



DIAMOND LEAGUE MEETINGS REGULATIONS

2024 Status Requirements

*(Approved by Council,
28 February 2024, effective 08 March 2024)*

1. General Principles

- 1.1 The Diamond League shall include the best invitational outdoor athletics meetings in the world.
- 1.2 Regulations governing the Diamond League shall be issued to the Diamond League Meeting Organisers (the Organiser) and may be amended every year by World Athletics, in agreement with the Diamond League Association.
- 1.3 The precise requirements are defined hereunder.
- 1.4 The Organiser agrees to respect all World Athletics Rules and Regulations including decisions made pursuant to them, and decisions taken by the General Assembly of the Diamond League Association.
- 1.5 At least one person from the host Member Federation, selected in agreement with the Organiser, must be co-opted onto the organising committee for liaison purposes.
- 1.6 The Diamond League calendar can be found on the World Athletics and the Diamond League websites.
- 1.7 No application shall be considered if Diamond League requirements were not met in the previous year and/or if they are not guaranteed for the year of application.

2. Evaluation and Reporting

- 2.1 All Diamond League Meetings will undergo an annual evaluation on all aspects of their organisation following the system agreed by the Diamond League Association:
 - level of the athletes competing,
 - attendance of spectators;
 - respect of these Regulations;
 - respect of all other World Athletics Rules and Regulations, as well as other requirements agreed with the Diamond League Association;
 - compliance with such guidelines as the Television Production and Graphic Branding Guidelines;
 - respect of the financial commitments towards the athletes;
 - conduct of anti-doping measures;
 - technical conduct of the competition;
 - services provided to the athletes;
 - event presentation;
 - Diamond League concept and office support;
 - media services.
- 2.2 The status can be cancelled according to procedures agreed by the Diamond League Association General Assembly.

- 2.3 Technical Delegates nominated by World Athletics as well as any other Delegates nominated by the Diamond League Association, shall be ready to give assistance to the Organiser and the Organiser shall guarantee full co-operation with the Delegates.
- 2.4 Following each Diamond League Meeting, the Organiser and the designated Delegates shall each be required to complete a detailed Delegate Report Form concerning the staging of the Meeting to be returned to World Athletics by no later than 10 days after the Meeting.
- 2.5 A copy of each Delegate Report Form sent to World Athletics will also be sent to the Organiser concerned. Once they have provided their own Director Report, a copy of all reports will also be sent to the Diamond League AG.

3. Minimum Requirements for Application

3.1 Minimum standards of organisation

As a minimum requirement, the Organiser must observe and respect the decisions of the Diamond League Association and World Athletics Rules, Regulations and designated Guidelines. If a Diamond League Meeting has been evaluated as having not satisfied the minimum requirements for the previous season's status, World Athletics retains the right not to deliver a permit, to downgrade the Meeting and/or to request the Quality Commission of the Diamond League Association to impose penalties.

3.2 Stadium and Technical Aspects

- Capacity (spectators) 12,000
 - Minimum Number of Lanes 8
- All track and field facilities and competition equipment must conform to the Rules and Regulations as amended from time to time. Further to this general requirement:
- Athletics Facility Certificate Class 1 is preferred but must be at least Class 2
 - Warm-up area Adequate for all disciplines
 - Equipment World Athletics certified
 - Implements Provided, except vaulting poles, World Athletics certified
 - Runways Bi-directional
 - Timing Electronic, bib transponders
 - Electronic False Start Yes
 - Measurement EDM or VDM
 - Display Adequate numbers of clocks and rotating boards, one per field event
 - Data processing TV compatible
 - Results service According to World Athletics Guidelines

- Video Screen Full video, minimum of one screen

3.3 Programme of Diamond League Meetings

- The list of disciplines at each Diamond League Meeting is decided by the Diamond League Association General Assembly.
- The programme of any Diamond League Meeting is by default composed of 14 Diamond League disciplines. Additional disciplines chosen by the Organiser and approved by the Diamond League Association's board may complement the main programme. Each Meeting's programme shall be published on the Diamond League website.
- The 32 disciplines of the Diamond League are as follows:
 - **Men:** 100m, 200m, 400m, 800m, 1500m/Mile, 3000m/5000m, 3000m SC, 110mH, 400mH, High Jump, Pole Vault, Long Jump, Triple Jump, Shot Put, Discus Throw, Javelin Throw;
 - **Women:** 100m, 200m, 400m, 800m, 1500m/Mile, 3000m/5000m, 3000m SC, 100mH, 400mH, High Jump, Pole Vault, Long Jump, Triple Jump, Shot Put, Discus Throw, Javelin Throw.
- Organisers may also choose to hold one or more "similar event(s)" in middle distance disciplines as follows:
 - 1000m counts as the 800m, scoring the same points
 - Mile or 2000m counts as the 1500m, scoring the same points
 - 2 miles counts as the 3000m, scoring the same points

3.4 Participation Field

- Although Organisers are not required to invite any particular Athletes or groups of Athletes to their Diamond League Meetings, recommendations listed under Regulation 3.4(b) concerning the Athletes' participation shall apply.
- Where applicable, the Organiser should allow at least one starting place in each event for national Athletes and for the Diamond League Champion of the previous season.
- For any Athlete (including a 'Ranked Athlete' as defined in the Athletes' Representatives Rules), Organisers must only negotiate their participation in the Meeting with:
 - a World Athletics licensed Athletes' Representative;
 - a Member Federation who has received the prior written consent of World Athletics' CEO to represent the athlete;

- iii. the Athlete themselves (if they have chosen to represent themselves).

A complete list of registered Athletes' Representatives is available from World Athletics website at <https://worldathletics.org/athletes/athlete-representatives>.

