



 **NZL** 2021 *Branding Guidelines*
SAILING TEAM

Introduction

- These branding guidelines have been put together in order for all parties to work together in good faith to promote and provide maximum exposure to their individual sponsors.
- More details on sponsorship and promotion can be found in clause 5 of the athlete contract.

Key Sponsors and Partners

Our partners



Major sponsors



Sponsors



- Sailors' personal sponsors
- Future opportunities

Personal Sponsorship Branding allocation	Size and location	Number of sponsors allowed
BOAT (Refer to the yellow branded space in the diagrams below)		
Spinnaker – where available	Solus (single company) branding allowed to maximise available space	1 – main sponsor – significant financial contributor (1)
Headsail	Solus branding – up to 75% of space available	1 – main sponsor (same as spinnaker)
Main Sail	Solus branding on second panel – up to 75% of space available	1 – main sponsor (same as headsail and spinnaker)
Transom	Personal sponsors allowed to use 50% of available transom space below the HPSNZ and YNZ logos	No restriction on number of sponsors – logos to be smaller than YNZ and HPSNZ
Boom	Personal sponsors allowed to use 50% of the space from the mast back	No restriction on number of sponsors – space underneath NZLST and team sponsor logos on main to be left clear.
Deck	Solus branding allowed – main sponsor	1 – main sponsor (same as main sail)
Hull	Personal sponsors allowed to use the back 30% of the hull	Up to 3 sponsors – logos to be smaller than NZLST logo
Clothing	No competitors branding or personal sponsors allowed on team clothing.	Coaches & athletes will be required to wear Zhik clothing when representing YNZ and the NZLST. This includes but is not limited to events (both domestic & international) on and off shore, in the boat park, travelling as a team to events and at official team functions (prize giving, sponsor events, team events).
Travel / Airline sponsor	N/A	Team members are expected to use YNZ preferred travel partners (Orbit) in and out of NZ, as this accrues significant financial benefits to YNZ. YNZ will not fund alternative airline travel

1. All Personal Sponsorship branding regarding company, sizing, placement and value requires prior approval by the High Performance Director (HPD) or the CEO before implementation.
2. YNZ retains the right to change or alter the branding guidelines at any time.

- When not representing Yachting New Zealand or the NZL Sailing Team you may wear what you deem appropriate, and make every effort not to conflict with existing Yachting New Zealand sponsors.
- Any uncertainty please check with the HPD or CEO.
- Individual sponsors – Boat position represents value. The aim is for us to present ourselves as a professional and organised team. The table outlines the maximum use of space and we will endeavour to keep the boats as neat and as performance focussed as possible. Please consult with the HPD as to how you will place your logos to achieve the above goal.

