

## Appendix 2 Bye-Laws to Rule 43 – Advertising Bye-Laws

### 1. Application of these Rules

These bye-laws apply to all international regattas governed by FISA rules. In addition, certain sections below describe advertising rules for World Rowing Championship, Rowing World Cup and other international regattas as FISA may decide.

They apply to boats and equipment at the regatta venue from the time of the official opening of the venue until the end of the regatta. They apply to rowers' clothing when they are on the water and on or near the victory pontoon or stage during the hours of racing of the regatta (being all times that the traffic rules for racing are in effect in accordance with these Rules) and while victory ceremonies are in progress. They apply as well to all regatta officials and umpires. They do not concern the Olympic or Youth Olympic Games where the Olympic Charter applies or the Paralympic Games where IPC rules apply.

#### 1.1 General Principles

- 1.1.1 A boat which does not or rower(s) who do not comply with Rule 41 or its Bye-Laws will not be allowed to race and shall be excluded by the Starter or Umpire.
- 1.1.2 A boat that is or rower(s) who are found to have raced but was not compliant with Rule 41 or its Bye-Laws, the crew shall be relegated to last place in the race concerned. If the crew races again in a later round of the same event with clothing and/or equipment that is again in breach of this rule, the crew shall be excluded from the event concerned.
- 1.1.3 Rower(s) participating in a victory ceremony who do not comply with Rule 41 or its Bye-Laws may be relegated to last place in the particular race, excluded from the event concerned or otherwise penalised. Medals already awarded to a crew which has been relegated or excluded shall be withdrawn and awarded to the next placed crew in that event.

### 1.2 Exclusive Rights of FISA

The following rights are the exclusive property of FISA at all World Rowing Championship and Rowing World Cup regattas and shall be commercialised in cooperation with each Organising Committee:

- 1.2.1 Television rights, including all means now known or hereafter devised, whether live or recorded, pay or free television including terrestrial, satellite or cable transmission;
- 1.2.2 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.

### 1.3 "Identification" and how it is measured

The following types of identifications are permitted under these Rules:

- 1.3.1 Manufacturer,
- 1.3.2 Member federation or Club name,
- 1.3.3 Boat name,
- 1.3.4 Member federation or Club sponsor,
- 1.3.5 FISA Identification

Each is an "Identification" for the purpose of this Rule.

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. The area is therefore measured as a square or rectangle, for example:



### 1.4 A Manufacturer as Sponsor

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. If the area reserved for the manufacturer is not used by the manufacturer, it cannot be used for another purpose.

### 1.5 Identifications within the Crew

The Identifications do 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 Identification in the same format; and each individual item of clothing must be identified in the same way for all members of the crew.

### 1.6 National Identity

Member federations' crews are permitted to utilise all opportunities to display their national identity on their official uniforms and equipment in areas which are not otherwise restricted. Where such identity is on the uniform it must be a part of the official design submitted to and approved by FISA under Rule 42. National identity shall include the official national colours, the official country name and/or acronym and the official national flag (as approved for FISA ceremonies). Where the member federation is a region or territory, the national identification shall mean such colours, name and flag as are approved for use by FISA.

For the avoidance of doubt, this provision shall not apply to crews competing under the name of a club.

The provisions of this clause shall be separate from all other provisions and shall not be used to enhance or change the display of any other permitted identifications and shall not imply any change in the meaning of any other provisions in these Bye-Laws.

## 2. Racing Clothing

### 2.1 Uniform Clothing

The clothing of all the members of a crew must be identical and uniform, and any identifications must be identical and worn on the same part of the clothing by each crew member. Where a crew wears a "one-piece" racing uniform, rather than shirt and shorts, these provisions shall apply to the uniform on a "shirt" and "shorts" equivalent basis. On a one-piece uniform the identifications permitted for shirts and shorts shall not be placed together in a manner that the identifications might be enhanced in any way.

### 2.2 Racing shirt or equivalent

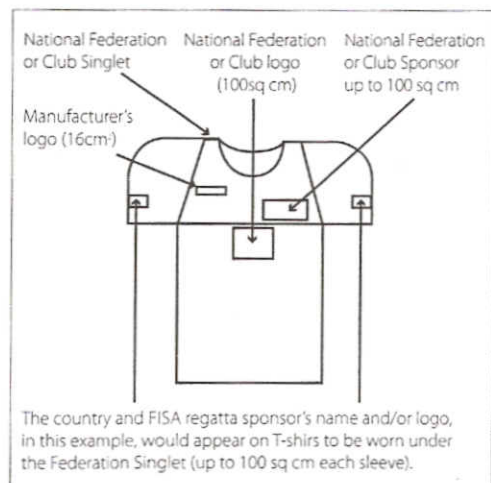
For World Rowing Championships and the regattas comprising FISA's Rowing World Cup and other FISA Events, the racing shirt shall be the "singlet" or "sleeveless-shirt" style.

