



SPONSOR GUIDE

2021/2022

Artificial Track

Fédération Internationale de Luge de Course
International Luge Federation
Internationaler Rennrodelverband

Nonntal 10 * 83471 Berchtesgaden * Germany

Phone: +49 8652 97577-0 * Fax: +49 8652 97577-55 * E-Mail: office@fil-luge.org

www.fil-luge.org

TABLE OF CONTENTS

<u>A. Introduction</u>	page
1. Basic principles	4
2. Goals	4
3. Scope	4
4. General rules	4
5. Measuring procedure	4
6. Approval of advertising surfaces	4
7. Implementation monitoring	5
<u>B. Individual advertising rights</u>	
1. Title rights	
1.1 Championships	6
1.2 World Cups	6
1.3 Team Relay Competitions	6
1.3.1 Team Relays at FIL Championships	6
1.3.2 Team Relay World Cups	6
1.4 Sprint World Cups	6
1.5 Junior World Cups	6
2. Internet	7
2.1 FIL website	7
2.1.1 Banner	7
2.1.2 About FIL	7
2.2 Websites of organizing committees	7
3. TV	8
3.1 Insert	8
4. Printed matter	10
4.1 General specifications on the use of main sponsor logos	10
4.1.1 EBERSPÄCHER	10
4.1.2 Hargassner	10
4.1.3 BMW	10
4.2 Posters	11
4.2.1 EBERSPÄCHER World Cups, EBERSPÄCHER Team Relay World Cups presented by BMW, BMW Sprint World Cups	11
4.2.2 Championships	13
4.2.3 Junior World Championships, Junior World Cups, other FIL competitions	13
4.3 Program leaflets, flyers	13
4.3.1 EBERSPÄCHER World Cups, EBERSPÄCHER Team Relay World Cups presented by BMW, BMW Sprint World Cups	13
4.3.2 Championships, Junior World Cups, other FIL competitions	14
4.4 Other printed matter	14
4.4.1 EBERSPÄCHER World Cups, EBERSPÄCHER Team Relay World Cups presented by BMW, BMW Sprint World Cups	14
4.4.2 Championships, Junior World Cups, other FIL competitions	14
4.5 Accreditations	15
4.5.1 EBERSPÄCHER World Cups, EBERSPÄCHER Team Relay World Cups presented by BMW, BMW Sprint World Cups	15
4.5.2 Championships	16
4.5.3 Junior World Championships, Junior World Cups, other FIL competitions	16
4.6 Start and result lists	17
4.6.1 Start lists	17
4.6.2 Result lists	18

5. Athletes	19
5.1 Race clothing and other clothing worn at the field of play	19
5.2 FIL safety helmets	19
5.3 Visor	20
5.4 Caps, headbands, other headgear	20
5.5 Start numbers	20
5.6 Race shoes	21
5.7 Gloves	21
5.8 Sled	22
6. Officials	23
7. Track	23
7.1 Naming rights	23
7.2 Advertising boards	23
7.2.1 Championships	23
7.2.2 EBERSPÄCHER World Cups	23
7.2.3 EBERSPÄCHER Team Relay World Cups presented by BMW	23
7.2.4 BMW Sprint World Cup	23
7.2.5 Junior World Cups, other FIL competitions	23
7.2.6 Sizes	23
7.3 Backdrop walls	25
7.3.1 Championships	25
7.3.2 EBERSPÄCHER World Cups, EBERSPÄCHER Team Relay World Cups presented by BMW, BMW Sprint World Cups	25
7.3.3 Junior World Cups, other FIL competitions	25
7.4 Other advertising means (Special advertising formats)	26
7.5 Video Walls	26
7.6 Implementation	26
7.7 Ban of third-party advertising	27
<u>C. Agencies and contact persons</u>	
1. RGS Sportmarketing	28
2. Infront Sports & Media AG	28
3. FIL Office	28
<u>D. Supplement</u>	
Form Special Advertising Formats and Local Partners	29

A. INTRODUCTION

1. BASIC PRINCIPLES

The International Luge Federation (FIL) is recognized by the International Olympic Committee (IOC) as the highest authority in all questions which concern the sport of luge, including advertising at FIL competitions.

The FIL Sponsor Guide is based on the International Luge Regulations IRO (2020 edition) and on the book of requirements for event organizers. These contain regulations for an orderly staging of all competitions of the sport of luge on artificial tracks including international championships and international FIL competitions. In addition, the FIL Sponsor Guide is based on agreements concluded between the FIL and its partners and agencies.

2. GOALS

The FIL Sponsor Guide was created in order to combine rules regarding advertising rights and opportunities at FIL Events on artificial track in one document and present them clearly and, where appropriate, graphically.

The FIL Sponsor Guide is supposed to serve as reference book for persons and bodies involved in advertising in the environment of FIL events.

Besides this, the FIL Sponsor Guide is intended to ensure smooth implementation of existing advertising opportunities and contribute to a uniform appearance of FIL events.

3. SCOPE

All regulations are valid for both athletes and officials in the environment of FIL competitions on artificial track. The FIL Sponsor Guide is valid for the 2021/2022 season and beyond, unless other information is given.

4. GENERAL RULES

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 and, regarding athletes of age (18), advertising for products with an alcohol percentage of less than 10 %.
2. At the sports venue and on bibs: advertising for tobacco, illegal drugs or products with an alcohol percentage of more than 10 %. The FIL Executive Board can allow an exception of this prohibition following a request from the event organizer or the venue operator.
3. Advertising conveying religious, racial or any other discrimination.

5. MEASURING PROCEDURE

A rectangle is used to calculate the size of 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 different color, the total area of the different color is to be measured.

6. APPROVAL OF ADVERTISING SURFACES

With regard to the advertising surfaces available to the National Federations (NFs), the layout of all advertising in its original shape, size, and color has to be submitted electronically to the Technical Director for inspection and approval by August 31 of each sport year. In case of timely submission and compliance with the rules, written approval is issued.

7. IMPLEMENTATION MONITORING

In cooperation with the marketing agencies involved, the organizing committee and the race direction, the FIL Sport Director monitors the compliance with the regulations at the competition venue. The FIL Sport Director is responsible for the removal or defacing of incorrect advertising before the beginning of the event.

