

# ADVERTISING ON CLOTHING REGULATIONS

These regulations are binding guidelines on the nature of clothes for players and EHF officials of all teams as well as referees within the domain of the European Handball Federation.

## 1. GENERAL REMARKS

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- 1.1 Advertising is allowed on the playing clothes and also on the sports and training clothes used by players and team officials at competitions.
- 1.2 Advertising is allowed on playing clothes and also on the sports and training clothes used by EHF officials at competitions.
- 1.3 Advertising on clothing in accordance with 1.1 and 1.2 shall not be associated with any material benefits for individual persons.
- 1.4 Every team of a member federation or club can carry its own advertising.
- 1.5 The EHF has the right to conduct its own advertising or display additional advertising at European Championships, at all European Cup matches as well as at any other competition within the responsibility of the EHF.
- 1.6 If the EHF has a general sponsor, that sponsor's advertising shall be accorded precedence. Any branch related exclusiveness that may be required by a sponsor shall be excluded.
- 1.7 Advertising contracts concluded by member federations or EC clubs affecting the EHF's prerogative, particularly concerning the positioning of advertising on sports clothing, shall be invalid.

## 2. TYPE OF ADVERTISING

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- 2.1. The use of companies and product names as well as brand names and product groups is allowed as long as they do not contravene rules of public morality. Advertising must not be of a political, religious, racist or ideological nature.
- 2.2. Restrictions based on national legislation shall be duly observed.
- 2.3. The use of fluorescent paints is not permitted. This rule applies not only for advertising but also generally to the material from which sports and training clothes are made of.

## 3. ADVERTISING AREA

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- 3.1. Players' playing clothes must comply with the provisions of the rule of the game 4:7.
- 3.2. Advertising on playing clothes must not impair legibility of the players' number on shirts.
- 3.3. Players wearing irregular clothing must not be allowed the access to the match.
- 3.4. Players' playing clothes
  - 3.4.1. Advertising on playing and training clothes (with the exception of advertising on sleeves) shall be reserved for EHF member federations and EC clubs (without any financial participation by the EHF). Any branch-related exclusiveness that may be required by a sponsor shall be excluded.

- 3.4.2. Sleeves shall be reserved for EHF advertising (without financial participation by EHF member federations or EC clubs). Any branch-related exclusiveness that may be required by a sponsor shall be excluded.
- 3.5. Advertising on clothes of EHF officials shall be reserved to the EHF (without financial participation by EHF member federations or EC clubs). Any branch-related exclusiveness that may be required by a sponsor shall be excluded.
- 3.6. The provisions of item 3.4.1 and 3.4.2 also apply analogously for sports clothing used by team officials.

#### **4. SPECIAL REGULATIONS**

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- 4.1. Contracts between EHF member federations or clubs and the advertising company must not contain agreements/details restricting the advertising rights of the EHF.
- 4.2. The EHF is neither responsible nor liable for any disputes which may arise from advertising contracts between EHF member federations or EC clubs on the one hand and advertising companies or sponsors on the other.  
  
Nor shall the EHF be made liable for any loss of revenue resulting from restrictions under 2.2.
- 4.3. Non-compliance with these regulations will be dealt with by the relevant EHF legal bodies and penalised by a ban on advertising as well as a fine and/or forfeit.
- 4.4. These Regulations entered into force upon adoption by the EHF Congress 30.4./1.5.1993. They have been updated according to the decisions of the EHF Congress 25.9./26.9.2010.