- d. Once an athlete (or an Athletes Representative on their behalf) has accepted a starting place in a Diamond League meet, and subsequently withdraws for any reason 5 days or less before the Meeting, the athlete cannot compete in a World Rankings Competition (including a Diamond League or Continental Tour meet) for 5 days following the date of the originally accepted Meeting. For the avoidance of doubt, Organisers must not invite an athlete subject to the 5 day period. If an Organiser discovers they have invited such an athlete and are still within the 5 day period then they must withdraw their invitation.
- e. The restriction at Regulation 3.4 (c) can only be waived with the written acceptance of the Technical Delegate of the Meeting in which the athlete originally accepted to compete in and subsequently withdrew from or if for any reason the Technical Delegate is unable to, the World Athletics' Chief Executive Officer (or their nominee), may waive the restriction instead. For the avoidance of doubt, withdrawal for genuine reasons (e.g. illness, injury, bereavement, family emergencies etc.) will be presumed acceptable with supporting information.

3.5 Prize Money at Diamond League Meetings

- a. Each Diamond League Meeting has the obligation to award the following Prize money for each of the Diamond League disciplines, (total US Dollars 25,000 at Diamond League series meetings and US Dollars 60,000 at the Finals).

WDL Series Meetings		WDL Final Brussels	
Place	Prize Money	Place	Prize Money
1	10,000 USD	1	30,000 USD
2	6,000 USD	2	12,000 USD
3	3,500 USD	3	7,000 USD
4	2,000 USD	4	4,000 USD
5	1,250 USD	5	2,500 USD
6	1,000 USD	6	2,000 USD
7	750 USD	7	1,500 USD

8	500 USD	8	1,000 USD
Total	25,000 USD	Total	60,000 USD

The prize money for places 9th to 12th in the 1500m, 3000m/5000m and 3000m SC disciplines is as follows:

WDL Series Meetings		WDL Final Brussels	
Place	Prize Money	Place	Prize Money
9	500 USD	9*	1,000 USD
10	500 USD	10*	1,000 USD
11	500 USD	11*	1,000 USD
12	500 USD	12*	1,000 USD

- b. At the end of the Diamond League series meetings, the Athletes with the most points in each Diamond League discipline will qualify for a place in the Diamond League Final, where all 32 Diamond League Champions will be crowned in a two-day season Final.
- c. In case of a tie for the same position the prize money corresponding to the position will be divided into equal shares between the athletes tying for this position.
- d. The minimum bonus awarded for breaking a World Record is US Dollars 50,000.
- e. Prize money and promotional fees must be paid within thirty (30) days following notification by the Athletics Integrity Unit (AIU) to the Organiser that there has been no adverse analytical finding in the doping control of samples taken at the Diamond League Meeting and a minimum of thirty (30) days has elapsed since the competition. The payments are to be based on invoices which must comply with the communicated legal, fiscal and procedural requirements of the Organiser.
- f. Payment of travel reimbursements will be made either at the time of the Diamond League Meeting or within two (2) weeks after the Meeting, provided the necessary paperwork has been submitted to the Organiser.
- g. Upon request by the Quality Commission of the Diamond League Association, an Organiser shall provide, within two (2) weeks, all proof of the payment made according to these Regulations and the agreements signed by the athletes (or their representatives).

3.6 Scoring at Diamond League Meeting

- a. The top eight (8) Athletes in each Diamond Discipline shall be awarded the same points at each Diamond League Meeting:

Scoring	
Place	Points
1	8 points
2	7 points
3	6 points
4	5 points
5	4 points
6	3 points
7	2 points
8	1 point

**For clarity, places 9th to 12th in the 1500m/Mile, the 3000m/5000m and 3000m SC races do not score points.*

- b. To qualify for the Diamond League Final, each of the 32 Diamond League disciplines athletes will earn points at the Diamond League Series Meetings where the discipline is staged.
- c. In case of a tie:
 - For the same discipline, the points will not be divided between the tying athletes, but each tying athlete will receive the full amount of points corresponding to the place;
 - For the same position to qualify for the Diamond League Final, the athlete will be chosen according to the best legal performance amongst those achieved in the Diamond League Meetings.
- d. The Athlete winning the final of a Diamond League discipline will become the “Diamond League Champion” of that discipline.

3.7 Medical

All Meetings of the Diamond League shall include:

- an emergency medical structure and ambulance on site, including resuscitation and minor stitching;
- physiotherapy at the stadium and at the athletes’ hotel.

3.8 Anti-Doping

- a. The Anti-Doping Rules (and appendices) in force are to be strictly observed;

- b. Facilities available at the doping control station must meet the minimum requirements as set out by the AIU and provided to the Organisers by the AIU ahead of the season;
- c. A minimum of fifteen (15) doping control tests are to be conducted, of which five (5) must be EPO tests. Additional tests shall be conducted:
 - systematically when an Athlete breaks or equals a World and/or an Area Record (if more than one athlete breaks or equals the record in the same event, then all athletes concerned must be tested);
 - when requested by any Athlete who has broken a National Record.
- d. For the Diamond League Final, a minimum of twenty three (23) doping control tests are to be conducted, of which 8 must be EPO tests.
- e. Samples shall be analysed by a WADA accredited laboratory designated by the AIU:
 - at the Organisers' expense, when the doping controls are conducted at the AIU's request and in the case when an Athlete breaks or equals a World and/or an Area Record;
 - at the Athlete's expense, if the control is made at their request;
- f. Doping Control for men and women must be conducted in separate rooms;
- g. Athletes having to undergo doping control must be provided with dedicated transport,
- h. EPO testing shall be conducted in accordance with the EPO Protocol;
- i. If the sample indicates the presence of a substance that is on the current WADA List of Prohibited Substances and Methods, the Athlete concerned shall be informed through his/ her Member Federation in accordance with the test results management procedure and will not be allowed to compete provisionally in further competitions until resolution of the case as appropriate.

3.9 Media

The services to be provided to the press and photographers must comply with the current World Athletics Media Guidelines as well as these Regulations, Media tribune facilities, result services, Internet and press conferences minimum requirements are as follows:

- | | |
|---------------------|---|
| • Tribune | Dedicated seats |
| • Equipment | TV monitors + CIS |
| • Results service | Hard copies (upon request) + CIS |
| • Internet / Web | Meeting website with start-lists and results |
| • Press releases | Frequency to be determined by each Organiser |
| • Photographers | High-speed internet access - WIFI or cabled - should be guaranteed for photos to be sent electronically from stadium Media working area |
| • Press conferences | A minimum of 2 (two) |

3.10 Television

- e. The international TV rights for the Diamond League are marketed by IMG;
- f. Television production and service to broadcasters will have to comply with the Diamond League TV Production Standards;
- c. Broadcast (60 minutes minimum) is compulsory in the host country;
- d. Each Diamond League Meeting/ host broadcaster will provide IMG and the Diamond League AG with a professional quality, digital recording of the competition on hard drive and cloud solution.

