



**MARKETING & ADVERTISING REGULATIONS**

**CLOTHING & ACCESSORIES**

**WORLD RANKINGS COMPETITIONS:**

**INVITATION MEETINGS / CIRCUITS AND LABEL ROAD RACES**

*(Approved by Council 21 March 2023,*

*effective from 01 December 2023)*



## **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:

|                           |  |
|---------------------------|--|
| <b>Advertising</b>        | any advertising and/or display of a promotional nature.  |
| <b>Applicable Laws</b>    | all laws and statutory regulations (including the laws of the country where the Event takes place and that of the Athlete's home country) as well as health & safety laws and any statutory regulations issued by or applicable to broadcasters.         |
| <b>Athlete Kit</b>        | Competition clothing (such as tops, vests, shorts, leggings etc.), warm-up clothing and ceremony kit including tracksuit, t-shirts, sweatshirts, sweatpants, rain jackets and any other kit or apparel worn by Athletes when participating at the Event. |
| <b>Athlete Sponsor</b>    | the entities that have been granted and have acquired marketing rights in relation to an Athlete.  |
| <b>Bib</b>                | the identification card (which identify the Athletes by country, name or number) worn by an Athlete during the Competition.  |
| <b>Call Room</b>          | the room(s) at the Event Site(s) where the Athletes gather immediately prior to the Competition before entering the Field of Play and includes the gathering point at the warm-up area.  |
| <b>Call Room Judges</b>   | one or more Competition Officials appointed under the Competition Rules as judges to ensure that all Athletes' clothing and equipment is checked in the Call Room before the Competition.  |
| <b>Call Room Referees</b> | one or more referees appointed in accordance with the Competition Rules in respect of the Call Room.   |
| <b>Club</b>               | means the Athletes' club to which they are currently affiliated as a member to represent at competitions held or sanctioned by a National Member Federation (see paragraph 1.3 of the World Rankings Competition Definition).                            |
| <b>Competition</b>        | the athletic competition (in all its various forms and disciplines) which the Athletes participate and compete in at an Event.   |

|                             |  |
|-----------------------------|--|
| <b>Competition Official</b> | an official, or his or her representatives, appointed by the Event Organiser of a Competition in accordance with the Competition Rules.  |
| <b>Composite Logo</b>       | means a Logo combined with another Logo and/or Club Name.  |
| <b>Event</b>                | means an invitation meeting, circuit or label road race (see paragraphs 1.d. and 2.d. of the World Rankings Competitions definition).  |
| <b>Event Organiser</b>      | the organiser who has responsibility for the operational delivery of the Event and has been granted the relevant World Athletics label or permit to do so.   |
| <b>Event Sites</b>          | for all Events, whether indoors or outdoors, those areas (including areas of a course or route) directly under the control of the Event Organiser.   |
| <b>Event Sponsors</b>       | the entities that have been granted and have acquired marketing rights on a regional basis in relation to an Event at a regional or national level, which include the Title Sponsor.   |
| <b>Event Title</b>          | the official title of an Event (including, if applicable, the name of a Title Sponsor).  |
| <b>Field of Play</b>        | the area in which the Athlete participates and/or competes in their Competition (which for non-stadium Events means the course) including the Call-Room, post Competition area and, if the Athlete wins a podium place, the area leading to the podium, on the podium, the mixed zone, press conference areas and where a victory ceremony or laps take place. |
| <b>Jury of Appeal</b>       | the jury of appeal as established under the Competition Rules.   |
| <b>Logo</b>                 | any symbol, emblem, design, service mark, trade name, trade dress, graphical identification, indicators of source of origin, slogan, catch-phrases, taglines and/or the name (including websites and social media handles) of any entity, of any product of such an entity, Composite Logo or of the Event.  |
| <b>Marketing</b>            | the promotion or sale of products or services, including but not limited to Advertising, activations, communications, engagement, endorsements, promotions, sponsorship or sponsored publications.   |
| <b>Presentation Bib</b>     | a presentation bib in colour and 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.

