



World Para Swimming Advertising Guidelines

Advertising Guidelines for IPC Championships and World Para Swimming Sanctioned events

01 January 2018

World Para Swimming
Adenauerallee 212-214
53113 Bonn, Germany
www.WorldParaSwimming.org

Tel. +49 228 2097-200
Fax +49 228 2097-209
Worldparaswimming@paralympic.org



Advertising Guidelines

1.1.1 Advertising means the display of the name, designation, trademark, logo or any other distinctive sign of the manufacturer, organisation or corporation other than World Para Swimming. Advertising in the form of logos appearing on swimwear, i.e. swimsuit, cap and goggles, and pool deck apparel, i.e. track suits, official's uniforms, footwear, towels and bags, at IPC Competitions and WPS Sanctioned Competitions is permitted as follows:

1.1.1.1 Swimsuits:

A two-piece swimsuit shall, in relation to advertising, be regarded as one.

- One (1) manufacturer's logo of a maximum size of 30 square centimetres when worn. Where one-piece body suits are used, two (2) logos of the manufacturer shall be permitted, one above the waist and one below the waist of a maximum size of 30 square centimetres each when worn. These two (2) logos of the manufacturer shall not be placed immediately adjacent to each other. Where two-piece body suits are used, the two (2) logos of the manufacturer shall be placed on one part each.
- One (1) flag and one (1) country name or code of a maximum of 50 square centimetres each when worn.
- One (1) sponsor's logo of a maximum of 30 square centimetres when worn.

1.1.1.2 Caps:

- One (1) manufacturer's logo of a maximum of 20 square centimetres on the front.
- One (1) IPC Partner's logo or World Para Swimming logo of the size decided by IPC from case to case. The side on which the logo shall be printed will be advised by World Para Swimming.
- One (1) flag and/or country name (code) of the size of 32 square centimetres. The side on which the flag and country name (code) shall be printed will be advised by World Para Swimming
- Athlete's name of the size of 20 square centimetres. The athlete's name shall be printed on the same side as the flag and country name (code).

1.1.1.3 Goggles

- Two (2) manufacturer logos of a maximum 6 square centimetres are allowed on goggles but only on the spectacle frame.

1.1.1.4 Pool deck apparel

Two (2) advertising identifications of which one shall be of the manufacturer logo and the other one of the sponsor logo are permitted, with a maximum size of forty (40) square centimetres each when worn for any of the clothing items listed below, and a maximum size of 6 square centimetres each for any of the accessories and equipment items listed below.

Identification on clothing must be placed on the top breast side so that if Bibs are requested by IPC, they may be worn visibly below the identification.

For upper-body clothing items only, the manufacturer's logo (being a design mark of maximum of 8cm in width) may additionally be displayed in the form of a strip in one of the following positions:

- a) around the bottom of both sleeves; or
- b) centered down the outer seam of both sleeves (from the collar across the top of the shoulders down to the bottom of the sleeve).

For lower-body clothing items only, the manufacturer's logo (being a design mark of a maximum of 8cm in width) may additionally be displayed in the form of a strip centered down the outer seam of both legs (from the waistband down to the bottom of the leg).

- T-shirt (maximum 40 square centimetres)
- Polo Shirt (maximum 40 square centimetres)
- Casual Shirt (maximum 40 square centimetres)
- Sweat shirt (maximum 40 square centimetres)
- Bath robe (maximum 40 square centimetres)
- Tracksuit top (maximum 40 square centimetres)
- Pants (maximum 40 square centimetres)
- Shorts (maximum 40 square centimetres)
- Skirts (maximum 40 square centimetres)
- Windbreaker (maximum 40 square centimetres)
- Towels (maximum 6 square centimetres)
- Baseball Caps (maximum 6 square centimetres)
- Hats (maximum 6 square centimetres)
- Socks (maximum 6 square centimetres)
- Footwear (maximum 6 square centimetres)

- Bags (not greater than 10% of the surface area of the item, to a maximum size of 60 square centimetres)
- 1.1.2 Any advertising identifications which are not indicated in these regulations are not permitted. In the event that any clothing contravenes these regulations, the athlete must immediately remove the offending item(s) and replace it/them with clothing that complies with World Para Swimming Rules and Regulations. In the event that the breach is not immediately remedied the athlete may be requested to wear attire provided by the Organising Committee.
- 1.1.3 World Para Swimming reserves the right to request NPCs taking part in World Para Swimming competitions to present any advertising identification in this rule for examination and approval of World Para Swimming prior to the competition in question.
- 1.1.4 Body advertisements (except for the WPS logo or Agitos symbol) are not permitted in any way whatsoever (this includes tattoos and symbols).