Advertising on Players' Clothing



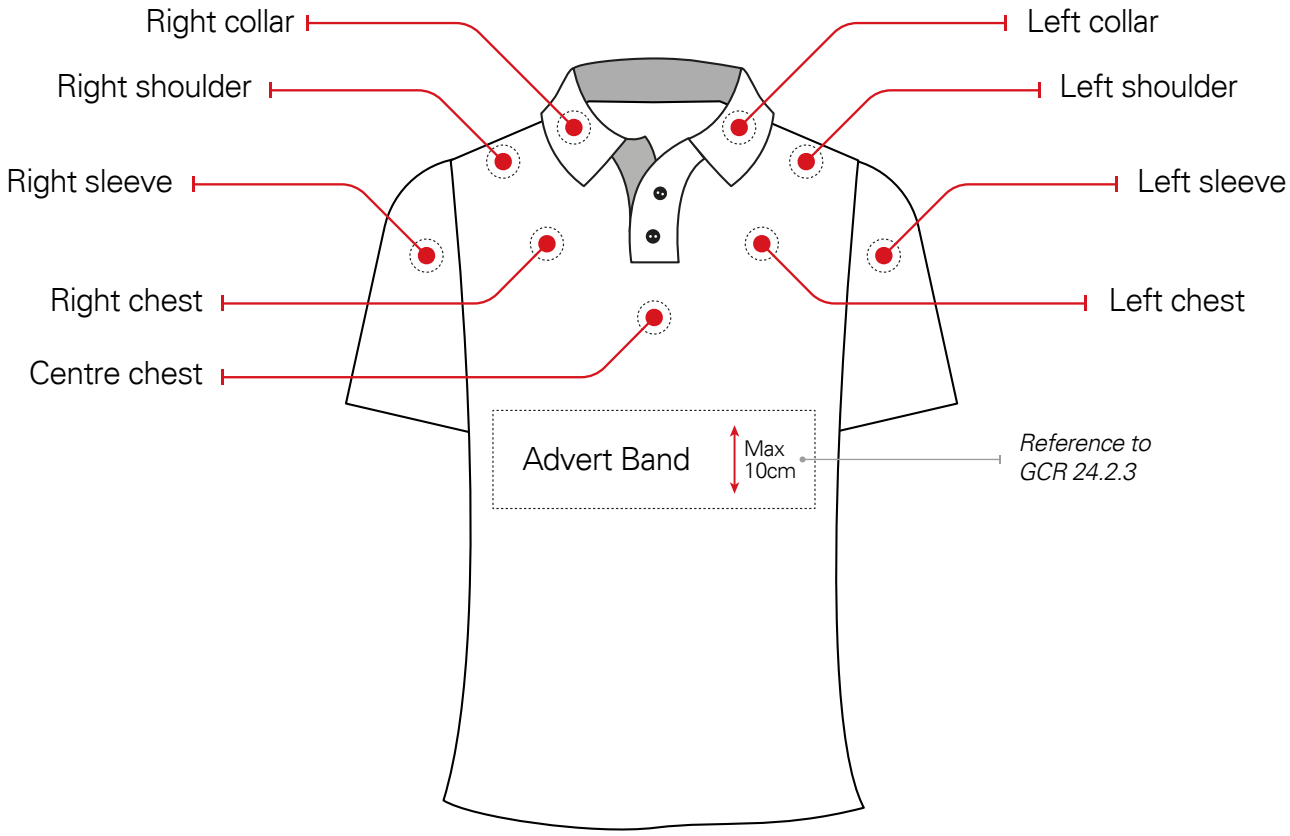
Version 1.1 2023

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The purpose of this document is to provide a visual guide to the advertising regulations within the BWF General Competition Regulations — specially, clause 24 (Advertising on Players' and Coaches' Clothing).

For detailed information, including all player and coach clothing regulations, please refer to the full BWF General Competition Regulations document (BWF Statutes, Section 5.1) at the statutes page of the BWF Corporate website at: https://corporate.bwfbadminton.com/statutes.

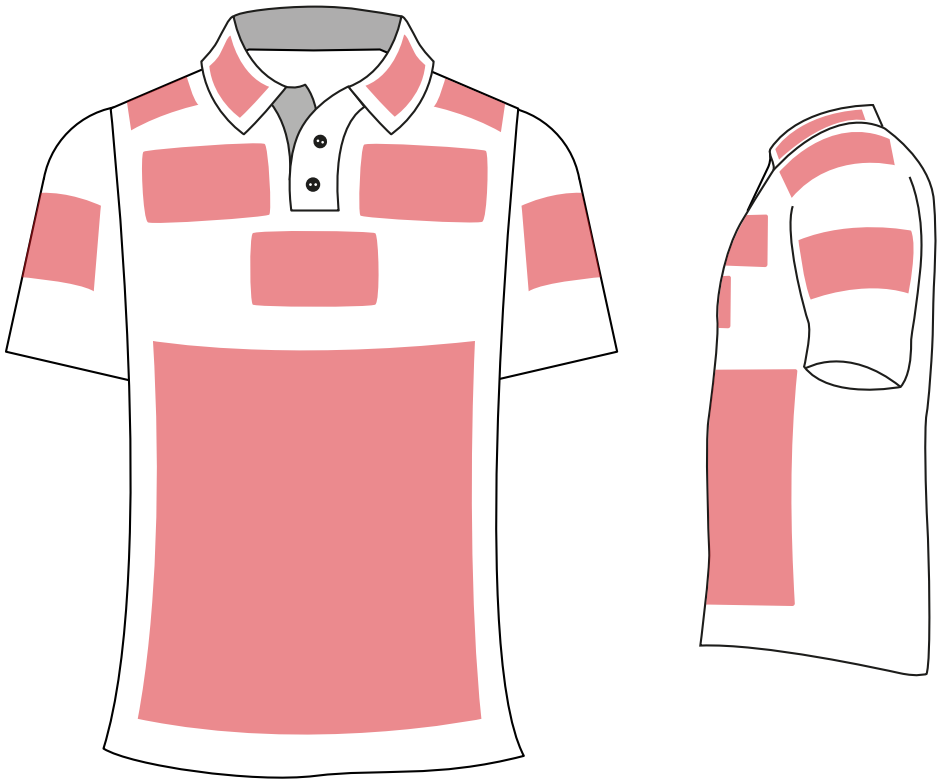
Collared Shirt (Front)



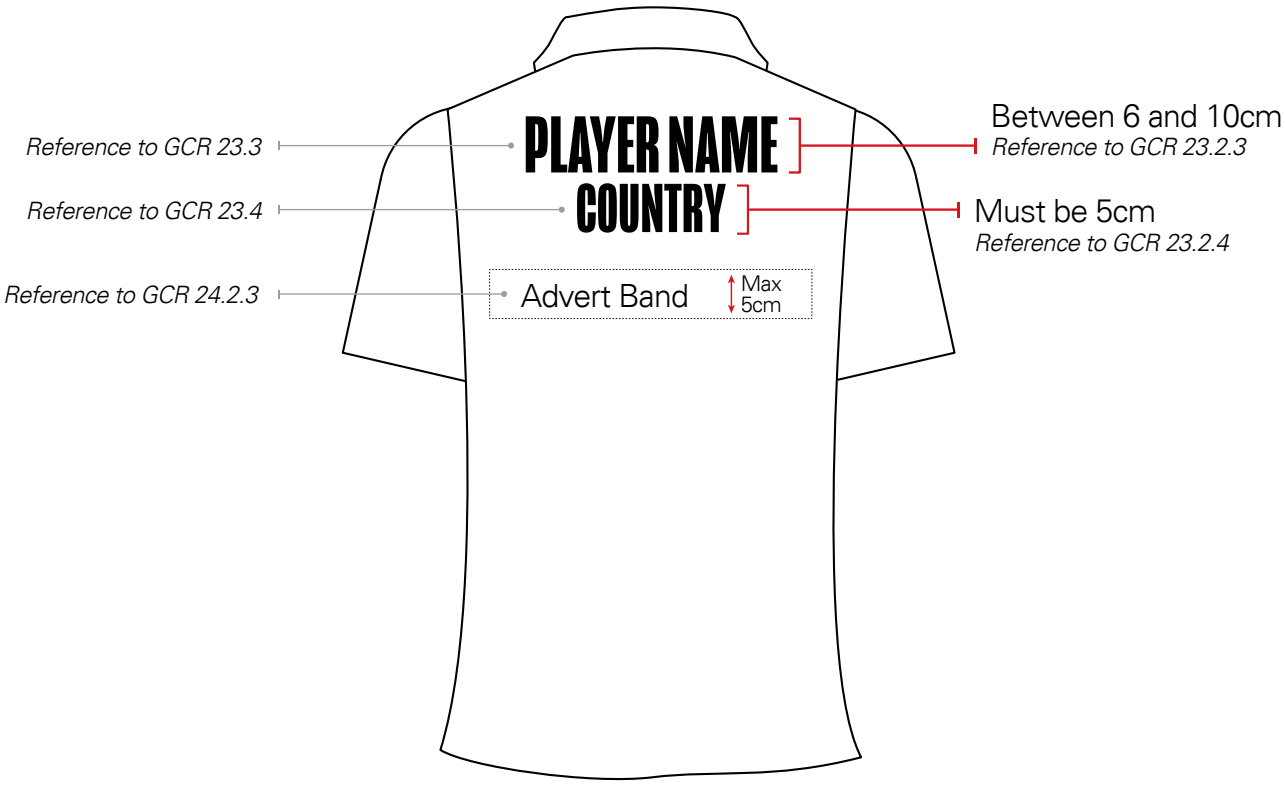
- Maximum five (5) advertisements out of the nine (9) locations. Maximum one (1) per location. No larger than 20 square cm. *Reference to General Competition Regulations (GCR) 24.2.1.*

