



# World Para Powerlifting

## Uniform Advertising Guidelines 2017-2020

Version 7

**International Paralympic Committee**

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## 1 Introduction

The International Paralympic Committee (IPC) is pleased to present the World Para Powerlifting Uniform Advertising Guidelines 2017-2019. These guidelines contain the general rules concerning the uniform advertising and the specific details for the different categories (equipment, clothing, accessories and footwear) for each of the following World Para Powerlifting events (together the “Championships & Cups”):

- 2017 World Para Powerlifting Championships.
- Each of the 2018 World Para Powerlifting Regional Championships (Asia-Oceania, Africa, Americas and European).
- 2018 and 2019 World Cups.
- 2019 World Para Powerlifting Championships.
- 2020 World Cups.

The purpose of these guidelines is to provide sponsors of National Paralympic Committees (NPCs) and National Federations (NFs) with reasonable space for viable exposure and to ensure a professional image of World Para Powerlifting is portrayed to spectators and media.

These guidelines apply to all athletes participating in the Championships & Cups. These guidelines provide clarifications on how uniform advertising may be used (or not) in general and specific situations. The guidelines are not intended to restrict or otherwise impair new or innovative technological design features of clothing, equipment or accessories.

The guidelines have been distributed to all NPCs/NFs. We encourage all NPCs/NFs to make use of the guidelines during the design and production of clothing, equipment, accessories and footwear items for each of the Championships & Cups.

Please note that these guidelines do not apply to the Paralympic Games, Regional and Sub Regional Para Games.

## 2 Definitions

Name	Definition
<b>Exclusive Identifier(s)</b>	Means any design or sign (or part or variation thereof) used by a manufacturer on clothing, equipment or accessories in the preceding edition of the Paralympic Games.  The identified manufacturer of the item must be in the principle business of manufacturing, providing, distributing and selling such items.
<b>Identification of the Manufacturer</b>	Means the normal display of the name, designation, trademark, or logo or any other distinctive sign of the manufacturer of an item (excluding encrypted or encoded supports, such as barcodes or QR codes, as well as URLs, social media accounts and hashtags), including, in particular, but without limitation, <b>Exclusive Identifiers</b> (as defined above).
<b>NPC / NF Emblem or Flag</b>	Means either: (i) the institutional; or (ii) the commercial emblem or (iii) the flag of a participating NPC/NF, as approved by World Para Powerlifting.
<b>Product Technology Identification</b>	The technical identification (which shall not include any Identification of the Manufacturer, or any part thereof) used on clothing to identify any fabric technology.
<b>World Para Powerlifting Logo</b>	The logo of World Para Powerlifting wordmark as set out in Appendix 4

## 3 Uniform & Equipment Advertising Policy

### 3.1 World Para Powerlifting exclusive rights

World Para Powerlifting holds the exclusive right to exploit the following commercial opportunities in relation to the uniform to be worn and equipment to be used during each of the Championships & Cups (in all accredited areas (including press areas) and on the field of play) by athletes and technical officials:

3.1.1 In relation to the lifting suit of all athletes participating in each of the Championships & Cups (including official training sessions):

- All NPCs/NFs can place the World Para Powerlifting Logo below the badge, emblem, logo and/or inscription of the athlete's NPC or NF on the lifting suit. The distance between the World Para Powerlifting Logo and the NPC/NF marks should be at least 3cm and the World Para Powerlifting Logo must be a minimum of 20cm<sup>2</sup> and the maximum 30cm<sup>2</sup> (see image 1).
- The coloured World Para Powerlifting Logo should only be placed on a white background. On any other background, the World Para Powerlifting Logo should be depicted in black or white as set out in Appendix 5 depending on which of the two options provides the better contrast against the given background. It needs the approval of World Para Powerlifting (see image 3).
- If World Para Powerlifting has selected a partner whose logo needs to appear on the lifting suit, all athletes (or NPCs/NFs on behalf of their respective athletes) must comply with the instructions provided by World Para Powerlifting.
- If a uniform manufacturer has been recognised by World Para Powerlifting as a licensed manufacturer, all the uniform produced by that manufacturer must include the World Para Powerlifting Approved Supplier Mark as set out in Appendix 6. The mark must be visible either on the back near the collar, or on the collar inside of the lifting suit to a maximum size of 30cm<sup>2</sup> (see image 2).

World Para Powerlifting recommends the use of embroidery to comply with the above requirements.

