

# World Sailing Advertising Code – World Sailing Regulation 20

## Frequently Asked Questions (FAQ)



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### General

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#### **Where can I find the World Sailing Advertising Code?**

The World Sailing Advertising Code is part of the World Sailing Regulations. The World Sailing Regulations can be seen at [www.sailing.org/regulations](http://www.sailing.org/regulations). The World Sailing Advertising Code is within World Sailing Regulation number 20.

#### **What is the World Sailing Advertising Code?**

The World Sailing Advertising Code is a set of mandatory rules that defines advertising and how each stakeholder at a sailing event may use the spaces available on boats, equipment and competitors for advertising while racing. The stakeholders listed below include competitors, event organisers, manufacturers and boat classes or rating systems. The definition of advertising for the purposes of the code is stated in World Sailing Regulation 20.1.

#### **How is the World Sailing Advertising Code implemented?**

The World Sailing Advertising Code is implemented at events by the Racing Rules of Sailing (RRS) number 80 and also by class rules and rating rules

#### **What is the status of this FAQ document?**

This FAQ document is for information purposes only and in no way constitutes a rule, regulation or an interpretation of a rule or regulation. The FAQ is for guidance only and in all cases the text of the World Sailing Advertising Code - World Sailing Regulation 20 and any official World Sailing interpretation prevails.

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### Competitors and Sailors

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*This section is for sailors competing at events. Competitor's advertising is defined in World Sailing Regulation 20.3.*



#### **Can I display competitor advertising?**

The right to display competitor advertising is automatically granted to competitors in World Sailing Classes and World Sailing Recognized Rating Systems unless restricted by the class rules.

For non-World Sailing classes and rating systems the right to display advertising must be authorised in advance by the relevant National Authority. Some National Authorities will grant a general authorisation to the competitors, others will decide on a case by case basis. If in doubt, you must contact your National Authority (find details at [www.sailing.org/mna](http://www.sailing.org/mna)).

Some class rules do not permit advertising or restrict it to certain areas on the boat or the way in which the advertising is physically applied.

For example the class rules may restrict advertising to the hull only. If in doubt contact your World Sailing Class, Rating Authority or World Sailing.

### **I am a competitor/sailor where can I display competitor advertising?**

Advertising space for a competitor is generally available for all the boat areas not reserved for event organiser advertising, described below. For example, competitor's advertising space includes the sails and a majority of the hull, unless restricted by Class Rules.

Any competitor's advertising on sails must be clearly separated from the class insignia, sail number and national letters.

### **Can I be charged a fee for displaying competitor advertising?**

Yes, in some instances fees may be applied by the National Authority for displaying advertising. Fees cannot be applied by any other authority (including by event organisers) as stated in World Sailing Regulation 20.8.3. A few National Authorities have introduced annual license system for displaying competitor advertising.

### **Can I refuse to display event or class advertising?**

A competitor may refuse to display event or class advertising only if it is advertising for alcohol or tobacco or you object for moral, political or religious reasons. This is stated in World Sailing Regulation 20.2.5. For example you cannot object if your advertising sponsor is simply in direct competition with the event advertising sponsor unless it is a class sponsor advertising. This is stated in World Sailing Regulation 20.6.3.

### **Can I be protested for a breach of the Advertising Code?**

Yes, protests alleging a breach of the Advertising Code are governed in the normal manner by the Racing Rules of Sailing (RRS) Part 5.

Advertising must meet generally accepted moral and ethical standards as stated in World Sailing Regulation 20.2.4.

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## **Event Organisers**

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*This section is for event organisers and the organising authority. Event advertising is defined in World Sailing Regulation 20.4 and in Table 1 of the World Sailing Advertising Code.*



### **How do I require event advertising at an event?**

For events of non-World Sailing classes, event advertising must be authorised in advance by the relevant National Authority for all classes and rating systems (unless they are on the list contained in World Sailing Regulation 20.2.3.1.)

The event organiser may require event advertising by stating so in the Notice of Race for the event and providing the event organiser supplies the advertising materials (stickers, flags, etc.).

