International
Handball
Federation

XVII. Regulations on Advertising

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International Handball Federation

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Note: The provisions highlighted in yellow will come into force on 1 January 2027.

I. Advertising on Sportswear

Article 1

1. Scope and Applicability

These regulations constitute binding rules governing ~~are a binding guideline for~~ the appearance of advertising on sportswear worn by players and officials of all teams and by IHF officials including IHF referees and IHF Nominees during indoor handball, beach handball and wheelchair handball competitions organised by the IHF. ~~representatives within the sphere of the International Handball Federation.~~

For the sake of clarity, "sportswear" shall mean all clothing, accessories and wearable items used by players, team officials and referees in connection with warm-up and matches played during IHF competitions, such as playing uniforms (short-sleeve shirts or goalkeeper shirts, shorts or goalkeeper pants/shorts), socks, shoes, tracksuits, headgear, wristbands, and protective equipment. The term "sportswear" shall not include technical equipment or personal items not worn on the body, such as bags or containers, unless expressly stated otherwise. Advertising rules applicable to such technical equipment shall be governed by these Regulations.

Unless otherwise stipulated, provisions of these Regulations shall apply to all IHF competitions

Article 2

2. General Provisions

1. Advertising may be placed on the playing uniforms ~~sportswear~~ worn by players during a game as well as on tracksuits, t-shirts (with or without a collar) and sports bags used by players and team officials during the competition. ~~and on the sportswear and tracksuits worn by players and team officials in the places where competitions are held.~~
2. Advertising is permitted on sportswear ~~and on the sportswear and tracksuits used by IHF referees~~, worn by IHF officials ~~and technical delegates~~ during the competition. ~~in the places where competitions are held.~~ Such advertising is reserved exclusively for the IHF.
3. Advertising on sportswear (see 2.1 and 2.2) must not be associated with ~~a~~ any material benefit arising from individual contracts or agreements for the person wearing it.
4. The IHF ~~itself~~ has the right to advertise or place advertising on playing uniforms at indoor and wheelchair handball competitions organised by the IHF (see also 4.2 and 6.2). ~~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 3.3.).~~
5. National federations / clubs are permitted to place advertising on playing uniforms, tracksuits, shirts

and sports bags in accordance with these Regulations. ~~not limited in their placing of advertising on sportswear.~~

~~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.~~

Advertising contracts made by member federations and clubs participating in IHF events ~~World Cup participants~~, which affect the exclusive ~~priority~~ right of the IHF particularly in the placing of advertising on playing uniforms (see 4.2 and 6.2) ~~sportswear~~, are invalid.

7. The legibility of the players' numbers on the playing uniforms must not be affected by the advertising.
8. Players whose playing uniform does not comply with Article 2.7 shall not be permitted to play.

Article 3

3. Type of Advertising

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 shall ~~may~~ not be of a political, confessional, racist or ideological nature. Furthermore, advertising for tobacco, alcohol, and drugs shall be prohibited.
2. National regulations on betting and gambling ~~(bans on advertising for tobacco, alcohol, drugs, etc.)~~ must be observed.
3. The use of fluorescent colours is not permitted. This ban applies not only to advertising but also to the colour ~~material~~ of the sportswear ~~and tracksuits~~ in general.
4. The brands and labels of origin of sports item manufacturers are not regarded as advertising if they do not exceed 30cm² ~~20cm²~~ in area, unless otherwise specified in these Regulations. The manufacturer may send samples of its forms of identification, along with a written description, to the IHF Head Office for inspection.
5. Captain's armbands, wristbands, hairbands, headbands, support bandages, socks, shoes, undergarments, head scarves and protective equipment as defined in the IHF Regulations on Protective Equipment and Accessories must be free of advertising, with the exception of the manufacturer's identification mark (logo or symbol) whose size must not exceed 10cm² (except for socks, compression sleeves, calf compression sleeves, where marks of up to 30cm² shall be permitted). Manufacturer marks on shoes shall be as sold in retail.
6. In case that manufacturer mark consists of an MI Band (Manufacturer Identification Band), such band may be placed on the playing uniform, provided that the same MI Band is used consistently and complies with the following:

   (a) Shirt:

   The MI Band may be placed on both the left-hand and right-hand sides of the shirt, in a continuous band not exceeding 8cm in width and not interfering with the reserved advertising spaces of the IHF, as follows:

(i) around the end of the sleeves; or

(ii) along the shoulder seam or along the lateral (outer) seam of the shirt, provided that it is not wholly visible when the shirt (as worn) is viewed from the front or the back.

