

FÉDÉRATION INTERNATIONALE DE GYMNASTIQUE



# **Rules for Advertising and Publicity**

**EDITION 2022**

**COMPETITION VENUE**

**APPARATUS**

## **PREAMBLE**

Changes to these rules were approved in May 2022 by the FIG Executive Committee. These rules govern all types of advertising, at official FIG competitions which can be used by parties other than the FIG for the purpose of regulation.

These rules are subdivided into three sections:

### **SECTION 1 – General Part**

*The general part first gives a basic interpretation of the presented terminology. These are the same for all chapters.*

*The principles of the FIG advertising and marketing rights are presented in the General Part.*

*The general part clarifies the awarding of the marketing rights, describes the specific types of marketing and defines the parameters of use of the FIG corporate identity by the host organiser of an FIG event, by the agent or other parties.*

*The General Part designates the advertising restrictions.*

### **SECTION 2 – Advertising at the Competition Venue**

*Section 2 describes the advertising possibilities at the competition site and describes precisely the advertising in the event hall, in the competition hall and in the immediate competition area.*

*Moreover this section deals with the materials and their measurements which are used for advertising purposes (signage). It designates further forms of advertising, which are able to be optically and acoustically employed.*

### **SECTION 3 – Advertising on Apparatus**

*Section 3 governs in particular the advertising possibilities on Apparatus.*

## **SECTION 1 – GENERAL PART**

### **1.1 Terminology Definitions**

#### **Publicity**

The goal oriented and systematically carried out distribution of FIG information to the media (press, radio, television) as well as other institutions, with the purpose of thoroughly and regularly providing information concerning events, decisions and projects of the world gymnastics disciplines to the international, national, regional and local levels.

#### **Promotion**

Carrying out measures and actions which effectively and efficiently support the publicity work through advertising campaigns, selling initiatives, incentives, PR campaigns, contests and hospitality programs.

#### **Advertising**

Every type of optical, acoustical and audio-visual presentation which can be perceived with the goal of drawing attention and thus pursuing commercial interest.

#### **Marketing**

Every type of use of advertising appearance possibilities which, in application, passes on the FIG corporate identity in the representation and presentation to FIG events, and in the FIG sale of its own commercial rights to a third party against financial payment or in-kind services.

### **1.2 FIG Advertising and Marketing Rights**

The FIG holds all advertising and marketing rights which are in conjunction with

- official FIG events
- the official FIG corporate logo
- FIG Publications, Published Papers and Books, Printed Materials
- FIG Merchandising Products
- broadcasting rights of the FIG events
- photo and video rights of FIG events
- the awarding of FIG licenses for obtaining product exclusivity.

The application of these rights is governed by separate contracts signed with the organisers of FIG events, agents, FIG advertising partners, TV broadcasters and others.

The FIG has the sole right to relinquish its advertising and marketing rights, partially or in full, to one or more agencies, when it feels that a more professional outcome of the marketing goals will be attained from this release.

When the marketing rights have not been assigned to a third party, the FIG reserves the right to undertake all the advertising and marketing activities, either alone or in conjunction with the organiser of an FIG event.

In principle the FIG reserves its right to make the conclusive decision with regard to the definitive usage of advertising possibilities offered and carried out by third parties.

The relinquishing of advertising and marketing rights to one or several agents does not release them from the obligation to only being able to act on the basis of these rules and in the respect of the other FIG rules and regulations, such as the FIG Statutes.

In this regard the agents' directives or instructions to the organisers of FIG events, and offers for advertising and marketing to sponsors or other interested parties (sponsor packages) are binding only if they are approved ahead of time by the FIG.

Contract agreements with sponsors and other FIG advertising partners which are prepared by the agent(s) ready for signature, must be countersigned by the FIG in order to have validity, unless the FIG has signed a contract with the agent stating otherwise. The FIG in general reserves the right to refuse potential interested parties without stating more detailed reasons.

Agreements and advertising contracts which organisers have signed with their sponsors / advertising partners have no consequence on FIG events, unless the contract which the FIG has signed with the organiser states differently.

### **1.3 Advertising and Marketing Rights for official FIG Events and FIG Projects**

The marketing and advertising rights presented under 1.2. relate to official FIG events and projects which the FIG as the sole organiser or as the project leader in conjunction with its member federations plans, realises and carries out.

