

LEN ADVERTISING REGULATIONS

(TO BE IN FORCE FROM 01.04.2012)

PREAMBLE:

Advertising identification, significant signs of the manufacturer of an item, name, designation, trade mark or of any other advertiser appearing on swim- wear, pool deck equipment and official's uniforms at LEN Championships and Competitions, with exception for LEN European Masters Championships, are permitted according to these regulations.

AR 1 General

- AR 1.1 Measurements of sizes are always “when worn” (swimsuits only and according to FINA BL 7.1.1).
- AR 1.2 There must be a minimum clearance space of 1,5cm around all marks.
- AR 1.3 There is no restriction on the type of logo used in the sponsor spaces than those representing tobacco, spirits and products containing any substances on the WADA prohibited list.
- AR 1.4 Body advertising is not allowed in any manner whatsoever.

AR 2 FINA Advertising Regulations (FINA BL 7)

FINA Advertising Regulations (FINA BL 7) apply

- a) for swimsuits (FINA BL 7.1.1)
- b) for goggles (FINA BL 7.1.3)
- c) for athlete bibs (FINA BL 7.1.4 – with relevant LEN interpretation)

AR 3 Swim - Caps

- AR 3.1 The manufacturer`s logo with maximum size of 20 sq cm may be placed on the front side.
- AR 3.2 On one side, one advertisement, decided by the Federation which the swimmer is affiliated to, with a maximum size of 32 sq cm may be placed.

- AR 3.3 On one side with a maximum size of 32 sq cm the flag of the country and/or the country name may be displayed. Optionally the swimmer`s name with a maximum size of 20 sq cm may be added.
- AR 3.4 If there is no advertisement on one side of the cap the display according to AR 3.3 may be used on two sides of the cap.
- AR 3.5 No further advertisements may be displayed.

AR 4 Water Polo – Caps

- One (1) country code of a maximum height of 4cm on the front side of the cap
- One (1) manufacturer`s logo of a maximum size of 6cm² on the front, back or side
- One (1) player number of a maximum height of 10cm on both side of the cap
- One (1) country flag of a maximum height of 4cm on the back side of the cap
- One (1) sponsor logo (at the NF`s discretion) of a maximum size of 6cm² on the back side

AR 5 Pool deck equipment

- AR 5.1 Up to four (4) sponsor identifications of which one (1) shall be the manufacturer`s logo are permitted with a maximum size of 40 sq cm each for any of the clothing items listed below:

T-shirt Polo
 Shirt Casual
 Shirt Sweat
 Shirt Bath
 Robe
 Tracksuit top
 Pants
 Shorts
 Windbreaker

On the tracksuit top the positioning of the logos must be as follows:

- a) one (1) manufacturer logo on the front
- b) one (1) sponsor logo on the front
- c) two (2) additional logos can be placed on the sleeves

For clothing items the manufacturer's logo (being a design mark of maximal 8cm width) may additionally 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)

AR 5.2 Up to two (2) sponsor identifications of which one (1) shall be the manufacturer's logo are permitted with a maximum size of 6 sq cm each for any of the accessories and equipment listed below

Baseball Caps
Hats
Socks
Footwear

AR 5.3 Up to four (4) sponsor identifications out of which one (1) shall be the manufacturer's logo are permitted on Bags and Towels with a maximum size of 30% of the total surface.

AR 6 Exclusivity

Any advertising identifications not described in these regulations are not permitted.

In the event that any clothing contravenes these regulations, the competitor must immediately remove the offending item(s) and replace it/them with clothing that complies with these regulations.

AR 7 Approval

LEN reserves the right to request Federations taking part in LEN Championships and/or LEN Events to present any advertising identification mentioned in these regulations for examination and approval by LEN prior to the event in question.

AWARDS REGULATIONS

(UPDATED 29 SEPTEMBER 2012)