



**MARKETING & ADVERTISING REGULATIONS**  
**INTERNATIONAL COMPETITIONS 1.5 & 1.9: CLOTHING & ACCESSORIES**

*(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:

<b>Advertising</b>	any advertising and/or display of a promotional nature.
<b>Applicable Laws</b>	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.
<b>Athlete</b>	has the meaning given to it in the Generally Applicable Definitions.
<b>Athlete Kit</b>	Competition clothing (such as tops, vests, shorts, leggings etc.), warm-up clothing and ceremony kit including tracksuit, t-shirts, sweatshirts, sweatpants, rain jackets and any other kit or apparel worn by Athletes when participating at the Event.
<b>Athlete Sponsor</b>	the entities that have been granted and have acquired marketing rights in relation to an Athlete.
<b>Bet</b>	has the meaning given to it in the Manipulation of Sports Competition Rules.
<b>Betting</b>	making, accepting, or laying a Bet and shall include, without limitation, activities commonly referred to as sports betting such as fixed and running odds, totalisator/tote games, live betting, betting exchange, spread betting, peer to peer betting and other games offered by legal betting operators or illegal betting operators.
<b>Bib</b>	the identification card (which identify the Athletes by country, name or number) worn by an Athlete during the Competition.
<b>Call Room</b>	the room(s) at the Event Site(s) where the Athletes gather immediately prior to the Competition and entering the Field of Play.
<b>Call Room Judges</b>	one or more Competition Officials appointed under the Competition Rules as judges to ensure that all Athletes' clothing and equipment is checked in the Call Room before the Competition.
<b>Call Room Referees</b>	one or more referees appointed in accordance with the Competition Rules in respect of the Call Room.

<b>Competition</b>	the athletic competition (in all its various forms and disciplines) which the Athletes participate and compete in at an Event.
<b>Competition Official</b>	an official, or his or her representatives, appointed by the Event Organiser of a Competition in accordance with the Competition Rules.
<b>Constitution</b>	has the meaning given to it in the Generally Applicable Definitions.
<b>Event</b>	means an event organised under paragraphs 1.5 and 1.9 of the International Competitions definition.
<b>Event Organiser</b>	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.
<b>Event Sites</b>	for all stadium Events, those areas within and directly adjacent to the stadium (indoor or outdoor) under the control of the Event Organiser. For all non-stadium Events, those areas of the course or route under the control of the Event Organiser.
<b>Event Sponsors</b>	the entities that have been granted and have acquired marketing rights on a regional basis in relation to an Event at a regional or national level, which include the Title Sponsor.
<b>Event Title</b>	the official title of an Event (including, if applicable, the name of a Title Sponsor).
<b>Field of Play</b>	the area in which the Athlete participates and/or competes in their Competition (which for non-stadium 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.
<b>Gambling</b>	games of the type that are played in casinos, online, in betting shops, (including, but not limited to, poker, bingo, backgammon, roulette, baccarat, blackjack, keno, slot machine and dice).
<b>Regulations</b>	has the meaning given to it in the Generally Applicable Definitions.
<b>Rules</b>	has the meaning given to it in the Generally Applicable Definitions.
<b>International Competitions</b>	has the meaning given to it in the Generally Applicable Definitions.

<b>Jury of Appeal</b>	the jury of appeal as established under the Competition Rules.
<b>Logo</b>	any symbol, design or other graphical identification, slogan and/or the name (including websites and social media handles) of any entity, of any product of such an entity or of the Event.
<b>Marketing</b>	the promotion or sale of products or services, including but not limited to Advertising, activations, communications, engagement, endorsements, promotions, sponsorship or sponsored publications.
<b>Presentation Bib</b>	a presentation bib in colour and which is worn by a podium placed Athlete at Competition ceremonies.
<b>Provider</b>	any company, whose principal business is the manufacture or the provision of any kind of equipment, apparel or other products or services for use by an Athlete, Competition Official or otherwise at 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.
<b>Referee</b>	any referee appointed in accordance with the Competition Rules.
<b>Title Sponsor</b>	the Event Sponsor which is the title sponsor of the Event.
<b>Trademarks</b>	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.

Any capitalised terms undefined in these Regulations shall have the same meaning as set out in the relevant Rules or Regulations.

## **2. PURPOSE AND COMMENCEMENT**

- 2.1 These Regulations are made in accordance with Articles 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.

