



# FIL Brandbook

Artificial Track

---

2023/2024

[www.fil-luge.org](http://www.fil-luge.org)



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## A. INTRODUCTION

### 1. BASIC PRINCIPLES

The International Luge Federation (FIL) is the supreme institution recognized by the International Olympic Committee (IOC) in all matters concerning the sport of luge, including advertising at FIL competitions.

The FIL Brandbook is based on the International Luge Regulations (IRO/2022 edition) and the Playbook for Event Organizers. These contain specifications for the organization of all competitions of the sport of luge on artificial track within the framework of FIL International Championships and International Competitions. The FIL Brandbook is also based on the agreements concluded between the FIL, partners and agencies. Furthermore, the Brandbook contains a guideline for the preferred use of the language and terminology of the International Luge Federation.

### 2. Objectives

The FIL Brandbook was created to summarize regulations regarding advertising rights and advertising opportunities at the events within its scope in one document and to present them clearly, in part also with graphics.

The FIL Brandbook is intended to serve as a reference work for all persons and institutions involved in advertising in the environment of these FIL events.

In addition, the FIL Brandbook aims to ensure the smooth implementation of the existing advertising opportunities and to contribute to a uniform appearance and the development of the luge brand.

### 3. SCOPE

All regulations are valid in the environment of the FIL World Championships, EBERSPÄCHER World Cups, EBERSPÄCHER Team Relay World Cups presented BMW as well as Sprint World Cups for athletes and officials. The provisions of the FIL Brandbook are valid for the 2023/2024 season and beyond unless stated otherwise.

### 4. GENERAL GUIDELINES

Provided there are no stricter national laws, the following advertising is prohibited:

1. On the athlete and sled: advertising for tobacco, illegal drugs or alcohol. Exception: Advertising for non-alcoholic beer or, in the case of athletes 21 years or older of age, advertising for products with an alcohol content percentage of less than 15%.
2. At the venue and on bibs: Advertising for tobacco, illegal drugs or for products with an alcohol content percentage of more than 10%. The FIL executive board may allow an exception to the alcohol ban upon request of an event organizer or sports venue operator.
3. Advertising with content of religious, racist or other discrimination.

### 5. MEASUREMENT GUIDELINES

A rectangle is used to calculate the advertising surface. The width and height of the trademark determine the sides of the rectangle.

If the trademark is integrated within an area of a different color, the total area of the different color is to be measured.

## **6. APPROVAL OF ADVERTISING SURFACES**

The design of the advertising surfaces available to the national federations (NFs) must be sent electronically in size and color to the FIL Technical Director for review and approval by August 31 of each sports year. If submitted on time and the advertising surfaces are in compliance with the rules, approval will be given in writing.

## **7. IMPLEMENTATION MONITORING**

The FIL sport director supervises the fulfilment of the guidelines at the venue in cooperation with the participating advertising agencies, the organizing committee, and the race director. The FIL sport director is responsible for ensuring that inadmissible advertising is removed or made non-visible before the start of the event.

The NFs themselves are responsible for compliance with the regulations regarding the advertising possibilities available to the national federations (NFs).

At FIL competitions, technical delegates have the right to arrange for inspections of the advertising surfaces at any time.

The FIL presidium reserves the right to approve deviations from the FIL Brandbook in case of justified necessity. The FIL sport director is entitled to decide on exceptions to the specifications of the FIL Brandbook at the venue in justified individual cases.

## B. FIL STYLEGUIDE

### 1. INTRODUCTION

The following guide describes the preferred use of language and terminology by the International Luge Federation (FIL). It also provides guidance on preferred spelling and style guidelines. This guide should be used for all documents, correspondence, and publications. It is intended for FIL staff and the extended FIL family, National Federations, event organizers, tracks and other involved groups or organizations to ensure consistent terminology. The consistency and professionalism of the written content produced by all stakeholders determines how the public perceives our sport and plays an important role in ensuring a uniform image of the FIL.

The FIL Style Guide incorporates the two official FIL languages to serve the FIL family worldwide. The content of the guide is not necessarily based on correct or incorrect grammar, but rather reflects the FIL's preferred usage to ensure consistency within the organization. It does not follow any specific industry style guidelines, but serves as a guide for The FIL and its partners to project a professional public image of our organization.

### 2. Basics

Some notes on capitalization: In English, capitalization is limited to the first word of a sentence, headings, and to proper nouns and certain FIL terminology, as outlined in this guide. With regard to umlauts or accents, local usage is preferred, i.e. Königssee instead of Koenigssee.

The term "athlete" is the preferred and universal term, but "competitor", "slider" and "luge athlete" may also be used depending on the discipline. The gender specific assignment is up to the respective author.

The FIL prefers the term "luge track", however, "track", "race track", "artificial ice track" or "ice track" may also be used.

Athletes participating in general or junior class events should be referred to as "women and men". Athletes competing in youth A class events or below should be referred to as "female and male".

### 3. OFFICIAL NAME OF THE FIL

Abbreviated in all languages as FIL and fully capitalized.

English	German	French
International Luge Federation	Internationaler Rodelverband	Fédération Internationale de Luge

#### 4. Other FIL Terminology

FIL anthem	FIL Hymne
FIL flag	FIL Fahne
FIL logo	FIL Logo
FIL WC logo	FIL WC Logo
FIL International Luge Regulations (IRO)	FIL International Rennrodelordnung (IRO)
FIL competition	FIL Wettkampf
FIL office	FIL Büro
FIL Bulletin	FIL Bulletin
FIL officials	FIL Funktionäre

## 5. NAMES AND TITLES

The FIL personnel's job titles should be capitalized when used directly before their name. Other instances are lowercase.

Full-time FIL officials are always described with the FIL abbreviation. For honorary officials such as executive board members, jury members , or TDs, the respective country abbreviations apply. For example: FIL President Einars Fogelis / LAT but FIL Sport Director Matthias Böhmer / FIL

FIL President	FIL Präsident
FIL Secretary General	FIL Generalsekretär
FIL Executive Director	FIL Exekutivdirektor
FIL Vice President	FIL Vizepräsident
FIL Executive Board Member	FIL Exekutiv-Mitglied
FIL Regional Vice President	FIL Regionaler Vizepräsident
FIL Congress	FIL Kongress
FIL Executive Board	FIL Exekutive
FIL Family	FIL Familie
FIL Commission	FIL Kommission
FIL Ethics Authority	FIL Ethik Beauftragter
FIL Sport Director AT (SD)	FIL Sportdirektor KB (SD)
FIL Technical Direktor AT (TD)	FIL Technischer Direktor KB (TD)
FIL Development Manager	FIL Entwicklungsmanager
FIL TV-Coordinator	FIL TV-Koordinator
FIL Communications Manager	FIL Kommunikations-Manager
FIL Jury Chair	FIL Jury Vorsitzender
FIL Jury Member	FIL Jury Mitglied
FIL Technical Delegate	FIL Technischer Delegierter



## 6. FIL DISCIPLINES

According to the FIL's preferred terminology, there are "competitions" in the various "events" under each FIL discipline. The FIL World Cup includes competitions and maintains rankings for these events. Unlike the names of the individual events, The FIL disciplines are capitalized in all languages when referring to the discipline itself, as follows:

MS	men's singles	Herren Einsitzer
WS	women's singles	Damen Einsitzer
MD	men's doubles	Herren Doppelsitzer
WD	women's doubles	Damen Doppelsitzer
TR	team relay	Team-Staffel
SP	sprint	Sprint
JMS	juniors men's singles	Junioren Herren Einsitzer
JWS	juniors women's singles	Junioren Damen Einsitzer
JMD	juniors men's doubles	Junioren Herren Doppelsitzer
JWD	juniors women's doubles	Junioren Damen Doppelsitzer
JTC	juniors team competition	Mannschaftsbewerb für Junioren

## 7. OLYMPISCHE SPIELE

The word "Olympic" is always capitalized. The correct usage for the FIL follows that of the IOC. The correct usage is Winter Olympic Games, not Winter Olympics or Olympic Games!

