

CONTINENTAL TOUR REGULATIONS 2024
APPENDIX 2
MARKETING AND ADVERTISING: EVENT BRANDING
CONTINENTAL TOUR GOLD ONLY

1. SPECIFIC DEFINITIONS

The words and phrases used in these Regulations that are defined terms (denoted by initial capital letters) shall have the meanings specified in the Constitution, the General Definitions and/or the Rules or (in respect of the following words and phrases) the following meanings:

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| Advertising | any advertising and/or display of a promotional nature. |
| Advertising Board | a surface whether static, fixed, electronic, rotatable, virtual or otherwise, suitable for Advertising or other identification which is placed at the Event Sites, and which includes Perimeter Boards and In-field Boards. |
| Applicable Laws | all laws and statutory regulations (including the laws of the country where an Event takes place) as well as health & safety laws and any statutory regulations issued by or applicable to broadcasters. |
| Bib | the identification card (which identifies the Athlete's country, name and/or number) worn by an Athlete during the Competition. |
| Competition | the athletic competition (in all its various forms and disciplines) which the Athletes participate and compete at the Event. |
| Competition Official | an official, or his or her representatives, appointed by the Event Organiser of a Competition in accordance with the Competition Rules. |
| Constitution | has the meaning given to it in the Generally Applicable Definitions. |
| Event | means an event organised under paragraphs 1.d. & 2.d. of the World Rankings Competitions definition. |
| Event Logo | any symbol, design or other graphical identification, and/or the official name (including website address and social media handles) of the Event (including, if applicable, the name of a Title Sponsor incorporated into the official name of the relevant Event). |
| Event Organiser | the organiser who has responsibility for the operational delivery of the relevant Event and has been granted the relevant World Athletics label or permit to do so. |

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| Event Sites | for Events, whether indoors or outdoors, those areas (including areas of a course or route) under the control of the Event Organiser. |
| Event Sponsors | the entities that have been granted and have acquired marketing rights in relation to the Event at a regional or national level, which include the Title Sponsor, the Event Supporters, the Event Suppliers and the Public Institutions. |
| Field of Play | the area in which the Athlete participates and/or competes in their Competition (which for non-stadium Events means the course) including the post Competition area and, if the Athlete wins a podium place, the area leading to the podium, the mixed zone, press conference areas and where a victory ceremony or laps take place. |
| In-field Boards | an Advertising Board placed in the Event's stadium within the inner edge of the track. |
| International Competitions | has the meaning given to it in the Generally Applicable Definitions. |
| Logo | any symbol, design or other graphical identification, slogan and/or the name (including websites and social media handles) of any entity and/or of any product of such an entity. |
| Marketing | the promotion or sale of products or services, including but not limited to Advertising, activations, communications, engagement, endorsements, promotions, sponsorship or sponsored publications. |
| Perimeter Board | an Advertising Board which is placed in the Event's stadium around the outside of the track at the first or second tier, at or near the warm-up track or along the course of a non-stadium Event or Competition. |
| Presentation Bib | a presentation bib which is worn by a podium placed Athlete at Competition ceremonies. |
| Provider | any company, whose principal business is the manufacture or the provision of any kind of equipment, apparel or other products or services for use by an Athlete, Competition Official or otherwise at an Event that are necessary for the staging and organisation of the Event (such as drinks, copiers, cars, timing, measurement, computer hardware/software, telecommunications, and home electronics (TV/audio/video/broadcasting equipment)), or any company who has been approved by the Event Organiser, which has manufactured any kind of equipment, apparel or other products whatsoever or |

provided services for use by an Athlete, Competition Official or otherwise at an Event.

Title Sponsor

the Event Sponsor which is the title sponsor of the Event incorporated into the official name of the relevant Event.

Trademarks

all registered and unregistered trademarks, service marks, trade dress and other indicators of source, origin, sponsorship, certification or endorsement, trade names, emblems, logos, corporate names, slogans and commercial symbols, catch-phrases, slogans, taglines, all applications therefor, and all associated goodwill.

2. PURPOSE AND COMMENCEMENT

2.1 These Regulations are made in accordance with Articles 4.1 (c), (d) and 47.2(d) of the Constitution and Marketing and Advertising Rules.

