ISSF

ISSF MARKETING GUIDE 2026

CONTENTS

2	Overview
3	Contacts
4 - 5	Event Branding
6 - 15	Sponsors and Advertising
16 - 24	Banners Mock Ups
25 - 26	Bibs
27 - 28	Accreditation Cards
29 - 31	Web and Print Promotion and Advertising Material
32 - 34	Hospitality
35 - 37	Media and Advertising Checklist
38 - 40	Banners – Examples from 2025 events

OVERVIEW

This Marketing Guide is in accordance with and a visualization of the existing advertising rules and is meant as a guideline to work with for the World Cup and World Championship organizers. For further detailed information please see the ISSF Advertising Rules, which can be found on the ISSF website.

Please note that this Marketing Guide may be subject to changes. When a change is made, the online version at this link will be made available at the soonest and all LOCs will be duly informed. Updates will also be communicated through ISSF's official newsletter, to which we kindly ask you to subscribe

For any questions or concerns, please contact ISSF Marketing Unit: marketing@issf-sports.org.

DEADLINES: for any activity/action required and indicated in this Guide, please refer to the checklist at the end of the document. Kindly note the deadlines have to be considered as strict. Any delay in respecting such deadlines will result in ISSF taking necessary measures, in order to fulfill the assignment.

ISSF CONTACTS

Marketing Unit General:
marketing@issf-sports.org

Head of Marketing:
Andrea Cuneo: a.cuneo@issf-sports.org

Marketing Unit team:
Maddalena Ercolani: m.ercolani@issf-sports.org
Mirella Seletto: m.seletto@issf-sports.org

Event Coordinator:
Roberta Cocozza di Montanara: roberta@issf-sports.org

Event Branding World Cup and World Championships

EVENT BRANDING

2.1 World Cup Events

For the World Cup events, ISSF is responsible for layout and look and feel. Such items will be the same for all the venues and competitions. The name of the resort and the event logo will be the only item changing from event to event.

LOC is entitled to create their own event logo, which must be approved by ISSF in advance and will be incorporated by ISSF in the Title Event. The LOC not entitled to either create or modify any item on the branding. All creations and modifications will be done by ISSF.

Graphics sample:
[LOC Event LOGO] ISSF World Cup 2026 [Resort Name]
LOC will receive the Title event layout in due time and under no circumstances such logo and title event is to be altered.

EVENT BRANDING

2.2 World Championships

LOCs hosting world championships are entitled to design a dedicated event logo, along with look and feel. Such items must be nonetheless compliant with the instructions that will be given by ISSF Marketing Unit and are subject to approval by ISSF before any promotion or production process is carried out.

Please contact the ISSF Marketing Unit to discuss the preliminary ideas on the graphic designs and receive the instructions on how to create the design.

Graphics proposal must be sent to ISSF Marketing Unit no later than 6 months before the event.
Please note: should the LOC, for any reason, not be able to or decline the offer to create the logo and the overall design in the requested timeline, ISSF will take over the task and create it on LOC’s behalf.

Rules for Sponsors and Advertising

SPONSORS AND ADVERTISING

3.1 ISSF International Sponsors

ISSF international sponsors are managed by ISSF Marketing Unit and valid for all World Cup and World Championships events. Such sponsors are divided into different levels of priority and visibility as follows:

Platinum
Gold
Silver
Bronze

3.2 Branch Exclusivity

All ISSF sponsors have branch exclusivity towards any potential local sponsors, therefore the product categories in which the ISSF Sponsors fall in may not be granted to any local sponsors.

SPONSORS AND ADVERTISING

3.3 Exceptions to Branch Exclusivity

Should LOC request an exception to the branch exclusivity, such exception must be clearly submitted to ISSF along with an official request and motivation; ISSF will then evaluate such request and the conditions that may apply. Please note such exception will be shared with the International sponsors, in order to be granted full permission by all stakeholders. As the ISSF sponsors tend to either change or increase also during the season, it is ISSF's responsibility to inform the LOCs in due time about the branch exclusivities, in any case no later than 60 days before the competition.

All these branch exclusivities apply for the whole event in TV relevant areas and in any case in all areas indicated by ISSF.

The LOC assures that no competitors are present with their branding in any commercial or public area of the event (inside and outside the TV-range). In case of any questions or uncertainties regarding exclusivities, please contact ISSF Marketing Unit.

Should such instructions not be followed by the LOC, ISSF has the right to immediately remove all the non-approved logos/branding, or in any case all the logos/branding not complying with the branch exclusivity.

SPONSORS & ADVERTISING

3.4 ISSF Sponsor Rights

The ISSF International Sponsors have the right to promote their products and services on site during the events. Should a sponsor be interested in promoting their products, ISSF will inform the LOC to coordinate the planning of the promotion.

The details of these promotion activities must be coordinated with ISSF and have to be agreed by the LOC or the respective marketing rights holder.

SPONSORS AND ADVERTISING

3.5 LOC Sponsors

In order to carry out the activities at best, the LOC is required to comply with the following instructions:

- Send the list of potential local sponsors to ISSF for approval, no later than 90 days before the event. Any request for sponsor arriving after this time will be considered NOT APPROVED.
- Once a sponsor is approved, LOC may enter into agreement with such sponsor; it is crucial that no agreements are to be signed before ISSF has approved every single request.

