

Advertising on Players' Clothing



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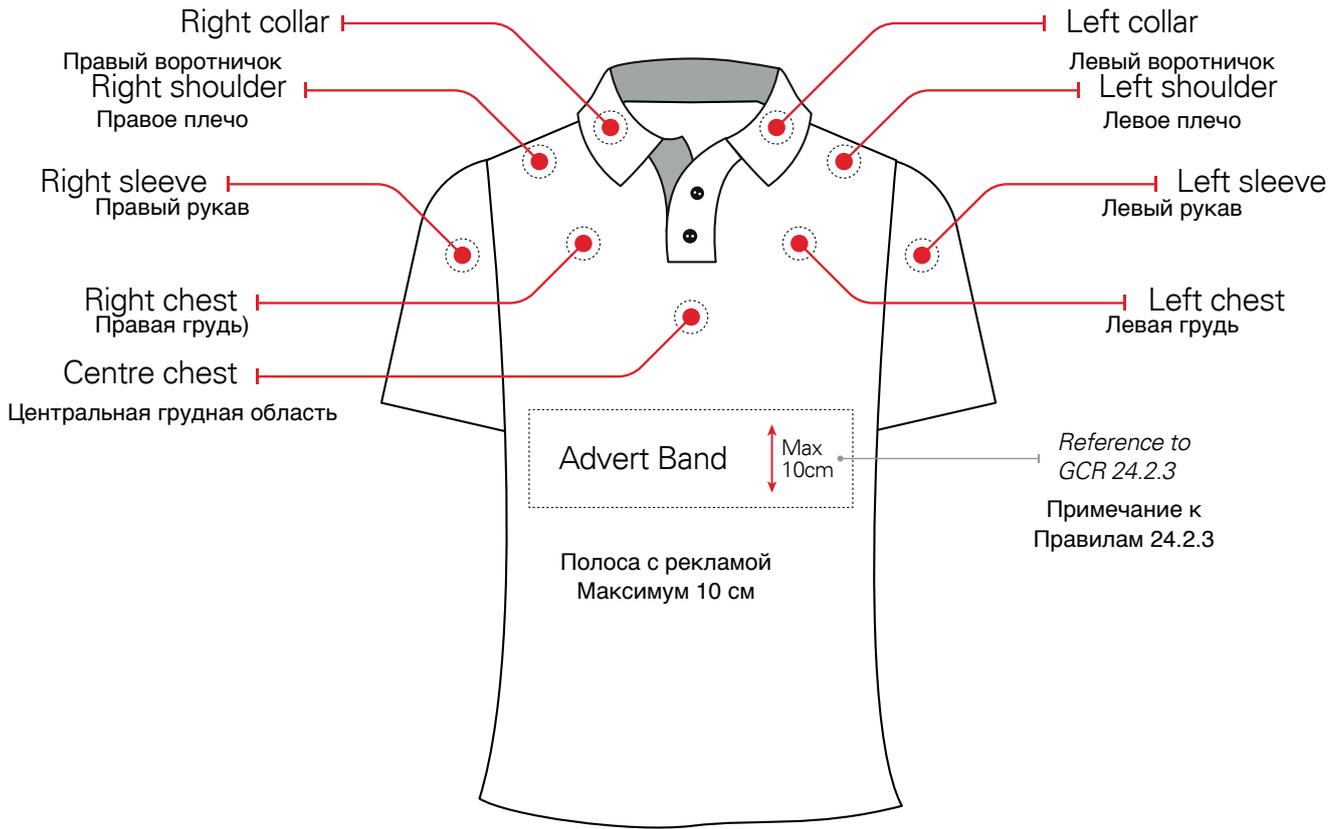
The purpose of this document is to provide a visual guide to the advertising regulations within the BWF General Competition Regulations – specially, clause 24 (Advertising on Players' and Coaches' Clothing).

For detailed information, including all player and coach clothing regulations, please refer to the full BWF General Competition Regulations document (BWF Statutes, Section 5.1) at the statutes page of the BWF Corporate website at: <https://corporate.bwfbadminton.com/statutes>.

Advertising on Players' Clothing

Collared Shirt (Front)

Майка с воротников перед



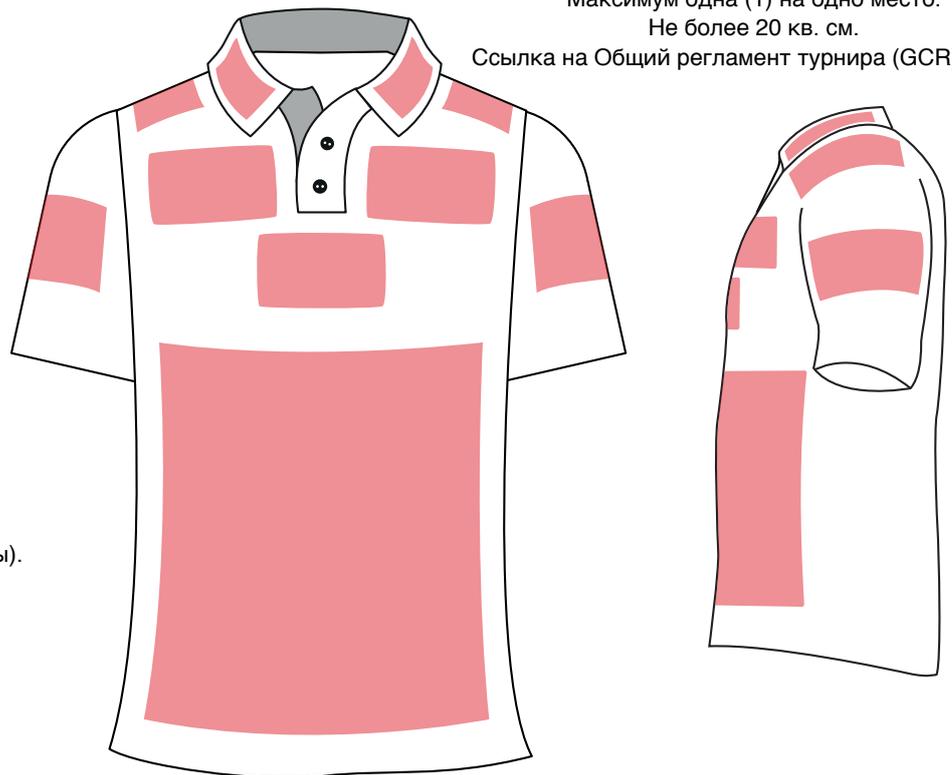
Reference to
GCR 24.2.3
Примечание к
Правилам 24.2.3

● Maximum five (5) advertisements out of the nine (9) locations. Maximum one (1) per location. No larger than 20 square cm. *Reference to General Competition Regulations (GCR) 24.2.1.*

Максимум пять (5) реклам на девяти (9) зонах.
Максимум одна (1) на одно место.
Не более 20 кв. см.
Ссылка на Общий регламент турнира (GCR) 24.2.1.

 Advertising area
Each advertisement can be anywhere within the shaded zone (advertising area).

Рекламная зона
Каждая реклама может быть где угодно в пределах заштрихованной зоны (рекламной зоны).



Advertising on Players' Clothing

Collared Shirt (Back)

Майка с воротником спина

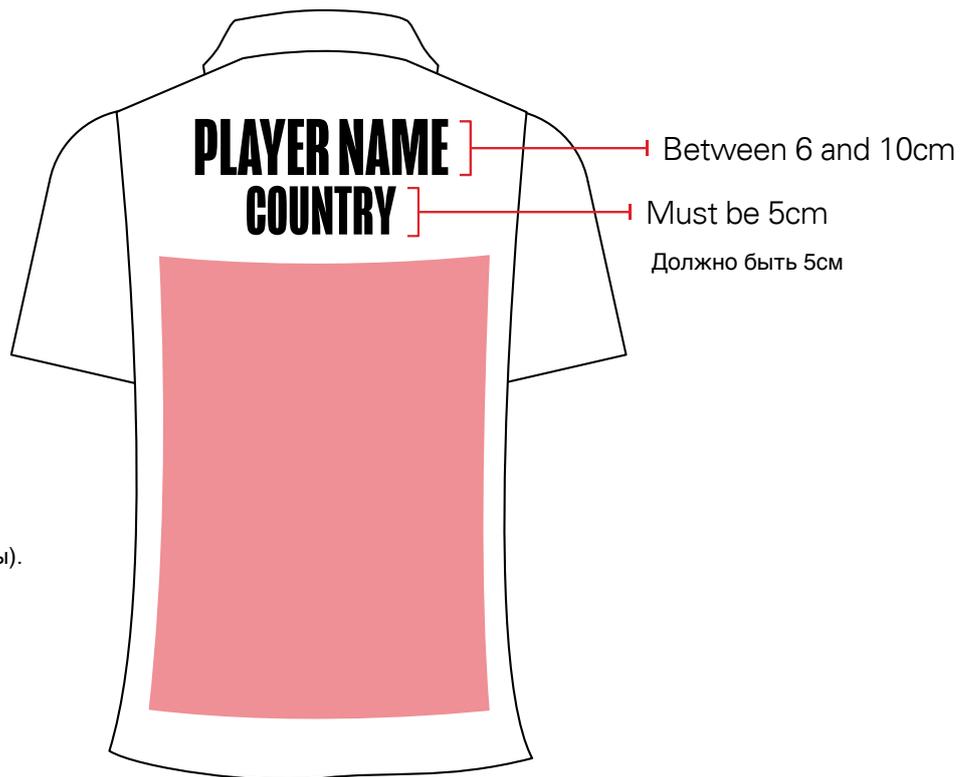


Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm. Reference to GCR 24.2.1.

 Advertising area

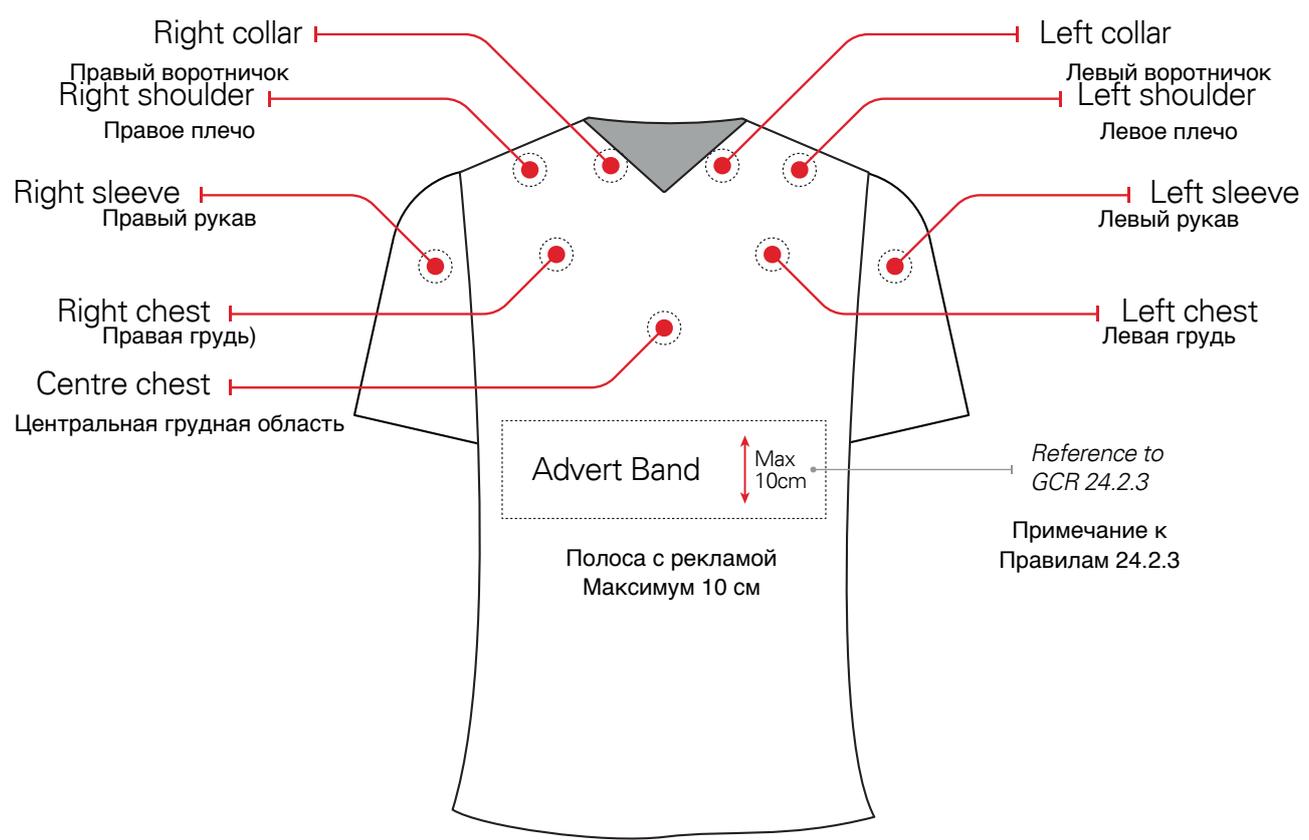
Each advertisement can be anywhere within the shaded zone (advertising area).