National Federations (NFs) are responsible for compliance with the rules regarding advertising opportunities available to them.

At FIL competitions, the Technical Delegates are authorized to initiate inspections of the advertising surfaces any time.

The FIL Presidium has the right to authorize exceptions to the FIL Sponsor Guide on a case by case basis for justified reasons. In individual justified cases, the FIL Sport Director is entitled to decide on exceptions to the regulations of the FIL Sponsor Guide at the competition venue.

B. INDIVIDUAL ADVERTISING RIGHTS

1. TITLE RIGHTS

Below the correct denominations of events and event series in the 2021/2022 season are listed.

These denominations have to be used as spelled below in every written content regarding the event, for example advertising, press releases and conferences, program leaflets or on the internet.

1.1 CHAMPIONSHIPS

European Championships in St. Moritz/SUI:

„53rd FIL European Championships“

„53rd FIL Luge European Championships“

Junior World Championships in Winterberg/GER:

37th FIL Junior World Championships

37th FIL Luge Junior World Championships

Junior European Championships in Bludenz/AUT:

43rd FIL Junior European Championships

43rd FIL Luge Junior European Championships

1.2 WORLD CUPS

„EBERSPÄCHER World Cup“ or „EBERSPÄCHER Luge World Cup“ or

„xth EBERSPÄCHER World Cup 2021/2022 (e.g. 1st EBERSPÄCHER World Cup 2021/2022)“ or¹

„xth EBERSPÄCHER Luge World Cup 2021/2022

(e.g. 1st EBERSPÄCHER Luge World Cup 2021/2022)“¹

1.3 TEAM RELAYS

1.3.1 TEAM RELAYS AT FIL CHAMPIONSHIPS

„Team Relay World Championships“ or

„Team Relay [continental] Championships“

1.3.2 TEAM RELAY WORLD CUPS

„EBERSPÄCHER Team Relay World Cup presented by BMW“

„xth EBERSPÄCHER Team Relay World Cup 2021/2022 presented by BMW“¹

1.4 SPRINT WORLD CUPS

„BMW Sprint World Cup“ or “xth BMW Sprint World Cup 2021/2022“¹

1.5 JUNIOR WORLD CUPS

„Junior World Cup“ or „Junior Luge World Cup“ or

„xth Junior World Cup 2021/2022 (e.g. 1st Junior World Cup 2021/2022)“¹ or

„xth Junior Luge World Cup 2021/2022 (e.g. 1st Junior Luge World Cup 2021/2022)“¹

¹ Numbering corresponds to numbering in the 2021/2022 FIL events schedule

2. INTERNET

2.1 FIL WEBSITE

2.1.1 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.

Alternating appearance of the FIL’s 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 ad on FIL Website

2.1.2 ABOUT FIL

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

- Three 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
 - Swiss Timing
 - Joska Bodenmais
 - GTS sports adventures

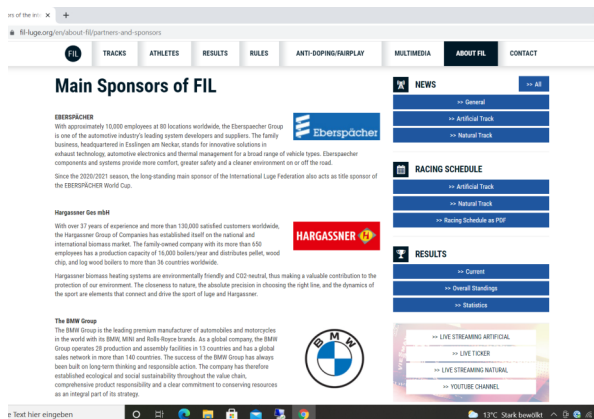


Figure: FIL website/main sponsors of the FIL

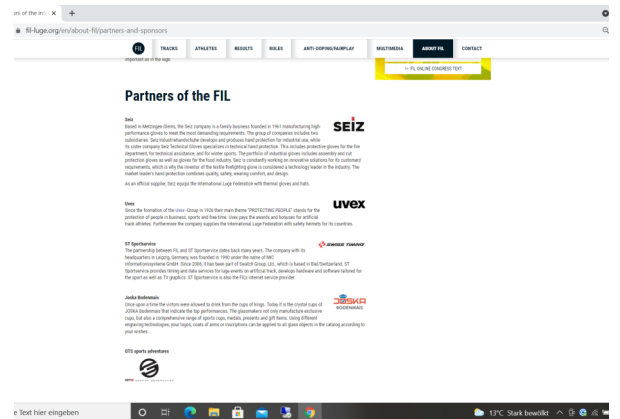


Figure: FIL website/partners of the FIL

2.2 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 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.

3. TV

3.1 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 2021/2022 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: TV Insert

4. PRINTED MATTER

4.1 GENERAL SPECIFICATIONS ON THE USE OF MAIN SPONSOR LOGOS

4.1.1 EBERSPÄCHER



Figure: Eberspächer logo

4.1.2 HARGASSNER



Figure: Hargassner logo

4.1.3 BMW

Unless advised differently, the BMW “propeller” logo is used for all purposes.



Figure: BMW „propeller“ logo

4.2 POSTERS

4.2.1 EBERSPÄCHER WORLD CUPS, EBERSPÄCHER TEAM RELAY WORLD CUPS
PRESENTED BY BMW, BMW SPRINT WORLD CUPS

The FIL provides design templates, which are amended by the event organizer with information regarding their event and with a photo. Additional amendments are not permissible. There are two templates (with/without schedule), which can be chosen by the event organizer depending on the intended use.



Figure: Poster with schedule, example World Cup with Team Relay



Figure: Poster without schedule, example World Cup with Sprint

SHORTGUIDE:

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

- Exceptions can be granted for oversize posters (e.g. road signs)
 - 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, Stefan Krause (stefan-sebastian.krause@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.

4.2.2 CHAMPIONSHIPS

On the basis of 4.2.1 the following applies:

- **FIL Logo**

The logo must be included in the same size as the logo of the event organizer (minimum size of main sponsor logos)

- **Venue**

Must not be larger than the event title

- **Main sponsor strip**

- Fixed position at page bottom
- Min. 1/10 of total poster surface
- Four main sponsor logos have the same height
- Allow 1/4 of the page width for each logo

- **Official suppliers**

- Fixed position at the bottom right edge of the poster.
- Maximum number of logos: 8.
- 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.