ISSF Marketing Unit will send the LOC a sample document to be filled in with potential local sponsors. Once received, the LOC must duly fill it with the requested information and share it with ISSF Marketing Unit for discussion and approval.

In no case the LOC may enter into any discussion or close any agreement BEFORE ISSF have officially approved the potential sponsor. ISSF reserves the rights to remove all advertising of Local sponsors not specifically approved beforehand.

Should the LOC request the presence of a Local sponsor falling into any branch already secured by an ISSF international sponsor, ISSF may exceptionally grant such presence, although restrictions in the sponsor's visibility will apply (please refer to paragraph 3.3).

SPONSORS AND ADVERTISING

It is intended that, should any competitor become a local sponsor after the ISSF approval, such sponsor may be present with branding only and in no case be allowed to promote commercial products or activities.

Please note all local sponsors will appear in the branding under the title “LOCAL SPONSOR” (please refer to the mock ups in the dedicated paragraphs).

3.6 Sponsors Visibility and Bannering

The Sponsor visibility and bannering in the venue and competition range/hall must be in full harmony with the official venue layout and dressing as conceived and designed by ISSF.

In order to reach the best result, LOC must:
- Identify all areas that are suitable for advertising, either within or outside the TV range
- Measure areas and send photos and maps to ISSF
- Share any available screens/videowalls for advertising use and agree on the schedule of content to be displayed.

SPONSORS AND ADVERTISING

3.7 ISSF Approval Process

Upon reception of such documents and the list of potential local sponsors, ISSF will:
- Define the advertising areas.
- Approve and select all sponsors having right to appear in such areas
- Create the layout of the banners and send it to the LOC

Please note: The graphics layout is created by ISSF and under NO circumstances can be altered, unless by ISSF itself.

IMPORTANT: Once the advertising areas are defined and approved by ISSF, no other areas may be considered suitable for advertising, unless duly submitted to ISSF and subsequently approved. ISSF reserves the right to remove advertising from any area not approved in advance by ISSF.

SPONSORS AND ADVERTISING

3.8 Frequent Updates

Frequent updates between LOC and ISSF Marketing Unit are important. Keep ISSF Marketing Unit informed about local sponsor activities, open advertisement space that could be acquired, arising issues etc. ISSF Marketing Unit will contact LOC if ISSF sponsors are planning on doing sponsorship activation on-site.

3.9 Duties of ISSF

To define the advertising rules and guidelines for marketing and implementation of sponsor rights, ISSF has an overview of all marketing related issues whereas at the event the ISSF Event Coordinator or ISSF Marketing manager is the contact person.

ISSF Marketing Unit managers will be your primary contact for marketing related questions during the preparation and implementation of the ISSF World Cup and Championships event. During the event, ISSF Event Coordinator will be the person to rely on for the set-up and the overall coordination of the event.

Costs of banner production: ISSF will cover the costs of the banner production and printing, with limitations to the banners explicitely designed and confirmed by ISSF. Costs will be covered under the conditions that a production quote has been submitted in advance to ISSF, and upon reception of an invoice.

SPONSORS AND ADVERTISING

3.10 Duties of the LOC

The LOC has to provide the necessary preparation of the sponsor area inside the TV-range in prior consultation with the ISSF Marketing Unit. In addition, LOC is responsible for a clean appearance of the sponsors outside the TV-range, in accordance with the ISSF Event Coordinator.

LOC is asked to provide assistance for the set up and dismantling of all advertising material on site one to two days before and after the event. All information required will be communicated by ISSF Marketing Unit in due time before the season starts.

All advertising material inside the TV-range must be according to the guidelines set forth in the ISSF Advertising Rules and Marketing Guide. In the event that the advertising material does not conform to these, ISSF MU reserves the right to undertake all the necessary amendments.

SPONSORS AND ADVERTISING

3.10 Title Sponsor

International Title Sponsor (ISSF official title sponsor)

Should a title sponsor be officially confirmed by ISSF, such sponsor will have priority on any local sponsors.

Moreover, the International title sponsor will be granted the following rights:

- World Cup and Event Title renamed with the sponsor's company name (eg: "[Sponsor Name] ISSF World Cup 2026), in all main advertising banners
- Prominent position in all advertising and ceremony banners
- Rights to promote and showcase products all over the venue areas
- Clear visibility on TV graphics

SPONSORS AND ADVERTISING

3.11 Local Title Sponsor

Should an International title sponsor not be secured and should a LOC be interested in securing a title sponsor solely for their own event, such sponsor may be approved by ISSF provided some conditions apply (eg: not being part of the shooting sports industries, or direct competitor to any ISSF international sponsors).

Such sponsor has to be mandatorily approved by ISSF no later than 90 days before the event.

Once approved, ISSF is to be recognized a fee, the amount to be defined as a percentage of the total sum paid by the title sponsor.

Banners, BIBs and Accreditations

BANNERS MOCK UPS

4.1 Banners Layout

Please note: ISSF is the sole responsible for creating the layout of the banners, including podium and mixed zone, listed in the following chapters.

