



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.

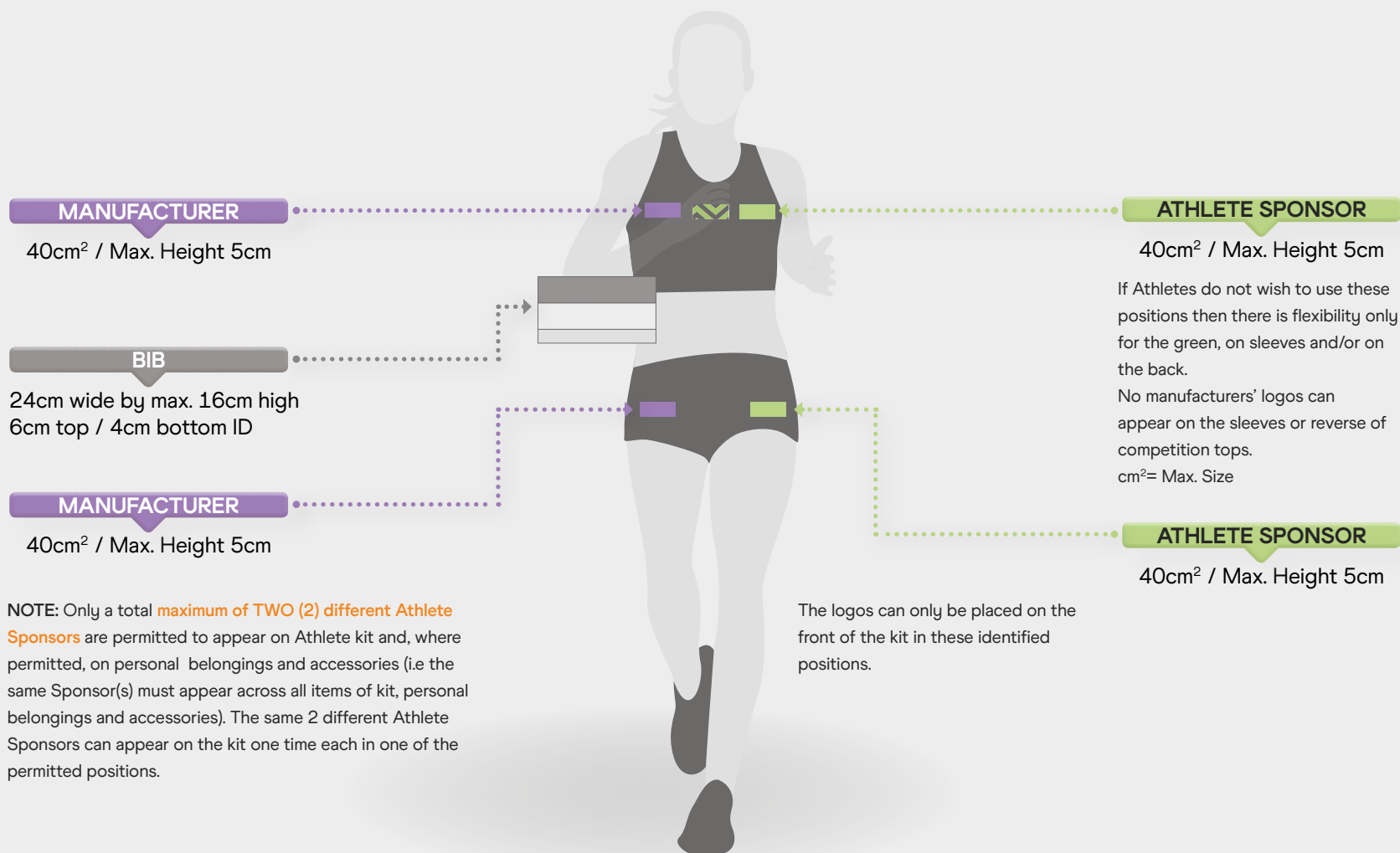
The full World Athletics Marketing and Advertising Regulations can be found at:

