



To **Matt Smith**
FISA Executive Director and
Secretary General

Rome, 9 November 2016

Subject: *Proposals for amendments to APPENDIX 5 Bye-Laws to Rule 50 of the FISA Rules of Racing Advertising Bye-Laws*

Dear Matt,

following the circular n°5/2016 we would like to propose an amendment to point 2.3 of APPENDIX 5 Bye-Laws to Rule 50 of the FISA Rules of Racing - Advertising Bye-Laws – to be considered at the 2017 FISA Extraordinary Congress. Our proposal is aimed to have additional advertising spaces at World Rowing events on each side of the racing uniform, that is currently not exploitable and, if well regulated, can be a good opportunity of visibility for Federation's partners logo in compliance with the duty to ensure that a National Team uniform should certainly keep and a clean image of our sport.

There are several reasons for asking this. We demand a significant financial commitment to our sponsors to have their brands associated to the image of the National Team against a reduced visibility. With reference to the racing uniform, it is currently possible to offer to the sponsor a space that does not exceed 100 sq. cm in area on the shirt and 50 sq. cm on the shorts, which is still barely visible.

When rowing races are televised the crews are mostly taken sideways and shots of the front part of the body are limited to the start, to some shooting from behind, however, interrupted by the gesture of rowing, and at the victory ceremony. The same happens with the photo shoots circulating on the web, social networks and newspaper. Under these conditions it is increasingly difficult to find sponsors willing to invest in a partnership that has a poor return for visibility.

The costs for the participation at rowing events are growing, basically because of the difficulties that even the Organizing Committees have in finding resources. The costs of many services and a substantial percentage of gain for the OCs is recharged on athletes' participation (the NFs are invited to book through the OCs) and if a team wishes to participate in the offered events, at youth and top level, costs are not easy to be sustained and it's really difficult running training camps, travels and regattas costs for athletes and coaches. In the meantime the number of events offered is growing. The resources made available by the Olympic Committees are decreasing.

It's clear that the Federations must seek outside resources and increase revenue from sponsorships and to do this they necessarily need to provide greater visibility.

Commercial rights of the events are all held by FISA and the Organising Committees, as it should be. The only opportunity for NFs to increase visibility and develop their marketing activities stays in the racing uniform advertising spaces and NFs should be given a larger operating space on the image of team's athletes.

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I enclosed a graphic draft (the brand has been used randomly by our manufacturer for illustrative purposes only) which clearly shows how the space granted to a potential sponsor developed on the side is nice from an aesthetic point of view, decent and not overly invasive. The proposed position allows the sponsor a much higher visibility margin on television, on the spectators, on photos circulating on the web.



Please also look at the proposed amendment to the text of point 2.3 APPENDIX 5 Bye-Laws to Rule 50 of the FISA Rules of Racing - Advertising Bye-Laws

2.3. Identification on the Racing Shirt or equivalent

Except for the provisions of paragraph 1.7, the Identification of the member federation or club may appear once and may be no more than 100 sq cm in area.

The Identification of the manufacturer may appear once and may be no more than 20 sq cm in area.

Member federation or club sponsor Identifications may ~~only~~ appear within an “Advertising Spaces”. There shall be ~~only one~~ **a maximum of three Advertising Spaces** on each racing shirt **for a maximum of two Sponsors: and the Advertising Space one in the central part of the chest which may be no more than 100 sq cm in area, one on each side of the uniform, which develop vertically, from the top to the bottom, each side to be identical at 80 sq cm each.**

Our current marketing model foresees as principal opportunities of visibility for our sponsors, in accordance with the FISA Regulation, following the “Racing uniform Partner” and the “Boat Partner”, to be offered in principle separately to two different sponsors to increase the possible revenue from sponsorships.

For the future, based on discussion held with our current partners, the proposed amendment would enable us to develop two possible strategies:

- 1) increasing the visibility of the Main Sponsor logo on the racing shirt offering all the advertising space (chest + sides);
- 2) accompanying the Main Sponsor logo (on the chest) with another Sponsor (each side, to be identical)

The advertising space on shorts should be confirmed too

We believe there are not valid reasons for not granting an additional spaces on racing uniforms at World Rowing events as proposed. We are confident that this will help many NFs in finding partners more easily or to ask for greater commitment to the existing partners.

Best regards

Giuseppe Abbagnale

