

APPENDIX 2. ADVERTISING

BY-LAW TO RULE 50 — RA ADVERTISING RULES

1 Application of these Rules

- a. These By-Laws apply to:
 - i. All regattas conducted under the auspices of Rowing Australia;
 - ii. 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.
 - iii. Rowers and rowers' clothing when they are on the water and on or near the presentation pontoon or stage while victory ceremonies are occurring.
 - iv. Regatta officials and umpires.
 - v. All sponsorship and advertising displays within the regatta venue.
- b. Sponsorship and Advertising
 - i. "Sponsorship" shall mean the act of sponsoring or of being sponsored which leads to the display of the sponsor's name or identification or any form of Identification.
 - ii. "Advertising" shall mean all forms of advertising, display or identification including but not limited to any form of commercial identification.
 - iii. Advertising is prohibited except where specifically allowed by Rowing Australia Constitution, Rules of Racing or related By-Laws.
 - iv. Advertising must comply with the laws of state in which the regatta is being staged, and if it is broadcast, the laws that apply to broadcasting in Australia.
 - v. Sponsorship by, or advertising of, tobacco and e-cigarette products and strong liquor (more than 15% alcohol) or strong liquor products is prohibited.
 - vi. If an event (including regattas and championships) includes racing events for rowers under the age of 19, the advertising of alcohol is prohibited during those racing events in which rowers under the age of 19 participate.
 - vii. Advertising which is inappropriate, political in nature, or which is harmful to the image of rowing or in contradiction with the Rowing Australia Rules of Racing and related Bye-Laws is prohibited.

- viii. With the exception of state lotteries that are owned or operated on behalf of a state authority, the sponsorship by, or advertising of, any form of betting, gambling, gaming or lottery competition, whether or not involving any sport event(s), which involves the wagering of something of value (including real or virtual currency) on an outcome is prohibited. This prohibition applies irrespective of whether such betting, gambling, gaming or lottery competition advertising would otherwise be permitted by the laws of the country or region in which it will appear. The advertising or sponsorship of any organisation conducting such activity is also prohibited.
- ix. Where an advertiser deals in a product that is prohibited by these By-Laws but also deals in a non-prohibited product, that non-prohibited product may be advertised providing that it does not incidentally promote the prohibited product.
- x. Advertising may not include anything which displays or leads to content which would not be permitted under these Rules (e.g. via website address, QR code or other identification whatsoever, etc.).

c. General Principles

- i. A boat or its crew that is not compliant with Rule 50 or Rule 51 or its By-Laws may not be allowed to start a race and may be excluded or otherwise penalised by the Starter or Umpire.
- ii. If a crew has raced and it is then found that either the boat or any crew member was not compliant with Rule 50, 51 or these By-Laws, the crew may be relegated to last place in the race concerned. If the crew has been notified of its non-compliance and races again in a later round of the same event with clothing and/or equipment that is again or newly non-compliant, the crew may be excluded from the event concerned.
- iii. If any member of a crew participating in a victory ceremony does not comply with Rule 50, 51 or its By-Laws the crew may be relegated to last place in that particular race, excluded from the event concerned or otherwise penalised. Medals already awarded to a crew which has been relegated or excluded may be withdrawn and awarded to the next placed crew in that event.

d. Exclusive Rights of RA

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:

- i. Broadcasting rights, which shall be understood to include but not limited to: broadcast, radio, online and interactive media, whether now known or hereinafter invented/ developed, for reception on all platforms, exploited or distributed on a free or paid basis in any language, in public or private places, via the designated media, whether "Live" (which means the transmission of the content in real time or with only minimum technical delays as to be imperceptible to the viewer); "Delayed" (which means any transmission which is not Live); and "Radio Transmission" (which means the transmission of audio only signals by means of the designated media);
 - ii. i. Commercial Rights, which shall be understood to mean any and all commercial and intellectual property rights of any kind whatsoever, whether now known or hereafter developed, existing at any time anywhere in the world, in any and all media, arising from and/or in connection with any RA Event and any part or aspect of them including, but not limited to: all sponsorship and supplier rights, advertising rights on signage and on all promotional materials and publications, licensing/merchandising rights, concession rights, ticketing rights, hospitality rights, catering rights, publishing rights, data rights and Broadcasting Rights (as defined in 1) d) i) above).
- e. "Identification" and how it is measured
- i. "Identification" means the display of a name, designation, trademark, logo or any other distinctive sign or mark of any kind. The following types of Identifications are permitted to be displayed on uniforms and equipment where specified under these By-Laws:
 - 1. Identification of a manufacturer;
 - 2. Identification of the product technology;
 - 3. Identification of the state, club or school of the crew concerned;
 - 4. Name of the boat (not the manufacturer of the boat);
 - 5. Identification of the sponsor(s) of the state, club or school;
 - 6. Identification of the sponsor(s) of an individual rower where specifically provided under these By-Laws;
 - 7. Rowing Australia Identification.

Each of (1) to (7) is an "Identification" for the purpose of this By-Law.

