

## Guide to the ISAF Advertising Code

***PLEASE NOTE THAT ALL CYA EVENTS SHALL BE CATEGORY C EVENTS.***

### **Category C Advertisement**

- Unlimited advertising for the competitor
- Restrictions that apply are related to Sail Identification, Class restrictions and Event Organizer Sponsorship.

### **Advertising Licensing**

CYA has decided there will not be an Individual Licensing System for competitors who elect to display Category C.

### **Personal Advertising**

Competitors may display advertising on clothing and personal equipment without restriction at any time.

### **What is what?**

#### **A) Sailboat Class Case Scenarios**

- All Olympic classes:  
Defined as Category C advertising, no restrictions can be applied.  
The class cannot elect for Category A Advertising.
- ISAF International and Recognized Classes (Optimist, 505...) and Non-ISAF classes (Martin 242, Tasar...):  
The class chooses whether competitors will be allowed to display Category C advertising. If Category C advertising is chosen, the class may apply restrictions. If an ISAF or Non-ISAF class does not choose Category C Advertising, A automatically applies.
- National Classes:  
The Member National Authority (CYA) decides whether a class will be Category A or C. If no designation is made, Category A applies.
- Handicapping and Rating Rule Classes (PHRF):  
CYA has determined that for Handicapping and Rating Rule Classes, Category C will apply with no restrictions.

#### **B) Club and Invitational Events**

If an Organizing Authority or Club chooses to, they may restrict advertising to Category A for either a specific group of boats, or a whole regatta/series of races as long as this information is published in the NOR 14 days prior to the start of an event in Canada. Exceptions whereupon an event shall not be restricted to Category A:

- In CYA title events. When CYA is designated as the Organizing Authority as per RRS 87.1(c) or (d), the club/event organizers will not restrict advertising to Category A.
- An event which is part of a qualifying series for an international event shall not be restricted to Category A advertising

### **Sailors Viewpoint**

**Where can an organizing authority now put advertising on my hull/sail?**

- With boats, the organizing authority may put advertisement in the forward 25 percent of hull length for boats under 6.5 meters, and 20% for boats over 6.5 meters.

- With sailboards, there is no reserved hull space. The organizing authority may require advertisement to be placed on both sides of the sail, between the sail numbers and the wishbone, on both sides of the sail aft of the foot median. Windsurfers may also have to wear a bib

- If advertising is required, it must be stated in the NOR. What if bow numbers are used in a regatta requiring advertisement? If bow numbers are used, the 20-25% advertisement space starts behind the bow numbers.

**What happens if I have a sponsor who competes with the sponsor of an Organizing Authority for a particular regatta?**

- The Organizing Authority controls 20-25% of the forward portion of the hull (depending on hull size). The competitor controls the rest of the hull/sail space as long as the requirements of the code are met, and moral and ethical standards are upheld (20.2.2).

**As Canada has permitted unrestricted Category C advertising on Handicap (i.e. PHRF/ASP) type boats, can a Canadian boat display their advertising at any club in or outside of Canada?**

- Yes, the only time a Canadian boat racing under a Handicap System can be restricted Nationally or Internationally is when the Organizing Authority of the event declares it Category A (Club/Invitational). All sailors (Handicap, One- Design etc...) should check with the Organizing Authority for events they plan on attending, to see what (if any) restrictions have been put in place.

**Are there any restrictions on the type of product I can advertise in Canada?**

**- YES**

- 1. Advertising related to tobacco is not permitted.**
- 2. Alcohol advertising is not permitted for youth (19 and Under) sailors. Please note that in some countries, advertising related to alcoholic beverages and/or manufacturers is prohibited by law for any sailors competing in the country.**

**Note for Canadian Sailing Team Athletes and sailors representing Canada/CYA at events...**

- Special restrictions may apply for sailors of the Canadian Sailing Team, or for sailors representing Canada. Please contact CYA for more details.**
- For sailors participating in the Olympic Games, the IOC charter applies (which bans all advertising).**

### **Licensing System**

**Canada does not have a licensing system for sailors using Category C. However, does a Canadian Sailor have to pay fees when sailing abroad?**

**- No, only the national authority of the competitor can require them to pay licensing fees.**

### **Organizing Authorities and Event Organizers**

**As an event Organizer, can I classify one class in my club's regatta or evening race series as being Category A, and another C?**

**- Yes, a Club or organizing authority can designate some parts of their event as a Category A and leave the rest the way it is. For example, a large multi class regatta could make Thunderbirds and Solings Category A but leave all other advertising as defined by their class association. This must be stated, however, in the NOR 14 days prior to the event.**

**What will the impact be if a club/organizing authority decides to designate an event as only Category A?**

- Certain classes and fleets designated as Category C may not attend. (Unless they do so with only Category A advertising)**

**Can a regatta host charge a competitor for displaying advertisement?**

**- No there shall be no variation of entry fees based on the competitor's category of advertising for the boat in which he/she is competing.**

**If boats at a regatta are supplied by the Organizing Authority, can the Organizing Authority use Category C advertisement even if the fleet being used is classified as Category A?**

**- Yes. 20.3.3 gives the supplier of boats the right to use Category C even if the class has decided against it.**

**Please see ISAF [www.sailing.org](http://www.sailing.org) for the complete Advertising Code.**