



**MARKETING AND ADVERTISING REGULATIONS**

**CLOTHING & ACCESSORIES: WORLD ATHLETICS SERIES**

*(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>Advertising Commissioner</b>	the commissioner appointed by the Council (in its sole discretion) with the authority and functions set out in Regulation 14 and any delegate or deputy appointed by the Advertising Commissioner to carry out the functions of the Advertising Commissioner in their absence.
<b>Applicable Laws</b>	all laws and statutory regulations (including the laws of the country where a WAS Event takes place and that of the Athlete's Member Federation) 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 representing their Member Federation.
<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 Competition Rules in respect of the Call Room.
<b>Commercial Affiliates</b>	the World Athletics Sponsors and the Event Sponsors.
<b>Competition</b>	the athletic competition (in all its various forms and disciplines) which the Athletes participate and compete in at a WAS 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 Country Emblem.
<b>Country Emblem</b>	any logo, symbol, flag, design, or other graphical identification pertaining to a national team, Member Federation or as otherwise set out in these Regulations.
<b>Event Organiser</b>	the organising committee who has responsibility for the operational delivery on behalf of the World Athletics of the relevant WAS Event.
<b>Event Sites</b>	for all WAS Events, whether indoors or outdoors, those areas (including areas of a course or route) directly under the control of the Event Organiser and such other areas mutually agreed by the Chief Executive or their nominee and 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 a WAS Event at a regional or national level, which include the Title Sponsor, the Event Supporters, the Event Suppliers and the Public Institutions.
<b>Event Title</b>	the official title of a WAS 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 WAS Events means the course) including the Call Room, the 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 names, trade dress, graphical identification, indicators of source or 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 WAS 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>National Sponsor</b>	the entities that have been granted and have acquired marketing rights in relation to a Member Federation (including its national team).
<b>National Team Kit</b>	Athlete Kit and Team Personnel Kit.
<b>Neutral Athletes</b>	an athlete who has been granted 'Neutral Athlete' status in accordance with Rule 6 of the Eligibility Rules.
<b>Presentation Bib</b>	a presentation bib in colour and which is worn by a podium placed Athlete at Competition ceremonies.
<b>Provider</b>	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 a WAS Event that are necessary for the staging and organisation of the WAS 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 Chief Executive Officer or their nominee, 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 a WAS Event.
<b>Referee</b>	any referee appointed in accordance with the Competition Rules.
<b>Team Personnel</b>	any coach, trainer, manager, official, medical, para-medical or any other person who is appointed by and is a member of the Member Federation's national athletics team for the relevant WAS Event.
<b>Team Personnel Kit</b>	any tracksuit, t-shirts, sweatshirts, sweatpants, shorts, leggings, rain jackets and any other kit or apparel worn by Team Personnel when representing their Member Federation.
<b>Title Sponsor</b>	the Commercial Affiliate which is the title sponsor of a WAS Event incorporated into the official name of the WAS Event.
<b>World Athletics Sponsors</b>	the entities that have been granted and have acquired sponsorship rights in relation to the WAS Events on a worldwide basis, which include the World Athletics Partners, the World Athletics Supporters, the World Athletics Suppliers and the World Athletics Media Partners.

## **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 the Marketing and Advertising Rules.
- 2.2 Pursuant to the Marketing and 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 These Regulations govern the Marketing on or by or otherwise associated with Athletes / Team Personnel, Commercial Affiliates, photographers and camera crews, Provider personnel, Event Organiser personnel (including volunteers) at Event Sites in relation to WAS 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.
- 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) Member Federations for their Athletes/Team Personnel; (b) Commercial Affiliates; 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 Chief Executive Officer or their nominee, may be displayed, taken into, worn or placed in the Event Sites by Member Federations, Athletes, Team Personnel, Competition Officials, Event Organisers, Commercial Affiliates, photographers, camera crew, Providers or any other persons described in these Regulations or otherwise participating in or assisting in the organisation or exploitation of a WAS Event.
- 3.4 The name/Logo of World Athletics, the WAS Event Logo, the WAS Event mascot or any other Logos of World Athletics or the WAS Event (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 not be displayed on any National Team Kit or Competition Officials but the WAS Event

Logo 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. NATIONAL TEAM KIT APPROVAL**

4.1 All National Team Kit to be worn at a WAS Event must be approved by the Chief Executive Officer or their nominee. Member Federations must submit their National Team Kit for approval using the designated form issued by World Athletics. Applications must be submitted within the timelines communicated by the Chief Executive Officer or their nominee in advance of a WAS Event, with photographic samples of the National Team Kit and provide accurate measurements of all Logos displayed on their National Team Kit.