Рекламная зона
Каждая реклама может быть где угодно в пределах заштрихованной зоны (рекламной зоны).



Advertising on Players' Clothing

Non Collared Shirt (Front)



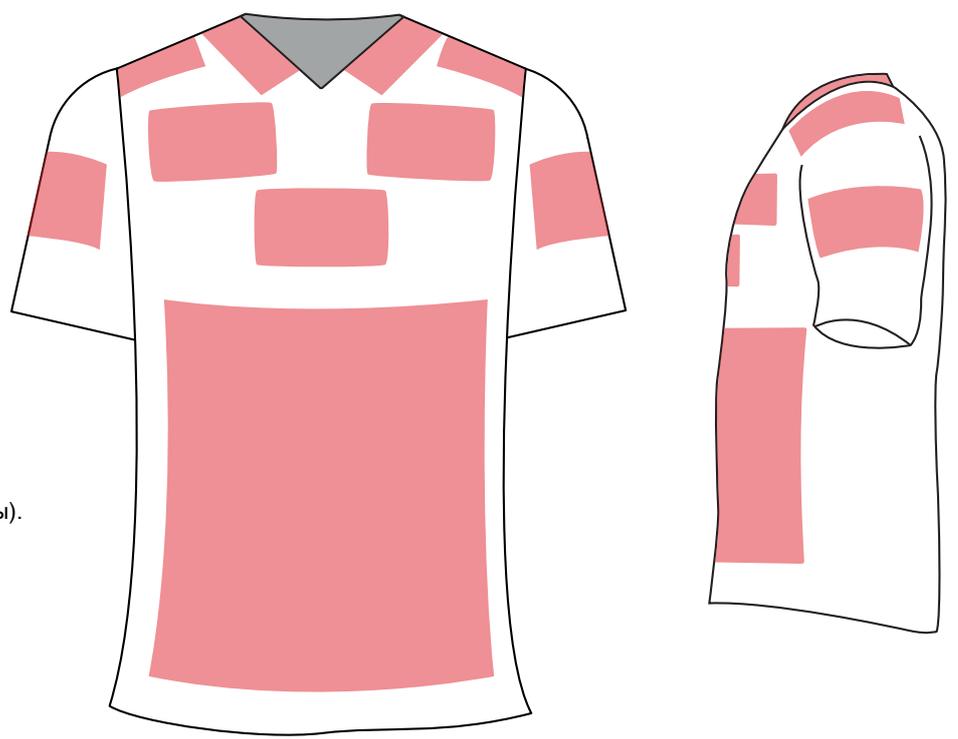
● Maximum five (5) advertisements out of the nine (9) locations. Maximum one (1) per location. No larger than 20 square cm. *Reference to GCR 24.2.1.*

Максимум пять (5) реклам на девяти (9) зонах.
Максимум одна (1) на одно место.
Не более 20 кв. см.
Ссылка на Общий регламент турнира (GCR) 24.2.1.

Advertising area

Each advertisement can be anywhere within the shaded zone (advertising area).

Рекламная зона
Каждая реклама может быть где угодно в пределах заштрихованной зоны (рекламной зоны).



Advertising on Players' Clothing

Non Collared Shirt (Back)



Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm. *Reference to GCR 24.2.1.*

 Advertising area

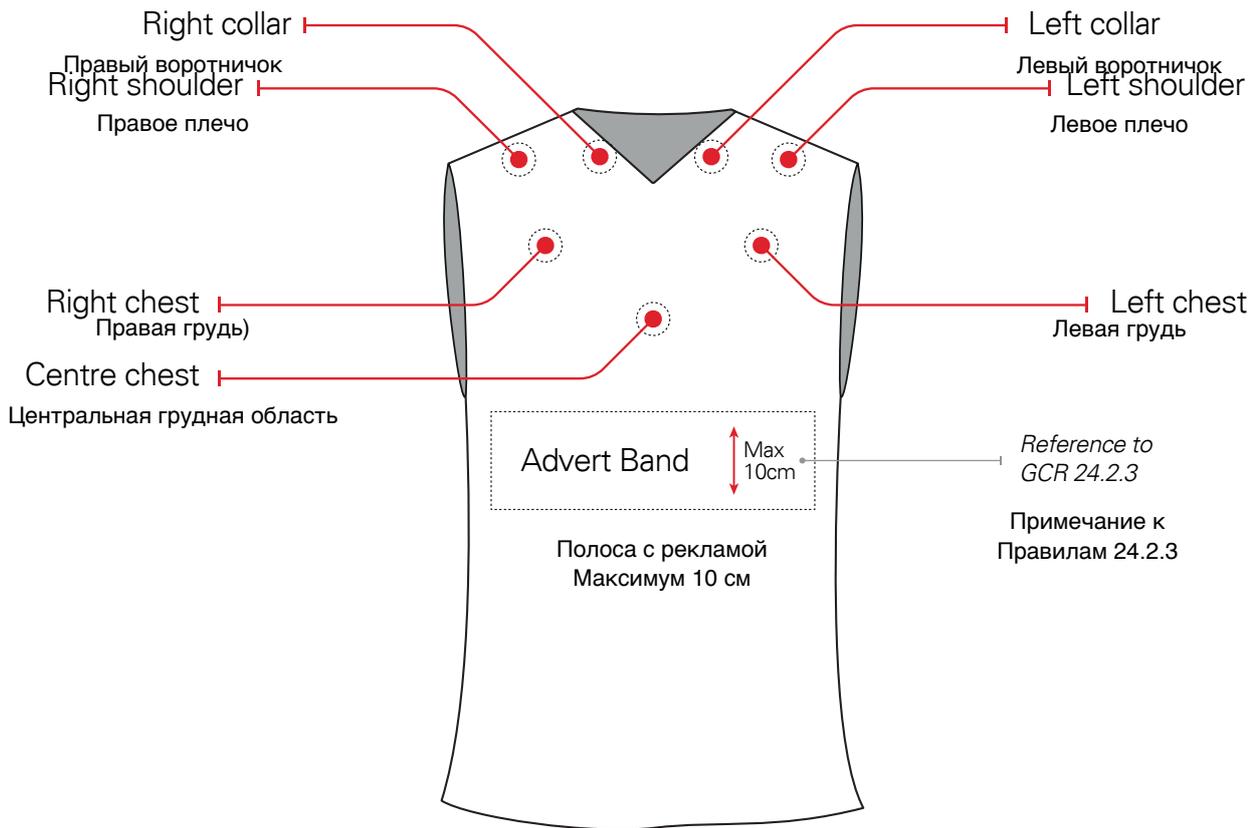
Each advertisement can be anywhere within the shaded zone (advertising area).

Рекламная зона
Каждая реклама может быть где угодно в пределах заштрихованной зоны (рекламной зоны).



Advertising on Players' Clothing

Sleeveless Non Collared Shirt (Front)



● Maximum five (5) advertisements. Maximum one (1) per location. No larger than 20 square cm. *Reference to GCR 24.2.1.*

Максимум пять (5) реклам на девяти (9) зонах.

Максимум одна (1) на одно место.

Не более 20 кв. см.

Ссылка на Общий регламент турнира (GCR) 24.2.1.

Advertising area

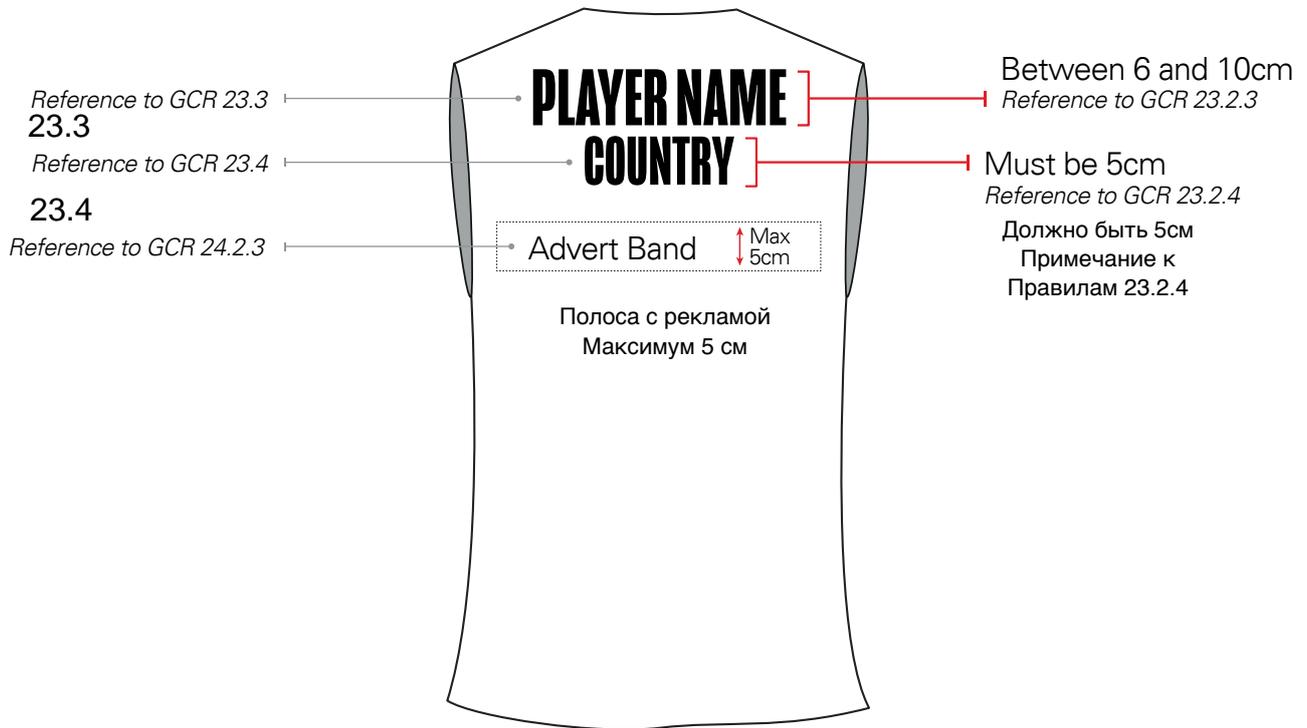
Each advertisement can be anywhere within the shaded zone (advertising area).