Official FIG events are:

- World Gymnaestrada
- Gym for Life Challenge
- Artistic Gymnastics Sr. World Championships
- Artistic Gymnastics Jr. World Championships
- Rhythmic Gymnastics World Championships
- Rhythmic Gymnastics Jr. World Championships
- Trampoline Gymnastics World Championships
- Acrobatic Gymnastics World Championships
- Aerobic Gymnastics World Championships
- Parkour World Championships
- World Cups and World Challenge Cups in the various disciplines
- FIG Congress
- any other future competitions, events or projects designated by the FIG to be added to this list.

FIG projects include:

Activities and measures under the direction and responsibility of the FIG for the promotion, expansion and development of the world gymnastics disciplines. Among these are:

- Advertising and promotion activities for specific target groups
- Sport promotion activities for specific age groups
- Worldwide sport promotion activities for children, youth, men / women and senior citizens
- Partnership programs with member federations or Continental Unions
- Solidarity programs and projects for aiding the development of gymnastics disciplines

- Workshops, seminars, courses, symposiums and congresses with specific topics (for instance medical symposiums)
- All further actions in connection with gymnastics disciplines under the responsibility of the FIG.

### **1.3.1 FIG Corporate Identity**

In order to present the FIG uniformly as the World governing body for gymnastics and its related sports, in order to be identified in public, by the spectators, in the media and especially with interested groups, the FIG in its self-presentation as a modern up to date and dynamic representative of the interests of the world gymnastics movement utilises its Corporate Identity.

The FIG Corporate Identity will be used with all means of communication which are connected to the FIG, its publications, products, licenses, events and projects.

The use of the Corporate Identity, the use of the FIG logo, sub-logo, colour scheme and acronym, as well as the use and application on all means of communication are established in the FIG Corporate Identity Guide (to be produced).

### **1.3.2 FIG Self Presentation at Events**

The FIG presents itself with its Corporate Identity at all FIG events in different ways. As means of communication the FIG will use signage, decorative and other banners, flags and further materials.

The FIG decides whether additional materials such as information booths, standing and other boards, and other means should be incorporated at its events.

### **1.3.3 FIG Image Presentation on Printed Materials for the Events**

All printed and digital materials in conjunction with an FIG event must show a uniform corporate design, which will clearly designate the event as an FIG event. In particular the FIG logo will appear on event bulletins, information circulars, posters, event programs, diplomas and certificates, medals, the official stationery of the event, results and press announcements.

The responsible development and implementation of these competition printed and digital materials will be regulated in the parameters of the contract between the FIG and the organiser.

### **1.3.4 FIG Merchandising**

Products which are produced for commercial purposes in relation with an FIG event and which present the logo, the brand identification, the designation of the event or another form of recognisable reference to the FIG are subject to the FIG's approval.

The production, distribution and sale of these products is governed by the respective agreements between the FIG, its representative for questions concerning advertising and marketing, and the respective organiser.

## **1.4 General Advertising Guidelines**

Any form of advertising which violates good manners, ethical and moral principles of our society such as advertising which is provocative, glorifying violence, religious, racial, political and sexist is prohibited.

The advertising of products in relation to high percentage alcoholic beverages, tobacco products and drugs is prohibited.

### **1.4.1 Advertising of Alcoholic Beverages**

The advertising of the products of champagne, wines, beer and «light drinks» with an alcohol content of under 20% is permitted at FIG events and must comply with the laws and rules of the organising country.

#### **1.4.2 Restrictive Advertising Stipulations**

The placement of the advertising in the competition hall may not impair the overall harmonious impression, the aesthetic perception nor the overall competition atmosphere. The advertising may not be in a form that it is perceived by the spectators and media as being disturbing, detrimental or appears too massive. The advertising must always fit the character of the sporting event in a decent form.

The advertising may not in any way be detrimental to the safety of the athletes, delegation members, officials nor spectators.

#### **1.4.3 Final Decision**

The FIG Executive Committee is the definitive authority for approving the advertising in the competition hall and the venue.