4.2.3 JUNIOR WORLD CHAMPIONSHIPS, JUNIOR WORLD CUPS, OTHER FIL COMPETITIONS

The logo of the FIL is to be incorporated in the same size as the logo of the event organizer and at least as large as main sponsor logos

4.3 PROGRAM LEAFLETS, FLYERS

4.3.1 EBERSPÄCHER WORLD CUPS, EBERSPÄCHER TEAM RELAY WORLD CUPS PRESENTED BY BMW, BMW SPRINT WORLD CUPS:

The design templates for the posters (4.2.1) and the specifications of the shortguide 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 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 at the latest eight weeks before the

event.

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, 2015, 10:00 a.m. 1st run doubles, 11:30 a.m. 2nd run doubles

Example for incomplete information:

January 10, 2015, 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, Stefan Krause (stefan-sebastian.krause@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.

4.3.2 CHAMPIONSHIPS, JUNIOR WORLD CUPS, OTHER FIL COMPETITIONS

General standards regarding the involvement of sponsors do not exist as individual contracts are concluded between FIL and event organizers.

4.4 OTHER PRINTED MATTER

4.4.1 EBERSPÄCHER WORLD CUPS, EBERSPÄCHER TEAM RELAY WORLD CUPS PRESENTED BY BMW, BMW SPRINT WORLD CUPS:

If suitable, the design templates for the posters (4.2.1) and the specifications of the shortguide also have to be used for any other printings. For this purpose, they may be amended by the event organizer with information regarding their event and with a photo, and adjusted to the required format.

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

- The logos of the FIL 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:**

- Agency RGS Sportmarketing, Rudolf Größwang jun. (info@rgs-marketing.de)
- Agency infront, Stefan Krause (stefan-sebastian.krause@infrontsports.com)
- FIL, Babett Wegscheider (wegscheider@fil-luge.org)

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

4.4.2 CHAMPIONSHIPS, JUNIOR WORLD CUPS, OTHER FIL COMPETITIONS

General standards regarding the involvement of sponsors do not exist as individual contracts are concluded between FIL and event organizers.

4.5 ACCREDITATIONS

4.5.1 EBERSPÄCHER WORLD CUPS, EBERSPÄCHER TEAM RELAY WORLD CUPS PRESENTED BY BMW, BMW SPRINT WORLD CUPS

The FIL issues annual accreditations, which are valid for all EBERSPÄCHER World Cups, EBERSPÄCHER Team Relay World Cups presented by BMW and BMW Sprint World Cups (logo identification of the three main sponsors of the FIL).

Should event organizers issue accreditations for access to their individual events, the logos of the FIL and of the three FIL main sponsors must be placed on the accreditation cards in the same size as the logo of the event organizer's sponsor.

Annual FIL accreditations including VIP accreditations must be accepted by event organizers in any case.

The data contained in the accreditations (names, access areas, etc.) are also displayed in the form of a barcode. If desired these can be used by the event organizers for access control and evaluation. In this case, event organizers are responsible for the handling and acquisition of the required technical equipment including the related costs.

Due to the Covid 19 pandemic, a special regulation applies in the 2021/2022 season, about which we will inform you separately.



Figure: 2021/2022 accreditation cards

4.5.2 CHAMPIONSHIPS

The annual FIL accreditations specified under item 4.5.1 are not valid for FIL championships.

Event organizers are responsible for accreditations at their events. The arrangement of access areas should follow the system of FIL annual accreditations (compare 4.5.1). The FIL logo is to be included in the same size as the logo of the main sponsors.

Event organizers provide accreditations including VIP accreditations of the highest category to the FIL. Should the number of VIP accreditations exceed the limit agreed between FIL and event organizer, the FIL will come up for the cost of additional accreditations.

4.5.3 JUNIOR WORLD CHAMPIONSHIPS, JUNIOR WORLD CUPS, OTHER FIL COMPETITIONS

Event organizers decide whether an accreditation system is required for their individual event.

If accreditations are issued, the arrangement of access areas should follow the system of FIL annual accreditations. The FIL logo must appear on accreditation cards.


4.6 START AND RESULT LISTS

4.6.1 START LISTS

Orga-
nizer

EBERSPÄCHER Luge World Cup 2021/2022
place/time

Starting Order : 1st Run/WC Men Oberhof
Start Time : 17.01.2010 9:28



				Records	
Name	NOC	Date	Start Record	Track Record	
MÖLLER David	GER	27 JAN 2008	8.199		
Loch Felix	GER	27 JAN 2008		44.996	

Ord	Nat	Name	Remarks
1	CZE	Hyman, Ondřej	Q
2	GBR	Rosen, Adam	Q
3	RUS	Pavlichenko, Semen	Q
4	NOR	Rølfesen, Tonnes Stang	Q
5	JPN	Oguchi, Takahisa	Q
6	AUT	Egger, Reinhard	Q
7	FRA	Girod, Thomas	Q
8	CAN	Cockerline, Ian	Q
9	CAN	Christie, Jeff	Q
10	USA	Walden, Bengt	Q
11	AUT	Abentung, Martin	Q
12	SVK	Ninis, Jozef	Q
13	USA	Mazdzer, Chris	Q
14	LAT	Rubenis, Martins	Q
15	SUI	Carigiet, Gregory	Q
16	RUS	Fedorov, Stepan	Q
17	ITA	Huber, Wilfried	Q
18	AUT	Kindl, Wolfgang	
19	SUI	Höhener, Stefan	
20	AUT	Pfister, Manuel	
21	RUS	Kneib, Viktor	
22	GER	Ludwig, Johannes	
23	USA	Benshoof, Tony	
24	GER	Eichhorn, Jan-Armin	
25	GER	Langenhan, Andi	
26	ITA	Mair, David	
27	ITA	Rainer, Reinhold	
28	GER	Möller, David	
29	GER	Loch, Felix	
30	AUT	Pfister, Daniel	
31	RUS	Demchenko, Albert	
32	ITA	Zöggele, Armin	

