



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:

Bet	has the meaning given to it in the Manipulation of Sports Competition Rules.
Betting	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.
Gambling	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:

World Rankings Competitions Definition Paragraph Number	Definition – held or sanctioned by World Athletics
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:

World Rankings Competitions Paragraph Number	Definition – held or sanctioned by an Area Association
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:

Application	World Rankings Competitions Definition Paragraph Number	Definition
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 does not 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:

Application	World Rankings Competitions Definition Paragraph Number	Definition – sanctioned by either World Athletics or an Area Association
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.



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:

Advertising	any advertising and/or display of a promotional nature.
Advertising Commissioner	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.
Applicable Laws	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.
Athlete Kit	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.
Bib	the identification card (which identify the Athletes by country, name or number) worn by an Athlete during the Competition.
Call Room	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.
Call Room Judges	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.
Call Room Referees	one or more referees appointed in accordance with Competition Rules in respect of the Call Room.
Commercial Affiliates	the World Athletics Sponsors and the Event Sponsors.
Competition	the athletic competition (in all its various forms and disciplines) which the Athletes participate and compete in at a WAS Event.

Competition Official	an official, or his or her representatives, appointed by the Event Organiser of a Competition in accordance with the Competition Rules.
Composite Logo	means a Logo combined with another Logo and/or Country Emblem.
Country Emblem	any logo, symbol, flag, design, or other graphical identification pertaining to a national team, Member Federation or as otherwise set out in these Regulations.
Event Organiser	the organising committee who has responsibility for the operational delivery on behalf of the World Athletics of the relevant WAS Event.
Event Sites	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.
Event Sponsors	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.
Event Title	the official title of a WAS Event (including, if applicable, the name of a Title Sponsor).
Field of Play	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.
Jury of Appeal	the jury of appeal as established under the Competition Rules.
Logo	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.
Marketing	the promotion or sale of products or services, including but not limited to Advertising, activations, communications, engagement, endorsements, promotions, sponsorship or sponsored publications.

National Sponsor	the entities that have been granted and have acquired marketing rights in relation to a Member Federation (including its national team).
National Team Kit	Athlete Kit and Team Personnel Kit.
Neutral Athletes	an athlete who has been granted 'Neutral Athlete' status in accordance with Rule 6 of the Eligibility Rules.
Presentation Bib	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 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.
Referee	any referee appointed in accordance with the Competition Rules.
Team Personnel	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.
Team Personnel Kit	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.
Title Sponsor	the Commercial Affiliate which is the title sponsor of a WAS Event incorporated into the official name of the WAS Event.
World Athletics Sponsors	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

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:

COMPETITION TOPS (Vests, t-shirts, leotard upper body, ceremony kit, track suits, sweatshirts, and rain jackets etc.)				
	Option A with manufacturer		Option B NO manufacturer	
Name / Logo / Emblem	Maximum Number	Maximum Size	Maximum Number	Maximum Size
MANUFACTURER either National Team Kit Sponsor /supplier (on front only)	1 x of each name/logo/emblem	5cm height and length 10cm – 40cm²	No National Team Kit Sponsor / supplier	
NATIONAL SPONSOR (non manufacturer) (either front or sleeves or back of the competition top)			2 x different National Sponsors (non-manufacturer) – one placement per national sponsor	5cm height and length 10cm – 40cm²
COUNTRY EMBLEM (either front or sleeves or back of the competition top)			1 x	
COUNTRY NAME country name/official three letter code/Athlete name (where applicable) on either the <u>front or back</u> of the competition top	1 x	10cm height	1 x	10cm height
	Total 4		Total 4	

5.2.2 The following displays on shorts, tights or leggings (option A or B below) are permitted:

COMPETITION BOTTOMS (Shorts, tights, leggings, leotard lower body, ceremony kit bottoms, track suits bottoms, sweatpants etc.)				
	Option A with manufacturer		Option B NO manufacturer	
Name / Logo / Emblem	Maximum Number	Maximum Size	Maximum Number	Maximum Size
MANUFACTURER –either National Team Kit Sponsor /supplier (on front only)	1 x	5cm height and 10cm length – 40cm²	No National Team Kit Sponsor / supplier or choose not to apply this logo	
NATIONAL SPONSOR (non- manufacturer)	No National Sponsor or choose not to apply this logo		1 x	5cm height and 10cm length – 40cm²
COUNTRY EMBLEM (on front or back of the competition shorts)	1 x		1 x	
COUNTRY NAME Country Name / official three letter code/Athlete name (where applicable) on either the front or back of the competition shorts	1 x	5cm height	1 x	5cm height
	Total 3		Total 3	

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.