**Referee** any referee appointed in accordance with the Competition Rules.

**Title Sponsor** the Event Sponsor which is the title sponsor of the Event.

**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 & Advertising Rules.

2.2 Pursuant to Marketing and Advertising Rules, these Regulations may be amended from time to time by the World Athletics 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 These Regulations govern the Marketing on or by or otherwise associated with Athletes, Athlete Sponsors, Event Sponsors, photographers and camera crews, Provider personnel, Event Organiser personnel (including volunteers) at Event Sites in relation to:

| <b>Application</b> | <b>World Rankings Competitions Definition Paragraph Number</b> | <b>Definition - sanctioned by either World Athletics or an Area Association</b> |
|--------------------|--|---|
| Mandatory          | 1.d. & 2.d.  | Invitation meetings, circuits and label road race                               |

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

2.6 For enquiries about these Regulations email: [kitapprovals@worldathletics.org](mailto:kitapprovals@worldathletics.org)

### **3. GENERAL PRINCIPLES**

3.1 Any Marketing at Event Sites must comply with the Rules and Regulations, these Regulations, any applicable guidelines issued by the World Athletics as well as all Applicable Laws.

3.2 Marketing on or by or otherwise associated with (a) Athletes (b) Event Sponsors; or (c) photographers and camera crews; (d) Provider staff and any other persons described in these Regulations, all at Event Sites, must be in accordance with these Regulations and must not adversely interfere with the technical conduct of a Competition (including the Field of Play).

3.3 No items with Advertising, Logos or other brand identification, other than as expressly permitted in these Regulation or approved by the Event Organiser, may be displayed, taken into, worn or placed in the Event Sites, by Athletes, Competition Officials, Event Sponsors, photographers, camera crew, Providers or any other persons described in these Regulations or otherwise participating in or assisting in the organisation or exploitation of an Event.

3.4 The Event Logo and the Event mascot may not be displayed on any Athlete Kit or Competition Officials but the Event Logo (or any name or mark which is similar to any of these names or Logos or refers to any of these names or Logos) may, in accordance with Regulation 11, be displayed on bibs for photographers and camera crews.

3.5 In accordance with the Technical Rule 5.1 Athlete must wear Athlete Kit which is clean and designed and worn so as not to be objectionable. The Athlete Kit must be made of a material which is non-transparent even if wet.

3.6 Permissions and Prohibitions

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

### **4. ATHLETE SPONSOR**

4.1 If an Athlete wishes to display the Logo of an Athlete Sponsor on Athlete Kit then the Athlete may do so provided that the requirements set out in these Regulations are complied with. For the avoidance of doubt, if there is a sponsor category conflict between an Athlete Sponsor and an Event Sponsor it is for the Athlete and Event Organiser to resolve taking into account the commercial arrangements governing the Athlete's participation in the Event. Event Organisers must liaise with the Athlete's authorised Athletes Representative to resolve such category conflict in the first instance. Such matters are not for World Athletics to resolve save that conflicts in sport manufacturer sponsor category are deemed an accepted custom and practice in the sport of Athletics and, accordingly, not prohibited by World Athletics.

4.2 For the avoidance of doubt:

4.2.1 manufacturers and Athlete Sponsors can only have one brand name/Logo applied once on items of Athlete Kit or other apparel (as referenced in Regulation 5.5) and

personal belongings or accessories (as referenced in Regulation 6) in accordance with these Regulations;

- 4.2.2 manufacturers of Athlete Kit cannot have one brand name/Logo in one position on Athlete Kit, other apparel, personal belongings or accessories and another brand name/Logo on Athlete Kit, other apparel, personal belongings or accessories or have the same name/Logo appear more than once on items of Athlete Kit or other apparel, personal belongings or accessories).

#### 4.3 **Athlete Kit to be worn at Event Sites**

- 4.3.1 Athlete Kit that follows these Regulations must be worn by Athletes, always at the Event Sites (including by Athletes during their warm-up sessions at warm-up areas and warm-up tracks and during ceremonies). For the avoidance of doubt, an Athlete may wear the team kit of their Member Federation's country at an Event Site provided that the team kit has been approved in writing by the World Athletics Chief Executive or their nominee.

### 5. **ATHLETE KIT**

#### 5.1 **Kit**

- 5.1.1 Any Marketing or other identification on Athlete Kit that is not expressly permitted under these Regulations is strictly prohibited and will constitute a breach of these Regulations.

- 5.1.2 The following names/Logos may be displayed Athlete Kit in accordance with the placement options set out in further guidance (unless specified otherwise by the World Athletics Chief Executive or their nominee):

- Manufacturer brand name/Logo
- Sponsor (non-manufacturer) name/Logo
- Athlete/Club name/Logo

- 5.1.3 If an Athlete wears the Athletic Kit of their Club then it must conform to these Regulations and where the Club name / logo displays the name of an commercial entity on Athlete Kit then the number of Athlete Sponsor Logos, where permitted, is reduced by one.