Legend: # - Additional Starter, Q - qualified for WC via NC
Print Date: 15.1.2010 Print Time: 17:26 DATA SERVICE BY SWISS TIMING Page 1




Figure: sample start list EBERSPÄCHER World Cup

Orga-
nizer

EBERSPÄCHER Team Relay World Cup 2021/2022
Team Relay 2009/2010
Oberhof (GER) 17.01.2010

Relay Starting Order
Start Time : 17.01.2010 13:00



Ord	BIB	Nat	Name	Remarks
1	1-1	CZE	Kaprasova Petra	
2	1-2		Hyman Ondrej	
3	1-3		Broz Lukas / Broz Antonin	
4	2-1	SVK	Sisajova Jana	
5	2-2		Ninis Jozef	
6	2-3		Harris Jan / Regec Branislav	
7	3-1	CAN	Lauscher Regan	
8	3-2		Christie Jeff	
9	3-3		Moffat Chris / Moffat Mike	
10	4-1	LAT	Tiruma Majja	
11	4-2		Rubenis Martins	
12	4-3		Sics Andris / Sics Juris	
13	5-1	USA	Hamlin Erin	
14	5-2		Mazdzer Chris	
15	5-3		Grimmette Mark / Martin Brian	
16	6-1	RUS	Ivanova Tatiana	
17	6-2		Demchenko Albert	
18	6-3		Kuzmich Michail / Mikheev Stanislav	
19	7-1	AUT	Reithmayer Nina	
20	7-2		Pfister Daniel	
21	7-3		Linger Andreas / Linger Wolfgang	
22	8-1	ITA	Gasparini Sandra	
23	8-2		Zöggele Armin	
24	8-3		Oberstolz Christian / Gruber Patrick	
25	9-1	GER	Hülner Tatjana	
26	9-2		Möller David	
27	9-3		Leitner Patric / Resch Alexander	

Print Date: 17.1.2010 Print Time: 12:11 DATA SERVICE BY SWISS TIMING Page 1



Figure: sample start list EBERSPÄCHER Team Relay World Cup presented by BMW


4.6.2 RESULT LISTS



Organizer

EBERSPÄCHER Luge World Cup 2021/2022
place/time

Result : 1st Run/WC Men Oberhof
Start Time : 9:29 - End of Competition: 10:30



Records				
Name	NOC	Date	Start Record	Track Record
MÖLLER David	GER	27 JAN 2008	8.199	
Loch Felix	GER	27 JAN 2008		44.996

Rk	Nat	Name	Interm. - Times	Finish	km/h	Total
1	GER	Eichhorn, Jan-Armin	8.274 (3) 17.656 (2) 25.942 (2) 38.237 (1)	45.704 (1)	113,06	45.704
2	RUS	Demchenko, Albert	8.369 (9) 17.808 (9) 26.132 (10) 38.386 (6)	45.770 (2)	113,90	45.770 +0.066
3	GER	Langenhan, Andi	8.305 (4) 17.676 (4) 25.944 (4) 38.307 (3)	45.777 (3)	112,55	45.777 +0.073
4	GER	Loch, Felix	8.260 (2) 17.670 (3) 25.943 (3) 38.305 (2)	45.814 (4)	112,55	45.814 +0.110
5	GER	Ludwig, Johannes	8.257 (1) 17.641 (1) 25.932 (1) 38.308 (4)	45.825 (5)	112,02	45.825 +0.121
6	GER	Möller, David	8.319 (5) 17.691 (5) 25.995 (5) 38.326 (5)	45.826 (6)	112,52	45.826 +0.122
7	ITA	Zöggeler, Armin	8.370 (10) 17.800 (8) 26.127 (8) 38.452 (6)	45.877 (7)	114,64	45.877 +0.173
8	AUT	Kindl, Wolfgang	8.370 (10) 17.810 (11) 26.131 (9) 38.426 (7)	45.881 (8)	113,26	45.881 +0.177
9	ITA	Rainer, Reinhold	8.452 (29) 17.871 (20) 26.166 (13) 38.470 (9)	45.891 (9)	114,72	45.891 +0.187
10	AUT	Abentung, Martin	Q 8.379 (13) 17.860 (18) 26.202 (17) 38.588 (14)	46.072 (10)	112,69	46.072 +0.368
11	AUT	Pfister, Daniel	8.362 (8) 17.770 (6) 26.121 (7) 38.556 (11)	46.092 (11)	112,06	46.092 +0.388
12	RUS	Kneyb, Viktor	8.347 (7) 17.808 (9) 26.155 (11) 38.577 (12)	46.104 (12)	111,96	46.104 +0.400
13	SUI	Höhener, Stefan	8.333 (6) 17.777 (7) 26.120 (6) 38.535 (10)	46.106 (13)	111,82	46.106 +0.402
14	ITA	Huber, Wilfried	Q 8.494 (31) 17.947 (29) 26.275 (25) 38.637 (20)	46.108 (14)	113,96	46.108 +0.404
15	RUS	Fedorov, Stepan	Q 8.439 (27) 17.879 (22) 26.197 (15) 38.626 (17)	46.115 (15)	113,66	46.115 +0.411
16	USA	Mazdzer, Chris	Q 8.406 (18) 17.846 (15) 26.211 (18) 38.643 (21)	46.187 (16)	113,19	46.187 +0.483
17	AUT	Pfister, Manuel	8.398 (17) 17.918 (26) 26.277 (26) 38.686 (23)	46.212 (17)	112,62	46.212 +0.508

