



ANOC World Beach Games

June 19th 2019

Guidelines For Authorized Uniform and Sports Equipment Identifications

The ANOC World Beach Games (AWBG) will follow the similar regulations in regards to branding in uniforms and sports equipment as the IOC. As per IOC Rule 50 and its by-laws, no form of publicity or propaganda may appear on persons, sportswear, accessories or any type of clothing or sports equipment. The only exception to this rule is the manufacturer of the article or equipment concerned, following specific rules.

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

1. **CLOTHING:** there can be only one manufacturer identification by piece of clothing, with a maximum of 30 square centimeters. One additional technology identification is allowed, with maximum 10 square centimeters in size. When 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, if the product has been available in the regular retail market for more than 6 month before the Games;
3. **BAGS 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 SOX:** one manufacturer identification will be allowed per item, with a maximum size of 10 square centimeters;
5. Additional accessories such as eyewear, armbands and gloves may have the manufacturer identification as sold on the regular retail market.

NOC emblems and marks authorized by the IOC, as well national identity branding are able to be applied in uniforms and equipment at the NOCs will, taking that it respects the regulations of the International Federations in regards to the sports equipment.

The NOCs are requested to inform all athletes and officials about these regulations for the proper arrangements. We ask for special attention regarding branding and sponsorship exposure on sports equipment such as boards and bags, in order to avoid any situation during the Games.

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