Advertising area

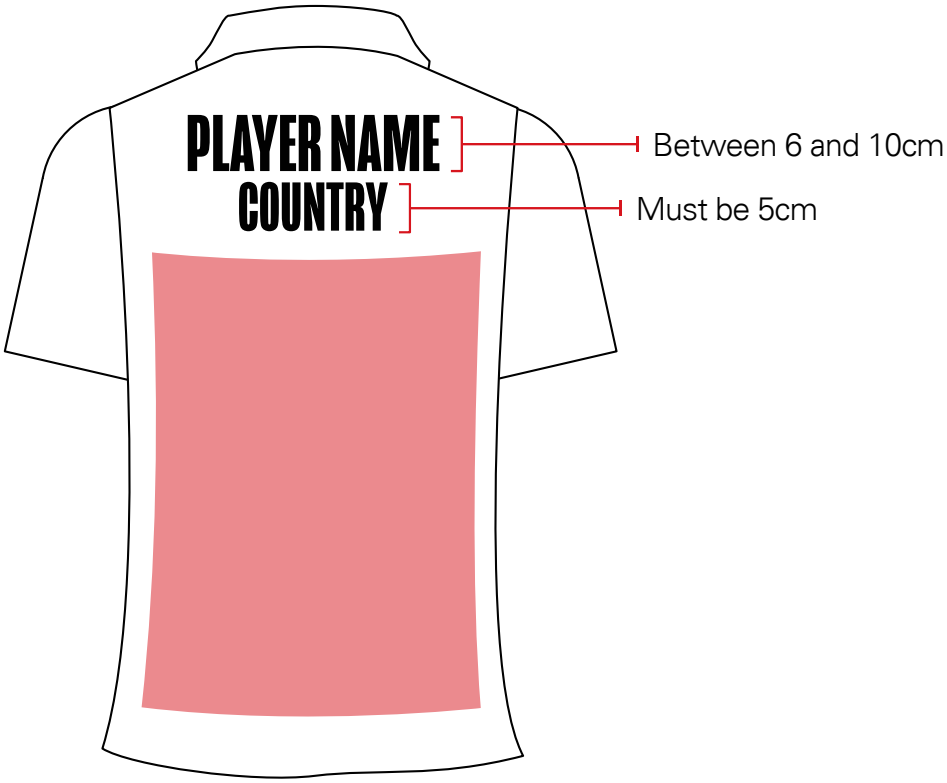
Each advertisement can be anywhere within the shaded zone (advertising area).



Collared Shirt (Back)



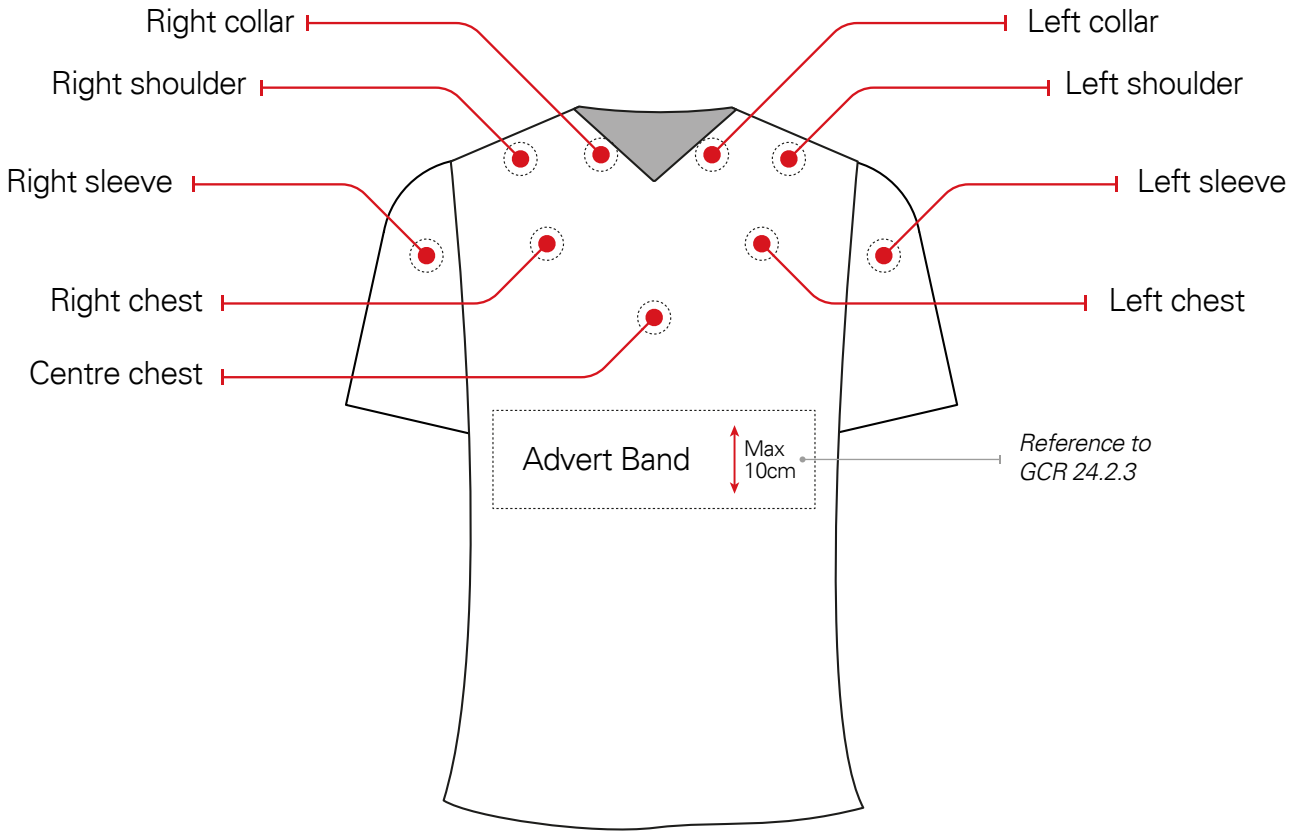
Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm. *Reference to GCR 24.2.1.*



Advertising area

Each advertisement can be anywhere within the shaded zone (advertising area).

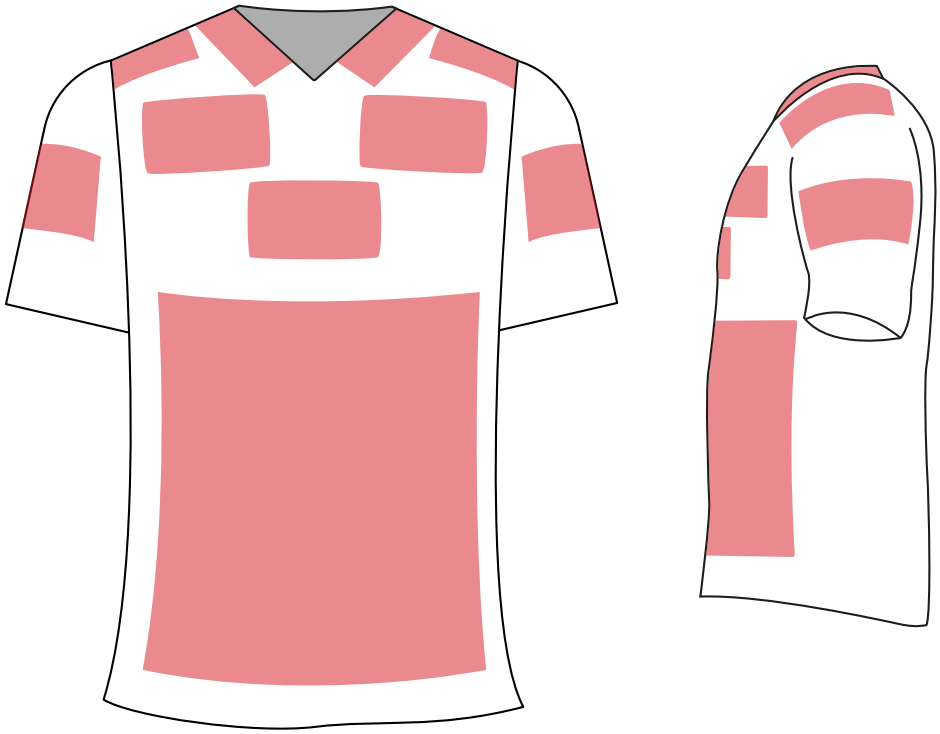
Non Collared Shirt (Front)



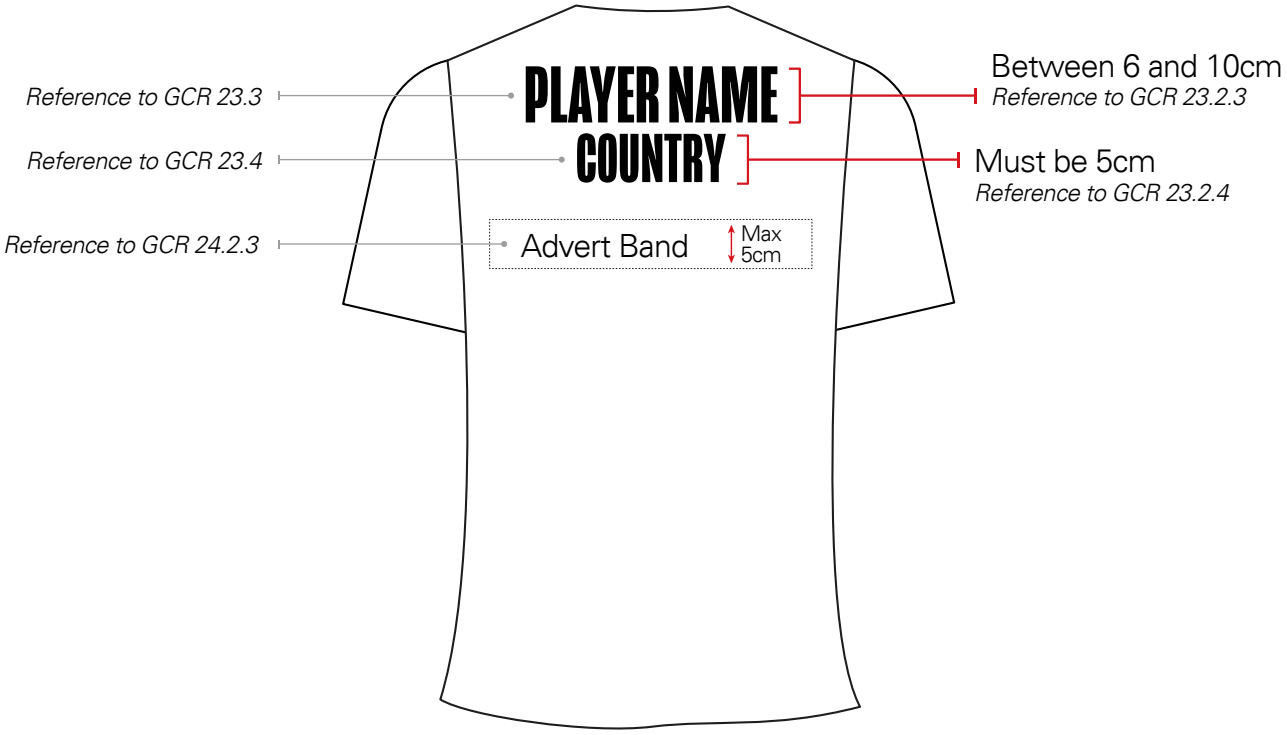
Maximum five (5) advertisements out of the nine (9) locations. Maximum one (1) per location. No larger than 20 square cm. *Reference to GCR 24.2.1.*