#### 5.2 **Athlete Kit, including tops, vests and shorts**

- 5.2.1 Subject to Regulation 5.1.3, the following displays on competition tops (either option A or B below) are permitted:

| <b>COMPETITION TOPS</b><br>(vests, t-shirts, leotard upper body, ceremony kit, track suits, sweatshirts, and rain jackets etc.)  |                                       |  |  |  |
|--|---------------------------------------|--|--|--|
|  | <b>Option A<br/>with manufacturer</b> |  | <b>Option B<br/>NO manufacturer</b>  |  |
| <b>Name / Logo / Emblem</b>  | <b>Maximum<br/>Number</b>             | <b>Maximum<br/>Size</b>  | <b>Maximum<br/>Number</b>  | <b>Maximum<br/>Size</b>  |
| <b>SPORTS MANUFACTURER -</b><br>Sponsor / supporter / supplier<br>(on front only)  | <b>1 only</b>                         | <b>5cm height<br/>and 10cm<br/>length –<br/>40cm<sup>2</sup></b> | No Sports Manufacturer, Sponsor<br>/ supporter / supplier  |  |
| <b>SPONSOR</b><br>(non-sports manufacturer) (on<br>either the front or back)   | <b>2 x</b><br>different sponsors      |  | <b>3 x</b><br>different<br>sponsors (non-<br>manufacturer) –<br>one placement<br>per national<br>sponsor | <b>5cm height<br/>and 10cm<br/>length –<br/>40cm<sup>2</sup></b> |
| <b>CLUB LOGO</b> (non-<br>commercial, see Regulation<br>5.1.3 if commercial name in<br>club logo) <b>or ATHLETE<br/>NAME</b> (where applicable) on<br>either the front or back | <b>1 x</b>                            | <b>10cm height</b>   | <b>1 x</b>   | <b>10cm height</b>   |
|  | <b>Total 4</b>                        |  | <b>Total 4</b>   |  |



5.2.2 Subject to Regulation 5.1.3, the following displays on competition bottoms (either option A or B) are permitted:

| <b>COMPETITION BOTTOMS</b>  |                                       |  |  |  |
|---|---------------------------------------|--|--|--|
| shorts, tights, leggings leotard lower body, ceremony kit bottoms, track suits bottoms, sweatpants etc.   |                                       |  |  |  |
|   | <b>Option A<br/>with manufacturer</b> |  | <b>Option B<br/>NO manufacturer</b>  |  |
| <b>Name / Logo / Emblem</b>   | <b>Maximum<br/>Number</b>             | <b>Maximum<br/>Size</b>                                      | <b>Maximum<br/>Number</b>  | <b>Maximum<br/>Size</b>                                      |
| <b>SPORTS MANUFACTURER</b> - Sponsor / supporter / supplier (on front only)   | <b>1 x</b>                            | <b>5cm height and<br/>10cm length –<br/>40cm<sup>2</sup></b> | No Manufacturer Kit Sponsor / supporter or supplier or choose not to apply this logo |  |
| <b>SPONSOR</b> (non-sports manufacturer) (on either the front or back) – <i>either on top or bottom of clothing (max. 2 sponsors total)</i>                   | <b>2 x</b><br>different sponsors      |  | <b>3 x</b> different sponsors (non-sports manufacturer - 1 placement per sponsor)    | <b>5cm height and<br/>10cm length –<br/>40cm<sup>2</sup></b> |
| <b>CLUB LOGO</b> (non-commercial, see Regulation 5.1.3 if commercial name in club logo) <b>or ATHLETE NAME</b> (where applicable) on either the front or back | <b>1 x</b>                            | <b>5cm height</b>  | <b>1 x</b>   | <b>5cm height</b>  |
|   | <b>Total 4</b>                        |  | <b>Total 4</b>   |  |

5.2.3 For Leotards (one piece) the displays on the upper body (i.e. above the waist) must comply with Regulation 5.2.1 and for the lower body (i.e. below the waist) must comply with Regulation 5.2.2.

5.2.4 On other Athlete Kit upper body items (i.e. above the waist) including ceremony kit, track suits, sweatshirts, and rain jackets worn by Athletes the display must comply with Regulation 5.2.1.