4.2 If a Member Federation wishes to display the Logo of a National Sponsor on National Team Kit, then it may do so provided there is no conflict with a World Athletics Sponsor and the prior written approval of the Chief Executive Officer or their nominee has been obtained.

4.3 The Chief Executive Officer or their nominee will only approve, on a first come first serve basis, the same National Sponsor for a maximum of five (5) Member Federations unless otherwise decided by the Chief Executive Officer or their nominee.

4.4 A conflict between a National Sponsor and Event Sponsor is permitted and the Member Federation may display the Logo of such National Sponsor, provided that all other applicable requirements set out in these Regulations are fulfilled.

4.5 For the avoidance of doubt:

4.5.1 Regulations 4.2 and 4.3 do not apply to the brand name or Logo of a National Sponsor that is the manufacturer of the National Team Kit;

4.5.2 where a Logo of a National Sponsor(s) on National Team Kit is approved then only the approved National Sponsor(s) can be applied to all National Team Kit and Other Apparel (as referenced in Regulation 5.5) and team accessories (as referenced in Regulation 6) in accordance with these Regulations;

4.5.3 manufacturers of National Team Kit and National Sponsors can only have one of their brand name/Logo applied once on each item of National Team Kit, Other Apparel (as referenced in Regulation 5.5) and team accessories (as referenced in Regulation 6) in accordance with these Regulations. Manufacturers cannot have one of their brand names/Logos in one position on an item of National Team Kit and another brand name/Logo on National Team Kit or have the same name/Logo appear more than once on an item of National Team Kit.

4.6 All Competition Official uniforms to be worn at a WAS Event must be approved by the Chief Executive Officer or their nominee.

#### 4.7 **Approval**

4.7.1 Approval of National Team Kit will be granted by the Chief Executive Officer's or their nominee to Member Federations if their National Team Kit complies with the Rules and Regulations, including these Regulations.

4.7.2 The Chief Executive Officer's or their nominee decision shall be communicated to the Member Federation in writing. Any National Team Kit approved in writing by the Chief Executive Officer's or their nominee and worn in accordance with that approval by an Athlete or Team Personnel member during the WAS Event for which approval was given, is deemed compliant with these Regulations.

4.7.3 An appeal may be lodged by the Member Federation against the decision of the Chief Executive Officer or their nominee regarding approval or otherwise of National Team Kit in writing in accordance with the Rules and Regulations.

#### 4.8 **Athlete Kit and Team Personnel Kit to be worn at Event Sites**

4.8.1 Only National Team Kit in compliance with these Regulations can be worn by Athletes and Team Personnel members (see Regulation 5.6), on the Field of Play and at the Event Sites (including by Athletes during their warm-up sessions at warm-up areas and warm-up tracks and during ceremonies). Athletes are not permitted to wear any kit displaying Logos that are different to the Logos on their National Team Kit (i.e. personal sponsor or different manufacturer logos are not permitted on Athlete Kit).

4.8.2 For Neutral Athletes and Team Personnel of a Neutral Athlete, the name (in any language or format), national colours, flags, emblem or national symbol of the Neutral Athlete's Country or Territory must not appear on:

4.8.2.1 Athlete Kit;

4.8.2.2 nail, body art, hair designs & jewellery as referred to in Regulation 6 below;

4.8.2.3 personal belongings or team accessories as referred to in Regulation 7 below;

4.8.2.4 any other clothing or item as identified by World Athletics,

when on the Field of Play, at Event Sites (including warm-up areas, warm-up tracks and during ceremonies and presentations). Further, Neutral Athlete or Team Personnel of a Neutral Athlete, must not take on to the Field of Play, into Event Sites (including warm-up areas, warm-up tracks and during ceremonies and presentations) any flag, banners, posters or any item displaying the name (in any language or format), national colours, flags, emblem or national symbol of the Neutral Athlete's Country or Territory.

