

# **APPENDIX 2. ADVERTISING**

## **BY-LAW TO RULE 50 — RA ADVERTISING RULES**

### **1 General Principles**

1.1 These rules:

1.1.1 Apply to all regattas conducted under the auspices of Rowing Australia;

1.1.2 Apply to boats and equipment at the regatta venue from the time of the official opening of the venue for training until the end of the regatta. They apply to rowers and rowers' clothing when they are on the water and on or near the presentation pontoon or stage while victory ceremonies are occurring. They apply as well to all regatta officials and umpires.

1.2 Subject to meeting any advertising and signage requirements of Rowing Australia on behalf of its sponsors, all forms of fixed advertising at Australian Championship Regattas and any other event conducted by or on behalf of Rowing Australia shall be under the control of the Organising Committee appointed by the Board for that event.

1.3 Exclusive Rights of RA

1.3.1 The following rights are the exclusive property of RA at all regattas conducted under the auspices of RA, and shall be commercialised in conjunction with each Organising Committee:

Television rights, including all means now known or hereafter devised, whether live or recorded, pay or free television including terrestrial, satellite or cable transmission;

Commercial rights, including all commercial and sponsorship rights arising in relation to or in any way connected including signage rights, general sponsorship rights, official supplier rights, event programme rights, advertising rights on all promotional materials and publications and hospitality rights.

- 1.4 If a manufacturer is also a sponsor it may use the space reserved for a sponsor but is not allowed to create a single larger area by combining the two specified areas.
- 1.5 If the area reserved for the manufacturer is not used by the manufacturer, it cannot be used for another purpose.
- 1.6 The advertising does not necessarily have to be the same on the boat, the different items of clothing and the oars/sculls, but within each type it must be identical; for example, all the oars/sculls of a crew must carry the same advertising in the same format, and each individual item of clothing must be identified in the same way for all members of the crew.
- 1.7 This Rule applies for each individual crew — that is to say the advertising on the clothing of the rowers of a coxless four of one Club or State Association does not necessarily have to be the same for the rowers of an eight from the same Club or State Association.

## 2 Restriction on Advertising on Equipment

Boats and equipment shall be subject to the following restrictions:

- 2.1 On the outside of the boat, the identification of the manufacturer may appear once on each side of the shell in the section of the boat occupied by the rower(s), and each may be no more than 100 sq cm in area. In the first 50cm from the bow of the boat the logo of the manufacturer may appear once on each side of the boat and may be no more than 80 sq cm in area. The logo shall not include text.
- 2.2 The name of the boat or identification of the sponsors of the club, school or association are the only other optional advertising allowed on the boat. These are interchangeable and may be no more than 800 sq cm in area.

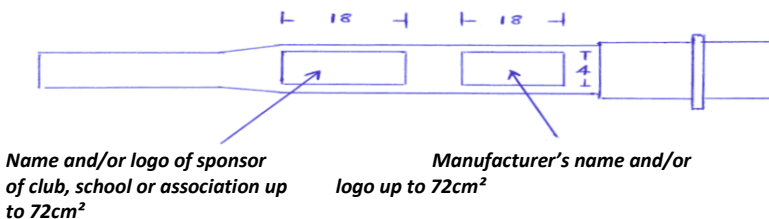
*Example of Identifications on Boats (Not to Scale)*



**Name of boat or name and/or logo of sponsor of club, school or association up to 800cm<sup>2</sup>**      **Manufacturer's name and/or logo up to 100cm<sup>2</sup>**

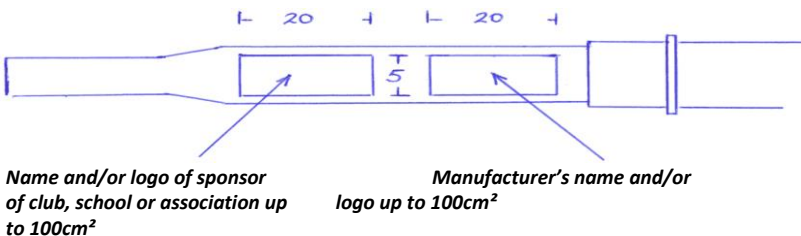
- 2.3 On each scull oar the inboard section of the loom or shaft may carry identification of the manufacturer once to a maximum area of 72 sq cm. In addition, a club, school or association may place one advertising space to a maximum area of 72 sq cm. No identifications or advertising is allowed on the outboard section of the loom or shaft.