2.2 Pursuant to the Marketing & Advertising Rules, these Regulations may be amended from time to time by Council. Any amendment made to the Regulations will be included in a subsequent version and will be effective as of the date such variation is approved by Council.

2.3 Unless stated otherwise in any Event related regulations issued by World Athletics from time to time, these Regulations govern the Marketing displayed at, taken into or placed at Event Sites by any of the entities described herein or otherwise participating in or assisting the organisation of or the exploitation of Diamond League and Continental Tour Gold Events.

2.4 These Regulations must be read in conjunction with the Rules and Regulations.

2.5 To the extent of any inconsistency between:

2.5.1 these Regulations and the Rules, the relevant provision of the Rules shall apply;

2.5.2 these Regulations and the Constitution, the relevant provision of the Constitution shall apply.

3. GENERAL MARKETING PRINCIPLES

3.1 Marketing at the Event Sites must:

a) comply with the Rules and Regulations, these Regulations, any applicable guidelines issued by World Athletics as well as all Applicable Laws; and

b) not adversely interfere with the integrity or technical conduct of a Competition (including on the Field of Play) including interfering with official markings, impeding the Competition Officials from officiating or coaches view of the Athlete (for example, view of an Athlete's approach technique for a jump or throw) and, in particular, Regulations 4 to 10 are subject always to this overriding principle);

c) not be obstructed from the spectators and broadcasters' camera view in any manner during the WAS Event, except for obstruction incidentally caused by Athletes and Competition Officials during their participation in a Competition; and

d) not obstruct television cameras and railcams.

3.2 No items with Advertising, Logos or other brand identification, other than as expressly permitted in these Regulations approved by the Event Organiser and the World Athletics Chief Executive Officer or their nominee, may be displayed, taken into or placed in the Event Sites by Athletes, Team Personnel, Competition Officials, Event Organisers, Event Sponsor, photographers, camera crew, Providers or any other entities described in these Regulations or otherwise participating in or assisting in the organisation or exploitation of an Event.

3.3 Any Marketing, Advertising and/or Logos displayed or placed at the Event Site is subject to the prior approval of the Event Organiser.

3.4 Additional opportunities for Marketing at the Event Sites not provided for in these Regulations or deviating from these Regulations may be provided with the prior written agreement of the Event Organiser and the World Athletics Chief Executive Officer or their nominee.

3.5 **Permissions and Prohibitions**

3.5.1 These Regulations are subject always to the permissions and prohibitions set out at Rule 1.7 of the Marketing and Advertising Rules.

3.6 **Use of World Athletics Logo**

3.6.1 Any use by an Event Organiser of the World Athletics name/Logo shall not be used in a manner that implies, suggests or creates an association between an Event Sponsor and World Athletics. The World Athletics name/Logo shall be used in accordance with the relevant World Athletics brand guidelines and shall not be used by the Event Sponsor next to, with or alongside the name of and/or Logo of an Event Sponsor, unless the Event Sponsor is also a World Athletics commercial affiliate and the World Athletics Chief Executive or their nominee has given its prior written approval.

4. **MARKETING AT ALL EVENTS**

4.1 **Awards Podium**

The front, top and any element forming part of the awards podium may display the Event Logo and/or the Logo of one or more of the Event Sponsor. The maximum height of each Logo is 30cm, unless otherwise agreed with the World Athletics Chief Executive Officer or their nominee.

4.2 **Backdrops**

Backdrops, such as those placed behind the awards podium, in the mixed zone and in press conferences, may display the Logo of the World Athletics, the Event Logo and/or the Logo of one or more of the Event Sponsor. The maximum height of each Logo is 30cm, unless otherwise agreed with the World Athletics Chief Executive Officer or their nominee.

4.3 **Event Sponsor Announcements**

4.3.1 Event Sponsors may be acknowledged in public address announcements prior to, during the course of and after a Competition. Such announcements may include a

jingle, shall be made in a reasonable manner and must not interfere with the Competition and broadcast coverage. During the course of a Competition, Event Sponsors' announcements may have a maximum total duration of 60 seconds per hour.

- 4.3.2 Any Event Sponsor announcements shall not interfere with any broadcast recordings and, therefore, appropriate adjustment must be made to the volume of any public announcement system loudspeakers placed near to the broadcast commentary and interview positions.