**Can I restrict or require other advertising?**

No, an event organiser cannot restrict or require competitor advertising outside the restrictions set out in the World Sailing Advertising Code. This is provided that any advertising is in accordance with the World Sailing Advertising Code, including the moral and ethical considerations stated in World Sailing Regulation 20.2.4 and 20.2.5. An event organiser cannot change the Advertising Code requirements or positioning in any way, without the prior approval of World Sailing.

**Can I be charged a fee for displaying advertising?**

No, fees may be applied only by World Sailing or the National Authority. Fees cannot be applied in any other instance as stated in World Sailing Regulation 20.8.3.



**Where can I place event advertising?**

An event organiser may place advertising and bow numbers on certain areas of a boat, these areas are restricted by the World Sailing Advertising Code. An event organiser must not place advertising in areas that have not been reserved for event advertising. For example, on a boat, event advertising must not be placed on the sails.

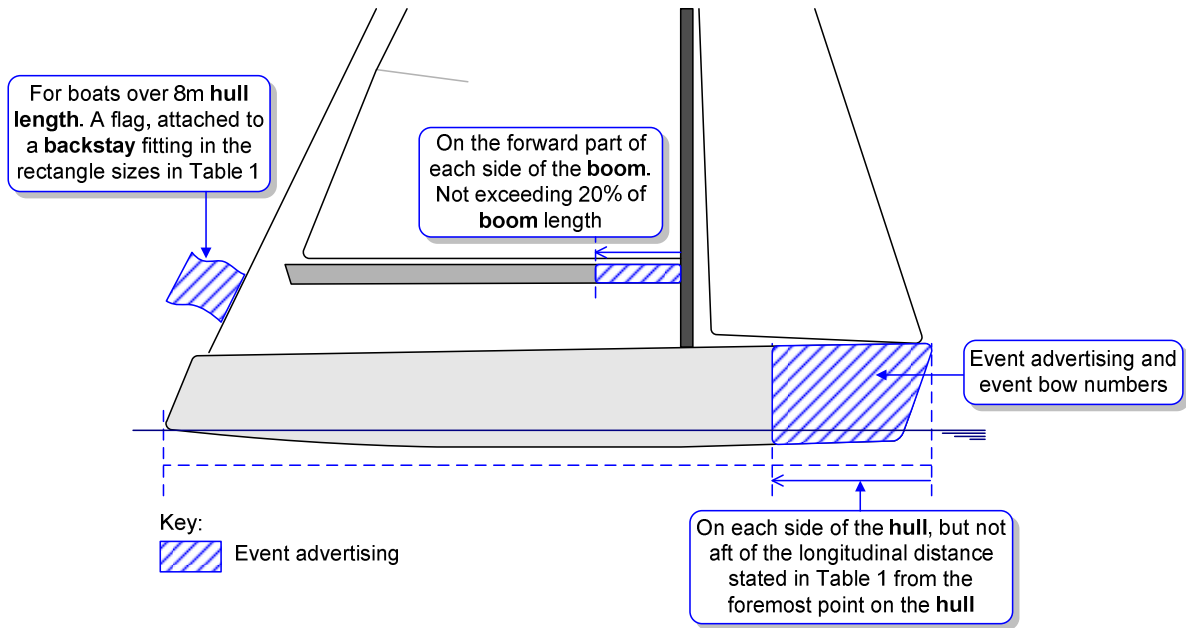
If the event organiser is supplying the boats or certain equipment (e.g. hull, spar, sails) then all of the supplied equipment is also available for event advertising.

The following diagrams on the next page show the reserved areas on a boat and maximum sizes of event advertising. This is described in Table 2 of the World Sailing Regulation 20. Please note these diagrams are for guidance purposes only and in all cases the text of the regulation shall prevail.