Under no circumstances is the LOC allowed to alter the layout provided by ISSF. The mockups presented in the following chapters duly illustrate the positioning and the sizes of the logos entitled to appear on the banners. The mockups presented are to be considered as mandatory; ISSF may choose to create additional banners based on the layout of each venue (decision to be made following the site survey). Sizes of the banners are to be considered as standard: sizes can be adjusted to fit some locations in specific venues, if such adjustment is considered necessary by ISSF after the site survey and/or consultation with the OC.

The following banner dimensions are the official recommendation of the ISSF to organising committees based on 12 months of advanced research and development with OCs across the globe. For each sponsor banner, the ISSF provides a maximum dimension and minimum dimension, which is based on real-world shooting sport venues where the banners have been displayed in 2024.

BANNERS MOCK UPS

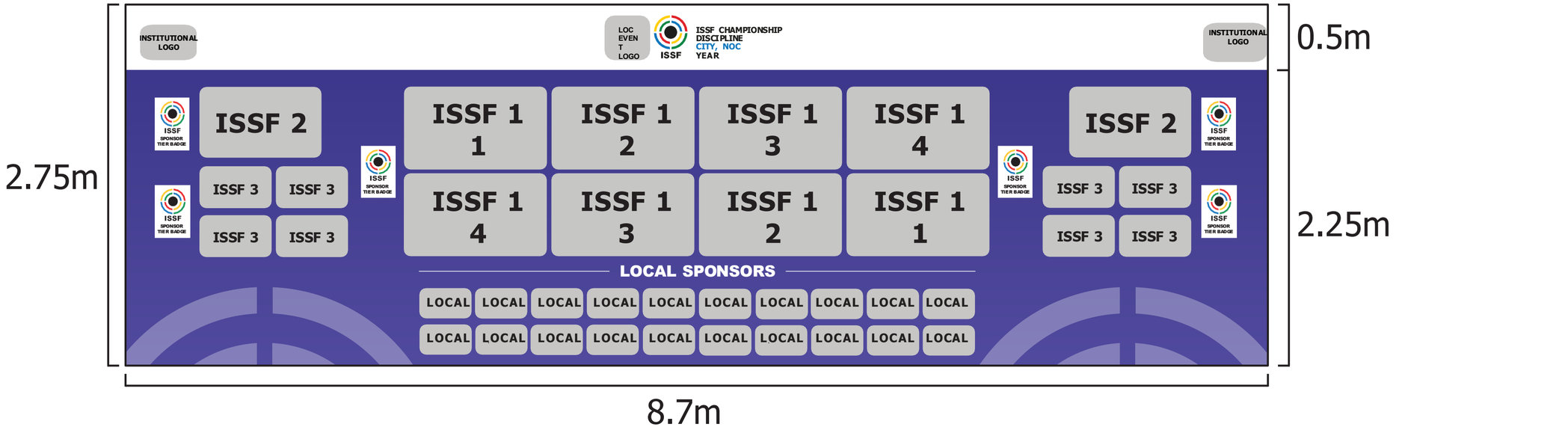
We understand that every single range across the globe has different areas for banners to be placed, and these sizes may not perfectly fit everywhere and are therefore a guide to ensure that ISSF and local sponsors are appropriately and proportionally promoted. In the case where the maximum of minimum dimensions are not possible, please seek confirmation from the ISSF Marketing Unit.

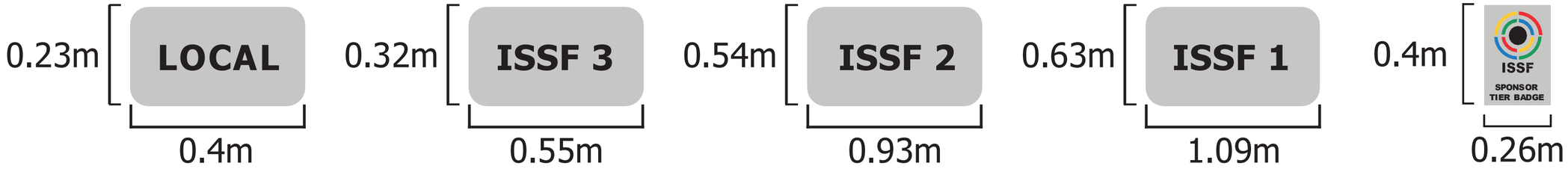
It is not allowed to alter or modify sizes and positions of the logos.
The file of logos of:
- Local Institutions
- Local Sponsors
- Resort Logo

Must be sent by the LOC to the ISSF strictly respecting the deadlines indicated in the checklist at the end of the documents; after the expiration of the deadline, ISSF retains the right to proceed with the standard layout and international logos, therefore NOT including any local sponsor or local institution. The LOC is not allowed under any circumstances to add or change logos by altering the layout sent by ISSF.