4.4 **Scoreboards/Giant Screens**

- 4.4.1 The outside frame of the scoreboards (also known as giant screens) shall be clear of any Advertising of the manufacturer, unless it is a Commercial Affiliate. The Logo of Event Sponsor may be placed on the outside frame of the scoreboard, provided that the maximum distance between the edge of the Logo and the edge of the scoreboard is 1.2m.

- 4.4.2 Advertising of the Event Sponsor with or without spoken text (such as advertising slots, commercials etc.) may be shown on scoreboards before the commencement of each session at the Event and immediately after the last session of an Event, as well as during dead time between Competitions.

- 4.4.3 The Logo of the Event Sponsor may be displayed on the scoreboard screen during a Competition.

4.5 **Gantries**

Gantries are produced in varying designs, shapes and sizes depending on the Event Site. Accordingly, there are no restrictions in respect of the size, number and position of the:

- (i) Event's official title
- (ii) Event Logo
- (iii) Official timing devices with the Logo of the Event Sponsor providing the services with respect to timing
- (iv) Event Sponsor Logos

on the start, finish and awards ceremonies' gantries or any other gantry on the Event Site. This Regulation applies to Athlete entrance gates and gantries at stadium events.

4.6 **Finish Line Tape**

The Logo of Event Sponsor and/or the Event Logo may be repeatedly displayed on both sides of the finish line tape. The maximum height of each Logo is 20cm.

4.7 **Space Blankets**

Two (2) Logos of Event Sponsor may be displayed on both sides of space blankets provided to Athletes during or at the end of a Competition. The maximum size of each Logo is 40cm² with a maximum height 5cm.

4.8 **Award Items**

Any award items (except medals) given to Athletes at the end of a Competition, at the finish line or during medal ceremonies may display the Logo of one or more of the Event Sponsor and/or the Event Logo. The maximum height of each Logo is 5cm.

4.9 **Product Placement**

Event Sponsor' products may be placed at the Event Sites during the Competition, including at the Event's tracks, in-field, along the Competition's course and at press conferences. The size, location and manner of such placement must be determined by the Event Organiser.

5. **MARKETING AT STADIUM EVENTS**

5.1 **Track Surfaces (Main Track and Warm-up Tracks)**

5.1.1 Logo of the Track Surface Manufacturer

A maximum of two (2) flat Logos of the actual manufacturer of the track surface may be displayed in watermark style on the track surface, provided that the actual manufacturer of the track surface is an Event Sponsor of the relevant Event. The height of each such flat display shall not exceed 1m for outdoor tracks and 0.5m for indoor tracks. The identification must not interfere with the track markings.

5.1.2 Name of the Stadium and/or Name of the Host City and/or the Event Logo

The following identifications (without limitation or number) may be displayed in a flat watermark style on the track surface:

| Name or Logo– Max. Two (2) from options below | Maximum Height | |
|--|-----------------------|---------|
| | Indoor | Outdoor |
| Stadium Name (may include commercial name) | 2.5m | 5m |
| Host City | 2.5m | 5m |
| Event Logo (may include Title Sponsor) | 2.5m | 5m |
| Logos of Commercial Affiliates | 0.5m | 1m |

- i. provided always that the shade of the watermark identification must be in the base colour of the track and must be diluted a maximum of 66% by white

colour. The identification must not interfere with the track markings, which must remain dominant.

5.1.3 World Athletics Certification Logos

A maximum of two (2) identifications, two (2) of the same or one (1) of each “World Athletics Certified Product” and/or “World Athletics Certified Facility”, may be displayed in a watermark style on the track surface. The width of each such flat display shall not exceed 50cm for outdoor tracks and 25cm for indoor tracks. The identification must not interfere with the track markings and should be outside of the area where Athletes are competing. The World Athletics Certification logos shall be subject to terms and conditions of licence and used in accordance with the relevant World Athletics brand guidelines and it shall not be used next to, with or alongside the name and/or Logos of an Event Sponsor unless it is an World Athletics commercial affiliate and the World Athletics Chief Executive Officer or their nominee has given its prior written approval.

