

Marketing Guidelines at 2012 IIHF Ice Hockey World Championships (except WM, WMI)

According to the Host Country Contract as well as the respective IIHF Championship Regulations the IIHF grants commercial rights at IIHF Ice Hockey World Championships to the local organizers as well as to the participating teams. The most commonly exploited advertising rights granted to the local organizer include:

- Television rights for home territory of local organizer
- Advertising on printed & manufactured materials
- Board & under ice advertising
- Advertising on the uniforms of on-ice officials'
- Merchandising

The participating teams are granted with the following commercial rights:

- Advertising on player's uniforms
- Advertising on off-ice apparel and practice jerseys
- Right to obtain television rights for the home territory from the IIHF (rights fee payable to the IIHF)

The following document focuses on the most regularly used advertising possibilities and gives additional information to the IIHF Championship Regulations and Host Country Contract. It is meant as a guide for local organizers and participating teams which shows how these rights should be implemented and exploited.

1 General advertising principles

In general, advertising with political, racial or religious content, advertising of alcohol (except beer), tobacco and advertising for pornography is prohibited. On the Under 18 level in both the men's and women's category these rules are even stricter as also advertising for beer is not allowed.

In addition to this the advertising rights exploited by the local organizer have to comply with the national laws of the host country. The advertising rights used by the participating teams have to not only comply with the laws of the host country but also with the laws of their own country.

Moreover, the product exclusivity of IIHF sponsors has to be protected. Therefore, advertising of any company, product and/or service that conflicts with the IIHF sponsors is not allowed in the respective IIHF Ice Hockey World Championship. The IIHF sponsors are Tissot with the product exclusivity for watches and Nike for sports apparel. Even if these IIHF sponsors might not have any kind of sponsoring appearance or activity at individual IIHF Ice Hockey World Championships their product exclusivity has to be safeguarded at all time.

[illegible]

2 Marketing rights of the local organizer

2.1 TV rights for home territory of local organizer

The IIHF grants the local organizer with the non-exclusive television rights of the free to air terrestrial based transmission of the own national territory of the organized event. The usage of other TV rights, such as satellite rights has to be approved by the IIHF separately. The IIHF also grants the local organizer with the non-exclusive live web-casting rights of the own national territory and the non-exclusive web casting rights of game highlights after the end of each individual game of the organized event.

The following conditions have to be followed by the local organizer and included in all TV contracts:

- The IIHF retains the right to enter cross-national TV and web casting agreements including the territory of the local organizer.
- The copyright of the produced feed remains the property of the IIHF to ensure that the IIHF can use the material after the completion of the championship.
- The local organizer has to inform the IIHF about any international broadcasting requests as these rights can be obtained by the respective national associations.
- Usage is limited until 3 days following the respective IIHF Ice Hockey World Championship
- Product exclusivity of IIHF sponsors has to be protected (no presenting sponsorship by any competitor)
- Usage of commercial breaks during televised games has to be approved by the IIHF 30 days before the start of the championship.
- All televised games, incl. trailers, opening titles, teasers, closing credits and TV graphics have to include either the event or IIHF logo so the governing role of the IIHF of the respective championship is emphasized. All these materials have to be approved by the IIHF before the start of the championship to ensure that IIHF trademarks are being used correctly and in an appealing manner.
- All televised games at the WM20, WM18, WW and WW18 must include 2 TV inserts of Tissot per period of 6 seconds duration in connection with the score of the game. The TV insert will be delivered by the IIHF to the local organizer at least 30 days prior to the start of the championship.
- At the WM20, WM18 and WW the IIHF has a special agreement with Hockey Canada regarding the TV rights of the Canadian games and the medal round games of IIHF Ice Hockey World Championships held outside Canada. The IIHF will provide further information to the local organizers of these events.
- The local organizer has to send a DVD from all TV produced games to the IIHF no later than 7 days after the event.
- The local organizer has to provide the IIHF with a complete list of all televised games by national and international broadcasters no later than 7 days after the completion of the event. This list is requested so the TV distribution of all televised IIHF Ice Hockey World Championships can be better evaluated and necessary steps be planned accordingly. An example of how this list should be compiled is given below:

Broadcasting Date	Country nat. / internat.	Station Network	Game #	Game(s)	Venue(s)	Time of the day	Duration (min:sec)	Viewers	Market share	Format
13 May 2011	Germany	Premiere	56	CZE - FIN	Hannover	18:00 - 21:30	210:00	900'000	37%	live
14 May 2011	Germany	Premiere	56	CZE - FIN	Hannover	9:00 12:30	210:00	10'000	4%	live delayed

2.2 Advertising on printed & manufactured materials

All materials listed below have to be approved by the IIHF prior to production. Please send the layout to the IIHF office and allow at least 3 working days for the approval process.

2.2.1 Event logo

Together with the launch of the new IIHF logo in 2005 the IIHF also introduced a new event logo concept for all IIHF governed events. The local organizers of the WM20, WM18, WW and WW18 hereby have the right to create an event logo within the logo template provided by the IIHF. For all lower level IIHF Ice Hockey World Championships the IIHF will provide an event logo or upon request a logo template to the local organizer once awarded with the right to host.