BANNERS MOCK UPS

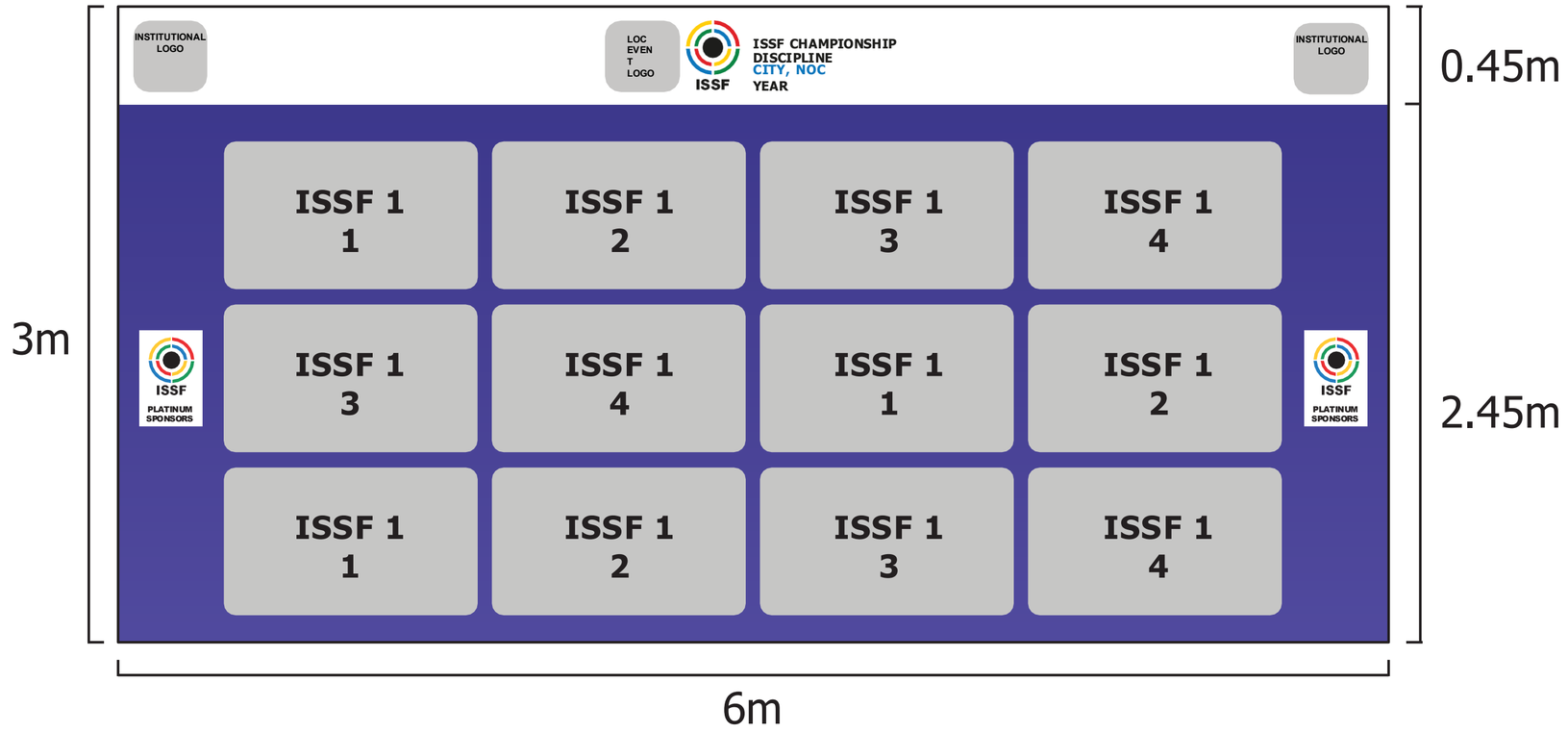
4.2 Shotgun Events: Shotgun Range Banner

