

## **APPENDIX 11**

### **BYE-LAWS TO RULE 50 – FISA ADVERTISING RULES**

---

#### **1. Application of these Rules**

##### **1.1 These Bye-Laws apply to:**

- 1.1.1** *All international regattas governed by FISA rules. In addition, certain sections below describe advertising rules for World Rowing Championship, World Rowing Cup and such other international regattas as FISA may decide (FISA Events).*
- 1.1.2** *Boats and equipment at the regatta venue from the time of the official opening of the venue until the end of the regatta.*
- 1.1.3** *Rowers and rowers' clothing and accessories with rowers when they are on the water, on or near the victory pontoon or stage during the hours of racing of the regatta (being all times that the traffic rules for racing are in effect in accordance with these Bye-Laws) and while victory ceremonies are in progress.*
- 1.1.4** *All regatta officials and umpires.*

*These Bye-Laws do not apply to (i) the Olympic or Youth Olympic Games where the Olympic Charter applies, or (ii) the Paralympic Games where the International Paralympic Committee (IPC) rules apply, or (iii) other multi-sport games where the rules of the games authority apply.*

##### **1.2 General Principles**

- 1.2.1** *A boat or its crew that is not compliant with Rule 50 or its Bye-Laws may not be allowed to start a race and may be excluded or otherwise penalised by the Starter or Umpire.*
- 1.2.2** *If a crew has raced and it is then found that either the boat or any crew member was not compliant with Rule 50 or its Bye-Laws, the crew may be relegated to last place in the race concerned. If the crew has been notified of its non-compliance and races again in a later round of the same event with clothing and/or equipment that is again or newly non-compliant, the crew shall be excluded from the event concerned.*

1.2.3 *Subject to 1.2.4. hereof, if any member of a crew participating in a victory ceremony does not comply with Rule 50 or its Bye-Laws the crew may be relegated to last place in that particular race, excluded from the event concerned or otherwise penalised. Medals already awarded to a crew which has been relegated or excluded may be withdrawn and awarded to the next placed crew in that event.*

1.2.4 *Identifications on hats and socks do not need to be identical within the crew and subject to the agreement between the rowers and their member federation, may be used for individual rower sponsors (see 2.6 below).*

### 1.3 *Exclusive Rights of FISA*

*The following rights are the exclusive property of FISA for all FISA Events and, in particular, at all World Rowing Championship and World Rowing Cup regattas and shall be commercialised in cooperation with each organising committee in accordance with the applicable Event & Rights Agreement:*

1.3.1 *Television rights, which shall be understood in the widest sense of the term, as it may be used from time to time, and shall include all means now known or hereafter devised, whether live or recorded, by means of any Linear Television Service or Non-Linear Television Service, pay or free television including terrestrial, satellite or cable transmission;*

1.3.2 *Commercial rights, including all commercial and sponsorship rights arising in relation to or in any way connected including signage rights, general sponsorship rights, official supplier rights, event programme rights, advertising rights on all promotional materials and publications, merchandising rights and hospitality rights.*

### 1.4 *"Identification" and how it is measured*

*"Identification" means the display of a name, designation, trademark, logo or any other distinctive sign or mark of any kind.*

*The following types of Identifications are permitted under these Rules:*

1.4.1 *Identification of a manufacturer;*

1.4.2 *Identification of the product technology;*

- 1.4.3 Identification of the member federation or club of the crew concerned;
- 1.4.4 Name of the boat (not the manufacturer of the boat);
- 1.4.5 Identification of the sponsor(s) of the member federation or club;
- 1.4.6 Identification of the sponsor(s) of an individual rower where specifically provided under these Bye-Laws;
- 1.4.7 FISA Identification.

Each of 1.4.1. to 1.4.7. is an “Identification” for the purpose of this Rule.

Within one sponsors Identification, several different sponsors may be displayed, subject to the overall Identification not exceeding the permitted size and subject to Identifications being identical within a crew where this is stipulated in these Bye-Laws.