(b) Shorts:

The MI Band may be placed once on each leg of the shorts, as a continuous band not exceeding 8cm in width, as follows:

(i) around the bottom edge of the shorts; or

(ii) along the lateral (outer) seam, provided that it is not wholly visible when the shorts (as worn) are viewed from the front or the back.

Article 4

4. Dimensions of Advertising Spaces on Playing Uniforms (Indoor Handball)

1. Advertising shall be permitted exclusively on the following areas of the playing uniform, which are hereby designated as advertising spaces, taking into account the reservation of the outer side of sleeves for the IHF as set out in point 2 of this article. ~~Nothing but the following is recognised as advertising space. It applies to court players and goalkeepers. Generally speaking~~ In general, it is allowed to have different advertising partners for the same space on playing uniforms ~~sportswear~~ during the competition.

    1) lower part of the shirt's front:
    a maximum of two different advertising spaces with a maximum dimension of 30cm in width and 20cm in height
    2) back of the shirt below the players' number:
    a maximum of two different advertising spaces with a maximum dimension of 30cm in width and 20cm in height
    3) upper part of the shirt's front:
    one advertising space below each collarbone with a maximum dimension of 10cm in width and 5cm in height
    4) outer side of the sleeves:
    maximum dimension of 10cm in width and 15cm in height
    5) sides of the shirt:
    maximum dimension of 10cm in width and 20cm in height
    6) front of shorts/goalkeeper pants:
    one advertising space on the leg which does not bear the manufacturer's logo with a maximum dimension of 18cm in width and 12cm in height
    ~~a maximum of two different advertising spaces on one leg with a maximum dimension of 18cm in width and 12cm in height~~

7) back of shorts/goalkeeper pants:
a maximum of two different advertising spaces (one per leg) with a maximum dimension of 18cm ~~25cm~~ in width and 12cm in height

~~The height of the individual characters must not exceed 10cm.~~
~~Captain's armband, wristband, headbands, support bandages, splints must be free of advertising.~~





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.~~
Rights to advertising space at IHF competitions
The outer side of sleeves (see 4.1.4) is reserved exclusively for IHF advertising (without financial participation by the IHF member federations / clubs) and shall be free of any design, advertising or other elements. The IHF reserves the right to place advertising ~~or to advertise special IHF campaigns~~ (e.g. by placing the event logo, IHF logo, Handball at School logo, etc.) in those fields ~~that field~~ or otherwise commercially exploit these advertising spaces (e.g. by granting rights to its marketing partner/s).

All other areas (as defined in 4.1) are reserved exclusively for advertising of the member federations

/ clubs (~~with no~~ without 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.~~

~~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.~~

Article 5

5. Dimensions of Advertising Spaces on Playing Uniforms (Beach Handball)

1. Advertising shall be permitted exclusively on the following areas of the playing uniform, which are hereby designated as advertising spaces. In general, it is allowed to have different advertising partners for the same space on playing uniform during the competition.

    1) lower part of the shirt's front:
    a maximum of two different advertising spaces with a maximum dimension of 30cm in width and 20cm in height
    2) back of the shirt below the players' number:
    a maximum of two different advertising spaces with a maximum dimension of 30cm in width and 20cm in height
    3) sides of the shirt:
    maximum dimension of 10cm in width and 20cm in height
    4) front of shorts:
    one advertising space on the leg which does not bear the manufacturer's logo with a maximum dimension of 18cm in width and 12cm in height
    5) back of shorts:
    a maximum of two different advertising spaces (one per leg) with a maximum dimension of 18cm in width and 12cm in height





2. All areas (as defined in 5.1) are reserved exclusively for advertising of the member federations / clubs (without financial participation by the IHF).

