs by UIPM. The UIPM shall reimburse the NF for its production expenses concerning these materials.

**5.6** The organising National Federation shall keep UIPM's advertising materials for use at future competitions and be liable for any loss.

**5.7** At all UIPM competitions except Regional and Continental Championships the UIPM will pay the organising National Federation a sum specified by decision of the UIPM Congress for the exposition of UIPM's advertising materials at the competition.

**5.8** The exclusivity of UIPM sponsors does not extend to Regional and Continental Championships, but to all other UIPM competitions. It falls within the authority of the UIPM BAD or another person authorised by the UIPM to determine before the start of a competition whether logos and displays of NF sponsors infringe with the exclusivity of UIPM sponsors. The organising National Federation must seek advice on which rights have been given exclusivity by UIPM prior to engaging any own sponsor.

## **6. CAMERA AND BANNER PLACEMENT**

**6.1** At Regional and Continental Championships the organising National Federation has full discretion with regard to camera and banner placement and has no media obligations. At all other UIPM competitions the UIPM BAD or other person authorized by the UIPM shall inspect the course with the organising National Federation to determine and approve



location and placement of the cameras and the sponsor's banners.

## **ADVERTISING AND MEDIA OBLIGATIONS**

**6.2** For all UIPM Category A competitions, except Regional and Continental Championships, the organising National Federation must provide the following for the BAD or other marketing representative appointed by UIPM, at the cost of UIPM:

- Van or large sedan from arrival to departure at airport for transportation of marketing materials;
- a single room in a hotel.

**6.3** For all UIPM Category A competitions, except Regional and Continental Championships, the organising National Federation must provide Accreditation and Access to the field of play to the BAD or other representative appointed by UIPM, to place the appropriate UIPM Marketing Materials.

**6.4** For all UIPM competitions except Regional and Continental Championships the organising National Federation must provide the following:

Services and professionals:

- a) appointed press officer;
- b) press and information centre;
- c) telephone and fax lines;
- d) internet connections;
- e) rolling chair for swimming event or other facilities;
- f) motorbike for running event, if the running-course allows;
- g) appoint a professional photographer who shall deliver photographs to UIPM Headquarters within 2 weeks after the competition;
- h) send a report (press book) to the UIPM Headquarter, within 30 days of completion of the competition, concerning the press coverage before, during and after the competition. The press book must include written articles, TV coverage report and photos of the competition and the displayed UIPM sponsors' materials.

**6.4.1** UIPM TV Crew:

- a) four single rooms in hotel for the UIPM television crew;
- b) local transportation (van) from arrival to departure at airport.
- c) four accreditations to allow access to the field of play.