The area of the Identification is calculated by drawing vertical and horizontal lines at right angles to each other extended from the most extreme points of the name or symbol, or of the background colour if this covers a larger area. Where the identification consists of separated elements, then where these elements are together identified with a sponsor, the measurement shall include the extreme points of all such elements together. The area is therefore measured as a square or rectangle, for example:



## 1.5 FISA Reserved Space

A FISA Reserved Space is a space reserved for use by FISA under these Bye-Laws to display a “FISA Identification” either on clothing or on equipment. A “FISA Identification” may be such identification as FISA shall specify, including but not limited to the regatta sponsor’s name and/or logo. Except as provided in 3.3.1. below, when this space is not being used by FISA it may be used by the regatta organiser but only with the specific prior agreement of FISA. The space shall not be otherwise used.

1.6 *A Manufacturer as Sponsor*

- 1.6.1 *If a manufacturer is also a sponsor, it may use the space reserved for a sponsor in addition to its use of the manufacturer's space, but it may not create a single larger area by combining the two specified areas.*
- 1.6.2 *If the area reserved for the manufacturer is not used by the manufacturer, it cannot be used for another purpose.*

1.7 *Identifications on the boat and within the Crew*

*A crew may display different sponsor identifications on their boat, their oars and their clothing. However:*

- 1.7.1 *Identifications on all oars/sculls must be identical within a boat/crew;*
- 1.7.2 *Identifications on all equipment items and fittings in the boat must be identical within a boat/crew; and*
- 1.7.3 *Identifications on all clothing items must be identical within a crew except as specifically provided within these Bye-Laws.*

1.8 *National Identity*

- 1.8.1 *Crews competing in the name of their member federation are permitted to display their national identity on their rowers clothing and equipment except in those areas specifically reserved for other use or where Identifications are prohibited under these Bye-Laws.*
- 1.8.2 *Where such identity is on the uniform it must be a part of the official design registered with FISA under Rule 51.*
- 1.8.3 *National identity shall include the official national colours, the official country name and/or 3-letter identification code, the official national flag (as approved for FISA ceremonies) and any internationally recognised national symbols of the country.*
- 1.8.4 *Where the member federation is a region or territory, the national identity shall mean such colours, name and flag as are approved by FISA for use at international regattas held under its authority.*

*For the avoidance of doubt, this provision shall not apply to crews competing under the name of a club.*

- 1.9 *Except for state lotteries that are owned or operated on behalf of a state authority, the advertising of any form of betting, gambling, gaming or lottery competition, whether or not involving any sport event(s), which involves the wagering of something of value (including real or virtual currency) on an outcome is prohibited. This prohibition applies irrespective of whether such betting, gambling, gaming or lottery competition advertising would otherwise be permitted by the laws of the country or region in which it will appear. The advertising or sponsorship of any organisation conducting such activity is also prohibited.*

## **2. Racing Clothing**

### **2.1 Racing Uniform**

- 2.1.1 *The “racing uniform” of a crew is defined as the shirt and shorts or the one-piece equivalent. Other items of clothing, such as hat, undershirt or under-leggings, socks, etc., are not part of the uniform for the purpose of these Bye-Laws but such items must be identical within a crew except as specifically provided within these Bye-Laws.*
- 2.1.2 *The Identifications on the racing uniform of a crew must be identical for each member of the crew. However, at international regattas, members of a composite crew shall either wear an identical uniform and identifications or each member of the crew shall wear the uniform and identifications of his own club.*

*Separate Identifications shall not appear together on the racing uniform when worn such that the presentation of either Identification is enhanced.*

### **2.2 Racing Shirt or Equivalent**

- 2.2.1 *For all FISA Events, the racing shirt shall be the “singlet” or “sleeveless-shirt” style.*
- 2.2.2 *The Identification of the member federation or club in whose name the crew is entered may appear once on the front of the shirt and be no more than 100 sq cm in area. The identification of a member federation at a FISA Event may include the name of the specific event - for example, “(Member Federation Team) World Rowing Championships (place & year)” - subject to approval having been obtained from FISA for use of the event name at least three months before the start of the event and to*