<https://www.worldathletics.org/about-iaaf/documents/book-of-rules> (book C - C7.4)

For any inquiries:

kitapprovals@worldathletics.org

COMPETITION CLOTHING - FRONT



MANUFACTURER
40cm² / Max. Height 5cm

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

MANUFACTURER
40cm² / Max. Height 5cm

ATHLETE SPONSOR
40cm² / Max. Height 5cm

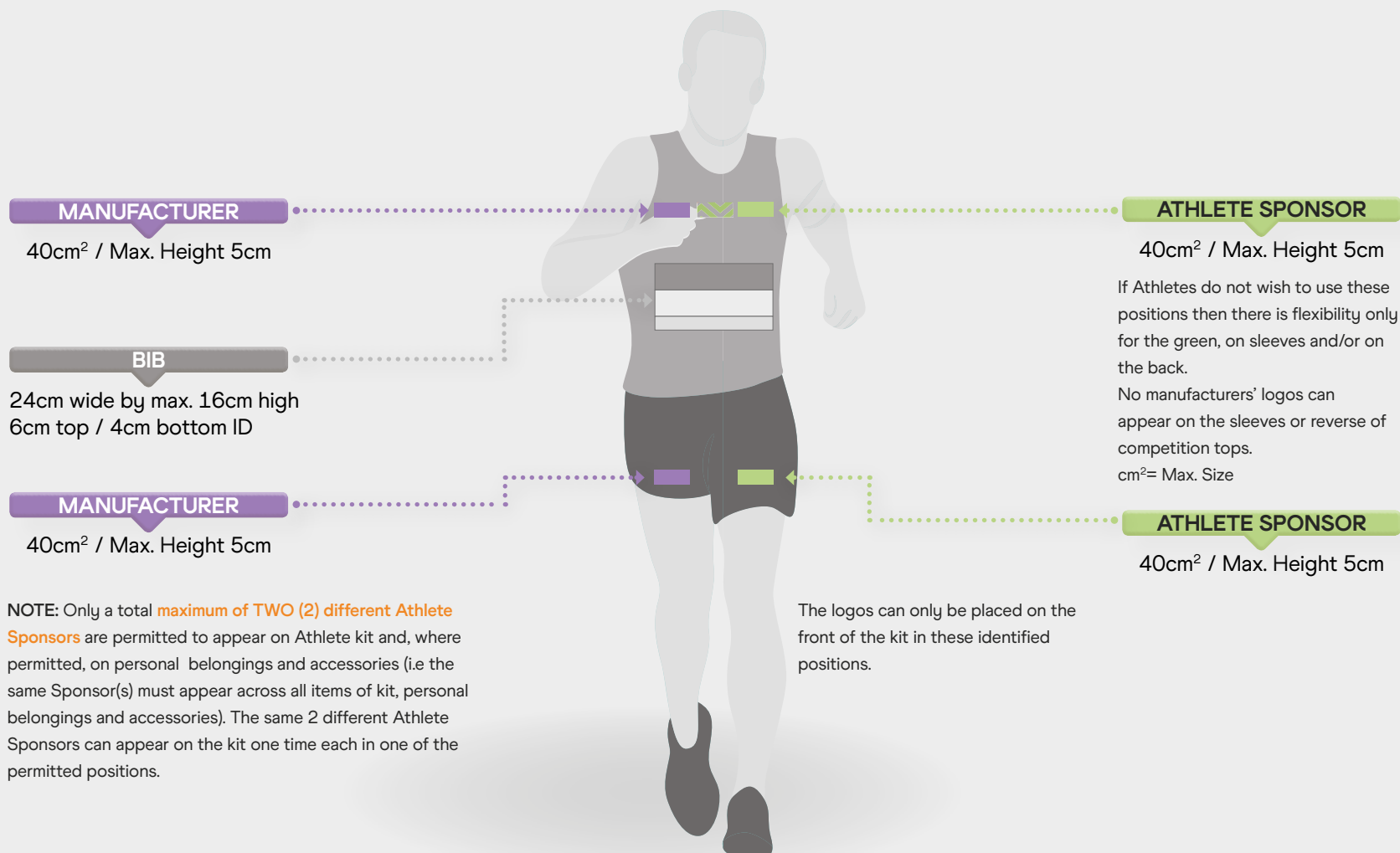
If Athletes do not wish to use these positions then there is flexibility only for the green, on sleeves and/or on the back.
No manufacturers' logos can appear on the sleeves or reverse of competition tops.
cm²= Max. Size