### 5. **ADVERTISING ON NATIONAL TEAM KIT**

#### 5.1 **National Team Kit**



5.1.1 Any Marketing or other identification on National Team 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 on National Team Kit in accordance with the placement options set out in further guidance (unless specified otherwise by the Chief Executive Officer or their nominee):

- Manufacturer brand name /Logo
- Country/Country official three-letter code/Athlete name (where applicable)
- Country Emblem
- National Sponsor name/Logo

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

5.2.1 The following displays on competition tops (either option A or B below) are permitted:

<b>COMPETITION TOPS</b>				
(Vests, t-shirts, leotard upper body, ceremony kit, track suits, sweatshirts, and rain jackets etc.)				
	<b>Option A with manufacturer</b>		<b>Option B NO manufacturer</b>	
<b>Name / Logo / Emblem</b>	<b>Maximum Number</b>	<b>Maximum Size</b>	<b>Maximum Number</b>	<b>Maximum Size</b>
<b>MANUFACTURER</b> either National Team Kit Sponsor /supplier (on front only)	<b>1 x</b>  of each name/logo/emblem	<b>5cm height and length 10cm – 40cm<sup>2</sup></b>	No National Team Kit Sponsor / supplier	
<b>NATIONAL SPONSOR</b> (non manufacturer) (either front or sleeves or back of the competition top)			<b>2 x</b> different National Sponsors (non-manufacturer) – one placement per national sponsor	<b>5cm height and length 10cm – 40cm<sup>2</sup></b>
<b>COUNTRY EMBLEM</b> (either front or sleeves or back of the competition top)			<b>1 x</b>	
<b>COUNTRY NAME</b> country name/official three letter code/Athlete name (where applicable) on either the <u>front or back</u> of the competition top	<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 The following displays on shorts, tights or leggings (option A or B below) are permitted:

<b>COMPETITION BOTTOMS</b> (Shorts, tights, leggings, leotard lower body, ceremony kit bottoms, track suits bottoms, sweatpants etc.)				
	<b>Option A with manufacturer</b>		<b>Option B NO manufacturer</b>	
<b>Name / Logo / Emblem</b>	<b>Maximum Number</b>	<b>Maximum Size</b>	<b>Maximum Number</b>	<b>Maximum Size</b>
<b>MANUFACTURER</b> –either National Team Kit Sponsor /supplier (on front only)	<b>1 x</b>	<b>5cm height and 10cm length – 40cm<sup>2</sup></b>	No National Team Kit Sponsor / supplier or choose not to apply this logo	
<b>NATIONAL SPONSOR</b> (non- manufacturer)	No National Sponsor or choose not to apply this logo		<b>1 x</b>	<b>5cm height and 10cm length – 40cm<sup>2</sup></b>
<b>COUNTRY EMBLEM</b> (on front or back of the competition shorts)	<b>1 x</b>		<b>1 x</b>	
<b>COUNTRY NAME</b> Country Name / official three letter code/Athlete name (where applicable) on either the front or back of the competition shorts	<b>1 x</b>	<b>5cm height</b>	<b>1 x</b>	<b>5cm height</b>
	<b>Total 3</b>		<b>Total 3</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 National Team Kit upper body items (i.e. above the waist) including ceremony kit, track suits, sweatshirts, and rain jackets worn by Athletes and/or Team Personnel members the display must comply with Regulation 5.2.1.

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

5.3 A graphic or figurative Logo of the manufacturer of the National Team 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 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 manufacturer of National Team Kit cannot be used (i.e. printed, stitched, woven etc.) within the design of cloth, fabric, material etc. of the National Team Kit.

#### 5.4 **Shoes**

Athletes can wear the shoes of their personal shoe sponsor/supplier (this includes an Athlete’s own shoe brand) on the Field of Play. As such Member Federations are not permitted to direct an Athlete to wear shoes produced by the manufacturer of the National Team Kit on the Field of Play except on the podium. 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) or Country name, official three letter code or Country Emblem 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 provided as part of the National Team Kit 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 KIT OR APPAREL/ACCESSORIES</b>		
For other kit or apparel (such as socks (including knee length socks and leg sleeves), headgear, hats, headbands, gloves, glasses, sunglasses, wristbands and arm sleeves)		
<b>Other Apparel/Accessories</b>		
<b>Name / Logo / Emblem</b>	<b>Maximum Number</b>	<b>Maximum Size</b>
<b>MANUFACTURER</b> either National Team Kit Sponsor/supplier	<b>1 x</b>	<b>4cm height <u>or</u> 4cm length – 10cm<sup>2</sup></b>
<b>NATIONAL SPONSOR</b> (non- manufacturer)	<b>Not permitted</b>	
<b>COUNTRY NAME</b> Country name/official three letter code or Country Emblem	<b>1 x</b>	<b>5cm height</b>
	<b>Total 2</b>	

Unless unbranded (i.e. no Logos are displayed) or expressly permitted under these Regulations Athletes are not permitted to wear any other kit or apparel (i.e. personal kit or apparel) that is not provided as part of their National Team Kit.