5.2 **Advertising Boards**

5.2.1 General Principles

- (i) Content: The Advertising Boards may display Logos as well as any other identification or content authorised by the Event Organiser, of the Event Sponsor, the Event, the host city and the broadcasters, or, subject always to Regulation 3.5 above, any other third party as determined by the Event Organiser.
- (ii) Double-sided: Advertising Boards may be double-sided with Advertising displayed on both sides of the Advertising Boards.
- (iii) LED: if LED technology is used, solus and/or shared solus configurations are permitted.

5.2.2 Outdoor Stadium

5.2.2.1 Perimeter Boards

- (i) First Tier: Perimeter Boards around the track shall be placed in standard conditions at 30cm from the outside edge of the track, including on the reverse camera-angle, camera blind side along the 100m straight (“100m Straight Boards”). They shall be of a consistent height. They must be limited to one row. A second row directly behind the track boards is not permitted.
- (ii) Second Tier: Perimeter Boards are permitted in the second tier. They shall be of a consistent height.
- (iii) Size: Perimeter Boards may have a maximum height of 1.2m.

5.2.2.2 Perimeter Board Behind the Start of the 100m

- (i) One (1) Perimeter Board or backdrop may be placed behind the start of the 100m (110mH), either at track level or raised 50cm from the track surface. Such Perimeter Board behind the start of the 100m may display the Logo of one or more of the Event Sponsors.

- (ii) The maximum height of the behind-the-start of the 100m Perimeter Board or backdrop is 2.5m and its maximum width is the width of the track.

5.2.2.3 In-field Boards

- (i) Position: In-field Boards, if any, shall be placed in standard conditions at not less than 50cm from the inner edge of the track, anywhere in the infield.
- (ii) Maximum amount: A maximum length of 120m of In-field Boards is permitted.
- (iii) Size: In-field Boards have a maximum length of 3m and height of 50cm. The In-field Boards may be elevated on a neutral pedestal of a maximum height of 10cm, so that the total maximum height from the ground to the top of the In-field Board shall be 60cm.

5.2.3 Indoor Stadium

5.2.3.1 Perimeter Boards

- (i) First Tier: Perimeter Boards shall be placed around the outside edge of the track, including on the reverse camera-angle, camera blind side along the finishing straight ("Finishing Straight Boards"). They shall be of a consistent height. They must be limited to one row. A second row directly behind the track boards is not permitted.
- (ii) Second Tier: Perimeter Boards are permitted in the second tier. They must be of a consistent height.
- (iii) Size: Perimeter Boards may have a maximum height of 1m.

5.2.3.2 In-field Boards

- (i) Position: In-field Boards, if any, shall be placed in standard conditions at not less than 0.50m from the inner edge of the track, anywhere in the infield, as well as along the length of the straight.
- (ii) Maximum amount: A maximum amount of 30m of In-field Boards shall be permitted.
- (iii) Size: In-field Boards have a maximum height of 40cm. The In-field Boards may be elevated on a neutral pedestal of a maximum height of 10cm, so that the total maximum height from the ground to the top of the In-field Board shall be 50cm.

5.2.4 At Warm-up Areas

Perimeter Boards may be placed at warm-up areas. Such Perimeter Boards may have a maximum height of 1.2m and they must be of a consistent height.

5.2.5 Protective Run-Off Mats at Indoor Stadium

The Logo of an Event Sponsor or the Event Logo may be displayed on the protective run-off mats at the end of the 60m straight. The maximum height of such display is 1.5m and the maximum width is the width of the track.

5.2.6 Cam Carpets

Cam carpets may be used on the track surface or the in-field. The maximum height of the cam carpet's relative appearance from the main camera angle is 1.2m.

5.3 **Advertising on the In-field Surface**

For outdoor stadiums the Logos of the Event, Event Sponsor and/or any other third party as determined by the Event Organiser may either be painted on or a carpet or other material laid on the surface of the in-field. If one Logo is displayed the maximum size is 80m² or if two or more Logos are displayed the maximum size of 60m²each. Such Logo(s) must be placed not less than 3m from the edge of the landing sector on the in-field surface (i.e. not inside landing sector or interfering with the free movement of the Competition Officials, photographers, television crew, other authorised personnel working on the in-field and remote control vehicles).

5.4 **Throws Circle**

The area outside the perimeter of the throwing circle for the Shot Put, Discus Throw and Hammer Throw circle may display the Logos of the Event Sponsor. Except that no Logo may be placed or interfere(s) with any landing sector or on the rim / stop board where the Athlete throws the implement or official markings around the circle which must be kept clean of any Logos.