ATHLETE SPONSOR
40cm² / Max. Height 5cm

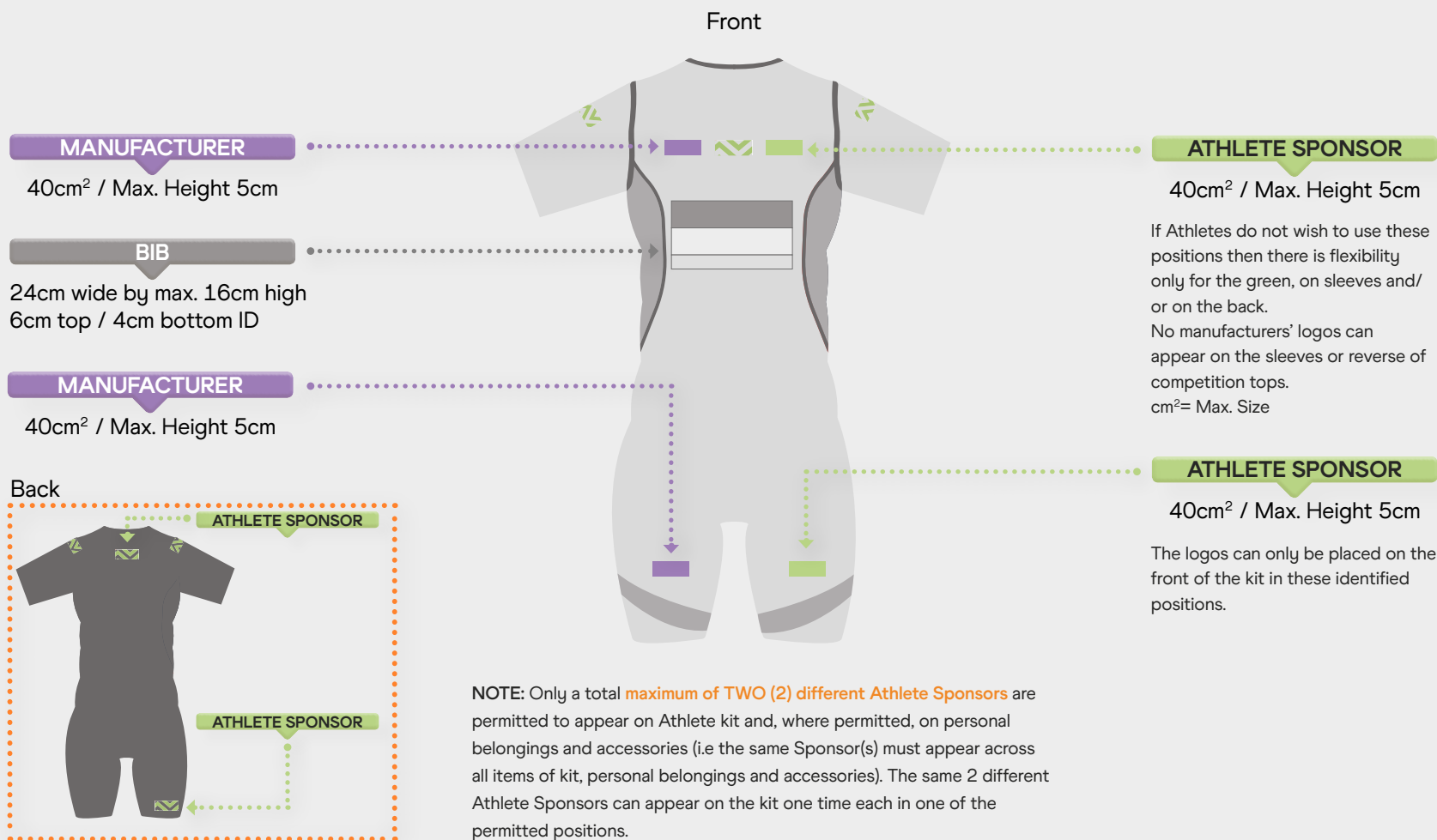
NOTE: Only a total **maximum of TWO (2) different Athlete Sponsors** are permitted to appear on Athlete kit and, where permitted, on personal belongings and accessories (i.e the same Sponsor(s) must appear across all items of kit, personal belongings and accessories). The same 2 different Athlete Sponsors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