Article 6

6. Dimensions of Advertising Spaces on Playing Uniforms (Wheelchair Handball)

1. Advertising shall be permitted exclusively on the following areas of the playing uniform, which are hereby designated as advertising spaces, taking into account the reservation of the outer side of sleeves for the IHF as set out in point 2 of this article. In general, it is allowed to have different advertising partners for the same space on playing uniforms during the competition.

    1) lower part of the shirt's front:
    a maximum of two different advertising spaces with a maximum dimension of 30cm in width and 20cm in height
    2) upper part of the shirt's front:
    one advertising space below each collarbone with a maximum dimension of 10cm in width and 5cm in height

3) outer side of the sleeves:
maximum dimension of 10cm in width and 15cm in height

4) sides of the shirt:
maximum dimension of 10cm in width and 20cm in height

5) front of shorts:
one advertising space on the leg which does not bear the manufacturer's logo with a maximum dimension of 18cm in width and 12cm in height





2. Rights to advertising space at IHF competitions
The outer side of sleeves (see 6.1.3) is reserved exclusively for IHF advertising (without financial participation by the IHF member federations / clubs) and shall be free of any design, advertising or other elements. The IHF reserves the right to place advertising (e.g. by placing the event logo, IHF logo, Handball at School logo, etc.) in those fields or otherwise commercially exploit these advertising spaces (e.g. by granting rights to its marketing partner/s).
All other areas (as defined in 6.1) are reserved exclusively for advertising of the member federations / clubs (without financial participation by the IHF).
3. No advertising shall be permitted on the wheelchair.

Article 7

7. Space Above the Player's Name

1. No advertising is allowed in the space above the name of the player on the playing uniform.
2. Manufacturer identification marks (logo), country flags, club logos as well as branding of the national

federations or the clubs not exceeding 30cm² shall not be considered as advertising and may be placed in this space.

Article 8

8. Special Provisions

1. ~~Contracts between IHF member federations / clubs and the advertising company must contain no arrangements which restrict the IHF advertising rights.~~

   In the event that an IHF Member Federation or club concludes an agreement with a third party in violation of the IHF's exclusive advertising rights (see 4.2 and 6.2), the IHF shall bear no responsibility for, and shall not be involved in, any disputes arising therefrom, and shall not be liable for any direct or indirect loss of income or other damages resulting from the application or enforcement of the aforementioned articles or any other provision of these Regulations.

2. ~~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.~~

   As part of the examination of ~~players'~~ playing uniforms, the teams submitting photos of uniforms shall also inform about the advertising spaces they want to use or, if possible, submit photos of uniforms including advertising to avoid non-compliance with the present regulations at an early stage.

3. ~~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.~~

Article 9

9. Disciplinary Provisions

1. Any contravention of the provisions of these Regulations at IHF competitions shall be sanctioned by the IHF Head Office in accordance with the following:
   - Exceeding the permitted number of advertising spaces on the court player/goalkeeper shirts: **CHF 1,000 per match**
   - Placement of design, advertising or other elements on the outer side of the sleeves (see 4.2 and 6.2): **CHF 3,000 per match**
   - Placement of advertising on items of sportswear or equipment where advertising is not expressly

permitted under these Regulations, such as wristbands, undershorts, and protective equipment, etc.: **CHF 1,000 per match**

- Correct number of advertising spaces on the court player/goalkeeper shirts, but incorrect position: **CHF 500 per match**
- Exceeding the permitted number of advertising spaces on the court player shorts/goalkeeper pants: **CHF 500 per match**
- Correct number of advertising spaces on the court player shorts/goalkeeper pants, but incorrect position: **CHF 500 per match**

2. In the event of a repeated violation at a subsequent IHF competition, the IHF Executive Committee shall render a decision and may impose sanctions, including a fine of up to CHF 50,000.
3. Decisions of the IHF Head Office and the IHF Executive Committee may be appealed against before the IHF Arbitration Commission in accordance with the IHF Legal Provisions, subject to the payment of an appeal fee of CHF 5,000.