*this Identification being part of the registered uniform for that member federation.*

- 2.2.3 *The Identification of the manufacturer of the shirt may appear once on the front of the shirt and may be no more than 30 sq cm in area.*
- 2.2.4 *One product technology Identification of no more than 10 sq cm may appear on the shirt.*
- 2.2.5 *The identification of one or more sponsors of a member federation or club may appear as follows:*
  - a. *One Identification once on the front of the shirt and be no more than 100 sq cm; and*
  - b. *One Identification on each side of the shirt in vertical format to be no more than 80 sq cm each. Such Identifications should not encroach on the front or back of the shirt when worn but should appear only on the side. The Identifications may be different on each side but must be uniform within a crew.*

- 2.2.6 *At FISA Events, rowers may be required to wear special clothing with the FISA Identifications. In particular, FISA may require all rowers to wear a T-Shirt, to be provided by FISA, to be worn under the rowers' racing shirt and upon which FISA Identifications of not more than 100 sq cm in area may appear once on each sleeve.*

*If FISA does not require rowers to wear a FISA T-shirt under the racing shirt, rowers at FISA Events may wear a T-shirt under the racing shirt provided that any Identification on the T-shirt is limited to:*

- 1. a manufacturer's Identification of not more than 10 sq cm in any position except on the sleeve; 2. a non-commercial identification once on each sleeve of a T-shirt which has previously been provided by FISA; 3. a national identity, and that if worn, all members of the crew must wear a T-shirt of the same colour and design.*

*For the avoidance of doubt, the "same design" requires all such shirts to have sleeves of equal length.*

- 2.2.7 *Leader Bib (World Rowing Cup) – At Victory Ceremonies of the World Rowing Cup, FISA may provide at its cost and require rowers to wear, “leader bibs” with identifications as may be determined or approved by FISA. FISA offers the member federation of the crew the opportunity to display its sponsor(s) on the leader bib on an Identification measuring no more than 100 sq cm in area.*
- 2.3 *Racing Shorts or Equivalent*
  - 2.3.1 *The identification of the manufacturer may appear once and be no more than 30 sq cm.*
  - 2.3.2 *One product technology Identification may appear once and be no more than 10 sq cm.*





2.3.3 *In addition to the manufacturer and product technology Identifications, the racing shorts may have one sponsor Identification of not more than 50 sq cm on each leg. These Identifications must be identical within the crew.*

## 2.4 *Headwear*

2.4.1 *A crew is permitted to wear headwear.*

2.4.2 *If two or more members of a crew wear headwear, such headwear shall be identical in colour and design except as otherwise provided in 2.4.4. below. The manufacturer may be different as long as the colour and design are identical.* |

2.4.3 *The Identification of the manufacturer of the headwear may appear once and be no more than 10 sq cm in area.*

2.4.4 *The headwear of individual crew members may have two sponsor Identifications each of not more than 50 sq cm in area. Subject to 1.2.4, these identifications are reserved for the sponsor or sponsors of that crew member and may accordingly, subject to 2.4.2. above, vary between crew members.*

## 2.5 *Socks and leg coverings*

2.5.1 *This provision applies to socks and any other item of leg covering that is worn visibly below shorts (for example, leggings or pressure stockings).*

2.5.2 *At international regattas, all socks and leg coverings shall be of the same design, colour and length within the crew, except only as provided in the sponsor Identifications in 2.5.4. below. The manufacturer may be different as long as the colour, design and length are identical.* |

2.5.3 *The identification of the manufacturer of the socks and/or leg coverings must be the same on each leg and may appear once on each leg and in each case shall be no more than 10 sq cm.*