### 3.1.2 In relation to the bench straps used at all the Championships & Cups:

- World Para Powerlifting holds the exclusive right to exploit the bench straps to a maximum size of 60cm<sup>2</sup>

### 3.1.3 In relation to the uniforms of all Championships officials (i.e. referees, classifiers and judges) participating in the Championships (in all accredited areas (including press areas) and on the field of play):

- The World Para Powerlifting Logo must be visible on the chest of the shirt to a maximum size of 30cm<sup>2</sup> (see image 4).
- The World Para Powerlifting Raise the Bar Logo (set out at Appendix 7) may be visible on the sleeve to a maximum size of 30cm<sup>2</sup> (see image 5).

- The Identification of the Manufacturer can be placed on the chest of the shirt at a size of 30cm<sup>2</sup>.
- A sponsor logo may be added on the chest of the shirt at a minimum distance of 5cm below the Identification of the Manufacturer. In addition, a sponsor logo can be added on the sleeve.
- If World Para Powerlifting has arranged any additional advertising for the uniforms of the Championships officials they must wear such uniforms in accordance with the instructions provided by World Para Powerlifting.

## 4 Concede Rights

### 4.1 National Paralympic Committees concede rights

Unless directed otherwise by World Para Powerlifting, World Para Powerlifting will grant each NPC/NF the right to exploit the following commercial opportunities on the uniform to be worn by their respective athletes during each of the Championships & Cups (in all accredited areas (including press areas) and on the field of play):

4.1.1 Subject to the prior written approval of World Para Powerlifting (in accordance with **Appendix 2**), in relation to the lifting suits of all athletes and Team Officials participating in the Championships & Cups (in all accredited areas (including press areas) and on the field of play):

- Two Identifications of the Manufacturer will be permitted, one which can be placed on the chest of the lifting suit to a maximum size of 30cm<sup>2</sup> and one which can be placed on the back of the lifting suit to a maximum size of 30cm<sup>2</sup>.
- One badge, emblem, logo and/or inscription of the athlete's NPC/NF is allowed to be visible on the front left or right of the lifting suit to a maximum size of 30cm<sup>2</sup> (see image 7). In addition, an additional badge, emblem, logo, Country Name or inscription of the athlete's NPC/NF can be placed on the back of the lifting suit at a maximum size of 60cm<sup>2</sup> (see image 7).
- One sponsor's logo or Country Name is allowed to be visible in a position on the front and or back of the lifting suit, at a maximum width of 20cm and a maximum height of 10cm. The logos or country name should be placed at a minimum distance of 5cm to the NPC/NF Emblem. (see image 8).
- One Product Technology Identification will be permitted above the waist and one below the waist of the lifting suit, in accordance with the maximum size of 10 cm<sup>2</sup>.

4.1.2 Subject to the prior written approval of World Para Powerlifting (in accordance with **Appendix 2**), in relation to the t-shirt, polo, tracksuit/jacket (team uniform) of all athletes and team officials participating in the Championships & Cups (in all accredited areas (including press areas) and on the field of play):

- One Identification of the Manufacturer per clothing item will be permitted to a maximum size of 30cm<sup>2</sup> (see image 9).
- One badge, emblem, logo, county name or inscription of the athlete's NPC/NF per clothing item will be permitted to a maximum size of 30cm<sup>2</sup>. In addition, an additional badge, emblem, logo, country name or inscription of the athlete's NPC/NF can be placed on the back of the team uniform at a maximum size of 60cm<sup>2</sup>.
- One Sponsor logo or Country Name are allowed to be visible on the t-shirt, tracksuit/jacket, to a maximum size of 30cm<sup>2</sup>.
- One additional Product Technology Identification will be permitted per clothing item with a maximum size of 10cm<sup>2</sup>.

4.1.3 For the application of these guidelines refer to **Appendix 1**.

**Non-compliance with the above requirements may lead to sanctions by World Para Powerlifting.**

NOTE: The World Para Powerlifting reserves the right to grant waivers/exemptions to these guidelines. All athlete personal costume and equipment must comply with the technical specifications in the World Para Powerlifting Technical Rules and Regulations.