**Can I refuse the entry of a boat based on their competitor advertising?**

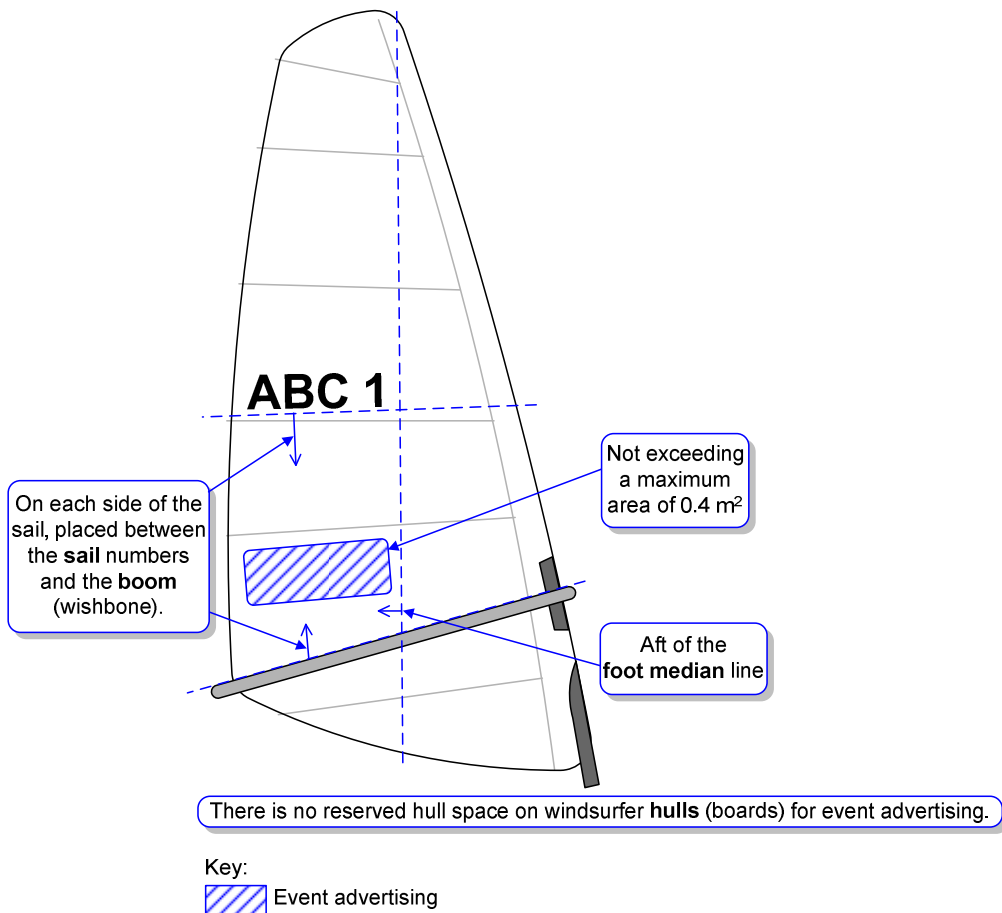
The entry of a boat cannot be rejected or cancelled because of advertising, providing the advertising is in accordance with the World Sailing Advertising Code and is permitted by the class rules or rating rules. This is detailed in Racing Rules of Sailing (RRS) 76.2. For example you cannot refuse entry if your advertising sponsor is simply in direct competition with the competitor's advertising sponsor.

### Event Advertising – Boat

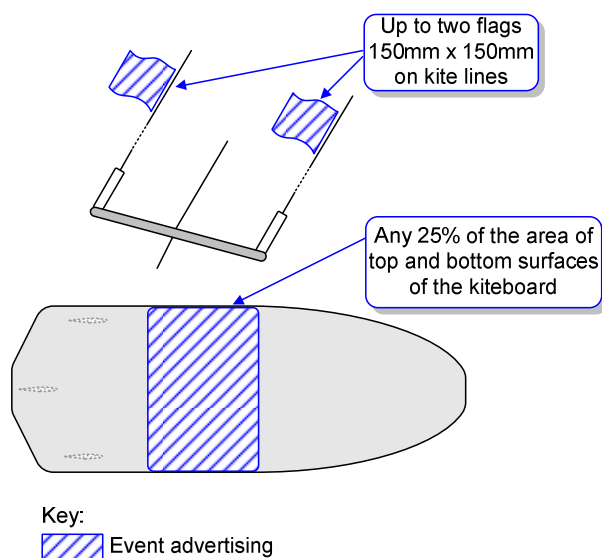


Note: For radio sailing boats event advertising is only permitted on the hull bow area as detailed in Table 1 of the World Sailing Advertising Code.