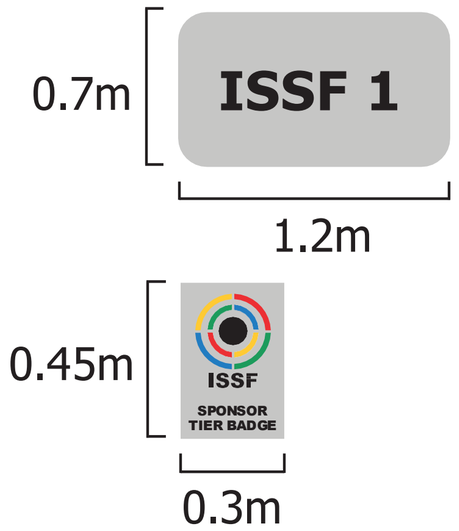




BANNERS MOCK UPS

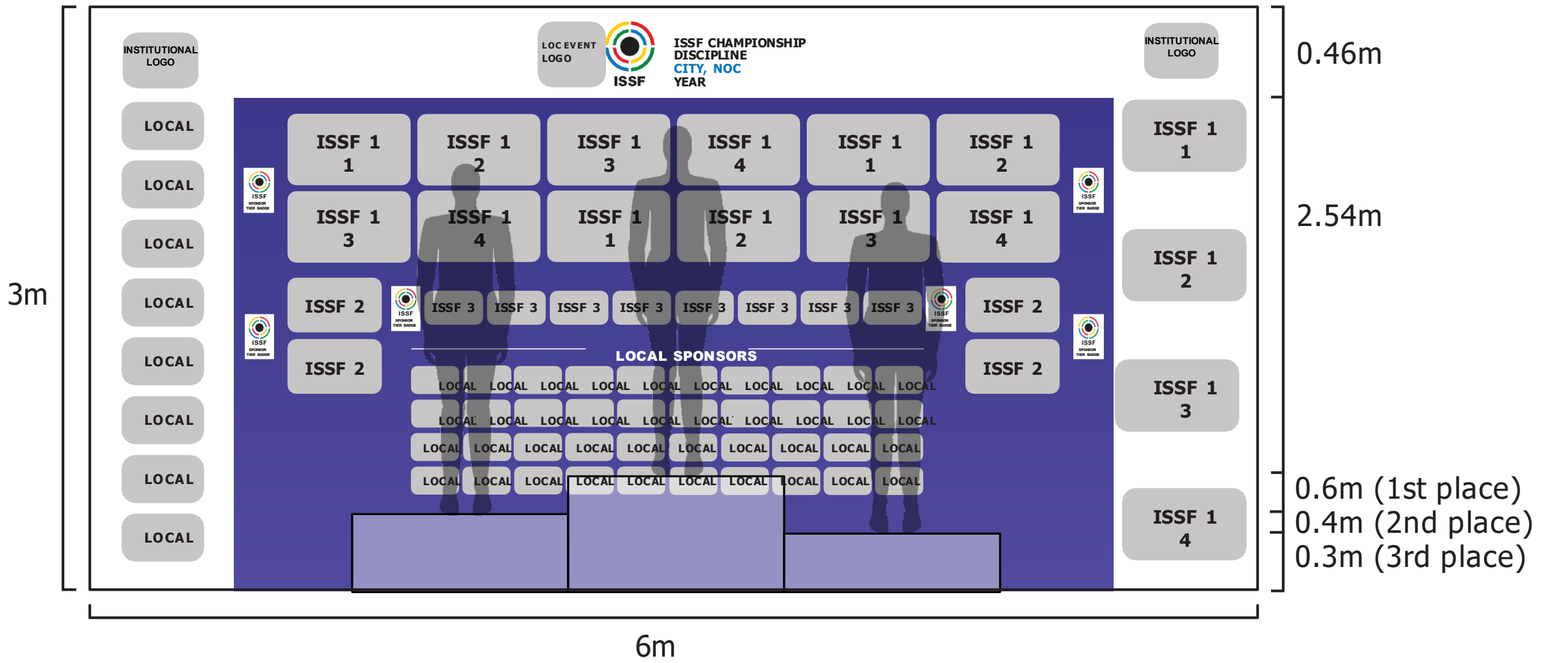
4.3 Standalone Banners (ISSF Platinum Sponsors)