OWG	Olympic Winter Games	Olympische Winterspiele
YOG	Youth Olympic Games	Olympische Jugendspiele

## 8. FIL CHAMPIONSHIPS

Should always be capitalized and used in plural.

WCh	FIL World Championships	WM	FIL Weltmeisterschaften
ECh	FIL European Championships	EM	FIL Europameisterschaften
APCh	FIL American Pacific Championships	APM	FIL Amerika Pazifik Meisterschaften
ACh	FIL Asia Championships	AM	FIL Asien Meisterschaften
JWCh	FIL Junior World Championships	JWM	FIL Junioren Weltmeisterschaften
JECh	FIL European Junior Championships	JEM	FIL Junioren Europameisterschaften
JAPCh	FIL Junior American Pacific Championships	JAPM	FIL Junioren Amerika Pazifik Meisterschaften
U23-WCh	FIL U23-World Championships	U23-WM	FIL U23-Weltmeisterschaften

## 9. WORLD CUPS AND OTHER EVENTS

WC	FIL Luge World Cup	FIL Rodel Weltcup
TSWC	FIL Team Relay World Cup	FIL Team-Staffel Weltcup
SWC	FIL Sprint World Cup	FIL Sprint Weltcup
JWC	FIL Junior World Cup	FIL Junioren Weltcup
CC	FIL Youth A Continental Cup	FIL Jugend A Continentalcup
NC	FIL Nations Cup	FIL Nationencup
DT	FIL Three-Track Tournament	FIL Dreibahnen-Tournee
YG	FIL Youth Games	FIL Jugendspiele (JS)

## 10. FIL Logo

The FIL logo is to be used.



## C. INDIVIDUAL ADVERTISING RIGHTS

### 1. MARKETING CONCEPT

The sponsor hierarchy includes a Title Sponsor, four Main Sponsors (Main Sponsor 1, Main Sponsor 2, Main Sponsor 3, and RO Sponsor) as well as a tourism region.



**Figure:** Marketing concept

The **FIL** has the following packages:

- Title Sponsor (no title rights for FIL-World Championships)
- Main Sponsor 1
- Main Sponsor 2
- Main Sponsor 3

The FIL has sold these packages as follows:

Title Sponsor (through the agency RGS Sportmarketing)

**J. Eberspächer GmbH & Co.**

Industries: Automotive supplier, exhaust gas purification systems, heating and air conditioning systems, vehicle electronics, hydrogen fuel cell components

Main Sponsor 1 (through the agency RGS Sportmarketing)

**Hargassner Ges mbH**

Industries: Metal technology for metal and mechanical engineering, manufacturer of automatic heating and biomass combustion systems (pellets, wood chips, logs, combined heat and power systems) and solar energy

Main Sponsor 2 (through the agency infront Sports & Media)

**Bayerische Motoren Werke Aktiengesellschaft (BMW AG)**

Industries: Cars and motorbikes

Main Sponsor 3 (through the agency infront Sports & Media)

**Skechers**

Industries: Footwear

The **event organizer** has the following packages:

- RO Sponsor (RO = Race Organizer)
- Tourism region

The FIL holds all other advertising rights not mentioned herein.

## 2. TITLE RIGHTS

The correct designations of the events or series of events in the 2023/2024 season are given below.

These designations are to be used in all written representations in connection with the event, for example in advertising, press releases and conferences, program booklets, or on the Internet/social media exclusively in the respective defined spelling. The supplement "in Luge" may be added to all designations

### 2.1 WORLD CHAMPIONSHIPS

FIL World Championships in Altenberg/GER:

*"52<sup>nd</sup> FIL World Championships" or*

*"52<sup>nd</sup> FIL Luge World Championships"*

Team Relay: *"Team Relay World Championships"*

Sprint: *"Sprint World Championships"*

### 2.2 WORLD CUPS

*"EBERSPÄCHER World Cup" or*

*"EBERSPÄCHER World Cup" or "EBERSPÄCHER Luge World Cup" or*

*"x<sup>th</sup> EBERSPÄCHER World Cup 2023/2024 (e.g. 1<sup>st</sup> EBERSPÄCHER World Cup 2023/2024)" or<sup>1</sup>*

*"x<sup>th</sup> EBERSPÄCHER Luge World Cup 2023/2024*

*(e.g. 1<sup>st</sup> EBERSPÄCHER Luge World Cup 2023/2024)"<sup>1</sup>*

In English, the umlauts are written with AE: EBERSPAECHER

### 2.3 TEAM RELAY WORLD CUPS

*"EBERSPÄCHER Team Relay World Cup presented by BMW"*

*"x<sup>th</sup> EBERSPÄCHER Team Relay World Cup 2023/2024 presented by BMW"<sup>1</sup>*

### 2.4 SPRINT WORLD CUPS

*"Sprint World Cup" or*

*"x<sup>th</sup> Sprint World Cup 2023/2024"<sup>1</sup>*

<sup>1</sup> Numbering corresponds to the number in the 2023/2024 FIL events schedule

### 3. VISUAL PRESENTATION

#### 3.1 WORLD CUP LOGO

In the 2022/2023 season, a World Cup design with associated logo was introduced. This is intended to increase the recognition value of the race series and thus enhance the FIL Luge World Cup brand. It remains valid for all stations of the EBERSPÄCHER World Cup and is to be integrated in all relevant publications.

A short guide for the use of the World Cup design can be found in the appendix.



**Figure:** World Cup Logo

#### 3.2 GENERAL SPECIFICATIONS ON THE USE OF SPONSOR LOGOS

##### 3.2.1 TITLE SPONSOR: EBERSPÄCHER



**Figure:** EBERSPÄCHER Logo

In flowing text, EBERSPÄCHER should be written in capital letters if possible.

##### 3.2.2 MAIN SPONSOR 1: HARGASSNER



**Figure:** Hargassner-Logo

### 3.2.3 MAIN SPONSOR 2: BMW

Unless otherwise specified, the BMW logo "Propeller" is used for all purposes.



Figure: BMW-Logo "Propeller"

