

**CHALLENGER OF RECORD & DEFENDER**  
**AMERICA'S CUP 36**

**Notice to Competitors**  
**N°16**

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**To:** All Competitors in the 36<sup>th</sup> America's Cup  
**From:** Royal New Zealand Yacht Squadron and Circolo della Vela Sicilia  
**Subject:** Event Branding according to the AC75 Class Rule 30  
**Date:** 30<sup>th</sup> June 2019

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Dear Competitor,

As per the AC75 Class Rule 34.I, please find attached the Event branding relating to the AC75 Class Rule 30.I.

The stickers supplier's details, as well as the ordering procedure, will be circulated by CORD in due course.

Kind regards,



Cathy Ryan  
COR Team Liaison

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# EVENT BRANDING

ACCORDING TO AC75 CLASS RULE 30

## THE MAINSAIL

The Official Event Logo and the team's country flag ('stickers') shall be displayed on both sides of the mainsail. The stickers shall be positioned within 6.6 meters from the top of the mainsail, in such a way that they are centered and their top edge is parallel to the mast upper plane, as per the graphics below.

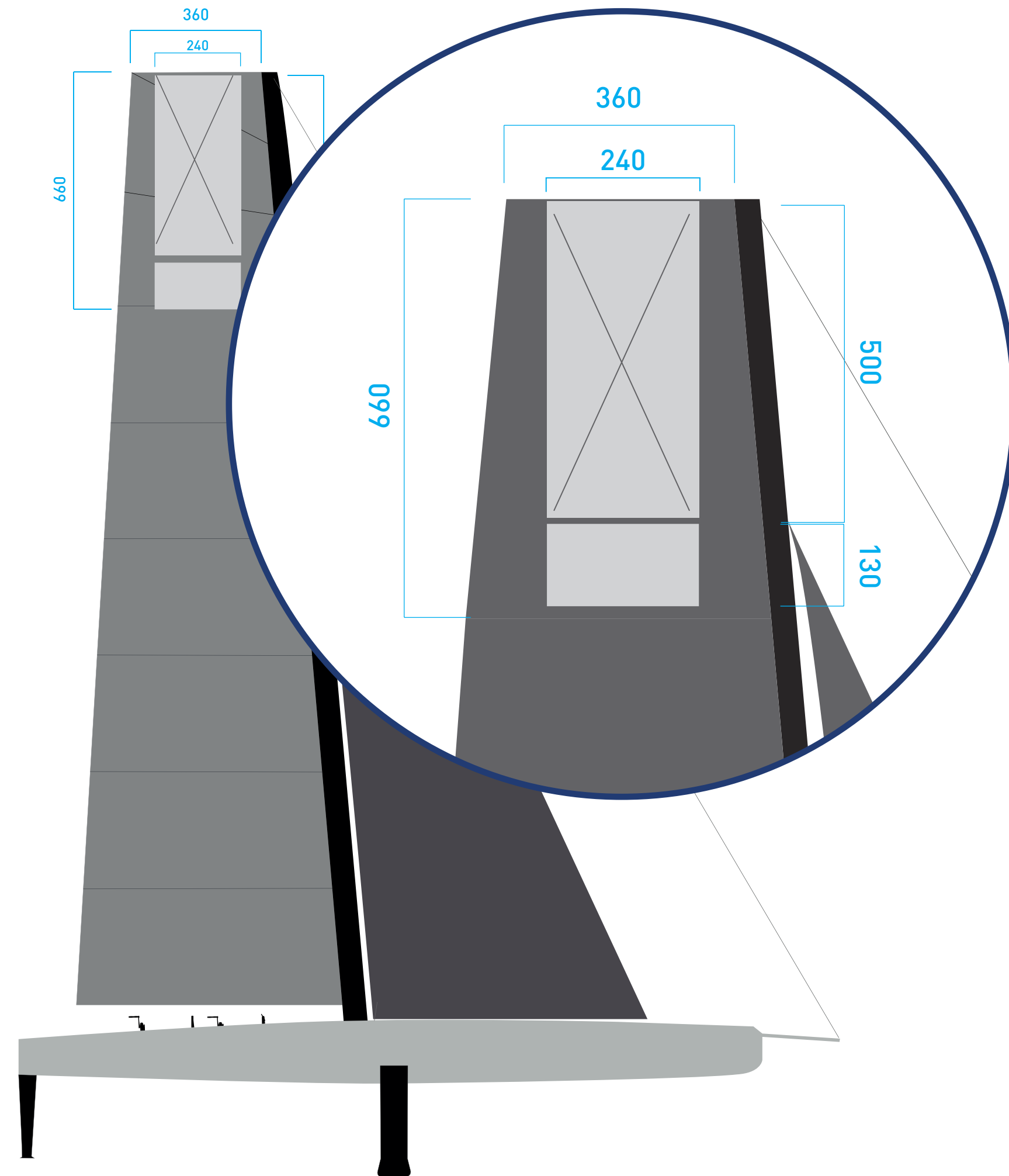
A gap of at least 20 centimeters shall be left between the bottom of