3.11 Logistics

Diamond League Meeting headquarters hotel and transport facilities provided by the Organiser must comply with the following:

- Hotel star rating 4*
- Athletes' transport to/from hotel, stadium, airport, train station
- Delegates Pool cars
- Vaulting poles Transport and storage

3.12 World Athletics Delegates and Staff

World Athletics Delegates and Staff attending the Diamond League Meeting shall be given full co-operation and support as defined in the respective agreements between the Diamond League AG and the Organiser.

3.13 Insurance

The Organiser must ensure the Diamond League Meeting is covered by a liability insurance policy, in favour of the athletes, officials and spectators, to cover risks for which they may be liable. Another insurance policy should be taken against the risks of cancellation by the Organiser. Athletes, however, are responsible to take out their own insurance cover for medical and accidents.

3.14 Marketing and other rights

The Organiser and Diamond League Association guarantee to abide by the agreements between the Diamond League Association and World Athletics regarding all marketing and other rights granted to World Athletics. The Organiser and Diamond League Association agree to comply with and implement the Marketing & Advertising Regulations concerning event branding set out in Appendix 1.

3.15 Sustainability

Organisers must meet the Sustainable Event Standard set out in the following link <https://worldathletics.org/athletics-better-world/sustainability/athletics-for-a-better-world-standard>

4. Entry of Athletes

4.1 Participation of athletes in Diamond League Meetings is at the discretion of the Organisers. However, invitations are subject to compliance with the Rules and Procedures agreed by the General Assembly of the Diamond League Association.

4.2 Based on points received at Diamond League Meetings, the following number of athletes will be invited to participate in the Diamond League Final:

- Lane disciplines: Top 8 in 100m, 100m Hurdles, 110m Hurdles and 800m (Top 7 for the 200m, 400m and 400m Hurdles should the stadium where the Final is held only has 8 lanes)
- Middle / long-distance disciplines (1500m / 5000m/ 3000m SC): Top 10
- Field disciplines: Top 6

4.3 Pursuant Regulation 3.4 (b) above and in accordance with the Athletes' Representative Rules, Organisers must negotiate with the licensed Athletes' Representative, for any Athlete invited to participate in the Meeting.

4.4 National wild cards at the Diamond League Final are permitted as follows:

- For all track disciplines, one male and one female athlete from the country in which the final is taking place can be offered a wild card provided that their standard is adequate to compete at that level.
- For all field events, one male or one female athlete from the country in which the Final is taking place can be offered a wild card provided that their standard is adequate to compete at that level.

4.5 Requirements for a Global Wild Card to the Diamond League Final:

- Where a Diamond League Meeting Organiser has not already granted a National Wild Card (i.e. a Global Wild Card and National Wild Card cannot be applied together in the same Diamond League Meeting).
- The maximum number of Global Wild Cards is up to four athletes. In principle, two men and two women may receive a Global Wild Card.
- Are decided and granted to identified athletes by the Diamond League AG Board (who may delegate responsibility to a sub-committee of Diamond League Association Members), in consultation with the organiser of the WDL Final.
- To be eligible and considered for a Global Wild Card athletes must:
 - have either competed and achieved a result in at least one Diamond League meeting during the season or competed and got injured at a Diamond League Meeting;
 - be placed in the top 5 World Rankings of their discipline, or in the top 20 of the overall World Rankings, or be the current World Record Holder, or the current Olympic/ World / Diamond League champion;

- If granted a Global Wild Card, the athlete will not be eligible to receive Prize Money or the Wild Card for World Championships scheduled to be held in the same year but instead may be offered a special promotional fee.
- If they win, a Global Wild Card athlete will be awarded the Diamond League trophy and the title of Diamond League Champion.

5. Technical

- 5.1 Organisers shall make the provisional Entry List and Timetable available on the Diamond League website (www.diamondleague.com) at least seven days before the Diamond League Meeting.
- 5.2 World Athletics (worldathleticsmeetingresults@worldathletics.org) shall be notified as soon as the Entry List and Timetable are available.
- 5.3 The Organiser must hold a Technical Meeting the day before the competition and shall inform World Athletics (worldathleticsmeetingresults@worldathletics.org) of its date, time and venue.
- 5.4 After the Technical Meeting, the Organiser shall post the Start Lists on the Diamond League website (www.diamondleague.com) and send them to World Athletics: (worldathleticsmeetingresults@worldathletics.org)..

The Start List should include:

- Discipline
 - Diamond League Points and Standings
 - Athlete's Surname and Name
 - Athlete's Country Code
 - Athlete's Date/Year of Birth
- 5.5 Results will be made available online immediately after the conclusion of each event. At the same time, they shall be sent to World Athletics (worldathleticsmeetingresults@worldathletics.org). If this is not possible, results must be sent within one hour of the end of the competition at the latest.

Results should include:

- Discipline
- Diamond League Points and Standings
- Athlete's Position
- Athlete's Surname and Name
- Athlete's Country Code
- Athlete's Mark
- Wind: 100m, 100mH and 110mH
- Wind for each trial: LJ, TJ

6. Breaches and Sanctions

- 6.1 In the event of an allegation of breach of any of these Regulations or World Athletics' Rules or Regulations generally, the alleged breach will be investigated and, if applicable and subject to Regulation 6.2 below, sanctioned in accordance with the Disputes and Disciplinary Proceedings Rules.
- 6.2 If the Disciplinary Officer finds there has been a breach of these Regulations or other relevant World Athletics Rule or Regulation, **in addition** to the sanctions set out in the Disputes and Disciplinary Rules, they may impose any one or more of the following sanctions:
- 6.2.1 withdrawal of the Organisers' current Permit;
 - 6.2.2 downgrade the Organiser's Permit;
 - 6.2.3 not accept the results from the Organiser's meeting as being 'official' and invalidate the results in the World Athletics statistics or results;
 - 6.2.4 place conditions on future applications from the Organiser for a World Athletics Permit;
 - 6.2.5 prohibit the Organiser from applying for a meeting Permit for a period as may be appropriate in the circumstances.
- 6.3 Where the Disciplinary Officer makes a finding against an Organiser:
- 6.3.1 World Athletics or its delegate(s) may publish the decision and/or the sanction as World Athletics (or its delegate(s)) considers appropriate.
 - 6.3.2 a copy of the findings will be provided to the Member Federation where the Organiser's meeting is or would have normally been held.