OTHER KIT OR APPAREL/ACCESSORIES		
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)		
	Other Apparel/Accessories	
Name / Logo / Emblem	Maximum Number	Maximum Size
MANUFACTURER either National Team Kit Sponsor/supplier	1 x	4cm height <u>or</u> 4cm length – 10cm²
NATIONAL SPONSOR (non- manufacturer)	Not permitted	
COUNTRY NAME Country name/official three letter code or Country Emblem	1 x	5cm height
	Total 2	

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:

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

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 40cm² 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:

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

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:

	Athlete Competition Bibs			
	Option A		Option B	
Name / Logo/Marketing Device	Maximum Number	Maximum Size	Maximum Number	Maximum Size
Commercial Affiliate	1 x	6cm height - top of the bib	2 x	6cm height - top of the bib
Athlete Name or Number	1 x	6cm height - the middle of the bib	1 x	6cm height - the middle of the bib
Commercial Affiliate and/or Host City or Area	1x (Host City or Area) + 1x (Commercial Affiliate if only 1 Commercial Affiliate on the top of the bib)	4cm height - the bottom of the bib	1x (Host City or Area)	4cm height - the bottom of the bib
	Total 4	Total Bib Size – maximum 16cm height & 24cm length	Total 4	Total Bib Size – maximum 16cm height & 24cm length

- 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:

Athlete Presentation Bibs		
Name / Logo	Maximum Number	Maximum Size
Commercial Affiliate	1 x	6cm height - top of the bib
Event Logo	1 x	14cm height - remainder of the bib
	Total 2	Total Size – 20cm height & 24cm width

10. **CLOTHING OF COMPETITION OFFICIALS**

10.1 The clothing (both upper 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
Clothing manufacturer that is a Commercial Affiliate	1 x	5cm height and 10cm length – 40cm ²	1 x	5cm height and 10cm length – 40cm ²
Commercial Affiliate (non clothing manufacturer)	0 – if a WAS Event Title Sponsor		1 – if <u>no</u> WAS Event Title Sponsor	

	Competition Officials Clothing			
	Option A		Option B	
Name / Logo / Emblem	Maximum Number	Maximum Size	Maximum Number	Maximum Size
Event Title and/or the WAS Event Logo	1 x	5cm height	1 x	5cm height
	Total 2		Total 3	

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	
	Total 3		Total 3	

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 ²
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
	Total 3	

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.



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:

Advertising	any advertising and/or display of a promotional nature.
Applicable Laws	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.
Athlete Kit	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.
Athlete Sponsor	the entities that have been granted and have acquired marketing rights in relation to an Athlete.
Bib	the identification card (which identify the Athletes by country, name or number) worn by an Athlete during the Competition.
Call Room	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.
Call Room Judges	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.
Call Room Referees	one or more referees appointed in accordance with the Competition Rules in respect of the Call Room.
Club	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).
Competition	the athletic competition (in all its various forms and disciplines) which the Athletes participate and compete in at an Event.

Competition Official	an official, or his or her representatives, appointed by the Event Organiser of a Competition in accordance with the Competition Rules.
Composite Logo	means a Logo combined with another Logo and/or Club Name.
Event	means an invitation meeting, circuit or label road race (see paragraphs 1.d. and 2.d. of the World Rankings Competitions definition).
Event Organiser	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.
Event Sites	for all Events, whether indoors or outdoors, those areas (including areas of a course or route) directly under the control of the Event Organiser.
Event Sponsors	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.
Event Title	the official title of an Event (including, if applicable, the name of a Title Sponsor).
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 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.
Jury of Appeal	the jury of appeal as established under the Competition Rules.
Logo	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.
Marketing	the promotion or sale of products or services, including but not limited to Advertising, activations, communications, engagement, endorsements, promotions, sponsorship or sponsored publications.
Presentation Bib	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:

