

Advertising and the Optimist

New rules 2013.

As of 1st Jan 2013 the new long awaited ruling about what is and is not permissible advertising on an Optimist came into force.

What does this mean for your Optimist?

Firstly you cannot advertise anything on the sail, mast, sprit, rudder or centreboard.

You can put advertising on the Hull excluding that area reserved for the class sponsors, which is the front 40% of the hull. This equates to **924mm** measured from the front of the bow gunnels towards aft (the very front of your boat towards the back). These are simple measurement to make and ones the class measures can easily check, so please make sure you get it right. Boats found to infringe these new rules will be asked to remove any offending artwork, anything you do put on has to be made of a sticker. No paint or gel coat or in the gel coat!

You can advertise using your clothing, but at some events IOCA may ask that you wear clothing or sailing gear advertising our sponsors.

So what can you put on your boat?

Firstly at the end of this document is the official wording from the IOCA website as to what can and cannot be advertised.

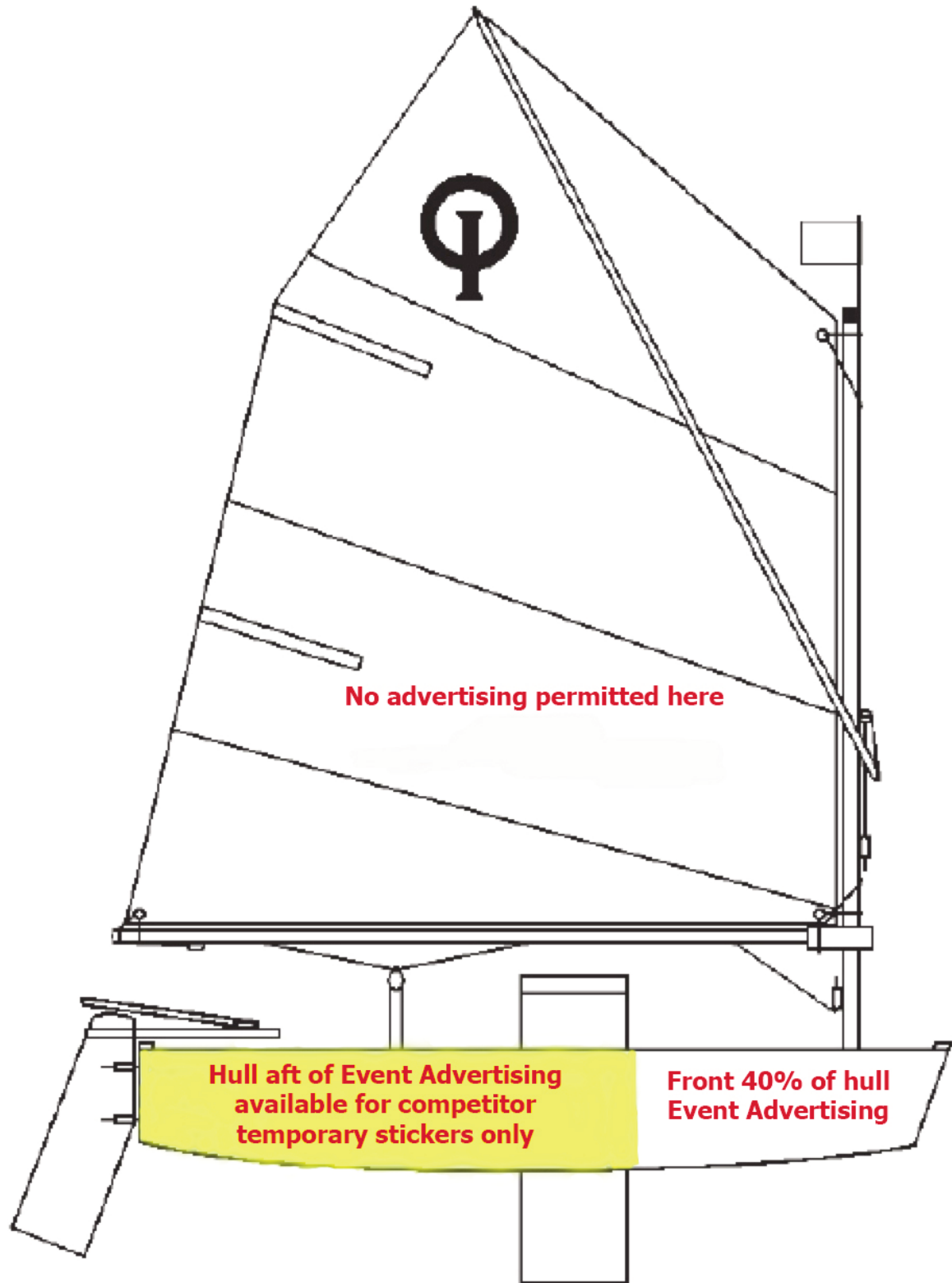
But what you can now do is put your name on your boat, or give it a name☺. You can put a company name on your boat, or the name of a sponsor, could be your Gran! Basically as long as it's clean and hole sum it's allowed. IOCA reserves the right to determine if something is inappropriate and to ask you to remove it; we will be guided by the IOCA and ISAF regulations.