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

Print Date: 17.1.2010 Print Time: 10:28 DATA SERVICE BY SWISS TIMING Page 1






Figure: sample result list EBERSPÄCHER World Cup



Organizer

EBERSPÄCHER Team Relay World Cup 2021/2022
presented by BMW
place/time

Relay Result
Start Time : 13:08
End of Competition : 13:43



Rk	Bib	Nat	Name	CT	Int1	Int2	Time	Total	Behind
1	9-1	GER	Höfner Tatjana		22.695 (1)	36.125 (1)	48.891 (1)	48.891 (1)	
	9-2		Möller David	1.663 (6)	24.141 (1)	37.515 (1)	50.245 (1)	1:39.136 (1)	
	9-3		Leitner Patric/Resch Alexander	1.693 (3)	24.431 (4)	37.852 (4)	50.643 (3)	2:29.779	
2	7-1	AUT	Reithmayer Nina		22.881 (2)	36.387 (3)	49.337 (2)	49.337 (2)	
	7-2		Pfister Daniel	1.624 (2)	24.305 (3)	37.730 (4)	50.545 (4)	1:39.882 (2)	
	7-3		Linger Andreas/Linger Wolfgang	1.655 (1)	24.397 (3)	37.723 (2)	50.376 (2)	2:30.258	+0.479
3	8-1	ITA	Gasparini Sandra		23.083 (7)	36.755 (7)	49.973 (7)	49.973 (7)	
	8-2		Zöggeler Armin	1.669 (8)	24.356 (6)	37.723 (3)	50.369 (2)	1:40.342 (6)	
	8-3		Oberstolz Christian/Gruber Pa	1.737 (7)	24.252 (1)	37.606 (1)	50.342 (1)	2:30.684	+0.905
4	4-1	LAT	Tinuma Maija		22.931 (4)	36.471 (4)	49.578 (5)	49.578 (5)	
	4-2		Ruberis Martins	1.663 (6)	24.347 (4)	37.738 (5)	50.470 (3)	1:40.048 (5)	
	4-3		Sics Andris/Sics Juris	1.659 (2)	24.382 (2)	37.818 (3)	50.747 (4)	2:30.795	+1.016
5	5-1	USA	Hamlin Erin		22.907 (3)	36.385 (2)	49.352 (3)	49.352 (3)	
	5-2		Mazdzer Chris	1.625 (3)	24.224 (2)	37.722 (2)	50.601 (6)	1:39.953 (3)	
	5-3		Grimmette Mark/Martin Brian	1.779 (9)	24.619 (6)	38.067 (6)	50.853 (5)	2:30.806	+1.027
6	6-1	RUS	Ivanova Tatiana		22.960 (5)	36.481 (5)	49.414 (4)	49.414 (4)	
	6-2		Demchenko Albert	1.686 (9)	24.496 (9)	37.876 (6)	50.554 (5)	1:39.968 (4)	
	6-3		Kuzmich Michail/Mikheev Star	1.728 (6)	24.659 (7)	38.194 (8)	51.238 (6)	2:31.206	+1.427
7	3-1	CAN	Lauscher Regan		23.080 (6)	36.696 (6)	49.820 (6)	49.820 (6)	
	3-2		Christie Jeff	1.637 (4)	24.374 (7)	37.934 (8)	50.944 (8)	1:40.764 (7)	
	3-3		Moffat Chris/Moffat Mike	1.724 (4)	24.669 (8)	38.126 (7)	51.485 (7)	2:32.249	+2.470
8	2-1	SVK	Sisajova Jana		23.243 (8)	36.999 (8)	50.374 (8)	50.374 (8)	
	2-2		Ninis Jozef	1.623 (1)	24.347 (4)	37.876 (6)	50.846 (7)	1:41.220 (8)	
	2-3		Harris Jan/Regec Branislav	1.738 (8)	24.606 (5)	38.062 (5)	51.921 (9)	2:33.141	+3.362
9	1-1	CZE	Kaprasova Petra		23.548 (9)	37.656 (9)	51.631 (9)	51.631 (9)	
	1-2		Hymán Ondrej	1.640 (5)	24.440 (8)	38.063 (9)	51.278 (9)	1:42.909 (9)	
	1-3		Broz Lukas/Broz Antonin	1.726 (5)	24.903 (9)	38.510 (9)	51.782 (8)	2:34.691	+4.912

Print Date: 17.1.2010 Print Time: 13:43 DATA SERVICE BY SWISS TIMING Page 1






Figure: sample result list EBERSPÄCHER Team Relay World Cup presented by BMW

5. ATHLETES

5.1 RACE CLOTHING AND OTHER CLOTHING WORN AT THE FIELD OF PLAY

National Federations (NFs) own the rights regarding advertising on the race clothing of their athletes.

These rights may be exercised within the specifications set by the FIL:

Articles of clothing may carry manufacturers' identifications and/or trademarks of other sponsors. The total space of the trademarks together on the clothing (except head coverings, gloves and shoes) of one person shall not exceed 800 cm². The complete surface can be divided into 13 parts at the most. The complete surface of a single part may not exceed 200 cm². Trademarks of the same sponsor may not appear one above the other or one beside the other. The markings on the clothing will be measured when the clothing is not worn. The respective NF is responsible for maintaining the advertising regulations.

Graphic designs for a manufacturer identification (notwithstanding of its status as a registered trademark) are not included in the measurement of the allowed advertising space.

In addition to this space, the application of an emblem of a national military organization, a comparable national institution or supporting organization for sport is permitted on the racing suit and the thermal wear of an athlete. The emblem may be applied by sewing or printing.

It is required that the athlete is a member of this military organization, a national institution or supporting organization for sport.

The maximum size of the emblem is 30 cm².