Application	World Rankings Competitions Definition Paragraph Number	Definition - sanctioned by either World Athletics or an Area Association
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

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:

COMPETITION TOPS (vests, t-shirts, leotard upper body, ceremony kit, track suits, sweatshirts, and rain jackets etc.)				
	Option A with manufacturer		Option B NO manufacturer	
Name / Logo / Emblem	Maximum Number	Maximum Size	Maximum Number	Maximum Size
SPORTS MANUFACTURER - Sponsor / supporter / supplier (on front only)	1 only	5cm height and 10cm length – 40cm²	No Sports Manufacturer, Sponsor / supporter / supplier	
SPONSOR (non-sports manufacturer) (on either the front or back)	2 x different sponsors		3 x different sponsors (non- manufacturer) – one placement per national sponsor	5cm height and 10cm length – 40cm²
CLUB LOGO (non- commercial, see Regulation 5.1.3 if commercial name in club logo) or ATHLETE NAME (where applicable) on either the front or back	1 x	10cm height	1 x	10cm height
	Total 4		Total 4	

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

COMPETITION BOTTOMS				
shorts, tights, leggings leotard lower body, ceremony kit bottoms, track suits bottoms, sweatpants etc.				
	Option A with manufacturer		Option B NO manufacturer	
Name / Logo / Emblem	Maximum Number	Maximum Size	Maximum Number	Maximum Size
SPORTS MANUFACTURER - Sponsor / supporter / supplier (on front only)	1 x	5cm height and 10cm length – 40cm²	No Manufacturer Kit Sponsor / supporter or supplier or choose not to apply this logo	
SPONSOR (non-sports manufacturer) (on either the front or back) – <i>either on top or bottom of clothing (max. 2 sponsors total)</i>	2 x different sponsors		3 x different sponsors (non-sports manufacturer - 1 placement per sponsor)	5cm height and 10cm length – 40cm²
CLUB LOGO (non-commercial, see Regulation 5.1.3 if commercial name in club logo) or ATHLETE NAME (where applicable) on either the front or back	1 x	5cm height	1 x	5cm height
	Total 4		Total 4	

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:

OTHER APPAREL/ACCESSORIES		
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)		
	Other Apparel/Accessories	
Name / Logo / Emblem	Maximum Number	Maximum Size
SPORTS MANUFACTURER Sponsor/ Supporter /Supplier	1 x	4cm height <u>or</u> 4cm length - 10cm²
SPONSOR (non- sports manufacturer)	Not permitted	
ATHLETE’S NAME	1 x	5cm height
	Total 2	

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:

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

- 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 40cm² 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:

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

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:

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

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 ²	1 x	5cm height and 10cm length – 40cm ²
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
	Total 2		Total 3	

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)	
	Total 3		Total 3	

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 ²
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
	Total 3	

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.

Appendix 7

C1.2 WAS REGULATIONS

MARKETING AND ADVERTISING: EVENT BRANDING WORLD ATHLETICS SERIES

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

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.
Advertising Commissioner	the commissioner appointed by the Council (in its sole discretion) with the authority and set out in Regulation 11.
Applicable Laws	all laws and statutory regulations (including the laws of the country where a WAS 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.
Commercial Affiliates	the World Athletics Sponsors and the Event Sponsors.
Competition	the athletic competition (in all its various forms and disciplines) which the Athletes participate and compete at a WAS Event.
Competition Official	an official, or his or her representatives, appointed by the Event Organiser of a Competition in accordance with the Competition Rules.
Event Logo	any symbol, design or other graphical identification, and/or the official name (including website address and social media handles) of a WAS Event (including, if applicable, the name of a Title Sponsor incorporated into the official name of the relevant WAS Event).
Event Organiser	the organising committee who has responsibility for the operational delivery on behalf of World Athletics of the relevant WAS Event.
Event Sites	for all stadium WAS Events, those areas within and directly adjacent to the stadium (indoor or outdoor) under the control of the Event Organiser. For all non-stadium WAS Events, those areas of the WAS Event under the control of the Event Organiser, and which boundaries will be mutually agreed by the Chief Executive or their nominee and the Event Organiser.