2.5.4 *The socks or leg coverings (but not both) of individual crew members may also display one sponsor Identification of not more than 50 sq cm on each leg and distinctly separate from the manufacturer's identification. Subject to 1.2.4, these may be different within a crew and, with the agreement between the individual rower(s) and the member federation, may be*

*offered to the sponsor(s) of the individual rowers in the crew and may, accordingly, subject to 2.5.2 above, vary between crew members and be different on each leg.*

#### **2.6 Identification on Shoes**

*Shoes shall be regarded as individual equipment and each rower may wear shoes of a different colour and manufacturer in the boat. Shoes worn at FISA Events, including the quick-release strap connecting them, may carry the Identification of the Manufacturer as generally used on products sold through the retail trade during the period of six months or more prior to the relevant event.*

#### **2.7 Identification on Eyewear**

*2.7.1 Eyewear is regarded as personal to the rower and may be different within a crew.*

*2.7.2 The Identification of the manufacturer may appear once on one of the eyeglass arms and may be no more than 6 sq cm.*

*2.7.3 Alternatively, the Identification may appear twice,; once on each of the two arms,. In this case the Identification on each arm is to be identical and each may not exceed 3 sq cm in area.*

*2.7.4 Only Identification of the manufacturer is allowed. No identification is permitted on the lenses.*

### **3. Identification on Racing Boats**

*3.1 At an international regatta, the only Identifications permitted on the racing boats are:*

*3.1.1 The manufacturers of the boat and its fittings;*

*3.1.2 The name of the boat;*

*3.1.3 The sponsor(s) of the member federation or club;*

*3.1.4 FISA Identifications;*

*3.1.5 National identity.*

*3.2 Identification of the Boat Manufacturer*

*3.2.1 The symbol of the manufacturer of the boat may appear once on each side of the boat in the first 50 cm from the bow of the boat and be no more than 80 sq cm in area. The symbol shall not include any descriptive or other text.*

3.2.2 *The Identification of the manufacturer may appear once on each side of the shell in the section of the boat occupied by the rower(s), except those areas otherwise reserved for FISA and the sponsor(s). Each Identification may be no more than 100 sq cm in area.*

### 3.3 *FISA Reserved Space*

#### 3.3.1 *International Regattas*

- a. *On a 1x, 2x, 2- or 2+, the first 60 cm of each side of the shell in the section occupied by the rower(s) is reserved for the sponsor of the organising committee. The Identification shall be no more than 800 sq cm in area.*
- b. *On a 4x, 4-, 4+ or 8+, the first 80 cm of each side of the shell in the section occupied by the rower(s) is reserved for the sponsor of the organising committee. The Identification shall be no more than 800 sq cm in area.*

#### 3.3.2 *FISA Events*

- a. *On a 1x, 2x, 2- or 2+ boat, the first 80 cm of each side of the shell in the section occupied by the rower(s) is reserved for the FISA Identification and the member federation 3-letter identification code.*
- b. *On a 4x, 4-, 4+ or 8+boat, the first 100 cm of each side of the shell in the section occupied by the rower(s) is reserved for the FISA Identification and the member federation 3-letter identification code.*

### 3.4 *Sponsor Identifications and Boat Name on the side of the boat*

- 3.4.1 *Except for the provisions of para 1.8 , the only other Identifications permitted on the side of the boat are the name of the boat and/or the Identification of the sponsor(s) of the member federation or club.*
- 3.4.2 *The name of the boat shall be considered as a sponsor Identification for the purpose of this Bye-Law.*
- 3.4.3 *Each sponsor Identification on the side of the boat shall be positioned apart from the FISA Identification. However, on each side of the boat the sponsor Identifications may be combined into one or more larger Identifications, subject to the total area*

*of the resulting Identifications not exceeding the total area of all permitted sponsor Identifications on that side of the boat.*

