

FIDE EVENTS COMMISSION

events.fide.com

Identity Manual & Sponsorship Guidelines

September 2013

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**“Pawns: they are the soul of this game,
they alone form the attack and defense”**

Andre Danican Philidor

D. SPONSORSHIP PROGRAMS

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A. INTRODUCTION

FIDE organization represents the chess value. This value exists in the hearts and minds of the players as well as the public and its supporters. These values are spread primarily by what FIDE does but it is also influenced by what and how it communicates.

1. USING THESE GUIDELINES

These guidelines are divided into three main sections. The first section introduces you to the history of FIDE, its principles, aims, mission and characteristics of the heart of FIDE organization. The second section brings you through the graphic depiction of FIDE identity and the third section informs you about the sponsorship importance and value, and the proposed sponsorship programs.

2. COMMUNICATION AUDIENCES

When communicating FIDE organization, there are broadly three main audiences: the general public, its members & supporters, and its sponsors & partners. Each of these audiences will have differing informational requirements based on their levels of sophistication and understanding of the issues we address and the work FIDE does.

General public

We cannot assume that members of the general public know what is FIDE's mission. Communications with the general public need to be simple and direct in order to establish recognition and the right associations with the organization.

Members & supporters

Communications with members and supporters focus on deepening the nature of the relationship through relevant information delivered over time. Although these communications may contain more information than for the general public, they will still need to be simple and focused.

Sponsors & partners

This audience includes other programs within FIDE organization, government bodies, policy-makers, operational and existing sponsorship partners. Communications reflect a more professional relationship with FIDE organization and contain a greater degree of detail and nuance.

B. FIDE - World Chess Federation

1. OVERVIEW

Chess has been under the radar for the last 40 years since Bobby Fischer and Boris Spassky fought the Cold War for us in Reykjavik. But outside the glare of the media spotlight chess players now make up one of the largest communities in the world: 605 million adults play chess regularly, a number comparable to regular users of Facebook.

According to an authoritative polling organization, across varied national demographic profiles (US, UK, Germany, Russia, India), a surprisingly stable 70% of the adult population has played chess at some point during their lives. Even if they played as children but left it behind as they grew up, they still retain a deep admiration for the game.

Across the board, chess players and non-players alike rank chess significantly higher than any other game or sport for attributes such as intelligence, sophistication, strategy, perfection and complexity confirming top branding agency Pentagram's view: "Chess is about Thinking and Winning."

Most surprising is the percentage of adults who actually currently play chess (either weekly, monthly or during the past year): 12% in the UK; 15% in the U.S; 23% in Germany; 43% in Russia; and 70% among the 121m Indians considered ABC1 by advertisers.

From *The Wire* and *The West Wing* to *Harry Potter* and *Guy Ritchie's Revolver*, chess remains ubiquitous in popular culture as a metaphor for conflict and power. Further, in the real world, on July 2012 when Enrique Peña became the new president of Mexico, the NYT attributed his success to "the same attention to strategy he applies while playing chess." And, when US trader Boaz Weinstein cleaned up after JPMorgan lost \$1.8bn, the NYT explained it: "He is a chess master."

But the raw numbers themselves are astonishing: over 6m, 35m, 16m, 50m and 85m people in the U.K., U.S., Germany, Russia, and India (ABC1), respectively, are playing chess regularly and more than half are 18-34.

And, when the researchers dug deeper, they found out how people who play chess regularly differ from those who don't.

Current chess players are better informed than those who either used to or never played chess: they are 5 times more likely to read *The Guardian*, *The New Scientist* or *The Week* (in the U.K.) or 2.5 times more likely to read *The New York Times*, *The Wall Street Journal*, *The Economist* or *The New Yorker* (in the U.S.).

Although chess has very low barriers to entry and is played across the socioeconomic spectrum, in the U.S. 78% of regular chess players are university graduates and among households with incomes over \$120,000, 21% are regular chess-players.

Despite their popular image as reclusive ascetics, chess players consume immoderately: in categories traditionally used to measure affluence (cars, watches, air travel, branded alcohol consumption, online purchasing), global research organization TGI (WPP) reports that chess players are 40-100% more likely to purchase a luxury item than a non-chess-player.

These findings from YouGov and TGI were commissioned by AGON, the commercial enterprise that was accorded the rights to the World Chess Championship Cycle.

2. HISTORY

Throughout the history of chess, humanity has continually held a fascination with those rare individuals whose immense skill and success at the game makes them deserving of being labeled "The Strongest Player on Earth." The title of World Chess Champion is the embodiment of this notion.

A short preview of how FIDE (World Chess Federation) was launched:

- In April 1914 an initiative was taken in St. Petersburg, Russia to form an international chess federation.
- In July, 1914 an attempt was made to organize an international chess federation during the Mannheim International Chess Tournament.
- In 1920 another attempt to organize an international chess federation was made at the Gothenburg Tournament.
- In 1922 an international tournament was held in London (won by Capablanca) as part of the British Chess Congress. One of the participants of this tournament was the Russian chess master Eugene Znosko-Borovsky, who was living in Paris. He announced to the chess world that a chess tournament would be held during the 8th Sports Olympic Games in Paris in 1924 and hosted by the French Chess Federation.
- From July 13 to July 24, 1924, the first world team competition took place at the Hotel Majestic in Paris. It was reported as the Chess Olympic Games. There were 54 players from 18 countries that participated. It was supposed to be the first International Team Tournament of Amateurs. The organizers of the Sports Olympics considered chess as a sport, but they demanded that only amateurs be permitted to take part in the chess competition. The winner of this Paris event was Hermannis Mattison of Latvia, followed by Apscheneek, then Colle. The team championship was won by Czechoslovakia. Mattison was proclaimed amateur World Chess Champion. The event was directed by Alexander Alekhine. The Frenchman Pierre Vincent was the first to put forward the idea of an international chess federation. He had the support of the French Chess Federation to start a larger, world chess federation.