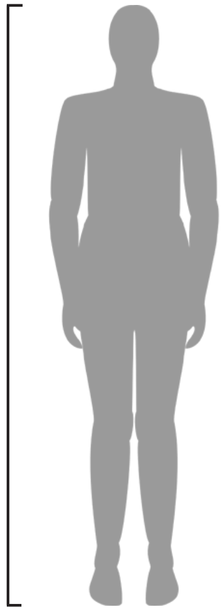




BANNERS MOCK UPS

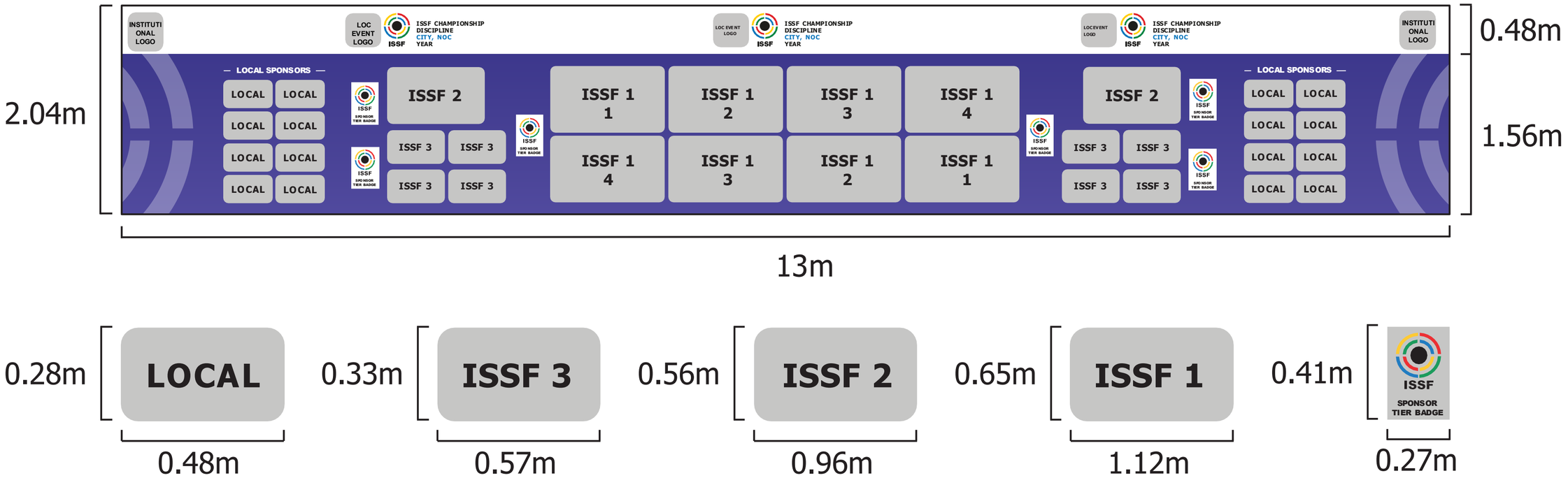
4.4 Ceremony Podium





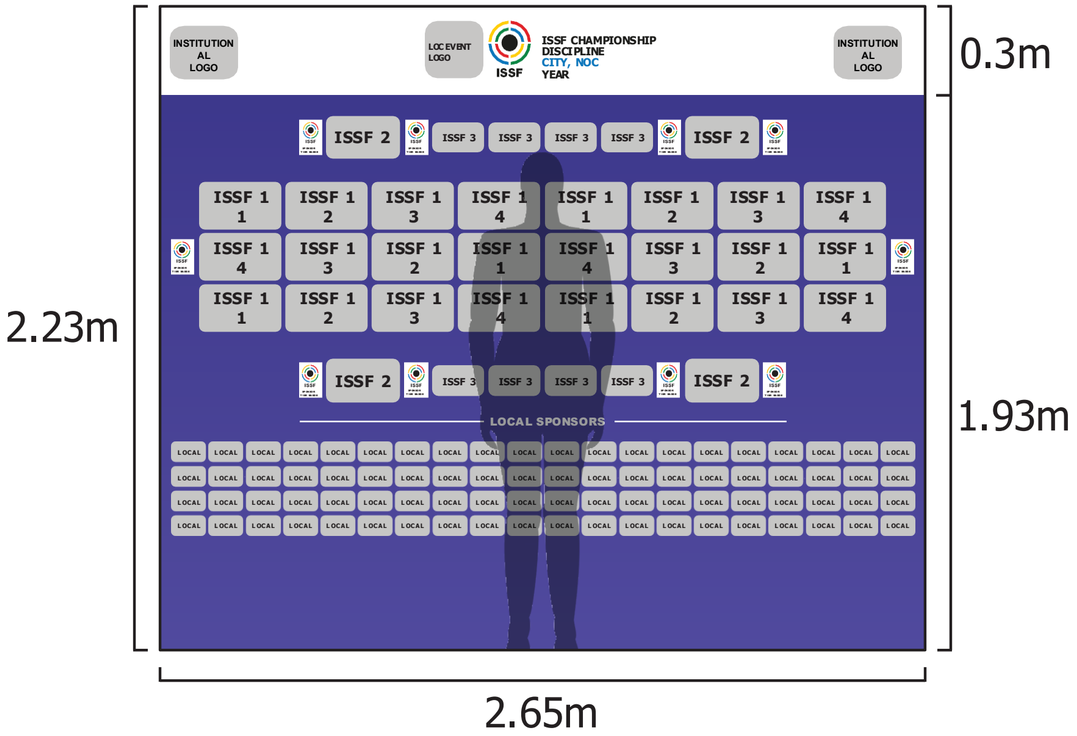
BANNERS MOCK UPS

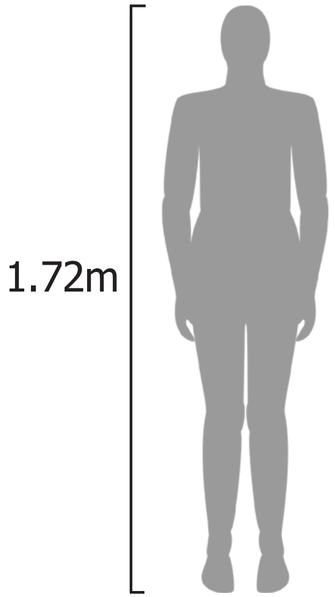
4.5 Rifle/Pistol Final Hall

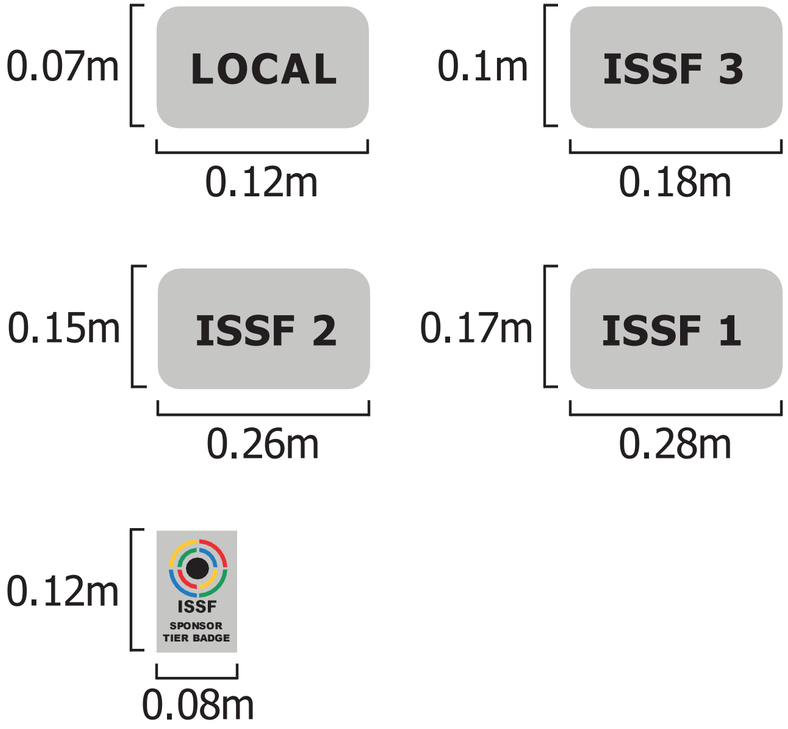


BANNERS MOCK UPS

4.6 Mixed Zone Wall

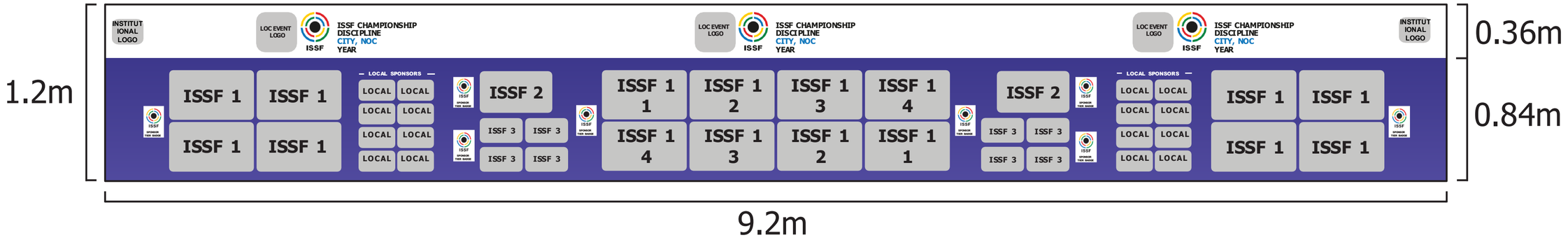


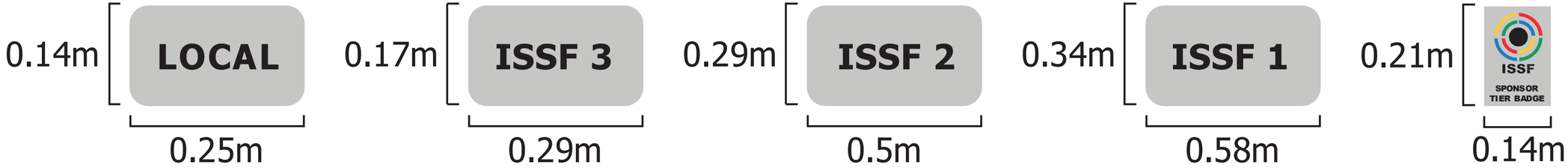




BANNERS MOCK UPS

4.7 Coaches Board





BANNERS MOCK UPS

4.8 Audience Board

BIBS

5.1 Bib Numbers

The ISSF logo (on the right side when wearing the bib) and the official Event logo (on left side when wearing the bib) must be put on the strap of all starting bibs as well as on the bib of the World Cup discipline leader (the leader bib).

The maximum size for the logo is 6 cm x 6 cm.

Additionally, the advertising space on the bibs is allocated as follows:

- ISSF Logo
- Event logo
- Platinum Sponsors Logo
- Institutional logo
- Resort Logo
- Title sponsor logo (if present)

BIBS

5.2 Production of Bibs

Final BIB layout (including logos and printouts for athletes) are available after the Late Entry Deadline, so 3 days before the Official Arrival Day.

ISSF takes care of sending the “ready-to-print" version to the LOC, after the abovementioned time frame.

ACCREDITATION CARDS

6.1 Accreditation Cards

The advertising space is allocated as follows:
- ISSF logo
- Event Logo
- ISSF Platinum Sponsors
- Institutional Logo
- Resort Logo
- Title Sponsor logo (if present)

ACCREDITATION CARDS

6.2 Production of Accreditation Cards

The ‘ready to print’ Accreditation Cards are available after the Late Entry Deadline, so 3 days before the Official Arrival Day.

Web and Print Promotion

WEB AND PRINT PROMOTION AND ADVERTISING MATERIAL

7.1 Logos