Advertising area

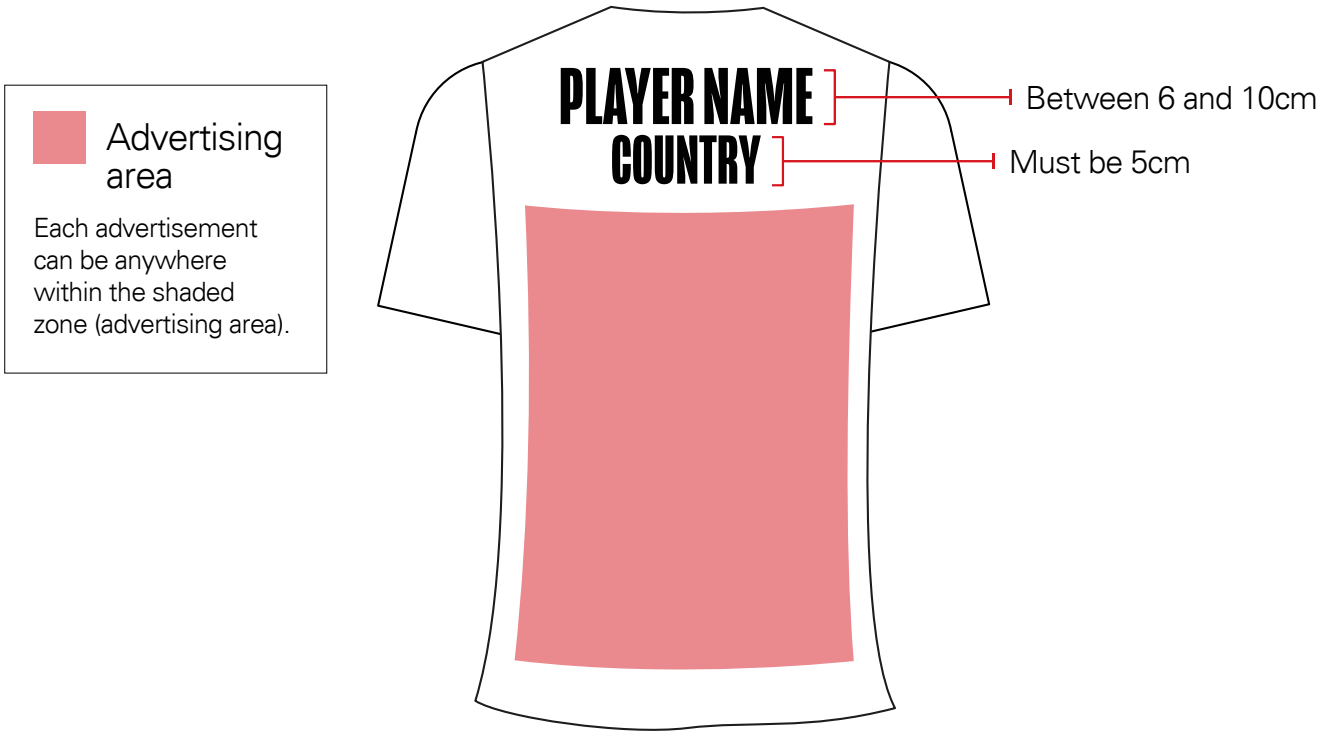
Each advertisement can be anywhere within the shaded zone (advertising area).



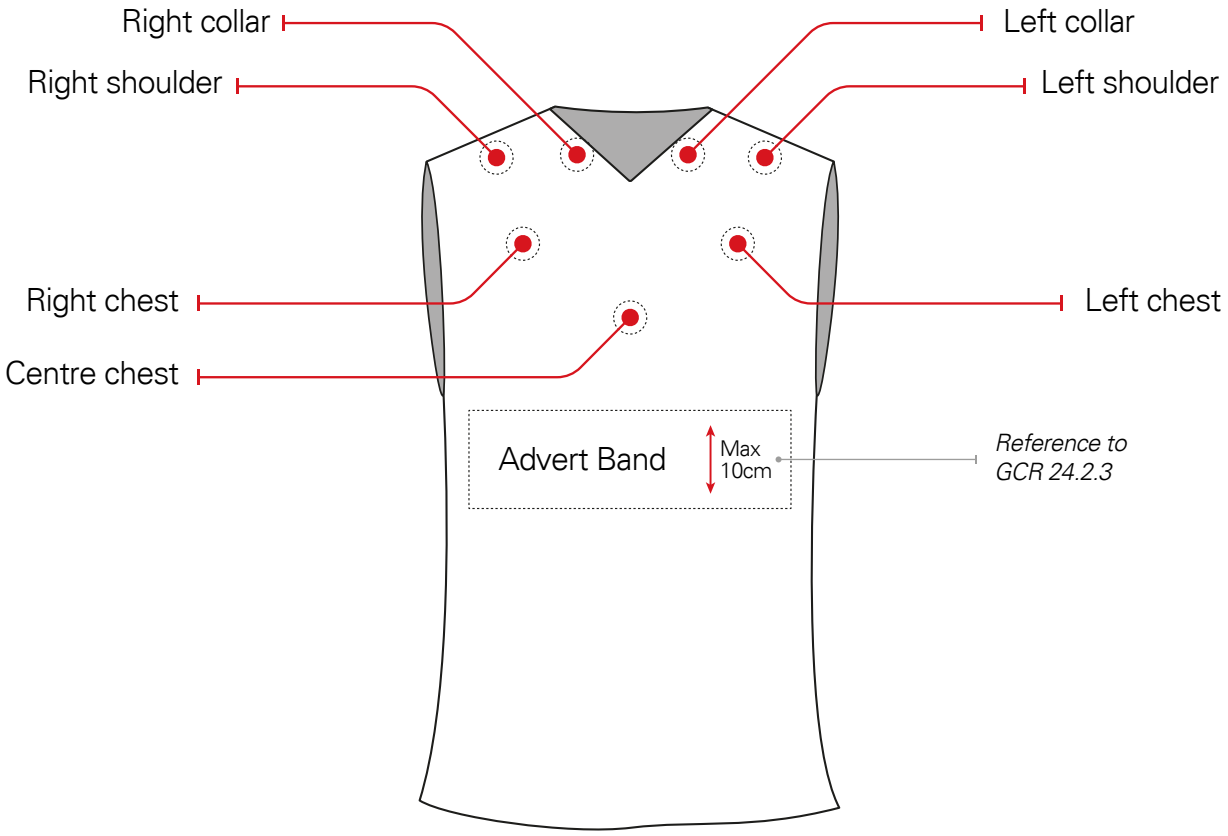
Non Collared Shirt (Back)



Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm. *Reference to GCR 24.2.1.*



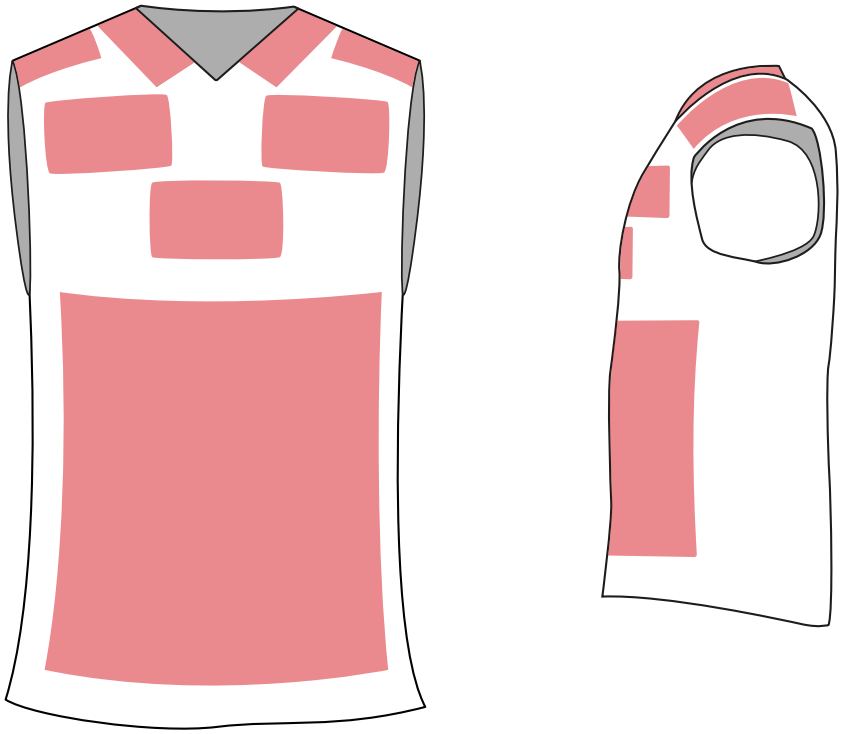
Sleeveless Non Collared Shirt (Front)



