




UNION INTERNATIONALE
DE PENTATHLON MODERNE

UIPM **COMPETITIONS** **MARKETING AND** **MEDIA GUIDELINES**



Media is changing
rapidly and nowhere
more than in sport...



The UIPM brand is considered a critical asset of the UIPM, the sport and the entire Pentathlon movement.



Strategy information



Events consistency



Distribution support



Widespread sharing



"International Television Rights"



"National Television Rights"

1. INTRODUCTION

These UIPM Event marketing & media guidelines ("**Competition Marketing & Media Guidelines**") aim to standardise the media functions supporting global coverage of UIPM competitions and to create a consistent protection framework for the image, the logo and the branding of UIPM.

The UIPM brand is considered a critical asset of the UIPM, the sport and the entire Pentathlon movement. A coherent brand strategy will provide UIPM, and its partners, greater recognition and improve sponsorship possibilities for all UIPM sports.

These Guidelines will create a standard advertising platform to enhance the promotion of UIPM competitions and to make Pentathlon more attractive for prospective partners.

Media is changing rapidly and nowhere more than in sport, especially but not limited to advances in online streaming and social media. Hence UIPM and our partners wish to see all competitions presented professionally and consistently across countries and between different events in order to maximise exposure and also protect our respective brands.

In the build-up to the 2020 Olympic Games, these Event Marketing & Media Guidelines will provide Local Organising Committees (LOC) with clarity on what is expected at every UIPM event. In addition, the UIPM Business Affairs Committee is working closely with UIPM Board Members, the Headquarters staff and others to improve the corporate sponsorship and broadcast appeal of UIPM competitions.

2. OBJECTIVES

The key objectives of these Competition Marketing & Media Guidelines are summarised as follows:

- To inform National Federations (NF) and LOC's about the structure and marketing strategy of the UIPM, including its rights and the obligations it has to partners and sponsors;
- To create a common framework and consistency for UIPM events and competitions, to enhance their marketing and rights value;
- To support high level production, widespread distribution and appropriate broadcasting of all UIPM events and competitions; and
- To ensure timely publication of competition images and content on the UIPM website and help facilitate the widespread sharing of the same through social media.

3. DEFINITIONS

Save as otherwise defined herein or the context requires otherwise, capitalised terms and acronyms used in this UIPM Advertising and Media Rules shall have the meaning as ascribed to them in the UIPM Competition Rules available for download at: <http://www.uipmworld.org>.

- "**International Television Rights**" shall mean the right to broadcast any signal including any television, radio, or Internet signal of the competition outside the country hosting the relevant UIPM competition.
- "**National Television Rights**" shall mean the right to broadcast any television or radio signal of the competition inside the country hosting the UIPM competition.



"Regional Championships"



"Continental Championships"



UIPM Category A Competitions



UIPM Visual Guidelines



Advertising Space

- **"Regional Championships"** shall mean each competition with participating athletes from more than one UIPM National Federation, to which UIPM Competition Rules apply and that is included in the UIPM Calendar.
- **"Continental Championships"** shall mean each competition organised by the relevant Continental Federation endorsed by UIPM, to which UIPM Competition Rules apply and that is included in the UIPM Calendar.
- **"UIPM Category A Competitions"** shall mean the following competitions organised by UIPM: UIPM World Championships, World Cup Series and Champion of Champions.
- **"UIPM Visual Guidelines"** shall mean the guidelines prepared to help the organisers to achieve consistency between, and high quality UIPM brand awareness at, each event and competition.
- **"Advertising Space"** shall mean any space that is available for commercial advertising, including but not limited to the following areas for display of commercial logos, brands or insignia: posters, flyers, leaflets and other materials announcing the event; event programme; and/or banners.

4. GENERAL PRINCIPLES

The marketing and media rights are exercised by the UIPM, or the respective Continental Confederation, but may be assigned or delegated to the organising NFs for use according to the following provisions:



The UIPM Visual Guidelines and these Marketing and Media Guidelines will be adhered to by event organiser.



The organising NF may not appoint nor have sponsors that conflict with UIPM official partners or sponsors.



Any space available for sponsors on start numbers not used by the UIPM may be used by organising NF.



The UIPM reserves all marketing rights to the start and finish gates.