The Federation Internationale des Echecs (Federation Internationale des Echecs, known as FIDE from its French acronym), or World Chess Federation, was founded in Paris on 20 July 1924. The World Chess Federation was recognized by the IOC (International Olympic Committee) as an International Sports Federation in 1999.

Prior to the founding of FIDE, chess had existed as a sport played at competitive level for centuries. In its over 2000 years history from its origins in India and outlying countries in Asia, the game had undergone a series of changes and metamorphosed into its present day form by the 15th century. In those days, there was no common code governing the Laws of Chess or uniform regulations for International Competitions. The only binding force was that it was a gentleman's sport in which the players were expected to act with decorum plus the enduring beauty of the game to its practitioners.

The general promotion of chess in the world owes a great deal to competitions officially known as the "Tournament of Nations" and more popularly as the "Chess Olympiads". This latter title has been accepted so widely that the official name has been almost forgotten. This is quite understandable, given the fact that Olympiads date back over three thousand years.

The ancient Olympics gathered together not only athletes but also poets, who read their verse, philosophers who expounded their learning and statesmen, who used the occasion to negotiate and conclude agreements. The idea of peace, understanding and mutual respect still permeates those taking part in the Olympic Games today.

With 178 member federations, FIDE is among the biggest sports organizations in the world, very proud of over forty official championships for youngsters, men, women and seniors.

Chess is an affiliate member, or fully recognized by, National Olympic Committees in 115 countries, and chess as a sport is recognized in 105 countries. These numbers are constantly being revised upwards.

FIDE believes that all nations should be included in the international chess community. Its aim is to achieve significant growth in the number of people of all ages participating in chess events at all levels and to develop chess by increasing the level of tournament participation globally.

The objective is twofold, to assist the best chess players to continue to achieve new peaks of excellence and to increase the pool of talent from which new champions will emerge.

More players mean more strong or elite players. In addition, chess competition provides valuable opportunities for people of all ages to improve themselves, display team work and become more engaged in a safe and healthy community activity.

3. FIDE PROFILE

Status, Principles and Aims of FIDE

The World Chess Federation or Federation Internationale des Echecs, is a non-governmental organization founded on July 20, 1924 in Paris, France, recognized by its members and the International Olympic Committee as the international federation in the domain of chess, the supreme body responsible for the sport of chess and its Championships. FIDE has the sole rights to organize the World Chess Championships and the Chess Olympiads. FIDE unites national chess federations throughout the world and oversees all International competitions. The seat of FIDE is in Lausanne, Switzerland. FIDE is an association registered in the Commercial Register in accordance with the Swiss Civil Code.

FIDE is concerned exclusively with chess activities. FIDE is democratically established and bases itself on the principles of equal rights of its members. FIDE is a non-profit making organization. It rejects discriminatory treatment for national, political, racial, social or religious reasons or on account of gender. It observes strict neutrality in the internal affairs of the national chess federations.

FIDE events (competitions, congresses, meetings) may be hosted only by Federations where free access is generally assured to representatives of all Federations.

Chess is one of the most ancient, intellectual and cultural games. It is a combination of sport, of scientific thinking and of elements of art.

The purpose and aim of FIDE are the diffusion and development of chess among all nations of the world, as well as the raising of the level of chess culture and knowledge on a sporting, scientific, creative, educational and cultural basis. FIDE supports a close international cooperation of the chess devotees in all fields of chess activity, thereby also aiming to improve friendly harmony among all peoples of the world.

The practice of the game of chess in all its ramifications is fully recognized as sport by the International Olympic Committee at the IOC session in Seoul, Korea in June 1999 and therefore any form of practice of the game of chess and any decision thereon by FIDE or any form of activity relating thereto either directly or indirectly falls within the definition of sport. The interpretation of these statutes must be in conformity with the Olympic Charter as envisaged by art 25 of the Olympic Charter.

FIDE issues the rules of chess and the provisions pertaining to the organization of the World Chess Championships and all other FIDE chess competitions. It awards the international chess titles. It decides on the regulations for all FIDE competitions and determines the conditions for the award of international titles.

4. MISSION STATEMENT - ROLE

FIDE's most visible activity is organizing the World Chess Championship (overall and for women and juniors), regional championships and the Chess Olympiad. It is recognized by the International Olympic Committee (IOC) as the supreme body responsible for the organization of chess and its championships at global and continental levels. FIDE oversees few other tournaments, although other top-level events, almost without exception, respect FIDE rules and regulations.

It defines the rules of chess, both for playing individual games (i.e. the board and moves) and for the conduct of international competitions. The international competition rules are the basis for local competitions, although local bodies are allowed to modify these rules to a certain extent. FIDE awards a number of organizational titles, including International Organizer, which signifies that the recipient is competent and trusted to oversee top-class competitions.

FIDE calculates the Elo ratings of players and uses these as the basis on which it awards titles for achievement in competitive play: FIDE Master, International Master, International Grandmaster, and women's versions of those titles. It also awards Master and Grandmaster titles for achievement in problem and study composing and solving, and periodically publishes FIDE Albums of the best problems.

Correspondence chess (chess played by post or email) is regulated by the International Correspondence Chess Federation, an independent body that co-operates with FIDE where appropriate.

C. FIDE IDENTITY

1. LOGO

i. PRESENTATION OF FIDE LOGO

- The official FIDE logo is shown below.



ii. VERSIONS OF FIDE LOGO

- You can use either one of the following two versions according to the following sections.