Рекламная зона
Каждая реклама может быть где угодно в пределах заштрихованной зоны (рекламной зоны).



Advertising on Players' Clothing

Sleeveless Non Collared Shirt (Back)



Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm. *Reference to GCR 24.2.1.*

Advertising area

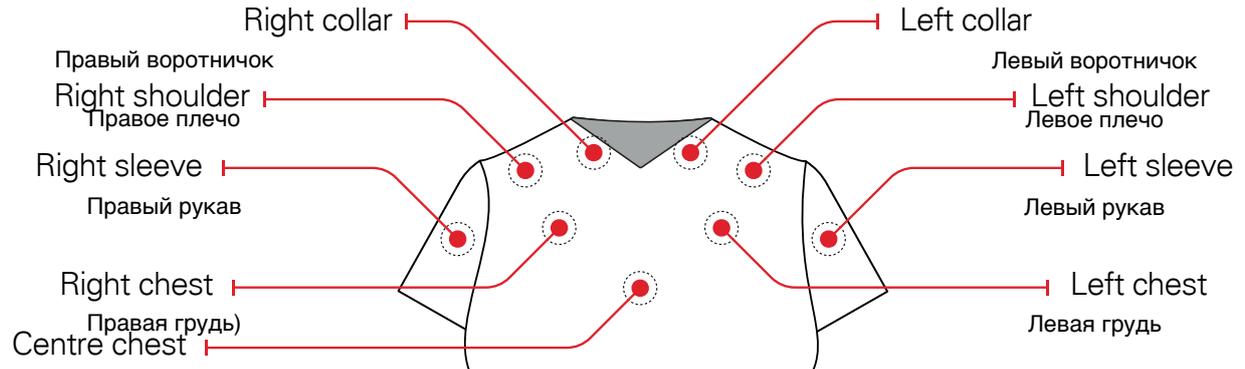
Each advertisement can be anywhere within the shaded zone (advertising area).

Рекламная зона
Каждая реклама может быть где угодно в пределах заштрихованной зоны (рекламной зоны).



Advertising on Players' Clothing

Dress (Front)



Центральная грудная область

● Maximum five (5) advertisements out of the nine (9) locations of the upper body area. Maximum one (1) per location. No larger than 20 square cm. *Reference to GCR 24.2.1.*

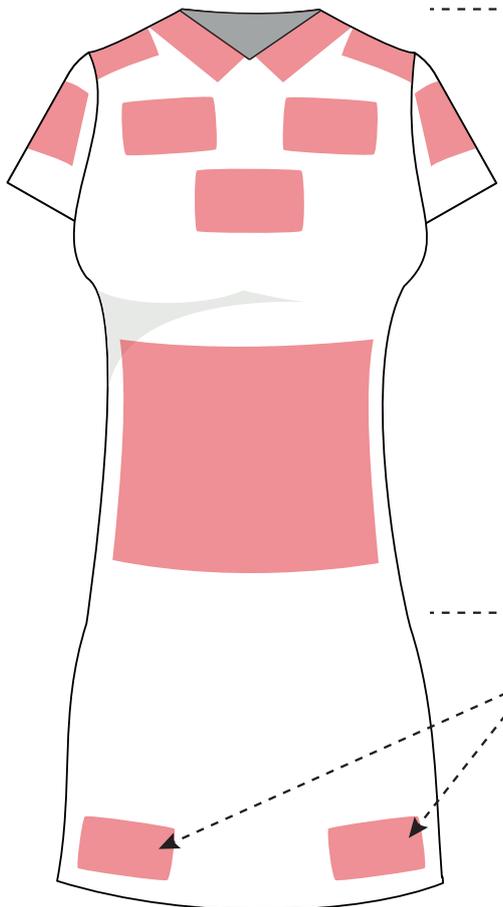
Максимум пять (5) реклам на девяти (9) зонах.
Максимум одна (1) на одно место.
Не более 20 кв. см.
Ссылка на Общий регламент турнира (GCR) 24.2.1.



Reference to GCR 24.2.3

Примечание к Правилам 24.2.3

* Either location but not both ie. Maximum one (1). See page 17. *Reference to GCR 24.3.3.*



■ Advertising area

Each advertisement can be anywhere within the shaded zone (advertising area).

Рекламная зона
Каждая реклама может быть где угодно в пределах заштрихованной зоны (рекламной зоны).

Upper body area

* Either location but not both ie. Maximum one (1). See page 17. *Reference to GCR 24.3.3.*

Advertising on Players' Clothing

Dress (Back)

Reference to GCR 23.3

23.3

Reference to GCR 23.4

23.4

Reference to GCR 24.2.3



Between 6 and 10cm
Reference to GCR 23.2.3

Must be 5cm
Reference to GCR 23.2.4

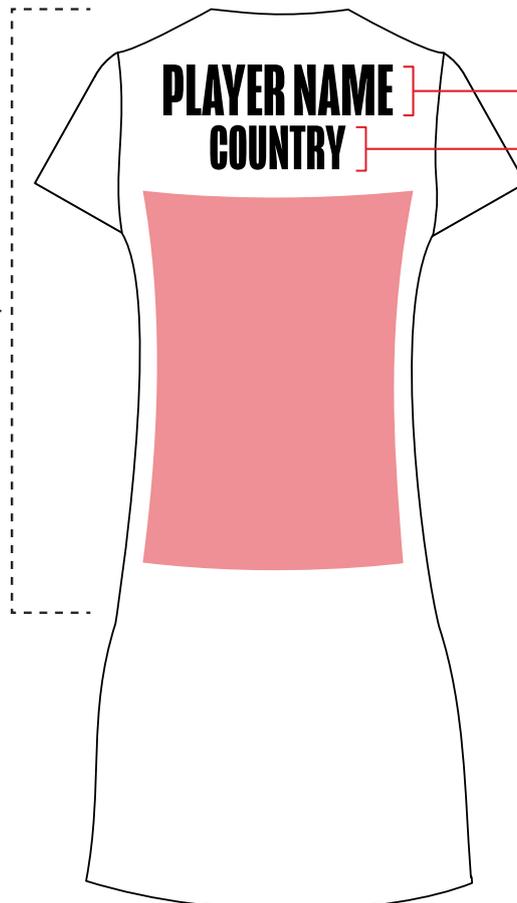
Должно быть 5см
Примечание к
Правилам 23.2.4

Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm.
Reference to GCR 24.2.1.



Advertising area

Each advertisement can be anywhere within the shaded zone (advertising area).



Between 6 and 10cm

Must be 5cm

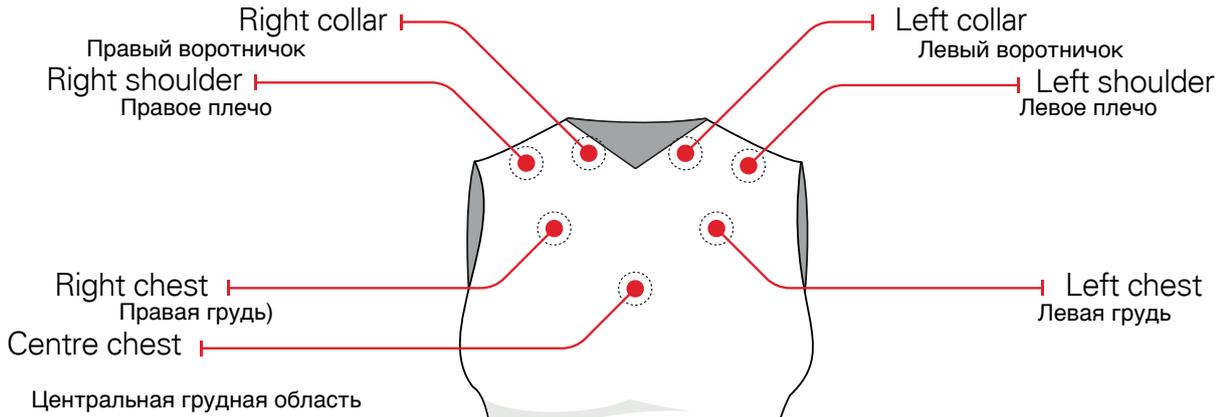
Должно быть 5см

Upper body area

Рекламная зона
Каждая реклама может быть где угодно в пределах заштрихованной зоны (рекламной зоны).

Advertising on Players' Clothing

Sleeveless Dress (Front)



Maximum five (5) advertisements on the upper body area. Maximum one (1) per location. No larger than 20 square cm.
Reference to GCR 24.2.1.

Максимум пять (5) реклам в верхней зоне тела.
 Максимум одна (1) на одно место.
 Не более 20 кв. см.

Ссылка на Общий регламент турнира (GCR) 24.2.1.
 Right thigh



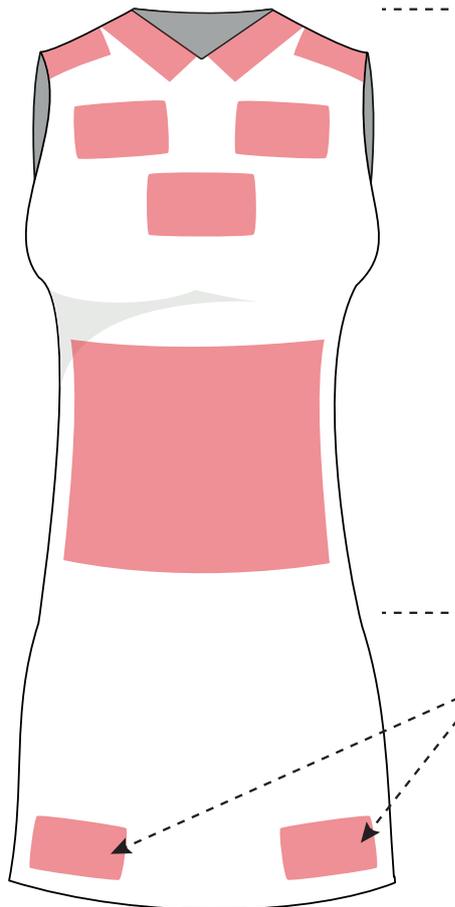
Reference to GCR 24.2.3

Примечание к Правилам 24.2.3

* Either location but not both ie. Maximum one (1). See page 17.
Reference to GCR 24.3.3.



Рекламная зона
 Каждая реклама может быть где угодно в пределах заштрихованной зоны (рекламной зоны).



Upper body area

* Either location but not both ie. Maximum one (1). See page 17.
Reference to GCR 24.3.3.