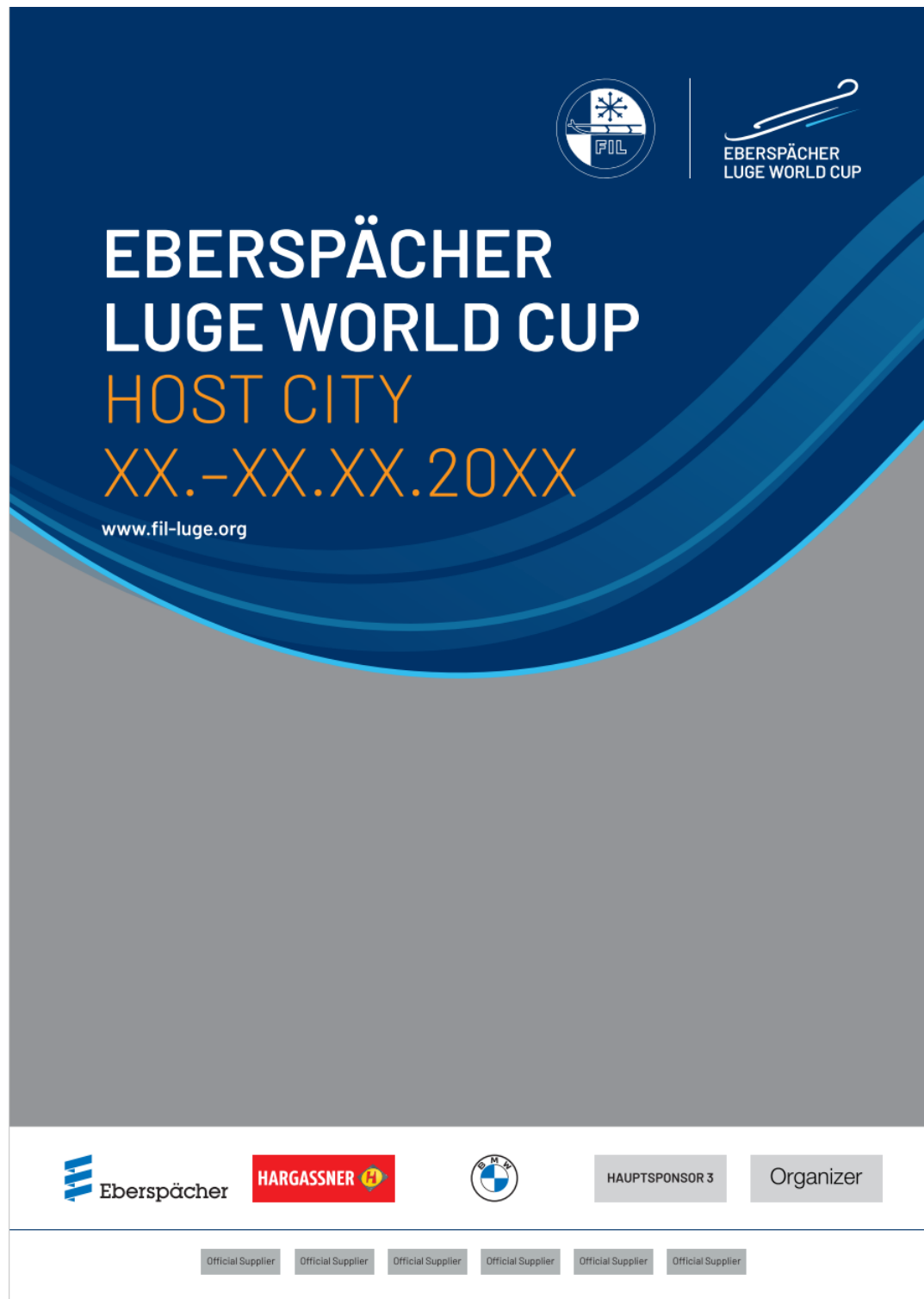
### 3.2.4 MAIN SPONSOR 3: SKECHERS



Figure: Skechers Logo

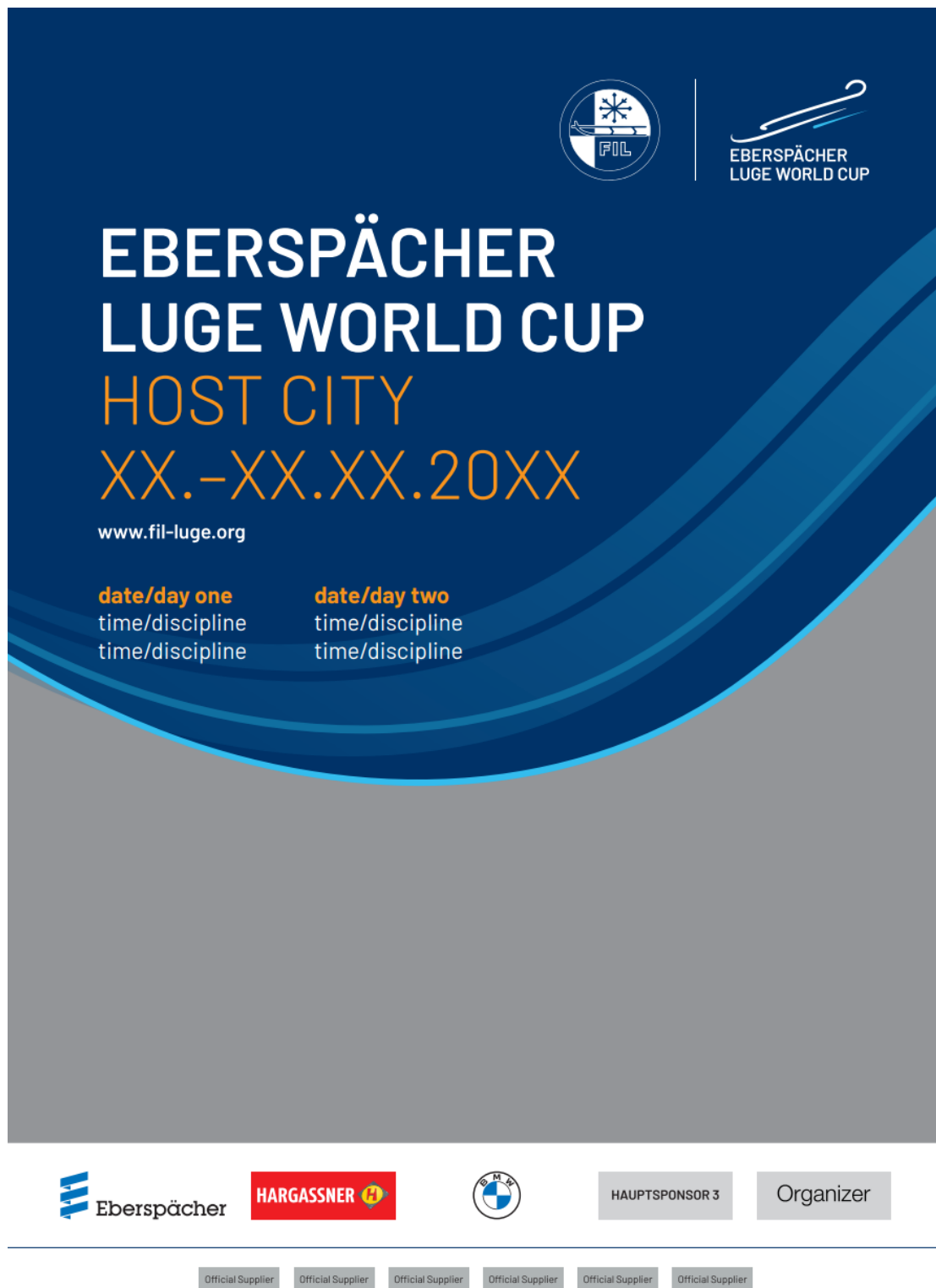
### 3.3 POSTER

The FIL provides design templates WC and WCh, which the event organizer completes with the corresponding information about the event and an own photo (adapted to the current advertising situation of the FIL). Further adaptations are not permitted. The templates are available in two versions (with/without program) and can be selected by the event organizer depending on the intended use.



**Figure:** poster without schedule





**Figure:** poster with schedule

### **SHORTGUIDE:**

The templates come with a shortguide, which contains the specifications regarding the use of the design templates.

- Exceptions can be granted for oversized posters
- All posters must be sent to the following recipients **for release prior to printing:**
  - Agency RGS Sportmarketing, Rudolf Größwang jun. (info@rgs-marketing.de)
  - Agency Infront, Noah Jeremies (noah.jeremies@infrontsports.com)

Please allow for approx. three working days for the release.

**For printings based on the design templates, approval by the FIL is not required prior to printing.**

### 3.4 PROGRAM BOOKLETS, FLYERS

The design templates for the posters (3.3) and the specifications of the short guide also have to be used for the title pages of program booklets and flyers. For this purpose, the templates may be amended by the event organizer with information regarding their event and with a photo, and adjusted to the required format.

A maximum of **altogether** 8 logos of the event organizer's partners (suppliers) may appear on the **front and back page**. The following restrictions apply:

- On the title page, the logos may only be placed in the designated area on the right bottom edge.
- The size of a supplier logo must not exceed 50% of the size of a main sponsor logo.
- The branch exclusivity of the main sponsors must be respected.

The title sponsor and the three main sponsors of the FIL are allocated one full page (4 color) each in the program leaflet of each event. The event organizer will receive the artwork for this page including up-to-date sponsor logos from the marketing agencies RGS Sportmarketing and Infront Sports & Media AG eight weeks before the event at the latest.

