



# Advertising on Clothing & Competition Attire At Events

## Approval

Approved by	Owner	Dept	Date
Standards Committee	Event Director	Events	05 February 2020
Board			11 March 2020

## Document History

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## 1. Background

- 1.1. This policy sets out the rules that are applied at events organised by British Gymnastics to the Advertising and branding that is permissible on the Clothing, Competition Attire and Personal Equipment for those taking part in such events.

## 2. Purpose

- 2.1. The policy is designed to balance the opportunities of gymnasts to exploit their value to Sponsors and commercial partners, with British Gymnastics' need to regulate and safeguard the integrity of the sport and avoid inappropriate or extreme commercialisation, that is not in keeping with the culture and ethics of the sport.

## 3. Scope

- 3.1. This policy is applicable to national level events and also those events organised at a regional level that lead to a national final eg NDP/Grades type competitions
- 3.2. These rules are applicable in all disciplines, including Gymnastics For All events.
- 3.3. These rules do not apply to events organised in the UK by British Gymnastics on behalf of the FIG/European Gymnastics, where their rules are applied.
- 3.4. These rules do not apply to events where the participants are representing Great Britain, where other rules may apply.

## 4. Policy Statements

- 4.1. General
  - 4.1.1. Participants are permitted to wear and display Advertising on their clothing and equipment on the Field of Play and/or warm up and training halls.
  - 4.1.2. Advertising on the Clothing, Competition Attire and Personal Equipment may not be placed in a way which is provocative, or which violates good manners, ethical and moral social principles of society, e.g. advertising which is glorifying violence, racial, religious, political or sexist is not allowed.
  - 4.1.3. British Gymnastics reserves the right to expect the Participant to remove or cover any advertising deemed inappropriate. Such a decision is final.
  - 4.1.4. The personal use of Advertising on the Clothing of the judges, officials and volunteers is forbidden. British Gymnastics reserves the right to provide branded clothing to judges, officials and volunteers to wear at British Gymnastics events.

- 4.1.5. The wearing of 'Team GB' clothing or Advertising is not permitted at events where these rules are in force.
  - 4.1.6. In events where Participants are taking part as individuals they may display different Advertising from other Participants from their own club/region.
  - 4.1.7. In an event where Participants compete as a team, group, partnership or similar they may only display the same Advertising.
- 4.2. Restrictions, Dimensions, Size And Placement Of Advertising
- 4.2.1. General
    - 4.2.1.1. In each space allocated for Advertising, only one Sponsor identity is allowed.
    - 4.2.1.2. A total of 3 advertising spaces (which may be different Sponsors) are allowed on Clothing & Competition Attire.
    - 4.2.1.3. A total of 3 advertising spaces are allowed on bags and t/shirts.
    - 4.2.1.4. Their placement must ensure aesthetic presentation of the Participants overall Clothing and Competition Attire.
    - 4.2.1.5. Identification can be in the form of a patch, crystals, screen print or other method, and must be sewn-on or affixed to prevent removal during competition.
    - 4.2.1.6. If patches are used to affix the Advertising, the background material should complement aesthetically the design of the Clothing and Competition Attire.
    - 4.2.1.7. The Advertising should, if possible have a transparent background.
    - 4.2.1.8. Advertising may not be built into the total design of the Clothing or Competition Attire and must respect the size limitations. For example, the leotard cannot be a billboard for the sponsor.
    - 4.2.1.9. Participants may not display Advertising as tattoos (either permanent or temporary) on their body.
  - 4.2.2. Restrictions
    - 4.2.2.1. No advertising is allowed on stockings, socks or shoes. Only the normal manufacturer's identification is permitted on these items.
    - 4.2.2.2. No advertising is allowed on Personal Equipment.

4.2.3. Advertising space on the singlet, leotard, unitard or shirt and shorts:

4.2.3.1. Maximum space: 60cm<sup>2</sup>, including the background, each in a maximum of three locations, separated by at least 3cm on the singlet, leotard, unitard, shorts, trousers or shirt, placed anywhere in keeping with good taste and design.

4.2.4. Advertising Space On Tracksuit

4.2.4.1. Maximum space: 60cm<sup>2</sup>, including the background, each in a maximum of three locations, separated by at least 3cm on the jacket or the pants, placed anywhere in keeping with good taste and design.

4.2.5. Advertising Space On Carry-on Bag and T-Shirt

4.2.5.1. Maximum space: 60cm<sup>2</sup>, including the background, each in a maximum of three locations, separated by at least 3cm on the bag/rucksack and t-shirt placed anywhere in keeping with good taste and design.

#### 4.3. Manufacturer's Logo Rules

4.3.1. The dimensions of the logos should be the same as those identifying the goods for retail sale.

4.3.2. The logo normally used as a registered trademark can be shown.

4.3.3. Only one logo on each piece of Clothing and Competition Attire is permitted.

4.3.4. The manufacturer's logo is allowed on the upper back of the Competition Attire, if this is the normal placement in the retail trade.

4.3.5. A unitard is considered one piece of clothing.

4.3.6. Special manufacturers designs used differently than a trademark or logo on the competition attire as an integral part of the uniform must be approved by British Gymnastics at least two weeks in advance of the competition.

4.3.7. Where possible, the logo on the competition attire should be placed in the same location as it usually appears in the retail trade.

4.3.8. The logo may be in the colours of the corporate design of the manufacturer.

4.3.9. Dimensions are regulated as indicated below but must be reasonable and discreet.

4.3.10. The manufacturer's logos on each piece of Clothing and Competition Attire cannot be larger than 30cm<sup>2</sup>.