### Event Advertising – Windsurfer



### Event Advertising - Kiteboard




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### **Manufacturers and Sailmakers**

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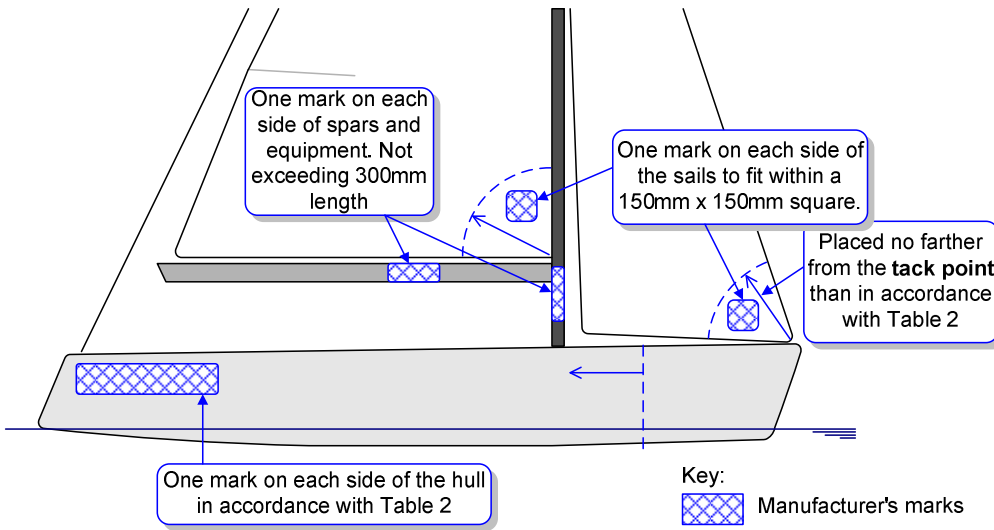
*This section is for manufacturers of boat equipment. Manufacturer's mark positioning is defined in World Sailing Regulation 20.7 and in Table 2 of the World Sailing Advertising Code.*

#### **I am a manufacturer/sailmaker, where can I place my mark on boat equipment?**

A manufacturer may place a manufacturer mark of a maximum size on certain areas on the equipment that have been constructed by the manufacturer. A manufacturer must not place marks outside these areas and in areas reserved for event advertising, as described above. For example, a manufacturer's mark on a boat must not be in the bow area of the boat reserved for event advertising. A manufacturer must not display marks greater than the maximum size permitted.