the Official Event Logo and the top of the team's country flag stickers.

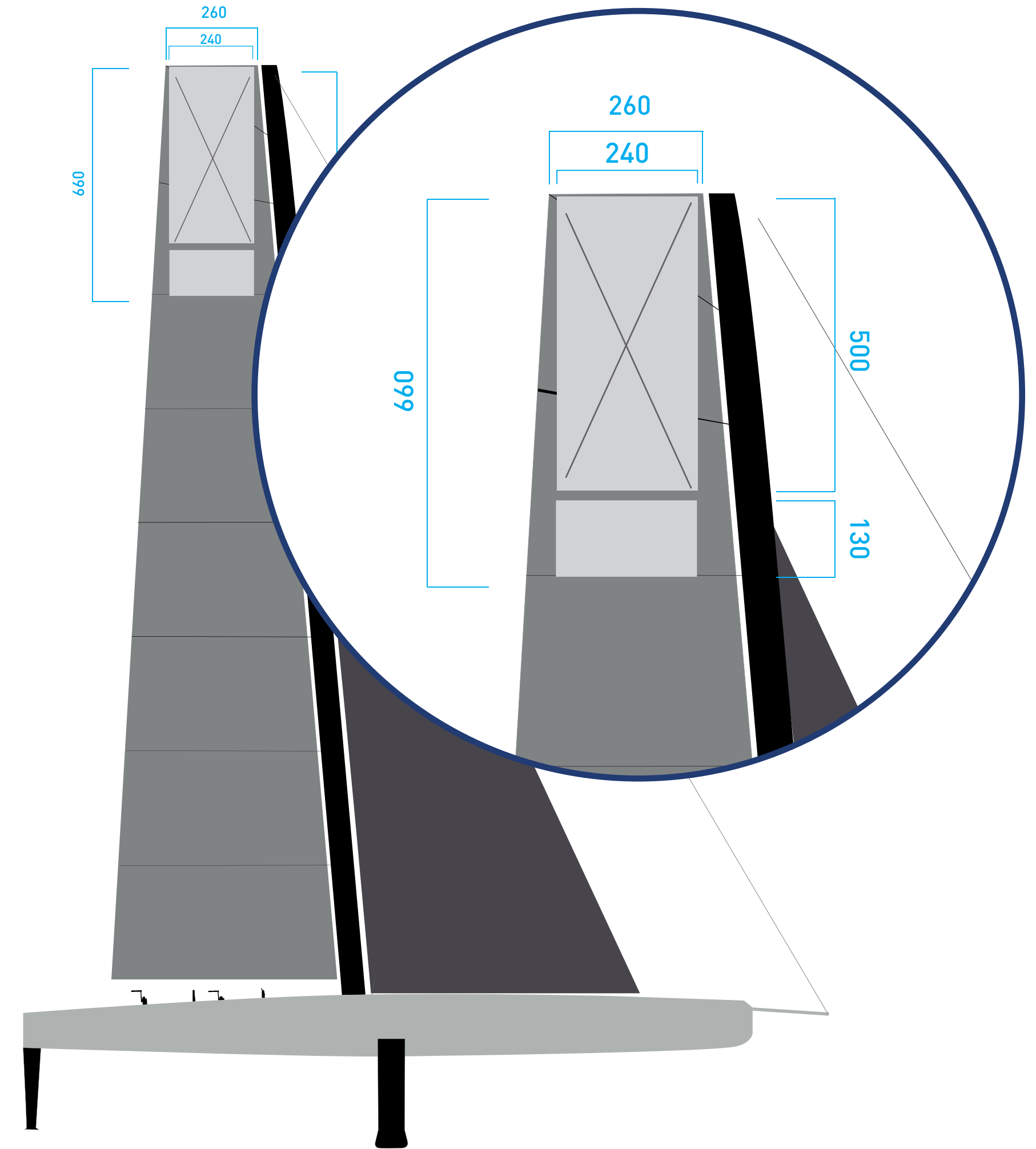
No advertising, other signage or graphics (including sail vision stripes) shall be applied within the top 6.6m of the mainsail.

