



# **SOUTH AFRICAN FIGURE SKATING ASSOCIATION**

## **SPONSORSHIP AND FUNDRAISING POLICY**

The following policy, rules and regulations regarding sponsorship and fundraising have been drafted using the latest versions of International Skating Union (ISU) communications regarding sponsorship and uniforms.

## **1. FUNDRAISING EVENTS**

The following applies to all fundraising events to be taking place for any Figure Skater, by either the Figure Skater or their Parents (including any outside body who may have been appointed by the Figure Skater or their Parents) hereafter referred to as “the skater”.

Any and all fundraising events are conducted entirely in the skater’s personal capacity and SAFSA in no way endorses or participates in any official capacity in said events.

## **2. CORPORATE SPONSORSHIP**

The following applies to all corporate sponsorship either sought, or obtained, for any Figure Skater, by either the Figure Skater or their Parents (including any outside body who may have been appointed by the Figure Skater or their Parents) hereafter referred to as “the skater”.

### **2.1. Overriding Regulations:**

- 2.1.1. Any corporate sponsorship and associated advertising are for the skater in their personal capacity, and the relevant Provincial Figure Skating Association of SAFSA bears no responsibility for actions or activities associated with the sponsorship.
- 2.1.2. The corporate sponsorships are not to bring the sport, federation or reputation of other skaters into disrepute.
- 2.1.3. The skater needs to *notify* the relevant Provincial Figure Skating Association of SAFSA for written approval of any corporate sponsorships successfully obtained.
- 2.1.4. Corporate sponsorships may not come from:
  - 2.1.4.1. Tobacco companies or tobacco related products
  - 2.1.4.2. Alcohol companies or alcohol related products
- 2.1.5. Skaters can “group together” to obtain corporate sponsorship as a collective or collection of skaters, subject to all other policies, rules and regulations associated with fundraising and / or sponsorship of an individual skater.
- 2.1.6. Corporate sponsorships shall be the skaters’ personal sponsors, and may not be inferred to be for the federation or team as a whole, without written permission of the relevant Provincial Figure Skating Association of SAFSA first.
- 2.1.7. Corporate advertising linked to a skater is free to be used and may be provided through (but not limited to):
  - 2.1.7.1. Print media releases
  - 2.1.7.2. Online media releases

- 2.1.7.3. Television media releases
- 2.1.7.4. Social media platforms
- 2.1.7.5. Branded clothing (see additional rules and regulations below)
- 2.1.7.6. Branded promotional materials
- 2.1.7.7. Advertising campaigns including the skater
- 2.1.7.8. Skater provided promotional materials
- 2.1.7.9. Personal endorsement
- 2.1.7.10. Brand representation
- 2.1.7.11. Ambassadorial roles
- 2.1.8. Provincial Notification and Approval
  - 2.1.8.1. Prior to finalising or publicly announcing any personal sponsorship agreement, the skater (or their parent/representative) must submit the proposed sponsorship to their relevant Provincial Figure Skating Association for written approval. This process is not intended as a barrier to securing sponsorship. Rather, it is designed to ensure transparency, regulatory compliance, and alignment with SAFSA, ISU, and Provincial policies. The Province may provide guidance where necessary to avoid conflicts of interest, branding infringements, or reputational concerns.

### **3. MARKINGS ON CLOTHING**

#### **3.1. Clothing Worn Off the Ice During Competitions:**

The following applies to clothing worn by Competitors, team officials, Coaches and service personnel and what they may display on their persons and their clothing while being off the ice including in the “kiss and cry” area, the television interview area, during the official warm-up before the competitive performance and during practice sessions at all ISU Figure Skating Championships, ISU Events, and all other Figure Skating competitions organized under the jurisdiction of the ISU.

##### **3.1.1. Association Markings:**

The following association markings may be displayed on the clothing:

- 3.1.1.1. their own name and
- 3.1.1.2. the name and/or logo of their ISU Members and/or
- 3.1.1.3. official ISU Member country abbreviation and/or
- 3.1.1.4. official ISU Member country name
- 3.1.1.5. with letters of maximum 15 cm high.