### 2.3 Identification on the Racing Shirt or equivalent

#### 2.3.1 International Regattas

Except for the provisions of paragraph 1.6, the Identification of the member federation or club may appear once and may be no more than 100 sq cm in area.

The Identification of the Manufacturer may appear once and may be no more than 16 sq cm in area.



- 2.3.2 For World Rowing Championship, Rowing World Cup regattas and other FISA Events, FISA may require competitors to wear special clothing with the FISA Identifications. This may take the form of a specially made T-Shirt, to be provided by FISA, which shall be worn under the rowers' racing shirt. This FISA Identification may appear once on each sleeve and each Identification may be no more than 100 sq cm in area.

Coxswains may also be required to wear additional clothing with the FISA Identification.

**2.4 Identification on Headwear**

The Identification of a sponsor of the member federation or Club may appear once and may be no more than 50 sq cm in area. Except for the provisions of paragraph 1.6, no other Identifications may appear on headwear.

**2.5 Identification on the Shorts or the equivalent**

Except for the provisions of paragraph 1.6, the Identification of a sponsor of the member federation or Club may not exceed 50 sq cm in area and may appear either once (at 50 sq cm) or twice (once on each side of the shorts, each side to be identical) at 50 sq cm each.

**2.6 Identification on Socks**

The Identification of the manufacturer may appear once on each sock and may be no more than 6 sq cm.

**2.7 Identification on Eyewear**

The Identification of the manufacturer may appear once on one of the eyeglass arms and may be no more than 6 sq cm. Alternatively, Identification may appear twice; once on each of the two arms, where each arm is to be identical and each Identification may not exceed 3 sq cm in area.

**2.8 No other Identifications**

Except for the provisions of paragraph 1.6, no Identifications may appear on any other clothing or accessories worn or carried by the competitors.

**3. Identification on Racing Boats**

On the boats, there are the following possibilities of identification: Manufacturer, Boat name, Sponsors of the member federation or Club, FISA Identifications.

**3.1 Identification of the Manufacturer**

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 50 cm 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.

**3.1.1 Identification on Riggers or Fins** – On each rigger or on each side of the Fin, the manufacturer's Identification may appear only once

and may be no more than 16 sq cm in area. The Identification may only appear on the edge of the rigger facing the bow of the boat.

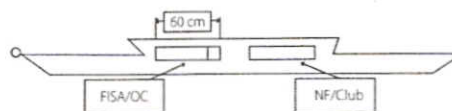
**3.1.2 Identification on Swivels (Oarlocks)** – On each swivel the manufacturer's Identification may appear only once and may be no more than 40 mm in height and 5 mm in width. The Identification may only appear on the side of the swivel facing the bow of the boat.

**3.1.3 Identification on Shoes and Seats** – On each shoe or seat, the manufacturer's Identification may appear only once and may be no more than 6 sq cm in area.

With the exception of the plaque required under Bye-Law 1.10 to Rule 31, no other Identification of the Manufacturer is allowed.

**3.2 Other Identifications on the Boat**

Except as provided for in 3.2.2 below or in 1.6 above, the name of the boat or the Identification of the sponsors of the member federation or club are the only other optional Identifications allowed on the boat. These two types are interchangeable and are hereinafter referred to as "Sponsor Identifications".

**3.2.1 Single Sculls, Double Sculls, Pairs and Coxed Pairs**

a. Member federation or Club sponsor Identifications may only appear within an "Advertising Space". Each Advertising Space on a boat may be no more than 800 sq cm in size. On each side of a single scull, a 2x, 2- or 2+, only one Advertising Space is allowed.

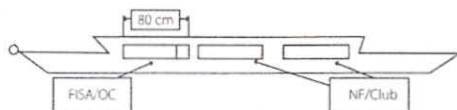
b. On the fore and aft deck areas of a single, 2x, 2-, 2+, only one Advertising Space each, no more than 800 sq cm in size, is allowed.

c. For World Rowing Championships, Rowing World Cup regattas and other FISA Events, the first 60 cm of the washboard on each side is reserved for the FISA Identifications and the country abbreviation. FISA may place Identifications of a FISA sponsor no more than 600 sq cm in area, and the abbreviation of the crew's country in the first 60 cm of the washboard once on each side. The space for the FISA Identification shall

not exceed 42 cm in length and the space for the country abbreviation shall not exceed 18 cm in length.

d. For International Regattas, the first 60 cm of the washboard on each side is reserved for the sponsor of the organising committee. The organising committee may place Identifications of their sponsor no more than 600 sq cm in area in the first 60 cm of the washboard once on each side.

e. Except for the provisions of paragraph 1.6, no additional Identifications are allowed.