## Appendix 1

Item	Application of World Para Powerlifting Uniform Advertising Guidelines 2017-2019
<b>Clothing</b>	
T-shirt tracksuit/jacket	<ul style="list-style-type: none"> <li>▪ One Identification of the Manufacturer per clothing item will be permitted, to a maximum size of 30cm<sup>2</sup> (see image 9).</li> <li>▪ Sponsors' logos and county name are allowed to be visible on the t-shirt, tracksuit/jacket, to a maximum size of 30cm<sup>2</sup></li> <li>▪ One additional Product Technology Identification will be permitted per clothing item with a maximum size of 10cm<sup>2</sup>.</li> <li>▪ The T-shirt, tracksuit/jacket may be comprised of one or more colours.</li> </ul>
Lifting suit (one-piece body suit)	<ul style="list-style-type: none"> <li>▪ Where one-piece body suits are used in competition, two Identification of the Manufacturer will be permitted, one on the front and one on the back to a maximum size of 30cm<sup>2</sup> each (see image 6).</li> <li>▪ One badge, emblem, logo, country name or inscription of the athlete's NPC/NF is allowed to be visible on the front of the lifting suit to a maximum size of 30cm<sup>2</sup> (see image 7).</li> <li>▪ Subject to the prior written approval of World Para Powerlifting (in accordance with <b>Appendix 2</b>), one sponsor logo or country name is allowed to be visible in a position on the front and or back of the lifting suit, at a maximum width of 20cm and a maximum height of 10cm each (see image 8).</li> <li>▪ The athlete's name may be placed on any apparel or equipment. However, anything, in the reasonable opinion of World Para Powerlifting, considered offensive or liable to bring the sport of Para powerlifting into disrepute is not permitted.</li> <li>▪ The lifting suit may be comprised of one or more colours.</li> <li>▪ All athletes can add the World Para Powerlifting Logo to be visible 3cm below the badge, emblem, logo and/or inscription of the athlete's NPC/NF of the lifting suit to a maximum size of 30cm<sup>2</sup> (see image 1). In addition, an additional badge, emblem, logo, Country Name or inscription of the athlete's NPC/NF can be placed on the back of the lifting suit at a maximum size of 60cm<sup>2</sup> (see image 7).</li> <li>▪ World Para Powerlifting holds the exclusive right to exploit one area of the lifting suit to a maximum size of 30cm<sup>2</sup>.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ For uniforms produced by World Para Powerlifting licensed manufacturers the Para Powerlifting Approved Supplier Mark must be visible either on the back of the lifting suit near the collar or on the collar inside of the lifting suit to a maximum size of 30cm<sup>2</sup> (see image 2).</li> <li>▪ One Product Technology Identification shall be permitted above the waist and one below the waist of the lifting suit, in accordance with the maximum size of 10 cm<sup>2</sup>.</li> </ul>
<b>Personal Sport Equipment</b>	
Lifting belt,	The name of the athlete's nation, or one (1) logo, sponsor or manufacturer can appear on the outside of the belt to a maximum size of 60cm <sup>2</sup> .
Bandages and Wristbands (wraps)	One (1) logo, sponsor or manufacturer can appear on the wristband with the maximum size of 10 cm <sup>2</sup> .
Bench strap	World Para Powerlifting holds the exclusive right to exploit the bench strap to a maximum size of 60cm <sup>2</sup> .  One (1) manufacturer logo may be visible to a maximum size of 30cm <sup>2</sup> .
Head dress	No Identification of the Manufacturer or sponsor logos are permitted on the head dress.
Socks	One Identification of the Manufacturer per sock will be permitted, to a maximum size of 6cm <sup>2</sup> .
Shoes	All footwear items may carry the Identification of the Manufacturer as generally used on products sold through the retail trade during the period of six (6) months or more prior to the Championships or Cups.
<b>Accessories</b>	
Headgear (out of competition)	One Identification of the Manufacturer per item will be permitted, to a maximum size of 10cm <sup>2</sup> .
Towel (none on FOP)	One Identification of the Manufacturer will be permitted, to a maximum size of 6cm <sup>2</sup> .



Eyewear (out of competition)	May carry the Identification of the Manufacturer as generally used on products sold through retail trade during the period of six (6) months or more prior to the Championships or Cups, with no Identification of the Manufacturer permitted on the lenses.
Bag	One Identification of the Manufacturer per item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60cm <sup>2</sup> .

## Appendix 2

### ADVERTISING REQUEST FORM WORLD PARA POWERLIFTING

World Para Powerlifting does not permit the advertising of tobacco, alcohol or supplements on any part of any team uniform (both in and out of competition) at the Championships & Cups.

If you would like to request the right to exploit an advertising opportunity in accordance with these guidelines, please complete the following information. .

Application forms together with the electronic logo samples must be submitted to World Para Powerlifting at: [worldparapowerlifting@paralympic.org](mailto:worldparapowerlifting@paralympic.org) no later than four (4) weeks prior to the beginning of the Championship or Cup.