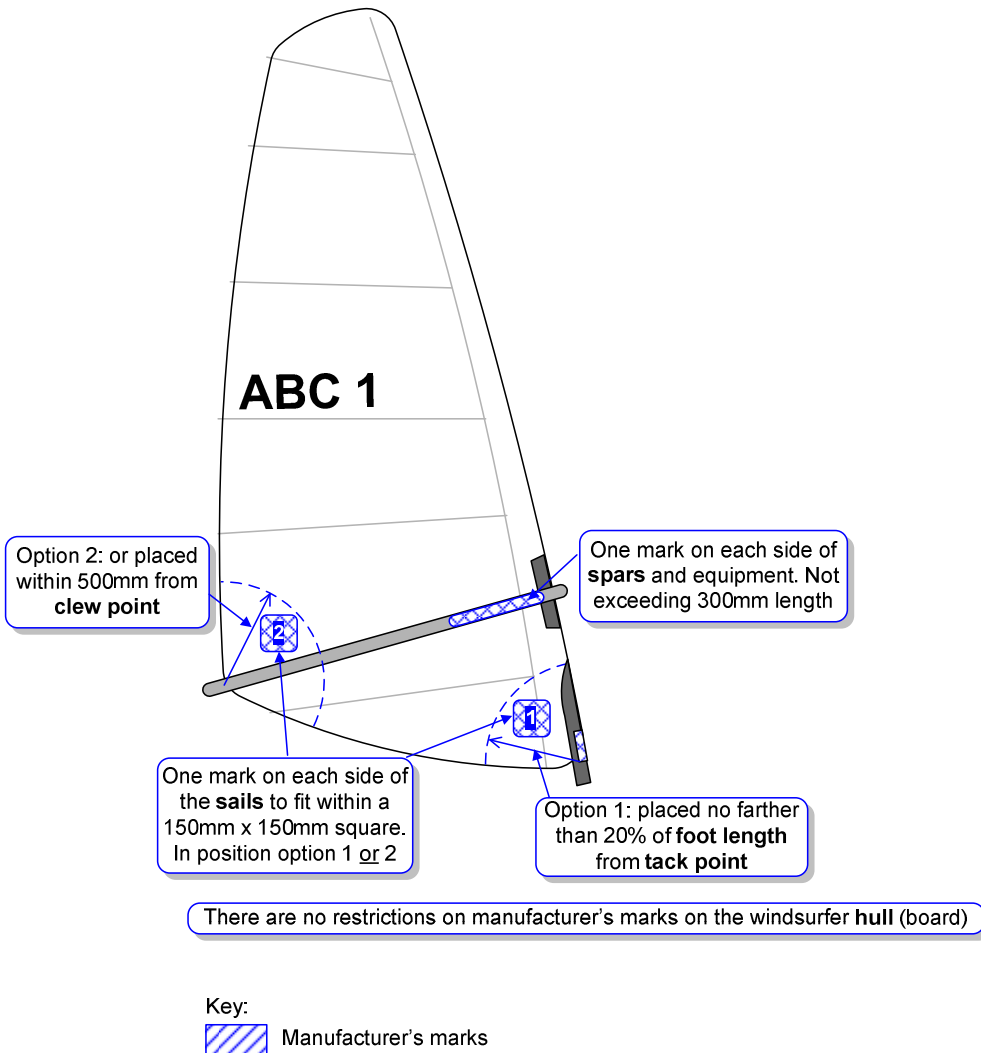
The following figure shows the available areas on a boat and maximum sizes for the manufacturer's mark. This is described in Table 2 of the World Sailing Regulation 20. Please note this figure is for guidance purposes only, in all cases the text of the Regulation prevails.

### Manufacturer's Marks - Boat



Note: For radio-controlled boats there are different size and position restrictions for manufacturer's marks detailed in Table 2 of the World Sailing Advertising Code.

### Manufacturer's Marks - Windsurfer





### Manufacturer's Marks - Kiteboard

There are no restrictions of size or position of manufacturer's marks for the kiteboard and kite as detailed in Table 2 of the World Sailing Advertising Code.

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## **Classes and Rating Systems**

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*Classes and Rating Systems advertising is defined in World Sailing Regulation 20.5 and 20.6.*

### **Can I permit competitor's advertising for my Class or Rating Systems?**

Competitor advertising is automatically granted to World Sailing Classes and World Sailing Recognized Rating Systems (unless they are on the list contained in Regulation 20.2.3.1). For non-World Sailing classes and rating systems the right to display advertising must be authorised in advance by the relevant National Authority.

### **How can I permit competitor's advertising for my Class or Rating Systems?**

If you have the right to permit competitor advertising as a class or rating system then the class rules or rules of the rating system may permit advertising only in accordance with the World Sailing Advertising Code.

Competitor advertising is automatically permitted if the class rules and the rules of a system do not prohibit or limit advertising and you are granted the right to permit advertising.

### **How can I limit competitor's advertising for my Class or Rating System?**

The class rules may only prohibit or limit the right to display competitor's advertising in accordance with the World Sailing Advertising Code. For example, the class rules may permit advertising on the hull only.

### **Is advertising available to sponsors of Classes and Rating Systems?**

This is only available to World Sailing Classes and is defined in World Sailing Regulation 20.6. Class sponsorship advertising is restricted to the areas reserved for event advertising. This can only be required at events at which that World Sailing Class or Recognised System are the Organizing Authority or have entered into a written agreement with the Organizing Authority.

### **Can a National Class Association enter into sponsorship contracts?**

A National Class Association of an World Sailing Class or World Sailing Recognized System can enter into a sponsorship contract only with the prior written consent of the International Class Association or Recognized system. This is defined in Regulation 20.6.2.

### **If there is a conflict between the Class Rules and the Rules of a Rating System what should I do?**

*If the respective rules are both applicable at the event then the more limiting of the two rules, with respect to advertising, prevail. This is stated in World Sailing Regulation 20.5.2.*