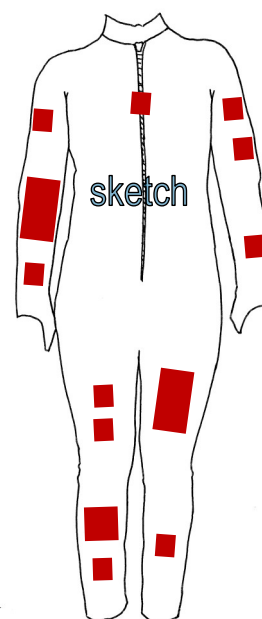


Figure: example of advertising on race suit

Total space: max. 800 cm²
Max. 13 parts
Max. surface of a single part: 200 cm²

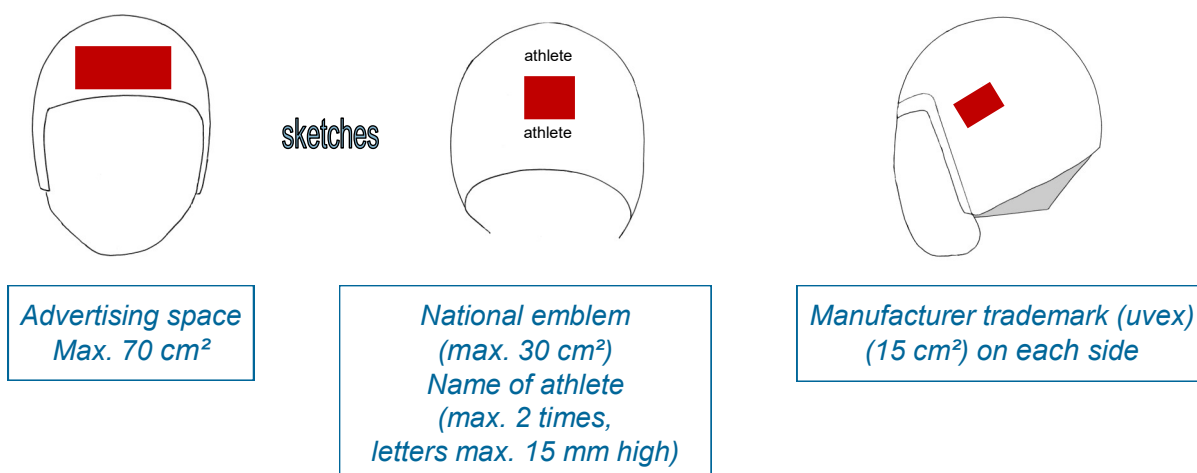
5.2 FIL SAFETY HELMETS

Athletes' safety helmets may display two trademarks of the manufacturer (uvex) with a maximum size of 15 cm², one each side, placed over the ears.

The FIL owns an advertising space on the front of the helmets (70 cm²). The right to use this space has been transferred to NFs through the 2021/2022 season. When using this advertising space, National Federations have to respect the branch exclusivity of the FIL main sponsors.

It is permitted to wear a national emblem on the helmet (max. 30 cm²) and also the name of the athlete (maximum twice, height of the writing maximum each 15 mm) at the back of the helmet without obstructing the other advertising spaces.

The space for a national emblem may be split into a national emblem and the emblem of national military organization, a comparable national institution or supporting organization for sport if the athlete is a member of this organization or institution.



Figures: examples advertising on helmet

5.3 VISOR

The visor straps provided by the company uvex must be worn at all FIL competitions.

5.4 CAPS, HEADBANDS, OTHER HEADGEAR

Caps, headbands, and other headgear may each have one trademark of max. 60 sq cm in the middle of the frontside and on both sides one trademark of the manufacturer (max. 15 sq cm per side) and one trademark of another sponsor (max. 15 sq cm per side). The distance between the two trademarks must be at least 5 mm.

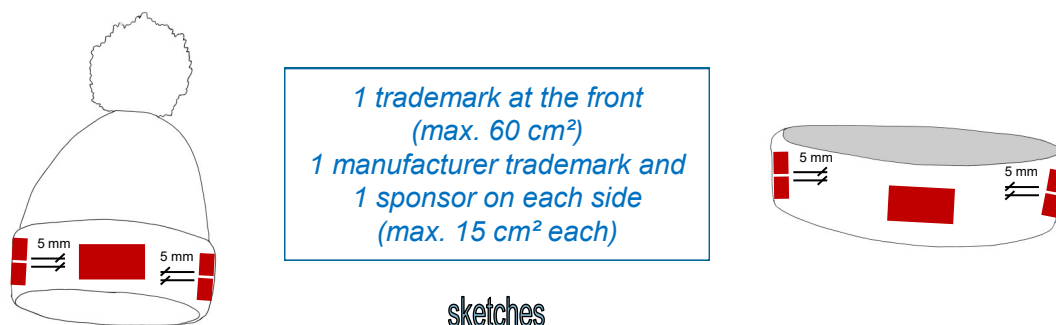


Figure: example advertising on hat

Figure: example advertising on head band

5.5 START NUMBERS

The start number bibs supplied by the FIL must be worn in the competition as well as in training.

Below the number, the name of the venue (city) is printed in 2cm high letters. No additional information such as name or logotype of the region must be included in addition to the name of the city.

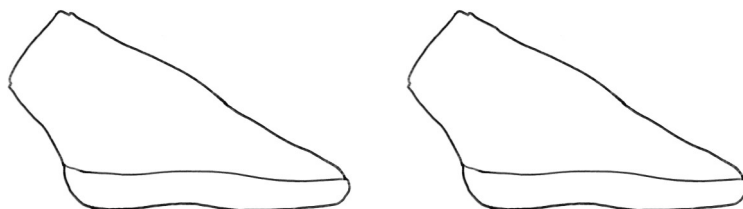


Figure: Example start number
EBERSPÄCHER World Cup

5.6 RACE SHOES

Every athlete participating in a FIL competition is required to wear the luge shoes approved by the FIL. These may not be modified.

The advertising surface on the luge shoes may only be used by the FIL.

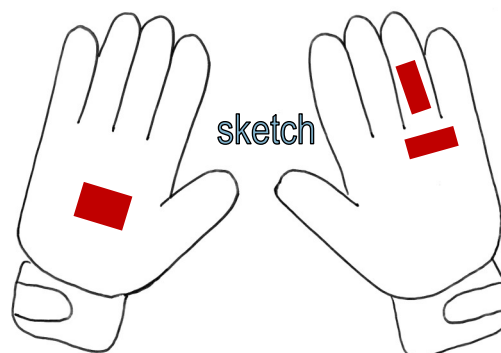


Figures: sketch race shoes

5.7 GLOVES

Gloves may only show one manufacturer's trademark on each glove. The marking can be divided into two parts. The total surface of the commercial marking per glove is limited to 15 cm².

*Max. 1 trademark of manufacturer on each glove divided into max. 2 parts.
Max. 15 cm² total space per glove*



Figures: Examples advertising on gloves

5.8 SLED

On the entire sled, in addition to the manufacturer's trademark, a maximum of six commercial markings may be displayed. A maximum of three of these trademarks may be placed on the bottom of the sled. The size of the advertising surface on the bottom of the sled may not exceed 1000 cm².