Appendix 1

**MARKETING AND ADVERTISING REGULATIONS
WORLD RANKINGS COMPETITIONS EVENT BRANDING:
WANDA DIAMOND LEAGUE & CONTINENTAL TOUR GOLD**

1. SPECIFIC DEFINITIONS

The words and phrases used in these Regulations that are defined terms (denoted by initial capital letters) shall have the meanings specified in the Constitution, the General Definitions and/or the Rules or (in respect of the following words and phrases) the following meanings:

Advertising	any advertising and/or display of a promotional nature.
Advertising Board	a surface whether static, fixed, electronic, rotatable, virtual or otherwise, suitable for Advertising or other identification which is placed at the Event Sites, and which includes Perimeter Boards and In-field Boards.
Applicable Laws	all laws and statutory regulations (including the laws of the country where an Event takes place) as well as health & safety laws and any statutory regulations issued by or applicable to broadcasters.
Bib	the identification card (which identifies the Athlete's country, name and/or number) worn by an Athlete during the Competition.
Competition	the athletic competition (in all its various forms and disciplines) which the Athletes participate and compete at the Event.
Competition Official	an official, or his or her representatives, appointed by the Event Organiser of a Competition in accordance with the Competition Rules.
Constitution	has the meaning given to it in the Generally Applicable Definitions.
Event	means an event organised under paragraphs 1.d. & 2.d. of the World Rankings Competitions definition.
Event Logo	any symbol, design or other graphical identification, and/or the official name (including website address and social media handles) of the Event (including, if applicable, the name of a Title Sponsor incorporated into the official name of the relevant Event).
Event Organiser	the organiser who has responsibility for the operational delivery of the relevant Event and has been granted the relevant World Athletics label or permit to do so.
Event Sites	for Events, whether indoors or outdoors, those areas (including areas of a course or route) under the control of the Event Organiser.
Event Sponsors	the entities that have been granted and have acquired marketing rights in relation to the Event at a regional or national level, which include the Title Sponsor, the Event

Supporters, the Event Suppliers and the Public Institutions.

Field of Play	the area in which the Athlete participates and/or competes in their Competition (which for non-stadium Events means the course) including the post Competition area and, if the Athlete wins a podium place, the area leading to the podium, the mixed zone, press conference areas and where a victory ceremony or laps take place.
In-field Boards	an Advertising Board placed in the Event's stadium within the inner edge of the track.
International Competitions	has the meaning given to it in the Generally Applicable Definitions.
Logo	any symbol, design or other graphical identification, slogan and/or the name (including websites and social media handles) of any entity and/or of any product of such an entity.
Marketing	the promotion or sale of products or services, including but not limited to Advertising, activations, communications, engagement, endorsements, promotions, sponsorship or sponsored publications.
Perimeter Board	an Advertising Board which is placed in the Event's stadium around the outside of the track at the first or second tier, at or near the warm-up track or along the course of a non-stadium Event or Competition.
Presentation Bib	a presentation bib which is worn by a podium placed Athlete at Competition ceremonies.
Provider	any company, whose principal business is the manufacture or the provision of any kind of equipment, apparel or other products or services for use by an Athlete, Competition Official or otherwise at an Event that are necessary for the staging and organisation of the Event (such as drinks, copiers, cars, timing, measurement, computer hardware/software, telecommunications, and home electronics (TV/audio/video/broadcasting equipment)), or any company who has been approved by the Event Organiser, which has manufactured any kind of equipment, apparel or other products whatsoever or provided services for use by an Athlete, Competition Official or otherwise at an Event.
Title Sponsor	the Event Sponsor which is the title sponsor of the Event incorporated into the official name of the relevant Event.

Trademarks all registered and unregistered trademarks, service marks, trade dress and other indicators of source, origin, sponsorship, certification or endorsement, trade names, emblems, logos, corporate names, slogans and commercial symbols, catch-phrases, slogans, taglines, all applications therefor, and all associated goodwill.

2. PURPOSE AND COMMENCEMENT

- 2.1 These Regulations are made in accordance with Articles 4.1 (c), (d) and 47.2(d) of the Constitution and Marketing and Advertising Rules.
- 2.2 Pursuant to the Marketing & Advertising Rules, these Regulations may be amended from time to time by Council. Any amendment made to the Regulations will be included in a subsequent version and will be effective as of the date such variation is approved by Council.
- 2.3 Unless stated otherwise in any Event related regulations issued by World Athletics from time to time, these Regulations govern the Marketing displayed at, taken into or placed at Event Sites by any of the entities described herein or otherwise participating in or assisting the organisation of or the exploitation of Diamond League and Continental Tour Gold Events.
- 2.4 These Regulations must be read in conjunction with the Rules and Regulations.
- 2.5 To the extent of any inconsistency between:
- 2.5.1 these Regulations and the Rules, the relevant provision of the Rules shall apply;
- 2.5.2 these Regulations and the Constitution, the relevant provision of the Constitution shall apply.

3. GENERAL MARKETING PRINCIPLES

- 3.1 Marketing at the Event Sites must:
- a) comply with the Rules and Regulations, these Regulations, any applicable guidelines issued by World Athletics as well as all Applicable Laws; and
 - b) not adversely interfere with the integrity or technical conduct of a Competition (including on the Field of Play) including interfering with official markings, impeding the Competition Officials from officiating or coaches view of the Athlete (for example, view of an Athlete's approach technique for a jump or throw) and, in particular, Regulations 4 to 10 are subject always to this overriding principle);
 - c) not be obstructed from the spectators and broadcasters' camera view in any manner during the WAS Event, except for obstruction incidentally caused by Athletes and Competition Officials during their participation in a Competition; and
 - d) not obstruct television cameras and railcams.
- 3.2 No items with Advertising, Logos or other brand identification, other than as expressly permitted in these Regulations approved by the Event Organiser and the World Athletics Chief Executive Officer or their nominee, may be displayed, taken into or

placed in the Event Sites by Athletes, Team Personnel, Competition Officials, Event Organisers, Event Sponsor, photographers, camera crew, Providers or any other entities described in these Regulations or otherwise participating in or assisting in the organisation or exploitation of an Event.