UIPM reserves all marketing rights to the finish line tape, and the course lane tape in the running event (WC and WC Finals).



Athletes and officials must use the clothing and equipment approved or provided by UIPM.

- The UIPM Visual Guidelines and these Marketing and Media Guidelines will be adhered to by event organisers. The former document (attached) provides detailed descriptions of all acceptable indoor and outdoor advertising and promotional displays. In addition, it provides information on permissible advertising on competition equipment, press materials, brochures, event programmes, athletes' and officials' clothing and equipment, along with positions and size restrictions where appropriate;
- The organising National Federation may not appoint nor have sponsors that conflict with UIPM official partners or sponsors. Prior to any event or competition a list of proposed event sponsors must be sent to UIPM for written agreement;
- Provided it has received prior written consent from UIPM, the relevant organising National Federation may introduce competition sponsors, including the athletes' start number sponsor. The start numbers must be produced according to UIPM Visual Guidelines. Any space available for sponsors on start numbers not used by the UIPM may be used by organising National Federation;
- The UIPM reserves all marketing rights to the start and finish gates, although space is granted to the organising NF as detailed in the UIPM Visual Guidelines. In certain circumstances, UIPM can assign more marketing rights to the organising NF;
- At the World Championships, at each World Cup and at the World Cup Finals UIPM reserves all marketing rights to the finish line tape, and the course lane tape in the running event, as detailed in the UIPM Visual Guidelines; Each organising NF shall provide UIPM with an executed declaration of duties according to the bid and UIPM Competition Rules;
- Athletes and officials must use the clothing and equipment approved or provided by UIPM (or given as part of a UIPM sponsor programme) in the competition itself and in all official connected events (e.g. award ceremonies, etc.). When the UIPM chooses not to provide clothing and equipment, free of charge, athletes and officials may wear clothing and equipment of their choice subject to the provisions set out in the UIPM Competition Rules and those of their respective NF. UIPM reserves the right to cover, or insist on the removal of, any labels or markings (e.g. manufacturers' logo) on such clothing or equipment.



The Business Affairs Delegates or any other person(s) appointed by the UIPM shall monitor and supervise the compliance.



Those responsible for breaches will be subject to UIPM sanctions.

- Compliance with these Competition Marketing & Media Guidelines by the organising National Federation, LOC and all athletes and officials shall be subject to supervision and monitoring by the Business Affairs Delegates or any other person(s) appointed by the UIPM.
- Those responsible for breaches of these Competition Marketing & Media Guidelines will be subject to UIPM sanctions, as highlighted in the relevant rules or imposed by the decisions of the relevant UIPM Committee.

World Pentathlon

new balance

Absolut



"Advertising Space"

60%

UIPM reserves the right to 60% share.



UIPM can offer an organising NF the right to market the title sponsorship for an event.

- Any space that is available for commercial advertising is, hereafter, referred to as **Advertising Space** and includes the following areas for display of commercial logos, brands or insignia:

- Posters, flyers, leaflets and other materials announcing the event;
- Event programme;
- Banners.

- UIPM reserves the right to 60% share of each of the categories of the Advertising Space for its logos and those of its partners and sponsors.

- At its discretion, UIPM can offer an organising NF the right to market the title sponsorship for an event. The UIPM will give written approval for any title sponsorship, provided it is not in conflict with any of the UIPM partners, official sponsors or existing agreements. The NF must submit the plan, not later than 90 days prior to each event.



The organising NF shall submit the detailed layout of the Advertising Space to the UIPM 60 days prior to the start of the event.

- The organising National Federation shall submit the detailed layout of the Advertising Space to the UIPM 60 days prior to the start of the event. UIPM will send written approval (or otherwise) within 7 days of receipt. At its discretion, UIPM can offer an organising NF the ability and all designs to produce all advertising materials for an event.



The organising NF shall be responsible, post event, for the safe storage of all re-usable materials, if provided by UIPM.

- Where UIPM provides advertising materials directly, the organising NF shall be responsible, post event, for the safe storage of all re-usable materials. An inventory of re-usable items will be produced by the NF, agreed by UIPM, and these items must be available for future competitions. The organising NF will be liable to UIPM for any losses or damage.



UIPM Category A rights.

- UIPM has exclusive rights of all UIPM Category A Competitions.



