



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

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 Clause 14.
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	has the meaning given to it in the Generally Applicable Definitions.
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.
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 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 and entering the Field of Play.
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.
Constitution	has the meaning given to it in the Generally Applicable Definitions.
Country Emblem	any logo, symbol, flag, design, official 3-letter code 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 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 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 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, in betting shops, (including, but not limited to, poker, bingo, backgammon, roulette, baccarat, blackjack, keno, slot machine and dice).
Regulations	has the meaning given to it in the Generally Applicable Definitions.
Rules	has the meaning given to it in the Generally Applicable Definitions.
International Competitions	has the meaning given to it in the Generally Applicable Definitions.
Jury of Appeal	the jury of appeal as established under the Competition Rules.
Logo	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 WAS Event.
Lotteries	a way of raising money by selling numbered tickets and giving prizes to holders of the numbered tickets drawn at random.
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.
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.
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.

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 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.

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

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 the Marketing & Advertising during International Competition Rules and shall be effective from 23 November 2019.

2.2 Pursuant to the Marketing & Advertising during International Competition 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 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 / Team Personnel, Commercial Affiliates, photographers and camera crews, Provider personnel, Event Organiser personnel (including volunteers) at Event Sites in relation to paragraphs 1.1 (a) (WAS Events), 1.3 & 1.4 of the International Competitions definition. These Regulations may apply to paragraphs 1.6, 1.7, 1.8 and 1.9 of the International Competitions definition where an Area Association does not have their own marketing and advertising rules and regulations.
- 2.5 These Regulations must be read in conjunction with the Rules and 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.
- 2.7 Any Member Federations' enquiries about these Regulations can be emailed to kitapprovals@iaaf.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 may not be displayed on any National Team Kit or Competition Officials but the WAS 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 Chief Executive Officer or their nominee, tasteless, distracting, offensive, disreputable, defamatory or unsuitable, taking into account 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 tablets 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 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. 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 to kitapprovals@iaaf.org Applications must be submitted within the timelines communicated by the Chief Executive Officer or their nominee in advance of a WAS Event, with representative photographic samples of the 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 authorised delegate) has been obtained.
- 4.3 The Chief Executive Officer (or their authorised delegate) 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 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 Clause 5.5) and team accessories (as referenced in Clause 6) in accordance with these Regulations;
- 4.5.2 manufacturers and National Sponsors can only have one of their brand name/Logo applied once on each item on National Team Kit Other Apparel (as referenced in Clause 5.5) and team accessories (as referenced in Clause 6) in accordance with these Regulations (i.e. they cannot have a name/Logo of on brand in one position on an item of National Team Kit then a second different brand name/Logo in another position on National Team Kit or have the same name/Logo applied in more than one position 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, shall be deemed to be in compliance with these Regulations.

- 4.7.3 An appeal may be lodged by the Member Federation against the decision of the Chief Executive Officer's 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 National Team Kit that are in compliance with these Regulations must be worn (as authorised) at all times by Athletes and Team Personnel members (see Clause 5.6 of these Regulations), 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).

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 name/Logo
- Country/Athlete name (where applicable)
- Country Emblem
- National 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 (either (a) or (b) below) is permitted

(a)

- 1x manufacturer name/Logo - 40cm², max height 5cm;
- 1x National Sponsor name/Logo - 40cm², max height 5cm;
- 1x Country name - max height 10cm; and
- 1x Country Emblem - 40cm², max height 5cm.

OR

(b)

- 2x (non-manufacturer) National Sponsor name/Logo (it must be two different National Sponsors)
 - 1x 40cm², max height 5cm placement each (one placement per National Sponsor);
- 1x Country name - Max height 10cm; and
- 1x Country Emblem - 40cm², max height 5cm.

5.2.2 Competition shorts, tights, leggings etc.

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

- 1x manufacturer Logo **or** National Sponsor name/Logo - 40cm², max height 5cm;
- 1x Country Emblem - 40cm², max height 5cm.

5.2.3 Leotards (one piece - upper body)

The following maximum exposure (either (a) or (b) below) is permitted on the upper body:

(a)

- 1x manufacturer Logo - 40cm², max height 5cm;
- 1x Country/Athlete name - max height 10cm;
- 1x Country Emblem - 40cm², max height 5cm; and
- 1x National Sponsor name/Logo - 40cm², max height 5cm.

OR

(b)

- 1x Country/Athlete name - max height 10cm;
- 1x Country Emblem - 40cm², max height 5cm; and
- 2x (non-manufacturer) National Sponsor name/Logo (it must be two different National Sponsors) - 40cm², max height 5cm placement each (one placement per National Sponsor)

5.2.4 Leotards (one piece - lower body)

The following maximum exposure on the lower body is permitted:

- 1x manufacturer Logo **or** National Sponsor name/Logo - 40cm², max height 5cm;
- 1x Country Emblem - 40cm², max height 5cm.

5.2.5 Other National Team Kit (upper body) including ceremony kit, track suits, sweatshirts, and rain jackets worn by Athletes and/or Team Personnel members

The following maximum exposure (either (a) or (b) below) is permitted for both the upper and lower body)

(a)

- 1x Manufacturer Logo - 40cm², max height 5cm
- 1x Country name - max height 10cm;
- 1x Country Emblem - 40cm², max height 5cm; and
- 1x National Sponsor name/Logo - 40cm², max height 5cm.

OR

(b)

- 2 x (non-manufacturer) National Sponsor name/Logo (it must be two different National Sponsors)
 - 1x 40cm², max height 5cm placement each (one placement per National Sponsor);
- 1x Country name - max height 10cm; and
- 1x Country Emblem - 40cm², max height 5cm.

