



## 2015 Sponsorship rights and jerseys' designs rules updates



# 2015 jerseys' designs rules updates

## 1.3: Sponsorship and Advertising

At World Championship events, the upper part of the chest and the right sleeve of every jersey shall be reserved for the official Organizing Committee. The official tour patch will be provide and sewn on at the first race of the season (on both jerseys, Individual Jersey and Team Jersey). See Example 2 for details.

All athletes shall reserve three free spaces (minimum 6 × 5 cm each) on their helmet for the Organizing Committee (to place the country flag and bib numbers). The helmet or any part of the helmet cannot be used for personal sponsors. Only licensed Company Teams and Individual License Sponsors are allowed to display their logo on the available surface of the helmet.

Advertising on jerseys is allowed under the restrictions detailed on Example 2 at the end of the 2015 handbook and in the following pages. Only licensed Company Teams and Individual License Sponsors are allowed to display their logo on the available surface of the jersey.

Displaying any brand or logo on his head during the prize giving ceremony (podium) or at the press conference will lead to losing the rider's prize money (see 1.3.1: Individual License Sponsorship and licensed Company Teams).

Advertising on all other pieces of equipment is permitted as long as it alters in no way the legibility of the bib number. Advertising for tobacco, drugs (narcotics) or any energy drink other than Red Bull is forbidden.

The names of all personal, Individual Licensed, amateur team and Licensed Company Team sponsors shall be communicated to the Sport Coordinator (Oliver Deby at o.deby@me.com) at the same time as the team registration, at least 3 weeks before the first race of the season.

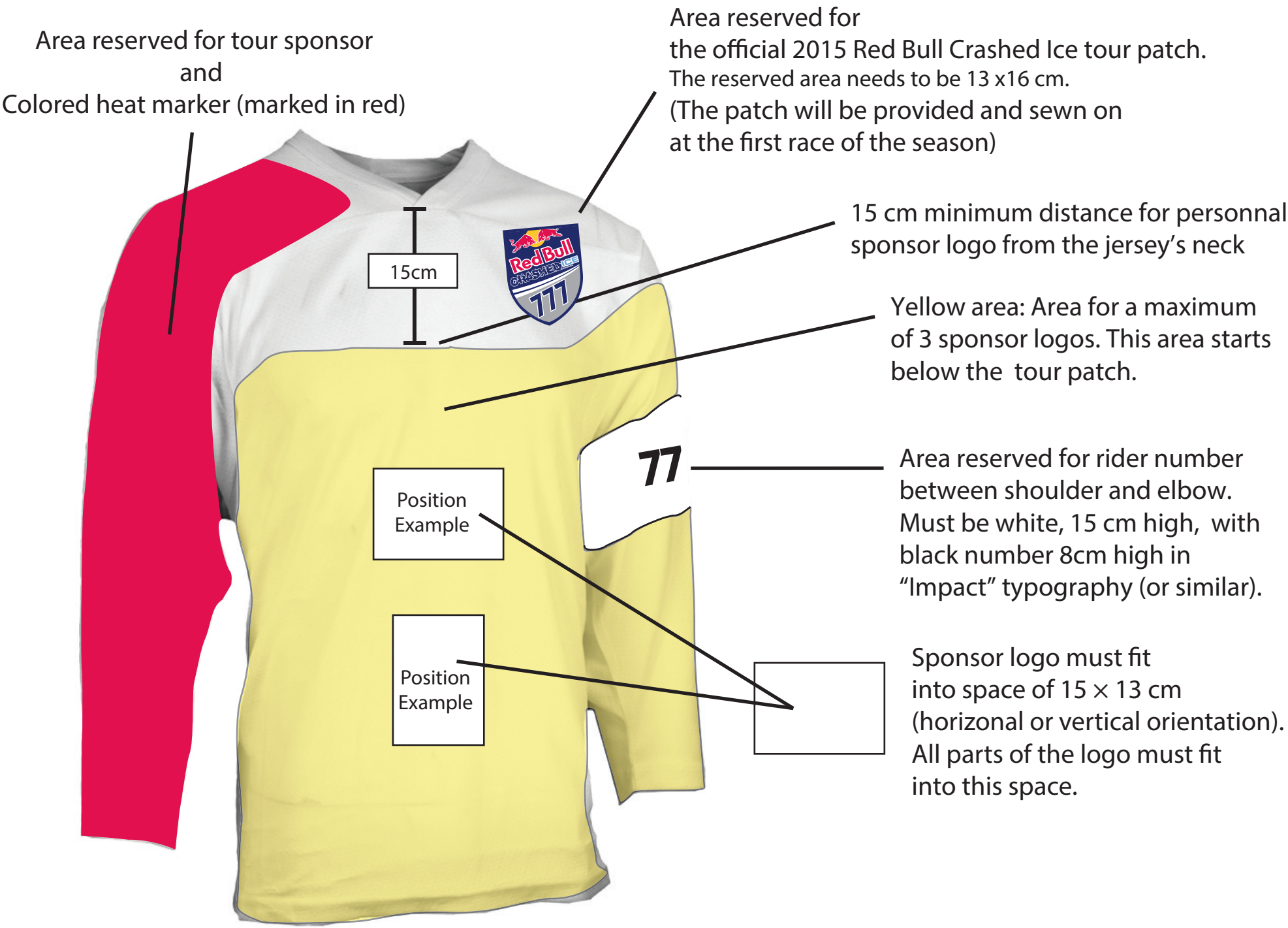
### 1.3.1: Individual License Sponsorship

It is possible for an athlete to get an Individual Licensed Sponsor. The Individual License Sponsorship allows a rider to sell the full outfit (Helmet and Jersey included) to one specific sponsor.