## 5.6 Team Personnel Kit

Any items of Team Personnel Kit that are the same as any item of Athlete Kit must comply with the relevant part of Regulation 5. If the Member Federation does not have kit for their Team Personnel, then such Team Personnel may either wear (a) their own personal branded sports clothing provided the sizing of any name/Logo does not exceed those maximum exposure sizes stated at Regulations 5 and 6; or (b) unbranded clothes.

## 6. PERSONAL BELONGINGS AND TEAM ACCESSORIES

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

<b>Personal Belongings &amp; Team Accessories</b> (e.g. beach, bath, hand and face) and blankets and bags				
	<b>TOWELS</b> (e.g. beach, bath, hand and face) and blankets		<b>BAGS</b> (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>MANUFACTURER</b> either National Team Kit Sponsor /supplier	1 x	5cm height and 10cm length – 40cm <sup>2</sup>	1 x	5cm height and 10cm length – 40cm <sup>2</sup>
<b>NATIONAL SPONSOR</b> (non- manufacturer)	Not permitted		1 x	
<b>COUNTRY NAME</b> Country Name, Official three letter code, Country Emblem.	2 x		1 x	
	<b>Total 3</b>		<b>Total 3</b>	

6.2 The name/Logo of the Provider or manufacturer of a drink that is a Commercial Affiliate 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 maximum height of 5cm on the bottle. Athletes can bring personal drink bottles on to the Field of Play but if the personal drink bottle(s) of the athlete is/are not supplied by the Provider or

manufacturer of a drink that is a Commercial Affiliate then the bottle(s) must be unbranded.

- 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: World Athletics Series Events (see Book C, C1.2 Appendix 4).
- 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 but not, for the Athlete's medal ceremony, in the area leading to the podium or on the podium.
- 6.5 Any medical, bandage or general tape used by an Athlete may be either a plain colour or display the Country name/Country Emblem on the tape. Any commercial name/Logo on medical, bandage or general tape must be approved in writing by the Chief Executive Officer or their nominee.
- 6.6 For the avoidance of doubt, Team Personnel members 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 must comply with this Regulation 6, as far as is applicable to them, when on Event Sites.
- 6.7 Official WAS Event bags supplied by an Event Organiser to Athletes, Competition Officials and other participants may display the following and can be used anywhere on the Event Sites:

	<b>Official Bags</b>	
<b>Name / Logo</b>	<b>Maximum Number</b>	<b>Maximum Size</b>
Event Title	<b>1</b>	No maximum size
1 x WAS Event Logo	<b>1</b>	
Logo of bag manufacturer if a Commercial Affiliate	<b>2</b>	
Additional Commercial Affiliates	<b>2</b>	
	<b>Total 6</b>	

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

- 7.1 Athletes may have/display nail art featuring the Country name/Country Emblem or Country flag colours but such nail art cannot contain any commercial names/Logos.

- 7.2 Commercial names/Logos cannot feature in:
- 7.2.1 Tattoos (whether permanent or temporary and includes the use of henna or similar products);
- 7.2.2 Hair designs; or
- 7.2.3 Contact lenses.

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

- 7.3 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 provided the jewellery brand does not conflict with a Commercial Affiliate.

## 8. **ATHLETE BIBS**

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

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

etc.)) in their entirety on the Field of Play during the WAS Event. Athletes must not remove their Bib from their Athletic Kit when on the Field of Play.

8.4 Different Commercial Affiliates 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 24cm (width) x 20cm (height) and may display the following:

	<b>Athlete Presentation Bibs</b>	
<b>Name / Logo</b>	<b>Maximum Number</b>	<b>Maximum Size</b>
Commercial Affiliate	<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 width</b>

**10. CLOTHING OF COMPETITION OFFICIALS**

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

	<b>Competition Officials Clothing</b>			
	<b>Option A</b>		<b>Option B</b>	
<b>Name / Logo / Emblem</b>	<b>Maximum Number</b>	<b>Maximum Size</b>	<b>Maximum Number</b>	<b>Maximum Size</b>
Clothing manufacturer that is a Commercial Affiliate	1 x	<b>5cm height and 10cm length – 40cm<sup>2</sup></b>	1 x	<b>5cm height and 10cm length – 40cm<sup>2</sup></b>
Commercial Affiliate (non clothing manufacturer)	0 – if a WAS Event Title Sponsor		1 – if <u>no</u> WAS Event Title Sponsor	

	<b>Competition Officials Clothing</b>			
	<b>Option A</b>		<b>Option B</b>	
<b>Name / Logo / Emblem</b>	<b>Maximum Number</b>	<b>Maximum Size</b>	<b>Maximum Number</b>	<b>Maximum Size</b>
Event Title and/or the WAS 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 a Commercial Affiliate (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 Chief Executive Officer or their nominee, 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 WAS Events has a Title Sponsor, the complete Event Title must be displayed on the clothing (not just the name of such presenting Commercial Affiliate).