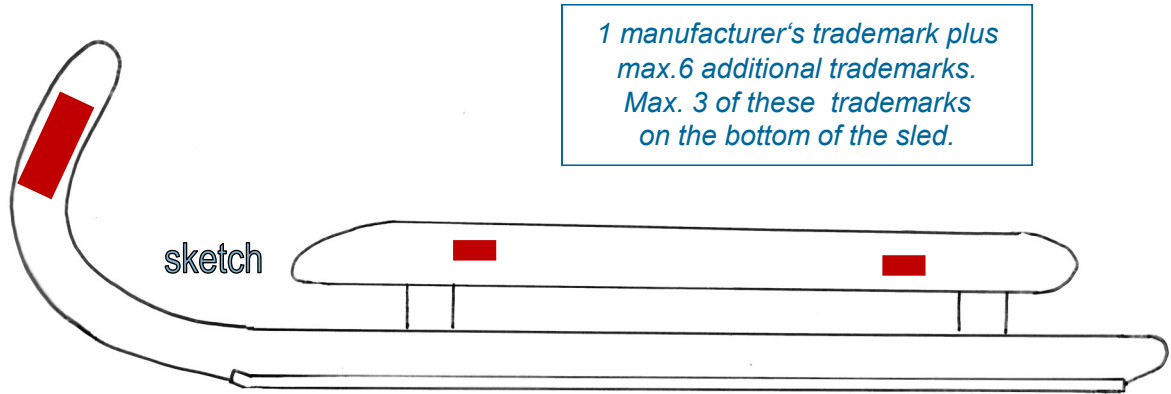


Figure: example advertising on sled

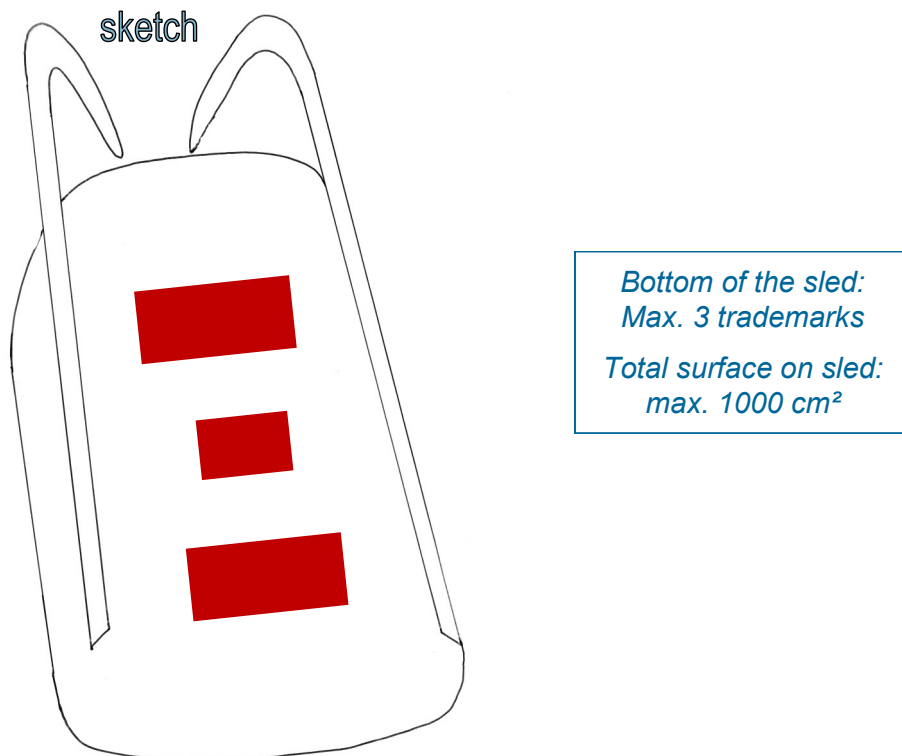


Figure: example advertising on bottom of sled

6. OFFICIALS

The FIL has signed a supplier contract with a clothing partner. According to this contract, officials assigned to FIL events have to wear the clothes supplied by this company during training and during the entire event including ceremonies as well as during marketing and public relations activities.

7. TRACK

7.1 NAMING RIGHTS

Agreements regarding naming rights for a venue must be approved by the FIL. In particular, the FIL reserves the right to not use the name for FIL competitions.

7.2 ADVERTISING BOARDS

7.2.1 CHAMPIONSHIPS

The use of advertising space available at the track follows individual contracts between the FIL and each event organizer.

7.2.2 EBERSPÄCHER WORLD CUPS

The advertising space at the track is used by the four main sponsors according to the following pattern:

25 % EBERSPÄCHER
25 % Hargassner
25 % BMW
25 % Event organizer's sponsor

7.2.3 EBERSPÄCHER TEAM RELAY WORLD CUPS PRESENTED BY BMW

The advertising space at the track is used by the four main sponsors according to the following pattern:

25 % EBERSPÄCHER
25 % Hargassner
25 % BMW
25 % Event organizer's sponsor

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

50 % BMW
25 % EBERSPÄCHER
25 % Event organizer's sponsor

The FIL logo appears on the touch pad at the finish, on which there is no advertising.

7.2.4 BMW SPRINT WORLD CUPS

The advertising space at the track is used by the four main sponsors according to the following pattern:

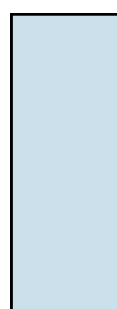
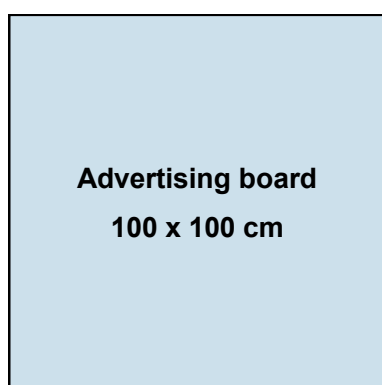
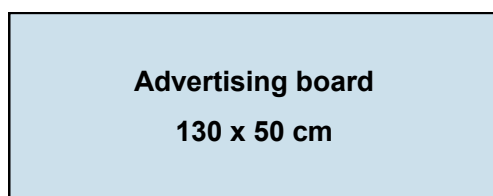
25 % EBERSPÄCHER
25 % Hargassner
25 % BMW
25 % Event organizer's sponsor

7.2.5 JUNIOR WORLD CUPS, OTHER FIL COMPETITIONS

The advertising space can be marketed at the discretion of each event organizer.

