

FIH UNIFORM ADVERTISING POLICY

October 2024

1 PURPOSE, SCOPE AND APPLICATION

- 1.1 The International Hockey Federation (*FIH*) is recognised by the International Olympic Committee as the sole ultimate governing body for the sport of *Hockey* throughout the world. *FIH's* purpose is to raise the global status and popularity of hockey. The Uniform Advertising Policy (the *Policy*) is adopted and implemented as part of the *FIH's* strategy to build a recognized powerful image for hockey.
- 1.2 Placing the national and *FIH* identity of athletes at the forefront helps to distinguish *FIH International Events*, whilst respecting the significant contribution that sponsors and sporting goods manufacturers provide.
- 1.3 Unless otherwise indicated, words in italicised text in the *Policy* are defined terms and their definitions are set out in Article 4 of this policy.
- 1.4 All *Participants* are automatically bound by and required to comply with all of the provisions of the *Policy*. Accordingly, by their participation in a *Match* or an *International Event*, such *Participants* shall be deemed to have agreed that it is their personal responsibility to familiarise themselves with all of the requirements of the *Policy* and acknowledge non-compliance with the *Policy* may result in disciplinary action being taken against them.
- 1.5 While this *Policy* sets out general guidelines and minimum requirements *FIH* reserves the right to apply flexibility whenever needed, for the benefit of all parties, and to modify them following consultation with *Participants*.
- 1.6 The *National Association* of each participating team is responsible for informing and educating *Participants* about the *Policy* and ensuring that each *Participant* complies with it.

2 MANUFACTURER IDENTIFICATION

- 2.1 An item of clothing or equipment may display the manufacturer's identification in the form of the name, trademark, logo, or any other distinctive sign of the manufacturer of the item, when worn or used by a player, official or umpire whilst playing or officiating in any event subject to the following limitations.
- 2.2 The display may appear once only on any article of clothing, except on shirts where it may be repeated in the one or two figure(s) of the number(s) on the back of the shirts. Any such display may not exceed the overall size of 30 cm² per article of shirt or shorts / skirt / skorts.
- 2.3 If a National Association chooses to display an additional manufacturer identification on the shirt or short/skirt, this will be counted as one of the 10 (ten) allowed logos per shirt or 2 (two) per short/skort/skirt. This includes sublimated manufacture logos and good cause logos which must be specifically approved by *FIH* and must not alter the overall colour or appearance of the item of clothing.
- 2.4 For socks, one Identification of the Manufacturer per sock will be permitted, to a maximum size of 10 cm².

- 2.5 In addition to the manufacturer's identification in Article 2.2 above, one additional identification limited to Product Technology will be allowed on clothing, with a maximum size of 10 cm².
- 2.6 Authorised identifications may not appear close or adjacent to each other, in order to avoid a composite logo effect or a repetitive effect. This applies also in case of several layers of items worn by the same person or for one-piece body suits.
- 2.7 Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, each to be no larger than the maximum size noted above; however these identifications shall not be placed immediately adjacent to each other.
- 2.8 In respect of outfield players' gloves and armbands, one identification of the manufacturer per glove or armband will be permitted to a maximum size of 10 cm².
- 2.9 There is no restriction on equipment, shoes, medical face masks/shields, mouthguards or face masks.
- 2.10 In respect of headbands, sweatbands and undergears, these must be from the same supplier as the uniform or be unbranded.
- 2.11 There are no restrictions in regards to the country flags in any sport equipment.

3 SPONSORS' ADVERTISEMENTS

3.1 Interpretation

- a The definition of "sponsor advertising" is to include all funding bodies such as national lotteries, National Olympic Committees and public or private companies. Uniforms may carry advertisements as specified in clause 3.3 below.
- b All measurements are taken as the area within a rectangle drawn around the advertisement. Further information on the positions of the advertising sites see https://www.fih.hockey/static-assets/pdf/fih_diagram_uniforms_advertising-2021.pdf?v=1.1
- c Advertising must conform to all domestic legislation and regulations in force at the venue at which the team is competing. It is the responsibility of the *National Association* of each participating team to ensure compliance.
- d No advertising will be permitted that is deemed by *FIH* to be detrimental to the positive image of the game.
- e Temporary skin tattoos are not permitted as advertising media.

3.2 Procedure for Approval

- a The National Association should advise *FIH* not less than 3 weeks before the tournament that it wishes to advertise on the players' or umpires' / officials' uniforms, as to the following:

- i the company(ies)/organisation(s) product(s)/business type and country(ies) of origin;
 - ii the size of advertisement(s) (sample in full scale to be submitted);
 - iii the text of the advertisement(s);
 - iv the position(s) of the advertisement(s) on the uniform.
- b Only written approval by *FIH* is valid. Approval will be given (or denied) within one week after submission to *FIH*. The approval, when given, is valid for any subsequent event.
- c Changes to approved advertisements must be approved by *FIH* in the same manner.
- d *FIH* will publish the list of approved advertisements on its official [website](#). Host organisers who wish to register a conflict of interest between a tournament sponsor and a participating team's sponsor must advise *FIH* in writing not less than one week prior to the start of the event. A decision will be made at the discretion of *FIH*.