3.3 Any Marketing, Advertising and/or Logos displayed or placed at the Event Site is subject to the prior approval of the Event Organiser.

3.4 Additional opportunities for Marketing at the Event Sites not provided for in these Regulations or deviating from these Regulations may be provided with the prior written agreement of the Event Organiser and the World Athletics Chief Executive Officer or their nominee.

3.5 **Permissions and Prohibitions**

3.5.1 These Regulations are subject always to the permissions and prohibitions set out at Rule 1.7 of the Marketing and Advertising Rules.

3.6 **Use of World Athletics Logo**

3.6.1 Any use by an Event Organiser of the World Athletics name/Logo shall not be used in a manner that implies, suggests or creates an association between an Event Sponsor and World Athletics. The World Athletics name/Logo shall be used in accordance with the relevant World Athletics brand guidelines and shall not be used by the Event Sponsor next to, with or alongside the name of and/or Logo of an Event Sponsor, unless the Event Sponsor is also a World Athletics commercial affiliate and the World Athletics Chief Executive Officer or their nominee has given its prior written approval.

4. **MARKETING AT ALL EVENTS**

4.1 **Awards Podium**

The front, top and any element forming part of the awards podium may display the Event Logo and/or the Logo of one or more of the Event Sponsor. The maximum height of each Logo is 30cm, unless otherwise agreed with the World Athletics Chief Executive Officer or their nominee.

4.2 **Backdrops**

Backdrops, such as those placed behind the awards podium, in the mixed zone and in press conferences, may display the Logo of the World Athletics, the Event Logo and/or the Logo of one or more of the Event Sponsor. The maximum height of each Logo is 30cm, unless otherwise agreed with the World Athletics Chief Executive Officer or their nominee.

4.3 **Event Sponsor Announcements**

4.3.1 Event Sponsors may be acknowledged in public address announcements prior to, during the course of and after a Competition. Such announcements may include a jingle, shall be made in a reasonable manner and must not interfere with the Competition and broadcast coverage. During the course of a Competition, Event Sponsors' announcements may have a maximum total duration of 60 seconds per hour.

4.3.2 Any Event Sponsor announcements shall not interfere with any broadcast recordings and, therefore, appropriate adjustment must be made to the volume of any public announcement system loudspeakers placed near to the broadcast commentary and interview positions.

4.4 **Scoreboards/Giant Screens**

4.4.1 The outside frame of the scoreboards (also known as giant screens) shall be clear of any Advertising of the manufacturer, unless it is a Commercial Affiliate. The Logo of Event Sponsor may be placed on the outside frame of the scoreboard, provided that the maximum distance between the edge of the Logo and the edge of the scoreboard is 1.2m.

4.4.2 Advertising of the Event Sponsor with or without spoken text (such as advertising slots, commercials etc.) may be shown on scoreboards before the commencement of each session at the Event and immediately after the last session of an Event, as well as during dead time between Competitions.

4.4.3 The Logo of the Event Sponsor may be displayed on the scoreboard screen during a Competition.

4.5 **Gantries**

Gantries are produced in varying designs, shapes and sizes depending on the Event Site. Accordingly, there are no restrictions in respect of the size, number and position of the:

- (i) Event's official title
- (ii) Event Logo
- (iii) Official timing devices with the Logo of the Event Sponsor providing the services with respect to timing
- (iv) Event Sponsor Logos

on the start, finish and awards ceremonies' gantries or any other gantry on the Event Site. This Regulation applies to Athlete entrance gates and gantries at stadium events.

4.6 **Finish Line Tape**

The Logo of Event Sponsor and/or the Event Logo may be repeatedly displayed on both sides of the finish line tape. The maximum height of each Logo is 20cm.

4.7 **Space Blankets**

Two (2) Logos of Event Sponsor may be displayed on both sides of space blankets provided to Athletes during or at the end of a Competition. The maximum size of each Logo is 40cm² with a maximum height 5cm.

4.8 **Award Items**

Any award items (except medals) given to Athletes at the end of a Competition, at the finish line or during medal ceremonies may display the Logo of one or more of the Event Sponsor and/or the Event Logo. The maximum height of each Logo is 5cm.

4.9 **Product Placement**

Event Sponsor' products may be placed at the Event Sites during the Competition, including at the Event's tracks, in-field, along the Competition's course and at press conferences. The size, location and manner of such placement must be determined by the Event Organiser.

5. **MARKETING AT STADIUM EVENTS**

5.1 **Track Surfaces (Main Track and Warm-up Tracks)**

5.1.1 Logo of the Track Surface Manufacturer

A maximum of two (2) flat Logos of the actual manufacturer of the track surface may be displayed in watermark style on the track surface, provided that the actual manufacturer of the track surface is an Event Sponsor of the relevant Event. The height of each such flat display shall not exceed 1m for outdoor tracks and 0.5m for indoor tracks. The identification must not interfere with the track markings.

5.1.2 Name of the Stadium and/or Name of the Host City and/or the Event Logo

The following identifications (without limitation or number) may be displayed in a flat watermark style on the track surface:

Name or Logo– Max. Two (2) from options below	Maximum Height	
	Indoor	Outdoor
Stadium Name (may include commercial name)	2.5m	5m
Host City	2.5m	5m
Event Logo (may include Title Sponsor)	2.5m	5m
Logos of Commercial Affiliates	0.5m	1m

- i. provided always that the shade of the watermark identification must be in the base colour of the track and must be diluted a maximum of 66% by white colour. The identification must not interfere with the track markings, which must remain dominant.