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

COMPETITION CLOTHING - FRONT



COMPETITION CLOTHING - LEOTARDS

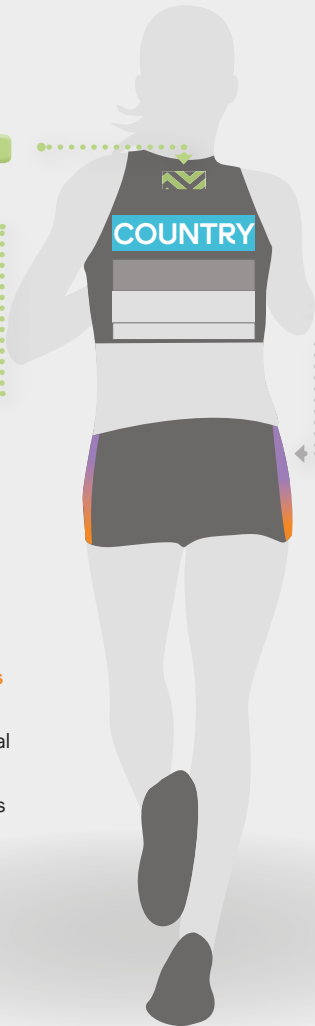


COMPETITION CLOTHING - BACK

ATHLETE SPONSOR

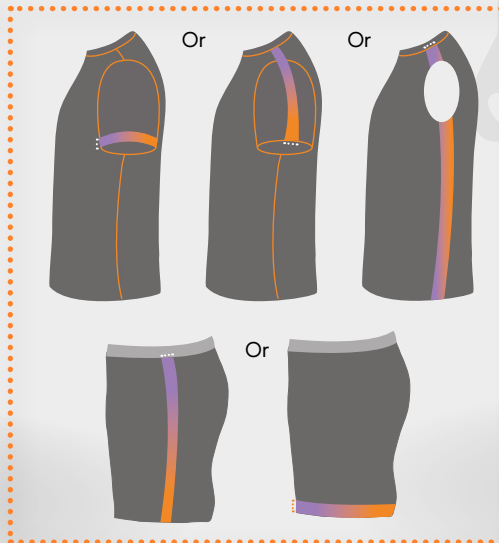
40cm² / Max. Height 5cm

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.



DECORATIVE MARK

Max. width 10cm

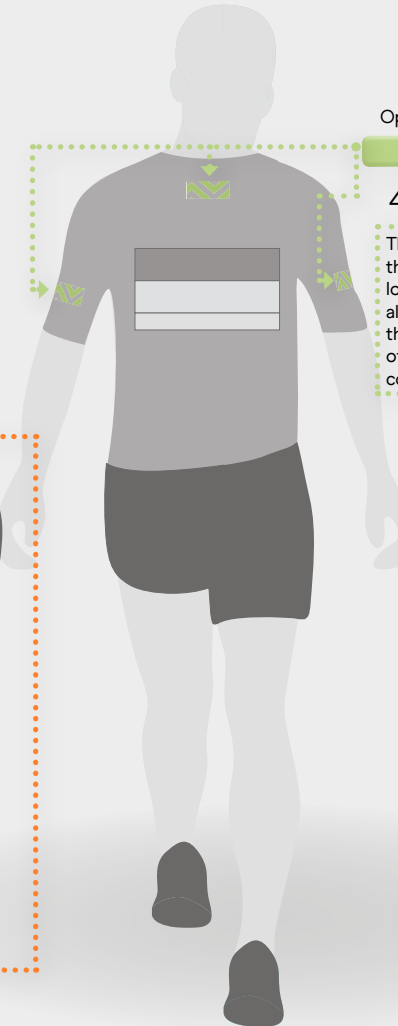


Option for Athlete Sponsor placement

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). The same 2 different Athlete Sponsors can appear on the kit one time each in one of the permitted positions.