Advertising on Players' Clothing

Sleeveless Dress (Back)

Reference to GCR 23.3

23.3

Reference to GCR 23.4

23.4

Reference to GCR 24.2.3



Between 6 and 10cm

Reference to GCR 23.2.3

Must be 5cm

Reference to GCR 23.2.4

Должно быть 5см

Примечание к

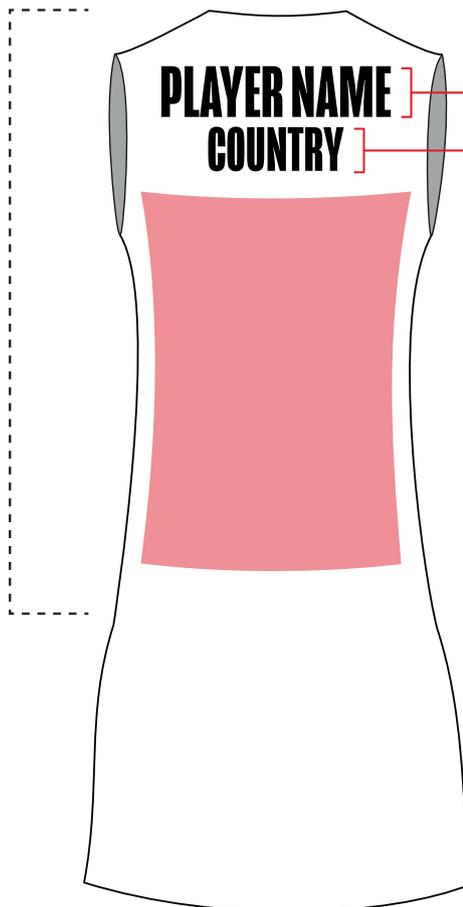
Правилам 23.2.4

Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm.
Reference to GCR 24.2.1.



Advertising area

Each advertisement can be anywhere within the shaded zone (advertising area).



Between 6 and 10cm

Must be 5cm

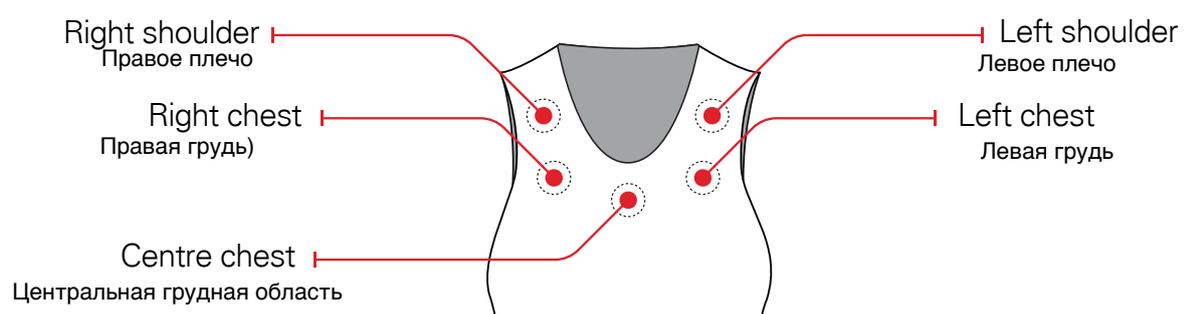
Должно быть 5см

Upper body area

Рекламная зона
Каждая реклама может быть где угодно в пределах заштрихованной зоны (рекламной зоны).

Advertising on Players' Clothing

Sleeveless Dress (Front)



Maximum five (5) advertisements on the upper body area. Maximum one (1) per location. No larger than 20 square cm.
Reference to GCR 24.2.1.

Максимум пять (5) реклам в верхней зоне тела.
 Максимум одна (1) на одно место.
 Не более 20 кв. см.

Ссылка на Общий регламент турнира (GCR) 24.2.1
 Right thigh



Reference to GCR 24.2.3

Примечание к Правилам 24.2.3

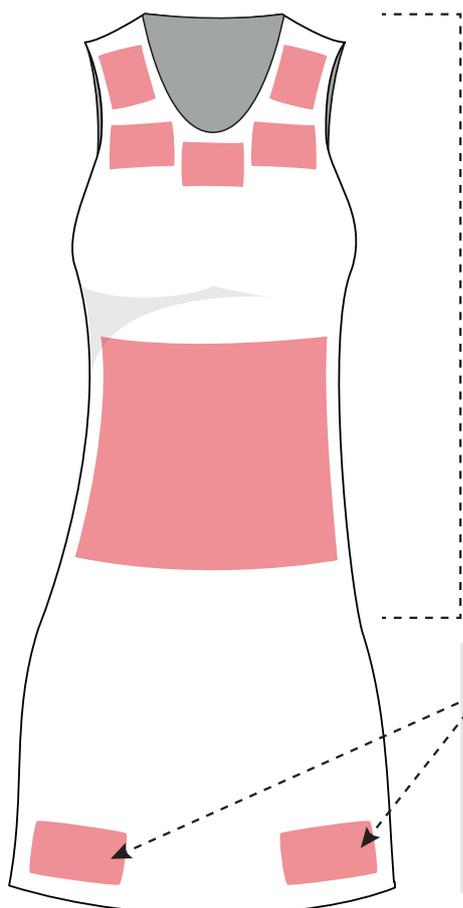
* Either location but not both ie. Maximum one (1). See page 17.
Reference to GCR 24.3.3.

Left thigh

Advertising area

Each advertisement can be anywhere within the shaded zone (advertising area).

Рекламная зона
 Каждая реклама может быть где угодно в пределах заштрихованной зоны (рекламной зоны).



Upper body area

* Either location but not both ie. Maximum one (1). See page 17.
Reference to GCR 24.3.3.

Advertising on Players' Clothing

Sleeveless Dress (Back)



Reference to GCR 23.3

23.3

Reference to GCR 23.4

23.4

Reference to GCR 24.2.3

Between 6 and 10cm

Reference to GCR 23.2.3

Must be 5cm

Reference to GCR 23.2.4

Должно быть 5см

Примечание к

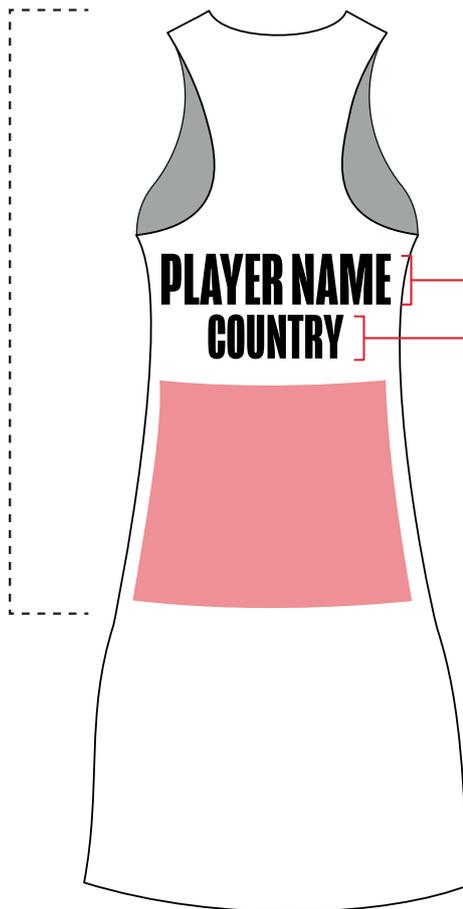
Правилам 23.2.4

Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm.
Reference to GCR 24.2.1.



Advertising area

Each advertisement can be anywhere within the shaded zone (advertising area).



Upper body area

Between 6 and 10cm

Must be 5cm

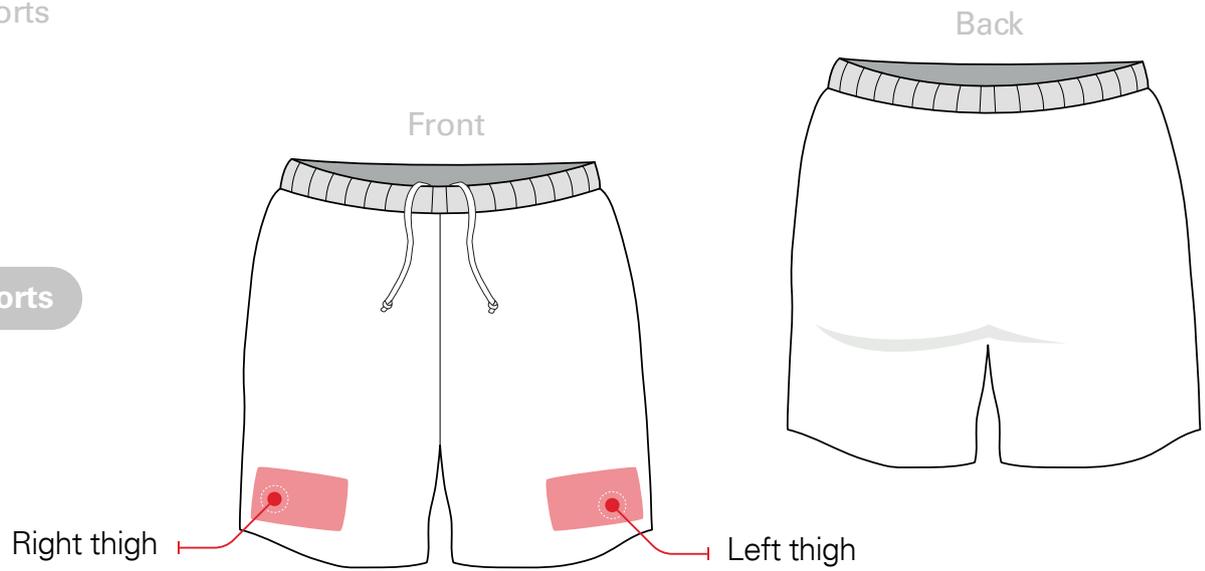
Должно быть 5см

Рекламная зона
Каждая реклама может быть где угодно в пределах заштрихованной зоны (рекламной зоны).

Advertising on Players' Clothing

Shorts

Shorts

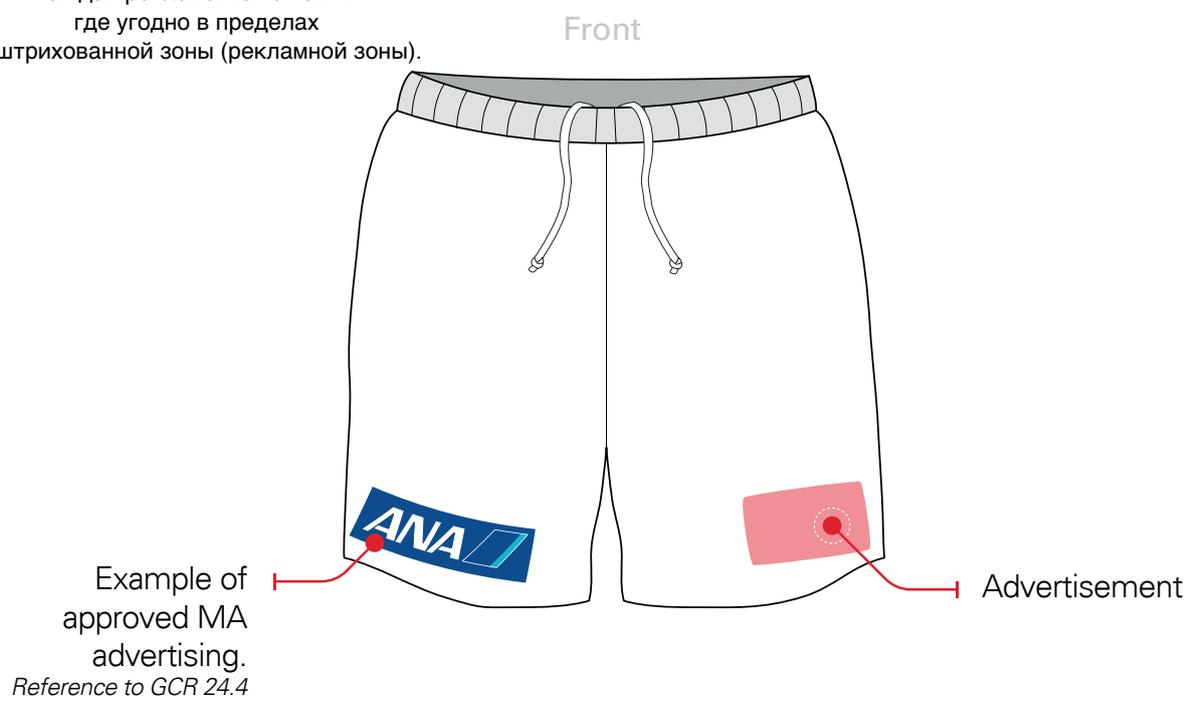


 **Advertising area**

Each advertisement can be anywhere within the shaded zone (advertising area).