5.2.5 On other Athlete Kit lower body items (i.e. below the waist) including ceremony kit bottoms, track suits bottoms, sweatpants etc. worn by Athletes the display must comply with Regulation 5.2.2.

5.3 A graphic or figurative Logo of the manufacturer of the Athlete Kit (not including name or any text) may also be used as a “decorative design mark” once or repeatedly as a strip not exceeding 10cm in width in one of the following positions, provided such use does not, in the opinion of the World Athletics Chief Executive Officer or their nominee, in its discretion, dominate or unduly detract from the appearance of the item of clothing:

- Across the bottom of the sleeves, shorts or leotards;
- On the outer seam of the sleeves, (t-shirts, track suit tops etc.);
- Down the outer seams of the garment (leotards, leggings etc.).

For the avoidance of doubt, the decorative design mark cannot be used on other kit or apparel referred to in Regulations 5.5 below. Furthermore, the name, Logo or decorative design mark of the sports manufacturer of Athlete Kit cannot be used (i.e. printed, stitched, woven etc.) within the design of cloth, fabric, material etc. of the Athlete Kit.

#### 5.4 **Shoes**

The size of the name/Logo of the manufacturer of shoes worn by an Athlete is not restricted. The Athlete name, Athlete personal social media hashtag (i.e. no commercial references in the hashtag) can appear as well (this includes the Athlete’s own shoe brand) without any size or placement restrictions.

#### 5.5 **Other Apparel**

For other kit or apparel worn by an Athlete during the Competition (such as socks (including knee length socks and leg sleeves), headgear, hats, headbands, gloves, **glasses, sunglasses**, wristbands and arm sleeves) the following displays are permitted:

| <b>OTHER APPAREL/ACCESSORIES</b>   |                       |   |
|--|-----------------------|---|
| For other kit or apparel (such as socks (including knee length socks and leg sleeves), headgear, hats, headbands, gloves, <b>glasses, sunglasses</b> , wristbands and arm sleeves) |                       |   |
| <b>Other Apparel/Accessories</b>   |                       |   |
| <b>Name / Logo / Emblem</b>  | <b>Maximum Number</b> | <b>Maximum Size</b>                                       |
| <b>SPORTS MANUFACTURER</b><br>Sponsor/ Supporter /Supplier   | <b>1 x</b>            | <b>4cm height <u>or</u> 4cm length - 10cm<sup>2</sup></b> |
| <b>SPONSOR</b><br>(non- sports manufacturer)   | Not permitted         |   |
| <b>ATHLETE’S NAME</b>  | <b>1 x</b>            | <b>5cm height</b>   |
|  | <b>Total 2</b>        |   |

## 6. PERSONAL BELONGINGS AND ACCESSORIES

- 6.1 The following displays are permitted on all towels (e.g. beach, bath, hand and face) and blankets and bags:

| <b>Personal Belongings &amp; Accessories</b><br>(e.g. beach, bath, hand and face) and blankets and bags |   |  |  |  |
|---|---|--|--|--|
|   | <b>TOWELS</b><br>(e.g. beach, bath, hand and face) and blankets |  | <b>BAGS</b><br>(including tags and labels) |  |
| <b>Name / Logo / Emblem</b>   | <b>Maximum Number</b>   | <b>Maximum Size</b>                            | <b>Maximum Number</b>                      | <b>Maximum Size</b>                            |
| <b>SPORTS MANUFACTURER</b><br>Sponsor/ Supporter /Supplier  | 1 x   | 5cm height and 10cm length – 40cm <sup>2</sup> | 1 x  | 5cm height and 10cm length – 40cm <sup>2</sup> |
| <b>SPONSOR</b><br>(non- sports manufacturer)  | 2 x   |  | 2 x  |  |
| <b>ATHLETE'S NAME;</b> or personal social media hashtag   | 1 x   |  | 1 x  |  |
|   | <b>Total 4</b>  |  | <b>Total 4</b>                             |  |

