



World Masters Hockey

Uniform Advertising Policy

April 2022



1. Purpose, Scope and Application

- 1.1 WMH supports the FIH strategy of raising the global status and popularity of hockey and the WMH Uniform Advertising Policy is designed to help in the development of a powerful image for hockey.
- 1.2 Placing the national, WMH and FIH identity of athletes at the forefront helps to distinguish WMH and FIH International Events, whilst respecting the significant contribution that sponsors and sporting goods manufacturers provide.
- 1.3 The National Association (NA) and other member organisations of each participating team is responsible for informing and educating Participant Members about the Policy and ensuring that each Participant Member complies with it.
- 1.4 All members are automatically bound by and required to comply with all of the provisions of this Policy. Non-compliance with the Policy may result in disciplinary proceedings.

2. Manufacturer Identification

An item of clothing or equipment taken onto the field of play may display the manufacturer's identification in the form of the name, trademark, logo, or any other distinctive sign of the manufacturer of the item, when worn or used by a player, official or umpire whilst playing or officiating in any event subject to the following limitations:

- 2.1 The display may appear once only on any article of clothing, except on shirts where it may be repeated in the one or two figure(s) of the number(s) on the back of the shirts. Any such display may not exceed the overall size of 30 cm² per article of shirt or shorts / skirt / skorts.
- 2.2 For socks, one identification of the manufacturer per sock will be permitted (max. size 10 cm²).
- 2.3 In addition to the manufacturer's identification in 2.1 & 2.2 above, one additional identification limited to Product Technology will be allowed on clothing (max. size 10 cm²).
- 2.4 Authorised identifications may not appear close or adjacent to each other, in order to avoid a composite logo effect or a repetitive effect. This applies also in case of several layers of items worn by the same person or for one-piece body-suits.
- 2.5 Where one-piece body-suits or compression garments are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, each to be no larger than the sizes noted above; however these shall not be placed immediately adjacent to each other.
- 2.6 In respect of outfield players' gloves and armbands, one identification of the manufacturer per glove or armband will be permitted (max. size of 10 cm²).
- 2.7 There is no such restriction on equipment, headgear, shoes, medical face shields or face masks.

3. Sponsors' Advertisements

3.1 Interpretation

- a. The definition of "sponsor advertising" is to include all funding bodies such as national lotteries, National Olympic Committees and public or private companies. Uniforms may carry advertisements as specified in clause 3.3 below.
- b. All measurements are taken as the area within a rectangle drawn around the advertisement. Further information on the positions of the advertising sites see <http://www.fih.ch/files/Sport/Event%20Management/Uniform%20Advertising.pdf>
- c. Advertising must conform to all domestic legislation and regulations in force at the venue at which the team is competing. It is the responsibility of National Associations and all other member organisations to ensure compliance.
- d. In addition, no advertising will be permitted that WMH deems to be detrimental to the positive image of the game. If you have any doubts please seek advice from secretary@worldmastershockey.org before committing to sponsorship.
- e. Sponsors advertising is not permitted on any playing equipment (sticks, helmets, gloves, face masks etc).
- f. Temporary skin tattoos are not permitted as advertising media.



3.2 Procedure for Request and Approval

- a. NAs and all other member organisations shall submit a request to WMH not less than 2 months before the tournament starts that it wishes to advertise on the players' uniforms. Requests must only be made using the WMH Uniform Advertising Form, and include the following:
 - (i). the company(ies)/organisation(s)/product(s) wishing to advertise;
 - (ii). the size of advertisement(s) (which must be within the limits stated in 3.3, below);
 - (iii). the text and/or logo of the advertisement(s);
 - (iv). the position(s) of the advertisement(s) on the uniform (in accordance with 3.3, below).
- b. Only WMH written approval is valid (normally provided 2 weeks after the submission date). Written approval is valid for any subsequent event unless WMH notify otherwise in writing.
- c. Changes to approved advertisements must be similarly submitted to WMH.

3.3 Athletes' Uniforms

Advertising in the form of a company's name, logo or trademark, or any other distinctive sign, is permitted when expressly authorised by WMH, as described below:

- a. on the front of a player's shirt (max. area 350 cm²).
- b. on upper arm of a left shirt sleeve (max. area 80 cm²). **No** advertising permitted on right sleeve;
- c. on the reverse of a player's shirt below the player's number (max. area 200 cm²).
- d. on the front of the shirt collar (both sides) (max. area 40 cm² on each collar).
- e. on the side panels of the shirt (both sides) (max. area 100 cm² on each panel).
- f. where teams wear collarless and sleeveless shirts, advertisements (max. area 40 cm²) may be placed near the neckline of the shirt as per (d) above.
- g. on the back of the player's shorts/skirt/skorts below the waistline (max area 100 cm²).
- h. on one front leg (opposite a player's number) of a player's shorts/skirt/skorts (max. size 80 cm²).
- i. on the sides or back of socks (max. size 100 cm² each sock).
- j. below the collar on the reverse of the shirt is reserved for FIH use.
- k. there are no restrictions on the size of the national emblem or name of the team.

N.B. Advertising must be the same for all field players. Advertisements on goalkeeper's shirts, if different from field players, are subject to WMH agreement based on the principles outlined above.

3.4 Umpires' / Officials' Uniforms

Advertising in the form of a company's name, logo or trademark, or any other distinctive sign, is permitted when expressly authorised by WMH as described below:

- a. on the front of the umpires' / officials' shirts (max. area 350 cm²).
- b. on upper arm of the left shirt sleeve (max. area 80 cm²). **No** advertising permitted on right sleeve.
- c. on the back of the umpires' / officials' shirts, below the umpire's name (max. area 350 cm²).
- d. the Host NA / Event Organiser may also wish to add a Tournament logo to the uniform.
- e. the Host NA / Event Organiser must submit a request in writing to WMH not less than 2 months before the tournament starts that it wishes to advertise on the umpires' / officials' uniforms.
- f. Only WMH written approval is valid (normally provided 2 weeks after the submission date). Written approval is valid only for the specific event unless WMH notify otherwise in writing.



4. Use of WMH and FIH Logos

Refer to WMH Branding Manual

- 4.1 WMH encourages the use of its logo on clothing taken onto the field of play. The WMH logo should be placed on the right sleeve or on sleeveless tops should be centred above the numbers on the back of the shirts.
- 4.2 If an NA or any other member organisation wishes to use the WMH logo on additional items of clothing or equipment they may only do so with the written permission of WMH via secretary@worldmastershockey.org. For this, a charge may be levied.
- 4.3 Where used, the WMH logo must comply fully with the WMH Branding Manual in terms of which colours to use and permitted locations, and the WMH logo must be 80mm in diameter.
- 4.4 The FIH logo may appear on players' shirts in accordance with 3.3j above, but is **only** permitted for use by national teams representing their country and not by any representative teams.