CEREMONY KIT

ATHLETE SPONSOR

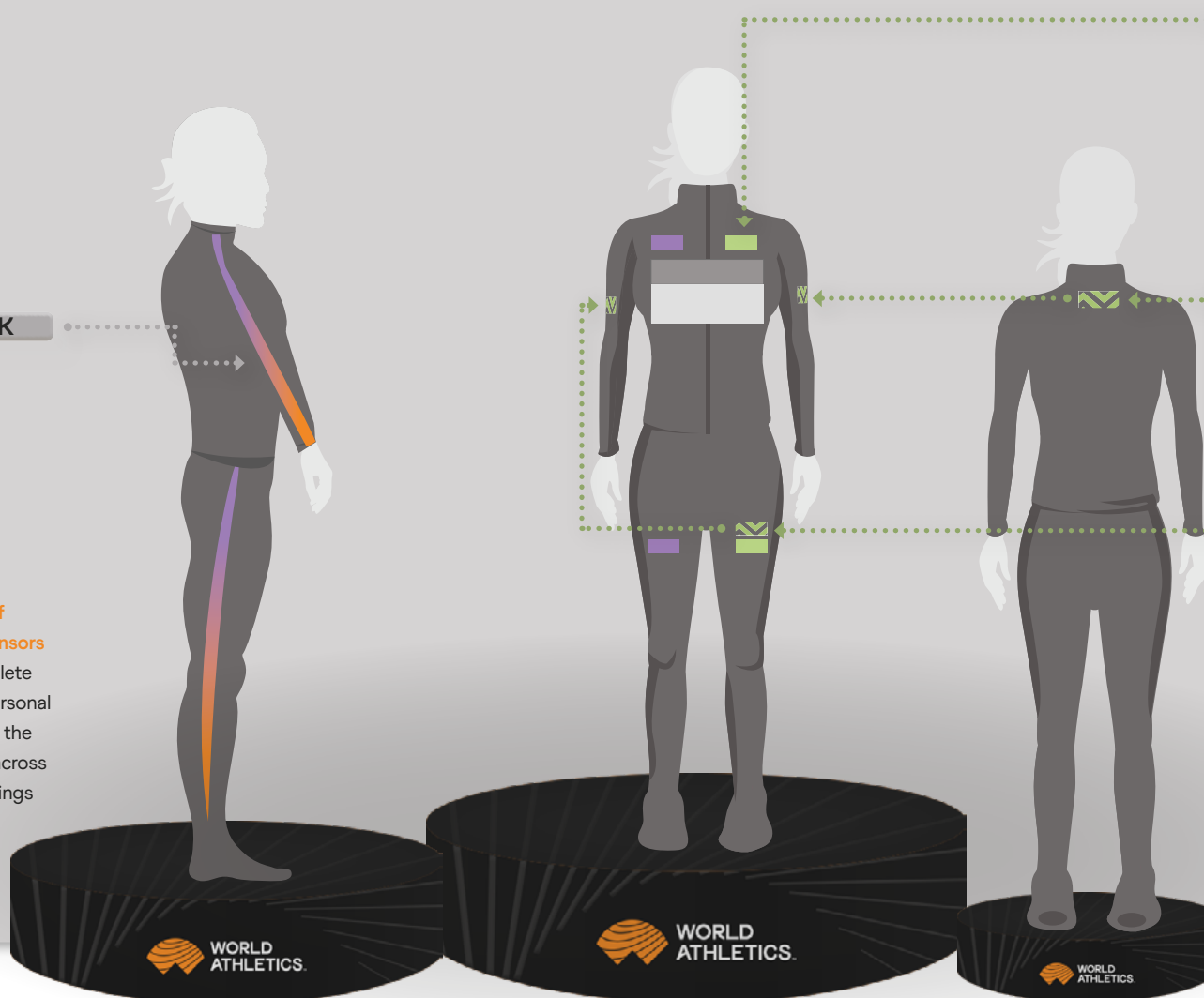
40cm² / Max. Height 5cm
 Max 2 Athlete Sponsor
 Only the same 2
 Sponsors can appear
 on the kit one time each
 in one of the permitted
 positions