##### **3.1.2. Advertising Markings:**

The following advertising marking may be displayed on the clothing:

- 3.1.2.1. not more than six advertising markings, trademarks, logos or other distinguishing signs:
  - 3.1.2.1.1. provided they are dignified
  - 3.1.2.1.2. with a maximum of 60 cm<sup>2</sup> each
  - 3.1.2.1.3. do not refer to tobacco or alcohol
  - 3.1.2.1.4. are placed either
    - 3.1.2.1.4.1. on the right breast area of the clothing and / or
    - 3.1.2.1.4.2. on the sleeves of the clothing
- 3.1.2.2. one marking of the clothing supplier may also be displayed, not larger than 30 cm<sup>2</sup>.
- 3.1.2.3. No markings are permitted on boots or blades except:
  - 3.1.2.3.1. the boot manufacturer's name on the boot heel not larger than 10 cm<sup>2</sup>
  - 3.1.2.3.2. and one engraved identification of the manufacturer not larger than 20 cm<sup>2</sup> on each blade and each blade guard.

### **3.2. Clothing Worn On the Ice During Competitions:**

The following applies to clothing worn by Competitors and what they may display on their persons and their clothing during the competitive competition performance, the gala exhibition at the end of an event and for the medal award Victory Ceremony.

- 3.2.1. one manufacturer identification with a maximum of 30cm<sup>2</sup> is allowed on the clothing.
  - 3.2.1.1. In all instances where the item contains elastic material (such as synthetic elastic fibre material known as spandex or elastane), the authorized identification size shall be measured stretched (e.g. as worn by the Skater).
  - 3.2.1.2. no other markings on skaters' costumes are allowed, but only the above-referenced markings on boots and blades.
  - 3.2.1.3. In addition, Skater's costumes may, however, carry the Skater's and his ISU Member's name and/or logo and/or official ISU Member abbreviation. Boots and blades may carry the above-referenced markings.

### **3.3. Clothing Worn in Other Off Ice Areas:**

The following applies to clothing worn by Competitors, team officials, Coaches and service personnel and what they may display on their persons at all other times.

- 3.3.1. additional markings with no limitation in size are allowed
  - 3.3.1.1. provided they are dignified
  - 3.3.1.2. do not refer to tobacco or alcohol

### **3.4. Overriding Regulations:**

- 3.4.1. It is herewith clarified that the allowed display of the name of the skater and / or logo of their ISU member federation and / or official ISU member country abbreviation do not count towards the allowed maximum number and maximum size of the markings indicated in the above rules.
- 3.4.2. Markings may be measured by officials and / or committee members for compliance while being worn.
- 3.4.3. The skater needs to *notify* the relevant Provincial Figure Skating Association of SAFSA of any markings to be placed on official provincial and / or national clothing.

## **4. USE OF FEDERATION NAMES AND LOGOS**

The following applies to the use of federation names and logos by the Figure Skater, by either the Figure Skater or their Parents (including any outside body who may have been appointed by the Figure Skater or their Parents) hereafter referred to as “the skater”.

### **4.1. Applicable Names and Logos:**

- 4.1.1. This section applies to the use of the following names and logo in all fundraising and sponsorship:
  - 4.1.1.1. The South African Figure Skating Association (SAFSA)
  - 4.1.1.2. The relevant Provincial Figure Skating Association of SAFSA
  - 4.1.1.3. The International Skating Union (ISU)

### **4.2. Use of Names and Logos:**

- 4.2.1. Any of the above listed names or logos on any promotional materials, advertising, corporate materials or at any fundraising events can only be used with prior written consent of the relevant Provincial Figure Skating Association of SAFSA.
- 4.2.2. Permission to use “higher ranking” names and logos will be obtained in writing by the relevant Provincial Figure Skating Association of SAFSA. The skater is not permitted to contact those associations directly.

## **5. PAYMENT OF FUNDS OBTAINED**

The following section applies to the payment and / or receipt of funds relating to fundraising and / or sponsorship of a Figure Skater.