In order to ensure that the artwork can be sent within this time limit, event organizers must inform the agencies on the specifications for the advertisement at least ten weeks before the competition.

Start times of individual runs must be listed for the competition schedule:

Example for correct information:

January 10, 2024, 10:00 a.m. 1<sup>st</sup> run doubles, 11:30 a.m. 2<sup>nd</sup> run doubles

Example for incomplete information:

January 10, 2024, 10:00 a.m. doubles

All program leaflets must be sent to the following recipients **for release prior to printing:**

- Agency RGS Sportmarketing, Rudolf Größwang jun. (info@rgs-marketing.de)
- Agency Infront, Noah Jeremies (noah.jeremies@infrontsports.com)

Please allow for approx. three working days for the release.

**For printings based on the design templates, approval by the FIL is not required prior to printing.**

### 3.5 OTHER PRINTED MATERIAL

The design templates for posters (3.3) and the information in the short guide should also be used for other printed materials if possible. For this purpose, they can be supplemented with the corresponding information on the event and an own photo (adapted to the current advertising situation of the FIL) and adjusted in format

Should the design templates (4.2.1) not be suitable for other printed matter for understandable reasons, the following applies:

- The logos of the FIL and the title sponsor and the FIL's main sponsors must appear in their original colors and in the same size as the logo of the event organizer's sponsor (four main sponsor logos must have the same height; allow 1/4 of the page width for each logo)
- Official suppliers: Altogether a total of 8 logos on the front and back page; maximum size of each logo 50% of the size of a main sponsor logo; the branch exclusivity of main sponsors must be respected)

Printings that are not based on the design templates (4.2.1) must be sent to the following recipients for release **prior to printing**:

- Agentur RGS Sportmarketing, Rudolf Größwang jun. (info@rgs-marketing.de)
- Agentur Infront, Noah Jeremies (noah.jeremies@infrontsports.com)

Please allow for approx. three working days for the release.

### 3.6 ACCREDITATION

The FIL issues season accreditations valid for the EBERSPÄCHER World Cups, EBERSPÄCHER Team Relay World Cups presented by BMW and Sprint World Cups (logo presence of the title sponsor and the three main FIL sponsors). If accreditations are issued by event organizers for individual events, the FIL logo, the World Cup logo as well as the logos of the title sponsor and the three main FIL sponsors must be integrated in the same size as the logo of the event organizer sponsor. At World Championships, the WCh logo replaces the World Cup logo.

The season accreditations issued by the FIL, including VIP accreditations, must be accepted by the event organizer in all cases.

The data shown on the accreditations (names, areas, accesses, etc.) are also shown in the form of a barcode. These can be used by the event organizer, if desired, for access control and evaluation. The handling and procurement of the necessary technology is the responsibility of the event organizer, who is also responsible for all related costs.

In case of event organizers own event accreditations, it is mandatory to pay attention to the division of the individual areas (see graphic next page). Changes must be discussed with the sport director at an early stage.

**FIL INTERNATIONAL LUGE FEDERATION**

**EBERSPÄCHER LUGE WORLD CUP**

**52. FIL LUGE WORLD CHAMPIONSHIPS 2024**

**SEASON ACCREDITATION 2023/2024**

**EBERSPÄCHER TEAM RELAY WORLD CUP PRESENTED BY BMW**

**SPRINT WORLD CUP**

**1** Start Area Startbereich

**2** Finish House Zielhaus

**3** Finish Outrun Zielauslauf

**4** **A** Press Center Pressezentrum

**B** TV Areas TV Bereiche

**C** Press Areas Pressebereiche

**D** Photographer Areas Fotografenbereiche

**E** TV Compound TV Compound

**5** Anti-Doping Control Anti-Doping Kontrolle

**6** Race Office Rennbüro

**7** Track Area Bahnbereich

**V** VIP Areas VIP Bereiche

**1 2 3 4 ACE BD 5 6 7 V**



**Einars FOGELIS**  
**FIL President**

**21223058942**

**A PRF**

PLAYS ACCREDITATION SYSTEMS www.plays.com

The bearer of this accreditation acknowledges all FIL Rules and Guidelines. The accreditation must be shown openly to local authorities or other control persons and is not transferable. Misuse may lead to confiscation of the accreditation. Please see our Privacy Policy: <https://www.fil-luge.org/en/data-privacy>.





Eberspächer









Eberspächer







**Figure:** FIL 2023/2024 season accreditation

## 3.7 START AND RESULTS LISTS

## 3.7.1 START LISTS

**EBERSPÄCHER Luge World Cup 2022/2023****Winterberg (GER) 25.02.-26.02.2023**

Starting Order : 1st Run/ WC Women's Doubles Winterberg

Start Time : 25.02.2023 11:36

2nd Run : 13:16



Records				
Name	NOC	Date	Start Record	Track Record
FORGAN/KIRKBY	USA	11 FEB 2023	3.130	
DEGENHARDT/ROSENTHAL	GER	11 FEB 2023		44.108

Ord	Bib	Nat	Name	Year of Birth	Remarks
1	1	ITA	<b>Falkensteiner, Nadia</b>	2002	.....
			Huber, Annalena	2004	
2	2	POL	<b>Domowicz, Nikola</b>	2002	.....
			Piwkowska, Dominika	2003	
3	3	ROU	<b>Stramaturaru, Raluca</b>	1985	.....
			Manolescu, Mihaela-Carmen	1998	
4	4	LAT	<b>Ziedina, Viktorija</b>	2004	.....
			Zvilna, Selina	2005	
5	5	ITA	<b>Voetter, Andrea</b>	1995	.....
			Oberhofer, Marion	2000	
6	6	AUT	<b>Egle, Selina</b>	2003	.....
			Kipp, Lara Michaela	2002	
7	7	LAT	<b>Upite, Anda</b>	2000	.....
			Ozolina, Sanija	2003	
8	8	USA	<b>Forgan, Chevonne Chelsea</b>	2000	.....
			Kirkby, Sophia	2001	
9	9	GER	<b>Degenhardt, Jessica</b>	2002	.....
			Rosenthal, Cheyenne	2000	

Legend: # - Additional Starter, Q - qualified for WC via NC

Print Date: 24.2.2023 Print Time: 17:09

DATA SERVICE BY SWISS TIMING

Page 1



Figure: example start list EBERSPÄCHER World Cup

## 3.7.2 RESULTS LIST



### 51th FIL World Championships Oberhof (GER) 27.01.-29.01.2023

Result : 2nd Run/ WCh Women's Singles

Results subject to FIL sled inspection and doping control

Start Time : 11:48 - End of Competition: 13:51



Records				
Name	NOC	Date	Start Record	Track Record
Berreiter Anna	GER	16 JAN 2022	7.549	
Maag Natalie	SUI	14 JAN 2022		41.901