- 2.2 Pursuant to Marketing & Advertising during International Competitions Rule, 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 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).
- 2.4 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 Events falling under paragraphs 1.5 & 1.9 of the International Competitions definition.
- 2.5 These Regulations must be read in conjunction with World Athletics Rules and World Athletics Regulations.
- 2.6 To the extent of any inconsistency between:
- 2.6.1 these Regulations and the Rules, the relevant provision of the Rules shall apply;
- 2.6.2 these Regulations and the Constitution, the relevant provision of the Constitution shall apply.

### **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 may, in accordance with Clause 11, be displayed on bibs for photographers and camera crews.
- 3.5 Permissions and Prohibitions
- 3.5.1 General: Marketing which is, in the opinion of the World Athletics Chief Executive or their nominee, tasteless, distracting, offensive, disreputable, defamatory or unsuitable, bearing in mind the nature of the 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 World Athletics Chief Executive 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 World Athletics Chief Executive or their nominee.
- 3.5.7 Sports Drinks/Hydration Tablets: Marketing of sports drinks/hydration tablets are permitted with the prior written approval, following consultation with the Health & Science Department, of the World Athletics Chief Executive 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 World Athletics Chief Executive or their nominee.
- 3.5.9 Betting/Gambling: Marketing of any Betting and products and services are prohibited, unless specifically approved in writing, following consultation with the Athletics Integrity Unit, by the World Athletics Chief Executive 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. 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, unless approved in writing by the Event Organiser, an Athlete may not display at an Event Site the Logo of an Athlete Sponsor that conflicts with an Event Sponsor's category of sponsorship.

*Note: A total maximum of two (2) different Athlete Sponsors are permitted to appear on Athlete Kit and, where permitted, on personal belongings and accessories. The*

*same sponsor(s) must appear across all items of kit, personal belongings and accessories.*

- 4.2 For the avoidance of doubt manufacturers and Athlete Sponsors can only have one brand name/Logo applied once on items of Athlete Kit or other apparel (as referenced in Clause 5.5) and personal belongings or accessories (as referenced in Clause 6) in accordance with these Regulations (i.e. they cannot have a name/Logo of one brand in one position on Athlete Kit, other apparel, personal belongings or accessories then a second different brand name/Logo in another position on Athlete Kit, other apparel, personal belongings or accessories or have the same name/Logo appear more than once 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 is in compliance with these Regulations must be worn by Athletes, at all times 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 name/Logo
- Athlete Sponsor name/Logo

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

- 5.2.1 Competition tops (vests, t-shirts etc.)

The following maximum exposure is permitted:

- 1 x manufacturer name/Logo - 40cm<sup>2</sup>, max height 5cm;
- 2 x Athlete Sponsor name/Logo (it must be two different Athlete Sponsors) - 40cm<sup>2</sup>, max height 5cm;



### 5.2.2 Competition shorts, tights, leggings etc.

The following maximum exposure on shorts, tights or leggings is permitted:

- 1 x manufacturer name/Logo - 40cm<sup>2</sup>, max height 5cm
- 2 x Athlete Sponsor name/Logo - 40cm<sup>2</sup>, max height 5cm

### 5.2.3 Leotards (one piece, including upper body and lower body)

The following maximum exposure on the upper body of the leotard is permitted:

- 1 x manufacturer Logo - 40cm<sup>2</sup>, max height 5cm;
- 2 x Athlete Sponsor name/Logo (it must be two different Athlete Sponsors) - 40cm<sup>2</sup>, max height 5cm.

### 5.2.4 Leotards (one piece - lower body)

The following maximum exposure on the lower body of the leotard is permitted:

- 1 x manufacturer name/Logo - 40cm<sup>2</sup>, max height 5cm
- 2 x Athlete Sponsor name/Logo - 40cm<sup>2</sup>, max height 5cm

### 5.2.5 Other Athlete Kit (upper body) including ceremony kit, track suits, sweatshirts, and rain jackets worn by Athletes

The following maximum exposure is permitted:

- 1 x Manufacturer Logo - 40cm<sup>2</sup>, max height 5cm
- 2 x Athlete Sponsor name/Logo (it must be two different Athlete Sponsors) - 40cm<sup>2</sup>, max height 5cm.