**3.2.2. Quadruple Sculls, Fours and Coxed Fours**

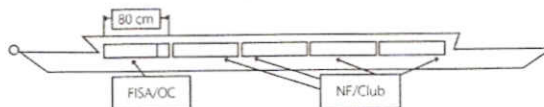
a. Member federation or club sponsor Identifications may only appear within an "Advertising Space". Each Advertising Space on a boat may be no more than 800 sq cm in size. On each side of a 4x, 4- or 4+, only two Advertising Spaces are allowed.

b. On the fore and aft deck areas of a 4x, 4-, 4+, only one Advertising Space each, no more than 800 sq cm in size, is allowed.

c. For World Rowing Championships, the regattas comprising FISA's Rowing World Cup and other FISA Events, the first 80 cm of the washboard on each side is reserved for the FISA Identifications and the country abbreviation. FISA may place Identifications of a FISA sponsor no more than 800 sq cm in area, and the abbreviation of the crew's country in the first 80 cm of the washboard once on each side. The space for the FISA Identification shall not exceed 60 cm in length and the space for the country abbreviation shall not exceed 20 cm in length.

d. For International Regattas, the first 80 cm of the washboard on each side is reserved for the sponsor of the organising committee. The organising committee may place Identifications of their sponsor no more than 800 sq cm in area in the first 80 cm of the washboard once on each side.

e. Except for the provisions of paragraph 1.6, no additional Identifications are allowed.

**3.2.3. Eights**

a. Member federation or club sponsor Identifications may only appear within an "Advertising Space". Each Advertising Space on a boat may be no more than 800 sq cm in size. On each side of an eight, four Advertising Spaces are allowed.

b. On the fore and aft deck areas of an eight, only one Advertising Space each, no more than 800 sq cm in size, is allowed.

c. For World Rowing Championships, Rowing World Cup and other FISA regattas, the first 80 cm of the washboard on each side is reserved for the FISA Identifications and the country abbreviation. FISA may place Identifications of a FISA sponsor no more than 800 sq cm in area, and the abbreviation of the crew's country in the first 80 cm of the washboard once on each side. The space for the FISA Identification shall not exceed 60 cm in length and the space for the country abbreviation shall not exceed 20 cm in length.

d. For International Regattas, the first 80 cm of the washboard on each side is reserved for the sponsor of the organising committee. The organising committee may place Identifications of their sponsor no more than 800 sq cm in area in the first 80 cm of the washboard once on each side.

e. Except for the provisions of paragraph 1.6, no additional Identifications are allowed.

**3.3 Identification on Bow Numbers**

**3.3.1 International Regattas** – The Identification of an organising committee sponsor may appear once on the bottom of the bow number and the lettering may be no more than 5 cm in height.

3.3.2 For World Rowing Championship, Rowing World Cup and other FISA regattas, in the place of the Identification in 3.4.1 above, the Identification of a FISA sponsor may appear once on the bottom of the bow number and the lettering may be no more than 5 cm in height.

#### 4. Racing Sculls and Oars

- 4.1 **Application** – These Bye-Laws apply to each oar, whether it be a sweep-oar or a sculling oar.
- 4.2 **Blade Colours** – Only the member federation colours as registered with FISA or the Club colours as registered with the member federations may appear on the blades.
- 4.3 **The Outboard Section** – No Identifications are allowed on the outboard section of the loom or shaft (that is, outboard from the collar).
- 4.4 **Identification on the Inboard Section** – On the inboard section of the loom or shaft (when measured from the attachment of the handle with the shaft to the collar) the following identifications are permitted:
- 4.4.1 **Identification on Sculls** – The Identification of the sponsor of the member federation or Club may appear once and may be no more than 72 sq cm in area. The Identification of the manufacturer may appear once and may be no more than 60 sq cm in area.
- 4.4.2 **Identification on Sweep Rowing Oars** – The Identification of the sponsor of the member federation or Club may appear once and may be no more than 100 sq cm in area. The Identification of the Manufacturer may appear once and may be no more than 60 sq cm in area.
- 4.5 **No additional Identifications** – Except for the provisions of paragraph 1.6 above, the only other markings allowed on oars or sculls are discrete marks to identify the owner, the particular boat and/or the position in which it is used.

#### 5. Identification on Regatta Officials' Clothing

- 5.1 **International Regattas** – Regatta officials may wear clothing with organising committee sponsor Identifications.
- 5.2 **World Rowing Championship, Rowing World Cup and other FISA regattas** – In the place of the Identifications in 5.0a above, FISA may require regatta officials to wear clothing with FISA sponsor Identifications.

#### 6. Identification on Umpire Boats

- 6.1 **International Regattas** – An organising committee may require the display of organising committee Identifications (three maximum), each up to 800 sq cm, on each umpire boat.
- 6.2 **World Rowing Championships, Rowing World Cup and other FISA regattas** – FISA may require the display of FISA Identifications (three maximum), each up to 800 sq cm, on each umpire boat.