The top 6.6 metres of the mainsail event and flag branding ('stickers') will be supplied in one size (indicated below) in an adhesive vinyl of the approximate weight of 120-150g/sqm.

### MAX. SAIL SIZE



### MIN. SAIL SIZE



# THE HEADSAIL

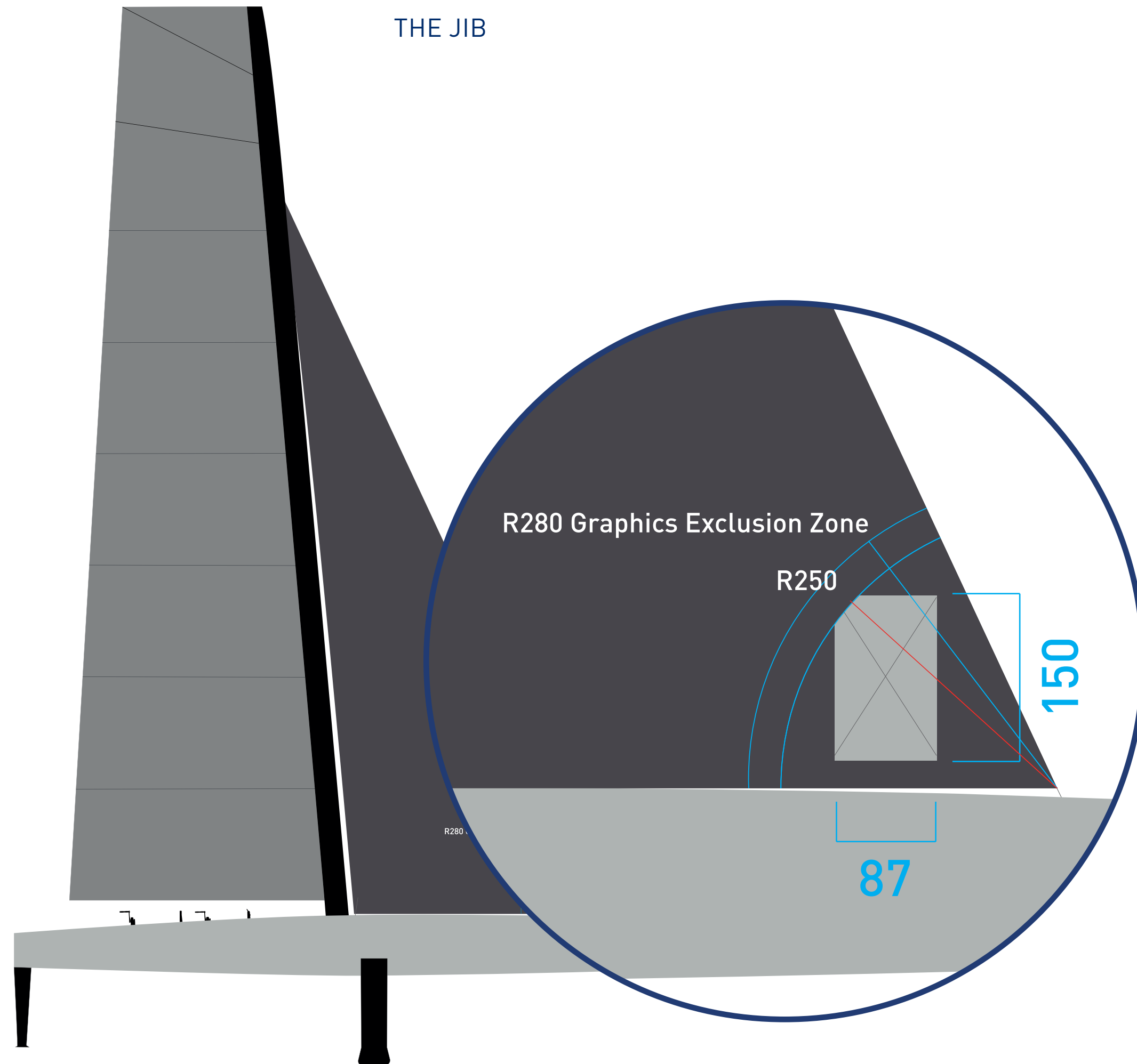
## CODE ZERO & JIB

The Official Event Logo shall be displayed on both sides of the Jib and Code Zero; the supplied logo will be 150 cm