- ii) Within one sponsor's Identification, several different sponsors may be displayed, subject to the overall Identification not exceeding the permitted size and subject to Identifications being identical within a crew where this is stipulated in these By-Laws.
- iii) The area of the Identification is calculated by drawing vertical and horizontal lines at right angles to each other extended from the most extreme points of the name or symbol, or of the background colour if this covers a larger area. Where the identification consists of separated elements, then where these elements are together identified with a sponsor, the measurement shall include the extreme points of all such elements together. The area is therefore measured as a square or rectangle.

f. Rowing Australia Sponsors Advertising / Reserved Space

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:

- i) 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 800cm². 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.
- ii) On scull or sweep oars on the inboard section to an area up to 50cm² 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.
- iii) 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.

g. A Manufacturer as Sponsor

- i. If a manufacturer is also a sponsor, it may use the space reserved for a sponsor in addition to its use of the manufacturer's space, but it may not create a single larger area by combining the two specified areas.

- ii. If the area reserved for the manufacturer is not used by the manufacturer, it cannot be used for another purpose.
- h. Identifications on the boat and within the Crew

A crew may display different sponsor identifications on their boat, their oars and their clothing. However:

- i. identifications on all oars/sculls must be identical within boat/crew with only the exception of the manufacturer identification where individual rowers may choose to row with oars/sculls from different manufacturers;
- ii. Identifications on all other equipment items and fittings in the boat must be identical within a boat/crew; and
- iii. Identifications on all clothing items must be identical within a crew except as specifically provided within these By-Laws with regard to headwear, socks, shoes and eyewear.
- i. State, Club and School Identity
 - i. Crews competing in the name of their state/club/school are permitted to display their state/club/school identity on their rowers clothing and equipment except in those areas specifically reserved for other use or where identifications are prohibited under these By-Laws.
 - ii. Where state/club/school identity is on the uniform it must be a part of the official design registered with their member association under Rule 51.
 - iii. State/Club/School identity may include the official colours, the State/Club/School name or abbreviation and logo
- j. 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.

2 Identifications of Racing Clothing

a. Racing Uniform

Subject to the regulations below, the clothing of all members representing the same School, Club, Institute, University 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, University or State Association.

b. Racing Shirts of Equivalent

- i. The identification on a racing shirt of the competitors' Club, School or Association may appear without restriction. There is no restriction on the size.
- ii. The Identification of the manufacturer of the shirt or equivalent may appear once on the front of the shirt and may be no more than 30 sq cm in area.
- iii. One product technology Identification of no more than 10 sq cm may appear on the shirt.
- iv. The identification of one or more sponsors of the state/club/school may appear as follows:
 - a) One Identification once on the front of the shirt and be no more than 100 sq cm; and
 - b) One Identification on each side of the shirt in vertical format to be no more than 80 sq cm the shirt when worn but should appear only on the side. The Identifications may be different on each side but must be uniform within a crew. Each. Such Identifications should not encroach on the front or back of the shirt when worn but should appear only on the side. The Identifications may be different on each side but must be uniform within a crew

c. Racing Shorts or Equivalent

- i. The following Identifications are permitted on the racing shorts or equivalent:
 - (1) The identification of the manufacturer may appear once and be no more than 30 sq cm.
 - (2) One product technology Identification may appear once and be no more than 10 sq cm.
 - (3) In addition to the manufacturer and product technology Identifications, the racing shorts may have one sponsor Identification of not more than 50 sq cm on each leg. These Identifications must be identical within the crew

d. Headwear

- i. Individual members of a crew are permitted to choose whether to wear headwear.
- ii. If two or more members of a crew wear headwear, such headwear shall be identical in colour except as otherwise provided below

- (1) headwear may differ in design and as such can be a different brand, design, or shape. Therefore within one crew a hat/visor etc. may be worn.
 - iii. The identification of the club, school or association is allowed and may not exceed 50 sq cm in area.
 - iv. The Identification of the manufacturer of the headwear may appear once and be no more than 10 sq cm in area. The manufacturer may be different between individual crew members as long as the colour of the headwear is identical.
 - v. 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, subject to 3.c.ii above and are subject to the agreement between the rowers and their club.
- e. Socks and leg coverings

This provision applies to socks and any other item of leg covering that is worn visibly below shorts (for example, leggings or pressure stockings).

 - i. The identification of the manufacturer of the socks and/or leg coverings must be the same on each leg and may appear once on each leg and in each case shall be no more than 10 sq cm. The manufacturer may be different between individual crew members as long as the colour, design and length of the socks or leg coverings are identical.
 - ii. 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 manufacturer's 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.
- f. Identifications on Shoes
 - i. Rowing Australia does not have any restrictions on shoes
- g. Eyewear
 - i. Rowing Australian does not have any restrictions on eyewear.

3 Restriction on Advertising on Equipment

Boats and equipment shall be subject to the following restrictions:

- a. 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.
- b. The name of the boat and sponsors of the club shall be allowed within the following parameters.
 - i. To enable Rowing Australia's use of the specified reserved space as outlined in 1.f of these regulations.
 - ii. Limited number of sponsors depending on boat size:

3.b.ii.1	1 sponsor on a 1x
3.b.ii.2	2 sponsors on a 2x or 2-
3.b.ii.3	4 sponsors on a 4+ / 4- / 4x+ / 4x
3.b.ii.4	4 sponsors on an 8+
- c. 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
- d. On each sweep oar the inboard section of the loom or shaft may carry identification of the manufacturer once to a maximum area of 100 sq cm.
- e. There shall be no restriction on advertising of club or school sponsors on the shaft of sculls or sweep oars with the exception of those outlined in 1b.
- f. There shall be no advertising permitted on blades.