- 6.2 The name/Logo of the Provider or manufacturer of a drink and/or Athlete Sponsor may be displayed twice on an Athlete's personal drinking bottle. The size of both name/Logo can be a maximum size of 40cm<sup>2</sup> and max height of 5cm on the bottle. Athletes can bring personal drink bottles on to the Field of Play.
- 6.3 The regulations in relation to Marketing displayed on Athlete throwing implements in field events and combined events (i.e. discus, shot, hammer and javelin and vaulting pole) are set out in the Marketing and Advertising Regulations Event Branding: Diamond League & Continental Tour Gold (see Book C, C1.3 Appendix 1 and C1.4 Appendix 1).
- 6.4 Athletes cannot bring video recorders, radios, CD players, radio transmitters, mobile phones, headphones, cameras or body cams on to the Field of Play and further they cannot bring any other items on to the Field of Play unless expressly permitted in the Competition Rules. For the avoidance of doubt, Athletes may wear a watch (including smart watches) in the warm-up area and the Field of Play.
- 6.5 Any medical, bandage or general tape used by an Athlete may either be plain colour or display the Athlete's name on the tape. Commercial names/Logos on medical, bandage or general tape are not permitted.

6.6 For the avoidance of doubt, members of an athlete's entourage (family members, coaches, Athlete Representatives etc.) are not permitted to pass prohibited items (including items which do not comply with these Regulations) to an Athlete on the Field of Play and they must comply with this Regulation 6, as far as is applicable to them, when on Event Sites.

## 7. **NAIL, BODY ART, HAIR DESIGNS & JEWELLERY**

7.1 Athlete Sponsor names/Logos cannot feature in:

7.1.1 Tattoos (whether permanent or temporary and includes the use of henna or similar products);

7.1.2 Hair designs;

7.1.3 Contact lenses; or

7.1.4 Nail art.

For the avoidance of doubt, Athletes may have tattoos and they may have hair designs and contact lenses.

7.2 Athletes can wear jewellery (including body piercings and watches subject to Regulation 6.4). Jewellery (including that which includes in its design the name or logo of the jewellery brand) is permitted to be worn.

## 8. **ATHLETE BIBS**

8.1 The maximum size of the Bibs is 16cm (height) x 24cm (length) and display the following:

|  | <b>Athlete Competition Bibs</b>   |   |                                |   |
|--|---|---|--------------------------------|---|
|  | <b>Option A</b>   |   | <b>Option B</b>                |   |
| <b>Name / Logo</b>                     | <b>Maximum Number</b>   | <b>Maximum Size</b>                                   | <b>Maximum Number</b>          | <b>Maximum Size</b>                                   |
| Event Sponsor                          | <b>1 x</b>  | <b>6cm height</b> - top of the bib                    | <b>2 x</b>                     | <b>6cm height</b> - top of the bib                    |
| Athlete Name or Number                 | <b>1 x</b>  | <b>6cm height</b> - middle of the bib                 | <b>1 x</b>                     | <b>6cm height</b> - middle of the bib                 |
| Event Sponsor and/or Host City or Area | <b>1x</b> (Host City or Area) + <b>1x</b> (Event Sponsor if only 1 Event Sponsor on the top of the bib) | <b>4cm height</b> - bottom of the bib                 | <b>1 x</b> (Host City or Area) | <b>4cm height</b> - bottom of the bib                 |
|  | <b>Total 4</b>  | Total Bib Size – <b>16cm height &amp; 24cm length</b> | <b>Total 4</b>                 | Total Bib Size – <b>16cm height &amp; 24cm length</b> |

8.2 The Bibs must be printed in order to ensure maximum and easy visibility of the Athlete identification (name or number) by the Competition Officials.

8.3 The Bibs and Athlete identification (name or number) on the Bibs must always be visible (i.e. not folded, hidden from view, not perforated, not pierced, not holed (unless designed with perforations, piercing or holes by the provider of the bib to the event etc.)) in their entirety on the Field of Play during the Event. Athletes must not remove their Bib from their Athletic Kit when on the Field of Play.

8.4 Different Event Sponsors may be displayed on the Bibs for different Competitions (e.g. women's 100m and men's javelin).