 Maximum one (1) advertisement no larger than 20 square cm (*Reference to GCR 24.3.3*) unless approved MA advertising. Approved MA advertising no larger than 50 square cm (*Reference to GCR 24.4*).

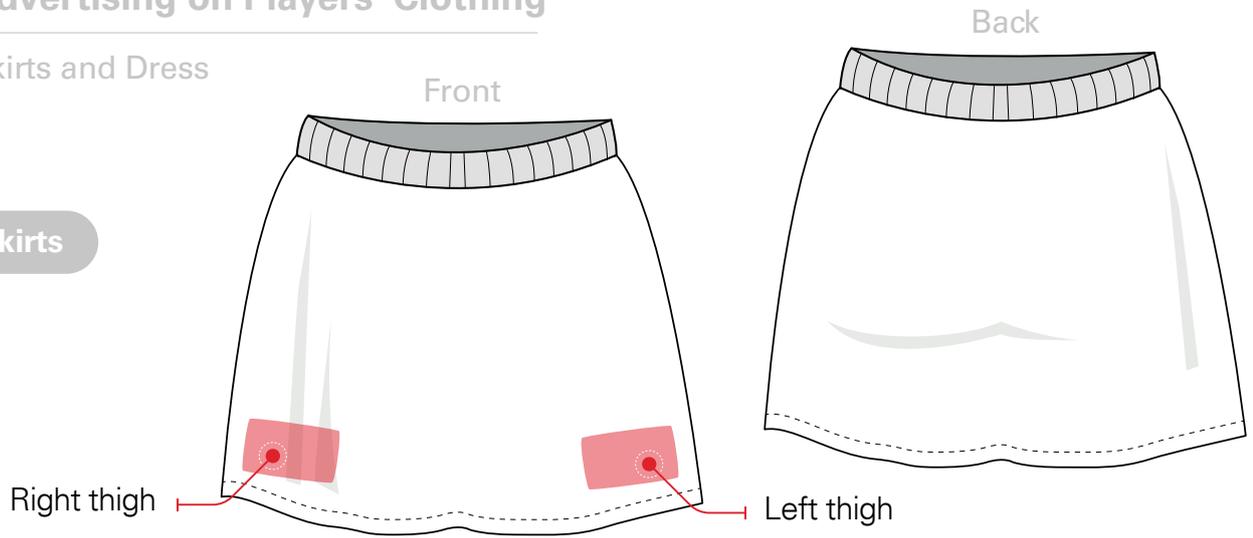
Рекламная зона
Каждая реклама может быть где угодно в пределах заштрихованной зоны (рекламной зоны).



Advertising on Players' Clothing

Skirts and Dress

Skirts

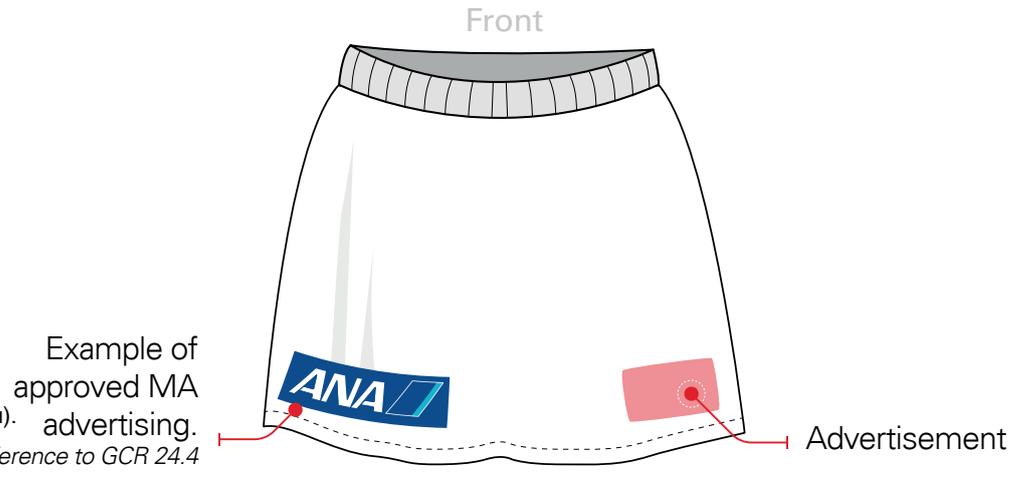


 Advertising area

Each advertisement can be anywhere within the shaded zone (advertising area).

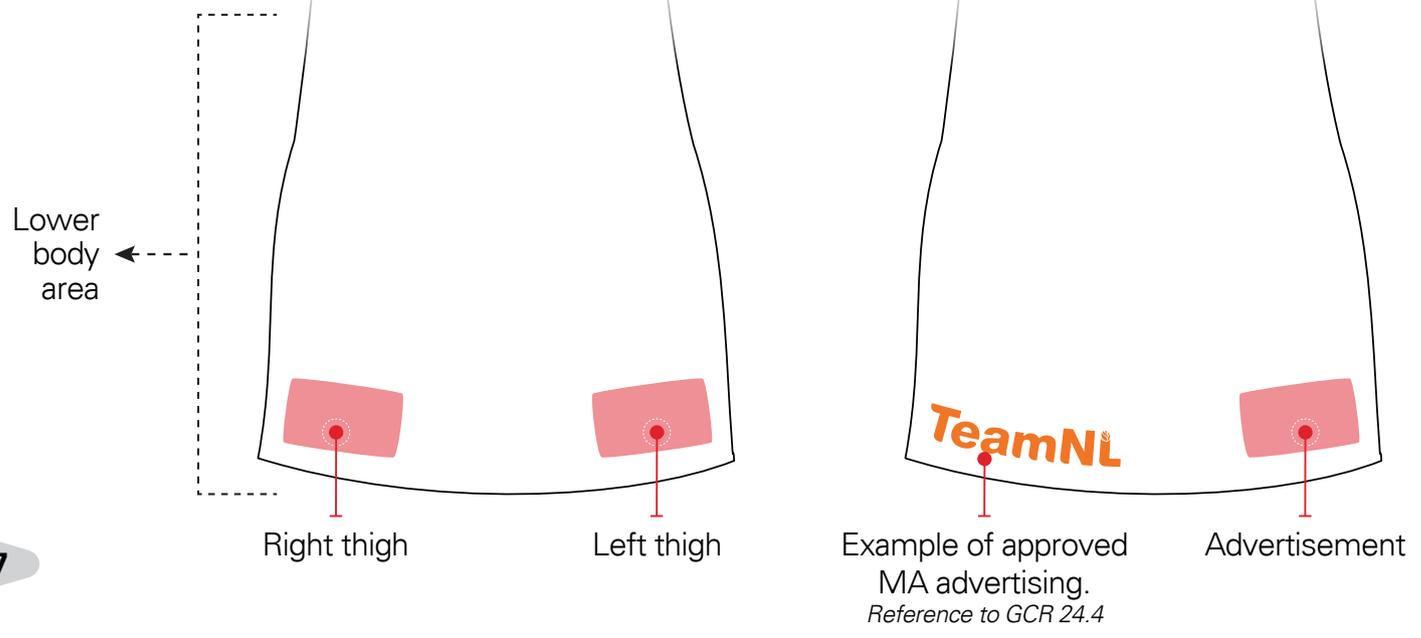
Рекламная зона

Каждая реклама может быть где угодно в пределах заштрихованной зоны (рекламной зоны).



 Maximum one (1) advertisement no larger than 20 square cm (Reference to GCR 24.3.3) unless approved MA advertising. Approved MA advertising no larger than 50 square cm (Reference to GCR 24.4).

Dress

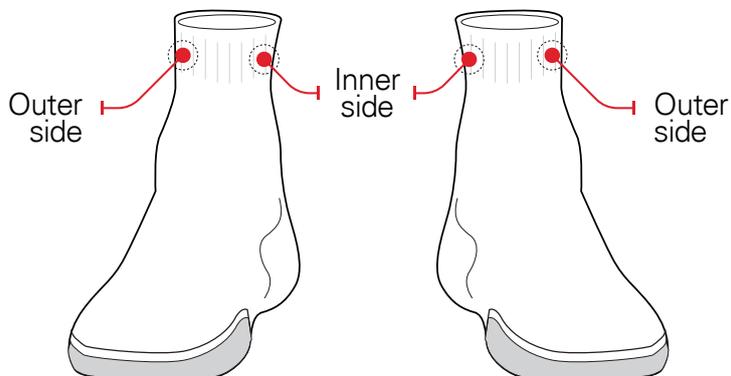


Lower body area

Advertising on Players' Clothing

Socks

Socks

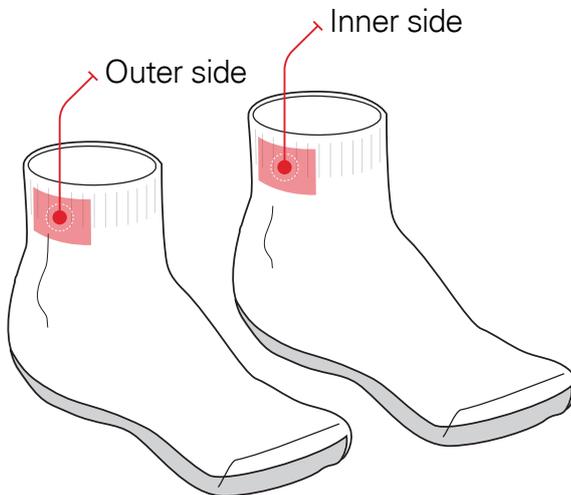


● Maximum two (2) advertisements per sock. No larger than 20 square cm. Reference to GCR 24.3.1.

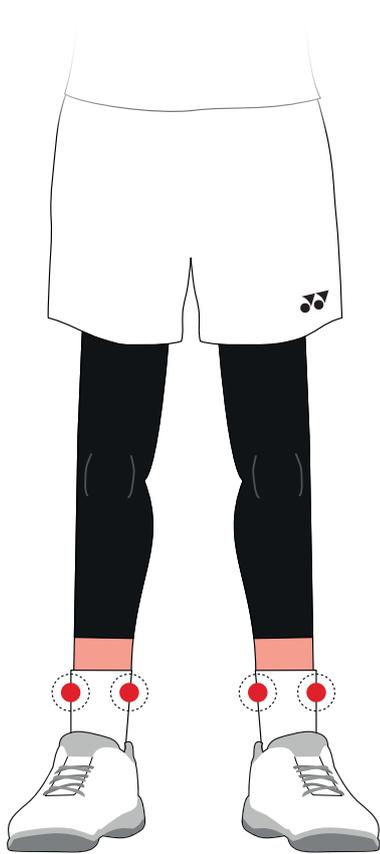
 Advertising area

Each advertisement can be anywhere within the shaded zone (advertising area).