Air: -5.0 °C / Ice: -3.9 °C / Runners: 3.0 °C

Rk	Bib	Nat	Name	Interm. - Times	Finish	km/h	Total
1	18	GER	Berreiter, Anna	7.615 (2) 16.037 (1) 21.816 (1) 28.167 (1) 34.610 (1)	41.987 (1)	113.70	<b>1:23.991</b>
				7.633 (3) 16.063 (1) 21.846 (2) 28.199 (1) 34.658 (1)	42.004 (2)	115.40	
2	17	GER	Taubitz Julia	7.699 (9) 16.148 (7) 21.914 (5) 28.271 (4) 34.740 (4)	42.061 (2)	114.79	<b>1:24.049</b>
				7.670 (7) 16.126 (4) 21.881 (4) 28.220 (3) 34.675 (2)	41.988 (1)	115.03	+0.058
3	20	GER	Eitberger, Dajana	7.672 (5) 16.138 (6) 21.932 (7) 28.299 (6) 34.766 (5)	42.084 (5)	114.41	<b>1:24.107</b>
				7.644 (5) 16.133 (5) 21.914 (5) 28.269 (4) 34.706 (3)	42.023 (3)	114.30	+0.116
4	10	AUT	Egle, Madeleine	7.675 (6) 16.101 (3) 21.872 (2) 28.225 (2) 34.679 (2)	42.063 (3)	112.70	<b>1:24.168</b>
				7.624 (2) 16.071 (2) 21.842 (1) 28.213 (2) 34.724 (4)	42.105 (4)	113.24	+0.177
5	9	GER	Fraebel, Merle	7.687 (7) 16.134 (5) 21.899 (4) 28.243 (3) 34.695 (3)	42.078 (4)	113.29	<b>1:24.203</b>
				7.738(13)16.201(12)21.965 (8) 28.313 (6) 34.753 (5)	42.125 (5)	113.42	+0.212
6	14	AUT	Schulte, Lisa	7.738(15)16.215(14)21.993 (9) 28.352 (8) 34.816 (7)	42.222 (6)	113.32	<b>1:24.372</b>
				7.710(11)16.194(11)21.972 (9) 28.329 (7) 34.783 (6)	42.150 (6)	113.66	+0.381
7	11	ITA	Voetter, Andrea	7.606 (1) 16.063 (2) 21.876 (3) 28.274 (5) 34.787 (6)	42.237 (7)	112.68	<b>1:24.477</b>
				7.623 (1) 16.074 (3) 21.878 (3) 28.279 (5) 34.797 (7)	42.240 (7)	112.62	+0.486
8	13	LAT	Aparjode, Kendija	7.694 (8) 16.189 (9) 21.991 (8) 28.375(10) 34.879(10)	42.342(10)	111.23	<b>1:24.652</b>
				7.692 (9) 16.188(10)21.988(11) 28.374(10) 34.863 (8)	42.310 (8)	112.78	+0.661
9	6	AUT	Prock, Hannah	7.760(18)16.199(12)21.998(10) 28.374 (9) 34.860 (8)	42.273 (8)	113.19	<b>1:24.663</b>
				7.759(17)16.258(17)22.082(17) 28.481(16) 34.971(14)	42.390(10)	113.20	+0.672
10	15	SUI	Maag, Natalie	7.765(20)16.247(17)22.053(16) 28.463(14) 34.975(13)	42.393(12)	113.42	<b>1:24.709</b>
				7.778(18)16.242(15)22.026(13) 28.417(13) 34.903(10)	42.316 (9)	113.05	+0.718
11	19	LAT	Vitola, Elina Ieva	7.626 (3) 16.112 (4) 21.920 (6) 28.337 (7) 34.864 (9)	42.338 (9)	112.06	<b>1:24.733</b>
				7.642 (4) 16.143 (7) 21.944 (6) 28.354 (8) 34.883 (9)	42.395(12)	111.82	+0.742
12	8	USA	Britcher, Summer	7.702(11)16.191(10)22.002(11) 28.413(11) 34.946(12)	42.391 (11)	114.09	<b>1:24.784</b>
				7.703(10)16.152 (8) 21.956 (7) 28.359 (9) 34.926(11)	42.393 (11)	113.39	+0.793
13	21	LAT	Berzina, Sigita	7.663 (4) 16.159 (8) 22.007(12) 28.421(12) 34.941(11)	42.413(13)	112.44	<b>1:24.848</b>
				7.658 (6) 16.134 (6) 21.976(10) 28.396(12) 34.935(12)	42.435(14)	112.01	+0.857
14	7	USA	Arndt, Brittny	7.803(27)16.314(20)22.128(19) 28.516(17) 35.007(14)	42.430(14)	112.87	<b>1:24.859</b>
				7.843(20)16.368(20)22.177(19) 28.547(18) 35.032(16)	42.429(13)	114.31	+0.868
15	12	USA	Farquharson, Ashley	7.700(10)16.192(11)22.016(13) 28.440(13) 35.022(15)	42.579(17)	111.12	<b>1:25.041</b>
				7.688 (8) 16.157 (9) 21.990(12) 28.394(11) 34.953(13)	42.462(15)	111.78	+1.050
16	16	ITA	Robatscher, Sandra	7.712(12)16.204(13)22.026(14) 28.474(15) 35.074(17)	42.569(16)	113.55	<b>1:25.045</b>
				7.752(16)16.235(14)22.048(15) 28.455(14) 35.007(15)	42.476(16)	112.84	+1.054
17	5	ITA	Hofer, Verena	7.725(13)16.225(15)22.038(15) 28.475(16) 35.041(16)	42.523(15)	112.71	<b>1:25.063</b>
				7.721(12)16.212(13)22.036(14) 28.467(15) 35.049(17)	42.540(17)	111.99	+1.072

Legend: # - Additional Starter, Q - qualified for WC via NC

Print Date: 28.1.2023 Print Time: 13:52

DATA SERVICE BY SWISS TIMING

Page 1



Figure: sample results list EBERSPÄCHER World Cup

## 4. COMPETITION VENUE

### 4.1 OVERALL MARKETING CONCEPT



Figure: overall marketing concept

### 4.2. DIVISION OF RIGHTS

#### 4.2.1 START

The advertising space at the start is used according to the following pattern:

- 25 % EBERSPÄCHER
- 25 % Hargassner
- 25 % Main Sponsor 3
- 25 % RO Sponsor

#### 4.2.2 ALONG THE TRACK

The advertising space along the track is used according to the following pattern:

- 20 % EBERSPÄCHER
- 20 % Hargassner
- 20 % BMW
- 20 % Main Sponsor 3
- 20 % RO Sponsor

#### 4.2.3 FINISH

The advertising space at the finish is used according to the following pattern:

- 25 % EBERSPÄCHER
- 25 % Hargassner
- 25 % BMW
- 25 % RO Sponsor

The FIL logo appears on the finish touch pad. It remains free of advertising.