## 9. **PRESENTATION BIBS**

9.1 The Presentation Bib is for Athlete's who have won a place on the podium to place on their Ceremony Kit. The maximum size of the Presentation Bib is 20cm (height) x 24cm (length) and display the following:

|                    | <b>Athlete Presentation Bibs</b> |   |
|--------------------|----------------------------------|---|
| <b>Name / Logo</b> | <b>Maximum Number</b>            | <b>Maximum Size</b>                               |
| Event Sponsor      | <b>1 x</b>                       | <b>6cm height - top of the bib</b>                |
| Event Logo         | <b>1 x</b>                       | <b>14cm height - remainder of the bib</b>         |
|                    | <b>Total 2</b>                   | <b>Total Size – 20cm height &amp; 24cm length</b> |

## 10. **CLOTHING OF COMPETITION OFFICIALS**

10.1 The clothing both upper body and lower body of Competition Officials may display the following:

|   | Competition Officials Clothing |  |                                      |  |
|---|--------------------------------|--|--------------------------------------|--|
|   | Option A                       |  | Option B                             |  |
| Name / Logo / Emblem                              | Maximum Number                 | Maximum Size                                   | Maximum Number                       | Maximum Size                                   |
| Sports Manufacturer Sponsor / supporter /supplier | 1 x                            | 5cm height and 10cm length – 40cm <sup>2</sup> | 1 x                                  | 5cm height and 10cm length – 40cm <sup>2</sup> |
| Event Sponsor (non-sports manufacturer)           | 0 – if a Event Title Sponsor   |  | 1 – if <u>no</u> Event Title Sponsor |  |
| Event Title and/or the Event Logo                 | 1 x                            | 5cm Height                                     | 1 x                                  | 5cm Height                                     |
|   | <b>Total 2</b>                 |  | <b>Total 3</b>                       |  |

10.2 A graphic or figurative Logo of the clothing manufacturer that is an Event Sponsor (not including name or any text) may also be used as a decorative “design mark” once or repeatedly as a strip not exceeding 10cm in width in one of the following positions, provided such use does not, in the opinion of the Event Organiser, in its discretion, dominate or unduly detract from the appearance of the garment:

- Across the bottom of the sleeves;
- On the outer seam of the sleeves;
- Down the outer seams of the garment.

For the avoidance of doubt, the decorative design mark cannot be used on other kit or apparel referred to in Regulation 5.5 above.

10.3 Where the Event has a Title Sponsor the complete Event Title must be displayed on clothing (not just the name of such presenting Title Sponsor).

10.4 If applicable, for all other clothing (i.e. socks (including knee length socks and leg sleeves), headgear, hats, headbands, gloves, glasses, sunglasses, wristbands and long arm sleeves etc.) provided to Competition Officials the size requirements in these Regulations do not apply if the manufacturer is an Event Sponsor and such size will be approved by Event Organiser.

## 11. PHOTOGRAPHERS/CAMERA CREWS – BIBS

11.1 Any photographer or television camera crew member with access to the in-field must wear the official in-field photographer or camera crew bib provided by the Event Organiser. Unless otherwise agreed by the Event Organiser the official in-field bib of either the photographer or camera crew may display:

|                           | Photographer               |              | Television Crew Bibs   |              |
|---------------------------|----------------------------|--------------|--|--------------|
| Name / Logo               | Maximum Number             | Maximum Size | Maximum Number   | Maximum Size |
| Host Broadcaster          | N/A                        | N/A          | 2 x (choose either Event Sponsor or Host Broadcaster (1 x front & 1 x back)) | 10cm Height  |
| Event Sponsor             | 2 x (1 x front & 1 x back) | 10cm Height  |  |              |
| Event Title or Event Logo | 1 x (front)                |              | 1 x (front)  |              |
|                           | <b>Total 3</b>             |              | <b>Total 3</b>   |              |

## 12. ON-SITE EVENT SPONSOR CLOTHING

12.1 The clothing of staff of Event Sponsors providing goods or services during an Event at Event Sites may display:

|   | Commercial Affiliate Clothing (Supply Goods & Services during an Event) |  |
|---|---|--|
| Name / Logo / Emblem  | Maximum Number  | Maximum Size                                   |
| Event Sponsor   | 1 x   | 5cm height and 10cm length – 40cm <sup>2</sup> |
| Clothing manufacturer that is a Commercial Affiliate                              | 1 x   |  |
| Event Title and the Event Logo (if Title Sponsor, must be included in full title) | 1 x   | 4cm Height                                     |
|   | <b>Total 3</b>  |  |

### **13. OTHER PERSONNEL ON EVENT SITES**

- 13.1 All other personnel (volunteers, Provider personnel, organising committee officials, stadium personnel etc.) at Event Sites must either wear the official Event clothing supplied by the Event Organiser or wear unbranded clothing.

### **14. DESIGNATED REPRESENTATIVE**

The Event Organiser shall designate a representative who has the authority and function to oversee compliance with, to administer, interpret and supervise these Regulations at Events.