Version 1:



Version 2:



iii. COLOR SPECIFICATIONS

- FIDE logo color specifications in CMYK, RGB and PANTONE

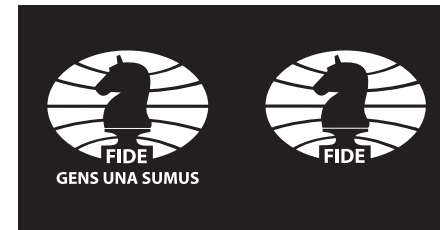


Version 1
 CMYK: 0/0/0/100
 RGB: 0/0/0
 PANTONE: Black 6C



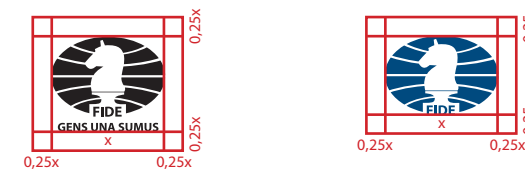
Version 2
 CMYK: 100/50/0/40
 RGB: 0/74/128
 PANTONE: 302C

- FIDE Logo 2 versions on dark background.



iv. SIZE AND CLEAR SPACE OF EACH VERSION

- The "clearance" of each version must be as specified below.



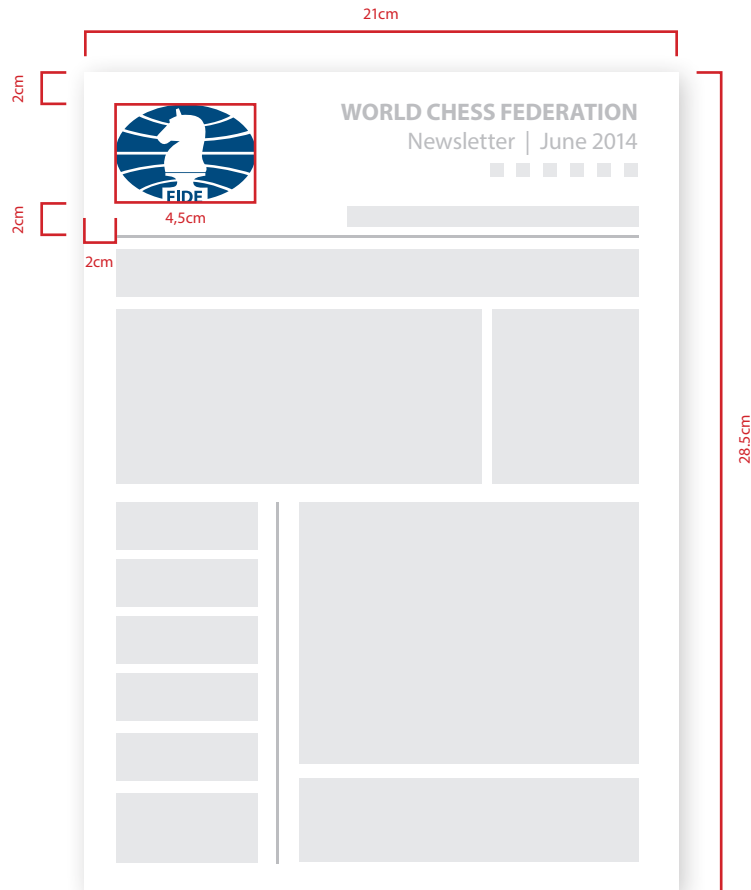
- FIDE logo can't be used in a smaller size than 1,5cm x 1,0cm.



v. CORRECT USES OF EACH VERSION AND SIZE WITH ADDITIONAL EXAMPLES:

1. E-mail Newsletter

- Newsletter dimensions should be 21x28,5. The logo is placed on the top left corner, with respective clearance.



2. E-mail Signature

- The signature in all communication coming from fide should be as specified below.



3. Web page

- On the web page the V2 logo can be used, representing evolution and innovation.



4. Web Banner

- Also in the web banner, the V2 logo should be used. Suggested dimensions: 468x60px and 160x60px.