### **SECTION 2 – ADVERTISING AT THE COMPETITION VENUE. (Required for official competitions designated in Section 1.3)**

#### **2.1 Definitions**

|                         |  |
|-------------------------|--|
| <b>Event Locality</b>   | The city in which the event will be carried out.   |
| <b>Event Hall</b>       | The entire premise of the event hall, inclusive of the outer domain and all space and rooms which are available for the event  |
| <b>Competition Hall</b> | The entire inner area of the event hall in which the competition, training and warm-up will take place, inclusive of the spectator seating area.   |
| <b>Competition Area</b> | The inner area of the competition hall, including the podium, which is separated by the advertising boards. The right to enter this area is granted only to the competitors, coaches, officials, judges and individuals with special permission. |
| <b>Podium Area</b>      | The constructed, raised podium in the competition area   |
| <b>Advertising Plan</b> | The plan which presents and establishes the dimensions, the type and the placement of the advertising in the event hall.   |

#### **2.2 Procedure for Approving Advertising at the Competition Venue**

Together with a FIG representative and the representative of the FIG Marketing Agency, the host member federation and its Organising Committee inspect the event hall.

The FIG or its authorised person / agent, who through FIG contracts with sponsors and other partners has agreed upon the advertising rights and therefore is authorised to define and determine the event marketing rights, establishes an advertising plan, first of all as a draft.

The advertising plan is a component part of the agreement (contract) between the FIG and the organising member federation. The advertising plan describes all possibilities of advertising in the event hall, in particular in the competition hall and in the hall sectors which are able to be encompassed by television cameras.

The advertising plan is binding for all FIG contract partners. It can only be established and respectively modified by the FIG or the agent officially commissioned with the FIG marketing.

It is the task of the FIG, respectively its agent, to assure the contractually agreed upon sponsor appearance rights of the FIG advertising partner in the realm of the FIG event, to portray them in the advertising plan and to make this known to the organising member federation and the Organising Committee.

The positioning and placement of all advertising signage will be undertaken exclusively by the FIG, respectively its marketing agent.

On the condition of the agreement of the FIG, respectively its marketing agent, there may be no permanently installed advertising in the competition hall. This applies in particular to the areas which are able to be encompassed by the television cameras.

The member federations which put forth a bid to organise an FIG event must, in the selection of the event hall and the event locality, clarify with the proprietors, respectively venue management, that the event hall is available completely free of advertising.

### **2.3 Size / Type and Placement**

In principle the stipulations presented under Section 2.5 are to be observed. The FIG, respectively its agent will decide upon ahead of time with regard to the type of sponsor presentation on the advertising areas, the number of advertising necessary, the size and the dimensions of the advertising means as well as the material of the advertising means and its placement.

With the exception of the competition hall, the competition area and the podium area, in principle there are no limitations of the advertising in the remaining zones of the competition venue.

#### **Means of Communication / Signage**

With the exception of areas presented under Section 2.3, the means of communication, respectively the signage which will be employed for the advertising, is not subject to any limitations.

The sponsors are however obligated to communicate to the FIG, respectively its agent, their advertising measures within the framework of FIG events, and to have those confirmed.

### **2.4 Advertising Possibilities in the Event Hall**

With the exception of the competition hall, the competition area and the area of the podium, unlimited advertising from the event sponsors is allowed, thereby enabling them to incorporate their own specific corporate design.

The following may be used as signage

- presentation areas in the outer installation of the event hall
- flags
- information booths and sales booths
- display walls, advertising displays, prospectus stands
- banners, advertising tapes
- audio-visual signage (monitors, giant screens, video, announcements over the loudspeaker)
- further advertising means not specified here

## 2.5 Advertising Possibilities in the Competition Hall

The advertising possibilities in the competition hall are limited to the established advertising surfaces in the inner area of the competition hall, in the entrance area of the competition hall and in the spectator seating area.

The following should be utilised as means of advertising:

- Advertising boards with the dimensions of 3.50 x 0.90 m, consisting of a thickness of 5 mm materials (polyvinyl chloride or similar material); the surface area may not be reflective
- Advertising boards in the entrance area of the competition hall, the uniform size being determined ahead of time by the FIG / its agent.
- In the spectator seating area, advertising boards and banners; the uniform size being determined ahead of time by the FIG / its agent.
- In the inner area of the competition hall a press / interview corner (kiss & cry area) in the form of a standing board, the maximum dimensions being 3.50 m in length x 2.40 m in height.

It is recommended that all boards and advertising banners which are used in the competition hall display a single colour background. Logos and brand identification of the sponsors and advertising partner may have a maximum of two colours.

In special situations a presentation area with the maximum dimensions of 4 m x 5 m may be provided for a sponsor.