**1. NPC/ NF:** \_\_\_\_\_  
Address: \_\_\_\_\_  
Contact person: \_\_\_\_\_  
Email: \_\_\_\_\_  
Signature: \_\_\_\_\_

**2. Property Requested:**  
Lifting suit: Yes:  No:   
T-shirt, tracksuit/jacket: Yes:  No:

**3. Company name(s):** \_\_\_\_\_

**4. Measurements:**  
Height: \_\_\_\_\_  
Width: \_\_\_\_\_

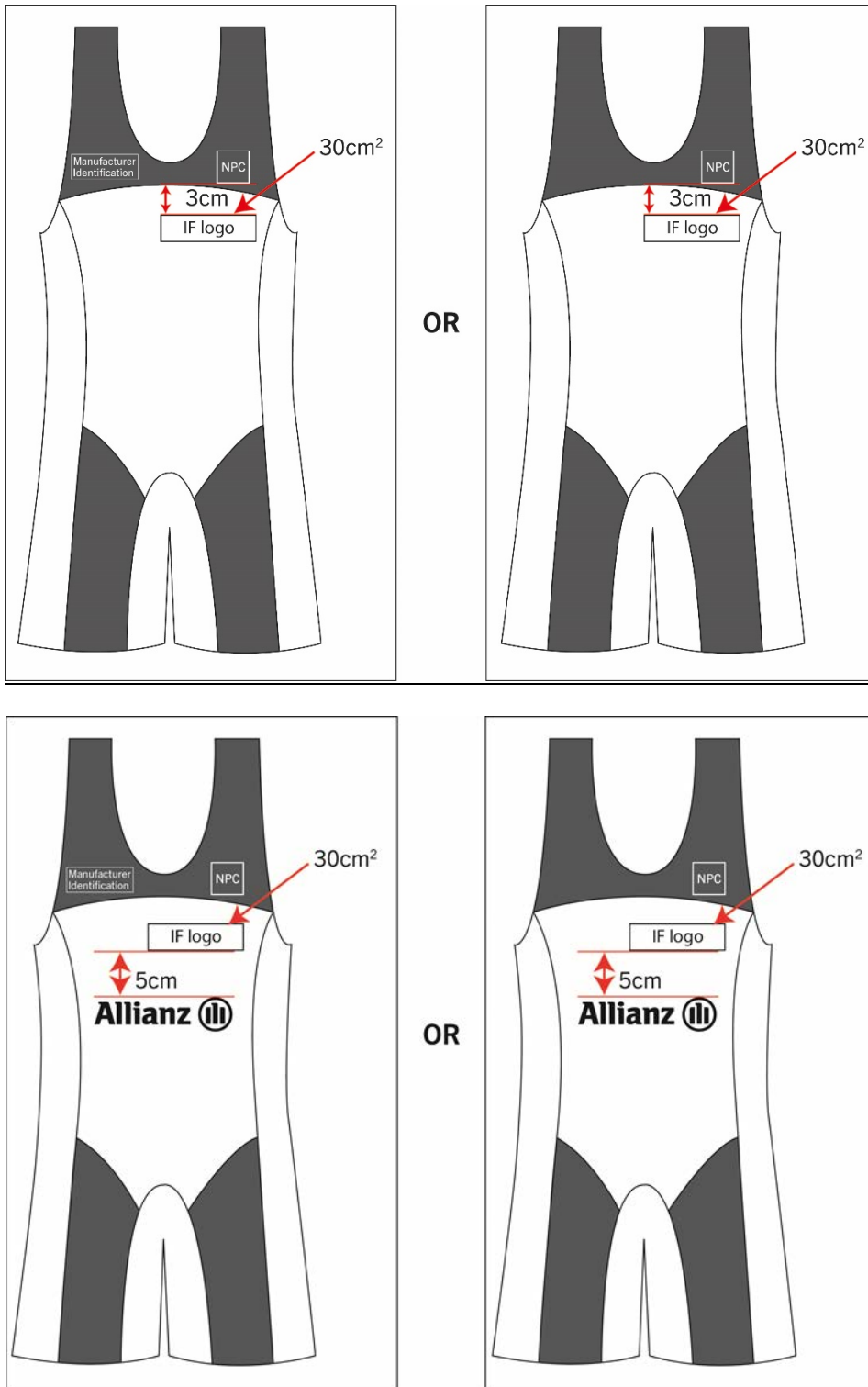
**5. Electronic logo sample (attached):** Yes:  No:

