



## **FISA – World Rowing Federation**

**Avenue de Rhodanie 54**

**1007 Lausanne**

**SWITZERLAND**

Date: 9 November 2016

### **RE: Joint proposals for 2017 FISA Extraordinary Congress by Rowing Federation of Slovenia and German Rowing Federation**

Regarding the open status for possible proposals for changing FISA Statues, Rules and Regulations at the 2017 FISA Extraordinary Congress in Tokio together Rowing Federation of Slovenia and German Rowing Federation hereby propose following changes of Advertising Bye-Laws (Bye-Laws to Rule 50 of the FISA Rules of Racing):

#### **- 2.3. Identification on the Racing Shirt or equivalent**

Currents wording: 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 Space". There shall be only one Advertising Space on each racing shirt and the Advertising Space may be no more than 100 sq cm in area.~~<sup>1</sup> For World Rowing Championship and World Rowing Cup regattas and other FISA Events, FISA may require competitors to wear special clothing with the FISA Identifications. This may take the form of a specially made T-Shirt, to be provided by FISA, which shall be worn under the rowers' racing shirt. This FISA Identification may appear once on each sleeve and each Identification may be no more than 100 sq cm in area.<sup>2</sup> Coxswains may also be required to wear additional clothing with the FISA Identification.

<sup>1</sup> We propose nearly full release of advertising restrictions including Advertising Space on Racing Shirts or equivalent. Nowadays and in across most of the countries it is very difficult to get Sponsor funds in the Sport of Rowing. The limitation of advertising represents a big obstacle once a NF is able to get one or even more Sponsors. We should open the possibilities and let NFs to sell the advertising space similar to other Sports.

<sup>2</sup> There should be limited or no requirement of FISA to have possibility to have its logo or to advertise its sponsors on the competitors' clothing. FISA identification or its sponsor identification may appear on clothing if FISA require so, however that is limited to the area of 100sq cm. All the rest is exclusive right of NFs which provide all the fundings for their participation at the FISA events. Unified clothing provided by FISA according to our experiences doesn't bring special extra value to the NFs and to the appearance of Rowing on TV. The proposal of nearly full release of Advertising Space on Racing Shirts therefore includes the sleeves as well.

#### **2.4. Identification on Headwear**

On Headware, one "Advertising Space" no more than 50 sq. cm. is allowed. The Identification of the manufacturer may appear once in a position separate from that of the Advertising Space and may be no larger than 6 sq cm.

*Unlimited advertising should be allowed.*

#### **2.5. Identification on the Shorts or the equivalent Member federation or club sponsor**

Identifications may only appear within an "Advertising Space". The Advertising Space may not exceed 50 sq cm in area and may appear on one or both sides of the shorts, each side to be identical at 50 sq cm each.

*No restrictions of advertising should be allowed.*

#### **2.8. No other Identifications**

Except for the provisions of paragraph 1.7, no Identifications may appear on any other clothing or accessories worn or carried by the competitors or on the competitors themselves.

*With the realase of advertising restrictions this point is not necessary anymore.*

#### **3.2. Other Identifications on the Boat**

*Similiar to our proposals above we propose full release of advertising restrictions on the boats with the exceptions of existing point c. (WRCH and WRC for the FISA Identification and the member federation abbreviation) and d. (International Regattas for the sponsor of the organising committee). The rest of the side of the boat and the deck should be fully open for NFs to advertise their sponsors or to use this space for the NF Identification (name of the country, national emblem or colours). This shuold apply to all boat types equally.*

*Additionally there should also be no restrictions in terms of the boat coloure eventhough a specific colour represents a sponsor.*

#### **4. Racing Sculls and Oars**

*With the exception of the blade there should be no advertising restrictions on the sculls and oars.*

#### **5. Identification on Regatta Officials' Clothing**

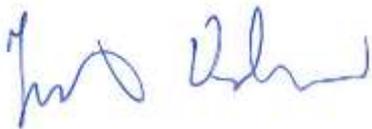
#### **6. Identification on Umpire Boats**

*There should be no restrictions of advertising for the OC when organizing an Internatonal Regatta or FISA event.*

We are aware of our proposals being almost totally opposite to the current regulations, however only open advertising policy can make Rowing attractive for sponsors and investors which are becoming more and more vital for the development of our sport as the public money is decreasing at the same time. FISA and specially NFs should all the time seek for solutions to find all the possibilities to get more sponsor funds for our sport. By our belief releasing of advertising restrictions could be very helpful for doing so.

We hope NFs and FISA will support our proposals at the Tokio Congress.

Yours sincerely,



Jošt Dolničar  
President



Siegfried Kaidel  
President