

SPONSORS ADVERTISING

What sponsor advertising can I wear?

For archers representing Archery Australia in an international competition or competing in Australia in a World Archery registered tournament shall comply with the requirements imposed by World Archery.

You should refer to the World Archery Eligibility requirements clause 2.2 of the World Archery Rule Book.

A summary of the World Archery requirements -

- Tobacco and alcohol advertising and sponsorship are forbidden at World Championships.
- Athletes may wear advertising in addition to the normal manufacturer trademarks of the articles worn.

The manufacturer's trademark is the registered mark of the company which produced the item.

If a company has an item made for it under contract, the label of the item, if appropriate to the item, shall correspond to its trademark.

- Athletes may have advertising on their personal and technical equipment (e.g. bows, bags, etc.) in addition to the item's normal trademark.
- All advertising on clothing above shall not exceed 400cm² per item.

That is the total advertising on an item combined must not exceed 400cm² e.g. 20cm x 20cm or 40cm x 10cm.

- This restriction applies to items such as clothing, bows, stabilisers, quivers, chest guards, spotting scopes, bags, caps etc.

Athletes' competitor numbers are not covered by this rule.

- All trademarks referred above shall not exceed 30cm² e.g. 3cm x 1cm or 1.5cm x 1.5cm, except trademarks on bows and stabilizers which may not exceed 400cm².
- The official insignia, flag or emblem of the country, National Association, RGB or Club they represent has no restriction as to size and is not counted as advertising.
- Advertising must not obscure or cover up the competitors name, country code, or official insignia or logo.

- These advertising requirements are to be observed by all team officials present on the field of play.

How is Advertising Measured?

A sponsor's advertising is measured by determining the width and height of the object as a square or rectangle and multiplying the numbers, e.g. 10cm x 5cm equals 50cm².

Odd shaped logos or a circular logo are measured as a square.

If there are multiple logos on an item the total size of all logos is added together and the total must not exceed 400cm².