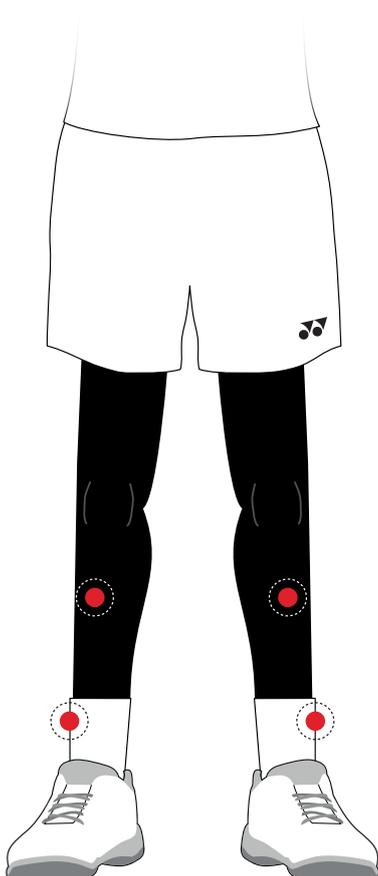
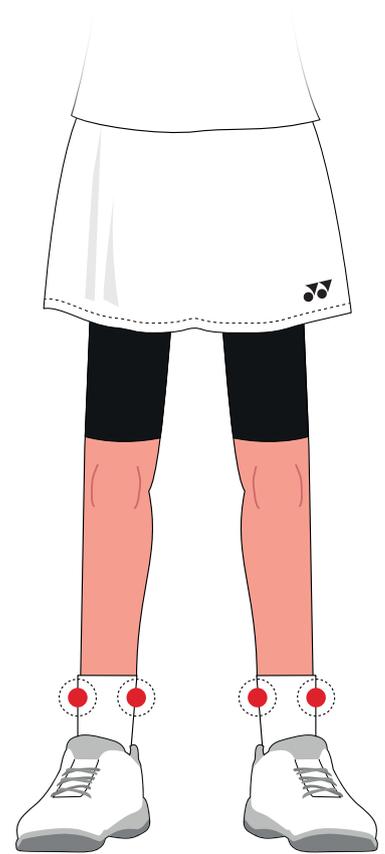
Рекламная зона
Каждая реклама может быть где угодно в пределах заштрихованной зоны (рекламной зоны).



Compression Shorts and Pants



● Maximum two (2) advertisements per sock. (None on compression pants or shorts)



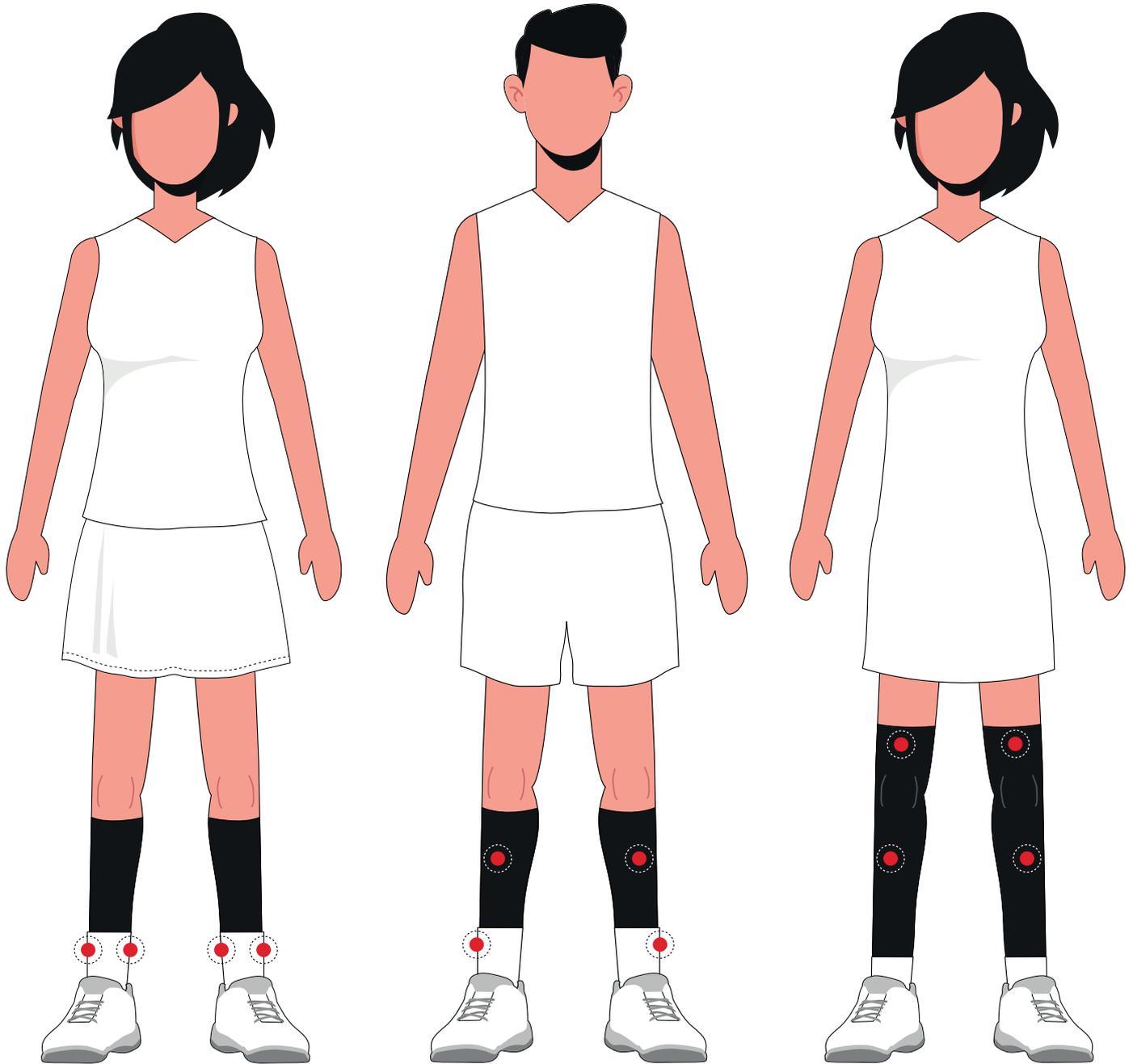
● Combined with sock, maximum two (2) advertisements.

For example:

- 2 on white sock
 - 0 on compression pants
- 1 on white sock
 - 1 on compression pants
- 0 on white sock
 - 2 on compression pants

Reference to GCR 24.3.1.

Compression Socks



● Combined with sock, maximum two (2) advertisements. For example:

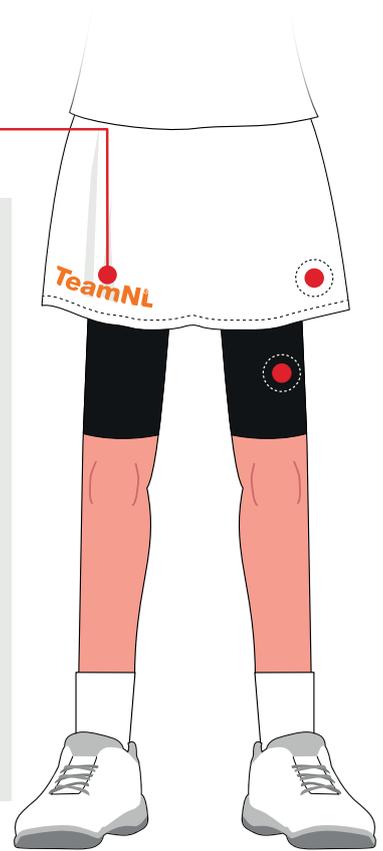
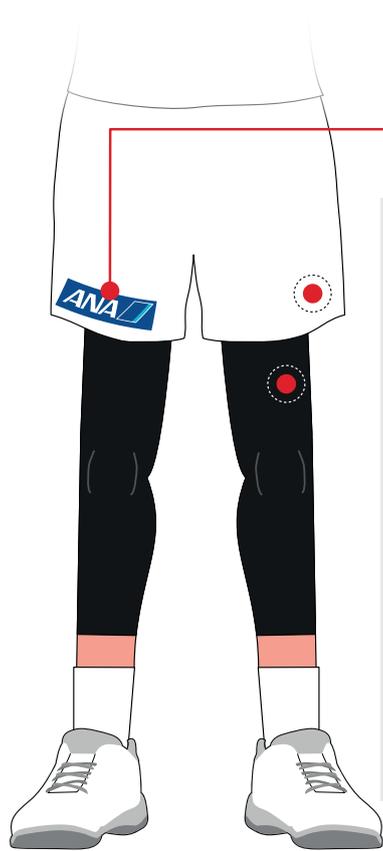
- 2 on white sock – 0 on compression sock
- 1 on white sock – 1 on compression sock
- 0 on white sock – 2 on compression sock

Reference to GCR 24.3.1.

Advertising on Players' Clothing

Compression Shorts and Pants

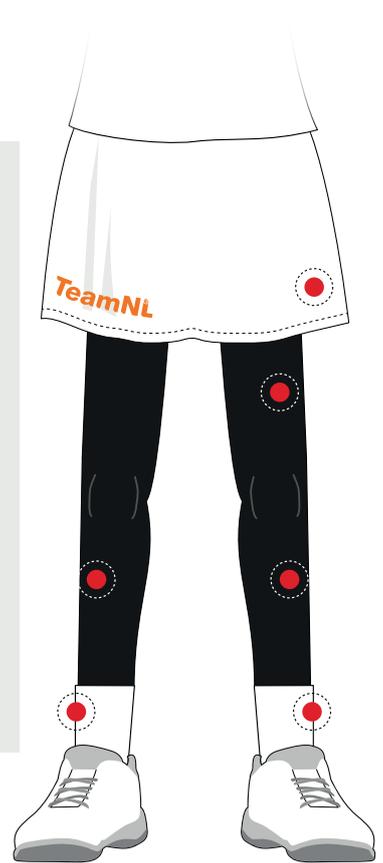
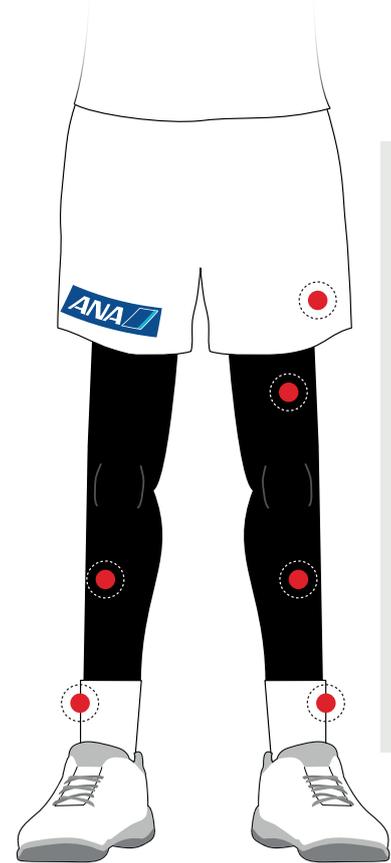
Example of approved MA advertising.
Reference to GCR 24.4