49er / 49erFX / 470 / Nacra

Indicative positioning/Not to scale

Key



Team Major Sponsor



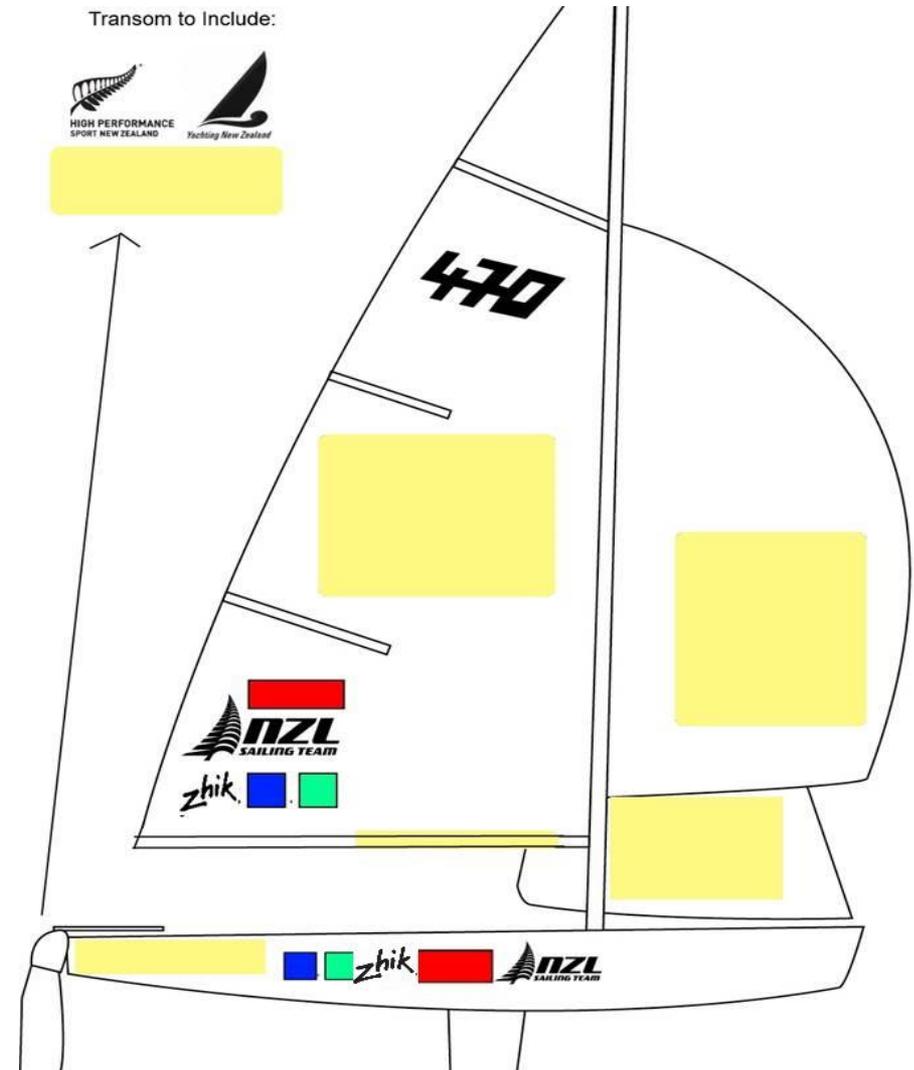
Team Co-Sponsor



Team Co-Sponsor



Personal Sponsor space



Laser / Finn

Indicative positioning/Not to scale

Key



Team Major Sponsor



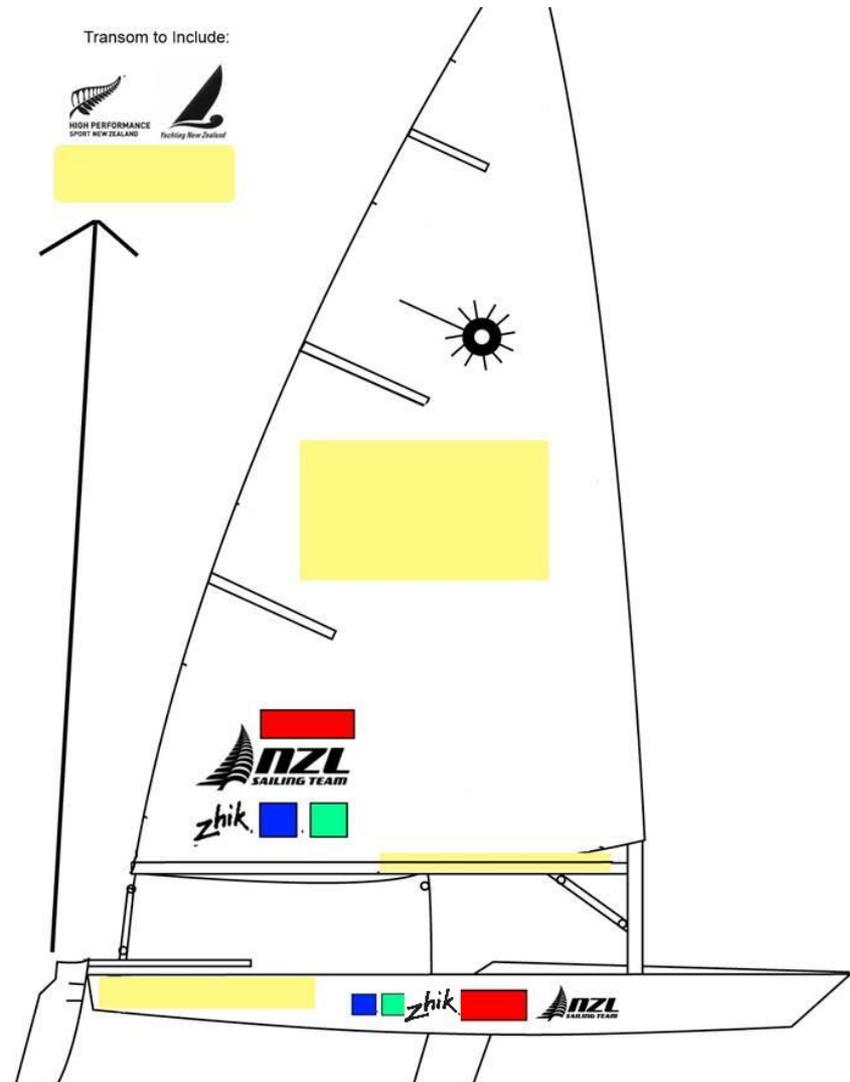
Team Co-Sponsor



Team Co-Sponsor



Personal Sponsor space



RSX / Windfoiling

Indicative positioning/Not to scale

Key



Team Major Sponsor



Team Co-Sponsor



Team Co-Sponsor



Personal Sponsor space

