

# Yachts to get adverts

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## on their sails

By GUY RAIS

**F**OR the first time in its 107-year-old history, the Royal Yachting Association, the governing body on racing, is to allow some craft to carry advertisements on their sails.

As an experiment it has agreed to relax Yachting Rule 26, which forbids advertisements on sails or hulls, for the World Sailing Speed Record Week held off Weymouth from Oct. 9.

"The decision of the 20-strong international committee was unanimous," said Sir Reginald Bennett, chairman of

the RYA's Speed Week committee which took the decision.

"We did not take this important step lightly, but we felt that as this event is not strictly yacht racing we could relax the rule. It is only for this year and it will be carefully watched.

### Strict conditions

"We have laid down strict conditions on advertising and anything offensive will naturally not be allowed. We will also insist that the area around a yacht's sail number will be kept uncluttered from any advertising material.

"There may be some criticism, but as one of those in favour I am confident it will be in the best possible taste. Of course we do not ever want to see advertising in racing. It would look ugly and jeopardise the whole amateur status of events like the Olympics for example.

"But we must advance with the times. After all, we allow sponsors' names on the hulls of boats in long-distance yacht races."

Each sponsor will have to pay £50 to the association, which will be in addition to the entry fee. More than 50 are expected to take part in the Weymouth week, and if all take up the association's offer, it could bring in £2,500 in additional revenue.