



**MARKETING AND ADVERTISING REGULATIONS
INTERNATIONAL COMPETITIONS 1.1(A) (WAS),
1.3 & 1.4: EVENTS**

(In force from 23 November 2019)

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 Clause 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.
Athlete	has the meaning given to it in the Generally Applicable Definitions.
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.
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.
Constitution	has the meaning given to it in the Generally Applicable Definitions.

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.
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).
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.
Regulations	has the meaning given to it in the Generally Applicable Definitions.
Rules	has the meaning given to it in the Generally Applicable Definitions.
In-field Boards	an Advertising Board placed in the WAS 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.
Member Federation	has the meaning given to it in the Generally Applicable Definitions.
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.

WAS Event has the meaning given to it in the Generally Applicable Definitions.

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(d) and 47.2(d) of the Constitution and Marketing & Advertising during International Competitions Rule and shall be effective from 23 November 2019.

1.1. Pursuant to Marketing & Advertising during International Competitions Rule, 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.

1.2. World Athletics, pursuant to Article 4.1(d) of the Constitution, regulates the sport of Athletics through the development of rules and regulations and a judicial system by which they are enforced. World Athletics is required to establish, manage, control and supervise International Competitions (Article 4.1 (c) of the Constitution).

1.3. 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 paragraph 1.1 (a) (WAS Events) of the International Competitions definition. These regulations are optional for paragraphs 1.3 & 1.4 of the International Competitions definition. These Regulations may apply to paragraphs 1.6, 1.7, 1.8 & 1.10 of the International Competitions definition where an Area Association does not have their own marketing and advertising rules and regulations.

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

1.5. To the extent of any inconsistency between:

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

1.5.2. 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; and

b) not adversely interfere with the integrity or technical conduct of a Competition (including on the Field of Play);

- 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 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 Permissions and Prohibitions
- 3.5.1 General: Marketing which is, in the opinion of the Chief Executive Officer or their nominee, tasteless, distracting, offensive, disreputable, defamatory or unsuitable, bearing in mind the nature of the WAS Event, is prohibited.
- 3.5.2 Alcohol Products: Marketing of alcohol products is permitted provided:
- 3.5.2.1 it complies with Clause 3.1; and
 - 3.5.2.2 such alcohol products have an alcohol content of less than 20%.
- 3.5.3 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.
- 3.5.4 Arms and weapons: Marketing of arms and weapons (including their manufacturers) are prohibited.
- 3.5.5 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.
- 3.5.6 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.
- 3.5.7 Sports Drinks/Hydration Tablets: Marketing of sports drinks/hydration tables are permitted with the prior written approval, following consultation with the Health & Science Department, of the Chief Executive Officer or their nominee.

- 3.5.8 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.
- 3.5.9 Betting/Gambling: Marketing of any Betting products and Gambling products and services are prohibited, following consultation with the Athletics Integrity Unit, unless specifically approved in writing by the Chief Executive Officer or their nominee.
- 3.5.10 Lotteries: Marketing of national / state lotteries are permitted.
- 3.5.11 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.

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 such display shall be 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 such display shall be 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 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, 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 shall be 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

The start, finish and awards ceremonies' gantries may display any number of the following:

- (i) WAS Event's official title (maximum height of 1m)
- (ii) Event Logo (maximum height of 50cm)
- (iii) Official timing devices with the Logo of the Commercial Affiliate providing the services with respect to timing
- (iv) Commercial Affiliates Logos (maximum height of the Logo of 50cm)
- (v) World Athletics Logos (maximum height of 50cm)

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 such display shall be 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 height of each such display shall be 40cm² and 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 Commercial Affiliates, World Athletics and/or the Event Logo. The maximum height of each Logo shall be 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. It may be in any colour. The identification must not interfere with the track markings and should be outside of the area where Athletes are competing.

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

A maximum of two (2) identifications may be displayed in a watermark style on the track surface, which may be the name of the stadium and/or the name of the host city and/or the Event Logo, provided that there is no commercial Logo included, save in the case where the Event Logo includes the name of a Title Sponsor. The height of each such flat display shall not exceed 5m for outdoor tracks and 2.5m for indoor tracks in the colour of the track. To constitute the shade of the watermark identification the base colour of the track must be diluted a maximum of 66% by white colour. The identification must not interfere with the track markings, which shall remain dominant.

5.1.3 Logo of Commercial Affiliates

A maximum of two (2) flat Logos of Commercial Affiliates may be displayed in a watermark style on the track surface. The height of each such flat display shall not exceed 1m for outdoor tracks and 0.5m for indoor tracks. It may be in any colour. The identification must not interfere with the track markings and should be outside of the area where Athletes are competing.