## 2.6 Advertising Possibilities in the Competition Area

The following may be used as advertising possibilities

- All advertising possibilities on apparel and equipment presented under “FIG RULES COMPETITION CLOTHING AND ADVERTISING”
- Advertising boards which separate the competition area from the remaining area of the competition hall (size, material and configuration points are specified in Section 2.5

At men’s and women’s artistic gymnastics events, the advertising boards used should be fixed at a minimum height of 2.40 m, measured from the hall floor.

The organisers of these events are obligated to carry out the necessary installation measures for this.

All advertising boards which will be installed in the competition hall, lengthwise and lateral in a row - and thereby separating the competition area from the competition hall - must be installed without obstruction by cameras and spectators.

## 2.7 Advertising Possibilities in the Podium Area

The following may be used as advertising possibilities

- All advertising possibilities on apparel and equipment presented under “FIG RULES COMPETITION CLOTHING AND ADVERTISING ”
- All advertising possibilities on gymnastics apparatus and auxiliary apparatus presented under Section 3. These remain at all times exclusive right of the FIG, unless expressly agreed differently in the contract between the FIG and the organising member federation.
- Special use possibilities of display boards and advertising riders and other forms of publicity which have been agreed contractually between the FIG and its sponsors.



- Special use possibilities of advertising mats which have been agreed between the FIG and its sponsors on the podium surface outside of the apparatus stations with a maximum advertising surface of 200 cm x 28 cm.

Advertising in the podium area may in no way impair nor refract the judges' attention, nor impede the unobstructed view to the podium and the competition surfaces.

Advertising in the area of the podium may in no way endanger the safety of the competitors.

## **SECTION 3 – ADVERTISING ON THE APPARATUS (see Apparatus chart)**

Only apparatus with a valid FIG certificate may be used.

Advertising on the Apparatus remains the exclusive right of the FIG for official competitions (see Section 1.3).

All forms of placement, details of size, the measurements and the colour specifications of the advertising, acronyms and logos within the competition area of the event hall encompassed by the television cameras, in particular the placement of the advertising, acronyms and logos which appear on the gymnastics apparatus and the auxiliary apparatus and therefore could be used for advertising purposes, are subject to the following conditions.

### **3.1 For this part of the Rules the terms mentioned below are defined as follows:**

#### **3.1.1 Competition Area**

The inner area of the competition hall, including the podium, which is separated by the advertising boards. Permission to enter this area is granted only to the competitors, coaches, officials, judges, and individuals with special permission.

#### **3.1.2 Competition Surface**

The competitors' gymnastics area in the competition area which through direct contact is mainly used for the gymnastics performance.

#### **3.1.3 Gymnastics Apparatus**

The individual apparatus of the parallel bars, the horizontal bar, the rings and the frame, the pommel horse, the vaulting table, the uneven bars, the balance beam, the Trampoline, the Double Mini-Trampoline, the Tumbling Track and the floor surface which is used for Artistic Gymnastics floor exercise, Rhythmic Gymnastics, Aerobic Gymnastics and Acrobatic Gymnastics.

#### **3.1.4 Auxiliary Apparatus**

Apparatus for assistance which is placed in the competition area, respectively on the podium, such as landing mats, spring boards, chalk stands, display boards, runway, awards stand, and other things.

#### **3.1.5 Advertising Areas**

The established areas on the gymnastics apparatus and the auxiliary apparatus, including the podium, which are in the range of view of the television cameras and on which acronyms / logos are able to be used for advertising purposes.

### **3.2 Criteria for the Use of the Advertising Areas on the Gymnastics Apparatus and the Auxiliary Apparatus (REQUIREMENT FOR ALL FIG REGISTERED COMPETITIONS)**

The use of acronyms and logos for advertising purposes is permitted only on the advertising areas of the gymnastics apparatus and auxiliary apparatus (see Section 3.4).

On the condition that the stipulations be adhered to, the FIG Executive Committee grants the release and approval concerning the use for advertising purposes for the individual events.

Acronyms and logos on the advertising areas may not disturb the gymnast in any way or impair upon the gymnast's attention in that the safety of the competitor is endangered.

Acronyms and logos on the apparatus surfaces may not impair the attention of the judge, nor impede, limit or parry the judge's sight.