high, it shall be positioned to be as vertical as possible and all its area shall be within a maximum radius distance of 250 cm from the tack of the sail, as per the below graphics.

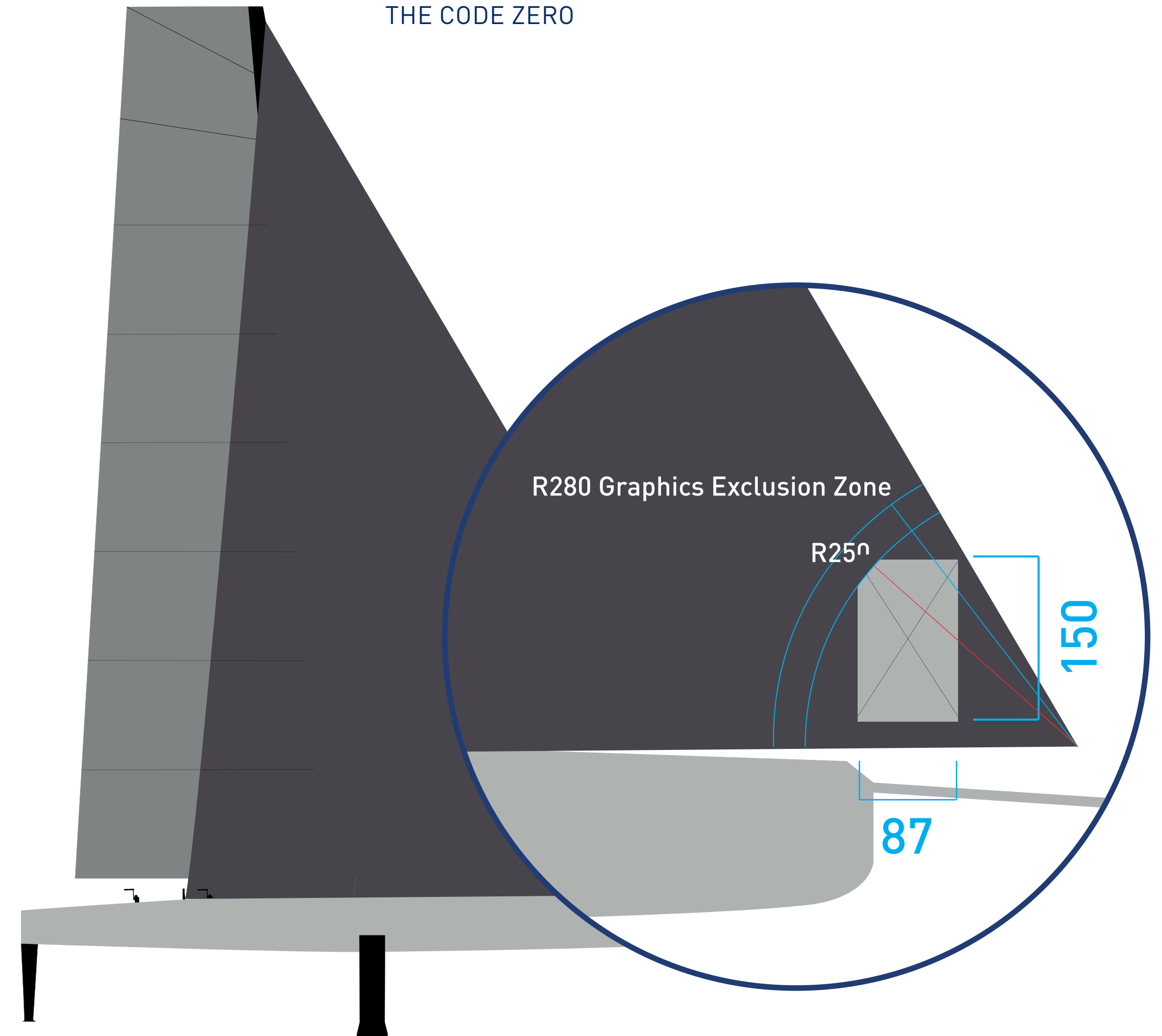
No advertising, other signage or graphics shall be placed within a radius distance of 280 cm from the tack of the sail. This area shall be the Graphic Exclusion Zone as indicated in the image below.