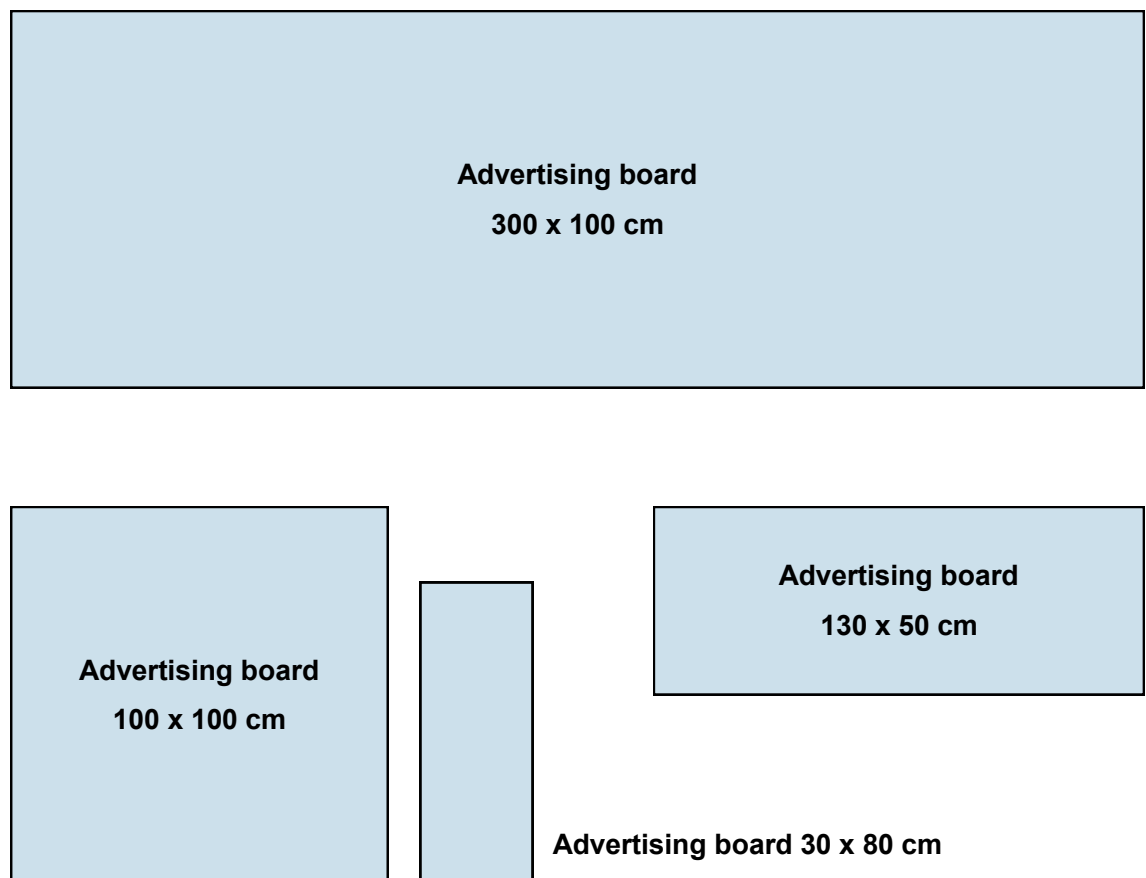
### 4.3 UNDER ICE ADVERTISING

In general, FIL partner agencies have two under ice advertisings.

A third under ice advertising is available for the event organizer. In addition to the usual requirements for under ice advertising such as size etc., this advertising can alternatively bear the name of the track, the name of the track together with a track sponsor (e.g. Lotto Bayern Eisarena Königssee) or the name of the respective tourism/regional partner. Should this option of under ice advertising involve the depiction of a logo, the logo may not exceed the area of 50% of the total area of the third under ice advertising. To clarify, the advertisement of the event organizer's under ice advertising by a purely commercial partner, without reference to the above exceptions, is not allowed. In all the above cases, the planned under ice advertising as well as its placement on the track requires an early approval by the FIL partner agencies. In principle, the positions of the under ice advertising of the FIL partner agencies always have priority.

### 4.4 FORMATS

All advertising boards must correspond to one of the following size formats:



**Figure:** size formats of advertising boards



## **4.5 BACKDROP WALLS**

Backdrop walls with the logos of the sponsors are to be set up at positions significant for television, especially at the start, finish, leaders box, and in the interview zone.

The backdrop walls provided by the agency RGS have to be used.

### **4.5.1 BACKDROPS AT THE START**

The advertising space on the backdrops is used according to the following pattern:

25 % EBERSPÄCHER

25 % Hargassner

25 % Paket 4

25 % RO Sponsor

### **4.5.2 BACKDROPS AT THE FINISH**

The advertising space on the backdrops is used according to the following pattern:

25 % EBERSPÄCHER

25 % Hargassner

25 % BMW

25 % RO Sponsor

### **4.5.3 COACHES BOX, LEADERS BOX, AWARD CEREMONIES**

The advertising space at the backdrops is used according to the following pattern:

20 % EBERSPÄCHER

20 % Hargassner

20 % BMW

20 % Paket 4

20 % RO Sponsor

Tourism region (logo in the title bar)

### **4.5.4 NOTE ON THE EVENT ORGANIZER'S SPONSOR**

The stickers in the format 40 cm x 16 cm are provided by the event organizer.

### **4.5.5 NOTE ON THE TOURISM REGION**

In the header of the backdrop walls (Coaches box, Leaders box, Award ceremonies), the logo of the tourism region (monochrome) may appear in addition to the name of the venue.

#### 4.5.6 DESIGN OF A BACKDROP WALL



**Figure:** Sample of a backdrop wall (Note: The figure illustrates the general design of the backdrop walls and does not make any statement with regard to the logos used).

#### 4.6 OTHER ADVERTISING MATERIAL (SPECIAL ADVERTISING FORMATS)

The creation of further advertising and promotional measures in the area of the competition facility - also outside the panning area of the television cameras - requires the approval of the FIL and its agencies. These measures may include, for example, under-ice advertising, inflatables, displays, promotional booths or services in the VIP area.

All advertising media in the panning area of the television cameras are reserved without exception for the main sponsors of the event (main sponsors of the FIL and event organizer sponsor). Should they wish to advertise with special forms of advertising such as under-ice advertising, inflatables or special displays, these forms of advertising must be registered using the form "Special forms of advertising and local partners" (Appendix D).

Due to the FIL's contract with its sports rights partner SportA and the provision contained therein that all advertising measures at the events must be in "television-compatible proportions" in accordance with the advertising guidelines of the European Broadcasting Union (EBU), only two commercial sub-ice advertisements per event/track are possible. These are currently used by the agencies RGS and infront for the main sponsors of the FIL. Regarding a third under ice advertisement, please refer to section 4.3.

The FIL main sponsors are to be supported by the event organizer in the implementation of further advertising measures on site, which do not contradict the FIL advertising guidelines or other agreements made between the parties involved.

Outside the panning area of the television cameras, the event organizer may present up to four local partners with limited on-site activities. Four additional local partners who appear without accompanying activities only with their lettering in the non-TV area and those whose appearances are limited to discreet lettering, displays and/or the provision of food or beverages in the VIP area are additionally possible.

Local partners, even if presented outside the panning area of the television cameras, must not compete with the product categories/industries of the main sponsors.

In order to guarantee a smooth running of the event, the event organizer informs the FIL about his local partners and all planned special forms of advertising - inside and outside

the TV area - with the help of the form "Special Forms of Advertising and Local Partners" (Annex D) and a track sketch (deadline: October 15 of a sports year, justified exceptions are possible).

The FIL coordinates the special forms of advertising with the agencies and, if necessary, has SportA (sports rights partner of the FIL) check whether the measures comply with the advertising guidelines of the European Broadcasting Union (EBU).

#### **4.7 VIDEO WALLS**

If video clips of the main sponsors are provided by the agencies, they are to be played on the video walls during the race breaks. If no video clips are available, the logos of the main sponsors are to be shown instead. The event organizer is allowed to show video clips and logos of his own partners on the video walls. The industry exclusivity of the main sponsors must be observed. The total time of all insertions of the event organizer's own partners may not exceed the total time of all insertions of the main sponsors per event day. Mobile Video walls should be located outside the panning range of the TV cameras.

#### **4.8 IMPLEMENTATION**

Event organizers are obliged to offer assistance to agencies in implementing the advertising rights to which they are entitled, in particular in setting up and dismantling advertising materials. The assumption of costs incurred is to be settled between the organizing committee and the agency.

The announcement of the organizer sponsor and the transmission of the logo must take place at the latest 2 months before the event.

Advertising materials of the event organizer sponsor, e.g. stickers for background walls, must be available at the latest on Monday of the respective event week.

#### **4.9 PROHIBITION OF THIRD-PARTY ADVERTISING**

Participants and spectators at the venue are prohibited from engaging in so-called ambush marketing, displaying commercial or offensive signs, selling goods or services, and wearing or distributing items or clothing that serve to advertise or promote sales. Event organizers are required to ensure that advertising or sales promotion materials such as banners, signs or brochures are not displayed on site or are removed as soon as possible. This applies in particular to the TV-relevant area.

#### **4.10 NAMING RIGHTS**

Agreements on naming rights for the sports facility are subject to approval by the FIL. In particular, the FIL reserves the right not to use the name for FIL events.

#### **4.11 WCh Logo**

The event organizers are free to design their own WCh logo. Brand names or logos may not be included in the logo. Furthermore, the logo should be different from the existing FIL Luge World Cup logo. It is always important to use the correct titles.

## 5. TV

### 5.1 INSERT

On-screen logo identification as insert sponsor in television coverage of all FIL events. An insert sponsor may use the title “Official data and timing partner of the FIL”. The exclusivity of the FIL main sponsors must be respected.