5.5 **Jumps and Pole Vault Runways**

The Logos of the Event, Event Sponsor, the host city and/or any other third party as determined by the Event Organiser may be displayed along the runways for the Long Jump, Triple Jump, High Jump and Pole Vault. For outdoor stadiums the maximum height is 50cm and for indoor stadiums the maximum height is 40cm. The display may be elevated on a neutral pedestal that has a maximum height of 10cm, so that the total maximum height from the ground to the top of the board is 60cm (outdoor stadiums) and 50cm (indoor stadiums) respectively. For outdoor and indoor stadiums the display must not be less than 50cm from the runway.

5.6 **Javelin Throws Runway**

The Logos of the Event, Event Sponsor, the host city and/or, any other third party as determined by the Event Organiser may be displayed along the runway of the Javelin Throw. The maximum height is 50cm. The display may be elevated on a neutral pedestal that has a maximum height of 10cm, so that the total maximum height from the ground to the top of the board is 60cm. The display must not be less than 50cm from the runway.

6. **MARKETING AT NON-STADIUM EVENTS**

6.1 **Perimeter Boards**

- (i) Content: The Perimeter Boards may display Logos as well as any other identification or content authorised by the Event Organiser, of the Event Sponsor, the Event and the broadcasters, or, subject always to Regulation 3.5, any other third party as determined by the Event Organiser.
- (ii) Position: Perimeter Boards may be placed around the course of the Competition as well as at the start and finish areas.

- (iii) Size: The maximum height of the Perimeter Boards is 1.2m.
- (iv) Double-sided: Perimeter Boards may be double-sided with Advertising displayed on both sides of the Perimeter Boards.
- (v) LED: if LED technology is used, solus and/or shared solus configurations are permitted.

6.2 **Cam Carpets/Road Marking**

Cam carpets may be placed on the course and/or the road may be marked with Logos of Event Sponsor, World Athletics, the Event, the host city, the broadcasters or, subject always to Regulation 3.5 any other third party as determined by the Event Organiser. The maximum height of the cam carpet's relative appearance from the main camera angle is 1.2m.

6.3 **Other Advertising Signs**

Other Advertising signs, road signs, arches, inflatables, any seat kill dressing and/or any other applications, whether now known or thereafter developed, may be placed around, on or above the course of the Competition (such as in cheering zones) as well as at the start and finish areas, subject to the Event Organiser's approval. Such other Advertising signs may display the Logos of Event Sponsor, the Event, the host city, the broadcasters or any other third party as determined by the Event Organiser.

7. **EQUIPMENT AND IMPLEMENTS USED DURING COMPETITIONS**

7.1 **Competition Equipment**

7.1.1 **General**

7.1.1.1 A maximum of two (2) "World Athletics Certified Product" Logos may be displayed on Competition equipment, throwing implements (i.e. shots, discus, javelins and hammers) and relay batons which shall be in accordance with the Guidelines for the Official World Athletics Certification Logos section of the World Athletics Certification Procedures.

7.1.1.2 Competition equipment may be branded with the official Event look and feel.

7.1.1.3 The Logo of the Provider or manufacturer of Competition equipment may be displayed on such Competition equipment and throwing implements (i.e. shots, discus, javelins and hammers) and relay batons including any identification that is required by Applicable Laws.

7.1.2 **Shots, Discus, Javelins, Vaulting Poles, Hammers, Crossbars, Uprights, Lap Bells, Starting Blocks and Lane Boxes**

7.1.2.1 The Logo of the Provider or manufacturer may be displayed twice on shots, discus, javelins, vaulting poles, hammers, crossbars, uprights, lap bells, starting blocks and lane boxes used at a Competition. The maximum height of the Logo is 4cm.

7.1.2.2 The Logos of Event Sponsors and the Event Logo may be displayed on crossbars, uprights, lap bells and starting blocks and the maximum height of each Logo is 4cm. Where such Logos are placed on an upright the lettering may be placed vertically.

7.1.3 Relay Batons

The Logo of the Provider or manufacturer may be displayed twice on relay batons. The maximum height of the Logo is 4cm. The Event Logo may be displayed on relay batons.