Event Sponsors	the entities that have been granted and have acquired marketing rights 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.
Field of Play	the area in which the Athlete participates and/or competes in their Competition (which for non-stadium WAS 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.
World Athletics Marketing Partner	any company that is authorised by World Athletics to exercise or grant Marketing rights in respect of World Athletics and/or the WAS Events.
In-field Boards	an Advertising Board placed in the WAS Event's stadium within the inner edge of the track.
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 WAS 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 WAS 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 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 Chief Executive of 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.

Team Personnel	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.
Title Sponsor	the Commercial Affiliate which is the title sponsor of a WAS Event incorporated into the official name of the relevant WAS 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.
World Athletics Sponsors	the entities that have been granted and have acquired sponsorship rights in relation to all or some of the WAS Events and World Athletics 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 Article 4.1 (c), (d) and 47.2(d) of the Constitution and Marketing and Advertising Rules.
- 2.2. Pursuant to 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 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 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.

3. GENERAL 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;

- 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 rail cams.
- 3.2. No items with Advertising, Logos or other brand identification, other than as expressly permitted in these Regulations, approved by the Chief Executive or their nominee or the World Athletics Marketing Partner, may be displayed, taken into 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 entities described in these Regulations or otherwise participating in or assisting in the organisation or exploitation of a WAS Event.
- 3.3. Any Marketing, Advertising and/or Logos displayed or placed at the Event Site is subject to the prior approval of the Chief Executive Officer or their nominee or the World Athletics Marketing Partner.
- 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 Chief Executive or their nominee.
- 3.5. For the avoidance of doubt, these Regulations apply to 'mass participation' or any other event that has been approved by World Athletics as being part of the WAS Event. Any necessary adjustments to the application of or deviation from these Regulations to accommodate the specific requirements of a 'mass participation' or other event must have the prior written approval of Chief Executive Officer or their nominee.
- 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. MARKETING AT ALL WAS 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 Commercial Affiliates. The maximum height of each Logo is 30cm, unless otherwise agreed with the 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 World Athletics, the Event Logo and/or

the Logo of one or more of the Commercial Affiliates. The maximum height of each Logo is 30cm, unless otherwise agreed with World Athletics.

4.3. Commercial Affiliates Announcements

4.3.1. Commercial Affiliates may be acknowledged in public address announcements prior to, during 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 a Competition, Commercial Affiliates announcements may have a maximum total duration of 60 seconds per hour.

4.3.2. Any Commercial Affiliates 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 Commercial Affiliates 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 Commercial Affiliates with or without spoken text (such as advertising slots, commercials etc.) may be shown on scoreboards before the commencement of each Competition session of a WAS Event and immediately after the last Competition session of a WAS Event, as well as during dead time between Competitions.

4.4.3. The Logo of the Commercial Affiliates 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:

4.5.1. WAS Event's official title;

4.5.2. Event Logo;

4.5.3. Official timing devices with the Logo of the Commercial Affiliate providing the services with respect to timing;

4.5.4. Commercial Affiliates Logos;

4.5.5. World Athletics 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 WAS Events.

4.6. Finish Line Tape

The Logo of Commercial Affiliates and/or the World Athletics Logo 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 Commercial Affiliates 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 and maximum height is 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 Commercial Affiliates, World Athletics and/or the Event Logo. The maximum height of each Logo is 5cm.

4.9. **Product Placement**

Commercial Affiliates' products may be placed at the Event Sites during the Competition, including at the WAS Event's tracks, in-field, in stands, along the Competition's course and at press conferences. The size, location and manner of such placement must be determined by Chief Executive or their nominee in consultation with the Event Organiser.

5. **MARKETING AT STADIUM WAS 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 a Commercial Affiliate of the relevant WAS 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 and/or Logos of Commercial Affiliates.

The following identifications (without limitation in 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 (non- commercial)	2.5m	5m

Host City	2.5m	5m
Event Logo (may include Title Sponsor)	2.5m	5m
Logos of Commercial Affiliates	0.5m	1m

provided always that the shade of the watermark identification must in the base colour of the track and must be diluted by 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.