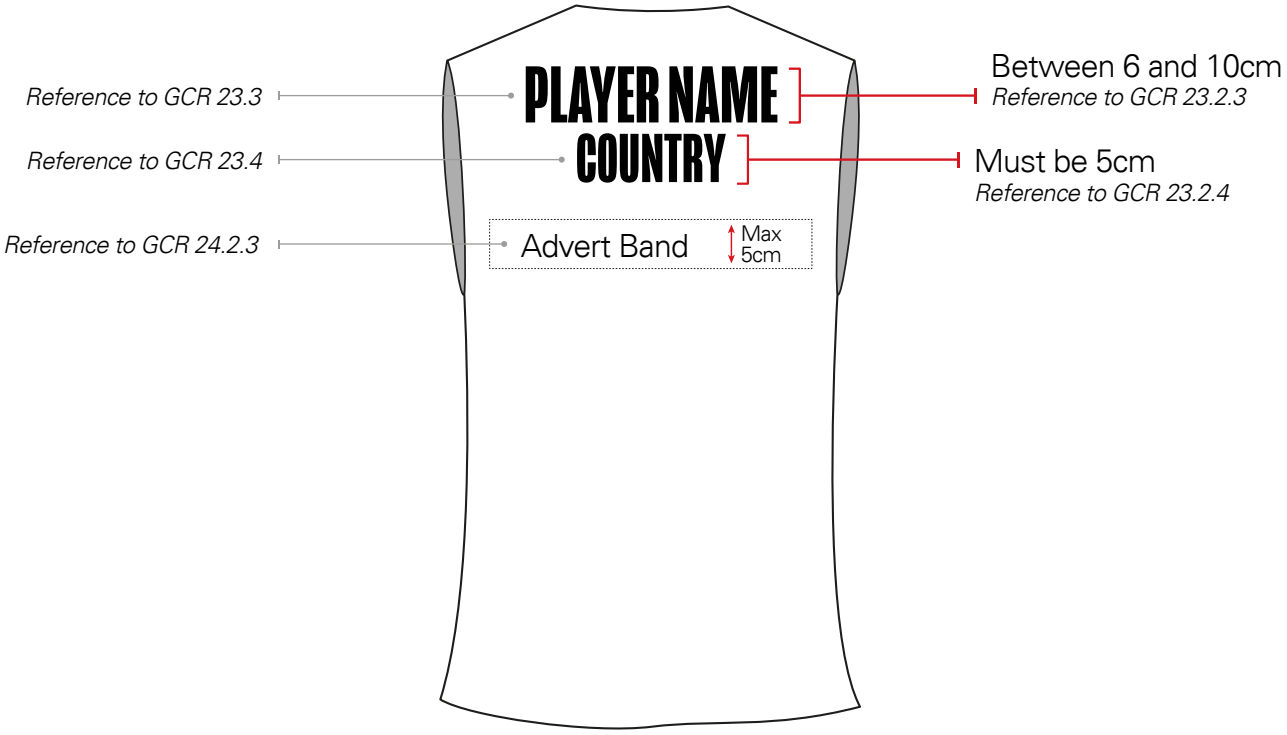
Maximum five (5) advertisements. Maximum one (1) per location. No larger than 20 square cm. *Reference to GCR 24.2.1.*

Advertising area

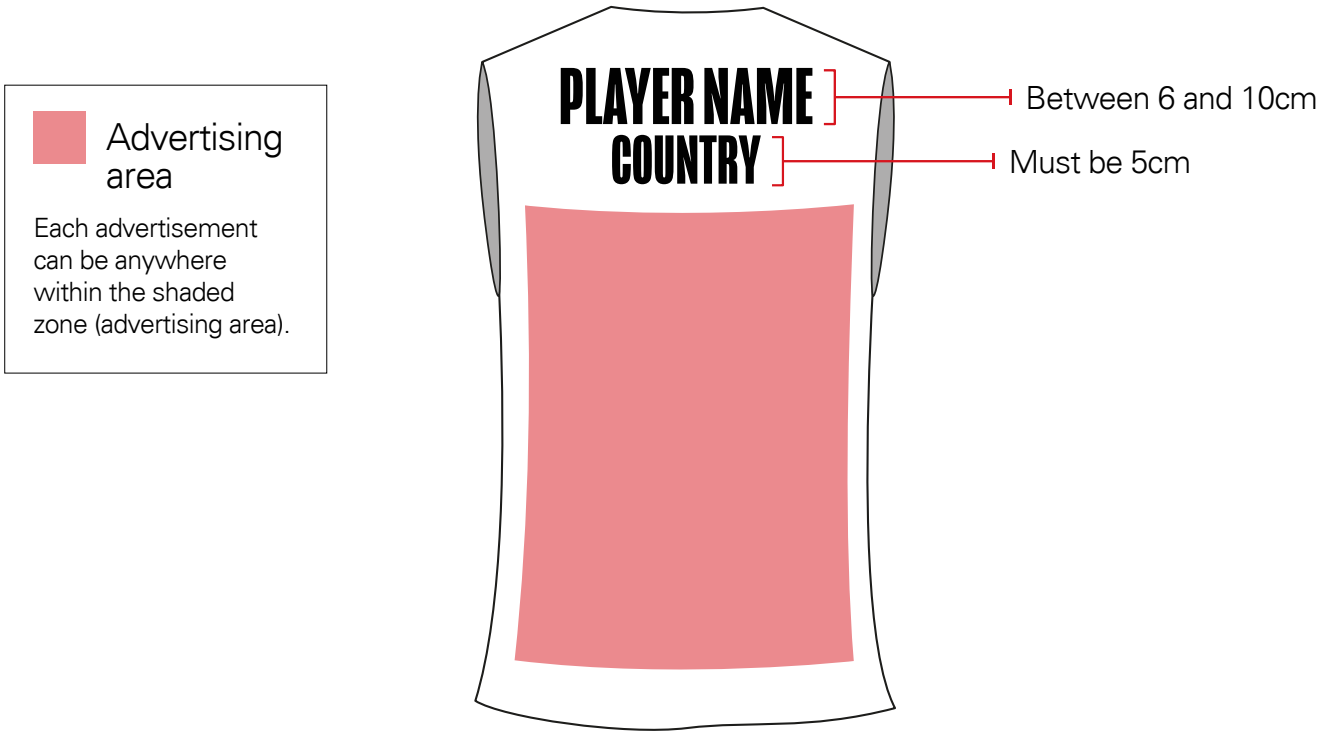
Each advertisement can be anywhere within the shaded zone (advertising area).



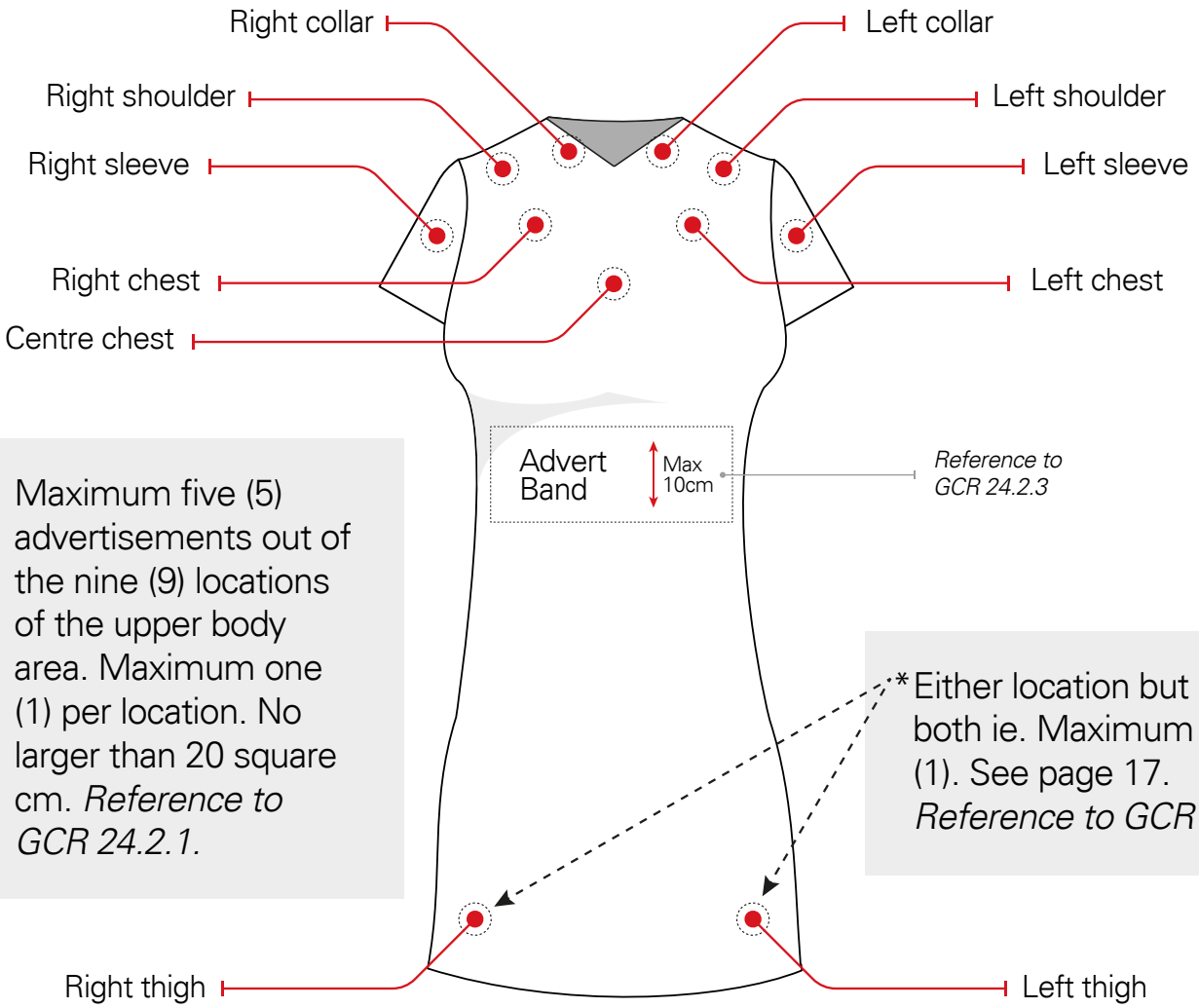
Sleeveless Non Collared Shirt (Back)



Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm. *Reference to GCR 24.2.1.*