- 3.4.4 *On a 1x, one sponsor Identification is permitted on each side and each shall be no more than 800 sq cm.*
- 3.4.5 *On a 2x, 2- or 2+, two sponsor Identifications are permitted on each side and each shall be no more than 600 sq cm.*
- 3.4.6 *On a 4x, 4- or 4+, four sponsor Identifications are permitted on each side and each shall be no more than 600 sq cm.*
- 3.4.7 *On a 8+, eight sponsor Identifications are permitted on each side and each shall be no more than 600 sq cm.*
- 3.4.8 *The sponsor Identifications may be different, including on each side of the boat. For example, an 8+ may display one sponsor Identification eight times or eight different sponsor Identifications or a combination of these.*
- 3.5 *Sponsor Identifications on the fore and aft decks of the Boat*
  - 3.5.1 *Only one sponsor Identification is permitted on each of the fore and aft decks of a boat, each no more than 800 sq cm in area.*
  - 3.5.2 *The sponsor Identifications on the fore and aft decks may be different.*
- 3.6 *Identification on Riggers or Fins*

*On each rigger and on each side of the fin, the Identification of the manufacturer may appear once and each may be no more than 16 sq cm in area.*
- 3.7 *Identification on Swivels (Oarlocks)*

*The identification of the manufacturer may appear either on one side or on both sides of the swivel. If the Identification is on one side only, it may not exceed 8 sq cm in area, or if on both sides each Identification shall be identical and may not exceed 4 sq cm in area.*
- 3.8 *Identification on Seats*

*On each seat, the identification of the manufacturer may appear only once and may be no more than 6 sq cm in area.*

- 3.9 *With the exception of the plaque required under Bye-Law to Rule 39, paragraph 3.1, no other Identification of the manufacturer is allowed on racing boats.*
- 3.10 *Identification on Bow Numbers Number Plates*
- 3.10.1 *International Regattas – The Identification of an organising committee sponsor may appear once on the bottom of the bow number plate and the lettering may be no more than 5 cm in height.*
- 3.10.2 *FISA Events – The Identification of a FISA sponsor may appear once on the bottom of the bow number plate and the lettering may be no more than 5 cm in height. FISA may require at FISA events that boats carry a bow number plate displaying their national flag or their member federation 3-letter identification code instead of a lane number.*

#### **4. Racing Sculls and Oars**

- 4.1 *Application – This Bye-Law applies to sculling oars and sweep rowing oars.*
- 4.2 *Blade Colours – Only the member federation colours registered with FISA or the Club colours registered with the member federation may appear on the blades.*
- 4.3 *The Outboard Section – No Identifications are allowed on the outboard section of the loom or shaft (that is, outboard from the collar).*
- 4.4 *Identification on the Inboard Section – On the inboard section of the loom or shaft (when measured from the attachment of the handle with the shaft to the collar) the following Identifications are permitted:*
- 4.4.1 *Identification on Sculling Oars – On a sculling oar, one sponsor Identification of no more than 72 sq. cm. is allowed. In addition, the Identification of the manufacturer may appear once and may be no more than 60 sq cm in area; and*
- 4.4.2 *Identification on Sweep Rowing Oars – On a sweep rowing oar, one sponsor Identification of no more than 100 sq cm is allowed. In addition, the Identification of the manufacturer may appear once and may be no more than 60 sq. cm in area.*
- 4.5 *No additional Identifications – Except for the provisions of paragraph 1.8 above, the only other markings allowed on sculling or sweep*

---

*rowing oars are discreet marks to identify the owner, the particular boat and/or the position in which it is used.*

**5. Identification on Regatta Officials' Clothing**

- 5.1 *International Regattas – Regatta officials may wear clothing with organising committee sponsor Identifications.*
- 5.2 *FISA Events – FISA may require regatta officials to wear clothing with FISA Identifications.*

**6. Identification on Umpire Boats**

- 6.1 *International Regattas – An organising committee may require the display of organising committee Identifications (three maximum), each up to 800 sq cm, on each umpire boat.*
- 6.2 *FISA Events – FISA may require the display of FISA Identifications (three maximum), each up to 800 sq cm, on each umpire boat.*