5.2. **Advertising Boards**

5.2.1. General Principles

5.2.1.1. Content: The Advertising Boards may display Logos as well as any other identification or content authorised by the Chief Executive Officer or their nominee or the World Athletics Marketing Partner, of the Commercial Affiliates World Athletics, the WAS Event, the host city and the broadcasters, or any other third party as determined by the Chief Executive Officer or their nominee or, subject always to Regulation 3.6 above, the World Athletics Marketing Partner.

5.2.1.2. Double-sided: Advertising Boards may be double-sided with Advertising displayed on both sides of the Advertising Boards.

5.2.1.3. 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

5.2.2.1.1. 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.

5.2.2.1.2. Second Tier: Perimeter Boards are permitted in the second tier. They shall be of a consistent height.

5.2.2.1.3. Size: Perimeter Boards may have a maximum height of 1.2m.

5.2.2.2. Perimeter Board Behind the Start of the 100m

5.2.2.2.1. 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 Commercial Affiliates.

5.2.2.2.2. 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

5.2.2.3.1. 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.

5.2.2.3.2. Maximum amount: A maximum length of 120m of In-field Boards is permitted.

5.2.2.3.3. Size: In-field Boards have a maximum 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 is 60cm.

5.2.3. Indoor Stadium

5.2.3.1. Perimeter Boards

5.2.3.1.1. 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.

5.2.3.1.2. Second Tier: Perimeter Boards are permitted in the second tier. They must be of a consistent height.

5.2.3.1.3. Size: Perimeter Boards may have a maximum height of 1m.

5.2.3.2. In-field Boards

5.2.3.2.1. Position: In-field Boards, if any, shall be placed in standard conditions at not less than 0.50cm from the inner edge of the track, anywhere in the infield, as well as along the length of the straight.

5.2.3.2.2. Maximum amount: A maximum amount of 30m of In-field Boards shall be permitted.

5.2.3.2.3. 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 is 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.

5.3. **Protective Run-Off Mats at Indoor Stadium**

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

5.4. **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.

5.5. **Advertising on the In-field Surface**

For outdoor stadiums the Logos of the WAS Event, Commercial Affiliates, the host city, the broadcaster and/or, any other third party as determined by the Chief Executive Officer, or their nominee or World Athletics Marketing Partner 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 60m² each. 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).

5.6. **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 Commercial Affiliates. 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.

5.7. **Jumps and Pole Vault Runways**

The Logos of the WAS Event, Commercial Affiliates, the host city, the broadcaster and/or, any other third party as determined by the Chief Executive Officer, or their nominee or World Athletics Marketing Partner 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.

5.8. **Javelin Throws Runway**

The Logos of the WAS Event, Commercial Affiliates, the host city, the broadcaster and/or, any other third party as determined by the Chief Executive Officer, or their nominee or World Athletics Marketing Partner 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 WAS EVENTS

6.1. Perimeter Boards

6.1.1. Content: The Perimeter Boards may display Logos as well as any other identification or content authorised by the Chief Executive Officer or their nominee or the World Athletics Marketing Partner, of the Commercial Affiliates, World Athletics, the WAS Event and the broadcasters, or subject always to Regulation 3.6, any other third party as determined by the Chief Executive Officer or their nominee or the World Athletics Marketing Partner.

6.1.2. Position: Perimeter Boards may be placed around the course of the Competition as well as at the start and finish areas.

6.1.3. Size: The maximum height of the Perimeter Boards is 1.2m.

6.1.4. Double-sided: Perimeter Boards may be double-sided with Advertising displayed on both sides of the Perimeter Boards.

6.1.5. 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 Commercial Affiliates, World Athletics, the WAS Event, the host city, the broadcasters or, subject always to Regulation 3.6, any other third party as determined by the Chief Executive Officer or their nominee or the World Athletics Marketing Partner. 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 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 Chief Executive Officer's or their nominee's or World Athletics Marketing Partner's approval. Such other Advertising signs may display the Logos of Commercial Affiliates, World Athletics, the WAS Event, the host city, the broadcasters or any other third party as determined by World Athletics or World Athletics Marketing Partner.