UIPM shall inspect the FOP.

- Prior to the start of each UIPM competition, the appointed UIPM representative shall inspect the Fields-of-Play ("FOP"s) with the organising NF or LOC to verify compliance with the UIPM Marketing and Media Guidelines and to ensure the FOP correspond with the NF submission sent to, and agreed by, UIPM 60 days prior to the event.



Before the competition, the appointed UIPM representative shall confirm FOP compliance.

- The appointed UIPM representative will confirm that each FOP complies with UIPM Marketing and Media Guidelines, ahead of the start of competition.

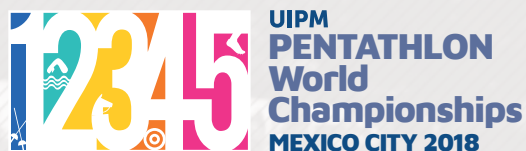
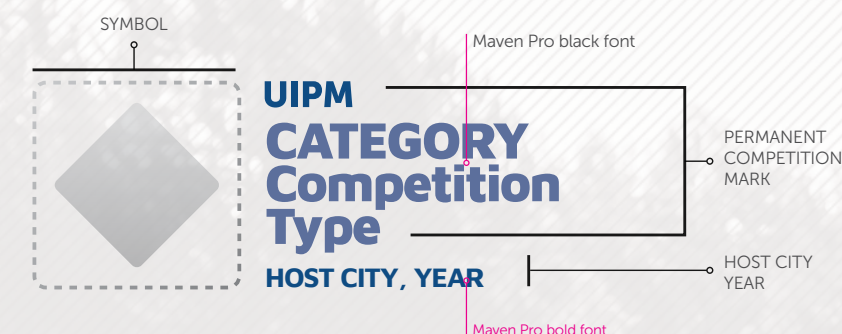
5. EVENTS

5.1. GENERAL PRINCIPLES FOR UIPM EVENTS

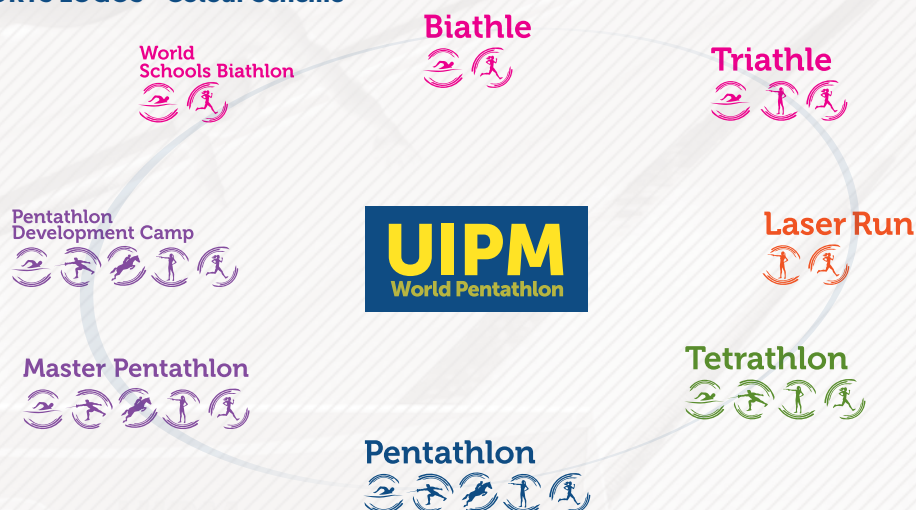
5.2. UIPM CATEGORY A COMPETITIONS

EVENT LOGO

Templates presented in the UIPM Visual Guidelines (attached), which include the colours, fonts, sizes, type of letters, etc., shall be used for all UIPM Category A Competitions.