2.2.2 Event mascot

The IIHF grants the local organizer the right to produce an official event mascot.

2.2.3 Promotional materials

All event related promotional materials such as letter heads, folders, game tickets, etc. must contain the official event title and the IIHF logo. The IIHF Corporate Identity (CI) manual has to be followed when creating these types of materials.

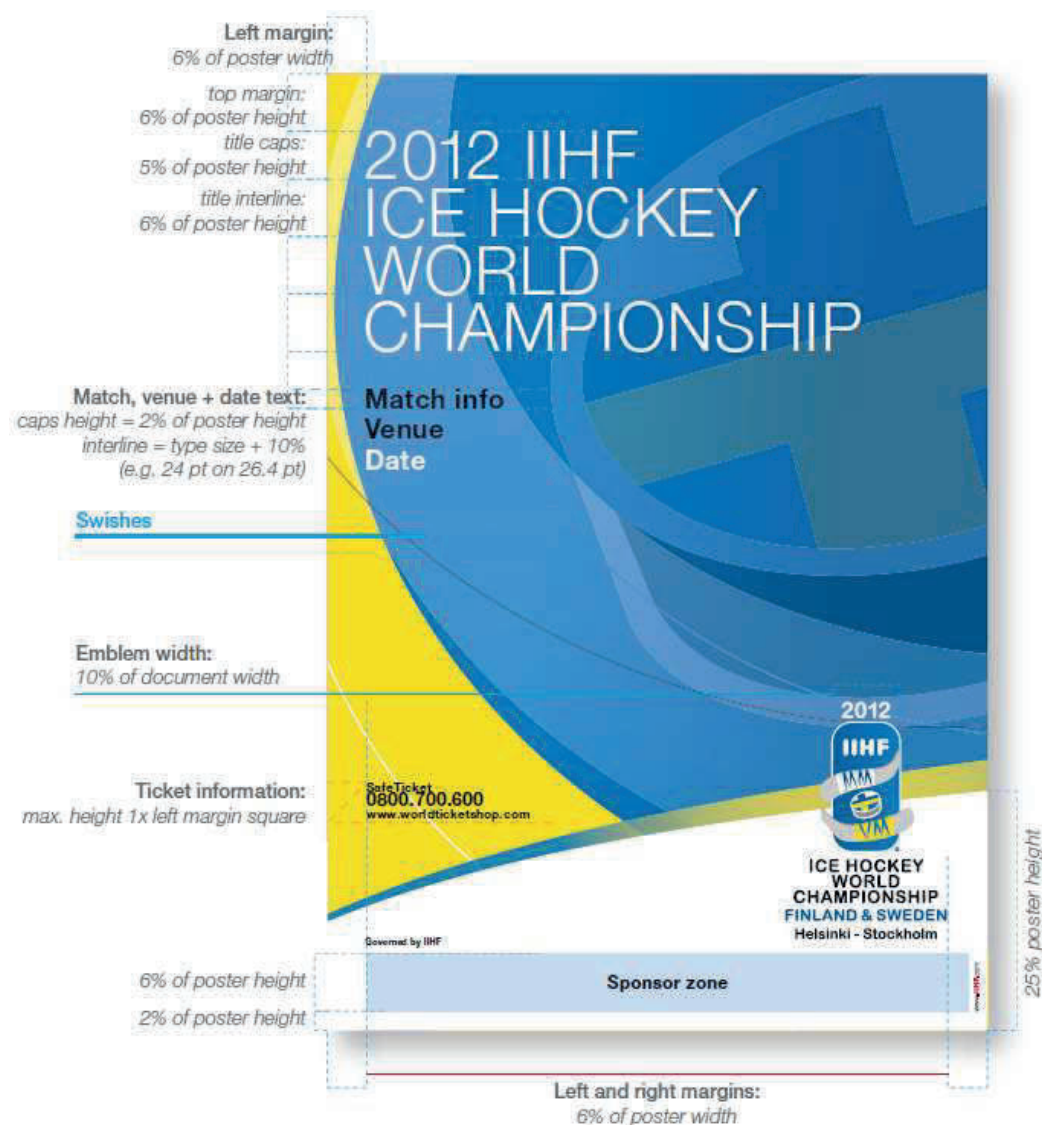
2.2.4 Official poster

For the creation of the official championship poster, the poster template on the opposite side is available. Further template details are described in the IIHF CI manual.

The Tissot logo has to be placed on the posters of the WM20, WM18, WW and WW18 championship, the Nike logo only on the WM20 and WW poster.

2.2.5 Championship program

The championship program should be produced bilingual with English as the main language. The IIHF can use up to 3 full pages of advertising for IIHF sponsors plus one page for the greeting of the IIHF President. In case of additional greetings by national association presidents and other dignitaries the greeting from the IIHF president has to be placed in front of the other forewords.



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