The following principles of the European Broadcasting Union (EBU) apply:

- Authorization only for companies which supply either the equipment used (hardware) and/or the service (software)
- Logo display solely at the same time as the appearance on-screen of timing and/or data processing information
- Visual display only – no audio (voice over, music or audio effects) at all
- Logo display may not contain any reference to an online domain or address
- Timing: Logo display only at the same time as the appearance on screen of an athlete's running time
- Data: Logo display only at the same time as the appearance on screen of data provided by the data processing company
- Size (letters incl. any frame thereof): must not exceed the simultaneous broadcast display of data (names, times)
- Position: in the center at the bottom of the screen, below the data display
- Logo display by zooming in and out – no movement across the screen permitted
- Maximum number of television lines for logo display: 12 (24/2) in 625 lines standard
- Identification by the company's usual trading name (logo respectively) and – if requested – either the words “timing” (for timing), “computer” or “data” (for data processing) or a generic pictogram (clock for timing, computer for data)
- Duration of logo displays: a total of 60 seconds per broadcast hour (e.g. 20x 3 seconds)

If no insert sponsor is found for the entire 2023/2024 season, insert sponsorships for individual events are possible in agreement between event organizer and FIL and in accordance with the above mentioned specifications.

The insert sponsor must be approved and confirmed by the agency SportA through the FIL.



**Figures:** examples TV insert



## 6. INTERNET

### 6.1 FIL WEBSITE

#### 6.1.1 BANNER

Logo identification of the FIL main sponsors in the banner of the official website of the International Luge Federation (FIL) [www.fil-luge.org](http://www.fil-luge.org).

Alternating appearance of the FIL's title sponsor and three main sponsors' logos with links to their companies:

- J. Eberspächer GmbH & Co. KG
- Hargassner Ges mbH
- Bayerische Motoren Werke Aktiengesellschaft (BMW AG)



Figure: Banner advertising FIL website

#### 6.1.2 ABOUT THE FIL

Short information with logo presence on [www.fil-luge.org](http://www.fil-luge.org) in the section „About FIL“ → „Partners & Sponsors“ with a link to each company:

##### Main sponsors of the FIL:

- J. Eberspächer GmbH & Co. KG
- Hargassner Ges mbH
- Bayerische Motoren Werke Aktiengesellschaft (BMW AG)

##### Partners of the FIL:

- SEIZ
- UVEX WINTER HOLDING GmbH & Co. KG
- Joska Bodenmais
- GTS sports adventures



Figure: FIL website/main sponsors of the FIL

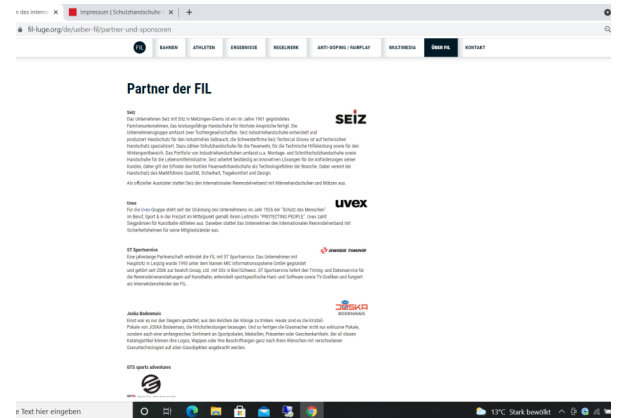


Figure: FIL website/partners of the FIL

## 6.2 WEBSITES OF ORGANIZING COMMITTEES

Organizing Committees are encouraged to set up a web presence for their own event. The FIL logo with a link to the official FIL website [www.fil-luge.org](http://www.fil-luge.org) is to be incorporated in the event website. In addition, the logos of the main event sponsors with links to their companies are to be included in the website. The main sponsors must be clearly recognizable and stand out from the other partners. Appearance and content of the linkage are to be coordinated with the FIL.

## 6.3 SOCIAL MEDIA

FIL maintains the following social media channels:

Facebook - [facebook.com/FILuge](https://facebook.com/FILuge)

Twitter - @FIL\_Luge - [https://twitter.com/FIL\\_Luge](https://twitter.com/FIL_Luge)

Instagram - @FIL\_Luge - [https://www.instagram.com/fil\\_luge/](https://www.instagram.com/fil_luge/)

YouTube – FIL Luge - [https://www.youtube.com/c/FILLuge\\_Channel](https://www.youtube.com/c/FILLuge_Channel)

TikTok - [www.tiktok.com/@filluge](https://www.tiktok.com/@filluge)

Weibo - <https://weibo.com/filluge>

Organizing committees are encouraged to maintain an extensive social media presence. The official race titles must be used.

It is requested to use the FIL hashtags and always tagging the people or situations in the post.

FIL-Hashtags:

*#FILuge #LugeLove #LugeMiCo26*

Where appropriate, the use of the title sponsor's and main sponsors' hashtags is also desirable.

Hashtags of the main sponsors:

*#BMW #BMW i #bornelectric*

*#eberspaecher*

*#hargasser*

## 7. START NUMBER BIBS

### EBERSPÄCHER LUGE WORLD CUP AND WCH EXAMPLE ILLUSTRATION OF START NUMBER BIBS

► Subdivision of the bibs in two sponsor areas plus Tourism partner (monochrome) as well as logos of FIL and FIL partner on the shoulder straps of the bibs



Sponsor distribution												
FIL WCH							FIL World Cup					
M	W	MD	WD	TR	Sp		M	W	MD	WD	TR	Sp
T	T	T	T	T	H2		T	T	T	T	T	H2
H1	H3	H1	H1	H2	H1		H1	H3	H1	H1	H2	H1

Figure: example start number bib

Figure: sponsor presence according to disciplines

The start numbers provided by the FIL must be worn during competition as well as training.

Below the start number the name of the venue will be printed in a letter height of 2 cm. To the right of it the logo of the tourism region (monochrome, max. 30 cm<sup>2</sup>) can be printed. If there is no tourism region, the respective area remains free. The logo of the tourism region remains the same for all disciplines of the respective event.

The presence of the sponsors on the upper and lower third is based on disciplines and can be seen in the figure below.

The bibs will be produced by FIL and brought to each event by the Sport Director.

## 8. COMMERCIALS

As a general rule, the time span of the commercials should be approx. 30 seconds.

The FIL main sponsors will be sent to the event organizers in time by the partner agencies. These commercials are to be played on all monitors as follows.

2 x before the respective discipline

2 x during the break of the discipline

2 x after the respective discipline



## **9. NOTES ON THE JUNIOR WORLD CHAMPIONSHIPS, JUNIOR WORLD CUPS, CONTINENTAL CUPS, AND OTHER FIL COMPETITIONS**

### **9.1 MARKETING CONCEPT**

Unless agreed otherwise, the advertising spaces can be marketed by the event organizer at his discretion in accordance with the general advertising guidelines of the FIL.

### **9.2 PRINTED MATTER**

On printed materials, the FIL logo must be integrated in the same size as the logo of the event organizer. Both logos must be at least as large as the main sponsor logos.

### **9.3 ACCREDITATIONS**

For each event, the organizer decides at his own discretion whether an accreditation system is required.

If accreditations are granted, the division of the areas should be based on the FIL season accreditation system. The FIL logo must be integrated into the accreditation cards.