7.2.6 SIZES

All advertising boards must correspond to one of the following sizes:



Advertising board 30 x 80 cm

Figure: sizes of advertising boards

7.3 BACKDROP WALLS

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

Figures illustrate the basic arrangement of backdrop walls and do not contain any information regarding logos to be used.

7.3.1 CHAMPIONSHIPS

The surface of backdrop walls is used according to individual agreements between FIL and individual event organizers.

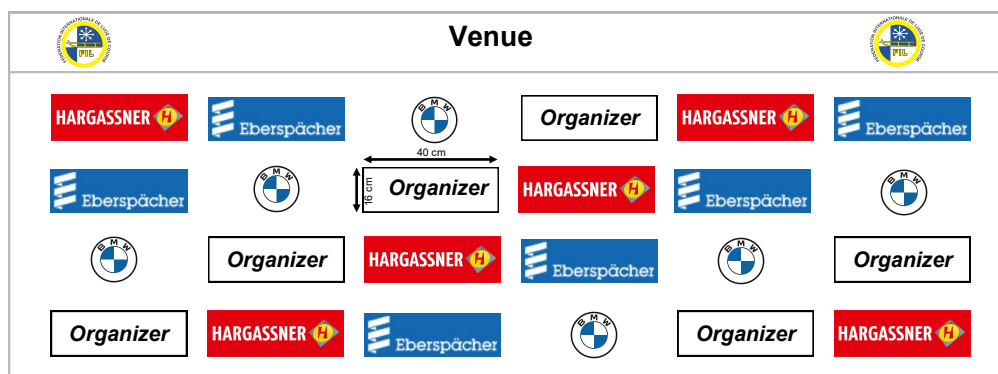
7.3.2 EBERSPÄCHER WORLD CUPS, EBERSPÄCHER TEAM RELAY WORLD CUPS PRESENTED BY BMW, BMW SPRINT WORLD CUP

Backdrop walls supplied by the agency RGS Sportmarketing must be used. The advertising space on the backdrop walls is split up by the four main sponsors according to the following pattern:

- 25 % EBERSPÄCHER
- 25 % Hargassner
- 25 % BMW
- 25 % Event organizer’s sponsor

Sticker size of event organizer’s sponsor: 40 cm x 16 cm

Event organizers may add the name of the venue at the top end of the backdrop wall with a width of 3 meters and a height of 50 cm. In this case, two FIL logos must be included in this “heading panel”.



7.3.3 JUNIOR WORLD CUPS, OTHER FIL COMPETITIONS

The advertising space can be marketed at the discretion of each event organizer.

7.4 OTHER ADVERTISING MEANS (SPECIAL ADVERTISING FORMATS)

The following applies to FIL Championships in the General Class and all EBERSPÄCHER World Cups (including EBERSPÄCHER Team Relay World Cups presented by BMW and BMW Sprint World Cups):

Any creation of additional advertising and promotion measures at the competition venue - including outside the range of the television cameras - requires the approval of the FIL and its agencies. Such measures could be under ice advertising, inflatables, displays, promotion stands or services in the VIP area, for example.

Any advertising within the range of the television cameras is strictly reserved to the main sponsors of the event (main sponsors of the FIL and event organizer's sponsor). Should these want to use special advertising formats such as under ice advertising, inflatables or special displays, these advertising formats have to be declared using the form "Special Advertising Formats and Local Partners" (supplement D) .

If any of the three main sponsors of the FIL should plan additional promotion activities on site, which are not contradictory to the FIL advertising rules or any agreement concluded between the parties involved, they also have to be supported by the event organizer.

Outside the range of the television cameras the event organizer may present a maximum of four local partners with limited on-site activities. Additional local partners are acceptable if they appear only with their name and without accompanying activities, or if their presence is limited to unobtrusive markings, displays and/or the provision of food or drinks in the VIP area, all outside the range of the television cameras.

The product/industry exclusivity of the main sponsors must not be violated by any of the local partners, even if they are presented outside the range of the television cameras.

In order to guarantee a smooth running of the event, the organizer informs the FIL about its local partners and all planned special advertising formats - within and outside the range of the television cameras - using the form "Special Advertising Formats and Local Partners" (supplement D) and a sketch of the track (deadline: October 15 of each sport year; justified exceptions are possible).

The FIL coordinates the special advertising formats with its agencies and, if the case may be, with SportA (contractual partner of the FIL for television rights), in order to make sure that they comply with the advertising guidelines of the European Broadcasting Union (EBU).

7.5 VIDEO WALLS

If the agencies provide video clips of the main sponsors these must be shown on the video walls during competition breaks. If no clips are received the main sponsors' logos are to be shown with appropriate frequency. The event organizer may show video clips and logos of their own partners on the video walls. The branch exclusivity of the main sponsors is to be respected. On any day, the total time of all appearances of the event organizer's partners must not exceed the total time of all appearances of the main sponsors. Video walls must be placed outside the range of the television cameras.

7.6 IMPLEMENTATION

Event organizers are obliged to offer assistance to agencies for the implementation of the advertising rights they are entitled to use. This particularly applies to the mounting and dismounting of advertising material. Organizing committees and agencies will agree on the handling of any costs arising from this.

The event organizer's sponsor must be announced and its logo provided 10 days before the Monday of the event week at the latest.

Advertising material of the event organizers' sponsors, for example stickers for backdrop walls, must be available at the latest on Monday of the event week.

7.7 BAN OF THIRD-PARTY ADVERTISING

Participants and spectators at the event are not permitted to engage in ambush marketing, display commercial or offensive signage, sell any goods or services, or wear or give away items or clothing intended for advertising or promotion. Event organizers are obliged to make sure that advertising or promotional materials such as banners, signs, or leaflets, are not publicly displayed or removed as quickly as possible. This is particularly important as far as the TV relevant area is concerned.

D. SUPPLEMENT**Special Advertising Formats and Local Partners**

Event Information	
Event name	
Date	
Place	

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

Local partners with on-site activities outside the range of the television 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, 2021:

- agency RGS Sportmarketing, Rudolf Größwang jun. (info@rgs-marketing.de)
- agency infront, Stefan Krause (stefan-sebastian.krause@infrontsports.com)
- FIL, Babett Wegscheider (wegscheider@fil-luge.org)