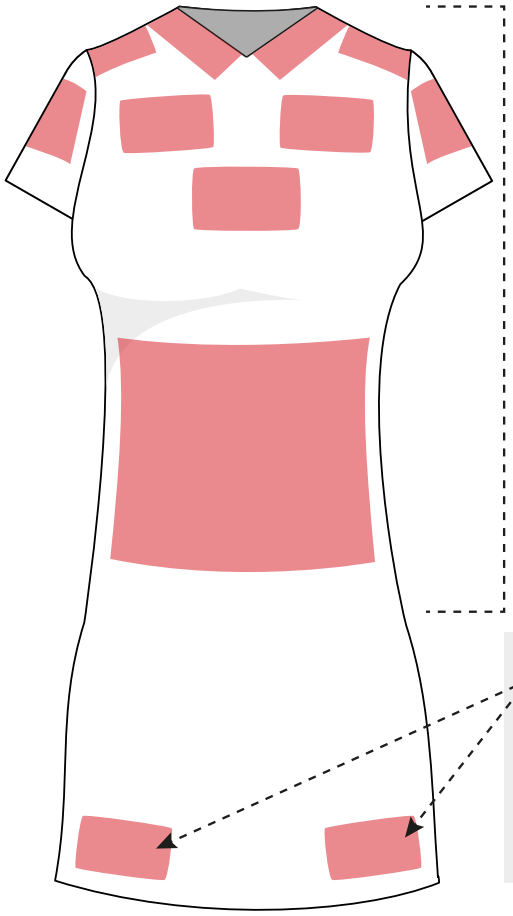


Dress (Front)



Maximum five (5) advertisements out of the nine (9) locations of the upper body area. Maximum one (1) per location. No larger than 20 square cm. *Reference to GCR 24.2.1.*

*Either location but not both ie. Maximum one (1). See page 17. *Reference to GCR 24.3.3.*

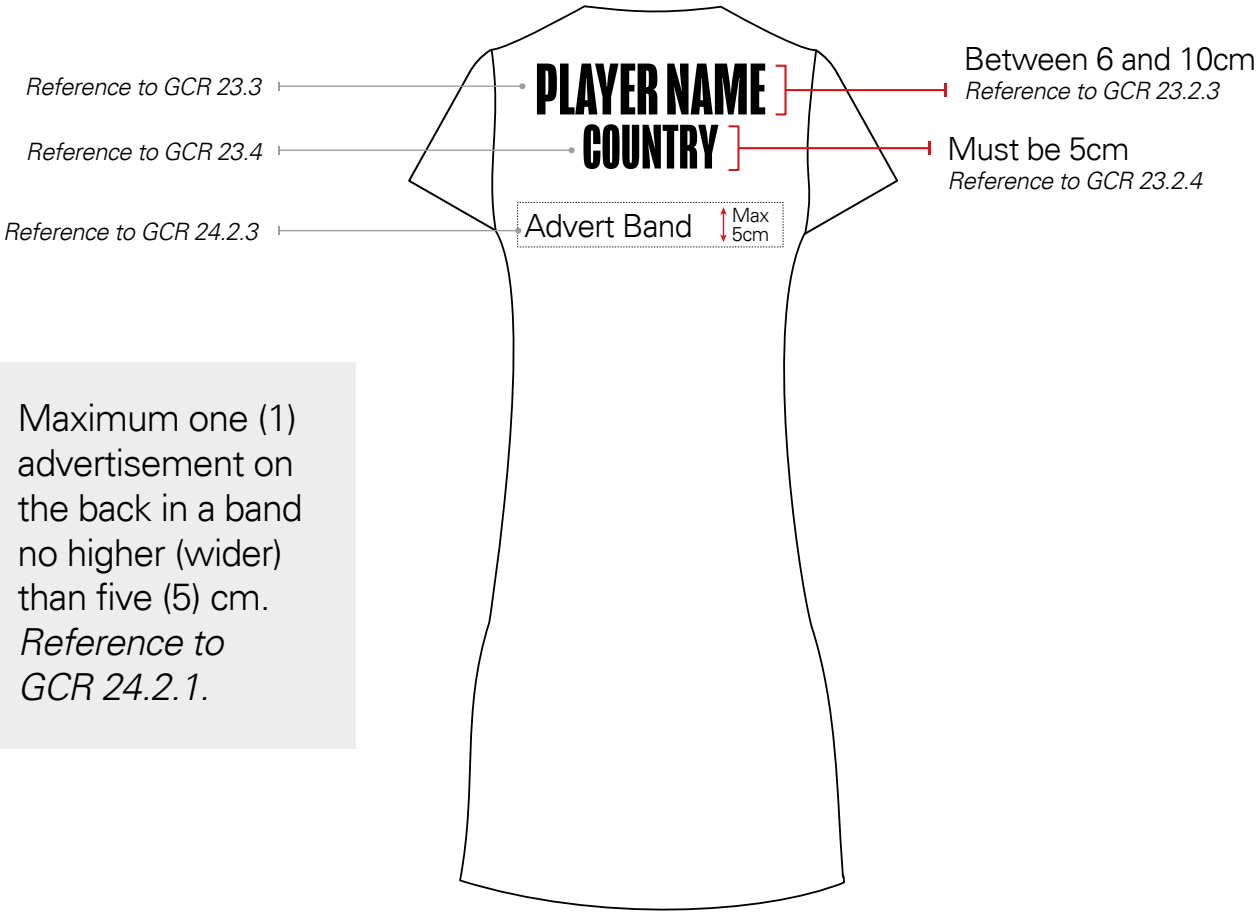


Advertising area

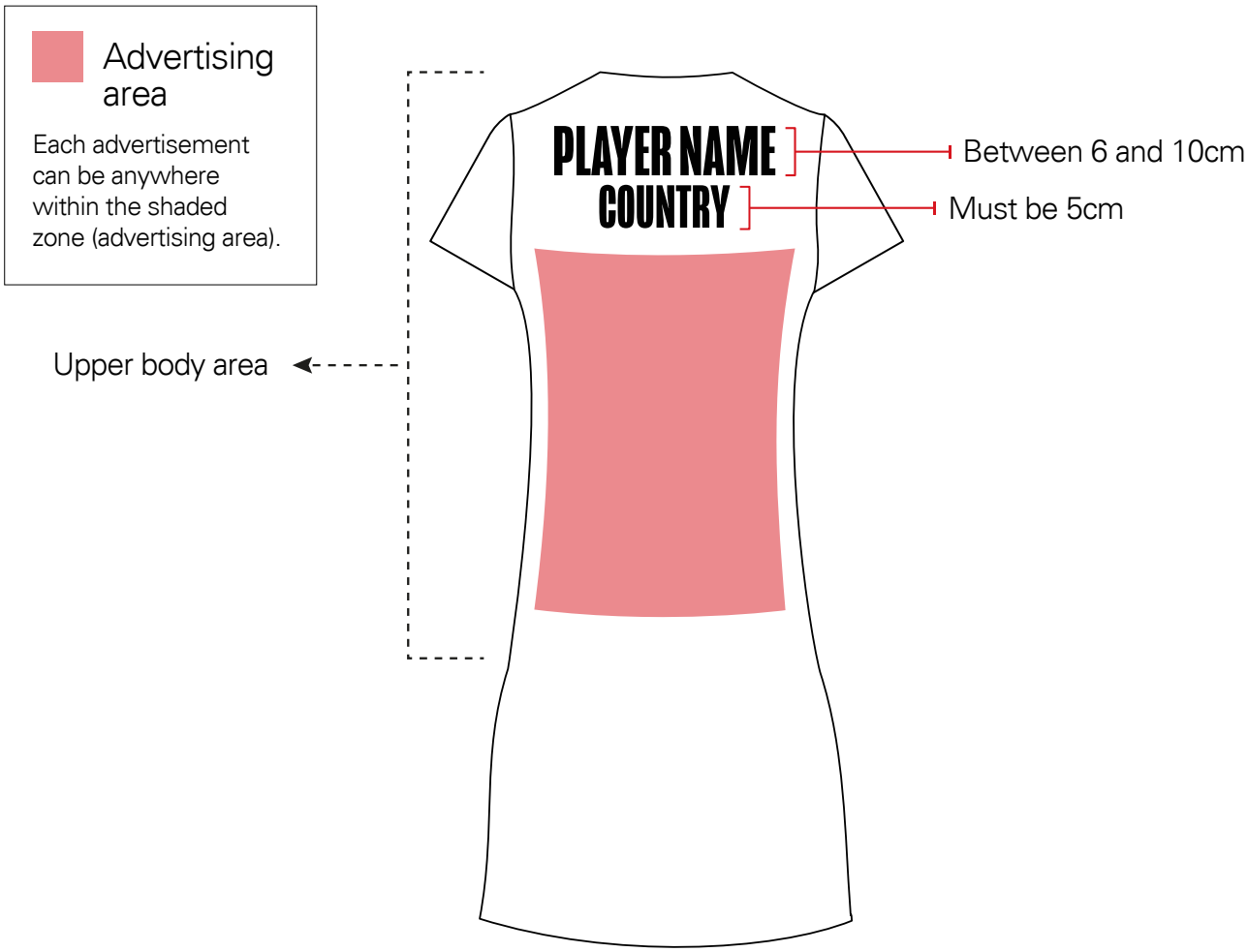
Each advertisement can be anywhere within the shaded zone (advertising area).

*Either location but not both ie. Maximum one (1). See page 17. *Reference to GCR 24.3.3.*