468px



468px



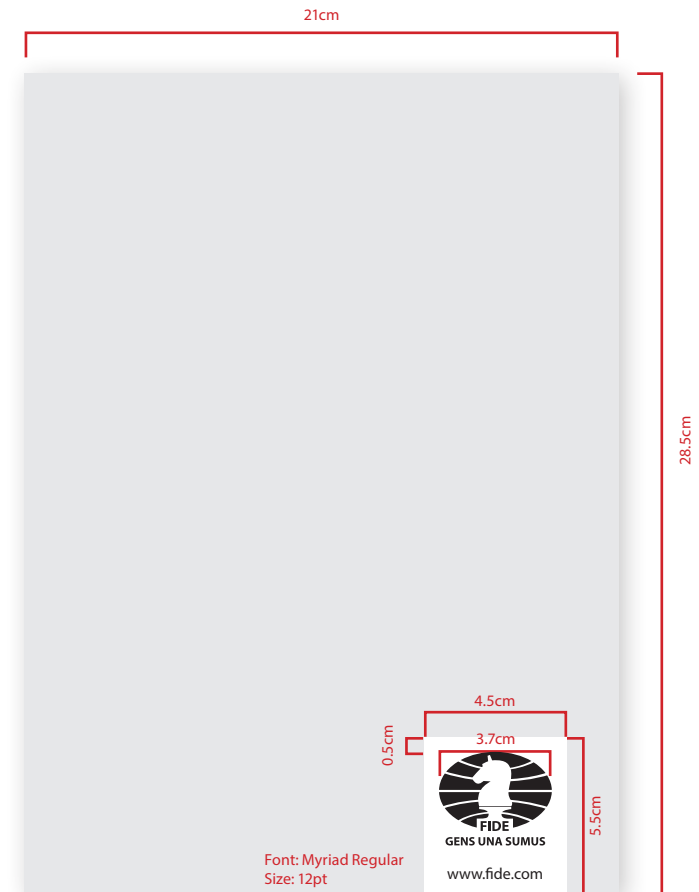
160px



160px

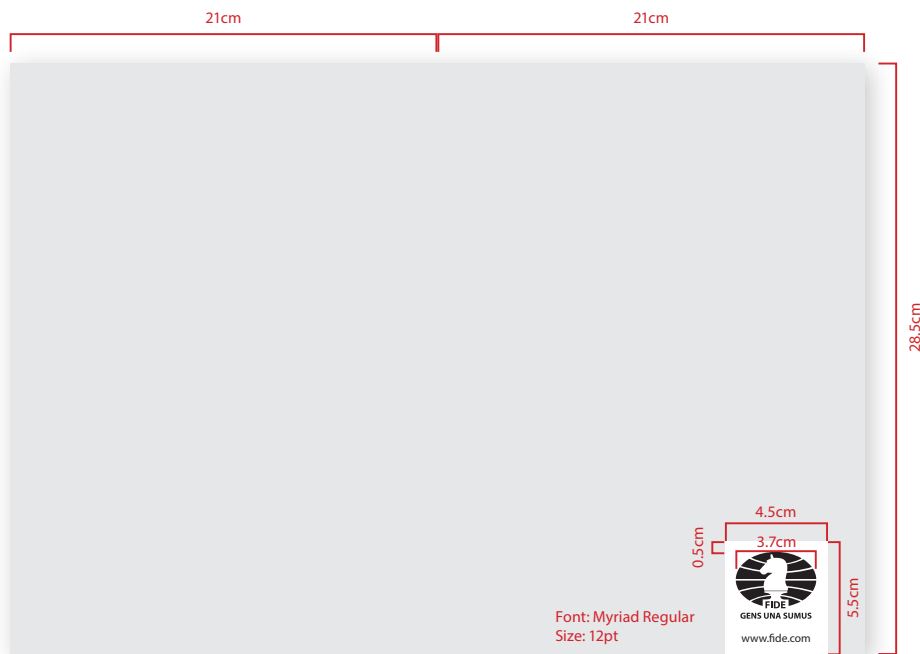
5. Full Page Ad

- In a full page printed ad you should use the V1 FIDE logo always inside the white box presented below.



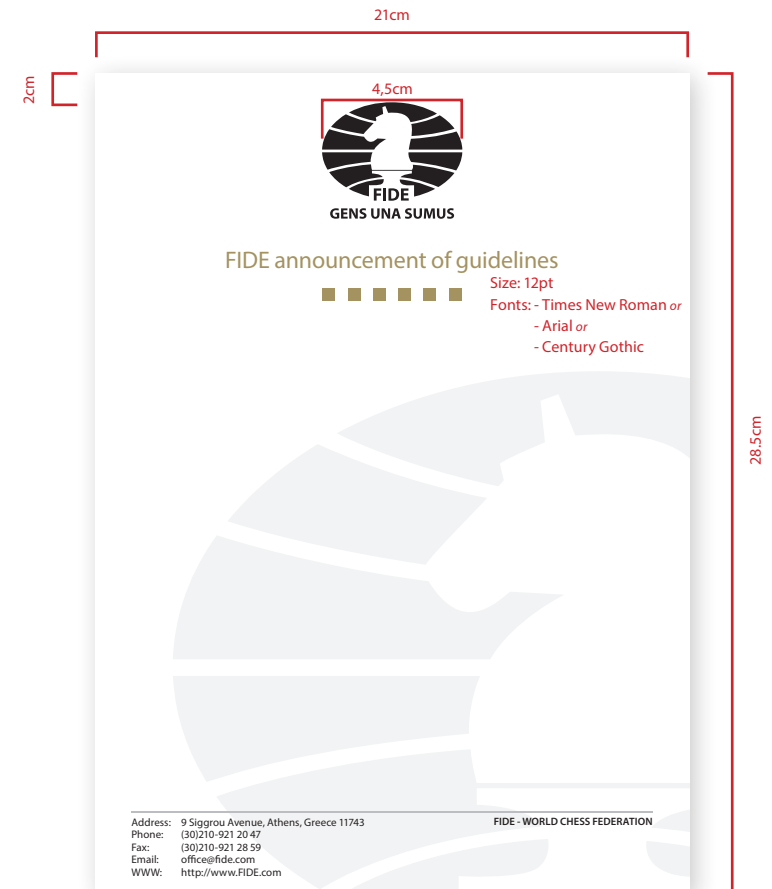
6. 2-page Ad

- The same applies to the 2-page ad.