The full outfit advertising is applicable to Individual World Championship event formats only. An Individual Liscense Sponsor does not get the rights to display the Sponsor logo on the Helmet and full Jersey during the Team Competition. It does allow wearing a cap or a beanie of the Licensed Sponsor during the press conference, but not during the prize giving ceremony (podium).

The cost for an Individual License Sponsorship is EUR 3,000 for one sponsor per rider for one complete season. The fee will need to be paid before January 14th. Contact the Sport Director, Chris Papillon at christian@productionscircus.com, when you are ready to make your Individual License Sponsorship official.

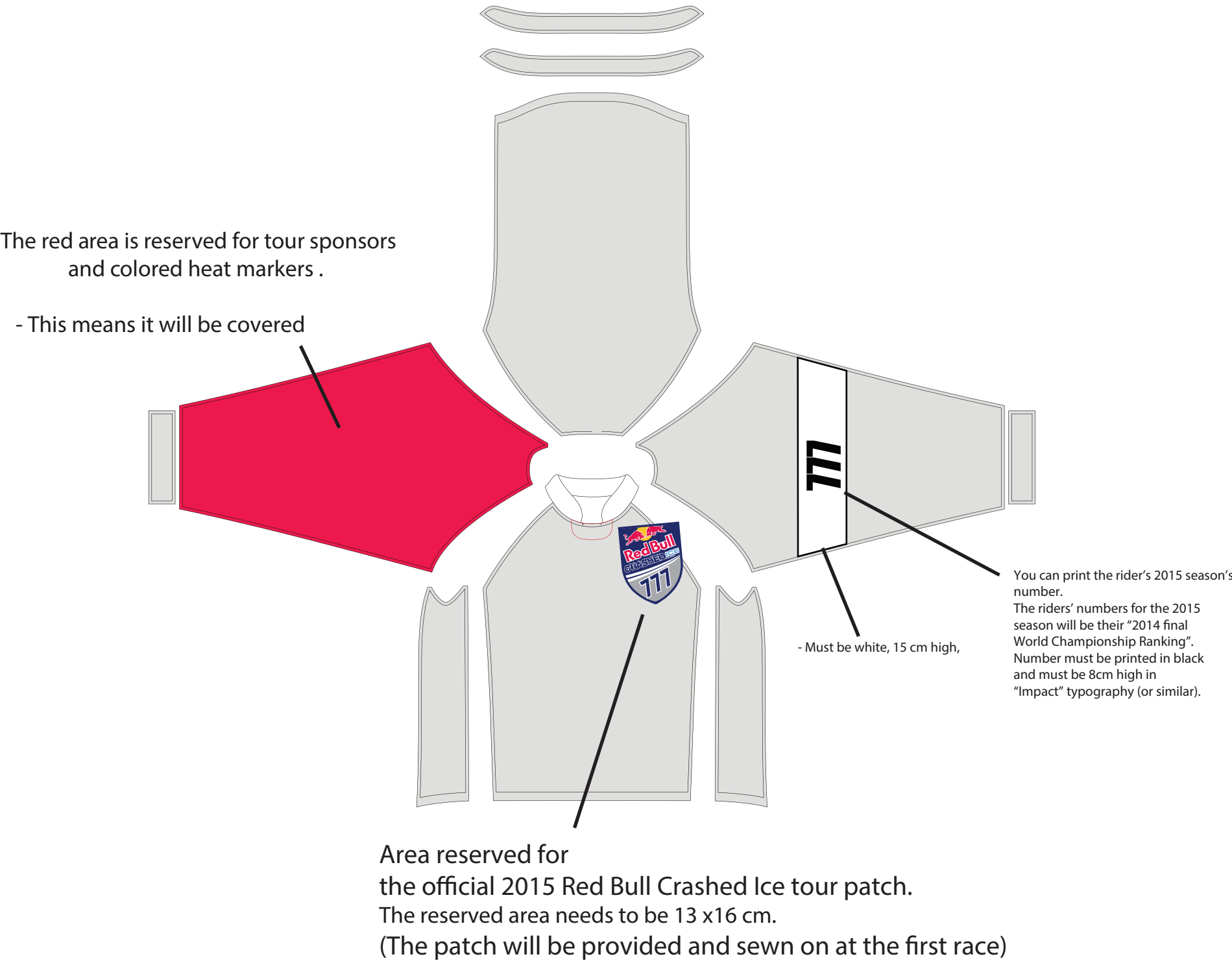
Rules for Individual race riders jerseys’ designs.