3.3 Athletes' Uniforms

Advertising in the form of a company's name, logo or trademark or any other distinctive sign is permitted when expressly authorised by *FIH*, as described below:

Advertising on Shirts: A maximum of 10 logos as follows		
a)	Position	Description
	On the front of player's shirt	1 (one) advertisement not exceeding 350 cm ²
b)	Position	Description
	On the upper arm of both shirt sleeves with one above the another	4 (four) advertisements not exceeding 80 cm ² on each sleeve/position
c)	Position	Description
	On the back of the player's shirt below the player's number	1 (one) advertisement not exceeding 200 cm ²
d)	Position	Description
	On the front of the shirt collar	2 (two) advertisements not exceeding 40 cm ²
e)	Position	Description
	On the side panels of the shirt	2 (two) advertisement not exceeding 100 cm ² on each panel
Note: where a team wears a singlet style shirt (i.e. no collar, no sleeves) replacement advertisements of size not exceeding 40 cm ² each may be placed near the neckline of the shirt:		
Advertising on shorts/skirt/skort: A maximum of 2 logos as follows:		
f)	Position	Description
	On the back/front of the player's shorts / skirt / skorts	1 (one) advertisement not exceeding 100 cm ²
g)	Position	Description
	On one front leg (opposite the player's number) of the player's shorts	1 (one) advertisement not exceeding 80 cm ²
Advertising on socks: A maximum of 1 logo pèr sock as follows:		
h)	Position	Description
	On player's socks	1 (one) advertisement not exceeding 200 cm ² (on the sides or back of socks)

There are no restrictions on the size of the national emblem or name of the team.

Notes:

- i. Advertisements must be the same for all field players.
- ii. Advertisements on Goalkeepers shirts, if different from field players, must be subject to agreement of *FIH*, who will apply the principles outlined above.

3.4 Umpires / Officials' Uniforms

Four (4) advertisements in the form of a company's name, logo or trademark or any other distinctive sign of the manufacturer are permitted when expressly authorised by *FIH*, as described below:

- a on the front of the umpires / officials' shirts – size not exceeding 350 cm²;
- b on the upper arm of one or both shirt sleeves - size not exceeding 80 cm² each;
- c on the back of the umpires / officials' shirts, below the umpire's name – size not exceeding 350 cm²;
- d the host organizer or *FIH* may add a tournament, National Association or *FIH* logo to the uniform, in place of the national emblem, with no restriction on size of the logo.

3.5 Other Clothing and Equipment

- a Advertising that conforms to Article 3.1 above, is permitted on training clothing (tracksuits, etc), sports bags, medical bags, etc.
- b Sponsors' advertising is not permitted on any playing/medical equipment – sticks, helmets, gloves, mouthguards, medical face masks/shields, physio tapes, face masks, etc.

3.6 Continental and Other Club Events

Advertising guidelines for these events are the responsibility of the respective *Continental Federations* or other body controlling the event.

Illustrations of Uniform Advertising

https://www.fih.hockey/static-assets/pdf/fih_diagram_uniforms_advertising-2021.pdf?v=1.1

4. DEFINITIONS

Continental Federation / National Association

A continental or national entity which is a member of or is recognised by *FIH* as the entity governing the sport of hockey in a continent / country.

FIH

The International Hockey Federation.

Hockey

The sport of hockey, including both field and indoor hockey and all current and future forms, variations and/or derivatives of the game modified or derived from its traditional form, irrespective of the number of players involved, or the type of venue or playing surface used (excluding only ice-hockey), as decided from time to time by the *Executive Board*.

FIH Uniform Advertising Policy (The Policy)

The *FIH* Uniform Advertising Policy as amended from time to time.

International Event.

An Event in which National Representative Teams compete, including (without limitation) Events staged as part of a multi-sport event such as the Olympic Games, and Events which are not captured in the FIH Tournament Management System and do not attract World Ranking point

Medical Face Mask/shield

A Medical Face Mask or Shield means any paper, plastic or textile covering solely designed or made to be worn over the nose and mouth, or full face, to provide the wearer protection against infections or air pollution

Participants

Participants shall be considered as the following:

- a All *National Association* team members and officials including Players, Team Management, Coaching Staff, Medical Staff, Technical Support Staff and any duly appointed representatives of the *National Associations* of the participating teams.
- b All *FIH* tournament officials including the *FIH* Representatives, *FIH* staff, Technical Delegate, Technical Officials, Umpires' Managers, Medical Officers, Media Officers, Umpires and any other ad hoc officials appointed by *FIH* or the organising committee.
- c The host *National Association's* representatives and the members of the organising committee.

Statutes

Statutes of the *FIH*