5.1.3 World Athletics Certification Logos

A maximum of two (2) identifications, two (2) of the same or one (1) of each “World Athletics Certified Product” and/or “World Athletics Certified Facility”, may be displayed in a watermark style on the track surface. The width of each such flat display shall not exceed 50cm for outdoor tracks and 25cm for indoor tracks. The identification must not interfere with the track markings and should be outside of the area where Athletes are competing. The World Athletics Certification logos shall be subject to terms and conditions of licence and used in accordance with the relevant World Athletics brand guidelines and it shall not be used next to, with or alongside the name and/or Logos of an Event Sponsor unless it is a World Athletics commercial affiliate and the World Athletics Chief Executive Officer or their nominee has given its prior written approval.

5.2 **Advertising Boards**

5.2.1 General Principles

- (i) Content: The Advertising Boards may display Logos as well as any other identification or content authorised by the Event Organiser, of the Event Sponsor, the Event, the host city and the broadcasters, or, subject always to Regulation 3.5 above, any other third party as determined by the Event Organiser.
- (ii) Double-sided: Advertising Boards may be double-sided with Advertising displayed on both sides of the Advertising Boards.
- (iii) LED: if LED technology is used, solus and/or shared solus configurations are permitted.

5.2.2 Outdoor Stadium

5.2.2.1 Perimeter Boards

- (i) First Tier: Perimeter Boards around the track shall be placed in standard conditions at 30cm from the outside edge of the track, including on the reverse camera-angle, camera blind side along the 100m straight (“100m Straight Boards”). They shall be of a consistent height. They must be limited to one row. A second row directly behind the track boards is not permitted.
- (ii) Second Tier: Perimeter Boards are permitted in the second tier. They shall be of a consistent height.
- (iii) Size: Perimeter Boards may have a maximum height of 1.2m.

5.2.2.2 Perimeter Board Behind the Start of the 100m

- (i) One (1) Perimeter Board or backdrop may be placed behind the start of the 100m (110mH), either at track level or raised 50cm from the track surface. Such Perimeter Board behind the start of the 100m may display the Logo of one or more of the Event Sponsors.
- (ii) The maximum height of the behind-the-start of the 100m Perimeter Board or backdrop is 2.5m and its maximum width is the width of the track.

5.2.2.3 In-field Boards

- (i) Position: In-field Boards, if any, shall be placed in standard conditions at not less than 50cm from the inner edge of the track, anywhere in the infield.
- (ii) Maximum amount: A maximum length of 120m of In-field Boards is permitted.
- (iii) Size: In-field Boards have a maximum length of 3m and height of 50cm. The In-field Boards may be elevated on a neutral pedestal of a maximum height of 10cm, so that the total maximum height from the ground to the top of the In-field Board shall be 60cm.

5.2.3 Indoor Stadium

5.2.3.1 Perimeter Boards

- (i) First Tier: Perimeter Boards shall be placed around the outside edge of the track, including on the reverse camera-angle, camera blind side along the finishing straight (“Finishing Straight Boards”). They shall be of a consistent height. They must be limited to one row. A second row directly behind the track boards is not permitted.
- (ii) Second Tier: Perimeter Boards are permitted in the second tier. They must be of a consistent height.
- (iii) Size: Perimeter Boards may have a maximum height of 1m.

5.2.3.2 In-field Boards

- (i) Position: In-field Boards, if any, shall be placed in standard conditions at not less than 0.50m from the inner edge of the track, anywhere in the infield, as well as along the length of the straight.
- (ii) Maximum amount: A maximum amount of 30m of In-field Boards shall be permitted.
- (iii) Size: In-field Boards have a maximum height of 40cm. The In-field Boards may be elevated on a neutral pedestal of a maximum height of 10cm, so that the total maximum height from the ground to the top of the In-field Board shall be 50cm.

5.2.4 At Warm-up Areas

Perimeter Boards may be placed at warm-up areas. Such Perimeter Boards may have a maximum height of 1.2m and they must be of a consistent height.

5.2.5 Protective Run-Off Mats at Indoor Stadium

The Logo of an Event Sponsor or the Event Logo may be displayed on the protective run-off mats at the end of the 60m straight. The maximum height of such display is 1.5m and the maximum width is the width of the track.

5.2.6 Cam Carpets

Cam carpets may be used on the track surface or the in-field. The maximum height of the cam carpet’s relative appearance from the main camera angle is 1.2m.

5.3 Advertising on the In-field Surface

For outdoor stadiums the Logos of the Event, Event Sponsor and/or any other third party as determined by the Event Organiser may either be painted on or a carpet or other material laid on the surface of the in-field. If one Logo is displayed the maximum size is 80m² or if two or more Logos are displayed the maximum size of 60m²each. Such Logo(s) must be placed not less than 3m from the edge of the landing sector on the in-field surface (i.e. not inside landing sector or interfering with the free movement of the Competition Officials, photographers, television crew, other authorised personnel working on the in-field and remote control vehicles).

5.4 **Throws Circle**

The area outside the perimeter of the throwing circle for the Shot Put, Discus Throw and Hammer Throw circle may display the Logos of the Event Sponsor. Except that no Logo may be placed or interfere(s) with any landing sector or on the rim / stop board where the Athlete throws the implement or official markings around the circle which must be kept clean of any Logos.

5.5 **Jumps and Pole Vault Runways**

The Logos of the Event, Event Sponsor, the host city and/or any other third party as determined by the Event Organiser may be displayed along the runways for the Long Jump, Triple Jump, High Jump and Pole Vault. For outdoor stadiums the maximum height is 50cm and for indoor stadiums the maximum height is 40cm. The display may be elevated on a neutral pedestal that has a maximum height of 10cm, so that the total maximum height from the ground to the top of the board is 60cm (outdoor stadiums) and 50cm (indoor stadiums) respectively. For outdoor and indoor stadiums the display must not be less than 50cm from the runway.

5.6 **Javelin Throws Runway**

The Logos of the Event, Event Sponsor, the host city and/or, any other third party as determined by the Event Organiser may be displayed along the runway of the Javelin Throw. The maximum height is 50cm. The display may be elevated on a neutral pedestal that has a maximum height of 10cm, so that the total maximum height from the ground to the top of the board is 60cm. The display must not be less than 50cm from the runway.