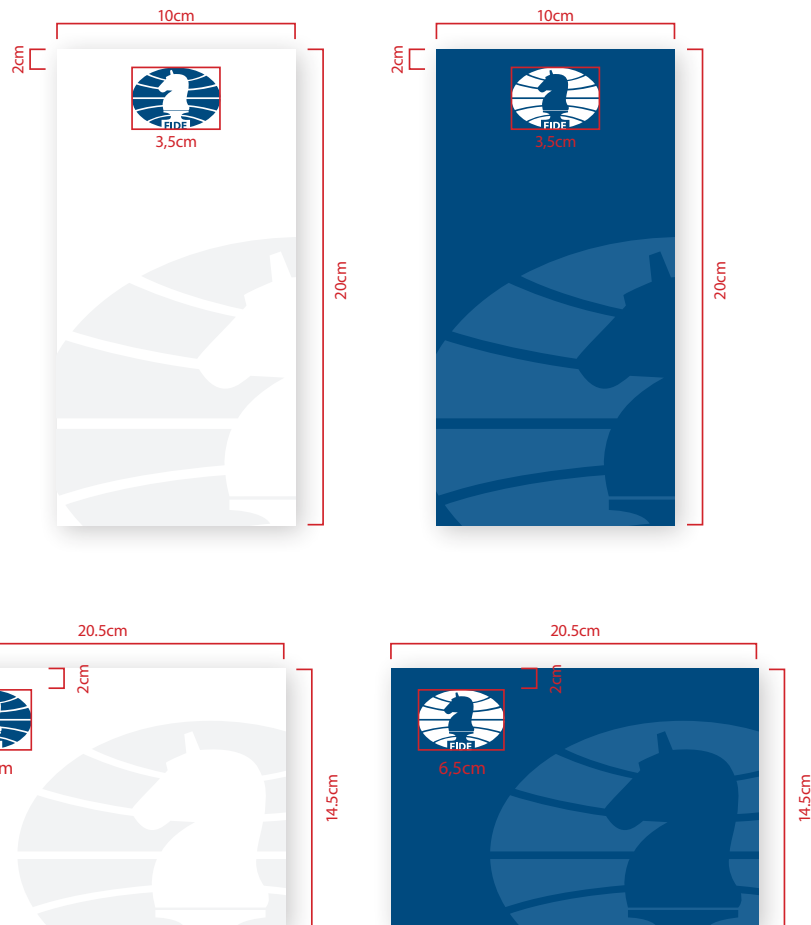
7. Press Release

- In an A4 Press Release, the V1 logo should be used, as the communication is considered more formal.



8. Invitation / Flyer

- For invitations or flyers, V2 logo should be used, as shown below.



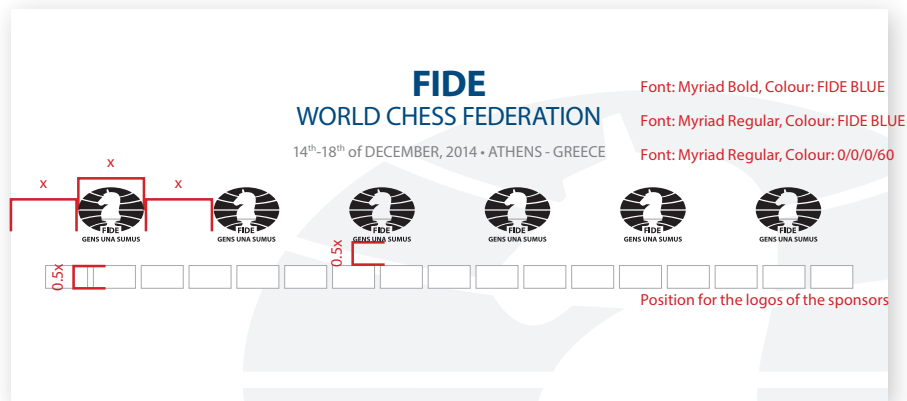
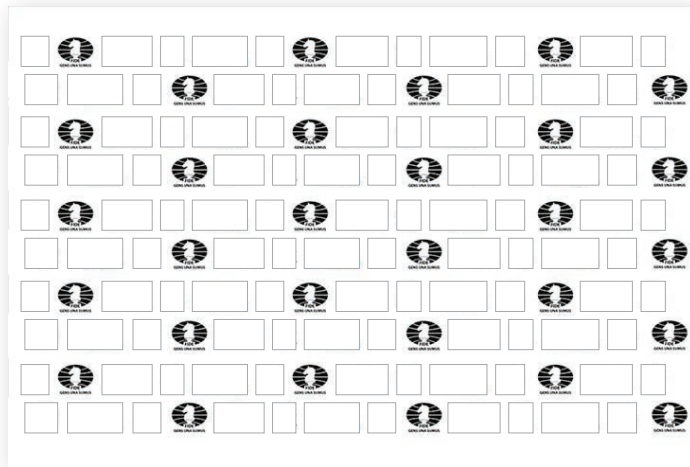
9. Live Streaming

- When broadcasting live events, the V1 logo should be used and placed on the top left corner, as specified below. In addition, the event details must be stated in the specified format that is shown below.



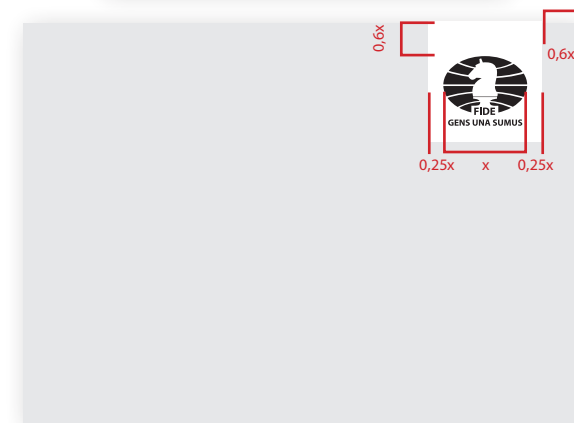
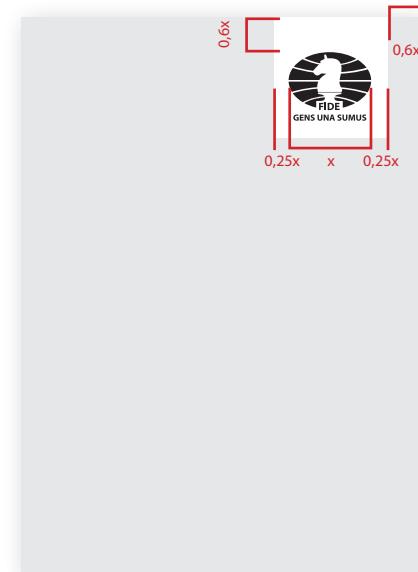
10. Press Conference Banner

- The following backdrop formats can be used.