7.1.4 Landing beds

7.1.4.1 The following may be displayed on the top and/or sides of the landing beds:

- (i) The Logo of the Provider or manufacturer of the landing bed;
- (ii) the Logos of Event Sponsors
- (iii) The Event Logo,

and in each case the size of the Logo may be of any size fitting and in proportion to the size of the respective landing bed. The number and precise size of the Logos displayed must be approved by the Event Organiser.

7.1.5 Hurdles and Steeplechase Barriers

7.1.5.1 Three (3) of the following may be displayed across the length of the non-approach side of the hurdles and steeplechase barriers (i.e. the side of the hurdles or steeplechase barriers that faces away from the Athlete's approach):

- (i) Logo of the Provider or manufacturer
- (ii) Logo of an Event Sponsor
- (iii) name of the host city
- (iv) name of the stadium (can include a commercial name)
- (v) Event Logo

7.1.5.2 The maximum height of each Logo on the hurdles is 5cm. The maximum height of each Logo on the steeplechase barriers is 10cm.

7.1.6 Take-off Boards

The Logo of an Event Sponsor or the Logo of the Provider or manufacturer that is an Event Sponsor may be placed:

7.1.6.1 adjacent to the take-off board; and

7.1.6.2 on the take-off board but provided always that the Logo is placed on one side of the take-off board and is a maximum of [10cm] in from the shorter edge of the take-off board and minimum of [5cm] in from the take-off line (i.e. as close as possible to the outer long edge of the take-off board that faces the runway). The precise size and position of the Logo will be determined by reference to the size and position adopted by World Athletics at its WAS Events.

7.2 **Other Equipment**

7.2.1 **Electronic Equipment**

On electronic equipment used for the Competition displaying information (such as measuring devices, clocks, wind gauges (anemometers), electronic scoreboards), the Logo of the Event Sponsor that produces, services or sells such equipment may be displayed on each side of such equipment. The maximum height of the Logo is 20cm.

7.2.2 **Information Display**

The Logo, video and animation of the Event, World Athletics or the Event Sponsor may be displayed in rotation on the information display of the in-field scoreboards, except whilst the in-field scoreboards are being utilised during a Competition for Competition information purposes.

7.3 **Judge/Starter Rostrum, Hurdles Cart, Shot Put Carrier Rack; Plasticine Carrier Rack; Distances Indicator; Tape Winders; Triple Jump Distances Indicators; Chalk Containers and Bins**

7.3.1 The above items may display three (3) of the following logos with a maximum height of 10cm:

7.3.2 Event Logo

7.3.3 Event Sponsor

7.3.4 Name of the stadium (can include a commercial name)

7.3.5 Logo of either the Provider or manufacturer

7.3.6 name of the host city.

7.4 **Broadcast, Data Processing and Information Technology Equipment**

7.4.1 Any broadcast, data processing and information technology equipment used at the Event Sites shall be clear of any manufacturer's Logos, unless the manufacturer is either an Event Sponsor, expressly authorised by the World Athletics Chief Executive Officer or their nominee or it is required by Applicable Laws. Such equipment may display either the Event Logo or the Logo of a Commercial Affiliate. The maximum height of each Logo is 20cm.

7.5 **Umbrellas/Protective Canopies**

7.5.1 Umbrellas/protective canopies on the Field of Play may display the Event Logo and:

- for stadium Events: the Logo of one (1) Commercial Affiliate;
- for non-stadium Events: the Logo of one or more Event Sponsor.

The maximum size of each Logo is 40cm².

7.5.2 The protective canopies of the timing/measurement equipment on the Field of Play shall have a maximum height of 1.7m and a maximum diameter of 1.2m or for rectangular canopies each side of a maximum width of 1m and may only be used during the Competition if necessary. The Logo of one (1) Event Sponsor that produces, services or sells such timing/measurement equipment may be displayed on the protective canopy. The maximum height of the Logo is 40cm.

7.6 **Refreshment, Drink and/or Sponging Stations**

7.6.1 The number of refreshment, drink and/or sponge stations and their placement must comply with the requirements for the relevant Competition, as well as the Rules and Regulations.

7.6.2 At Stadium Events

7.6.2.1 The maximum height of a drink station is 1.4m and the maximum diameter shall be 1m or, for rectangular drink stations, each side must have a maximum width of 1m. The form or shape of the drink station may incorporate the design of the packaging of the drinks supplied by the Event Sponsor of the drinks (e.g. a bottle or can).