6. **MARKETING AT NON-STADIUM EVENTS**

6.1 **Perimeter Boards**

- (i) Content: The Perimeter Boards may display Logos as well as any other identification or content authorised by the Event Organiser, of the Event Sponsor, the Event and the broadcasters, or, subject always to Regulation 3.5, any other third party as determined by the Event Organiser.
- (ii) Position: Perimeter Boards may be placed around the course of the Competition as well as at the start and finish areas.
- (iii) Size: The maximum height of the Perimeter Boards is 1.2m.
- (iv) Double-sided: Perimeter Boards may be double-sided with Advertising displayed on both sides of the Perimeter Boards.

- (v) LED: if LED technology is used, solus and/or shared solus configurations are permitted.

6.2 **Cam Carpets/Road Marking**

Cam carpets may be placed on the course and/or the road may be marked with Logos of Event Sponsor, World Athletics, the Event, the host city, the broadcasters or, subject always to Regulation 3.5 any other third party as determined by the Event Organiser. The maximum height of the cam carpet's relative appearance from the main camera angle is 1.2m.

6.3 **Other Advertising Signs**

Other Advertising signs, road signs, arches, inflatables, any seat kill dressing and/or any other applications, whether now known or thereafter developed, may be placed around, on or above the course of the Competition (such as in cheering zones) as well as at the start and finish areas, subject to the Event Organiser's approval. Such other Advertising signs may display the Logos of Event Sponsor, the Event, the host city, the broadcasters or any other third party as determined by the Event Organiser.

7. **EQUIPMENT AND IMPLEMENTS USED DURING COMPETITIONS**

7.1 **Competition Equipment**

7.1.1 **General**

7.1.1.1 A maximum of two (2) "World Athletics Certified Product" Logos may be displayed on Competition equipment, throwing implements (i.e. shots, discus, javelins and hammers) and relay batons which shall be in accordance with the Guidelines for the Official World Athletics Certification Logos section of the World Athletics Certification Procedures.

7.1.1.2 Competition equipment may be branded with the official Event look and feel.

7.1.1.3 The Logo of the Provider or manufacturer of Competition equipment may be displayed on such Competition equipment and throwing implements (i.e. shots, discus, javelins and hammers) and relay batons including any identification that is required by Applicable Laws.

7.1.2 **Shots, Discus, Javelins, Vaulting Poles, Hammers, Crossbars, Uprights, Lap Bells, Starting Blocks and Lane Boxes**

7.1.2.1 The Logo of the Provider or manufacturer may be displayed twice on shots, discus, javelins, vaulting poles, hammers, crossbars, uprights, lap bells, starting blocks and lane boxes used at a Competition. The maximum height of the Logo is 4cm.

7.1.2.2 The Logos of Event Sponsors and the Event Logo may be displayed on crossbars, uprights, lap bells and starting blocks and the maximum height of each Logo is 4cm. Where such Logos are placed on an upright the lettering may be placed vertically.

7.1.3 **Relay Batons**

The Logo of the Provider or manufacturer may be displayed twice on relay batons. The maximum height of the Logo is 4cm. The Event Logo may be displayed on relay batons.

7.1.4 Landing beds

7.1.4.1 The following may be displayed on the top and/or sides of the landing beds:

- (i) The Logo of the Provider or manufacturer of the landing bed;
- (ii) the Logos of Event Sponsors
- (iii) The Event Logo,

and in each case the size of the Logo may be of any size fitting and in proportion to the size of the respective landing bed. The number and precise size of the Logos displayed must be approved by the Event Organiser.

7.1.5 Hurdles and Steeplechase Barriers

7.1.5.1 Three (3) of the following may be displayed across the length of the non-approach side of the hurdles and steeplechase barriers (i.e. the side of the hurdles or steeplechase barriers that faces away from the Athlete's approach):

- (i) Logo of the Provider or manufacturer
- (ii) Logo of an Event Sponsor
- (iii) name of the host city
- (iv) name of the stadium (can include a commercial name)
- (v) Event Logo

7.1.5.2 The maximum height of each Logo on the hurdles is 5cm. The maximum height of each Logo on the steeplechase barriers is 10cm.

7.1.6 Take-off Boards

The Logo of an Event Sponsor or the Logo of the Provider or manufacturer that is an Event Sponsor may be placed:

7.1.6.1 adjacent to the take-off board; and

7.1.6.2 on the take-off board but provided always that the Logo is placed on one side of the take-off board and is a maximum of [10cm] in from the shorter edge of the take-off board and minimum of [5cm] in from the take-off line (i.e. as close as possible to the outer long edge of the take-off board that faces the runway). The precise size and position of the Logo will be determined by reference to the size and position adopted by World Athletics at its WAS Events.

7.2 Other Equipment

7.2.1 Electronic Equipment

On electronic equipment used for the Competition displaying information (such as measuring devices, clocks, wind gauges (anemometers), electronic scoreboards), the

Logo of the Event Sponsor that produces, services or sells such equipment may be displayed on each side of such equipment. The maximum height of the Logo is 20cm.

7.2.2 Information Display

The Logo, video and animation of the Event, World Athletics or the Event Sponsor may be displayed in rotation on the information display of the in-field scoreboards, except whilst the in-field scoreboards are being utilised during a Competition for Competition information purposes.

7.3 **Judge/Starter Rostrum, Hurdles Cart, Shot Put Carrier Rack; Plasticine Carrier Rack; Distances Indicator; Tape Winders; Triple Jump Distances Indicators; Chalk Containers and Bins**

7.3.1 The above items may display three (3) of the following logos with a maximum height of [10cm]:

7.3.2 Event Logo

7.3.3 Event Sponsor

7.3.4 Name of the stadium (can include a commercial name)

7.3.5 Logo of either the Provider or manufacturer

7.3.6 name of the host city.

7.4 **Broadcast, Data Processing and Information Technology Equipment**

7.4.1 Any broadcast, data processing and information technology equipment used at the Event Sites shall be clear of any manufacturer's Logos, unless the manufacturer is either an Event Sponsor, expressly authorised by the World Athletics Chief Executive Officer or their nominee or it is required by Applicable Laws. Such equipment may display either the Event Logo or the Logo of a Commercial Affiliate. The maximum height of each Logo is 20cm.