**6. Electronic lifting suit (attached):** Yes:  No:

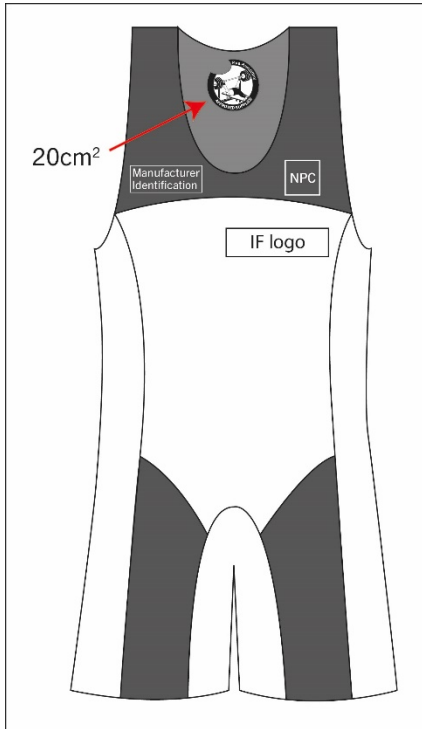
**7. Electronic t-shirt, tracksuit/jacket (attached):** Yes:  No:

## Appendix 3

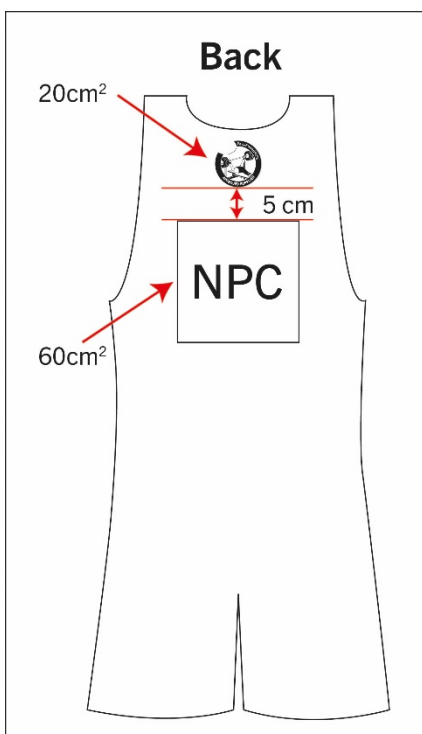
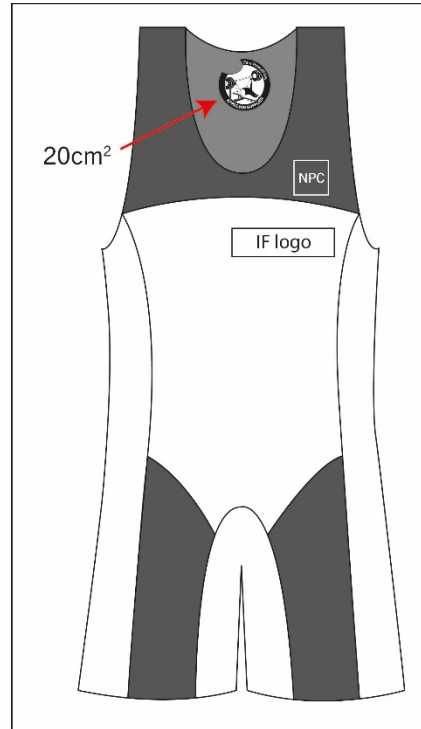
- Image 1