The advertising areas are determined only on those areas of the gymnastics apparatus and the auxiliary apparatus which are not direct competition surfaces.

Acronyms and logos in the form of stick-on advertisement, placed on the advertising areas, may in no way lead to an encroachment of the competitors' safety.

The form, colour and presentation of the acronyms and logos on the advertising areas must be uniform. The prescriptions are accordingly written in Section 3.3.

For the purpose of labelling and identification of their specific products, the manufacturer of the gymnastics apparatus and the auxiliary apparatus may visibly place their acronyms (brand identification) and logos on the apparatus, external of the advertising area (manufacturer identification). Section 3.6 governs the stipulations for the manufacturers in particular.

The use of advertising areas on the gymnastics apparatus and the auxiliary apparatus may not produce a negative effect on the overall appearance of the event. The impression should result in television and press broadcast and also to the spectator that the acronyms and logos accommodate the other means of advertising in decent, aesthetic and harmonious form.

Other than the trade mark of the manufacturer, no other advertising may be applied to the hand apparatus used by the gymnasts in rhythmic gymnastics.

### **3.3 General Stipulations on the use of Brand Identification (Acronyms) and Logos on the Advertising Areas**

#### **3.3.1 Definitions**

Acronym is the word name or abbreviation which characterises the product or the enterprise in the specific corporate design.

Logos are emblems, symbols, labels or trademarks which are used for the enterprise or product designation.

#### **3.3.2 Colour Stipulation**

The gymnastics apparatus and the auxiliary apparatus used for an FIG event must completely exhibit a basic primary colour. The carpet or covering used on the podium must assimilate with the colour of the gymnastics apparatus and auxiliary apparatus.

The customary colours used in apparatus production are valid as the basic primary colours.

The customary primary colours are blue, white, and red and brown (leather). The exact apparatus, auxiliary apparatus and carpet or covering colour standards (Pantone / HKS / RAL) must be submitted to the FIG for approval.

Acronyms (Brand identification) and logos and any other form of advertising may use only one colour on the advertising area. Only the colours of either black or white are allowed.

Acronyms and logos and any other form of advertising must be «free standing», or in the form of a sticker type, with a transparent background.

The FIG recommends the following colour combinations as basic primary colours for the gymnastics and auxiliary apparatus:

- **Blue**                      Acronyms / logos in white or black
- **Red**                         Acronyms / logos in white or black
- **Brown (leather)**        Acronyms / logos in black

### **3.3.3 Use of Acronyms (brand identification) / Logos and any other form of advertising on the Advertising Areas**

The use of acronyms / logos for advertising purposes is only permitted on the advertising areas established in Section 3.4. Only the acronym and / or the logo of a product / enterprise is permitted per advertising area and per gymnastics apparatus and auxiliary apparatus.

Acronyms / logos of the gymnastics apparatus manufacturer for labelling their own products are in principle permitted only outside of the advertising area, unless the manufacturer or the supplier of an FIG event wishes their acronym / logo to be used as well for advertising purposes.

Placing the acronyms / logos on the advertising areas is exclusively done by FIG, respectively the person authorised by the FIG. On the condition that the final approval and release come through the FIG Executive Committee, based on product technique procedure the application of acronyms / logos on the advertising surface can be made by the gymnastics apparatus manufacturer as well. This must however, be discussed and approved previously with the FIG, respectively the person authorised by the FIG.

Acronyms / logos that do not meet the requirements will be removed at the cost of the gymnastics apparatus manufacturer. Gymnastics apparatus and auxiliary apparatus onto which, for specific reasons, advertising / logos cannot be applied will be exchanged and replaced by organising member federation for apparatus respective to the stipulations.

### **3.3.4 The Acronyms / Logos as Manufacturer (Brand) Identification**

Specific advertising areas are assigned and can be used for manufacturer identification (see Section 3.4).

## **3.4 Advertising Areas on the Gymnastics Apparatus**

The specifications presented in this paragraph are valid for the gymnastics apparatus and the auxiliary apparatus which is installed in the competition area in the realm of FIG events.

The measurements and the placement of the advertising areas and of the manufacturer identification on the gymnastics apparatus are more closely denoted in Section 3.4.1 through 3.4.9.

The acronyms and logos must be adjusted to within the existing advertising area or, as manufacturer identification to the respective proportions. For a further explanation, in the Apparatus Chart diagrams are included which exhibit the advertising area and the manufacturer identification on the gymnastics apparatus and the auxiliary apparatus.