7.5 **Umbrellas/Protective Canopies**

7.5.1 Umbrellas/protective canopies on the Field of Play may display the Event Logo and:

- for stadium Events: the Logo of one (1) Commercial Affiliate;
- for non-stadium Events: the Logo of one or more Event Sponsor.

The maximum size of each Logo is 40cm².

7.5.2 The protective canopies of the timing/measurement equipment on the Field of Play shall have a maximum height of 1.7m and a maximum diameter of 1.2m or for rectangular canopies each side of a maximum width of 1m and may only be used during the Competition if necessary. The Logo of one (1) Event Sponsor that produces, services or sells such timing/measurement equipment may be displayed on the protective canopy. The maximum height of the Logo is 40cm.

7.6 **Refreshment, Drink and/or Sponging Stations**

7.6.1 The number of refreshment, drink and/or sponge stations and their placement must comply with the requirements for the relevant Competition, as well as the Rules and Regulations.

7.6.2 At Stadium Events

7.6.2.1 The maximum height of a drink station is 1.4m and the maximum diameter shall be 1m or, for rectangular drink stations, each side must have a maximum width of 1m. The form or shape of the drink station may incorporate the design of the packaging of the drinks supplied by the Event Sponsor of the drinks (e.g. a bottle or can).

7.6.2.2 The Logo of an Event Sponsor may be displayed around the edge of the stations or, for rectangular stations, on each side. The maximum height of each Logo is 40cm.

7.6.3 At Non-stadium Events

The Logo of an Event Sponsor may be displayed on a skirting around the tables and on a canopy over the tables used for the stations. The maximum height of the Logo is 20cm and the total length is 10m.

7.6.4 Station Personnel

In non-stadium Events, refreshments, drinks and/or sponges may be dispensed from the stations by staff members of the Event Sponsor providing the drinks, unless otherwise provided for in the Rules and Regulations, or by any other authorised persons. The Logo of the Event Sponsor providing the drinks, the Logo of any other Commercial Affiliate, the Event Logo or the name of the host city may be displayed on the upper body clothing of the station personnel dispensing the refreshments, drinks and/or sponges. The maximum size of the Logo is 40cm².

7.7 **Other Equipment**

The Logo of the manufacturer of other technical equipment used at the Event Sites that is a Commercial Affiliate, the Logo of any other Commercial Affiliate, the Event Logo or the name of the host city may be displayed only twice on two sides of such other equipment. The maximum height of each Logo is 10cm. The Logo of the Provider or manufacturer of technical equipment that is not an Event Sponsor of the relevant Event must be removed or covered-up, save for any identification that is required by Applicable Laws.

8. **VEHICLES**

8.1 **General**

Vehicles used at the Event Sites shall not display any other manufacturer's Logos than those placed at the vehicle's model standard series production, unless such manufacturer is a Commercial Affiliate.

8.2 **Tracking Vehicles**

Tracking vehicles for broadcast production at non-stadium Events may display either the Event Logo or the Logo of any Event Sponsor on each side of the car. The maximum height of each Logo is 40cm.

8.3 **Lead/Timing Cars**

- 8.3.1 The Logos of the Event Sponsor may be displayed once each on each side and on the top of each of the lead/timing cars. The maximum height of each such display shall be 40cm. The identification must be the same on all lead/timing cars during a Competition race.
- 8.3.2 In addition, the Event Sponsor providing the services with respect to timing shall be permitted to one (1) product placement on each lead/timing cars (such as product placement in form of a watch at the top of the lead/timing cars). Such representation shall not impair the visibility of the clock on the lead/timing cars.

8.4 **Car Parade**

Event Sponsor may represent their products in the form of product placement representation on the cars driving on the course of the Competition ahead of the first lead/timing car prior to a race (such as a “car parade”), provided that this complies with the Applicable Laws. In addition, such cars may display the Logo of the Event Sponsor on each side and on the top of the car. The maximum height of each Logo is 40cm.

8.5 **Remote Controlled Vehicles**

- 8.5.1 The Event Logo, Logos of Event Sponsor, World Athletics Logo and/or the Logo of the Provider may appear on radio-controlled vehicles, drones or other remote-controlled devices used as equipment at the Event Sites. The maximum height of the Logo is 10cm.

8.6 **Golf cart**

- 8.6.1 Golf carts used at the Event Sites may display either the Event Logo or the Logo of a Event Sponsor on each side of the golf cart. The maximum height of each Logo is 20cm.

9. **ON SCREEN IDENTIFICATION**

- 9.1.1 The Logos of Event Sponsor may be displayed on the signal of a Competition transmitted by television or other current or future technologies (“On-Screen Identification”), provided that such display is in accordance with Applicable Laws.

10. **USE OF DIGITAL TECHNOLOGY**

- 10.1.1 Advertising using digital technology (whether now known or hereafter devised, developed or invented) to insert virtual advertising into the live or delayed feed of the Event (“Virtual Advertising”) is permitted but must be applied in a reasonable manner to ensure that its use does not interfere with the integrity of a Competition.
- 10.1.2 Virtual Advertising must not be inserted in a way that obscures the broadcast audience’s view of the Event.
- 10.1.3 Virtual Advertising is permitted to appear both outside the Field of Play and on the Field of Play prior, during and after a Competition session.
- 10.1.4 Virtual Advertising is expressly forbidden to appear on all persons (including spectators, Athletes, Competition Officials) at the Event Sites, except for an application on the Bibs.

11. ENFORCEMENT GENERALLY

11.1 The Event Organiser shall designate a representative who has the authority and function to oversee compliance with, to administer, interpret and supervise these Regulations at Events.

11.2 If any person does not comply with the Event Organiser's order, or a Competition Official refuses to order the action required in the view of the Event Organiser's designated representative, such person or Competition Official may be subject to sanctions in accordance with the Rules and/or these Regulations or any other applicable Rule or Regulation.

12. DISPUTES

12.1 Any dispute arising out of or in connection with these Regulations shall be resolved between the [to be inserted] (or their delegate) and the most senior executive officer of the Event Organiser (or their delegate) of the relevant Event in the first instance.