5.1.4 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 0.50m for outdoor tracks and 0.25m 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

- (i) 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 Clause 3.5 above, the World Athletics Marketing Partner.

- (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 0.30m 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 0.50m 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.
- (ii) The maximum height of the behind-the-start of the 100m Perimeter Board or backdrop shall be 2.5m and its maximum width shall be 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 0.50m from the inner edge of the track, anywhere in the infield.
- (ii) Maximum amount: A maximum length of 120m of In-field Boards shall be permitted.
- (iii) Size: In-field Boards shall have a maximum height of 0.50m. The In-field Boards may be elevated on a neutral pedestal of a maximum height of 0.10m, so that the total maximum height from the ground to the top of the In-field Board shall be 0.60m.

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 shall 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 shall have a maximum height of 0.40m. The In-field Boards may be elevated on a neutral pedestal of a maximum height of 0.10m, so that the total maximum height from the ground to the top of the In-field Board shall be 0.50m.

5.2.4 At Warm-up Areas at all Stadia

Perimeter Boards may be placed at warm-up areas. Such Perimeter Boards may have a maximum height of 1.2m and they shall 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 of such display shall be 1.5m and the maximum width shall be 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 shall be 1.2m.

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

For outdoor stadiums the Logo of the WAS Event, Commercial Affiliate, the host city, the broadcaster or, subject always to Clause 3.5, any other third party as determined by the Chief Executive Officer or their nominee or World Athletics Marketing Partner may be painted on, laid on a carpet or other material on the surface of the in-field. Either with a maximum size of 80m² or two Logos with a maximum size of 60m² provided always that the such Logo(s) is(are) not placed in or interfere(s) with any landing sector on the in-field surface.

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

6.1 **Perimeter Boards**

- (i) 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 Clause 3.5, any other third party as determined by the Chief Executive Officer or their nominee or the World Athletics Marketing Partner.
- (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 shall be 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 Commercial Affiliates, World Athletics, the WAS Event, the host city, the broadcasters or, subject always to Clause 3.5, 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 shall be 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 such display shall be 4cm.

7.1.2.2 In addition, the Logo of one (1) Commercial Affiliate and the Event Logo may be displayed on crossbars, uprights, lap bells and starting blocks and the maximum height of each such display shall be 4cm.

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 each such display shall be 4cm. The Event Logo may be displayed on relay batons.

7.1.4 Landing beds

7.1.4.1 The Logo of either the Provider or manufacturer that is a Commercial Affiliate of the relevant WAS Event and the Logo of one (1) Commercial Affiliate may be displayed a total of four (4) times each on landing beds. The display may appear on each side, but not on the top, of the landing beds. The maximum height of each such display shall be 30cm.

7.1.4.2 In addition, the Event Logo may be displayed on the top of the landing beds and on each side of the landing beds. In such case the size of the Logo may be of any size fitting the respective landing area.

7.1.5 Hurdles and Steeplechase Barriers

7.1.5.1 Three (3) of the following may be displayed across the length on both sides of the hurdles and steeplechase barriers:

- (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
- (v) Event Logo
- (vi) World Athletics Logo

7.1.5.2 The maximum height of each such display on the hurdles shall be 5cm. The maximum height of each such display on the steeplechase barriers shall be 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 only be placed adjacent to the take-off board.

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, 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 each such display shall be 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 Broadcast, Data Processing and Information Technology Equipment

7.3.1 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 such display shall be 20cm.

7.4 Umbrellas/Protective Canopies

7.4.1 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 such display shall be 40cm².

7.4.2 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 such display shall be 40cm.

7.5 Refreshment, Drink and/or Sponging Stations

7.5.1 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.

7.5.2 At Stadium WAS Events

7.5.2.1 The maximum height of a drink station shall be 1.4m and the maximum diameter shall be 1m or, for rectangular drink stations, each side shall 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).

7.5.2.2 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 such display shall be 40cm.

7.5.3 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 such display shall be 20cm and the total length shall be 10m.

7.5.4 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 such display shall be 40cm².

7.6 **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 such display shall be 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 such display shall be 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 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 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 such display shall be 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 such display shall be 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 such display shall be 20cm.

9. **ON SCREEN IDENTIFICATION**

9.1.1 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**

10.1.1 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.

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

10.1.3 Virtual Advertising is permitted to appear both outside the Field of Play and on the Field of Play prior, during the course of 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.

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.

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.