5.2.6 Other National Team Kit (lower body) including ceremony kit bottoms, track suits bottoms, sweatpants worn by Athletes and/or Team Personnel members

The following maximum exposure is permitted

- 1x manufacturer Logo or National Sponsor name/Logo - 40cm², max height 5cm;
- 1x Country Emblem - 40cm², max height 5cm

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.).

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) or Country name 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**

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 6cm² with a maximum height of 3cm. Either the Country name or Country Emblem may be displayed once with a maximum height of 5cm.

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 this Clause 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 Clause 5 and 6 of these Regulations; or (b) unbranded clothes.

6. **PERSONAL BELONGINGS AND TEAM 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 40cm² and max height 5cm; and

6.1.2 the Country Emblem appearing twice with a maximum size of 40cm² and max height 5cm on them.

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

6.2.1 the manufacturer's name/Logo with a maximum size of 40cm² and max height 5cm;

6.2.2 the National Sponsor name/Logo with a maximum size of 40cm² and max height 5cm; and

6.2.3 the Country Emblem appearing once with a maximum size of 40cm² and max height 5cm.

- 6.3 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, which cannot be bigger than 1 litre in volume. 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 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.
- 6.4 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 1.1 (a) (WAS), 1.3 and 1.4: 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 Country name/Country Emblem on the tape. Any commercial name/Logo on medical or general tape must be approved in writing by the Chief Executive Officer or their nominee.
- 6.7 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 Clause 6, as far as is applicable to them, when on Event Sites.
- 6.8 Official WAS Event bags supplied by an Event Organiser to Athletes, Competition Officials and other participants may display:
- 1x the Event Title; and
 - 1x WAS Event's Logo; and
 - 2x Logo of the manufacturer if it is a Commercial Affiliate; and
 - 2x Logo of additional Commercial Affiliates.

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

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 no more than 6cm. The identifications shall be easily visible.

8.3 Subject to Clauses 8.4 and 8.5 below, a maximum of two (2) Commercial Affiliates may be displayed on the Bibs per Competition of a WAS 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 Commercial Affiliate provided that this has been approved by the Chief Executive Officer or their nominee 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 Commercial Affiliate provided that this has been approved by the Chief Executive Officer or their nominee in advance; and/or (b) the city or area in which the WAS 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 WAS Event.

8.8 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 shall be 24cm (width) x 20cm (height).

9.2 The Presentation Bib shall have at the top a Commercial Affiliate's name/Logo with a maximum height of 6cm. The WAS Event Logo shall be displayed below the Commercial Affiliate's name/Logo.

10. **CLOTHING OF COMPETITION OFFICIALS**

- 10.1 The name/Logo of the clothing manufacturer that is a Commercial Affiliate 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 40cm² with a maximum height of 5cm.
- 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.
- 10.3 The Event Title and/or the WAS Event Logo may be displayed once, with a maximum height of 5cm. In WAS 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 Commercial Affiliate).
- 10.4 If the WAS Event does not have a Title Sponsor then the Logo of a Commercial Affiliate 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 WAS Event Logo, with a maximum height of 10cm; and
- 11.2.2 the name/Logo of a Commercial Affiliate 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 Chief Executive Officer or their nominee.
- 11.3 The official in-field bib of the television camera crew may display:
- 11.3.1 the Event Title and/or the WAS Event Logo, with a maximum height of 10cm; and
- 11.3.2 the name/Logo of a Commercial Affiliate or the host broadcaster may be displayed once on the front and once on the back, subject to the written approval of the Chief Executive Officer (or their nominee), with a maximum height of 10cm, unless otherwise agreed by the Chief Executive Officer or their nominee.

12. ON-SITE COMMERCIAL AFFILIATE CLOTHING

- 12.1 The Logo of a Commercial Affiliate providing goods or services during a WAS 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 40cm², with a maximum height of 5cm.

- 12.2 In addition, the name/Logo of the Commercial Affiliate supplying clothing together with the Event Title and the WAS Event Logo may be displayed on the clothing of Commercial Affiliate's personnel. In WAS Events with a Title Sponsor or presenting Commercial Affiliate, if the Event Title is to be shown, the complete Event Title must be displayed (not just the name of the Commercial Affiliate). 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 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 Clause 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 or Competition Official such person may be subject to sanctions in accordance with the Rules and/or these Regulations.

16. ENFORCEMENT AT WAS EVENTS

Call Room

- 16.1 In accordance with 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, team 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 Advertising Commissioner (or 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, team accessories, personal belongings, nail, body art,

hair and jewellery which the Call Room Judge/Advertising Commissioner 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 a direction 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 Advertising Commissioner. On referral, the Advertising Commissioner 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 Advertising Commissioner.

16.5 The Advertising Commissioner 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 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. The appointment of such representatives by the Advertising Commissioner 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 Advertising Commissioner.

17. ENFORCEMENT AGAINST TEAM PERSONNEL & OTHER PERSONS

17.1 It is the responsibility of the Advertising Commissioner 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

18.1.1 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.

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

18.1.3 Subsequent change of compliant Athlete Kit to non-compliant Athlete Kit

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

18.1.4 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 Clause 19.1 may be imposed on any Athlete not in compliance with these Regulations by the relevant Referee.
- 19.3 Any sanction imposed under these Regulations shall be confirmed in writing, with a copy to the 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.
- 19.4 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.

20. APPEALS

20.1 Submission at the WAS 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, 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**”).

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 WAS Event) of the receipt of the initial decision complained of.

20.2 Decisions at the WAS Event

The Appeal Body shall review the written report by the Advertising Commissioner and/or relevant Referee and, if requested by the Appeal Body or the appealing party, an oral submission of the Advertising Commissioner 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.