

MINSK 2019 ADVERTISING, DEMONSTRATIONS AND PROPAGANDA GUIDELINES



FOUNDATION "DIRECTORATE OF
THE 2ND EUROPEAN GAMES 2019"

Version 2.0 / August 2018 / Minsk, Belarus



INTRODUCTION

The following Rules for the European Games are based on Rule 50 of the Olympic Charter. IOC Rule 50 will apply in conjunction with the IOC Guidelines issued and in force at the 2016 Olympic Games.

1. The European Olympic Committees (EOC) determine the principles and conditions under which any form of advertising or other publicity may be authorised.
2. No use of any Identification of the Manufacturer may be made in a conspicuous way and no form of advertising or other publicity shall be allowed in and above the stadia, venues and other competition areas which are considered as part of the European Games sites other than that relating to the contractual rights of the marketing partners of the MINSK 2019.
3. No kind of demonstration of political, religious or racial propaganda is permitted in any of the European Games sites, venues or other areas.
4. No identification other than an Authorised Identification may appear on any Item.
5. Only one Identification of the Manufacturer per Item shall be permitted.
4. These rules and any other manuals, guides, guidelines or any other instructions issued by the EOC apply to all persons holding accreditation for the Games and are a pre-condition to the ongoing validity of that accreditation.
5. Any exception to MINSK 2019 Advertising, Demonstrations and Propaganda Guidelines will be announced and distributed to NOCs via emails no later than 1st September 2018.



MANUFACTURER'S IDENTIFICATION ON EQUIPMENT AND CLOTHING

Definition:

'Manufacturer's Identification' means the normal display of the name, designation, trademark or logo. The Manufacturer's Identification can only appear once on each piece. The standard graphic elements recognised by the WFSGI, e.g. 'adidas' three stripes may also be used within reason and subject to prior written agreement. Other identifications such as 'Goretex' and 'Dryfit' may also be used within reason subject to prior written agreement. The size of these may not be larger than the Manufacturer's Identification.

All approvals must be requested via
brand@minsk2019.by

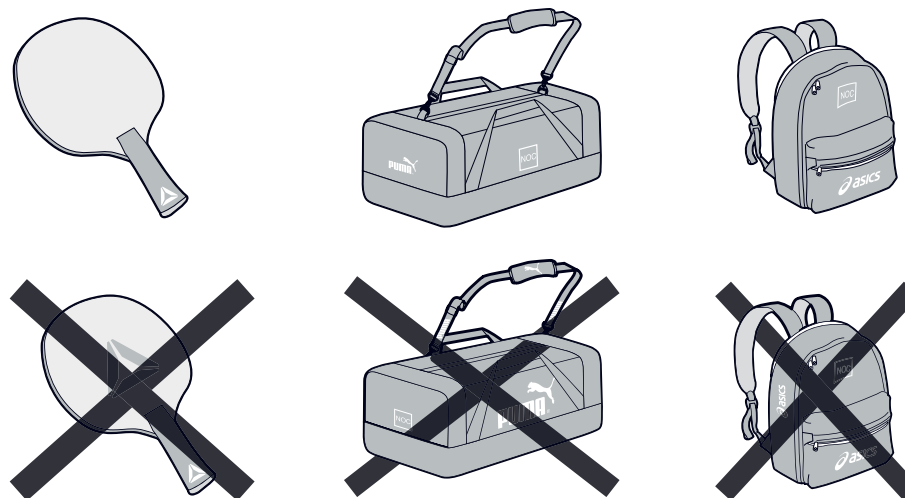


MANUFACTURER'S IDENTIFICATION ON EQUIPMENT AND CLOTHING

1. Other than the Manufacturer's Identification, produced according to the size guidelines shown below, and the standard graphic elements no form of publicity or propaganda, commercial or otherwise, may appear on persons or on any article of clothing or equipment worn or used by the athletes or other participants in The 2nd European Games MINSK 2019. It also includes, but is not limited to, for example, any form of body art, jewellery or contact lenses.

1.1 Equipment

Any Manufacturer's Identification used cannot take up more than 10% of the surface area of the equipment visible during competition up to a maximum size of 60cm². Exceptions may apply, subject to prior written agreement (brand@minsk2019.by).



MANUFACTURER'S IDENTIFICATION ON EQUIPMENT AND CLOTHING

1.2 Headgear and socks

The maximum size of the Manufacturer's Identification allowed on any form of headgear and socks is 10 cm². Headgear includes, but is not limited to hats, helmets, sunglasses and goggles.

1.3 Armbands

One Identification of the Manufacturer per item, with a maximum size of 6 cm².

1.4 Gloves

One Identification of the Manufacturer per item, with a maximum size of 8 cm².

1.5 Clothing

(E.g. NOC uniforms, competition clothing, tracksuits, T-shirts, shorts, sweat tops and sweat pants): the maximum size allowed for any Manufacturer's Identification on clothing is 30cm².

! There is one exception

Where a one piece body suit is worn in competition, two Manufacturer's Identifications may be included – one above the waist and one below. These Identifications must not be placed next to each other.



MANUFACTURER'S IDENTIFICATION ON EQUIPMENT AND CLOTHING

1.4 Shoes

The normal distinctive design pattern of the manufacturer may appear on shoes. The manufacturer's name and/or logo may also appear, up to a maximum size of 6cm², either as part of the normal distinctive design pattern or separate to it.

1.5 Technical gear

The maximum size of the Manufacturer's Identification on all technical gear, installations and other apparatus, which are neither worn nor used by athletes or other participants (for example, timing equipment and scoreboards), may be no larger than 1/10th of the height of the piece in question up to a maximum of 10cm high.

1.6 In case of special rules adopted by an International Sports Federation, exceptions to the rules mentioned above may be approved by the EOC.

Any violation of these rules may result in disqualification or withdrawal of the accreditation of the person concerned. The decisions of the EOC regarding this matter shall be final.



NOC UNIFORMS

The official uniforms of the NOCs may include:

- ✓ symbols of the country (name of the country, national flag, emblem, etc.)
- ✓ emblem of the NOC incorporating the Olympic rings where approved by the IOC
- ✓ logo of The 2nd European Games MINSK 2019
- ✓ emblem of the respective National Sport Federations (on competition kit only where permitted by the NOC)

The NOCs are requested to bring a sample of the competition uniform to the first Technical meeting of each sport for final check in order to avoid any problems on the field of play.

NOCs should seek prior written approval from MEGOC for their uniforms before production begins. Pictures featuring the branding should be sent to (brand@minsk2019.by) for review and official approval.

Athlete Conduct

During the European Games athletes' ongoing accreditation is conditional upon them not:

- ✓ Taking any sport equipment and/or national flag onto the podium during a Medal Ceremony
- ✓ Making any kind of demonstration or promote political, religious or racial propaganda in any European Games venue or associated areas during the period of the Games.



THANK YOU
FOR YOUR ATTENTION!

FOUNDATION "DIRECTORATE OF THE 2ND EUROPEAN GAMES 2019"

Minsk, Belarus

