



Guidelines for Event Sponsorship

(v.5.2 last updated 18/11/20 – master copy is held by the class secretary details below)

Dear all,

Our class is very fortunate to have a number of longstanding and very generous sponsors. Without the support of sponsors, and MUSTO in particular, there would be no class as we know it today. Their ongoing support is therefore critical to the good health of the class.

Please keep in mind that sponsorship is a two sided arrangement, we need to give something back. Sponsors need to:

- (i) receive value for their investment in the class;
- (ii) have their brands positively enhanced by their association with our Class; and
- (iii) maintain their brands integrity and value

Therefore, we cannot do anything that damages or undermines the sponsor's brand.

This is not only a moral obligation. We have legal and ethical obligations to sponsors, including the following.

Please remember the contents of this document when considering local/other sponsorship arrangements. If in doubt, you must consult marketing@mustoskiff.com and secretary@mustoskiff.com

CLASS SPONSOR

Our Class sponsor from the launch of the Class has been MUSTO Ltd; a clothing brand.
<http://www.musto.com/>

Please remember that MUSTO has been a very generous and supportive sponsor, partnering with and investing in the class for 20 consecutive years. Without doubt, the class would not be where it is today without MUSTO, and MUSTO's ongoing title sponsorship is critical to the future of the class.

No events can be sponsored by and no promotion can be displayed by a competitive brand - we need to ensure protection of MUSTO's long-term investment in the class.

In addition, if any accessories or clothing (e.g. event T shirts) are to be produced these MUST be done using MUSTO products. It is a breach of our legal obligation for you to put the MUSTO Skiff class logo on the clothing of another manufacturer. In addition, you cannot create new products for the class using MUSTO branded clothing or items. If you are planning an event and want to consider accessories or clothing options, please contact the Marketing Officer (marketing@mustoskiff.com) who manages the international prize budget with MUSTO, and may be able to help.

EVENT SPONSOR

Further, our class is very fortunate to have:

- (i) ACO as our World Championship title sponsor, and
- (ii) also other event sponsors and partners.

One contractual obligation we have is that **ACO are the exclusive title sponsor for the World's**. They have kindly agreed to consider a joint title sponsor so long as (i) the contribution of the joint sponsor is at least as much as ACO, (ii) the joint sponsor does not receive any greater exposure than ACO, and (iii) the joint sponsor is of a compatible type. **NOTE: ACO have final approval of any proposed joint sponsor, therefore if you are contemplating such an arrangement you must consult marketing@mustoskiff.com and Secretary@mustoskiff.com at the initial stages. Their decision is final.**

CONCLUSION

Please consider the impact of any local sponsors on the principal sponsors and do not appoint event sponsors before discussing the details with the international class association.

Of course there will be individuals who sail within the fleet who may be personally sponsored by competitive brands; MUSTO have kindly agreed not to object to this (you may be aware that this is not allowed by sponsors at Olympic Games and other events).

So ... please, consider the impact of any new sponsors on the principal sponsors and do not appoint them or publish details before discussing it with marketing@mustoskiff.com and Secretary@mustoskiff.com at the initial stages.

We must operate with MUSTO, ACO and other sponsors in a fair and ethical fashion, as well as meeting our legal obligations.

Whilst the title sponsor of the class is MUSTO Limited, ACO has also provided very generous support to Class Worlds events over the years, and other sponsors have provided fantastic support to national events.

The Class rightly prides itself on its strong longstanding relationships with its sponsors. We are very grateful for the huge support that they have provided; we must be fair, ethical and supportive of them.

Class Secretary



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