UIPM SUB-SPORTS LOGOS - Colour Scheme

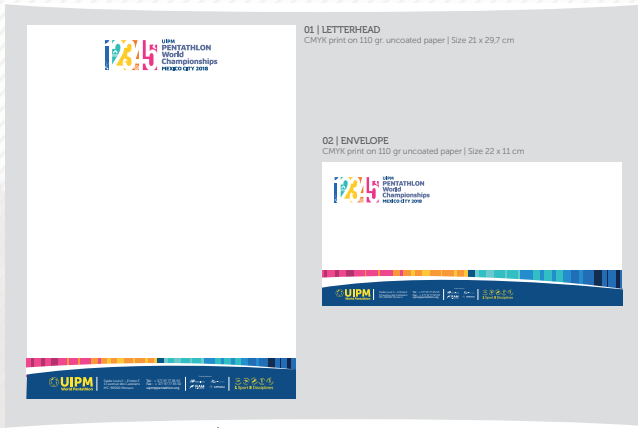


ADVERTISEMENTS

Official posters and banner templates presented in the UIPM Visual Guidelines (attached), which include the colours, fonts, sizes, type of letters, etc., shall be used for all UIPM Category A Competitions.

ADVERTISEMENT

To simplify and reduce space, a combined logo / address and contacts information will be used.



II. FIELDS OF PLAY

UIPM reserves the right to 60% of Advertising Space in all UIPM Category A Competitions. This space will be used at the discretion of UIPM for its logos and those of its partners and sponsors. The organising NF shall be entitled to use the remaining 40% of Advertising Space for its logo and sponsors' banners. The Fencing Bonus Round FOP is included, if the venue is different from where the competition Fencing takes place.

At its absolute discretion, UIPM may offer a greater percentage of the Advertising Space to the organising NF.

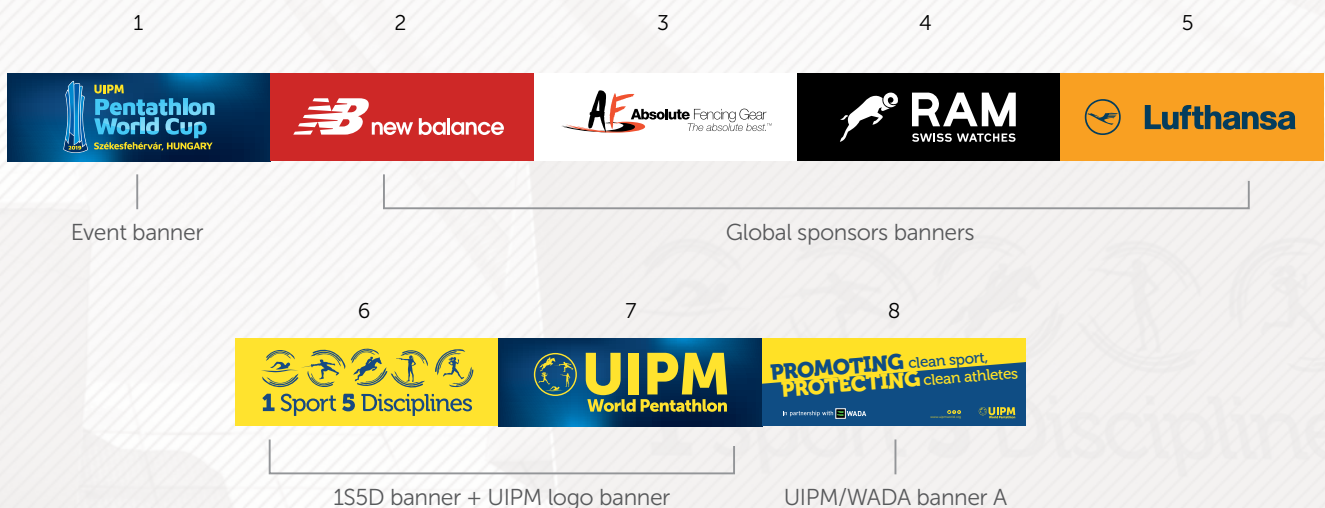
At all UIPM Category A competitions the UIPM can use non-reflective banners at the Shooting Range, on the Laser Run FOP, although no advertisement may be positioned within 80cms from the centre of the target.

On the Riding FOP, the UIPM can use 60% of the obstacles, whilst the remaining obstacles may be used by the organising NF subject to complying with the provisions of the UIPM Visual Guidelines.

The organising NF shall submit the detailed layout of the Advertising Space for all the FOPs to the UIPM 60 days prior to the start of the event. UIPM will send written approval (or otherwise) within 7 days of receipt.

Banners

UIPM standard banner sizes are either 1m high x 2m long or 1m high x 3m long. Other sizes are permissible, if approved in writing by the UIPM.




