



## **MARKETING AND ADVERTISING RULES**

*(Approved by Council 21 March 2023,  
effective 31 March 2023)*

## **SPECIFIC DEFINITIONS**

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

<b>Bet</b>	has the meaning given to it in the Manipulation of Sports Competition Rules.
<b>Betting</b>	making, accepting, or laying a Bet and shall include, without limitation, activities commonly referred to as sports betting such as fixed and running odds, totalisator/tote games, live betting, betting exchange, spread betting, peer to peer betting and other games offered by legal betting operators or illegal betting operators.
<b>Gambling</b>	games of the type that are played in casinos, online and/or in betting shops (including, but not limited to, poker, bingo, backgammon, roulette, baccarat, blackjack, keno, slot machine and dice).

## 1. Marketing and Advertising Rules

1.1 This Rule shall apply to the following World Rankings Competitions:

<b>World Rankings Competitions Definition Paragraph Number</b>	<b>Definition – held or sanctioned by World Athletics</b>
1.a.	World Athletics Series
1.c.	The athletics programme of Games and other Athletics Competitions with participants from different Areas.
1.d.	Invitation meetings / circuits and label road races.
1.e.	International Matches with participants from different Areas.

1.2 Area Associations may promulgate produce and circulate their own marketing and advertising rules and regulations to apply to:

<b>World Rankings Competitions Paragraph Number</b>	<b>Definition – held or sanctioned by an Area Association</b>
2.a.	Area Championships
2.b.	Intra-Area Championships
2.c.	The athletics programme of Games and other Athletics Competitions with participants from a single Area.
2.d.	Invitation meetings / circuits and road races.
2.e.	International Matches with participants from a single Area.

failing which those applicable regulations of World Athletics pursuant to these Rules shall apply.

1.3 Marketing and advertising displays of a promotional nature shall be permitted in all competitions held under paragraphs 1 and 2 of World Rankings Competitions definition, provided such advertising and displays comply with the terms of these Rules and with any Regulations that may be passed under them.

- 1.4 The Council may pass Regulations from time to time giving detailed guidance as to the form advertising may take and the manner in which promotional or other material may be displayed at competitions held under paragraphs 1 and 2 of World Rankings Competitions definition.
- 1.5 The scope of application of the Marketing and Advertising Regulations Clothing & Accessories: World Athletics Series Events (see Book C, C7.2) and the Marketing and Advertising Regulations Event Branding: World Athletics Series Events (see Book C, C1.2 Appendix 4) to the following World Rankings Competitions is as follows:

<b>Application</b>	<b>World Rankings Competitions Definition Paragraph Number</b>	<b>Definition</b>
Mandatory	1.a.	World Athletics Series Events
Optional	1.c.	The athletics programme of Games and other Athletics Competitions with participants from different Areas.
	1.e.	International Matches with participants from different Areas.
Pursuant to Rule 1.2 above, where the Area Association <b>does not</b> have their own regulations concerning clothing & accessories, the regulations (C7.2) apply by default	2.a.	Area Championships (of all types and disciplines).
	2.b.	Intra-Area Championships.
	2.c.	The athletics programme of Games and other Athletics Competitions with participants from a single Area.
	2.e.	International Matches with participants from a single Area.

- 1.6 The scope of application of the Marketing and Advertising Regulations Event Branding: Diamond League & Continental Tour Gold (see Book C, C1.3 Appendix 1 and C1.4 Appendix 1) to the following World Rankings Competitions is as follows:

<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.	Diamond League, Continental Tour Gold only.
Optional	1.d. & 2.d.	Other invitation meetings / circuits and label road races, not listed in the mandatory section above unless specified otherwise.

		However, for the avoidance of doubt, the Marketing & Advertising Rule 1.7 applies to all Invitation meetings / circuits and label road races.
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1.7 The following permissions and prohibitions apply to all competitions held under paragraphs 1 and 2 of World Rankings Competitions definition:

- 1.7.1 General: Marketing which is, in the opinion of World Athletics, tasteless, distracting, offensive, disreputable, defamatory or unsuitable, bearing in mind the nature of the World Ranking Competition, is prohibited.
- 1.7.2 Alcohol Products: Marketing of alcohol products is permitted provided:
  - a. it complies with all applicable laws; and
  - b. such alcohol products have an alcohol content of less than 20%.
- 1.7.3 Tobacco & Related Products: Marketing of tobacco or tobacco related products and e-cigarettes (including e-shisha or e-hookah) or e-cigarette related products (e.g. refills) are prohibited.
- 1.7.4 Arms and Weapons: Marketing of arms and weapons (including their manufacturers) are prohibited.
- 1.7.5 Food Supplements/Nutritional Supplements: Marketing of food supplements/nutritional supplements/products are prohibited, unless specifically approved in writing, following consultation with the Health & Science Department, by the Chief Executive Officer or their nominee.
- 1.7.6 Energy Drinks: Marketing of energy drinks (containing stimulants) are prohibited, unless specifically approved in writing, following consultation with the Health & Science Department, by the Chief Executive Officer or their nominee.
- 1.7.7 Sports Drinks/Hydration Tablets: Marketing of Sports Drinks/Hydration Tablets are permitted.
- 1.7.8 Pharmaceutical Companies and/or Products: Marketing of any pharmaceutical companies and/or any pharmaceutical products are prohibited, unless specifically approved in writing, following consultation with the Health & Science Department, by the Chief Executive Officer or their nominee. For the avoidance of doubt, Cannabidiol (CBD) companies and/or products are prohibited.
- 1.7.9 Betting/Gambling: Marketing of any Betting and Gambling products and services are prohibited, unless specifically approved in writing,

following consultation with the Athletics Integrity Unit, by the Chief Executive Officer or their nominee.

- 1.7.10 Lotteries: Marketing of national /state lotteries are permitted.
- 1.7.11 Political/Religious Marketing: Both political (i.e. the promotion of any political parties, associations, movements, ideas or any other political cause) and religious (i.e. the promotion of religions, movements, ideas or other religious causes) marketing are prohibited.
- 1.7.12 All marketing and advertising displays must comply with all applicable laws and safety regulations.

#### Note to Rule 1.1 and 1.2

If an Area Association chooses to adopt any Regulations passed by the Council under this Rule, then the Area Association will need to seek approval to adopt such regulations in accordance with its own internal approval procedures. Whether an Area Association produces their own marketing and advertising rules and regulations, or this Rule and Regulations issued pursuant to it apply, the Area Association is responsible for the application and enforcement of the regulations and not World Athletics. For any competitions held under 1.c., 1.d. 1.e. & 2.d. of the World Rankings Competitions definition it is the individual event organiser that is responsible for the application and enforcement of the regulations and not World Athletics.