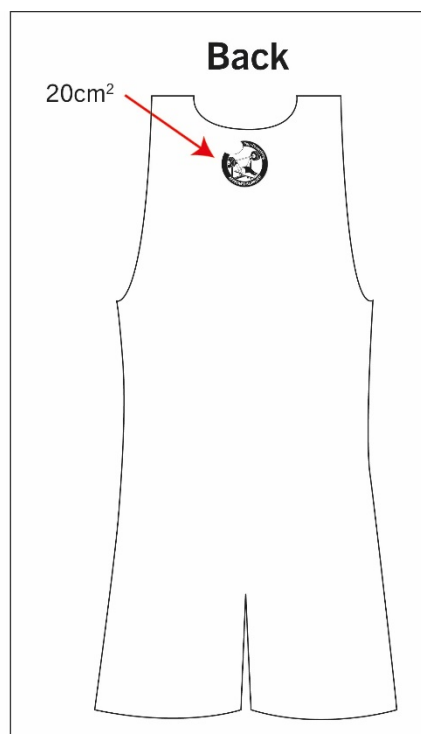
▪ Image 2



OR



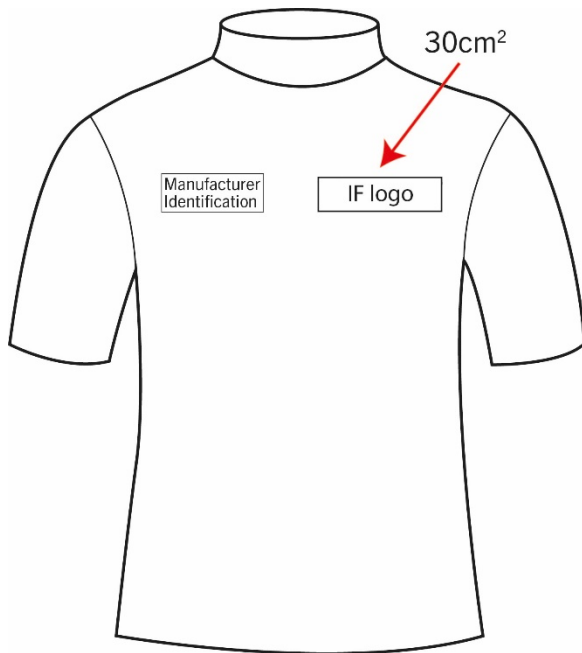
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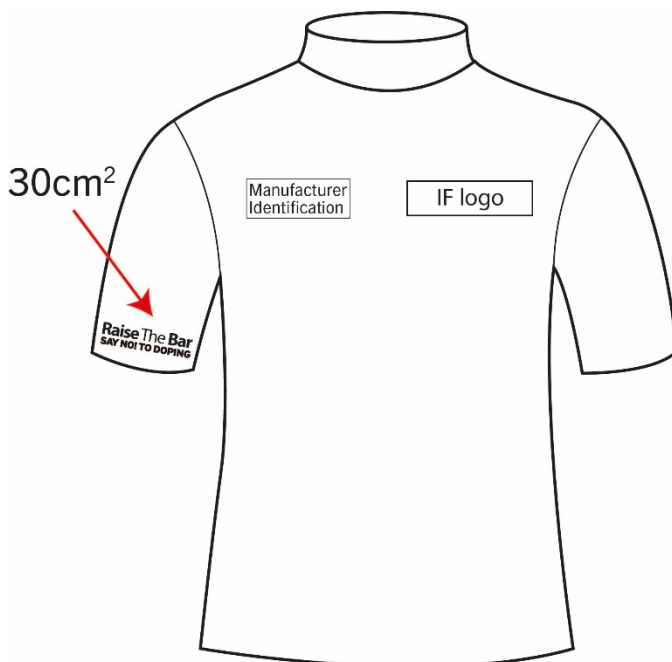
▪ Image 3