**Example of Identification on Scull Oars (Not to Scale)**



- 2.4 On each sweep oar the inboard section of the loom or shaft may carry identification of the manufacturer to a maximum area of 100 sq cm. In addition, a club, school or association may place one advertising space to a maximum area of 100 sq cm. No identifications or advertising is allowed on the outboard section of the loom or shaft.

**Example of Identification on Sweep Oars (Not to Scale)**



**3 Restriction on Advertising on Competitors Clothing**

- 3.1 Racing Shirts of Equivalent

- 3.1.1 The identification on a racing shirt of the competitors Club, School or Association may appear once and may be no more than 100 sq cm in area.
  - 3.1.2 A clothing manufacturer may, on each racing shirt or equivalent worn by a competitor, have identification of its company or brand name once and may be no more than 20 sq cm in area.
- 3.2 Racing Shorts or Equivalent
  - 3.2.1 Advertising may not exceed 50 sq cm in area and may appear on one or both sides of the shorts, each side to be identical at 50 sq cm each.
- 3.3 Headwear
  - 3.3.1 On headwear, one space for club, school or association identification or advertising is allowed that may not exceed 50 sq cm in area. The identification of the manufacturer may appear once in a separate position and may be no larger than 10 sq cm.
  - 3.3.2 The headwear of individual crew members may have two sponsor identifications each of not more than 50 sq cm in area. These identifications are reserved for the sponsor or sponsors of that crew member and may accordingly vary between crew members subject to the agreement between the rowers and their club.
- 3.4 Socks
  - 3.4.1 The socks or leg coverings (but not both) of individual crew members may also display one sponsor identification of not more than 50 sq cm on each leg and distinctly separate from the manufacturers identification. These may be different within a crew and, with the agreement between the individual rower(s) and their club, may be offered to sponsors of individual rowers in the crew and may accordingly vary between crew members and be different on each leg.
- 3.5 Subject to 3.3.2 and 3.4.1, the clothing of all members representing the same School, Club, Institute or State Association in a crew must be identical and uniform and, any sponsor identification must be

worn on the same part of the clothing by each crew member from the same School, Club, Institute or State Association.

#### **4 Rowing Australia Sponsors Advertising**

The Board, on reasonable notice, may require, during the conduct of an Australian Rowing Championship or any other event conducted by or on behalf of Rowing Australia, the identification of a sponsor of Rowing Australia to be displayed as follows:

- 4.1 On a boat on both sides of the boat (including the sax board) and once on either the bow or stern canvas in area up to 800cm<sup>2</sup>. This identification being placed once on the bow canvas (i.e. in the cockpit section) in sizes no larger than 12.5cm in width and 64cm in length. This shall be in addition to space allocated to the identification of manufacturers and the space allocated to the name of the boat or identification of sponsor of club, school or association.
- 4.2 On scull or sweep oars on the inboard section to an area up to 50cm<sup>2</sup> with a maximum height of 5cm. This shall be in addition to space allocated to the identification of manufacturers and the space allocation to the club, school or association advertising space.
- 4.3 On special clothing that RA may require competitors to wear. This may take the form of a specially made T-shirt, to be provided by RA, which shall be worn under the racing shirt or equivalent. Any RA identification may appear once on each sleeve and each may be no more than 100 sq cm in area.

#### **5 Blades of Oars and Sculls**

Only the colours of State Associations, Institutes, Schools or Clubs may be displayed on the blades of sculls and oars.

#### **6 Enforcement**

The Board, through the CEO or nominee, may, upon the request of the Organising Committee of the Australian Rowing Championships or any other

event conducted on behalf of Rowing Australia or its representative or on its own volition, instruct any person that any advertising matter in conflict with these rules be modified or removed. The penalty for non-compliance with such instruction shall be disqualification from the regatta of the offending State Association, Club, School, Institute, crew or individual.

## **7 Limitation**

The display of advertising material showing tobacco, tobacco products, strong liquor (more than 15% alcohol content) or strong liquor products is prohibited.