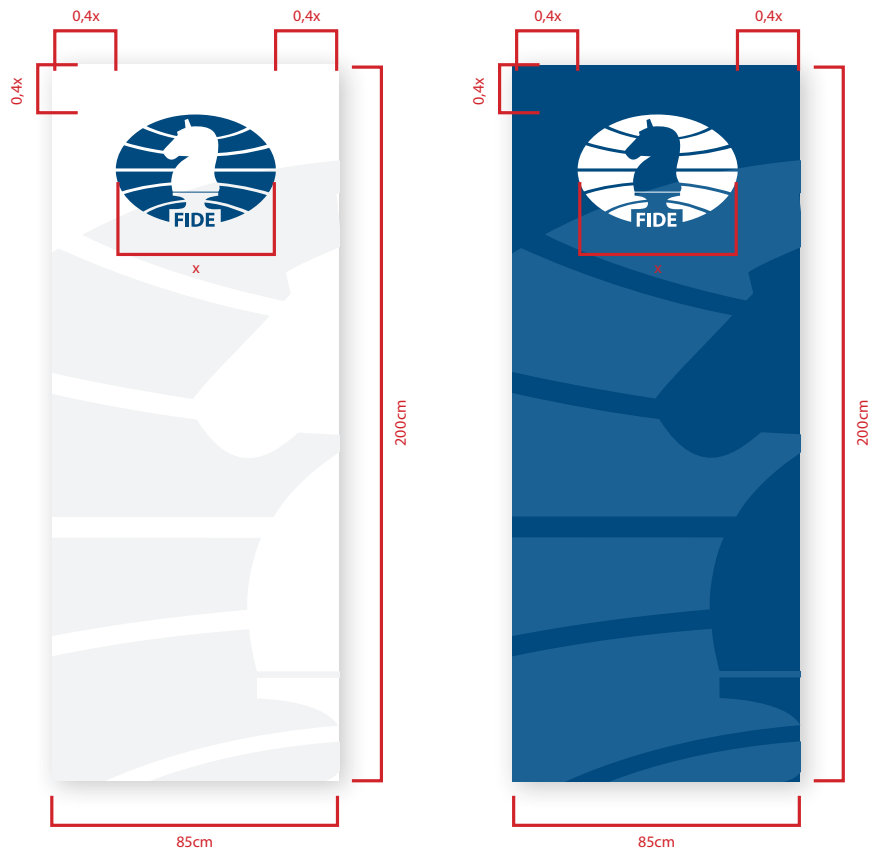
11. Poster

- Similar to the format of printed ad, in FIDE posters, the V1 logo should be used, as specified below, always inside the white box.



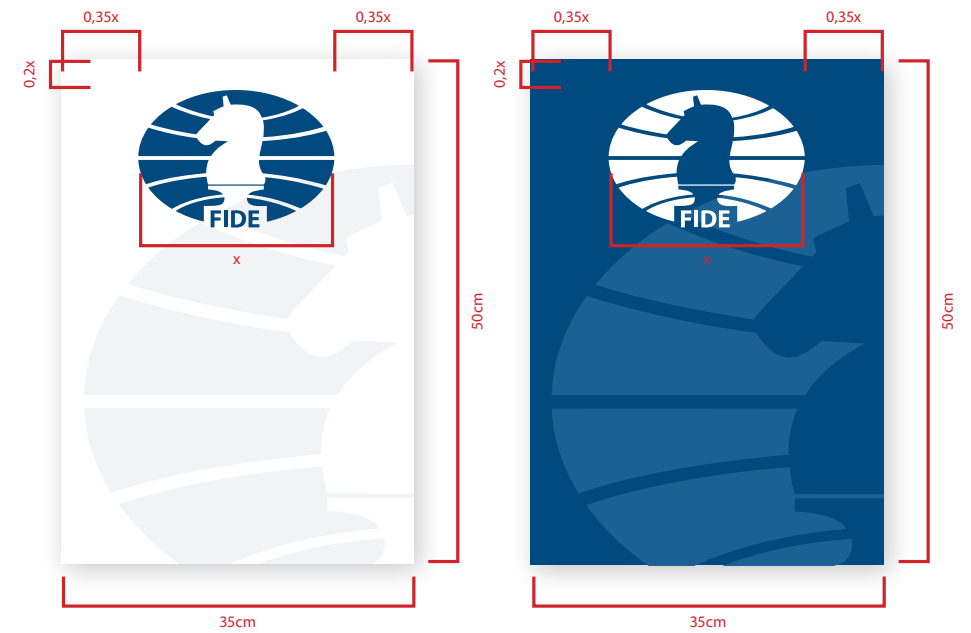
12. Floor Banner

- The FIDE Floor Banner should be as shown below. By using V2 logo, communication seems more direct and informal.