### **3.4.1 Advertising Area on the Pommel Horse**

#### Placement:

Both side surfaces of the pommel horse, centred, 6 cm distance from the lower edge;

Supporting legs, centred

#### Measurements:

80 cm x 10 cm maximum advertising area on the side surfaces of the body of the horse;

30 cm x 6 cm maximum advertising area on both support legs

#### ***Manufacturer Identification***

#### Placement:

Both head ends of the pommel horse, centred, 6 cm from the lower edge

Support legs, centred

Measurements:

30 cm x 4 cm manufacturer identification on the body ends:

30 cm x 4 cm manufacturer identification on the support legs

### **3.4.2 Advertising Area on the Vaulting Table**

Placement:

on both long side edges of the table;

on the back side (turned away from the runway) of the support or support leg(s) of the vaulting table

Measurements:

80 cm x 8 cm maximum advertising area on the two edges

30 cm x 6 cm maximum advertising area on the support leg(s)

and/or 20 cm x 20 cm on the support

#### ***Manufacturer Identification***

Placement:

On the back edge, centred, of the Vaulting Table (turned away from the runway) on the side of the support or support leg(s) (parallel to the runway) on the front side of the support or the support leg(s) (facing the runway)

Measurements:

30 cm x 6 cm maximum on the back edge of the Vaulting Table

30 cm x 4 cm maximum on the support leg(s) and/or 20 x 20 cm on the support

### **3.4.3 Advertising Area on the Floor Exercise Area for Artistic Gymnastics / Rhythmic Gymnastics / Sports Aerobics / Sports Acrobatics**

Placement: outside of the delineated competition surface on the safety border; one advertisement, centred, one per side.

Measurements:

180 cm x 20 cm maximum advertising area

#### ***Manufacturer Identification***

Placement:

In all four corners on the safety border, outside of the indicated boundary lines

Measurements:

70 cm x 10 cm manufacturer identification

### **3.4.4 Advertising Area on the Ring Frame**

Placement:

On the straps, 10 cm above the rings;

On the two supports of the overall frame, 40 cm below the lower frame angle (in the height of the rings)

#### Measurements:

Maximum 25 cm x 3.5 cm advertising area on strap surface of 70 cm x 3.5 cm, 40 x 6 cm Maximum advertising area on the width of the 7 cm supports

#### ***Manufacturer Identification***

##### Placement:

On the straps at the upper strap ends;

On both supports of the overall frame, above the lower frame angle, centred between the lower and the top frame angle;

On both supports of the overall frame, from the lower frame angle, centred, measured from the advertising area.

##### Measurements:

2.5 cm x 5 cm manufacturer identification on the upper part of the strap ends

30 cm x 4 cm manufacturer identification on both supports of the overall frame, above the lower frame angle, centred between the lower and the top frame angle;

30 cm x 4 cm manufacturer identification on both supports of the overall frame, from the lower frame angle, centred, measured from the advertising area.

#### **3.4.5 Advertising Area on Men's Parallel Bars**

##### Placement:

On the support posts, 10 cm measured below the rail adjustment

On the outside.

##### Measurements:

30 cm x 6 cm maximum advertising area

#### ***Manufacturer Identification***

##### Placement:

On the support posts in the lower third, centred, measured from the advertising area (see illustration)

##### Measurements:

20 cm x 3 cm manufacturer identification on the support posts

#### **3.4.6 Advertising Area at the Horizontal Bar**

##### Placement:

On both high bar pillars 60 cm below the bar supports, on the outside.

##### Measurements:

30 cm x 6 cm maximum advertising area

#### ***Manufacturer Identification***

##### Placement:

On both high bar pillars in the lower third, centred, measured from the advertising surface (see illustration)

Measurements:

20 cm x 3 cm manufacturer identification on both high bar pillars

### **3.4.7 Advertising Area at the Uneven Bars**

Placement:

On the higher support post, 60 cm below the rail adjustment,

On the outside.

On the lower support post, 10 cm below the rail adjustment,

On the outside.

