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# **Naming of Competitions**

## **Policy for Air Sport Commissions and Competitions Organisers**

**Version 2.1 / 6 February 2004**

# INTRODUCTION

The Policy described in this document has been developed in accordance with the FAI Strategic Plan and in close cooperation with the FAI Air Sport Commissions. The main objectives of this Policy are to standardize the structure of the names given to FAI-sanctioned Competitions, to guarantee that those Competitions are properly branded, and to allow Title Sponsors to appear clearly in the names of Competitions.

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## Part 1 – General information

### 1.1 Contexts in which Use of this Policy is Mandatory

The use of the present Policy is mandatory in the following cases :

- a) In all communications on the events concerned issued by the FAI Secretariat, FAI Commissions and Event Organisers.
- b) For all Press Releases.
- c) In all FAI historical archives.
- d) In any official documents or websites issued or controlled by the organising NAC or the Event Organiser, and on all promotional items and merchandising products that mention the event name.

### 1.2 FAI Branding

Although not compulsory, the option of including the abbreviation "FAI" in the title of FAI-sanctioned competitions is highly recommended (see Annex A). It should be noted that the inclusion of "FAI" in the title implies only that the event is sanctioned by FAI, not that FAI is the organiser of the event (which it never is.) In all cases, to reinforce the image of FAI and create a feeling of solidarity amongst members of the Air Sports' family world-wide, the appropriate FAI logo shall be placed in close proximity to the event title, in accordance with rules laid down in the FAI Graphic Charter (to be published by the end of 2004).

### 1.3 Title Sponsors

A Title Sponsor (or Presenting Sponsor) is an Event sponsor owned by the Organizing Committee or by FAI, who covers a substantial part of the total costs of the competition. A Title Sponsor may be entitled to have his name included in the name of the competition. Only one Title sponsor is allowed per event.

### 1.4 Formal Approval of the Names of Competitions

To maintain a cohesive approach, the names and logos of FAI-sanctioned events must be proposed by the respective Organiser and Air Sport Commission to the central FAI for formal adoption and inclusion in the FAI Sporting Calendar (see Organiser Agreement, Schedule 4).

Since this Policy allows sponsors' names to be added to the titles of FAI Competitions, those names must be carefully evaluated to ensure that they observe a reasonable level of decency and ethics acceptable in all FAI member countries, and that they comply with legal constraints applicable in certain territories (for example restrictions on advertising tobacco, alcohol etc).

Associating a sponsor's name with an FAI Competition also means "selling" the rights to use the name and the image of FAI and its Air Sports. Therefore, a special agreement must be concluded between the Organiser and the FAI according to Schedule 4 of the Organiser Agreement.

## Part 2 – Policy for Naming of Competitions

### 2.1 FAI World and Continental Championships

The Policy for Naming World and Continental Championships is as follows :

#### 2.1.1 Events WITHOUT Title Sponsor

In these cases,

- a) The competitions must be named according to the Standard Structure shown in Annex A, and
- b) The appropriate FAI logo must be shown on all communications, in close proximity to the event title and in accordance with the FAI Graphic Charter (to be published by the end of 2004).

#### 2.1.2 Events WITH Title Sponsor

In these cases, the competitions must be named

- Either according to the Standard Structure shown in Annex A, followed by "*...in association with XYZ*".
- Or, if this is not acceptable to the Title Sponsor, should consist of "main title" corresponding to the structure shown in Annex A, and a "sub-title" showing the sponsor's name; examples :

*16<sup>th</sup> FAI World Hot Air Balloon Championship and Coca Cola Challenge, Mildura 2004*  
*9<sup>th</sup> FAI European Paragliding Accuracy Championship and Red Bull Trophy, Bled, 2010*  
*4<sup>th</sup> FAI World Air Games and IBM Aeronautikon, Albuquerque 2009*

In all cases, the appropriate FAI logo must be shown on all communications, in close proximity to the event title and in accordance with the FAI Graphic Charter (to be published by the end of 2004).

### 2.2 Other Competitions

The names of FAI-sanctioned events other than World and Continental Championships may either consist of a "main title" showing the name of the Title Sponsor, or be based freely on the Standard Structure shown in Annex A.

In any case, the name of the competition must clearly mention the Air Sport concerned, must be acceptable from an ethical point of view (see Item 1.4 above) and the FAI logo must be shown on all communications.

### 2.3 Exceptions

In exceptional cases, the FAI Executive Board may agree to deviations from this Policy, provided that they are motivated by traditional, historical or branding reasons which, if not taken into consideration, would affect the substance, the image or the credibility of the event.

## Annex A : Standard Structure for FAI World and Continental Championships

Competitions may be exclusively named in compliance with the options, words and sequence of words described below

Number	Identity	« Gender »	Region	Sport/Class/Event	Name	Location	Year
C	O	O	C	C	C	O	O
3rd	FAI	Women's Junior Military	World European Asian Combined Asian-Oceanic ...	Gliding Standard Class Gliding 15m/18m Class Gliding Club Class Gliding World Class Gliding Open Class Gliding	Championship(s)  (or other names, as appropriate for non- championship events).	..., Paris	2004
				Hot Air Balloon Hot Air Airship Gas Balloon			
				Style & Accuracy Parachuting Formation Skydiving Canopy Formation Parachuting Artistic Skydiving Para-Ski Canopy Piloting			
				Rally Flying Precision Flying Air Racing Formula Racing			
				Free Flight (F1...*) Aeromodelling Control Line (F2...*) Aeromodelling Radio Controlled (F3...*) Aeromodelling Scale Model (F4...*) Aeromodelling Electric Radio Controlled (F5...*) Aeromodelling			
				Space Modelling (S*...)			
				Aerobatic Advanced Aerobatic Unlimited Aerobatic Glider Aerobatic			
				Hang Gliding (Class 2, Class 5)*			
				Paragliding Paragliding Accuracy			
				Helicopter			
				Microlight Powered Paraglider			

Legend : C = Compulsory / O = Optional / \* Should be replaced by a "non-coded" plain text.