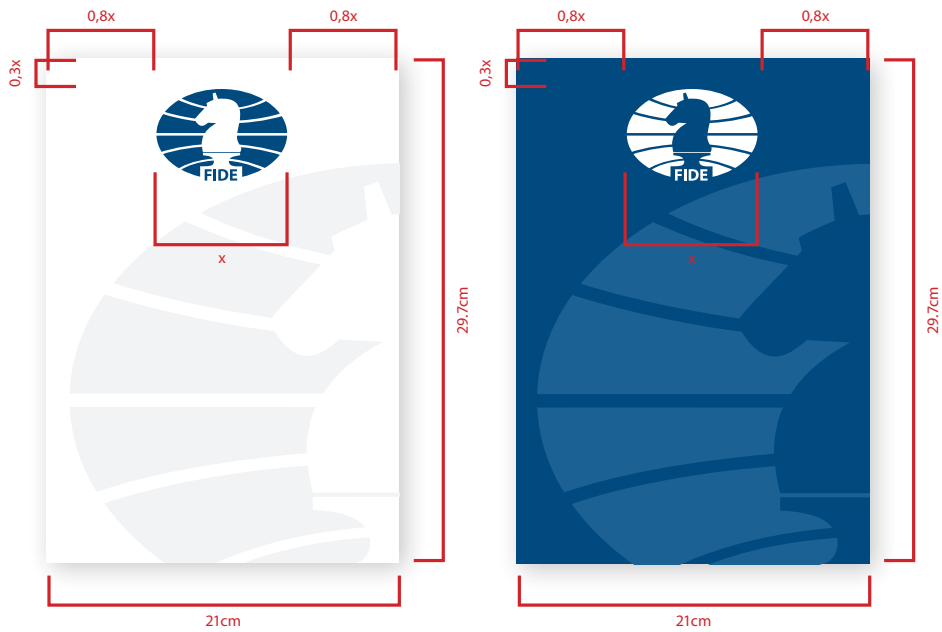
13. Floor Stand

- The same applies to the floor stand.



14. Table Stand

- The same applies to the table stand as well.



15. Diplomas (landscape & portrait) & A3 Diploma's Folder

- Diplomas, Medals and A3 Folders should follow the format and design that is shown below.



2. FLAG

i. PLACEMENT OF FIDE FLAG IN GAMING AREA

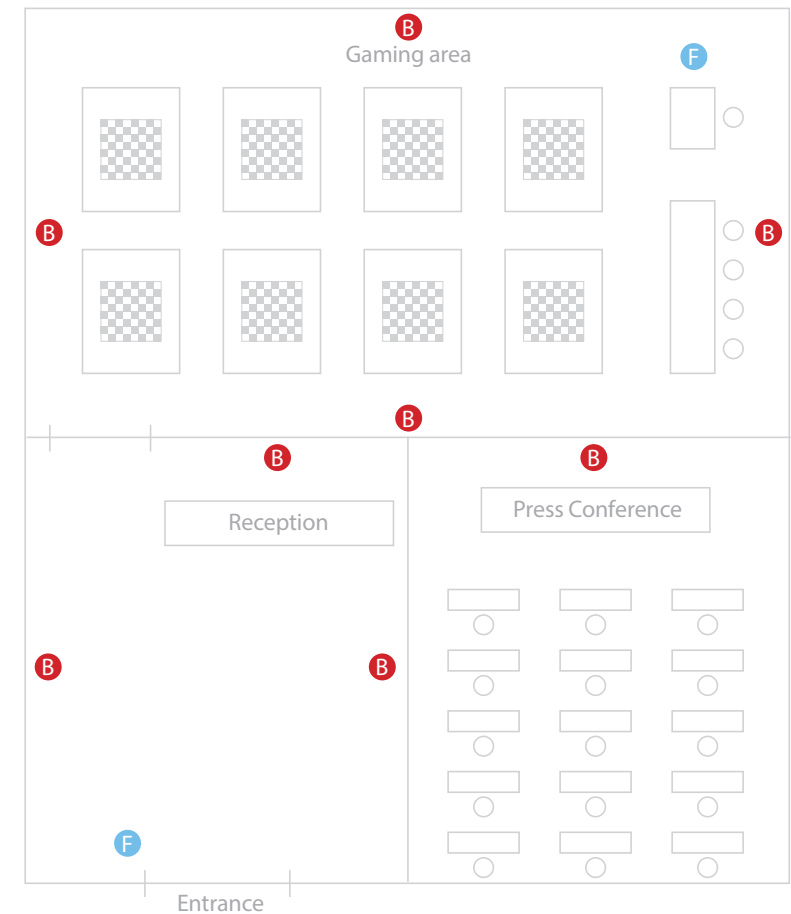
- The official fide flag must be used in all occasions. As an alternative, you can use the following design. In any case, only one version of the flag should be used during a tournament (VF1, VF2).



ii. FLOOR PLAN OF GAMING AREA

- A sample floor plan is presented below in order to guide you, if applicable, to the placement of the flags and wall banners during a tournament.

- F = Flag
- B = Banner



3. PLACEMENT OF BANNERS - WALL BANNER

- At a wall banner, the V1 logo must be used, as shown below.



D. SPONSORSHIP PROGRAMS

1. GENERAL RULES

Sponsorship is where a third party (not engaged in the provision or production of FIDE events) makes any contribution to the financing of the events (or their publications or transmissions) with a view to promoting their name, trade mark, image, activities or products.

Care should be taken with all sponsorship arrangements to ensure that there is not an actual or perceived endorsement of the sponsor by FIDE.

Sponsorship arrangements must not lead to the creation or distortion of the philosophy and purpose of FIDE, or of the purpose of the additional event, so that it becomes a vehicle for the purpose of promoting the sponsor. In all cases, FIDE should have a full understanding of the relationship between the contributor and its purposes, as well as a full appreciation of the motivation and reasons a contributor is funding the event.

The following sponsorship guidelines and additional programs are based on the premise that in certain circumstances, FIDE organization may wish to collaborate with corporate partners and other entities to further establish and evolve FIDE's core purposes and initiatives. In these cases, these guidelines will be followed to retain FIDE independence, avoid conflicts of interest, and guard FIDE's organizational and cultural values.

2. ORGANIZATIONAL CULTURE

FIDE organizational culture has a profound impact on whether and how FIDE partnerships are pursued. FIDE activities reflect on all state geospatial chess programs. Thus, FIDE must act as the "professional" representative for all national chess Federations.

As a non-governmental organization, FIDE continues to operate with a high level of purpose representing the ideals of chess philosophy with regard to local ethics and professionalism. FIDE will continue to maintain and provide full disclosure and oversight on all financial interactions and follow the guidelines below for funding support through external sources.

