



International Handball Federation

XVII. Regulations on Advertising

- a) Advertising on Sportswear
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a) Advertising on sportswear

These regulations are a binding guideline for the appearance of sportswear worn by players and officials of all teams and by referees and IHF representatives within the sphere of the International Handball Federation.

1. General

- 1.1.** Advertising may be placed on the sportswear worn by players during a game and on the sportswear and tracksuits worn by players and team officials in the places where competitions are held.
- 1.2.** Advertising is permitted on sportswear and on the sportswear and tracksuits used by IHF referees, officials and technical delegates in the places where competitions are held.
- 1.3.** Advertising on sportswear (see 1.1. and 1.2.) must not be associated with a material benefit for the person wearing it.
- 1.4.** The IHF itself has the right to advertise or place advertising at World Championships for men, women, men's juniors, women's juniors, men's and women's youth and in beach handball as well as World Cups for club teams and national teams (see also 3.4.).
- 1.5.** National federations are not limited in their placing of advertising on sportswear.
- 1.6.** Preference should be given to the advertising of a general sponsor of the IHF. The financial participation of the teams and clubs concerned is governed by the IHF Financial Regulations.
- 1.7.** Advertising contracts made by national teams and club teams, which affect the priority right of the IHF particularly in the placing of advertising on sportswear, are invalid.

2. Type of advertising

- 2.1.** The use of company and product names, trademarks and classes of goods is permitted, provided that they do not offend common decency. The advertising may not be of a political, confessional, racist or ideological nature.
- 2.2.** National regulations (bans on advertising for tobacco, alcohol, drugs, etc.) must be observed.
- 2.3.** The use of fluorescent colours is not permitted. This ban applies not only to advertising but also to the material of the sportswear and tracksuits in general.
- 2.4.** The brands and labels of origin of sports item manufacturers are not regarded as advertising if they do not exceed 20cm² in area.

3. Dimensions of advertising spaces

- 3.1.** The maximum admissible advertising space (external dimension) on jerseys is 25cm wide and 22cm high (or up to a maximum of 550cm²). The height of the individual characters must not exceed 10cm.
- 3.2.** The legibility of the players' numbers on the jersey must not be affected by the advertising.
Players who wear sportswear which does not conform to the regulations shall not be permitted to play.
The advertising space on shorts, sleeves and headbands must not exceed 80cm².
- 3.3.** Advertising placed on sportswear
The following are recognised as advertising space
 - front and back of the jerseys
 - outer side of the sleeves
 - shorts
 - headbands
- 3.4.** Rights to advertising space at IHF competitions
The front of the jerseys is reserved exclusively for the advertising of IHF member federations (with no financial participation by the IHF).
An individual advertiser may not request the exclusive right to advertise in a specific field.

The same applies to the clothing worn by team officials.

The upper part of the jersey back is reserved for any IHF general sponsors (with financial participation by the member federations / teams). However, in individual cases, these spaces may be authorised to the member federations / teams concerned for advertising (with financial participation by the IHF). The financial participation in each case is stipulated in the IHF Financial Regulations.

Given that the upper part of the jersey back is reserved for the names of the players at Men's and Women's World Championships, the IHF is given another advertising area preferably on the upper part of the jersey front. If this space is subject to running contracts at national level, the IHF will strive for a solution with the federations concerned.

The same applies to the clothing worn by team officials.

The outer side of sleeves is reserved exclusively for IHF advertising (without financial participation by the IHF member federations).

All other areas are reserved for advertising of the member federations / clubs (with no financial participation by the IHF).

Tracksuits and sports bags are exclusively reserved for the advertising of the member federations / clubs (without financial participation by the IHF). The individual teams and players of a member federation or club may place their own advertising.

Advertising on the referees' clothing and the IHF officials' clothing is reserved for the IHF (with no financial participation by the member federations / clubs). An individual advertiser may not request the exclusive right to place advertising in a specific field.

4. Special provisions

- 4.1.** All details relating to the advertising and the amount or type of sum or of the service made available must be defined in the contract between the IHF member federations and the advertising company. Since the IHF, in transferring its advertising rights to the federations / clubs is participating financially (see 3.4. paragraph 3), the contracts shall be submitted to the IHF upon request in these cases.

- 4.2.** Contracts between IHF member federations / clubs and the advertising company must contain no arrangements which restrict the IHF advertising rights.
- 4.3.** The IHF is not competent to hear nor may it be made responsible for disputes which result from advertising contracts between IHF member federations / clubs and advertising companies or sponsors. It may not be held liable either for loss of income resulting from the restrictions specified under point 2.2.
- 4.4.** Contraventions of the specifications of these regulations at World Championships and World Cups are normally be dealt with by the Competition Management and otherwise by the Council of the IHF. The relevant regulations and directives of the IHF apply.

b) Advertising in sport halls

In addition to the advertising on sportswear (see relevant regulations), the International Handball Federation permits advertising in sports facilities at its competitions in the following areas:

- still and rotating advertising boards (82m, running continuously on the side facing the TV cameras; 25m, running continuously on the long side facing away from the cameras)
- floor advertising on the centre circle of the playing area (from the centre point of the playing area to a radius of approximately 2.3 metres)
- floor advertising in the playing area in the middle of each half of the court (4 areas each of 3 x 2m)
- floor advertising inside the goal area (2 areas of 1 x 3m each)
- floor advertising inside the goal (1 area of 1 x 3m each)
- floor advertising along the edge of the playing area
- advertising on the goal net
- other kind of advertising provided the established provisions are met

Advertising is always permitted unless the host broadcaster has regulations to the contrary.