Backdrop



Podium

In all competitions, including new competition concepts, UIPM reserves the right to 60% of the Advertising Space available on the awards podium, on the stage and the surrounding areas, the remaining 40% is assigned to the organising National Federation.



UIPM

World Pentathlon


50 cm

15 cm

131 | UIPM LOGO
Carved PVC adhesive sticker.
Ready to print file size 1:1


UIPM BLUE
Process Color CMYK (Primary reference)
C 100 | M 78 | Y 24 | K 5
PMS - Pantone Matching System
Pantone 541 C
RGB
R 44 | G 69 | B 121

UIPM YELLOW
Process Color CMYK (Primary reference)
C 0 | M 7 | Y 90 | K 0
PMS - Pantone Matching System
Pantone 107 C
RGB
R 251 | G 226 | B 56




Flags


The Advertising Space at all UIPM Category A Competitions available on the awards podium, stage and surrounding area is shared 60/40 respectively by the UIPM and the organising NF.



05 Institutional flag

SEQUENCE 02





05 Institutional flag

Finish Line Tape



III. START NUMBERS / TOP / BIB

In all disciplines, except swimming, Pentathletes must wear start numbers or UIPM bib on their competition clothing as follows:

- In the Laser Run on both the front and back side;
- In the Riding Event on the back only; and
- In the Fencing Event in three places:

(i) on the back (ii) on the thigh (iii) on the mask

Start numbers may not be cut, folded or altered in any way that obscures the lettering or numbers.

Start numbers can be made of adhesive material.

Start numbers must be provided in the following sizes in cms for each competitor:

Size 1 – 24x20



Size 2 – 16x12



Size 3 – 8x6



The details for start numbers, in their differing sizes, are provided in the UIPM Visual Guidelines. Each of the three sizes are divided into 3 horizontal sections with the event name at the top, the athlete's start number in the centre and various logos at the bottom. The start number sizes are used as follows:

- Fencing - Size 1 or 2 on the athlete's back; Size 3 on each side of the mask and on each side of the athlete's legs.
- Riding - Size 1 on the athlete's back.
- Laser Run - Size 1 on the athlete's chest; Size 2 on the athlete's back.

IV. WEBSITE

For each UIPM Category A Competitions, the organising National Federation may set-up with the assistance of UIPM (i) a competition website, providing links on the main/home page to both the UIPM website (www.uipmworld.org) and the UIPM TV Channel; and (ii) a social media programme for the local/national promotion of the event. UIPM must be referenced and have its logo shown appropriately. All content must be sent to UIPM after release or publication.

Not later than 90 days prior to the proposed launch of the website, the organising National Federation must submit the proposed layout of the dedicated competition website to UIPM for its written approval.

For each UIPM Category A Competition, UIPM shall (i) create a specific event-page on the UIPM website; and (ii) update its social media platforms and official profiles with events, posts and images of the competition.

V. TV/STREAMING

International Broadcasting Rights as defined in 1.4 above (including but not limited to free access to a host broadcaster's live signal) for all UIPM competitions belong to UIPM.

UIPM and organising National Federation shall enter into an agreement, prior to any UIPM Category A Competition, relating to production, broadcasting and distribution of footage.

National Broadcasting Rights for national competitions belong to the organising National Federation. The organising National Federation is obliged to accept the UIPM-TV contract and to inform UIPM on any national TV contracts it may enter into. These must comply with the UIPM Marketing and Media Guidelines and other rules relating to live broadcasting.

At UIPM Category A Competitions, the organising National Federation shall provide HD multi-camera internet streaming of all Finals, in accordance with UIPM TV Technical/Operational Manual, to be broadcasted on the UIPM TV Channel. Any other platform/website interested in broadcasting the competitions is subject to prior UIPM approval.

UIPM has the right, but is not obliged, to appoint a Directing/Editing Team, at its own or shared expenses, to prepare live broadcasts, highlights, Video News Reports (VNR) etc. for its Category A Competitions.

VI. SOCIAL MEDIA

At all UIPM Category A Competitions, the organising NF is responsible for setting-up a social media programme for the local / national promotion of the event. The UIPM must be referenced and have its logo shown appropriately.