The following logos must be included in a prominent position and size on all advertising material and website home page:

- Official ISSF logo
- Official Event logo
- ISSF International Sponsors
- Institutional Logo
- Resort Logo
- Title Sponsor logo (if present)

WEB AND PRINT PROMOTION AND ADVERTISING MATERIAL

The following are to be included in a less prominent position and size on all advertising material and website home page:

- Local Sponsors

7.2 Event related promotional materials include, but are not limited to:

- Posters
- Programs
- Invitations
- Event website home page
- LOC website on the page dedicated to the event

WEB AND PRINT PROMOTION AND ADVERTISING MATERIAL

7.3 Approval

All event related print materials must be sent to ISSF MKTG Unit a minimum of 10 days before production for approval. Please send to: marketing@issf-sports.org.

7.4 Promotion

Promotion of the event must be planned in close coordination with ISSF Media team.

Please liaise with ISSF regarding:

- Content and timing of PR/promo plan
- Sharing of Comms' Plan (LOC and ISSF)
- International promotion

Hospitality

HOSPITALITY

8.1 VIP Area

The VIP AREA is implemented when and if expressively requested by ISSF.
In order to implement the VIP AREA in a World Cup or World Championship event, the OC must provide the following requirements:
The VIP Area must cover a space of at least 30m2.

To ensure a comfortable environment for guests, the VIP Area should include:

proper seating arrangements;

a small catering service (snacks, refridgerator with fresh drinks, coffee, tea, a person in charge of serving f&b to the guests, a person who must check that people who enter the VIP Area are compliant with ISSF instructions given on site by the Event Coordinator);

a monitor linked with the results and the ISSF Live channels;

A free wi-fi to allow guests using internet.