### 5.2.6 Other Athlete Kit (lower body) including ceremony kit bottoms, track suits bottoms, sweatpants worn by Athletes

The following maximum exposure is permitted:

- 1 x Manufacturer Logo - 40cm<sup>2</sup>, max height 5cm;
- 2 x Athlete Sponsor name/Logo - 40cm<sup>2</sup> (it must be two different Athlete Sponsors), max height 5cm

### 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.).

#### 5.4 **Shoes**

The size of the name/Logo of the manufacturer of shoes used 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**

The name/Logo of the manufacturer of other apparel used by an Athlete during the Competition (such as socks (including knee length socks), headgear, hats, headbands, gloves, glasses, sunglasses, wristbands and long forearm bands) may be displayed once on such apparel. The maximum size of such exposure shall be up to a maximum of 6cm<sup>2</sup> with a maximum height of 3cm.

### 6. **PERSONAL BELONGINGS AND ACCESSORIES**

6.1 All towels (e.g. beach, bath, hand and face) and blankets can have:

6.1.1 the manufacturer's name/Logo once with a maximum size of 40cm<sup>2</sup> and max height 5cm; and either;

6.1.2 the Athlete Sponsor appearing twice with a maximum size of 40cm<sup>2</sup> and max height 5cm on them; or

6.1.3 the Athlete's name / Athlete's personal social media hashtag.

6.2 All bags (including any tags, and labels) can have:

6.2.1 the manufacturer's name/Logo with a maximum size of 40cm<sup>2</sup> and max height 5cm; and either

6.2.2 the Athlete Sponsor appearing twice with a maximum size of 40cm<sup>2</sup> and max height 5cm; or

6.2.3 the Athlete's name and the Athlete's personal social media hashtag.

6.3 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, which cannot be bigger than 1 litre in volume. The size of both name/Logo can be a maximum size of 40cm<sup>2</sup> and max height of 5cm on the bottle. Athletes can bring personal drink bottles on to the Field of Play.

6.4 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: Events.

6.5 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 in the warm-up area and the Field of Play.

- 6.6 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 the Event Organiser.
- 6.7 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 Clause 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 Clause 6.5 of these Regulations). 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 shall be 24cm (width) x 16cm (height).
- 8.2 The height of the Athlete identification on the Bibs shall be not more than 6cm. The identifications shall be easily visible.
- 8.3 A maximum of two (2) Event Sponsors may be displayed on the Bibs per Competition at an Event.
- 8.4 The maximum height of any exposure above the Athlete identification shall be 6cm. Such identification may display the name/Logo or marketing device of one Event Sponsor provided that this has been approved by the Event Organiser in advance.
- 8.5 The maximum height of the exposure below the Athlete identification shall be 4cm. Such identification may display (a) the name/Logo or marketing device of one Event Sponsor provided that this has been approved by the Event Organiser in advance; and/or (b) the city or area in which the Event is being held.

- 8.6 The Bibs must be printed in order to ensure maximum visibility of the numbers (or other Athlete identification) by the Competition Officials.
- 8.7 The Bibs and the numbers (or other Athlete identification) on the Bibs must always be visible (i.e. not folded, hidden from view etc.) in their entirety on the Field of Play during the Event.
- 8.8 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 shall be 24cm (width) x 16cm (height).
- 9.2 The Presentation Bib shall have at the top an Event Sponsor's name/Logo with a maximum height of 6cm. The Event Logo shall be displayed below the Event Sponsor's name/Logo.

## **10. CLOTHING OF COMPETITION OFFICIALS**

- 10.1 The name/Logo of the clothing manufacturer that is an Event Sponsor may be displayed once on the upper body attire and once on the lower body attire of Competition Officials. Each such display shall be rectangular in shape with a maximum size of 40cm<sup>2</sup> with a maximum height of 5cm.
- 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.
- 10.3 The Event Title and/or the Event Logo may be displayed once, with a maximum height of 5cm. In Events with a Title Sponsor, if the Event Title is to be shown, the complete Event Title must be displayed (not just the name of such presenting Title Sponsor).
- 10.4 If the Event does not have a Title Sponsor, then the Logo of an Event Sponsor that is not the clothing manufacturer may be displayed once.

## **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.
- 11.2 The official in-field bib of the photographers may display:
- 11.2.1 the Event Title or the Event Logo, with a maximum height of 10cm; and

11.2.2 the name/Logo of an Event Sponsor may be displayed once on the front and once on the back. The maximum height of such display shall be 10cm, unless otherwise agreed with the Event Organiser.