For all UIPM Category A Competitions, UIPM will be responsible for the creation of all pages, events, posts and images published on its social media platforms (including Facebook, Instagram, Twitter, etc.).

The UIPM can offer full 'Editor Access' and Rights to all social media platforms with the organising NF.

VII. ADVERTISING AND MEDIA OBLIGATIONS

For all UIPM Category A competitions, the organising NF must provide the following for the UIPM marketing representative:

- van / large vehicle, for the duration of event and airport transfers for transportation of marketing materials; and
- a single hotel room
-

In addition, the organising NF must provide the following:

Services and professionals:

- press officer;
- press and information centre;
- telephone and fax lines;
- internet connections and full wifi;
- professional sports photographer (who shall transfer images to UIPM throughout the day for social media and full set at the end of each competition day; and
- Press Report (press book) to UIPM, within 30 days, highlighting all competition press coverage, including published articles, TV and Radio coverage report, photos of the competition and the displayed UIPM sponsors' materials.

UIPM TV Crew:

- four single hotel rooms; and
- van / large vehicle, for the duration of event and airport transfers

NB. The UIPM will confirm to the organising NF the number of hotel rooms 30 days prior to the event.

5.3. CONTINENTAL OLYMPIC QUALIFICATION EVENTS AND CONTINENTAL CHAMPIONSHIPS

The following applies to all Continental Events (Continental Championships) that count towards Olympic qualification:

I. BRANDING, FIELD OF PLAY AND START NUMBERS

Save for what is stated above, the organising NF has all marketing rights to any Advertising Space at the competition venues, including the awards podium, stage and surrounding area.

UIPM identity should be part of the branding package, including the Marketing logo and the 1 Sport 5 disciplines logo and any other relevant branding materials for all disciplines (start/finish gate, backdrops, totems, triangles). Whether the event would need to advertise some of the UIPM global sponsor logos, it will be depending on the request of the UIPM case by case.

UIPM logos and guidelines available upon request (marketing@pentathlon.org)

The LOC should provide the venue dressing package 90 days before the event for approval to marketing@pentathlon.org.

II. WEBSITE

The organising NF has full discretion with regard to the event website and its layout. At the end of each final, the organising NF is responsible for ensuring news articles and photos are sent to UIPM for distribution through its digital network.

III. TV/STREAMING

The organising NF has no media obligations towards UIPM and full discretion with regard to TV/Streaming production and broadcasting.

IV. SOCIAL MEDIA

The organising NF has full discretion with regard to using social media for the event (e.g. Facebook, Instagram, Twitter posts) and publication of images. As in point ii. above, the organising NF must provide timely content and images for the UIPM.

5.4. REGIONAL / NATIONAL EVENTS

The following applies to all Regional and National Championships, especially for those UIPM ranking events and national open events, which included in UIPM event calendar.

I. BRANDING, FIELD OF PLAY AND START NUMBERS

Save for what is stated above, the organising NF has all marketing rights to any Advertising Space at the competition venues, including the awards podium, stage and surrounding area.

UIPM identity should be part of the branding package, including the Marketing logo following by 1 Sport 5 disciplines logo.

UIPM logos and guidelines available upon request (marketing@pentathlon.org)

The LOC should provide the venue dressing package 90 days before the event for approval. (marketing@pentathlon.org)

II. WEBSITE

The organising NF has full discretion with regard to the event website and its layout. At the end of each final, the organising NF is responsible for ensuring news articles and photos are sent to UIPM for distribution through its digital network.

III. TV/STREAMING

The organising NF has no media obligations towards UIPM and full discretion with regard to TV/Streaming production and broadcasting.

IV. SOCIAL MEDIA

The organising NF has full discretion with regard to using social media for the event (e.g. Facebook, Instagram, Twitter posts) and publication of images. As in point ii. above, the organising NF must provide timely content and images for the UIPM.

5.5. NEW EVENTS

Marketing and media rights for all other UIPM competitions, including new competitions, as far as not specified otherwise in these guidelines, belong to the UIPM and follow the rules set forth in section 5.2 hereto – UIPM Category A Competitions.

6. ANNEX

6.1. UIPM EVENT VISUAL GUIDELINES

SEE ATTACHED DOCUMENT



**UNION INTERNATIONALE
DE PENTATHLON MODERNE**

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