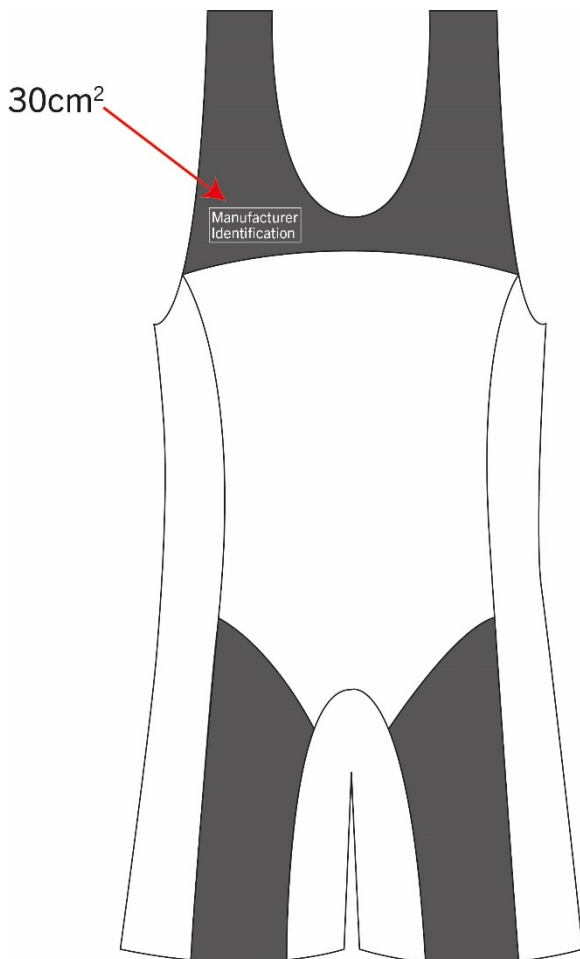
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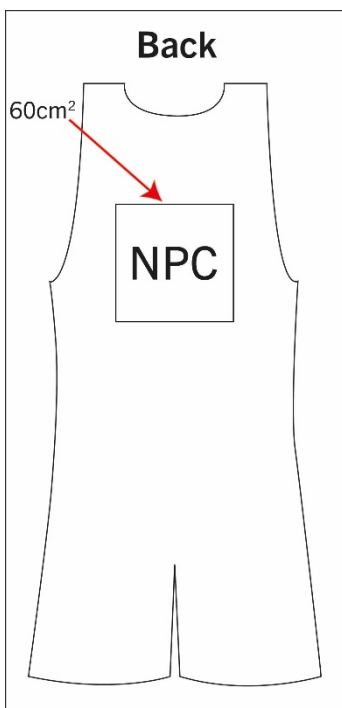
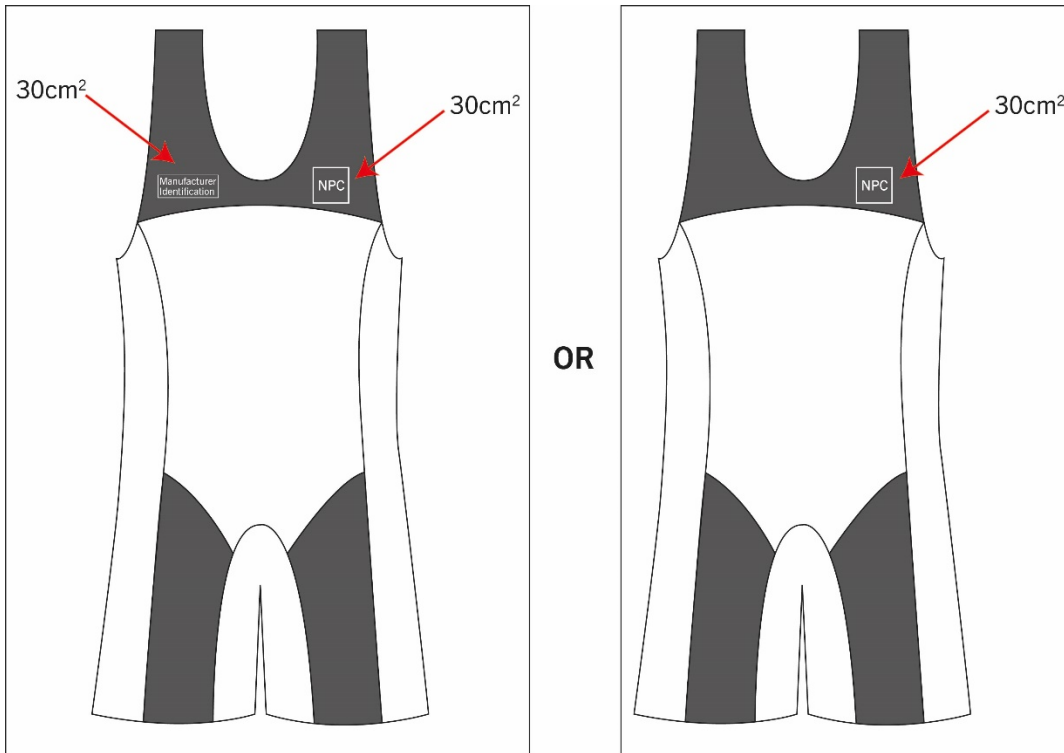
- **Image 5**