The Official Event Logo provided will be a die-cut vinyl sticker, hollow inside, of the approximate weight of 120-150g/sqm, which visible parts (silhouette and wording) shall be white if the color of the sail is dark, or blue (pantone 2768 C) if the color of the sail is light.

THE JIB

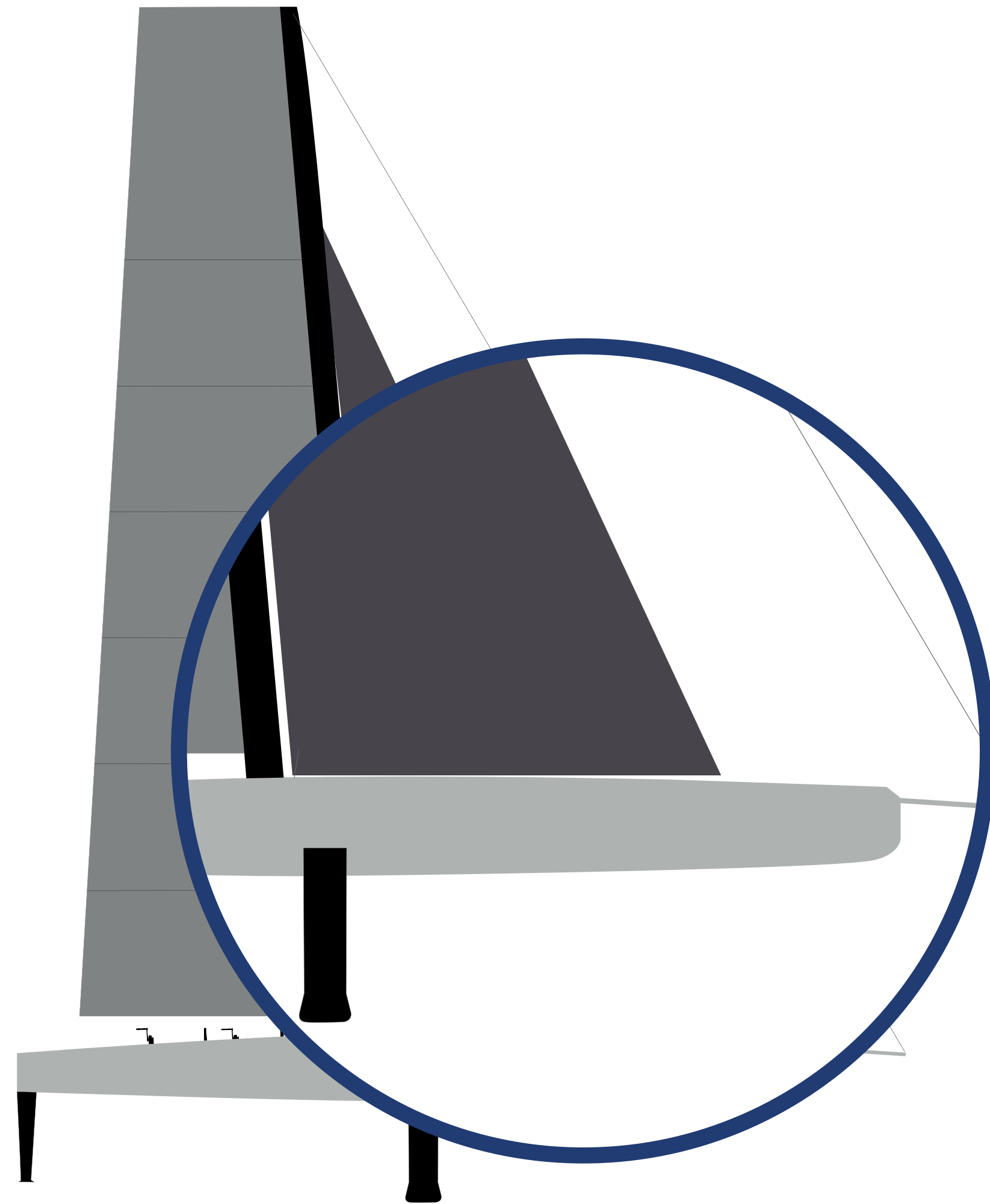


THE CODE ZERO



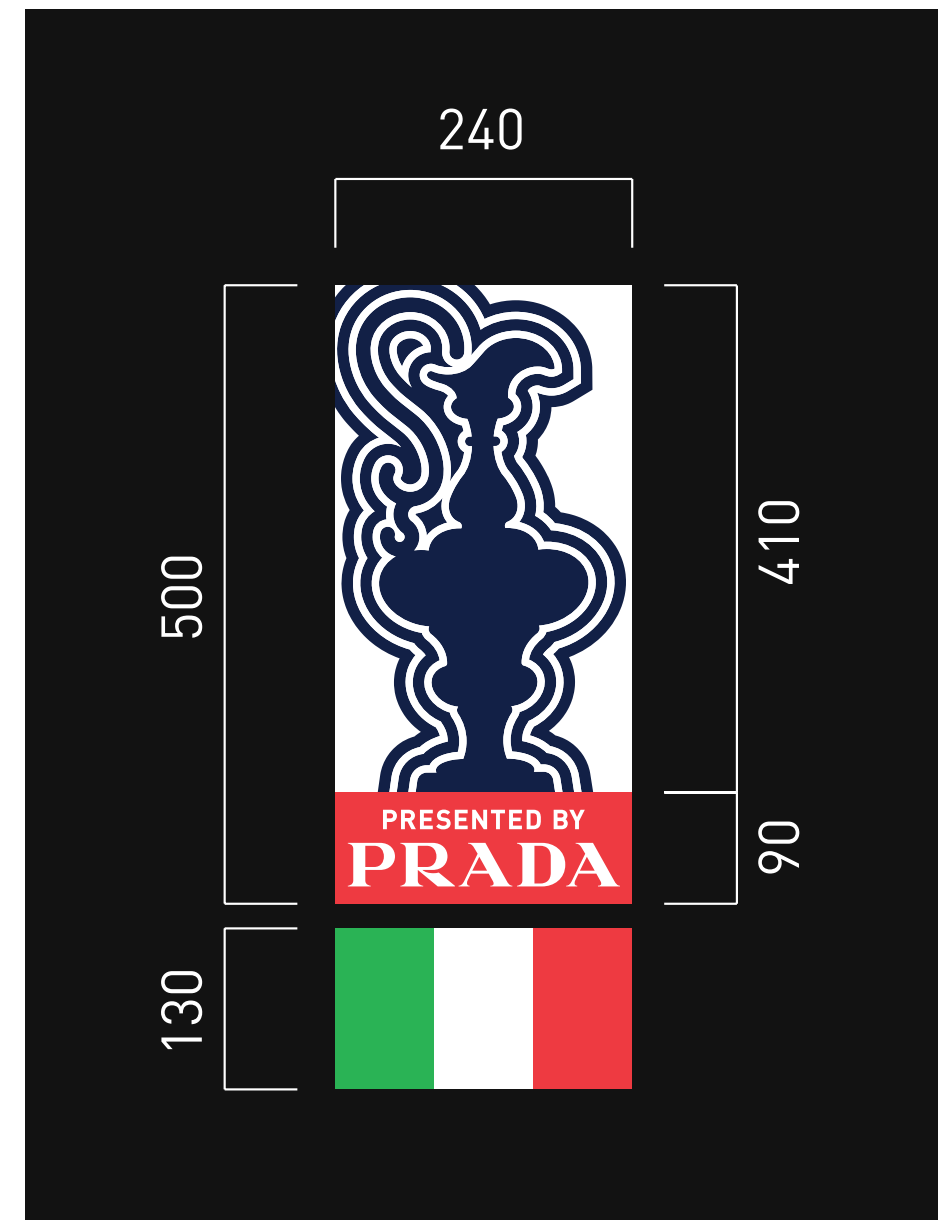
## THE BOW

The Title Sponsor has decided to free the position on both sides of the bow from the Official Event Logo. Consequently, competitors shall be allowed to occupy this space with team sponsors logos.