7.6.2.2 The Logo of an Event Sponsor may be displayed around the edge of the stations or, for rectangular stations, on each side. The maximum height of each Logo is 40cm.

7.6.3 At Non-stadium Events

The Logo of an Event Sponsor may be displayed on a skirting around the tables and on a canopy over the tables used for the stations. The maximum height of the Logo is 20cm and the total length is 10m.

7.6.4 Station Personnel

In non-stadium Events, refreshments, drinks and/or sponges may be dispensed from the stations by staff members of the Event Sponsor providing the drinks, unless otherwise provided for in the Rules and Regulations, or by any other authorised persons. The Logo of the Event Sponsor providing the drinks, the Logo of any other Commercial Affiliate, the Event Logo or the name of the host city may be displayed on the upper body clothing of the station personnel dispensing the refreshments, drinks and/or sponges. The maximum size of the Logo is 40cm².

7.7 **Other Equipment**

The Logo of the manufacturer of other technical equipment used at the Event Sites that is a Commercial Affiliate, the Logo of any other Commercial Affiliate, the Event Logo or the name of the host city may be displayed only twice on two sides of such other equipment. The maximum height of each Logo is 10cm. The Logo of the Provider or manufacturer of technical equipment that is not an Event Sponsor of the relevant Event must be removed or covered-up, save for any identification that is required by Applicable Laws.

8. **VEHICLES**

8.1 **General**

Vehicles used at the Event Sites shall not display any other manufacturer's Logos than those placed at the vehicle's model standard series production, unless such manufacturer is a Commercial Affiliate.

8.2 **Tracking Vehicles**

Tracking vehicles for broadcast production at non-stadium Events may display either the Event Logo or the Logo of any Event Sponsor on each side of the car. The maximum height of each Logo is 40cm.

8.3 Lead/Timing Cars

8.3.1 The Logos of the Event Sponsor may be displayed once each on each side and on the top of each of the lead/timing cars. The maximum height of each such display shall be 40cm. The identification must be the same on all lead/timing cars during a Competition race.

8.3.2 In addition, the Event Sponsor providing the services with respect to timing shall be permitted to one (1) product placement on each lead/timing cars (such as product placement in form of a watch at the top of the lead/timing cars). Such representation shall not impair the visibility of the clock on the lead/timing cars.

8.4 Car Parade

Event Sponsor may represent their products in the form of product placement representation on the cars driving on the course of the Competition ahead of the first lead/timing car prior to a race (such as a “car parade”), provided that this complies with the Applicable Laws. In addition, such cars may display the Logo of the Event Sponsor on each side and on the top of the car. The maximum height of each Logo is 40cm.

8.5 Remote Controlled Vehicles

8.5.1 The Event Logo, Logos of Event Sponsor, World Athletics Logo and/or the Logo of the Provider may appear on radio-controlled vehicles, drones or other remote-controlled devices used as equipment at the Event Sites. The maximum height of the Logo is 10cm.

8.6 Golf cart

8.6.1 Golf carts used at the Event Sites may display either the Event Logo or the Logo of a Event Sponsor on each side of the golf cart. The maximum height of each Logo is 20cm.

9. ON SCREEN IDENTIFICATION

9.1.1 The Logos of Event Sponsor may be displayed on the signal of a Competition transmitted by television or other current or future technologies (“On-Screen Identification”), provided that such display is in accordance with Applicable Laws.

10. USE OF DIGITAL TECHNOLOGY

10.1.1 Advertising using digital technology (whether now known or hereafter devised, developed or invented) to insert virtual advertising into the live or delayed feed of the Event (“Virtual Advertising”) is permitted but must be applied in a reasonable manner to ensure that its use does not interfere with the integrity of a Competition.

10.1.2 Virtual Advertising must not be inserted in a way that obscures the broadcast audience’s view of the Event.

- 10.1.3 Virtual Advertising is permitted to appear both outside the Field of Play and on the Field of Play prior, during and after a Competition session.
- 10.1.4 Virtual Advertising is expressly forbidden to appear on all persons (including spectators, Athletes, Competition Officials) at the Event Sites, except for an application on the Bibs.