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 WAS 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 provided that such Provider or manufacturer is a Commercial Affiliate of the relevant WAS Event. The Logo of the Provider or manufacturer of Competition equipment that is not a Commercial Affiliate of the relevant WAS Event must be removed or covered-up, save for 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 that is a Commercial Affiliate of the relevant WAS Event 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 Commercial Affiliates 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 that is a Commercial Affiliate of the relevant WAS Event 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:
- 7.1.4.1.1. the Logo of the Provider or manufacturer that is a Commercial Affiliate of the relevant WAS Event
- 7.1.4.1.2. the Logos of Commercial Affiliates
- 7.1.4.1.3. 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 the precise size of the Logos displayed must be approved by Chief Executive Officer or their nominee or World Athletics Marketing Partner.
- 7.1.5. Hurdles and Steeplechase Barriers
- 7.1.5.1. Three (3) of the following may be displayed across the length on 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 manufacturer that is a Commercial Affiliate of the relevant WAS Event
- (ii) Logo of Commercial Affiliates
- (iii) name of the host city
- (iv) name of the stadium (non-commercial)
- (v) Event Logo
- (vi) World Athletics 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 a Commercial Affiliate or the Logo of the Provider or manufacturer that is a Commercial Affiliate may be placed:

7.1.6.1. adjacent (i.e. next to but off the runway) 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 World Athletics.

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 Commercial Affiliate 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 Commercial Affiliates 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:

7.3.1.1. The Event Logo

7.3.1.2. The name of the stadium (non-commercial) or host city

7.3.1.3. Logo of either the Provider or manufacturer that is a Commercial Affiliate of the relevant WAS Event

7.3.1.4. Logo of Commercial Affiliates

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 a Commercial Affiliate or unless expressly authorised by Chief Executive Officer or their nominee or unless 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, the Logo of World Athletics and:

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

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) Commercial Affiliate 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 Competitions, as well as the Rules and Regulations.

7.6.2. At Stadium WAS Events

7.6.2.1. The maximum height of a drink station is 1.4m and the maximum diameter is 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 Commercial Affiliate of the drinks (e.g. a bottle or can).

7.6.2.2. The Logo of a Commercial Affiliate 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 WAS Events

The Logo of a Commercial Affiliate 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 WAS Events, refreshments, drinks and/or sponges may be dispensed from the stations by staff members of the Commercial Affiliate providing the drinks, unless otherwise provided for in the Rules and Regulations, or by any other authorised persons. The Logo of the Commercial Affiliate 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 a Commercial Affiliate of the relevant WAS 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 WAS 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 WAS Events may display either the Event Logo or the Logo of any Commercial Affiliate 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 Commercial Affiliates may be displayed once each on each side and on the top of each of the lead/timing cars. The maximum height of each Logo is 40cm. The identification must be the same on all lead/timing cars during a Competition race.

8.3.2. In addition, the Commercial Affiliate 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**

Commercial Affiliates 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

Commercial Affiliate 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 Commercial Affiliates, 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 each 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 Commercial Affiliate on each side of the golf cart. The maximum height of each Logo is 20cm.

9. ON SCREEN IDENTIFICATION

- 9.1. The Logos of Commercial Affiliates 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 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 WAS 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.
- 10.2. Virtual Advertising must not be inserted in a way that obscures the broadcast audience's view of the WAS Event.
- 10.3. 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.
- 10.4. 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.

11. ENFORCEMENT GENERALLY

- 11.1. The Advertising Commissioner has the authority and function to oversee compliance with, to administer, interpret and supervise these Regulations at WAS Events. The Advertising Commissioner may designate certain individuals to perform certain duties on behalf of the Advertising Commissioner.
- 11.2. 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 or Competition Official may be subject to sanctions in accordance with the Rules and/or these Regulations or any other applicable Rule or Regulation.

12. DISPUTES

- 12.1. Any dispute arising out of or in connection with these Regulations, in the first instance, shall be resolved between the Chief Executive Officer or their nominee and the most senior executive officer of the Event Organiser (or their delegate) of the relevant WAS Event.

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:

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.

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.