11.3 The official in-field bib of the television camera crew may display:

11.3.1 the Event Title and/or the Event Logo, with a maximum height of 10cm; and

11.3.2 the name/Logo of an Event Sponsor or the host broadcaster may be displayed once on the front and once on the back, with a maximum height of 10cm, unless otherwise agreed by the Event Organiser.

## **12. ON-SITE EVENT SPONSOR CLOTHING**

12.1 The Logo of an Event Sponsor providing goods or services during an Event may be displayed on the upper body clothing of their staff present at the Event Sites. The maximum size of such display shall be 40cm<sup>2</sup>, with a maximum height of 5cm.

12.2 In addition, the name/Logo of the Event Sponsor supplying clothing together with the Event Title and the Event Logo may be displayed on the clothing of Event Sponsor's personnel. In Events with a Title Sponsor or presenting Event Sponsor, if the Event Title is to be shown, the complete Event Title must be displayed (not just the name of the Event Sponsor). The maximum height of each such display shall be 4cm.

## **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.

## **16. ENFORCEMENT AT EVENTS**

### **Call Room**

16.1 In accordance with the Competition Rules, it is the responsibility of the Call Room Judge to ensure that all Athletes comply with Clauses 5, 6, 7 and 8 of these Regulations and are checked in the Call Room before the Competition. Specifically, the Call Room Judge shall ensure that Athletes are wearing approved Athlete Kit, that the Bibs are worn correctly, where applicable, Marketing on Athletes' apparel, accessories, personal belongings, nail, body art, hair and jewellery comply with the

Rules and these Regulations and that any unauthorised material is not taken on to the Field of Play. The Call Room Judges shall refer any unresolved issues or matters arising (including protests and objections in the Call Room) to the Call Room Referee.

- 16.2 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) shall be measured by the Event Organiser through their designated representative(s) while worn or open/ready for use.
- 16.3 If an Athlete either:
- 16.3.1 seeks to enter the Competition area wearing and/or having Athlete Kit, Bibs, or where applicable, apparel, accessories, personal belongings, nail, body art, hair and jewellery which the Call Room Judge/Event Organiser designated representative determines to be in breach of these Regulations, the Call Room Referee must not allow the Athlete to enter the Field of Play to compete; or
- 16.3.2 refuses to comply with an order of the Call Room Judge;
- then the Call Room Judge must follow Clause 16.4.
- 16.4 In accordance with Clause 16.3 the Call Room Judge must immediately notify the Call Room Referee of such matter and, if possible, record the details (e.g. Athlete's name, Bib number or name, nature of offence, etc.) and, if possible, take photographic evidence. The Call Room Referee may either decide the matter or refer the matter to the Event Organiser's designate representative. On referral the Event Organiser's designated representative will immediately review and decide on the application of these Regulations. The Athlete must comply with the decision of the Call Room Referee or the Event Organiser's designate representative.
- 16.5 The Event Organiser's designate 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 Referee.
- 16.6 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**

- 16.7 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.
- 16.8 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**

### 17.1.1 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.

### 17.1.2 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.

### 17.1.3 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.

### 17.1.4 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 Clause 19.1 may be imposed on any Athlete not in compliance with these Regulations by the relevant Referee.

18.3 Any sanction imposed under these Regulations shall be confirmed in writing, with a copy to the World Athletics Chief Executive Officer or their nominee, including a brief

summary of the facts and the sanction imposed and shall be provided to the party on which the sanctions were imposed immediately after such imposition.

- 18.4 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) 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**”).

As this form of dispute resolution procedure is meant to be an emergency measure, requests for review by the Appeal Body of the initial decision shall be made in writing to the Appeal Body within 24 hours (or such shorter period bearing in mind the period of the Event) of the receipt of the initial decision complained of.

### **19.2 Decisions at the Event**

The Appeal Body shall review the written report by the Event Organiser’s designated representative and/or relevant Referee and, if requested by the Appeal Body or the appealing party, an oral submission of the Event Organiser’s designated and/or the relevant Referee and/or the appealing party. The Appeal Body shall reach its decision promptly after receipt of the request. The Appeal Body may overrule, vary or amend the initial decision. The Appeal Body shall confirm its decision in writing, including a brief summary of the facts and the conclusion and shall provide such written decision to the appealing party within 1 week of its decision. The decision of the Appeal Body shall be final and binding on all parties.