### **5.1. Receipt of Funds**

- 5.1.1. Funds obtained for any Figure Skater, by either the Figure Skater or their Parents (including any outside body who may have been appointed by the Figure Skater or their Parents) hereafter referred to as “the skater” through fundraising or sponsorship may:

- 5.1.1.1. Be paid directly to the service provider for the costs being incurred and / or covered by the event / sponsorship.
- 5.1.1.2. Be paid directly into the skater's bank account to cover the costs associated with their skating.
- 5.1.1.3. Be paid into the bank account of someone associated with the skater to cover the costs of the skater.
- 5.1.1.4. Be paid into the relevant Provincial Figure Skating Association of SAFSA "savings account" of the skater.
- 5.1.1.5. All rules associated with the relevant Provincial Figure Skating Association of SAFSA "savings accounts" will then apply.

## **5.2. Receipt of Products**

- 5.2.1. Should cession of or use of products and / or services be granted to the Figure Skater or their Parents (including any outside body who may have been appointed by the Figure Skater or their Parents) hereafter referred to as "the skater" through fundraising or sponsorship, the skater may:
  - 5.2.1.1. Make use of such product provided:
    - 5.2.1.1.1. they are dignified
    - 5.2.1.1.2. do not consist of alcohol or alcohol related products
    - 5.2.1.1.3. do not consist of tobacco or tobacco related products

## **6. MARKETING**

### **6.1. Marketing Materials:**

- 6.1.1. Skaters can generate their own promotional and / or marketing materials in their own capacity provided:
  - 6.1.1.1. They do not to bring the sport, federation or reputation of other skaters into disrepute.

## **7. CONFLICTS OF INTEREST**

- 7.1. Should a conflict of interest occur between a skater's personal sponsor / fundraising event and a sponsor of either:
  - 7.1.1. The International Skating Union (ISU)
  - 7.1.2. The South African Figure Skating Association (SAFSA)
  - 7.1.3. The relevant Provincial Figure Skating Association of SAFSA
  - 7.1.4. Any figure skating event

- 7.2. Then the sponsor of the entities listed above take preference. As such, it is to be a condition of sponsorship that names and logos of personal sponsors be covered up should federation and / or event sponsors require it.
- 7.3. *The Skater agrees that any current or future sponsorship, endorsement, or commercial agreement entered into with a third party (hereinafter referred to as a "Sponsor") shall be **subject to and subordinate** to the terms and conditions of any existing or future sponsorship, endorsement, or commercial agreements entered into by the International Skating Union (ISU), the South African Figure Skating Association (SAFSA), or any Provincial Skating Association (collectively referred to as "Governing Bodies").*
- 7.3.1. *The Skater shall ensure that any such Sponsor expressly acknowledges in writing, within their respective agreement, that:*
- 7.3.1.1. *The Skater's obligations to the Governing Bodies take precedence over any obligations to the Sponsor.*
- 7.3.1.2. *The Sponsor shall not interfere with, conflict with, or diminish any rights granted to or obligations owed to the Governing Bodies.*
- 7.3.1.3. *In the event of a conflict between sponsorship obligations, the Skater shall be entitled and obliged to comply with the terms of the Governing Bodies' agreements.*
- 7.3.2. *The Skater further agrees to provide copies of any third-party sponsorship contracts to SAFSA for review and confirmation of compliance with this clause prior to final execution.*

## **8. CONCLUSION**

- 8.1. All skaters, or their Parents (including any outside body who may have been appointed by the Figure Skater or their Parents) are reminded of their responsibility to the greater figure skating community when performing fundraising events and / or obtaining personal sponsorships. If there is any doubt about an event or sponsorship, the skater is to please seek clarification from the relevant Provincial Figure Skating Association of SAFSA before proceeding.
- 8.2. All skaters, or their Parents (including any outside body who may have been appointed by the Figure Skater or their Parents) are also reminded that any marketing / fundraising / sponsorship / media releases / advertising are done in their own capacity and the relevant Provincial Figure Skating Association of SAFSA cannot be held liable for the actions of the skater, or their representatives in this regard.