4.3.11. The manufacturer's logos on accessories used for Personal Equipment must not consume more than 10% of the total space of the item.

4.3.12. Shoes may show the logo in the usual place.

4.3.13. Wrist bands may show the logo but it must be the same on both bands.

- 4.3.14. Hand grips may show the logo, a maximum size of 6cm<sup>2</sup> only on the binding/strap not on the whole wrapping.
- 4.3.15. Carry-on bags and ruck sacks are permitted to show the logo once, but not greater than 10% of the surface area of the item up to a maximum size of 60cm<sup>2</sup>.
- 4.3.16. The manufacturers logo is in addition to the permitted Advertising detailed above.

#### 4.4. Club & Regional Identification

- 4.4.1. Participants may show an identification of their club or region (depending on the competition).
- 4.4.2. This may be in the form of a logo or the club/region name (either in abbreviated form or in full).
- 4.4.3. The club/regional identification may appear on the Participant's Competition Attire only in one location.
- 4.4.4. It may be placed anywhere keeping with good taste, but with a maximum dimension of 120cm<sup>2</sup>.
- 4.4.5. The gymnast's name must not appear on Clothing or Competition Attire.
- 4.4.6. Where participants are taking part as a team, group, partnership or similar, any club/regional identification must be the same for all members.
- 4.4.7. Club/regional identification is not Advertising, but the total number of Advertising and club/regional identification locations must not exceed a total of 180cm<sup>2</sup>.
- 4.4.8. The club/regional identification on the tracksuit and t-shirt is not regulated, but should be reasonable and in good taste in keeping with other rules as specified.

#### 4.5. Competition Bib Numbers

- 4.5.1. Competition Bib numbers are the property of British Gymnastics.
- 4.5.2. Where applicable, gymnasts are obliged to wear Bib numbers.
- 4.5.3. Where applicable, Bib numbers must only be worn on the back of the gymnast.
- 4.5.4. Bib numbers should not be altered or modified in any way (including changing the size) without express prior approval of British Gymnastics.

#### 4.6. Sanctions

- 4.6.1. Penalties for misuse are listed in the FIG/European Gymnastics Code of Points for each discipline.
- 4.6.2. In case of discrepancy or interpretation for penalties, the FIG/European Gymnastics Code of Points prevails in all cases.

#### 4.7. Determining Size Of Sponsor Advertising/Manufacturer Logo

- 4.7.1. The following example illustrates the determination of the size of a manufacturer logo of 60cm<sup>2</sup>



### 5. Definitions

#### 5.1. Advertising

- 5.1.1. The advertising is either the written word name, the logogram / acronym, or the logo of the Sponsor or club/regional identification which its symbols or trademark specifically designate.

#### 5.2. Clothing

- 5.2.1. Clothing worn by Participants at events, but not by gymnasts during their performance (competition routine/display), such as but not limited to tracksuit, t/shirt etc

#### 5.3. Competition Attire

- 5.3.1. The singlet, leotard, unitard, shorts etc worn by the gymnasts during their performance (competition routine/display).

#### 5.4. Field of Play

- 5.4.1. Location within the event venue where the gymnasts perform their competition routine or display, usually in view of a spectating audience.

#### 5.5. Manufacturer's Logo

- 5.5.1. This identification is of the manufacturer of the clothing item. It must clearly reflect the brand and can be the registered trademark used in retail sales.

#### 5.6. Participants

- 5.6.1. Participants are those taking part that under the specific rules of the event are entitled to enter the Field of play and/or warm up and training halls such as, but not limited to gymnasts, coaches, chaperones, carers, spotters, judges, officials and volunteers.

#### 5.7. Personal Equipment

- 5.7.1. Items that are taken onto the Field of Play by those taking part in the event, such as, but not limited to drinks bottles, handguards, chalk bags, hand apparatus, bar/beam pads, eyewear, headbands, hats/caps, towels, headphones, portable media equipment, other clothing that is not listed specifically below.

#### 5.8. Sponsor

- 5.8.1. A person, business or organisation that provides funds resources or services to the Participant, club or region taking part in British Gymnastics events, in return for some form of rights and/or association with the Participant, club or region

#### 5.9. Team GB

- 5.9.1. The Great Britain and Northern Ireland Olympic Team run by the British Olympic Association.

## 6. Roles & Responsibilities

#### 6.1. Compliance, Monitoring & Review

- 6.1.1. The British Gymnastics Events Department, along with the discipline specific Technical Committees will be responsible for monitoring the implementation of the policy.
- 6.1.2. The policy will be reviewed every Olympic cycle by the Events department in conjunction with:
  - BG Commercial department
  - British Gymnastics Technical Committees
  - British Gymnastics Athlete Representatives



## **7. Interdependencies & Related Policies**

- 7.1. Discipline Specific British Gymnastics National Competition Handbooks
- 7.2. Discipline Specific FIG/European Gymnastics and British Gymnastics Code of Points
- 7.3. British Gymnastics Athlete Agreement

## **8. Impact Assessments**

- 8.1. An Equality Impact Assessment was not required for this Policy
- 8.2. A Data Impact Assessment was not required for this Policy

## **9. Procedures**

- 9.1. All the Participants in BG Events, along with their clubs and regions should make themselves aware of the policy and ensure that the Participants adhere to these rules.
- 9.2. In the case of doubt about the application of this Policy, Participants or their clubs/regions should seek specific guidance from British Gymnastics prior to the start of the Event, to help prevent problems arising and sanctions being applicable.

## **10. Appendices**

- 10.1. There are no Appendices to this Policy