These are alternative
 options for the placement
 of two sponsor logos.
 Total number of athlete
 sponsor logos on the
 competition top = 2.

DECORATIVE MARK

Max. width 10cm

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



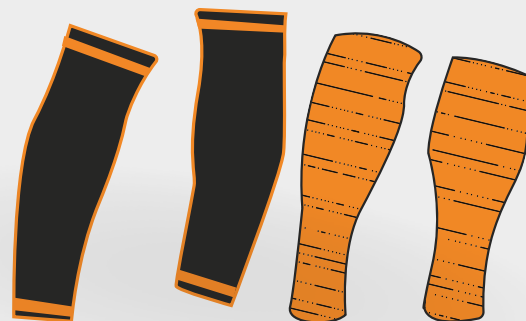
Headband



Full Length
Sock

Mid Length
Sock

No Show
Sock



Arm & Leg
Sleeves



ONLY MANUFACTURERS LOGO

6cm² - Height Max. 3cm

*No sponsor on other apparel

SUMMARY

COMPETITION KIT

UPPER BODY - T-Shirt / Singlet / Vests / Tops

| | | |
|--|---|------------------------------------|
| 1x Manufacturer Name/Logo | > | 40cm ² , max height 5cm |
| 2x Athlete Sponsor Name/Logo (front or back) | > | 40cm ² , max height 5cm |

LOWER BODY - Shorts / Tights / Leggings

| | | |
|--|---|------------------------------------|
| 1x Manufacturer Name/Logo | > | 40cm ² , max height 5cm |
| 2x Athlete Sponsor Name/Logo (front or back) | > | 40cm ² , max height 5cm |

LEOTARD (one piece body suit)

| | | |
|--|---|------------------------------------|
| 1x Manufacturer Name/Logo | > | 40cm ² , max height 5cm |
| 2x Athlete Sponsor Name/Logo (front or back) | > | 40cm ² , max height 5cm |

OTHER ATHLETE TEAM KIT

UPPER BODY - Ceremony, track suits, sweatshirts & rain jackets

| | | |
|------------------------------|---|------------------------------------|
| 1x Manufacturer Logo | > | 40cm ² , max height 5cm |
| 2x Athlete Sponsor Name/Logo | > | 40cm ² , max height 5cm |

LOWER BODY - Ceremony, track suits, sweatshirts & rain jackets

| | | |
|---------------------------|---|------------------------------------|
| 1x Manufacturer Name/Logo | > | 40cm ² , max height 5cm |
| 2x Athlete Sponsor | > | 40cm ² , max height 5cm |

OTHER APPAREL

SUCH AS SOCKS, HEADGEAR, HATS, HEADBANDS, EYEWEAR, GLOVES, SUNGLASSES, WRISTBANDS AND LONG FOREARM BANDS

| | | |
|---------------------------|---|-----------------------------------|
| 1x Manufacturer Name/Logo | > | 6cm ² , max height 3cm |
|---------------------------|---|-----------------------------------|

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 | > | 40cm ² , 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 | > | 40cm ² , max height 5cm |
| 2x Athlete Sponsor Name/Logo | > | 40cm ² , max height 5cm |
| 2x Athlete’s Name | > | |

DRINK BOTTLE (max. 1l bottles)

| | | |
|--|---|------------------------------------|
| 2x Provider/manufacturer of a drink and/or Athlete Sponsor | > | 40cm ² , 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.

