



MARKETING AND ADVERTISING RULES

(In force from 23 November 2019)

1. Marketing and Advertising Rules

- 1.1 This Rule shall apply to paragraphs 1.1 (a), 1.3, 1.4, 1.5 & 1.9 of the International Competitions definition. Area Associations may promulgate produce and circulate their own marketing and advertising rules and regulations to apply to paragraphs 1.6, 1.7, 1.8 and 1.10 of the International Competitions definition, failing which those applicable regulations of World Athletics passed under this Competition Rule shall apply.
- 1.2 Marketing and advertising displays of a promotional nature shall be permitted in all International Competitions as specified in the International Competition definition, provided such advertising and displays comply with the terms of these Rules and with any Regulations that may be passed under them.
- 1.3 The Council may pass Regulations from time to time giving detailed guidance as to the form advertising may take and the manner in which promotional or other material may be displayed at International Competitions conducted under these Rules. These Regulations shall adhere to at least the following principles:
- 1.3.1 General: Marketing which is, in the opinion of World Athletics, tasteless, distracting, offensive, disreputable, defamatory or unsuitable, bearing in mind the nature of the International Competition, is prohibited.
 - 1.3.2 Alcohol Products: Marketing of alcohol products is permitted provided:
 - a. it complies with all applicable laws; and
 - b. such alcohol products have an alcohol content of less than 20%.
 - 1.3.3 Tobacco & Related Products: Marketing of tobacco or tobacco related products and e-cigarettes (including e-shisha or e-hookah) or e-cigarette related products (e.g. refills) are prohibited.
 - 1.3.4 Arms and Weapons: Marketing of arms and weapons (including their manufacturers) are prohibited.
 - 1.3.5 Political/Religious Marketing: Both political (i.e. the promotion of any political parties, associations, movements, ideas or any other political cause) and religious (i.e. the promotion of religions, movements, ideas or other religious causes) marketing are prohibited.
 - 1.3.6 All marketing and advertising displays must comply with all applicable laws and safety regulations.
- 1.4 The Regulations under these Rules may be amended by the Council at any time.

Note to Rule 1.1

If an Area Association chooses to adopt any Regulations passed by the Council under this Competition Rule, then the Area Association will need to seek approval to adopt such regulations in accordance with its own internal approval procedures. Whether an Area Association produces their own marketing and advertising rules and regulations, or this Competition Rule and regulations issued pursuant to it apply then the Area Association is responsible for the application and enforcement of the regulations and not World Athletics. For any International Competitions held under Rules 1.3, 1.4, 1.5 & 1.9 it is the individual event organiser that is responsible for the application and enforcement of the regulations and not World Athletics.