**D. AGENCIES AND CONTACT PERSONS****RGS SPORTMARKETING**

Contractual partners of the FIL and marketing agency  
in relation to EBERSPÄCHER and Hargassner

RGS Sportmarketing GmbH  
Rudolf Größwang jun.  
Urbanweg 13  
83483 Bischofswiesen  
GERMANY  
www.rgs-marketing.de  
Tel.: +49 8652 7751  
Fax: +49 8652 6554113  
Email: info@rgs-marketing.de

**INFRONT SPORTS & MEDIA AG**

Contractual partners of the FIL in relation to BMW und Paket 4

Infront Austria GmbH  
Noah Jeremies  
Innsbrucker Bundesstraße 126  
5020 Salzburg  
AUSTRIA  
www.infrontsports.com  
Tel.: +43 662 831818806  
Email: noah.jeremies@infrontsports.com

**FIL SPORT DIRECTOR**

International Luge Federation  
Matthias Böhmer  
Nonntal 10  
83471 Berchtesgaden  
GERMANY  
Email: boehmer@fil-luge.org

**FIL TECHNICAL DIRECTOR**

International Luge Federation  
Andris Sics  
Nonntal 10  
83471 Berchtesgaden  
GERMANY  
Email: a.sics@fil-luge.org

**E. ENCLOSURE****Special Advertising Formats and Local Partners**

Event Information	
Event name	
Date	
Location	

Desired special advertising formats/activities event organizer's sponsor	
Name	
Industry	
Special advertising format/activity	

Local partners with on-site activities outside the range of the tv cameras			
	Name	Industry	Desired activity
1			
2			
3			
4			

Local partners without accompanying activities			
	Name	Industry	Desired on-site presence
1			
2			
3			
4			

Please describe the desired special advertising formats and activities in as much detail as possible and mark the proposed positions in a track sketch that you attach to this form.

**Please return to the following recipients by October 15, 2023:**

- Agency RGS Sportmarketing, Rudolf Größwang jun. (info@rgs-marketing.de)
- Agentur Infront, Noah Jeremies (noah.jeremies@infrontsports.com)



# LOGO ELEMENTS



HIGH PERFORMANCE

HIGH TECH

HIGH SPEED

## THE IMAGE

is intended to show the essence of the sport of luge as simply as possible. The performance of the athlete, the state-of-the-art luge sleds and the acceleration to the finish line. 3 simple strokes sum up the fascinating sport to the point.

# PRIMARY LOGO



## THE PRIMARY LOGO

is composed of the image and word mark. The logo is to be chosen preferentially for each medium. (print and digital)

# PRIMARY LOGO - PROPORTIONS AND PROTECTED AREA



## THE PROPORTIONS

between the figurative and word mark are set and may not be changed.

## IN THE PROTECTED AREA

no other graphics, images, texts and logos may be placed. The logo file contains the protected area.

## PRIMARY LOGO – PROTECTED ROOM IN EXCEPTIONAL CASES



### THE PROTECTED ROOM IN EXCEPTIONAL CASES

may be reduced in size as shown above. e.g.: in the TV-relevant area on rear walls and installations. If an exceptional case arises, this must be clarified with FIL.



## PRIMARY LOGO - VARIATIONS



### THE LOGO VARIATIONS

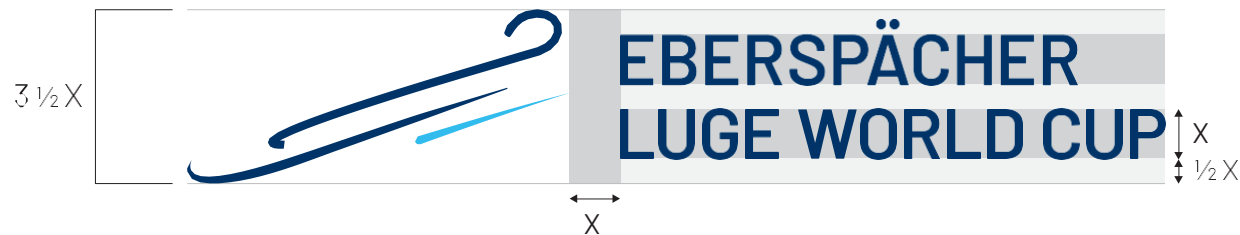
were defined to ensure consistent legibility. The colored logo is used on a light background and the negative logo on a dark background. The 100% black logo is only used for black and white printing.

## SECONDARY LOGO



**THE SECONDARY LOGO,**  
the horizontal variant, is used when the  
primary logo cannot be placed or loses too  
much legibility.

## SECONDARY LOGO – PROPORTIONS AND PROTECTED AREA



### THE PROPORTIONS

between the figurative and word mark are set and may not be changed.

### IN THE PROTECTED AREA

no other graphics, images, texts and logos may be placed. The logo file contains the protected area.

## SECONDARY LOGO – PROTECTED AREA IN EXCEPTIONAL CASES



### THE PROTECTED ROOM IN EXCEPTIONAL CASES

may be reduced in size as shown above. e.g.: in the TV-relevant area on rear walls and installations. If an exceptional case arises, this must be clarified with FIL.

## SECONDARY LOGO - VARIATIONS



### THE LOGO VARIATIONS

have been defined to ensure consistent legibility. The coloured logo is used on a light background and the negative logo on a dark background. The 100% black logo is only used for black and white printing.

# MINIMUM SIZES



## THE MINIMUM SIZES

ensures better legibility  
with a small logo image.

# PRIMARY FONT

## BARLOW

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789**

---

Barlow SemiBold | Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

---

Barlow Light | Subheadline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

---

Barlow Regular | Text

# SECONDARY FONT

## ARIAL

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789**

---

**Arial Bold | Headline**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

---

Arial Regular | Subheadlines and Text

**THE SECONDARY FONT**  
is used for all Microsoft Office programmes.



# COLOURS



Pantone: 654 C  
CMYK: 100 / 65 / 0 / 50  
RGB: 0 / 52 / 102  
HEX: #003466



Pantone: 298 C  
CMYK: 65 / 5 / 0 / 0  
RGB: 55 / 186 / 235  
HEX: #37BAEB



Pantone: Proc. Black C  
CMYK: 0 / 0 / 0 / 100  
RGB: 0 / 0 / 0  
HEX: #000000



Pantone: 7469 C  
CMYK: 83 / 37 / 6 / 21  
RGB: 22 / 113 / 165  
HEX: #1671a5

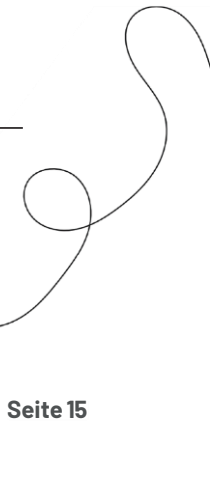


Pantone: 144 C  
CMYK: 0 / 50 / 100 / 0  
RGB: 255 / 145 / 5  
HEX: #ff9105

# DESIGN ELEMENT "THE TRACK"



**THE DESIGN ELEMENT "THE TRACK"**  
is derived from the 3 lines of the World Cup logo.  
The 3 speed lines run along the track.



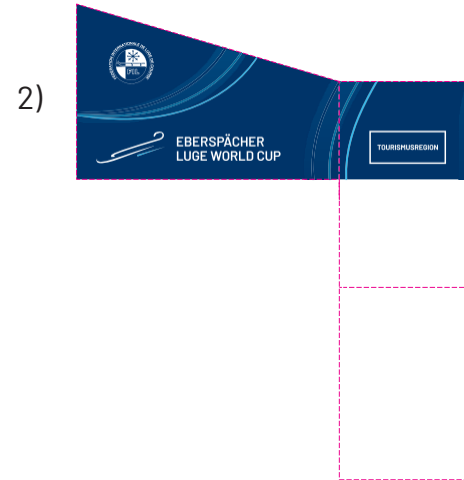
# DESIGN ELEMENT "THE TRACK"



## **„THE TRACK“**

is the new design element for the Luge World Cup. Due to its simplicity, it can be used on all materials and in a wide variety of areas, e.g. in print and social media, on installations, back walls, start numbers, set design boards, etc. The design element can be cut out in various ways. Different sections of the design element can be chosen, the proportions must not be changed or distorted.

# DESIGNELEMENT „THE TRACK“



## IMPLEMENTATION OF THE DESIGNELEMENT „THE TRACK“

- 1) Header for Backwalls
- 2) Header for Finish Arch
- 3) Starting bibs
- 4) Set Design Banners

# DESIGNELEMENT „THE TRACK”

## IMPLEMENTATION OF THE DESIGNELEMENT „THE TRACK”

5) Template for Printed Materials

5)

