



IFSC EVENTS 2025 – 2028

SPONSORSHIPS

1. Introduction

The current document shall always be read in conjunction with the IFSC pre-agreement and IFSC Hosting agreement for the IFSC events 2025 – 2028. The purpose of the document is to provide clear outline to the Event Organisers about sponsorships categories and application process to the IFSC events 2025 – 2028.

2. IFSC regulation

IFSC is the owner of all the commercial and non-commercial rights pertaining to the IFSC Event including any component or outcome for use at any time before and after the Event.

IFSC, as owner of the rights on the IFSC Event, guarantees each of its sponsors ("IFSC Sponsors") visibility at its events through, among others, logo placement, gobos, videos, booths, animations, etc. The implementation of these rights will not generate any additional costs to IFSC or to IFSC Sponsors.

At the same time, the IFSC delegates part of the commercial and marketing rights and the sale of commercial advertising space in the IFSC Event to the LOC. In particular, the LOC shall be entitled:

- To execute sponsorship agreements with its own partners ("LOC Sponsors"), provided that:
 - o such sponsors are not in competition with- or active in the same sector as IFSC Sponsors
 - o the LOC has obtained prior written authorisation from IFSC
- To display the LOC Sponsors' logos in accordance with the *Event Branding* annex, provided that:
 - o the LOC has submitted all the necessary graphic elements to IFSC in time
 - o the LOCs duly respects the principle of 50/50 in terms of visibility of IFSC Sponsors versus LOC Sponsors;
- To design, upon prior authorisation and validation by IFSC further materials in addition to those described in the *Event Branding* annex. IFSC-authorised and validated additional materials shall become automatically part of the Branded Materials;
- To carry out joint co-marketing and promotion activities at the Venue.

All Branded Materials where IFSC Sponsors and LOC Sponsors are present shall be displayed in accordance with the *Event Branding* annex.

3. IFSC current sponsors

At the moment of application opening, the IFSC has already signed different contracts with partners. The IFSC partners belong to the following categories. Therefore, the LOC is not authorised to propose any brand/partner in the same categories:

- Safety Gears, Lead
- Safety Gears, Speed: Auto belays
- Climbing Walls

4. IFSC exclusive categories



IFSC has exclusivity in the following categories

- Airlines;
- Apparel;
- Artificial intelligence platforms;
- Audio-visual equipment and home appliances;
- Auto-belay;
- Automobiles;
- Cameras and filming equipment;
- Climbing walls;
- Cosmetics;
- Energy drinks;
- Fan engagement technology;
- Food;
- Healthcare products;
- Images and digital elaboration;
- Network and telecommunications;
- Pharmaceutical products;
- Real estate;
- Safety gear;
- Soft drinks;
- Sports performance and review systems;
- Timing;
- Trading conglomerates company (import, export, and investment);
- Visual communications and mobile devices.

The engagement of tobacco, weapons, and alcohol (brands above 20 (twenty) alcohol percentage) companies as sponsors is prohibited.

5. Application process

During the application phase, the LOC may request to utilise one category slot from the exclusivity list (chapter 4), if the category in question is not already occupied by any IFSC Sponsors.

The IFSC will confirm in writing if the LOC is authorised to occupy the requested category. The IFSC will be the final body to take a decision in this regard.