● Combined with shorts / skirts, maximum one (1) advertisement for compression shorts unless approved MA advertising. For example:

- 1 on shorts / skirts – 0 on compression shorts / skirts
- 0 on shorts / skirts – 1 on compression shorts / skirts

Reference to GCR 24.3.3.1

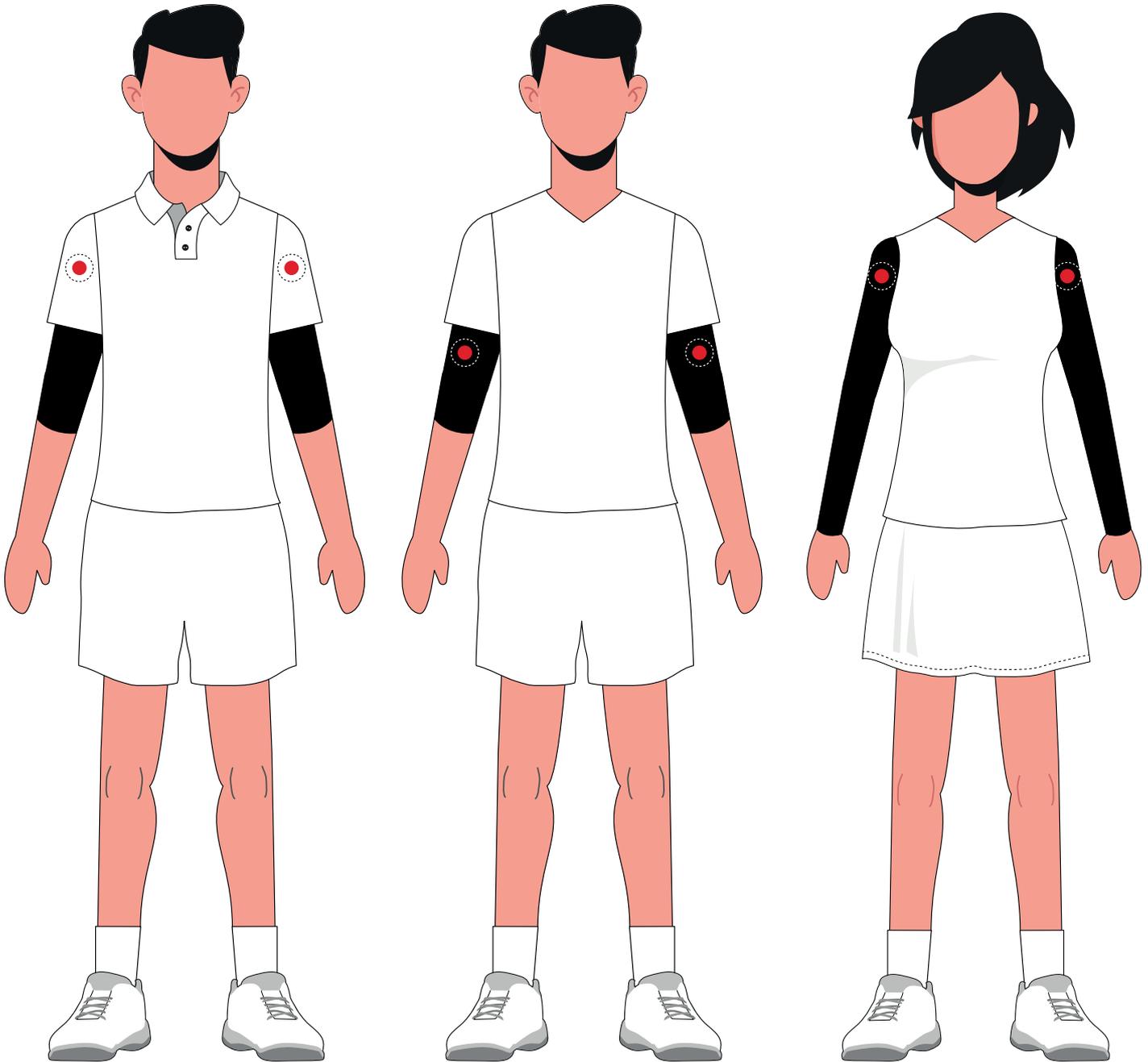


● Combined with shorts / skirts, maximum one (1) advertisement for compression pants unless approved MA advertising. For example:

- 1 on shorts / skirts – 0 on compression pants
- 0 on shorts / skirts – 1 on compression pants

Reference to GCR 24.3.3.1

Compression Sleeves

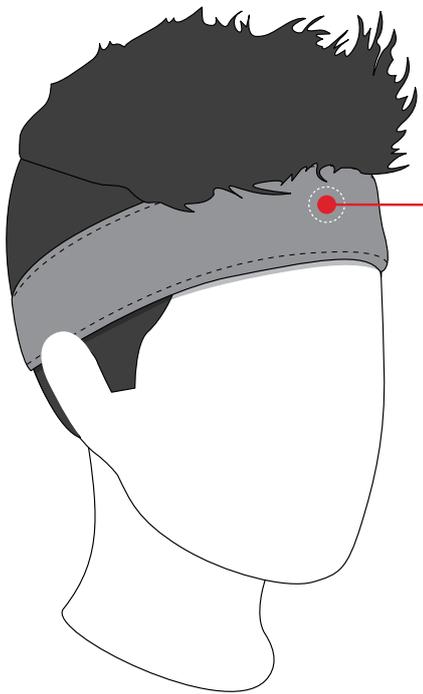


- Combined with sleeve, maximum one (1) advertisements. For example:
 - 1 on sleeve – 0 on compression sleeve
 - 0 on sleeve – 1 on compression sleeve
- Reference to GCR 24.2.1.1*

Advertising on Players' Clothing

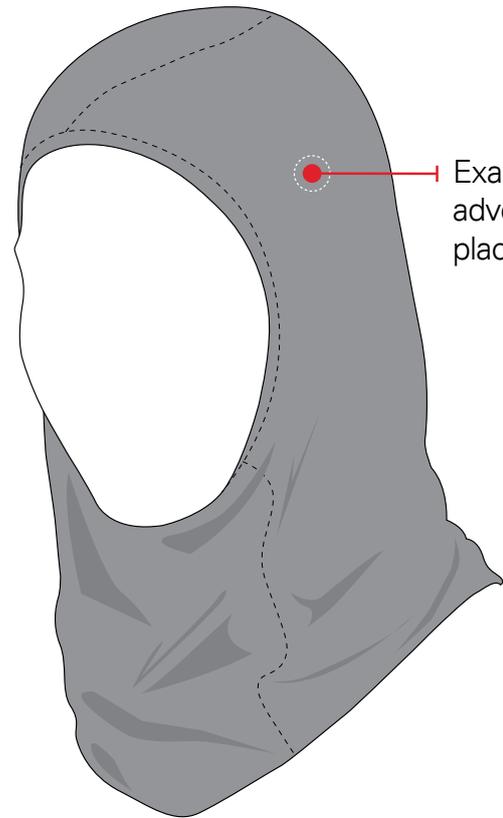
Other Articles Clothing (GCR 24.3.3)

Headbands



Example of advertisement placement

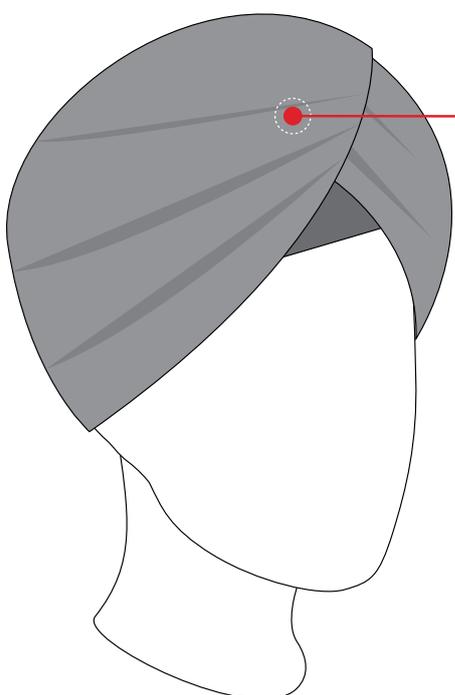
Headscarf



Example of advertisement placement

● Maximum one (1) advertisement no larger than 20 square cm (*Reference to GCR 24.3.3*). Advertisement can be place anywhere.

Turban

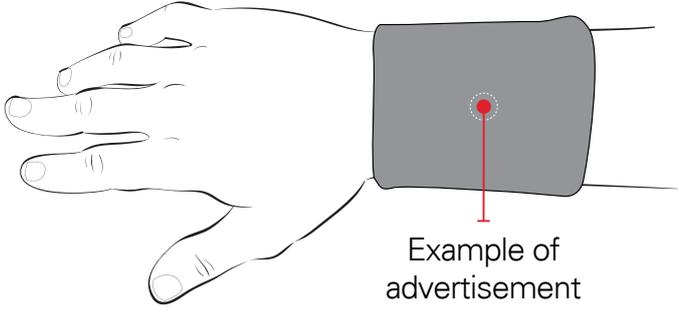


Example of advertisement placement

Advertising on Players' Clothing

Other Articles Clothing (GCR 24.3.3)

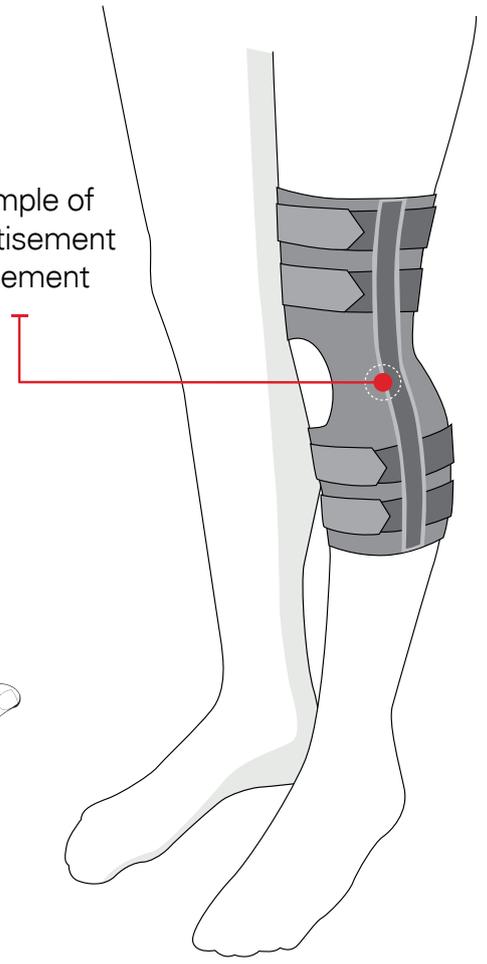
Wristband



Example of advertisement placement

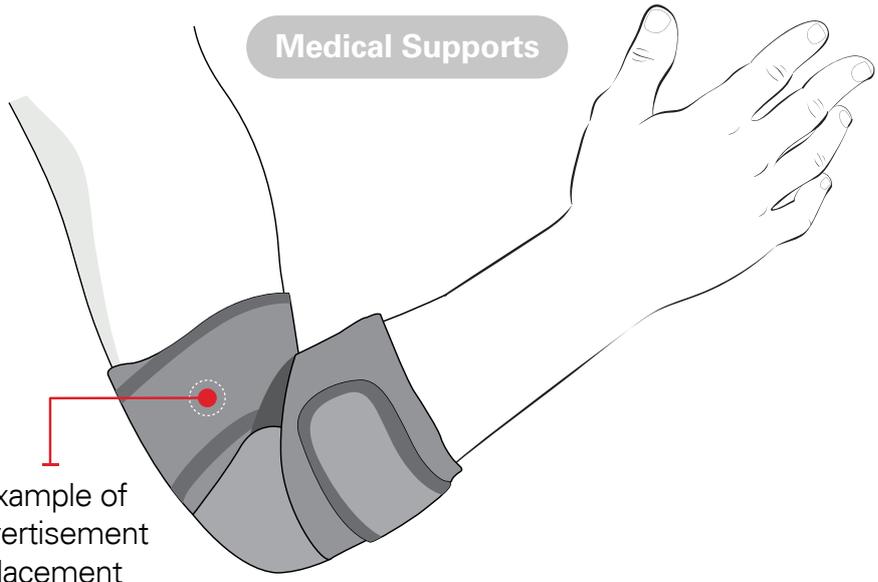
Medical Supports

● Maximum one (1) advertisement no larger than 20 square cm (*Reference to GCR 24.3.3*). Advertisement can be place anywhere.