- Image 6

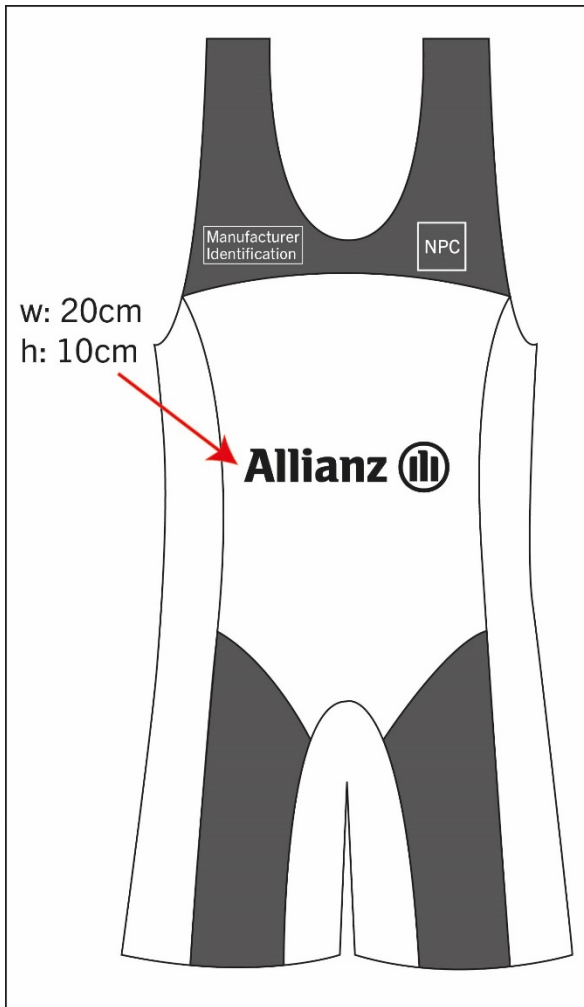


▪ Image 7

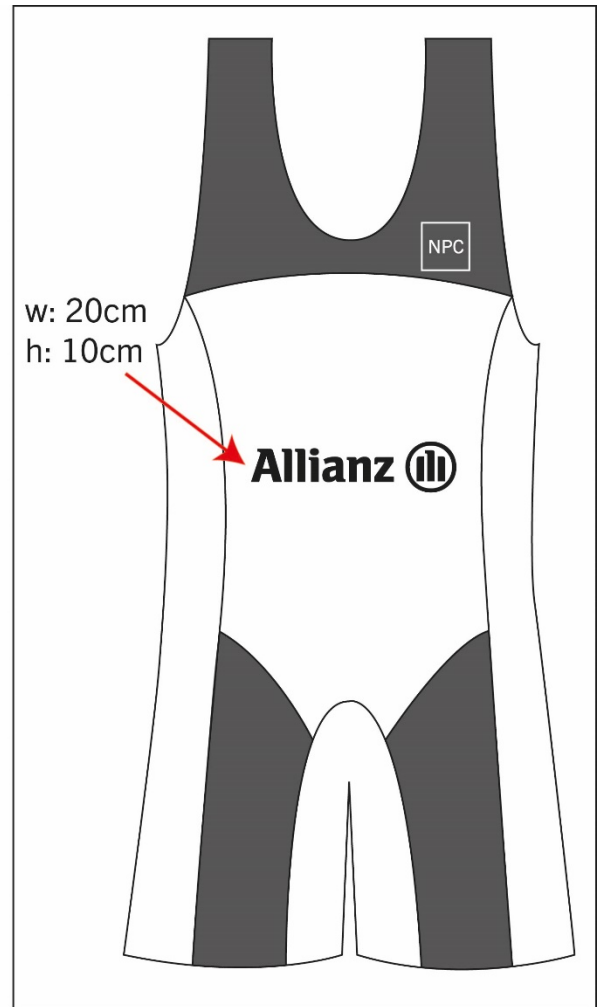




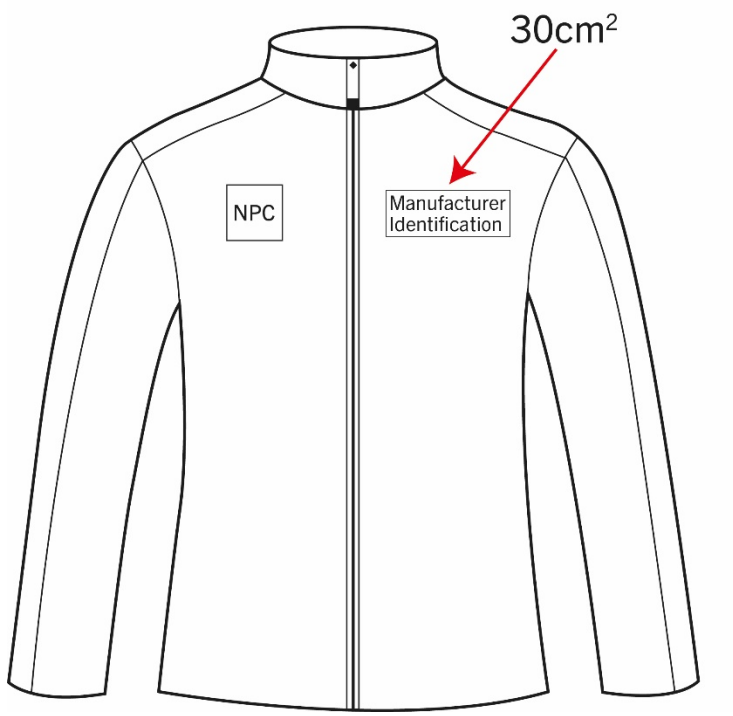
▪ Image 8



OR



- Image 9





## Appendix 4

World Para Powerlifting logo (wordmark): **Pantone Red: 0 98 75 22** and **Grey: 0 0 0 80**

The **isolation area** should have a clear space surrounding the wordmark with the size of at least one grid unit.



World Para Powerlifting wordmark:



## Appendix 6

To be used only for manufacturers recognised by World Para Powerlifting as a licensed manufacturer.



## Appendix 7

World Para Powerlifting Anti-Doping Educational Programme

**Raise The Bar**  
**SAY NO! TO DOPING**

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