Every Board, Committee and supporting organization member in the organization must continue to be accountable to ethical standards derived from the vision and values of the FIDE organization. In turn, leaders of FIDE must continue to recognize the critical role that the organization plays as the sole professional association for state geospatial chess practitioners. FIDE leaders must continue to make programmatic choices that reflect a commitment to professional values and the core organizational purpose.

3. SPONSORSHIP IMPORTANCE AND VALUE

Sponsorships are an integral part of FIDE marketing and promotional activities. FIDE is always looking to create and bring great chess events to life.

When developing the sponsorship guidelines we worked in response to what was important to chess communities and in line with FIDE organizational objectives.

The proposed framework aims to address these areas in order to enhance world chess communities in which FIDE serves. Although it is not restricted to just these areas, it provides a guide for future sponsorship investment:

- World Chess Federation sustainability
- Youth and community programs
- Supporting top level chess players
- Exploring and evolving the ideas of chess

Each of these issues is common to virtually all 178 member federations in which FIDE operates. FIDE's upper goal and emphasis is to ensure that its support benefits as many people as possible so it supports events and activities that benefit the wider community.

This is why the team of FIDE organization continuously works together with the sponsors, in order to examine each sponsor's objectives and determine the ways in which these objectives will be met.

4. GENERAL PRINCIPLES

1. FIDE's vision and values must drive the proposed activity. FIDE's vision and values ultimately must determine whether a proposed relationship is appropriate for FIDE as a non-governmental organization. While it is assumed that any potential partnership opportunity arises from mutual benefit, FIDE will carefully weigh relationships with organizations or industries whose principles, policies or actions conflict or appear to conflict with FIDE's vision and values. FIDE's mission statement will provide additional guidance for externally funded relationships. Activities that are inconsistent with the organization's mission are unacceptable. In general, FIDE will proactively choose its priorities for external relationships and participate in those that fulfill these priorities.

2. The relationship must preserve or promote trust in FIDE and the geospatial chess idea. FIDE primarily represents the interests of chess as the most ancient, intellectual and cultural game and must continue to be sensitive to this idea. Corporate or other relationships that could undermine the public's trust in FIDE philosophy are not acceptable.

5. SPONSORSHIP PROGRAMS

FIDE Events Commission aims to connect under common sponsorship programs, the following popular World Championships managed by the Commission.

- FIDE World Junior U20 Championships
- FIDE World Youth (U14, U16 & U18) Championships
- FIDE World Cadet (U8, U10 & U12) Championships
- FIDE World Schools Championships
- FIDE World Youth U16 Olympiad
- FIDE World Senior Championships
- FIDE World Amateur (under 2000) Championships
- FIDE World Cities Championship

FIDE Events Commission proposes three main sponsorship programs to a certain number of companies, aiming to maximize the sponsors' benefits.

6. WHY SPONSOR FIDE CHESS EVENTS

- Connect your brand with the Royal Chess Game and the values it represents
- Build an inspired and creative promotion campaign
- Promote your brand in 178 countries - members
- Send your message directly to millions of Chess players
- Promote your brand locally in 8 venues - countries
- Social Responsibility
- Gain high Return On your Investment (ROI)

7. SPONSORSHIP LEVELS AND RESPECTIVE BENEFITS

Benefits of Sponsorship	Grand Sponsor (Exclusive)	Sponsor	Supporter
Banner with a link to the Sponsor's website, displayed in a special position within the FIDE EVE site and each tournament site.	120x180 px	120x90 px	120x60 px
Banner with a link to the Sponsor's website, displayed in a special position within the FIDE EVE informative newsletter	120x180 px	120x90 px	120x60 px
Sponsor's name recognition in all press releases related to FIDE event	Prominent	Prominent	Secondary
Logo placement on banners, which serve as backdrop in all press photo opportunities	✓	✓	✓
Print Ads or Company Profiles in the official FIDE Events Annual Bulletin	2 page (full colour)	1 page	1/2 of the page
Editorials regarding the Sponsor, placed Profiles in the official FIDE Events Annual Bulletin and tournament's publications.	1 page	1/2 of the page	
Sponsor name will be part of the official event name	According to Sponsorship Level		
Most prominent name and logo placement on all printed materials related to event (i.e. Invitation, Poster, floor and wall banners)	✓		
Preferred seating/tables at FIDE event (for opening and closing ceremony)	✓	✓	✓
Photo opportunities with top chess players and celebrity guests	✓	✓	✓
Livestreaming	Sponsors TV spots 40" during the breaks	Sponsors TV spots 20" during the breaks	Sponsors TV spots 10" during the breaks
Complimentary exhibit/vendor space for the Sponsor	30 sq.m.	20 sq.m.	10 sq.m.
Presentation of the Sponsor's activities, during the events (at the beginning or the end) or meanwhile Press Conferences	10 min Sponsor's Presentation during the Opening Ceremony	5 min Sponsor's Presentation during the Closing Ceremony	3 min Sponsor's Presentation during the Closing Ceremony

FIDE EVENTS COMMISSION (EVE)

- Chairman: Boris Kutin (SLO)
- Secretary : Theodoros Tsorbatzoglou (GRE)
- Councillor: Morten Sand (NOR)
- Councillor: Olena Boytsun (UKR)
- Councillor: Ozgur Solakoglu (TUR)
- Member: Bai Min (CHN)
- Member: K.K. Chan (HKG)
- Member: V. Filipenko (RUS)
- Member: Finnbjorn Vang (FAI)
- Member: Hisham Al Taher (UAE)
- Member: Ruth Haring (USA)
- Member: Pierre Makem, (CMR)
- Member: Rajai Al-Susi (PLE)
- Member: Martha Baquero (ECU)
- Member: Mariana Ionita (ROM)
- Member: George Mastrokoukos (GRE)

FIDE IDENTITY MANUAL AND SPONSORSHIP GUIDELINES

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FIDE

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