### **15. ENFORCEMENT GENERALLY**

If any person does not comply with the Event Organiser's order, or a Competition Official refuses to order the action required in the view of the Event Organiser's designated representative, such person or Competition Official may be subject to sanctions in accordance with the Rules and/or these Regulations or any other applicable Rule or Regulation.

### **16. ENFORCEMENT AT EVENTS**

#### **Call Room**

- 16.1 The size of the Marketing or other identification displayed on the Athletes' Kit and, if applicable, apparel and/or personal belongings (if to be brought on to the Field of Play) may be measured by the Call Room Judges and/or Call Room Referee or Event Organiser through their designated representative(s) while worn or open/ready for use. When measuring the size of Logos, a rectangle will be traced around the Logo and mathematical rules used to calculate the surface area of the Logo (i.e. the rectangle may be traced by using a ruler, rectangular transparent slide or other rectangular template that states the maximum square cm and any maximum height or width restrictions).
- 16.2 The Event Organiser's designated representative shall decide any unresolved issues or matters in relation to the application of these Regulations arising in the Call Room working in conjunction with the Call Room Judges and/or Referee.
- 16.3 The appointment of a designated representatives by the Event Organiser neither impedes nor undermines the authority and power of the Call Room Judge and Call Room Referee pursuant to the Rules and these Regulations.

#### **Field of Play**

- 16.4 An Athlete must comply with these Regulations for the entire period they are on the Field of Play for their Competition. Once on the Field of Play the Athlete becomes of the responsibility of the Event Referee in charge of the Competition who has the authority to apply these Regulations.



16.5 The Event Referee shall, if necessary, in deciding any issues or matters in relation to the application of these Regulations on the Field of Play work in conjunction with the Event Organiser's designated representative.

## **17. BREACHES & REMEDIES AGAINST ATHLETES**

### **17.1 Remove, Cover-up or Wear plain clothing**

If Athlete Kit, including, where applicable, apparel, accessories, personal belongings, nail, body art, hair and jewellery is not in compliance with these Regulations, the Athlete may be directed to either remove, cover up the infringing items or wear plain clothing.

### **17.2 Refusal to comply**

If either an Athlete refuses to comply with the direction of either the Call Room Judge, the Call Room Referee or the Event Organiser's designated representative (as applicable), then the Athlete shall be subject to sanctions under these Regulations.

### **17.3 Subsequent change of compliant Athlete Kit to non-compliant Athlete Kit**

An Athlete who changes his/her compliant Athlete Kit and, where applicable, apparel, accessories, personal belongings, nail, body art, hair and jewellery to non-compliant Athlete Kit subsequent to the check and clearance in the Call Room, shall be subject to sanctions under these Regulations.

### **17.4 Participation on Field Play in non-compliant Athlete Kit**

An Athlete who participates in a Competition with Athlete Kit and, where applicable, apparel, accessories, personal belongings, nail, body art, hair and jewellery which was judged by the Event Referee and/or the Event Organiser's designated representative as non-compliant with these Regulations, shall be subject to the sanctions under these Regulations.

## **18. SANCTIONS AGAINST ATHLETES**

18.1 Any Athlete held to be in breach of, and/or requested to comply with and failing to comply with, these Regulations, may be subject to the following sanctions:

18.1.1 Given a warning;

18.1.2 Refused entry on to or requested to leave the Field of Play;

18.1.3 Disqualification of an Athlete from the Competition;

18.1.4 The Athlete's Competition result(s) is(are) annulled; or

18.1.5 Declaration of a financial penalties and/or, in the case of an Athlete, that appearance money shall not be payable to the Athlete by the relevant Event Organiser.

18.2 Any sanction referred to in Regulation 18.1 may be imposed on any Athlete not in compliance with these Regulations by the relevant Referee.

18.3 If a monetary fine is imposed on an Athlete, the fine shall be paid directly by the Athlete that breached these Regulations in accordance with the ruling.

19. **APPEALS**

19.1 **Submission at the Event**

Decisions made (including sanctions imposed) during a Competition pursuant to these Regulations either in the Call Room or on the Field of Play may be appealed by an Athlete. Such appeals shall be submitted to the Jury of Appeal (the “**Appeal Body**”) in accordance with the procedures prescribed for appeals to the Jury of Appeal in the Technical Rules.