II. Advertising in Sport Halls

Article 1

1. Field of Play Advertising

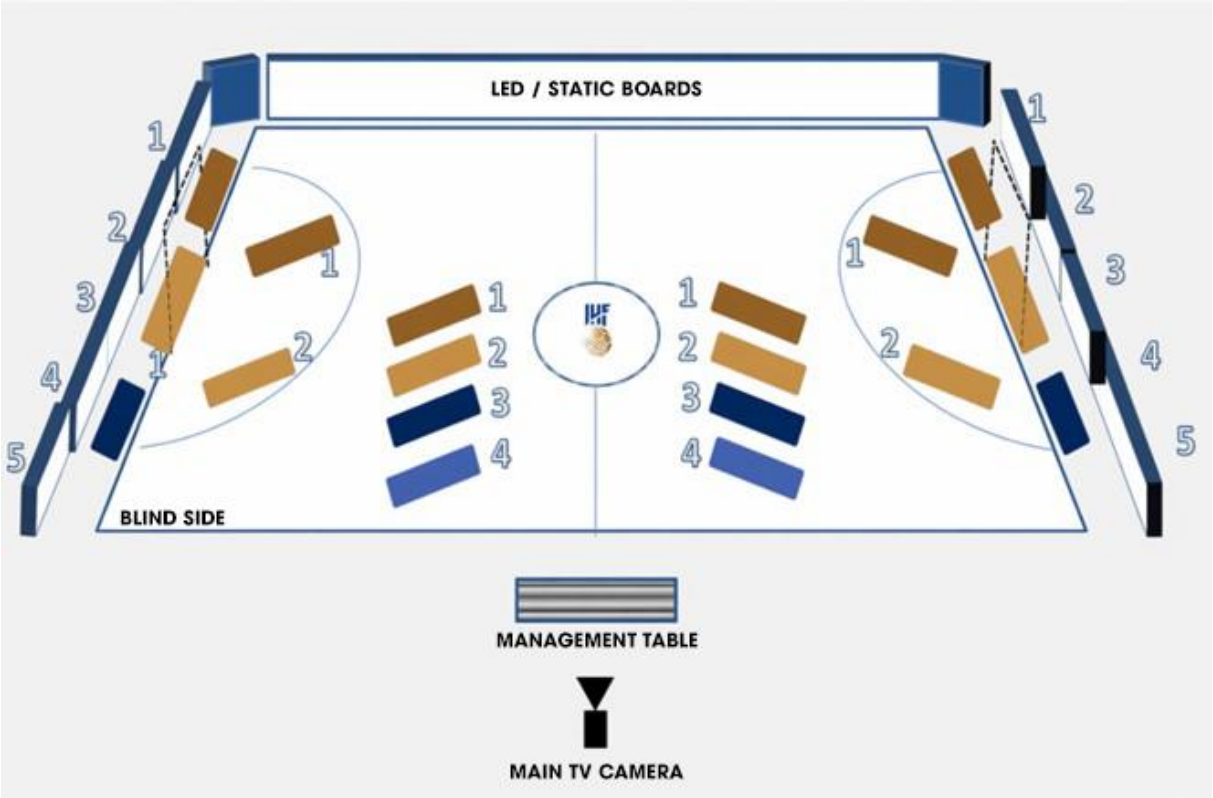
In addition to the advertising on sportswear (see chapter I ~~relevant regulations~~), the International Handball Federation permits advertising in sports facilities at its competitions in the following areas:

~~- advertising at the playing halls including the arena premises and entrances~~
~~- 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~~

- LED advertising board positioned along the sideline opposite the main TV camera as well as behind the goals;
- If there is no LED advertising board available: all-static perimeter boards positioned along the sidelines of the playing court, including segmented side boards, as well as any corner boards extending into the goal-line areas.
- Floor stickers and other on-court advertising placements located within the field of play including but not limited to:
    - Stickers and advertising on the centre circle of the playing area (from the centre point of the playing area up to a radius of 2 metres);
    - Stickers and advertising within the playing area, in the middle of each half of the court (four areas, each measuring 4m x 1m);
    - Stickers and advertising inside the goal area (two areas, each measuring 4m x 1m);
    - Stickers and advertising inside the goal (one area measuring 3m x 1m);
    - 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.~~


LED / STATIC BOARDS
BLIND SIDE
MANAGEMENT TABLE
MAIN TV CAMERA