Measurements:

30 cm x 6 cm maximum advertising area

#### ***Manufacturer Identification***

Placement:

On all four support posts in the lower third, centred, measured from the advertising area

Measurements:

20 cm x 3 cm manufacturer identification

### **3.4.8 Advertising Area on Balance Beam**

Placement:

On the side areas of the body of the balance beam, one advertising area respectively, centred;

Measurements:

100 cm x 8 cm maximum advertising area

#### ***Manufacturer Identification***

Placement:

On both head ends of the body of the balance beam, centred;

On both support legs, centred

Measurements:

6 cm x 8 cm manufacturer identification on the head

30 cm x 4 cm manufacturer identification on the support legs

### **3.4.9 Advertising Area on the Trampoline**

Placement:

On a board to be fixed on the long sides of the Trampoline, centred (the advertising board must be firmly fixed to the frame and may not move)

Measurements:

Of the board and advertising area 200 cm x 20 cm

### ***Manufacturer Identification***

#### Placement:

On top of the safety padding on the long side of the Trampoline, centred

On the three side surfaces of the two end decks, centred

#### Measurements:

40 cm x 12 cm on the safety padding

80 cm x 20 cm on the end decks

### **3.4.10 Advertising Area on the Double Mini-Trampoline**

#### Placement:

On a board to be fixed on the frame and centred between the support legs on the long sides of the Double Mini-Trampoline (the advertising board must be firmly fixed to the frame and may not move)

#### Measurements:

Of the board and advertising area 100 cm x 12 cm

### ***Manufacturer Identification***

#### Placement:

On top of the horizontal safety padding of the frame on both sides of the Double Mini-Trampoline, centred between the support legs

#### Measurements:

40 cm x 12 cm on the safety padding

80 cm x 20 cm on the end decks

### **3.4.11 Advertising Area on the Tumbling Track**

#### Placement:

One on the surface of the side of the run up and three on the surface of the side of the Tumbling Track, alternating with the manufacturer identification

#### Measurements:

100 cm x 8 cm

### ***Manufacturer Identification***

#### Placement:

One on the surface of the side of the run up, two on the surface of the side of the Tumbling Track, and one on the surface of the side of the landing mat, alternating with the advertising area mentioned above.

#### Measurements:

100 cm x 8 cm

## **3.5 Advertising Areas on the Auxiliary Apparatus**

According to the definitions presented in Section 3.1, the advertising areas and the manufacturer identification on the auxiliary apparatus is established as follows:



### **3.5.1 Advertising Area and Manufacturer Identification on the Landing Mats**

Placement:

On the mat side surfaces, one advertising area or one manufacturer identification per mat side, centred

Measurements:

100 cm x 8 cm maximum advertising area and manufacturer identification

### **3.5.2 Advertising Area and Manufacturer Identification on the Double Mini-Trampoline and Tumbling Landing Mats**

Placement:

On each of the long side mat surfaces, one advertising area and on each of the short side mat surfaces one manufacturer identification, per mat side, centred

Measurements:

100 cm x 8 cm maximum advertising area and manufacturer identification

### **3.5.3 Manufacturer Identification on the Supplementary Landing Mats**

Placement:

On the mat side surfaces, one manufacturer identification per mat side, centred

Measurements:

50 cm x 4 cm manufacturer identification

### **3.5.4 Advertising Area and Manufacturer Identification on the Spotter Mat for Trampoline**

Placement:

On the mat side surfaces, one advertising area or one manufacturer identification per mat side, centred

Measurements:

100 cm x 8 cm maximum advertising area and manufacturer identification

### **3.5.5 Advertising Area and Manufacturer Identification on the Supplementary Safety Mat for Acrobatic Gymnastics**

Placement:

On the mat side surfaces, one advertising area or one manufacturer identification per mat side, centred

Measurements:

50 cm x 4 cm maximum advertising area and manufacturer identification

### **3.5.6 Advertising Area and Manufacturer Identification on the Chalk Stand**

Placement:

On the front and the back side of the chalk box portion, centred;

On the support leg of the chalk stand, centred

Measurements:

30 cm x 4 cm maximum advertising area on the chalk box portion

20 cm x 3 cm manufacturer identification on the chalk box portion and on the support leg of the chalk stand

### **3.5.7 Manufacturer Identification on the Vaulting Board**

It is manufacturer identification exclusively which is allowed on the vaulting boards.

#### Placement:

At the head end of the take-off side, centred

#### Measurements:

30 cm x 4 cm manufacturer identification

### **3.5.8 Additional Safety Matting**

The gymnastics apparatus manufacturer is permitted to put additional safety matting in operation at the individual apparatus according to the existing rules, as long as it follows the criteria specified under Section 3.2. The measurements and placements established in Sections 3.4 and 3.5 are valid here as well.

