MARKETING AND ADVERTISING REGULATIONS

GUIDELINES ON CLOTHING AND ACCESSORIES
for International Invitation Meetings and Competitions

WORLD ATHLETICS
Guidelines regarding authorised identification on Clothing and Accessories for:

a. International Invitation Meetings and competitions that are categorised by World Athletics as part of the global structure and approved by Council.

b. International Invitation Meetings and competitions, where appearance fees, prize money and/or the value of non-cash prizes exceed USD 50,000 in total, or USD 8,000 for any one event.

The full World Athletics Marketing and Advertising Regulations can be found at: https://www.worldathletics.org/about-iaaf/documents/book-of-rules (book C - C7.4)

For any inquiries: kitapprovals@worldathletics.org
NOTE: Only a total maximum of TWO (2) different Athlete Sponsors are permitted to appear on Athlete kit and, where permitted, on personal belongings and accessories (i.e the same Sponsor(s) must appear across all items of kit, personal belongings and accessories). The same 2 different Athlete Sponsors can appear on the kit one time each in one of the permitted positions.
COMPETITION CLOTHING - FRONT

**MANUFACTURER**

40cm² / Max. Height 5cm

**BIB**

24cm wide by max. 16cm high
6cm top / 4cm bottom ID

**ATHLETE SPONSOR**

40cm² / Max. Height 5cm

If Athletes do not wish to use these positions then there is flexibility only for the green, on sleeves and/or on the back.

No manufacturers’ logos can appear on the sleeves or reverse of competition tops.

**cm²= Max. Size**

The logos can only be placed on the front of the kit in these identified positions.

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COMPETITION CLOTHING - BACK

ATHLETE SPONSOR

40cm² / Max. Height 5cm

This is an alternative option for the placement of one sponsor logo where one sponsor logo has already been placed on the front of the competition top. Total number of athlete sponsor logos on the competition top = 2.

NOTE: Only a total maximum of TWO (2) different Athlete Sponsors are permitted to appear on Athlete kit and, where permitted, on personal belongings and accessories (i.e. the same Sponsor(s) must appear across all items of kit, personal belongings and accessories). The same 2 different Athlete Sponsors can appear on the kit one time each in one of the permitted positions.

DECORATIVE MARK

Max. width 10cm

Or

Or

Or

Option for Athlete Sponsor placement

ATHLETE SPONSOR

40cm² / Max. Height 5cm

This is an alternative option for the placement of one sponsor logo where one sponsor logo has already been placed on the front of the competition top. Total number of athlete sponsor logos on the competition top = 2.
NOTE: Only a total maximum of TWO (2) different Athlete Sponsors are permitted to appear on Athlete kit and, where permitted, on personal belongings and accessories (i.e. the same Sponsor(s) must appear across all items of kit, personal belongings and accessories).
OTHER APPAREL

*No sponsor on other apparel

6cm² - Height Max. 3cm

ONLY MANUFACTURERS LOGO

Full Length Sock
Mid Length Sock
No Show Sock
Arm & Leg Sleeves

Headband
### SUMMARY

#### COMPETITION KIT

**UPPER BODY - T-Shirt / Singlet / Vests / Tops**
- 1x Manufacturer Name/Logo: 40cm², max height 5cm
- 2x Athlete Sponsor Name/Logo (front or back): 40cm², max height 5cm

**LOWER BODY - Shorts / Tights / Leggings**
- 1x Manufacturer Name/Logo: 40cm², max height 5cm
- 2x Athlete Sponsor Name/Logo (front or back): 40cm², max height 5cm

**LEOTARD (one piece body suit)**
- 1x Manufacturer Name/Logo: 40cm², max height 5cm
- 2x Athlete Sponsor Name/Logo (front or back): 40cm², max height 5cm

#### OTHER ATHLETE TEAM KIT

**UPPER BODY - Ceremony, track suits, sweatshirts & rain jackets**
- 1x Manufacturer Logo: 40cm², max height 5cm
- 2x Athlete Sponsor Name/Logo: 40cm², max height 5cm

**LOWER BODY - Ceremony, track suits, sweatshirts & rain jackets**
- 1x Manufacturer Name/Logo: 40cm², max height 5cm
- 2x Athlete Sponsor: 40cm², max height 5cm

#### OTHER APPAREL

**SUCH AS SOCKS, HEADGEAR, HATS, HEADBANDS, EYEWEAR, GLOVES, SUNGLASSES, WRISTBANDS AND LONG FOREARM BANDS**
- 1x Manufacturer Name/Logo: 6cm², max height 3cm
MARKETING AND ADVERTISING REGULATIONS

GRAPHIC FIGURATIVE LOGO

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, provided such use does not, in the opinion of the World Athletics, in its discretion, dominate or unduly detract from the appearance of the item of clothing.

PERSONAL BELONGINGS AND TEAM ACCESSORIES

TOWELS (e.g., beach, bath, hand and face) and BLANKETS

1x Manufacturer Name/Logo 40cm², max height 5cm
2x Athlete Sponsor Plus Athlete's name or Athlete's personal social media hashtag

BAGS (including any tags, and labels)

1x Manufacturer Name/Logo 40cm², max height 5cm
2x Athlete Sponsor Name/Logo 40cm², max height 5cm
2x Athlete's Name

DRINK BOTTLE (max. 1l bottles)

2x Provider/manufacturer of a drink and/or Athlete Sponsor 40cm², max height 5cm

SHOES

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

IMPLEMENTS & POLE VAULT

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 & Advertising Regulations - International Competitions 1.5 & 1.9.

MEDICAL/GENERAL TAPE

Any medical or general tape used by an Athlete may be either a plain colour or have the Athlete’s name on the tape. Any commercial name/Logo on medical or general tape must be approved in writing by Event Organizer.