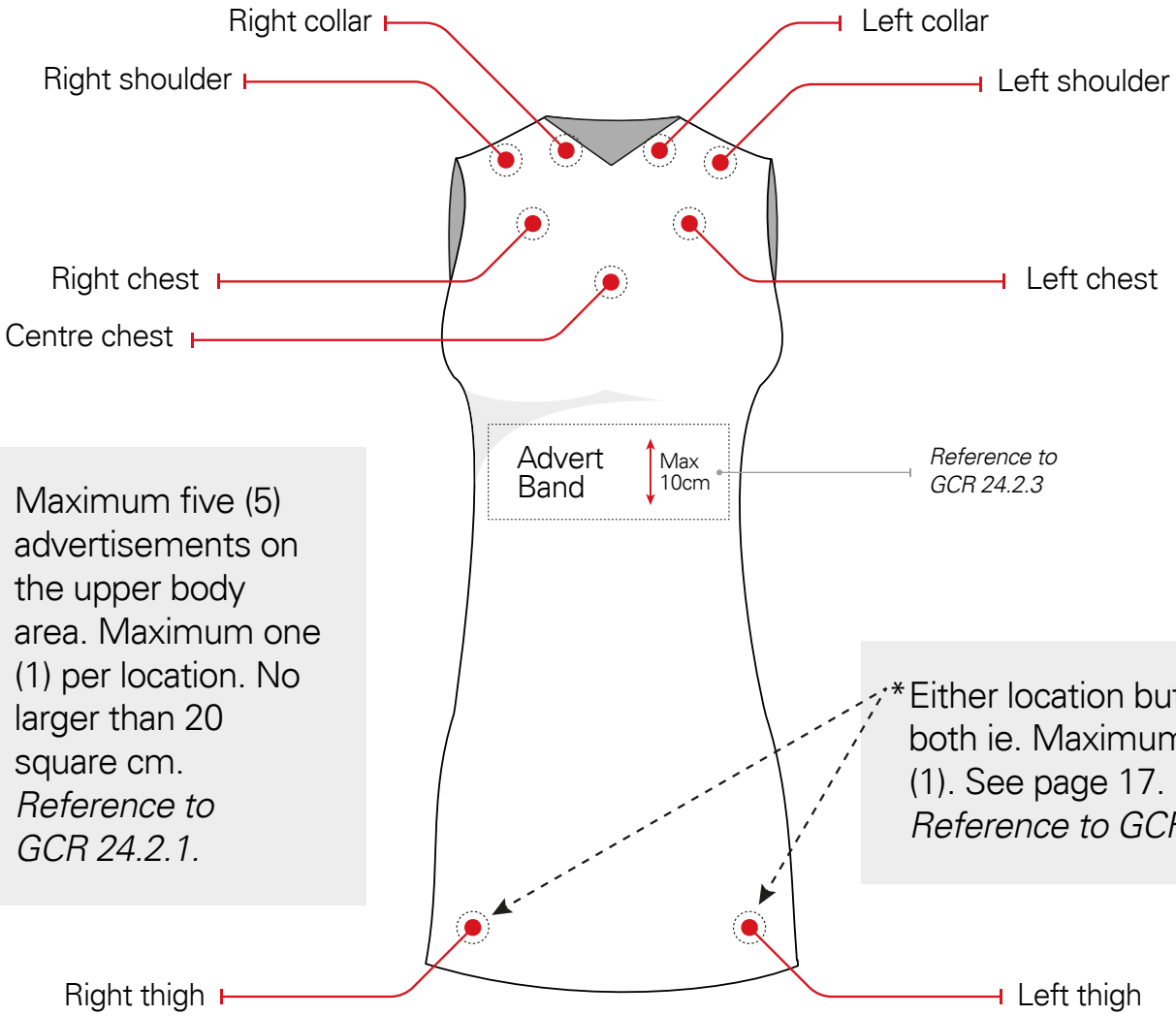
Dress (Back)



Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm. *Reference to GCR 24.2.1.*

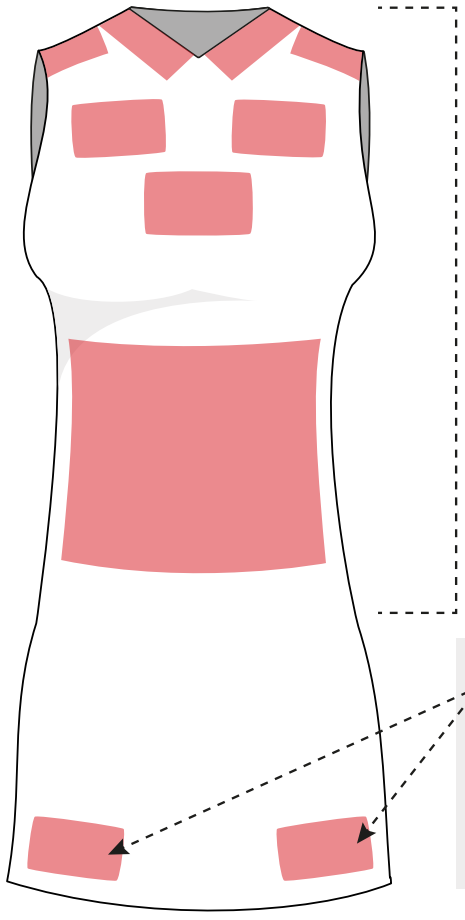


Sleeveless Dress (Front)



Maximum five (5) advertisements on the upper body area. Maximum one (1) per location. No larger than 20 square cm. *Reference to GCR 24.2.1.*

*Either location but not both ie. Maximum one (1). See page 17. *Reference to GCR 24.3.3.*

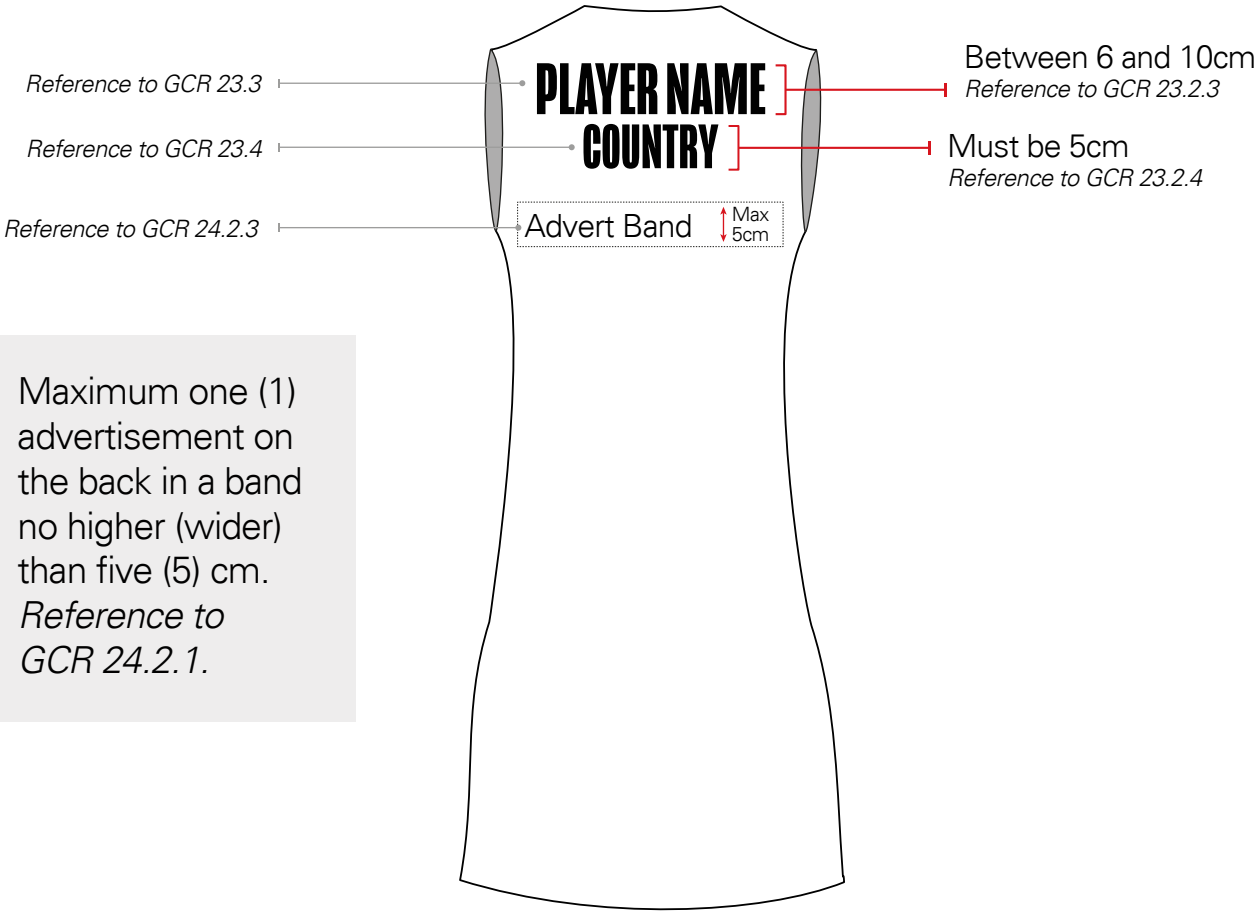


Advertising area

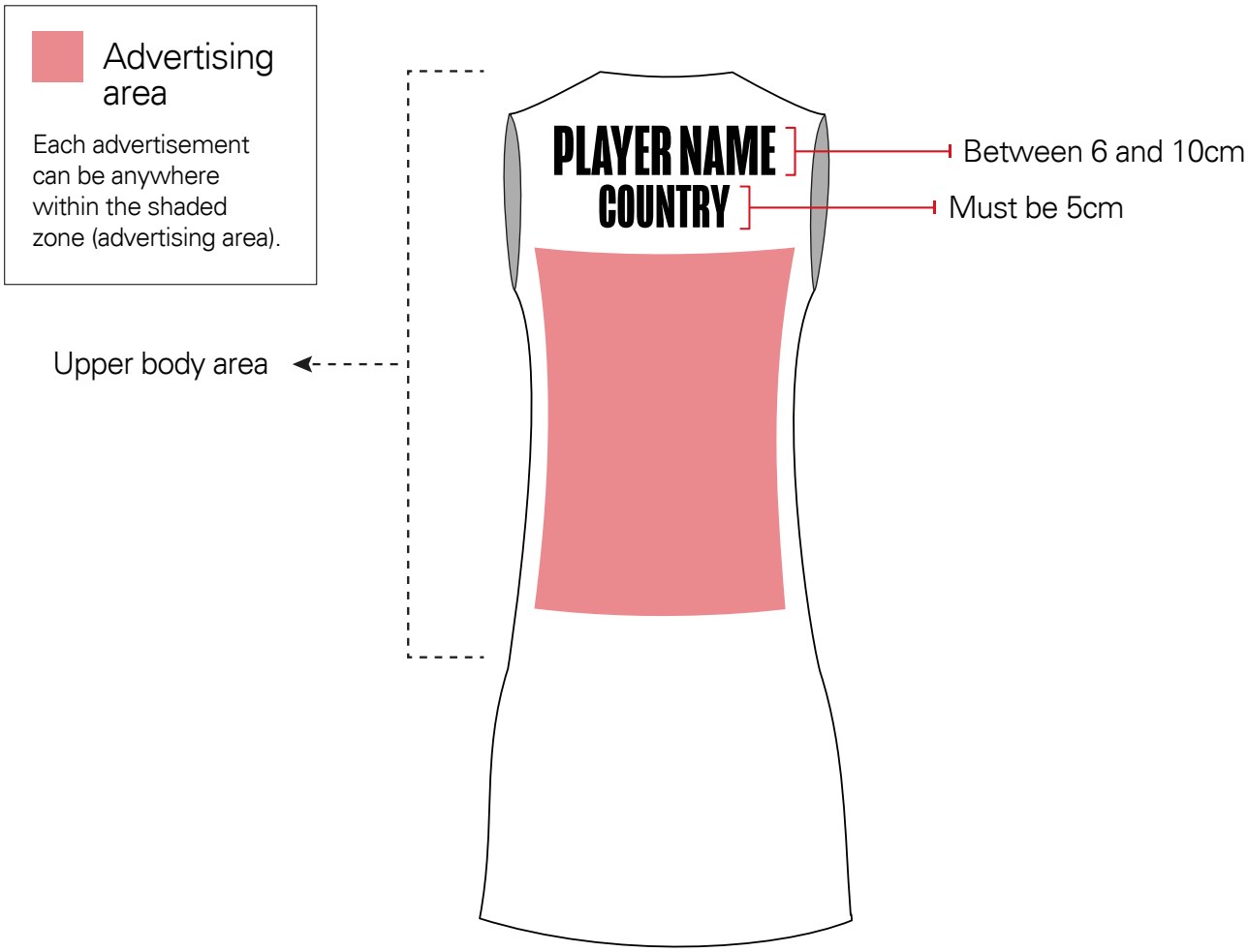
Each advertisement can be anywhere within the shaded zone (advertising area).