### **3.5.9 Advertising Mats and any other form of advertisement on the Competition Podium**

Advertising mats and any other form of advertisement are allowed exclusively for FIG sponsor's identification. The number of displayed advertising mats and any other form of advertisement and its placement on the competition podium is established in the internal contract configuration between the FIG and the sponsor.

#### Placement:

The advertising mats must be of the same colour as the laid carpet being used on the competition podium.

#### Measurements:

Advertising mats maximum 200 x 80 cm

### **3.5.10 Awards Ceremony Podium - Placement of the FIG Logo**

The podium for the awards ceremony must bear only the FIG logo and the medal places (1-2-3). The placement of the FIG logo is compulsory, centred (below the 1).

Further advertising or logos are prohibited.

## **3.6 Acronyms (Brand Identification) / Logos of the Gymnastics Apparatus Manufacturer**

Dependent on Section 3.7, the gymnastics apparatus manufacturers who supply apparatus for FIG events and whose gymnastics apparatus, respectively auxiliary apparatus is installed in the competition area have the possibility to label their own enterprise products for the purpose of identification.

For this purpose, acronyms / logos can be used as manufacturer identification outside of the advertising areas on the apparatus on the foreseen space for the manufacturer's identification as foreseen in Sections 3.4 and 3.5.

Manufacturer identification is not considered as additional advertising when it serves as identification of their own product or is used for the purpose of contrast and distinction with regard to products of competitors.

Manufacturer identification as acronyms / logos may be only the registered trademark which is used on the gymnastics apparatus and auxiliary apparatus.

## **Placement and Measurements**

The placement and measurements of the manufacturer identification are specified in detail in Sections 3.4 and 3.5.

### **3.7 Procedures of approval for the admission of advertising brand identification and logos on the gymnastics apparatus and auxiliary apparatus**

Acronyms (Brand identification) / logos which shall be applied at FIG events on the advertising surfaces of the gymnastics apparatus and the auxiliary apparatus must be approved ahead of time in writing by the FIG.

For that purpose, copies or drawings suited to measurement of the respective enterprise must be submitted to the FIG at least two months prior to the start of the event.

Manufacturers of the gymnastics apparatus and auxiliary apparatus who have valid FIG certificates and who have been chosen by the organisers of an FIG, must also submit to the FIG two months prior to the start of the event, copies or drawings of their brand identification / logos, suited to measurement, which for the purpose of visual identification of the manufacturer are to be applied to the gymnastics apparatus and auxiliary apparatus.

The placement and the manufacturer identification (acronyms and /or logos) are to be indicated true to measurement.

The FIG decides with regard to the release and, if necessary, undertakes modifications of which the organiser and the manufacturer are advised.

Individual details with regard to the admission criteria about the utilised apparatus as well as with regard to the use of the advertising areas and the manufacturer identification are a component part of the agreement between the FIG and the organising federation.

Advertising partners, gymnastics apparatus manufacturers and suppliers within the realm of an FIG event which wish to appear in the competition area with its acronym / logo, have the obligation to first be approved by the FIG. The FIG reserves all rights in this regard. Upon refusal of one of the above mentioned, the FIG is not obligated to give any reasoning.

### **3.8. Verification of / Checking the Advertising on the Apparatus**

The advertising on the gymnastics apparatus and the auxiliary apparatus is a component part of the event advertising plan, which is established jointly between the FIG, its authorised marketing agent and the organiser.

As the last decisive resort, the FIG Executive Committee is responsible for the verification and observance of the advertising, and checks this prior to the start of the official event.

The FIG Executive Committee has the right to require and to undertake changes in the placement, dimensions or quantity of any advertising and manufacturer identification at the competition venue when, based on the Rules, this is necessary.

The only person permitted to undertake any possible changes is the individual so charged by the FIG Executive Committee.

These Rules for Advertising and Publicity have been approved by the Executive Committee at its meeting in May 2022 in Dubrovnik (CRO) and enters into effect immediately.

## **Fédération Internationale de Gymnastique**



**Morinari Watanabe**  
**President**



**Nicolas Buompane**  
**Secretary General**

Lausanne (SUI), May 2022