Example of advertisement placement

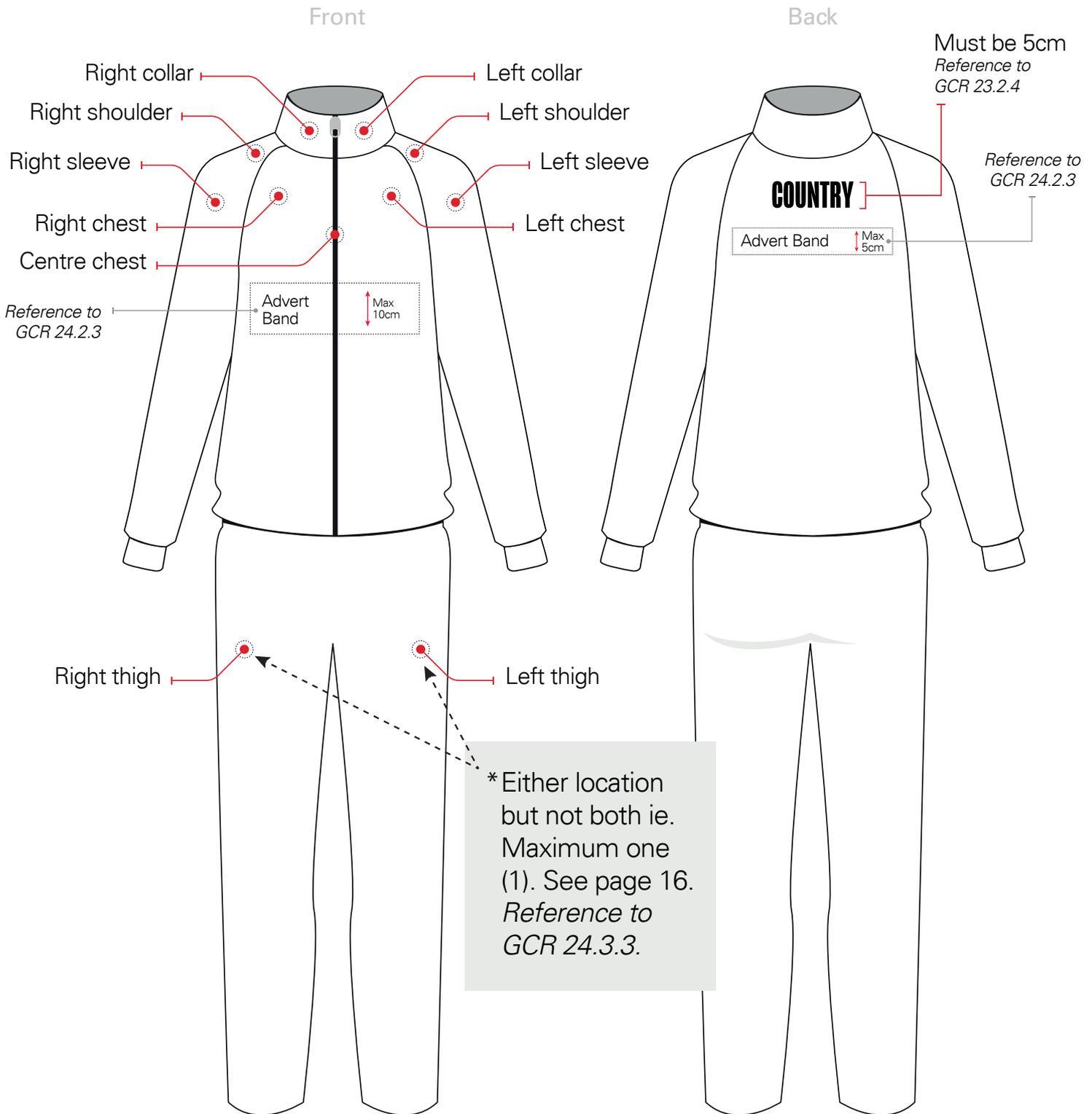
Medical Supports



Example of advertisement placement

Track Suit

● Maximum five (5) advertisements out of the nine (9) locations of the upper body area. Maximum one (1) per location. No larger than 20 square cm. *Reference to GCR 24.2.1.*



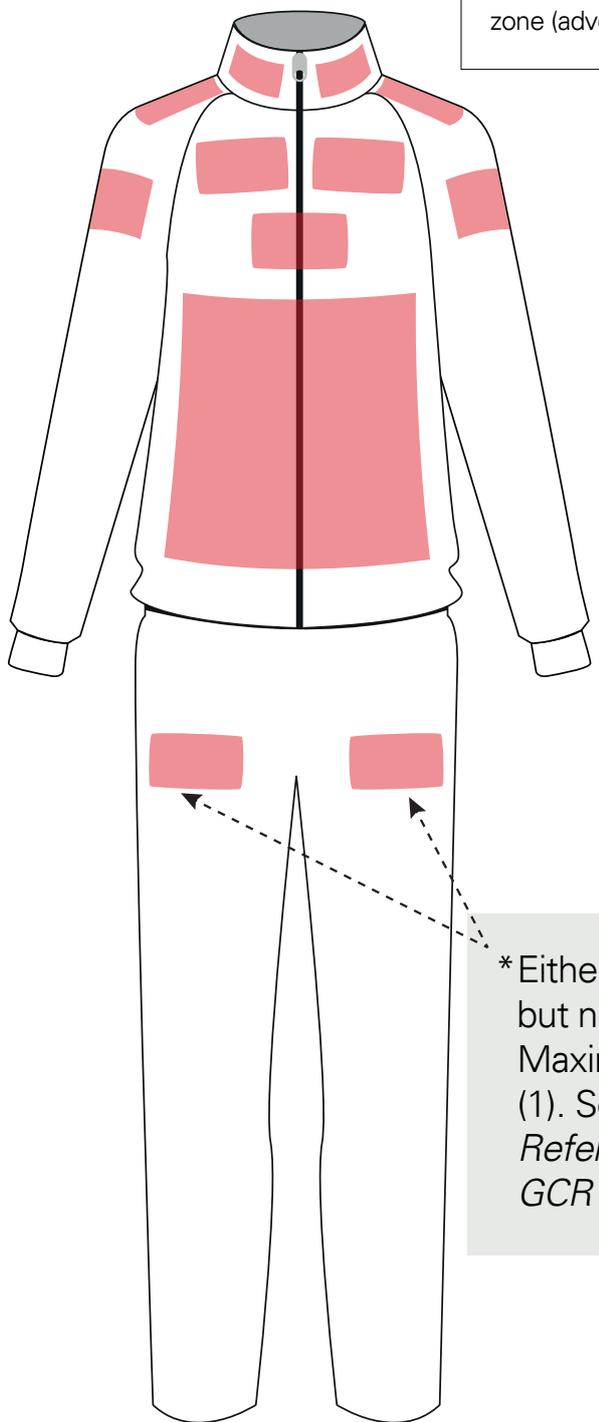
Advertising on Players' Clothing

Track Suit

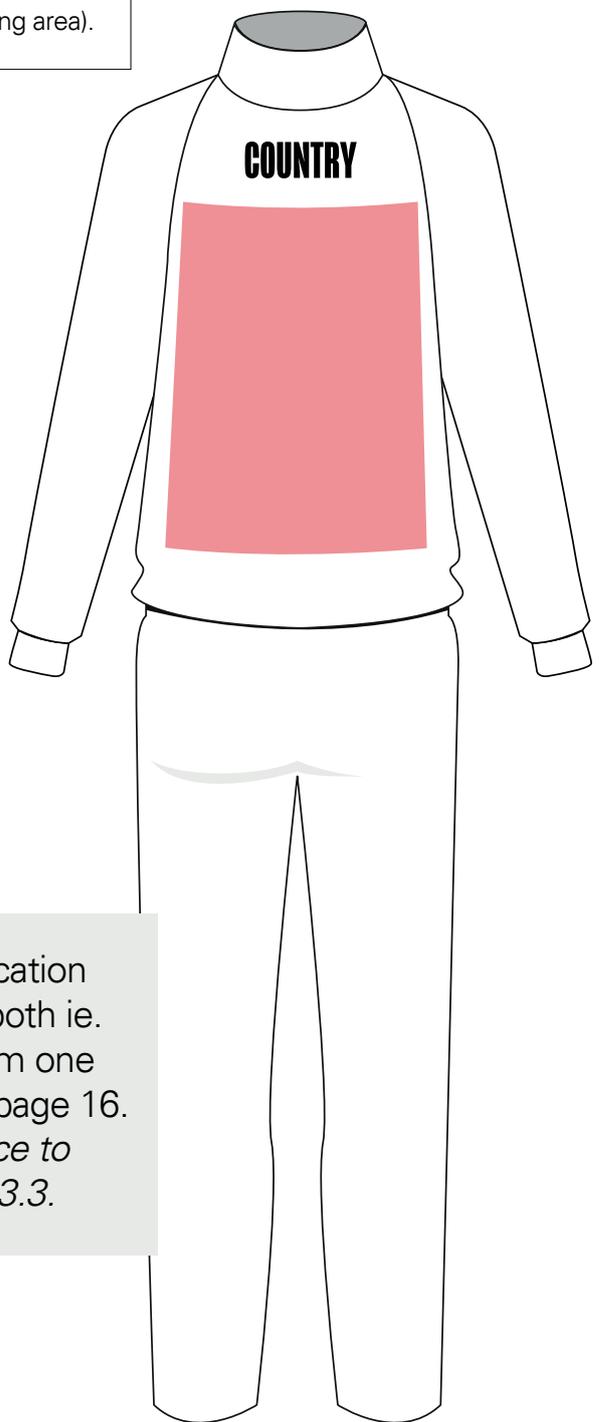
Рекламная зона
Каждая реклама может быть
где угодно в пределах
заштрихованной зоны (рекламной зоны).

 Advertising area
Each advertisement can be anywhere within the shaded zone (advertising area).

Front



Back



* Either location but not both ie. Maximum one (1). See page 16. Reference to GCR 24.3.3.



No. 1, Level 29, Naza Tower, Platinum Park, No. 10, Persiaran KLCC, 50088 Kuala Lumpur
Tel: +603 2381 9188 Fax: +603 2303 9688 www.bwfbadminton.com