*Either location but not both ie. Maximum one (1). See page 17. *Reference to GCR 24.3.3.*

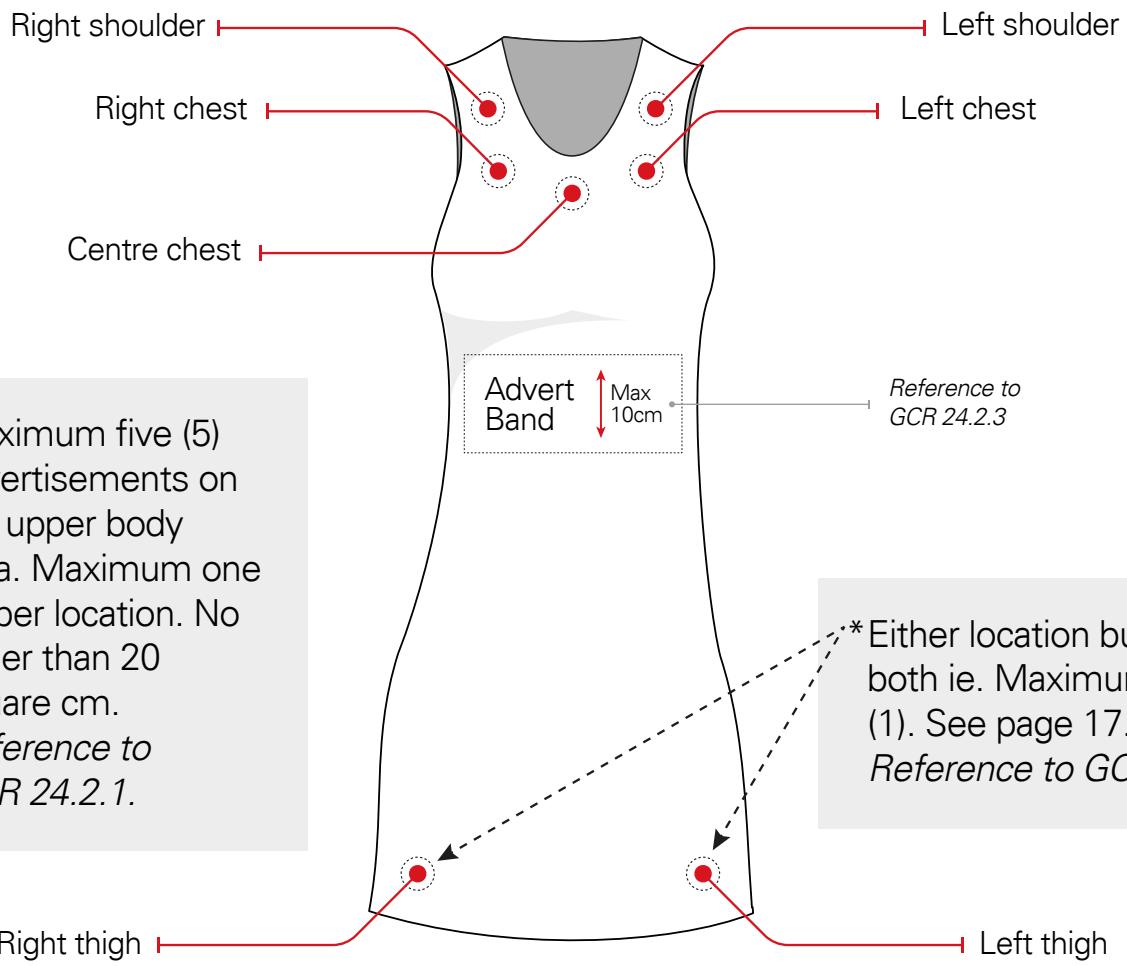
Sleeveless Dress (Back)



Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm. *Reference to GCR 24.2.1.*

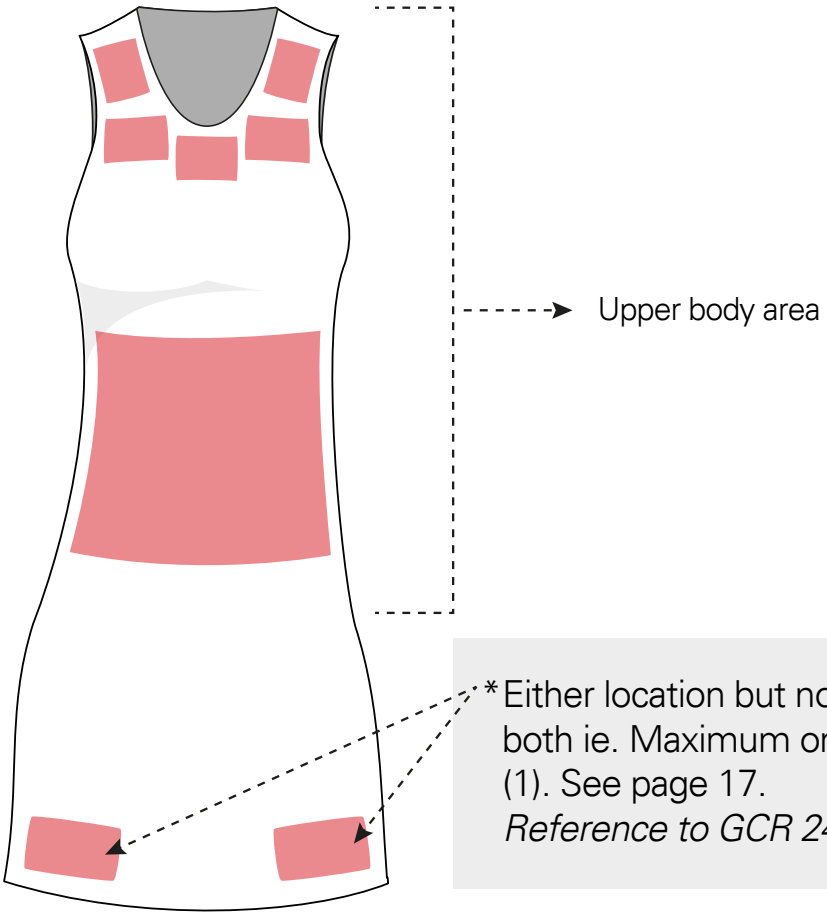


Sleeveless Dress (Front)



Maximum five (5) advertisements on the upper body area. Maximum one (1) per location. No larger than 20 square cm. *Reference to GCR 24.2.1.*

*Either location but not both ie. Maximum one (1). See page 17. *Reference to GCR 24.3.3.*

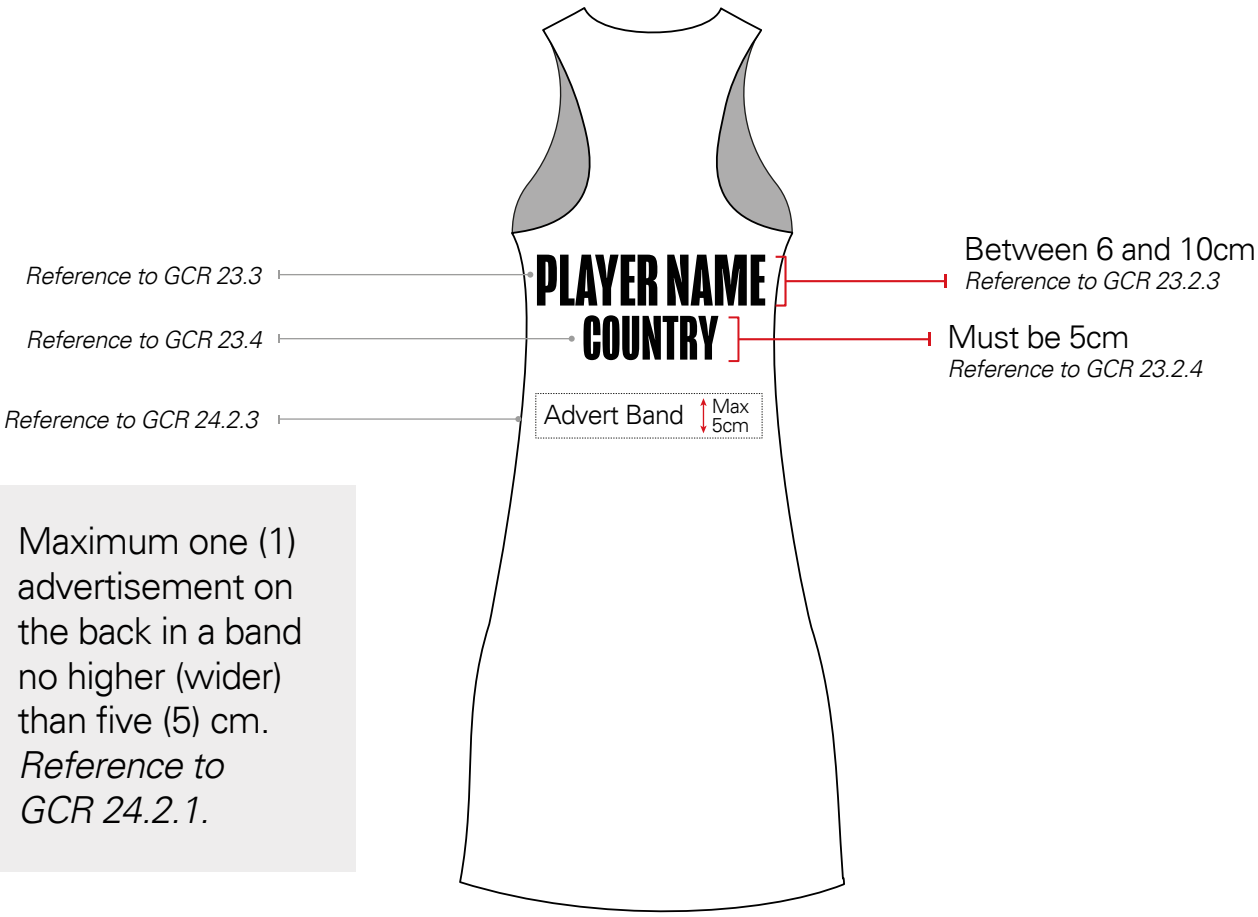


Advertising area

Each advertisement can be anywhere within the shaded zone (advertising area).