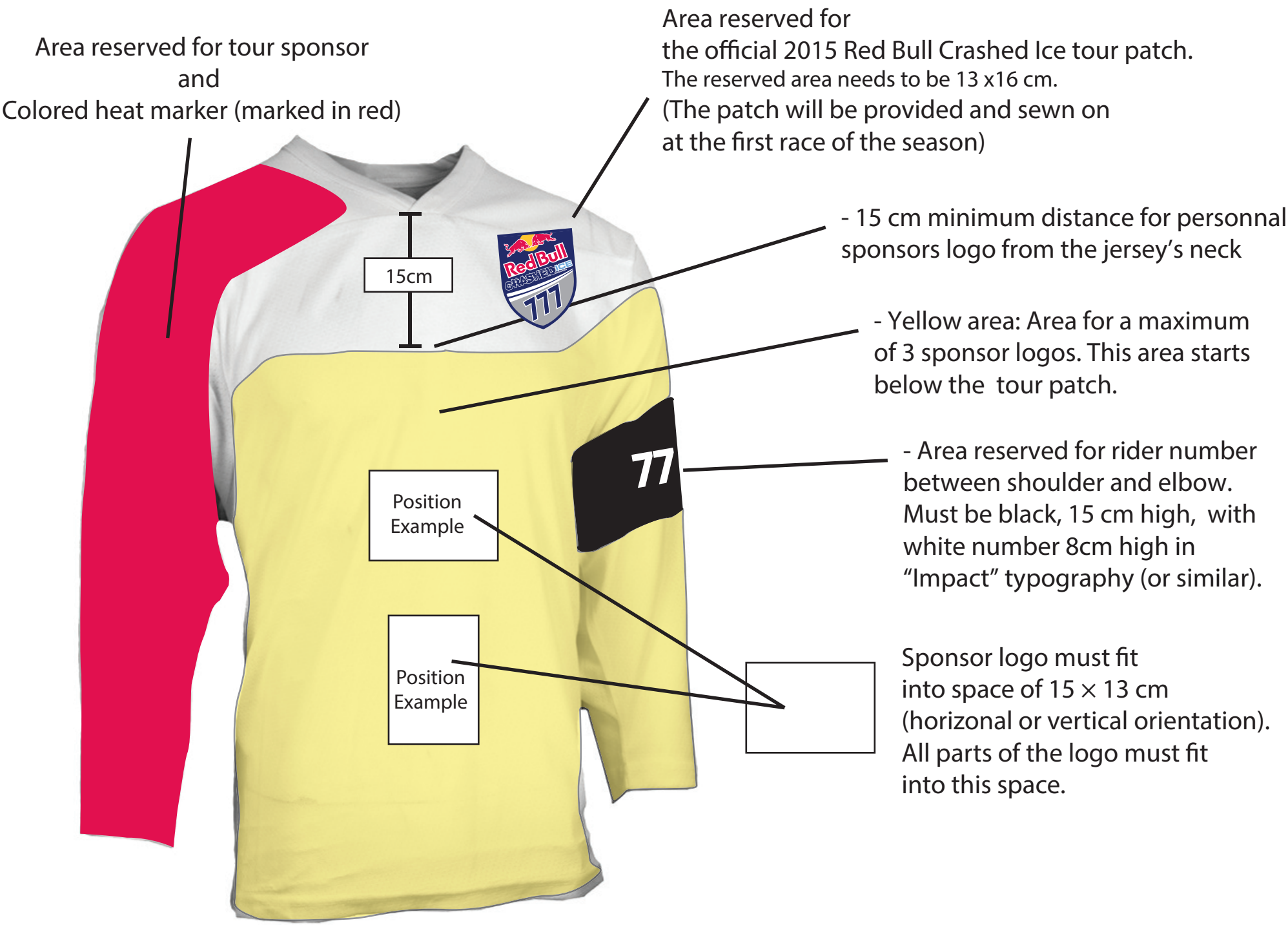
Every jersey design needs to be approved by the Red Bull Crashed Ice Sport Coordinator, Oliver Deby at o.deby@me.com.

A rider won't be allowed to skate on the track if his jersey has not been approved.  
**Each rider needs to send his personal race jersey design to our Sport Coordinator for approbation before the 1st of January 2015.**

Rules licensed Individual sponsor jersey's designs



Rules for Team race riders jerseys’ designs.



Every jersey design needs to be approved by the Red Bull Crashed Ice Sport Coordinator, Oliver Deby at o.deby@me.com.

A rider won't be allowed to skate on the track if his jersey has not been approved.  
**Make sure your Team Captain will send your team jerseys’ designs to our Sport Coordinator before the 1st of January 2015.**

Rules licensed Corporate Team jersey’s designs

