

**EYOF Rules on Advertising, Demonstrations and  
Propaganda**

**applicable**

**to the EYOF 2017 in Győr**

23<sup>rd</sup> January 2017

**EUROPEAN  
YOUTH  
OLYMPIC  
FESTIVAL**

---



EUROPEAN  
OLYMPIC  
COMMITTEES



## **EYOF Rules on Advertising, Demonstrations and Propaganda applicable to the EYOF 2017 in Győr**

### **Rules for official NOC's uniforms, competition clothes and equipment appearance**

In accordance with the EYOF Charter, Rule 20 and By-laws to Rule 20a no form of advertising or publicity may appear in any form whatsoever on clothing, accessories or, more generally, on any item of clothing or piece of equipment worn or carried by the delegations and organisers during EYOF, with the exception of the manufacturer's identification and logo, as stipulated in rule No. 50 of the IOC Charter. All violations of the provisions of this clause shall lead to disqualification and the withdrawal of the accreditation of the person concerned.

The only exceptions are a graphics or graphics elements of the manufacturer's brand identification that may exceed the restricted size; e.g. three stripes (and similar cases of "commercial brand graphics element") as well as other Product Technology Identifications such as "Goretex" and Dryfit" and similar cases having direct relation to the clothing identification. In this case it is strongly advised to send pictures featuring such branding to the EYOF Manager ([k.nycova@eurolympic.org](mailto:k.nycova@eurolympic.org)) for review and official approval.

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.

The official uniforms of the NOCs may include:

- Symbols of the country (name of the country, national flag, emblem, etc.)
- Emblem of the NOC
- Logo of the EYOF 2017 Győr
- Emblem of the respective National Sport Federations

Please note that the NOC is responsible for the appearance of the official uniforms.

### **Athlete/Officials Conduct**

- The athletes are not allowed to take any sport equipment and/or national flag onto the podium during a Medal and Flower Award Ceremony.
- The Athletes and Officials are not allowed to make any kind of demonstration or promote political, religious or racial propaganda in the areas directly or indirectly connected with the EYOF 2017 and they agree that no form of discrimination with regard to a country or a person on grounds of race, religion, politics, gender or otherwise is permitted in the connection with the EYOF 2017. The Participant agrees to respect the spirit of fair play and non-violence and behave accordingly.
- The Athletes and Officials agree that any comments posted by them on social media platforms or websites and tweet during the EYOF 2017 shall conform to the Olympic spirit and

fundamental principles of Olympism, be dignified and in good taste, and should not be discriminatory, offensive, hateful, defamatory or otherwise illegal and shall not contain vulgar or obscene words or images or disclose any information which is confidential or private in relation to any other person or organisation.

Any violation of above mentioned may result in disqualification or withdrawal of the accreditation of the person concerned.

***Extract from Bye-law to Rule 50 of IOC Charter***

1. The identification of the manufacturer shall not appear more than once per item of clothing and equipment.
2. Equipment: any manufacturer's identification that is greater than 10% of the surface area of the equipment that is exposed during competition shall be deemed to be marked conspicuously. However, there shall be no manufacturer's identification greater than 60 cm<sup>2</sup>.
3. Headgear (e.g. hats, helmets, sunglasses, goggles) and gloves: any manufacturer's identification over 6 cm<sup>2</sup> shall be deemed to be marked conspicuously.
4. Clothing (e.g. T-shirts, shorts, sweat tops and sweat pants): any manufacturer's identification shall not exceed 30 cm<sup>2</sup>.
5. Shoes: it is acceptable that there appear the normal distinctive design pattern of the manufacturer. The manufacturer's name and/or logo may also appear, up to a maximum of 6 cm<sup>2</sup>, either as part of the normal distinctive design pattern or independent of the normal distinctive design pattern.
6. In case of special rules adopted by an International Sports Federation, exceptions to the rules mentioned above may be approved by the EOC Executive Committee.
7. The word "identification" means the normal display of the name, designation, trademark, logo or any other distinctive sign of the manufacturer of the item, appearing not more than once per item.
8. Any violation of the provisions of the present clause may result in disqualification or withdrawal of the accreditation of the person concerned.

For more details please refer to the Rule 50 and By-laws to Rule 50 of the IOC Charter.

23<sup>rd</sup> January 2017