It must be positioned to guarantee a clear view of the competition field and easy access without interfering with athletes, officials, or media operations. If positioning the VIP Area with a clear view of the competition field is not possible, VIP Seatings to watch the finals should be arranged. The seats must be discussed together with the ISSF Event Coordinator before each final.

HOSPITALITY

8.2 VR Area

As provided in the Host Agreement, a dedicated VR area will be required. This area cannot be branded with other sponsors unless previously requested and approved by ISSF.

8.3 Merchandising Shop

The MERCHANDISING SHOP is implemented when and if expressively requested by ISSF.

In order to implement the MERCHANDISING SHOP in a World Cup or World Championship event, the OC must provide the following requirements:

A proper storage area for ISSF materials;

A visible store where the ISSF Merchandise could be sold during the competition;

A person in charge of the store and allowed to make payments both in cash and by card.

Further details must be discussed and approved by ISSF.

The Event Coordinator will be the referent point on site for the shop.

HOSPITALITY

8.4 Food and Beverage

The presence of sponsors in this category must be verified with the ISSF Marketing team.

If ISSF sponsors are present, their products will take priority over any competing suppliers, which must be removed or replaced.

Products such as bottled water may be provided freely, but ISSF logos cannot be used for these activities.

8.5 ISSF Marketing Approval

The final positioning and branding of the VIP Area and Mixed Zone must be reviewed and approved by ISSF Marketing staff before the event.

On-site checks will be carried out to ensure compliance with ISSF guidelines.

HOSPITALITY

8.6 VIP Tickets

The organizer has to deliver the following VIP tickets:
- Platinum Sponsors: 4
- Gold Sponsors: 2
- Silver Sponsors: 1
- ISSF: 20 VIP tickets with hospitality
- ISSF: 10 Parking tickets

VIP tickets are intended to be delivered free of charge.

Checklist

MEDIA AND ADVERTISING CHECKLIST

ITEM	RESPONSIBILITY	TIME	DESCRIPTION
Site Inspection	LOC/ISSF	6-3 months prior the event	ISSF plans a site inspection on selected venues; interested LOCs will be duly informed by ISSF about arranging a suitable date and time
Venue Maps and Photos	LOC	4 months prior the event*	LOC sends all documents via email to ISSF
Define ADV Areas	LOC	4 months prior the event*	LOC must define all venue areas that can be used for bannering and advertising
Confirmation of ADV Areas	ISSF	4 months prior the event	ISSF confirms all venue areas suitable for bannering and advertising
Search of Local Sponsors	LOC	3 months prior the event	LOC sends to ISSF the list of potential local sponsors BEFORE any agreement is signed

***Please note: all deadlines marked with * must be strictly respected. Should any delay occur, ISSF retains the right to proceed with the standard layout and bannering, thus NOT including local sponsors' and local institutions' logos.**

MEDIA AND ADVERTISING CHECKLIST

ITEM	RESPONSIBILITY	TIME	DESCRIPTION
Approval Local Sponsors	ISSF	3/2 months prior the event*	ISSF reviews the list and approves/denies potential local sponsors
Send logos	LOC	1 month prior the event*	LOC sends ISSF all logos (event and sponsors) in high res suitable for printing
Layout bannering	ISSF	1 month prior the event	ISSF creates the layouts of all bannering and advertising and sends it to the LOC – no need for the LOC to approve them
Layout Lanyards	LOC	3 weeks prior the event	LOC creates the layout of the lanyards and sends it to ISSF for approval
Print bannering Production lanyards	LOC	1 month/3 weeks prior the event	LOC prints the banners following the instructions listed in the pages above LOC produces the lanyards
Approval print	ISSF	3 weeks prior the event	ISSF reviews and approves the printed material – please send pictures via email
Set up bannering	LOC	2 days before the event	LOC takes care of setting up all banners

MEDIA AND ADVERTISING CHECKLIST

ITEM	RESPONSIBILITY	TIME	DESCRIPTION
Approval set up	ISSF	1 day before the event	ISSF approves the final set up – either via email or onsite
Camera test	LOC/ISSF	1 day prior the event	LOC and ISSF must agree on a suitable time to carry a camera test for advertising
Printing expenses	ISSF	Upon invoice	ISSF bears the costs of printing and producing the banners – only the ones specifically designed by ISSF
BIBs and accreditation card layout	ISSF	3 days before event	ISSF sends the OC the files with the completed BIB and Accreditation cards
Print BIBs and accreditation cards	LOC	After reception of the files	LOC prints all bibs and accreditation cards
Start/result lists	ISSF/LOC	During event	ISSF creates the official layout and the LOC must print out and distribute the lists

BANNERS – EXAMPLES 2025 EVENTS

PODIUM

SHOOTING RANGE BANNER

Examples are indicative and may not necessarily depict exact size and positioning of logos

BANNERS – EXAMPLES 2025 EVENTS

SHOOTING RANGE BANNER – SIDE POSITIONING

Examples and indicative and may not decessarily depict exact size and positioning of logos

BANNERS – EXAMPLES 2025 EVENTS

FINAL HALL BANNERS

FINAL HALL AUDIENCE BOARD

Examples and indicative and may not decessarily depict exact size and positioning of logos