



## **World Para Dance Sport**

### **Uniform and Equipment Advertising Guidelines**

June, 2013

### **Appendix 7**

#### **International Paralympic Committee**

Adenauerallee 212-214 Tel. +49 228 2097-200  
53113 Bonn, Germany Fax +49 228 2097-209

[www.ipc-wheelchairdancesport.org](http://www.ipc-wheelchairdancesport.org)  
[ipcwheelchairdancesport@paralympic.org](mailto:ipcwheelchairdancesport@paralympic.org)

## 1 Definitions

WPDS	means World Para Dance Sport
Advertising	Any advertising and display of a promotional nature.
Manufacturer	The manufacturer of the Wheelchair used in the competition.
Sponsor	Companies which are granted sponsorship, recognition or commercial rights of association with the athlete
Dress	The clothing worn by the athletes during the competition
Logo	Any symbol, name, design or other graphical identification or catch-phrase, slogan or tagline denoting a manufacturer, sponsor or any other company, and/or the name of any product of such an entity.
WPDS Rule	World Para Dance Sport Rules

## **2 General Principles**

### **2.1 Integrity of the Sport**

To protect the integrity of WPDS, any advertising at the Competition must be in accordance with these regulations and must not adversely interfere with the technical conduct of the Competition.

WPDS reserves the right to prohibit the use of any authorised identification on any given item in order to ensure the spirit, the principles of WPDS and these guidelines are respected.

### **2.2 Safety**

All advertising must comply with any applicable safety regulations of a Competition.

### **2.3 Maximizing National and Para-sport Identity**

Wherever possible, Athletes are encouraged to utilize all opportunities to maximize their national and Para-sport identity. This may be achieved through the use of the NPC emblem, the official national colours, the official country name and/or acronym, the official national flag.

### **2.4 Sponsors of the Athlete**

WPDS permits the athletes to display advertising on their dress and equipment during competitions. However this should be placed according to the guidelines and instructions mentioned below:

- 2.4.1** In total there can be only two different sponsors. No third sponsor could be present on the dress or wheelchairs combined. However it is allowed to advertise multiple logos of the two sponsors at the positions specified in the guidelines.
- 2.4.2** In total, there are 7 positions where sponsors logo could be placed. 1 on each competitor dress. 1 on each wheel, 1 on the backrest and 1 on each side guards.
- 2.4.3** The sponsors logo should be placed only on the positions as specified in this guidelines and the sizes specified for each position.
- 2.4.4** The two sponsors should not be adjacent or close to each other. Both of the sponsors logo should be placed separate from each other.
- 2.4.5** Advertising should not be close to or adjacent to the national or Para sport identity.

## **2.5 Prohibited Advertising Content**

### **2.5.1 General**

No use of any identification or logo and no item may be used for promoting or advertising which in a view of the WPDS political, religious, providing false impression of the sport or to the identity or reputation of the competition or any Local organizing committee or any NPC or competitor. Advertising of products which harms the integrity of the sport or its athletes for e.g. Tobacco is also prohibited.

WPDS will have the general discretion to object to any form of advertising which hurts the integrity of the sport, its athletes or gives a bad image to the competition.

### **2.5.2 WPDS Name/Logo**

The name/Logo of WPDS may not be displayed on the dress or the Wheelchair.

## **2.6 Duration and Place**

The following regulations apply for the whole duration of the Competition, including the event itself, all ceremonies (victory, opening and closing), interviews and press conferences. Furthermore, the regulations refer to all venues and sites of the Competition.

## **3 Advertising on Dress**

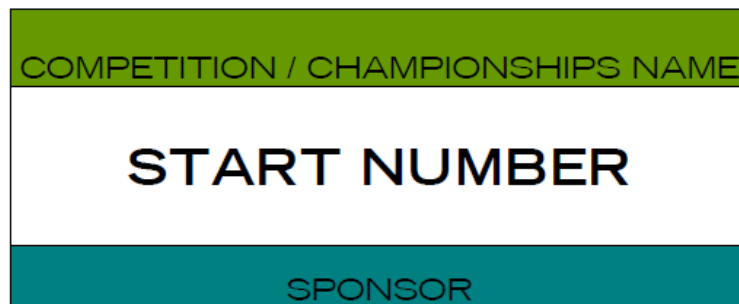
In all WPDS Competitions advertising by up to 2 sponsors is allowed on a couple's dress. The male may advertise one sponsor logo and the female may advertise one sponsor logo. The size of the advertisement may be no more than 40 square cm for each sponsor. Such advertising may only be displayed and located on the waist, chest or sleeves.