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 a Commercial Affiliate and such size will be approved by the Chief Executive Officer or their nominee.

## **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 Chief Executive Officer or their nominee, 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 Commercial Affiliate or Host Broadcaster (1 x front & 1 x back))	10cm Height
Commercial Affiliate	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 COMMERCIAL AFFILIATE CLOTHING

- 12.1 The clothing of staff of Commercial Affiliates providing goods or services during a WAS Event at the Event Sites may display:

	Commercial Affiliate Clothing (Supply Goods & Services during WAS Event)	
Name / Logo / Emblem	Maximum Number	Maximum Size
Commercial Affiliate itself	1 x	5cm height and 10cm length – 40cm <sup>2</sup>
Clothing manufacturer that is a Commercial Affiliate	1 x	
Event Title and the WAS 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 WAS Event clothing supplied by the Event Organiser or wear unbranded clothing.

### **14. ADVERTISING COMMISSIONER**

- 14.1 The Advertising Commissioner has the authority and function to oversee compliance with, to administer, interpret and supervise and give directions under these Regulations at WAS Events and, subject to delegated authority from the Chief Executive, decide approvals when applications for approvals are made under Regulation 4.

### **15. ENFORCEMENT GENERALLY**

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

### **16. ENFORCEMENT AT WAS 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, Call Room Referee and/or the Advertising Commissioner (or 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 Advertising Commissioner shall decide any unresolved issues or matters in relation to the application of these Regulations arising in the Call Room. The Advertising Commissioner reserves the right to appoint representatives to observe the procedures in the Call Room(s) and the Call Room Judges and Call Room Referee shall fully co-operate with such representatives.

#### **Field of Play**

- 16.3 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.
- 16.4 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 Advertising Commissioner.

## **17. ENFORCEMENT AGAINST TEAM PERSONNEL & OTHER PERSONS**

- 17.1 It is the responsibility of the Advertising Commissioner or their nominee working with relevant Competition Officials to check Team Personnel Kit, apparel, team accessories and personal belongings entering the Event Sites before the Competition. If any such Team Personnel Kit is determined by the Advertising Commissioner as not complying with these Regulations, the Competition Official must request such Team Personnel not to wear such Team Personnel Kit apparel at or bring team accessories and personal belongings into the Event Site. If a Team Personnel member has already gained access to the Event Site, he/she must be required either to: (a) remove the item; (b) cover up the non-compliant Team Personnel Kit, apparel, team accessories and personal belongings; or (c) immediately leave the Event Site.
- 17.2 If an official or other person present at the Event Sites refuses to comply with the order of the Competition Official, the Competition Official must immediately refer the matter to the Advertising Commissioner. The Advertising Commissioner will immediately review and make a decision on the matter. The official or other person must comply with the decision of the Advertising Commissioner.

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

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

If Athlete Kit, including, where applicable, apparel, team 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.

### **18.2 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 Advertising Commissioner (as applicable), then the Athlete and/or the Member Federation shall be subject to sanctions under these Regulations.

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

An Athlete who changes his/her compliant Athlete Kit and, where applicable, apparel, team 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.

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

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

## **19. SANCTIONS AGAINST ATHLETES**

- 19.1 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:
- 19.1.1 Given a warning;
  - 19.1.2 Refused entry on to or requested to leave the Field of Play;
  - 19.1.3 Disqualification of an Athlete from the Competition;
  - 19.1.4 The Athlete's Competition result(s) is(are) annulled; or
  - 19.1.5 Declaration of a financial penalties and/or, in the case of an Athlete, that prize money shall not be payable to the Athlete by the relevant Event Organiser.
- 19.2 Any sanction referred to in Regulation 19.1 may be imposed on any Athlete not in compliance with these Regulations by the Advertising Commissioner.
- 19.3 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.

## **20. APPEALS**

- 20.1 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, or, in the case of Team Personnel members on the Event Site may be appealed against by such Team Personnel member. 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.
- 20.2 A sanction imposed by the Advertising Commissioner after the Competition has been concluded is final and binding and may not be appealed by an Athlete.