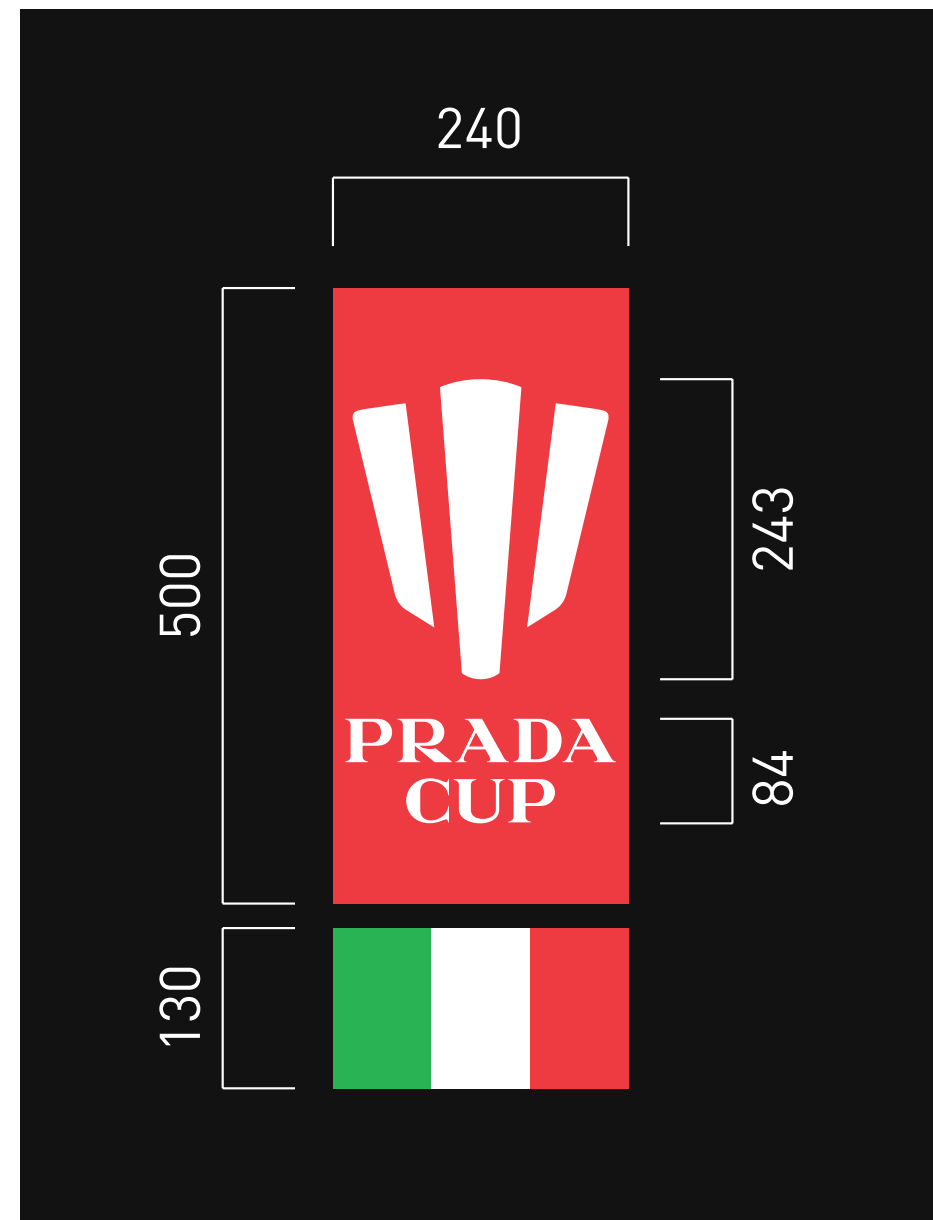
# AC WORLD SERIES

The below artworks shall be used during the AC36 World Series and applied to both the Headsail and the Mainsail.



# PRADA CUP

The below artworks shall be used during the Prada Cup and be applied to both the Headsail and the Mainsail.



# AMERICA'S CUP MATCH

The below artworks shall be used during the America's Cup Match and be applied to both the Headsail and the Mainsail.