If you're not sure, please drop me an email.

Andy Platt

IOCA(UK) Technical Officer

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No advertising permitted here

Hull aft of Event Advertising
available for competitor
temporary stickers only

Front 40% of hull
Event Advertising

Below are detailed references to ISAF Regulations that are mentioned in our class rules. These extracts are accurate as of 1st January 2013, please confirm that they have not been amended by checking on the ISAF website.

<http://www.sailing.org/documents/regulations/isafregulations/index.php>

ISAF Advertising Code

20.2.4 Any Advertising and anything advertised shall meet generally accepted moral and ethical standards. Any Advertising which is political, religious, racial or propaganda shall not be displayed on a boat, personal equipment or any other object on board a boat while Racing. Attention is also drawn to the laws of individual nations which may restrict Advertising within their territory or territorial waters. (See Class Rule 2.8) 20.3 Competitor's Advertising 20.3.2 Subject to any limitations on Advertising in the applicable class rules or the rules of the relevant System, Advertising chosen by the Person in Charge may be displayed on a boat or part thereof, except on the areas detailed in Regulation 20.4 and Table 1. See the ISAF website for details of Table 1. The picture left shows the space that can be used for both Event Advertising and competitor advertising. Sailors may also display advertising on their clothing provided that it complies with class rule 2.8 and ISAF 20.2.4 above. Please note that at some events (IODA team racing events for example) sailors may be required to wear bibs or other means of identification which may cover personal advertising. This requirement should be stipulated in the Notice of Race for the event. 20.6 Sponsor's Advertising of ISAF Classes and Recognized Systems 20.6.1 An ISAF Class and a Recognized System may enter into a contract with a sponsor which will require the boats of that ISAF Class or certified under that Recognized System to display such sponsor's Advertising provided that: (a) the relevant Class Association or the governing body of the Recognized System, in accordance with its rules, has previously approved the principle of a sponsorship contract; and (b) the displaying of such sponsor's Advertising is restricted to areas reserved to the Organizing Authority as detailed in Regulation 20.4 and Table 1; and (c) the boats are only required to display such sponsor's Advertising at events at which that ISAF Class or that Recognized System is the Organizing Authority, or at events for which that ISAF Class or that Recognized System have executed a written agreement with the Organizing Authority permitting the boats to display such sponsor's Advertising. The International Class fulfilled the requirements of 20.6.1 in 2011 and have first claim to the bow area of all Optimists at their International Class Championships 20.6.2 The National Class association of an ISAF Class or the national governing body of a Recognized System shall not, without the prior written consent of respectively the ISAF Class Association or the international governing body, enter into a sponsorship contract requiring the boats to display Advertising.