

6.4 AWBG Bali 2023 Guidelines For Authorized Uniform and Sports Equipment Identifications of NOC Sponsors v.1

In an innovative project to provide new commercial opportunities for the National Olympic Committees, the ANOC World Beach Games Bali2023 will allow the NOCs to place NOC domestic sponsors on the non-competition uniforms of the delegation at the Games in Indonesia. In this way, besides the presence of the one brand mark of the clothing manufacturer, the NOCs will be able to place their own sponsors brand marks on their non-competition uniforms, following the specific rules provided in these guidelines, noting the exception of the players' competition uniforms, where the only brand mark allowed will be that of the uniform manufacturer.

For the AWBG the regulations will be based on simple principles as follows:

1. **CLOTHING:** there can be only one manufacturer identification per piece of clothing, with a maximum size of 30 square centimeters. One additional technology identification is allowed, with maximum of 10 square centimeters in size. When a one-piece body suit is used, one brand identification will be permitted above the waist, and a second brand below the waist.
2. **SPORTS EQUIPMENT AND FOOTWEAR:** the frequency and size of manufacturer identification will be allowed as it is as found in the retail market if the product has been available marked in this way in the regular retail market for more than 6 months before the Games.
3. **BAGS, BACKPACKS AND TOWELS:** one identification of the manufacturer per item will be allowed, not greater than 10% of the surface area of the item, to a maximum size of 60 square centimeters.
4. **HEADGEAR AND SOCKS:** one manufacturer identification will be allowed per item, with a maximum size of 10 square centimeters.
5. **SPONSORS BRAND APPLICATION SIZE AND ALLOWED PIECES OF CLOTHING:** NOCs sponsors' brands will be able to be applied to the athletes' and team officials' uniforms for the Bali2023 Games, meaning travel, village and training (athlete competition field of play and podium uniforms shall not have any sponsor identification, except the manufacturer identification as usual). All brands shall have a maximum size of 30 square centimeters, for the upper body pieces of clothing, such as:
 - T-shirts
 - Polo shirt
 - Sweaters
 - Jackets
 - Raincoats
 - Vests
 - Tank tops
 - In case of any other item not listed above, ANOC should be officially consulted.

For the application of sponsors brands on non-competition headgear (hats, bands and caps),

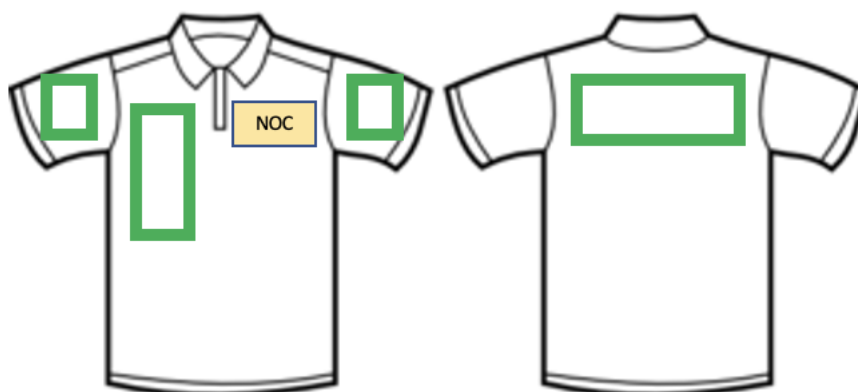
a maximum of two (2) sponsor brands shall be allowed in addition to the single clothing manufacture brand, with a maximum of 10 square centimeters each, with the placement of one (1) sponsor brand on each side of the head. NOC sponsor branded headgear **must not** be used by the athletes on the field of play, with potential disciplinary sanctions.

Lower body uniform pieces will not be allowed to have NOC sponsors' brands on them, such as shorts, tights, pants, etc.

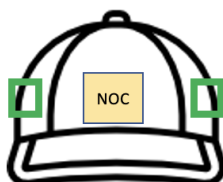
6. **ACCESSORIES:** Additional accessories such as eyewear, facemasks, armbands and gloves may have the manufacturer identification as sold on the regular retail market only.

NOC SPONSOR BRAND APPLICATION LOCATION RULES

7. **UPPER BODY RULES:** Each upper body piece of clothing as described in item 5 shall have a maximum of six (6) NOC sponsor brands besides the uniform manufacturer brand. The authorized brand application locations are the following:



8. **HEADGEAR RULES:** Each non-competition headgear piece of clothing as described in item 5 above shall have a maximum of two (2) NOC sponsor brands besides the uniform manufactures' brand. The manufactures' brand may be located as its headgear is sold on the regular retail market. The authorized NOC sponsor brand application locations are the following:



9. **SPONSOR CATEGORIES IDENTIFICATION:** For the identification of different sponsor categories, the NOCs are allowed to insert texts identifying the specific category, such as

Official sponsor, Official partner, Official supplier, etc. These texts shall be the smallest size possible. No sponsor slogans will be allowed.

10. **NOC EMBLEM AND MARKS:** NOC emblems and marks, as well national identity branding, are able to be placed on uniforms and equipment at the NOCs discretion, provided that it respects the regulations of the International Federations in regard to the sports equipment and is done so in moderation as depicted in items 7 and 8 above.
11. **SPONSOR LOGO APPLICATION:** No sponsor slogan shall be placed on any uniforms, only NOC contracted commercial sponsor logos. No religious, political, or any sort of campaign logos will be allowed on the uniforms. No individual athlete sponsor shall be allowed. The right to sponsor logo application belongs to the NOC, and only NOC contracted sponsors logo applications will be accepted.

Key principles recap:

- a. NOCs are able to place NOC sponsor brand marks on upper body and headgear only, respecting the size and limited number of brand marks per piece.
- b. Headgear with NOC sponsor brand marks on it must not be used by the athletes on the field of play, with potential disciplinary sanctions.
- c. No athlete competition uniform shall have any kind of sponsor, except the sports clothing manufacturer brand mark.

All NOCs that wish to have their NOC sponsors on their team uniforms during the AWBG Bali2023 shall inform ANOC by an official letter, which shall be sent to awbg@anocolympic.org. All the uniform layouts with the proposed NOC sponsors' brand mark application shall be sent to ANOC to the same e-mail address for an official approval at the earliest convenience.

The NOCs are requested to inform all athletes and officials of these regulations to ensure everyone is clear as to what is permitted and what is not permitted. We ask that special attention be paid to branding and sponsorship exposure on sports equipment such as boards and bags, to avoid any unfortunate situations during the Games.

Should there be any doubt about any of the above clothing and equipment regulations, please do not hesitate to contact AWBG Team by e-mail: awbg@anocolympic.org