## 4 Start Number

The start numbers are produced and distributed by the Local Organizing Committee. The advertising on the start number will be at the discretion of the Local Organizing Committee and cannot be objected by any competitor.

Advertising on the competition number card of the couple is limited to a maximum of 20% of the size of the Start number on the card. The size of couples' start number card may be up to DIN A5 plus 20% reserved for Advertising purposes. Couples must accept the number card as issued and may not tamper with or reduce the size of the number card.

### Example of Start Number



## 5 Advertising on the Wheelchair

The placement of the advertising logos on the wheelchair should be according to these guidelines.

### 5.1 Manufacturer of the Wheelchair

In all Competitions, the logo of the manufacturer may be displayed on each item of equipment as commercially available (as supplied by manufacturer at the point of sale i.e. no enhancement may be made of the usual manufacturer identification).

### 5.2 Sponsor Recognition

The athlete can have two sponsors logo present on the wheelchair. However both sponsors logo cannot be adjacent/close to each other.

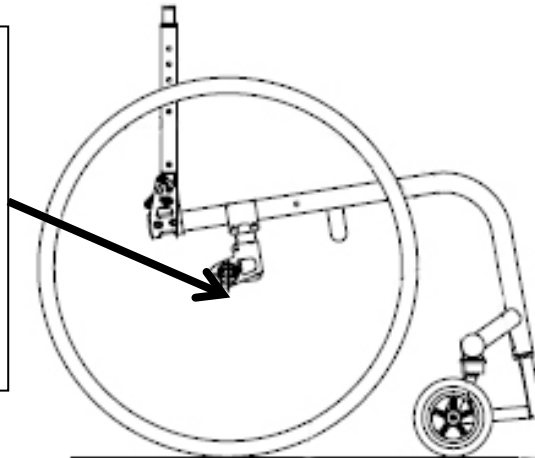
Both sponsors have to be placed at distinctive positions as specified below.

#### 5.2.1 On the Wheels

Only one sponsor logo could be present on each wheel.

If the athletes are using two sponsors, then they are not allowed to use both the sponsor logo on the same wheel.

The size of the logo can take up to the size of the circle making the spoke.



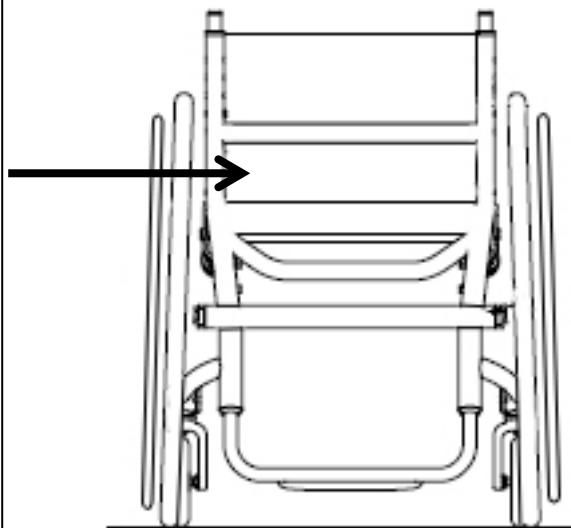
### 5.2.2 On the bottom of the backrest

Only one sponsor recognition is permitted on the back of the wheelchair.

The size of the logo of the sponsor should not exceed 20 X 7 cm.

The logo on the backrest could be placed only at the bottom and should not in any case block the visibility of the start number of an athlete in case the start number is placed on the Backrest.

WDS will have the right to cover the logo in case it blocks the visibility of the start number.

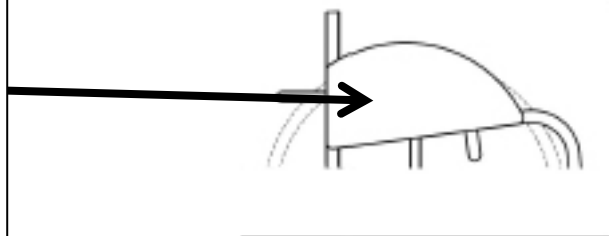


### 5.2.3 On the side guards of the wheelchair

Only one sponsor recognition is permitted on the safeguards of the wheelchair.

The size of the logo of the sponsor should not exceed 15 X 10 cm.

The athletes are allowed to use two different sponsors on the side guard. Each sponsor can be placed on each side of the side guard.



In case you have any questions, please don't hesitate to contact World Para Dance Sport at [ipcwheelchairdancesport@paralympic.org](mailto:ipcwheelchairdancesport@paralympic.org)