*Either location but not both ie. Maximum one (1). See page 17. *Reference to GCR 24.3.3.*

Sleeveless Dress (Back)



Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm. *Reference to GCR 24.2.1.*

Advertising area

Each advertisement can be anywhere within the shaded zone (advertising area).

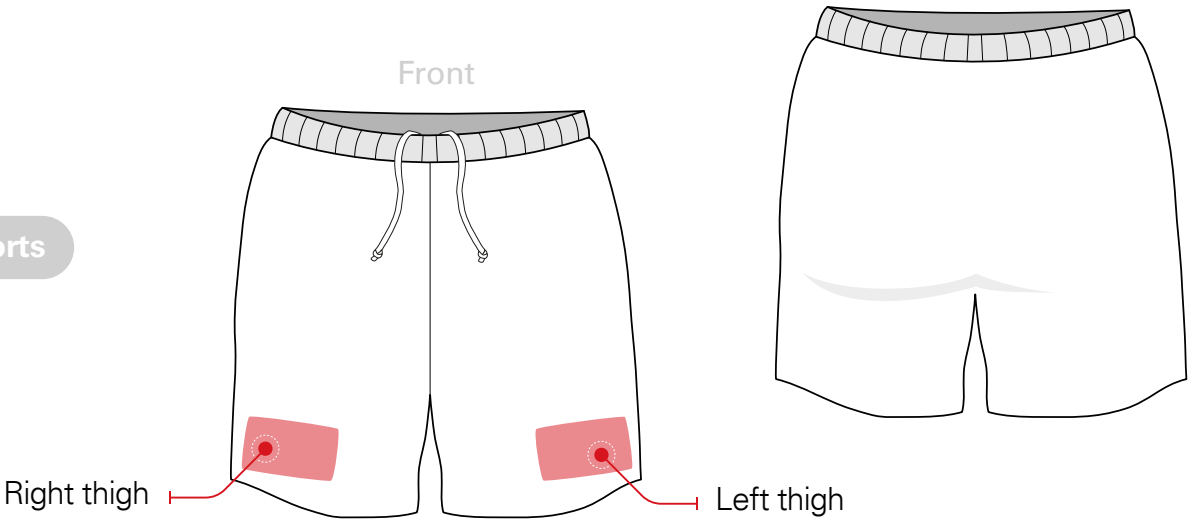


Shorts

Shorts

Back

Front

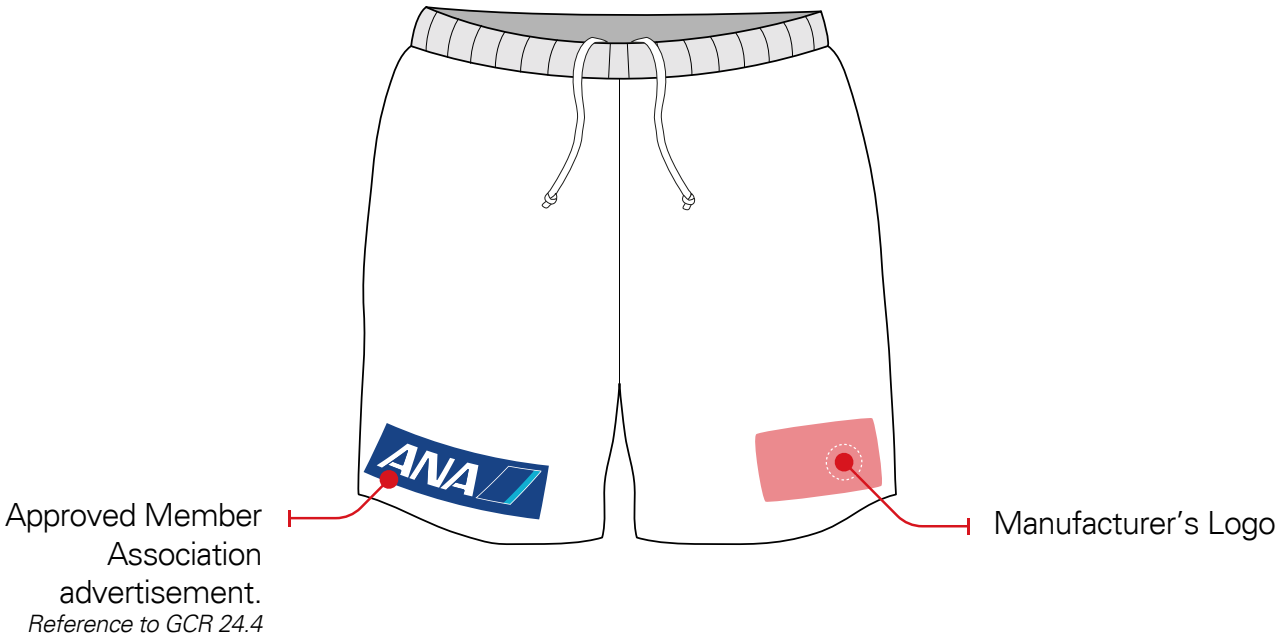


Advertising area

Each advertisement can be anywhere within the shaded zone (advertising area).

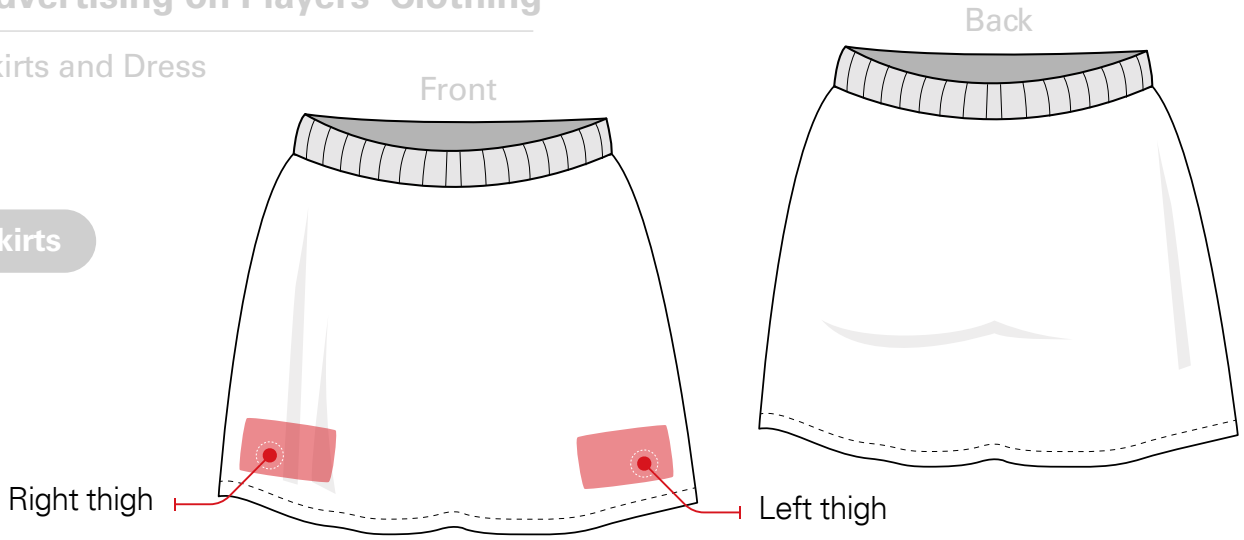
- Maximum one (1) advertisement no larger than 20 square cm *(Reference to GCR 24.3.3)* unless approved MA advertising. Approved MA advertising no larger than 50 square cm *(Reference to GCR 24.4)*.

Front



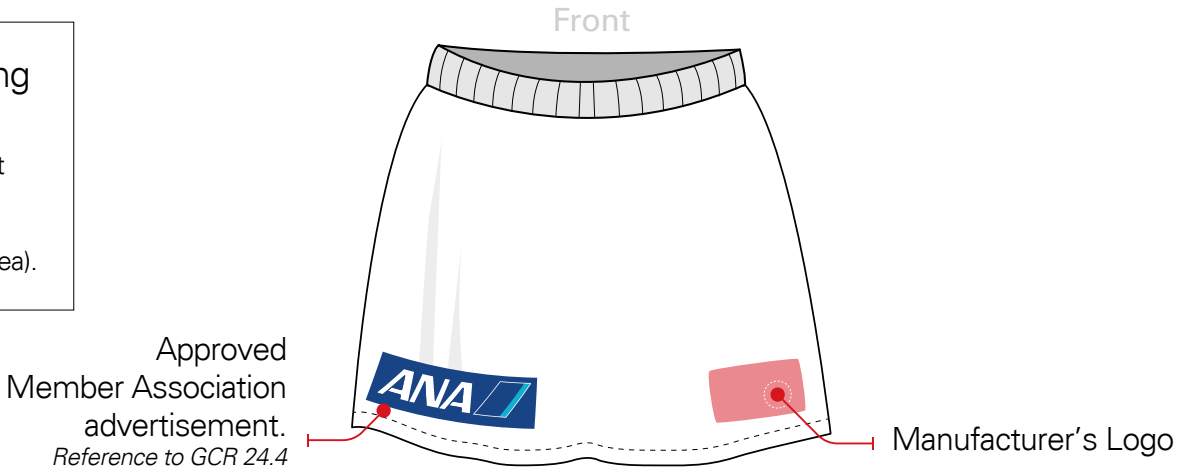
Skirts and Dress

Skirts



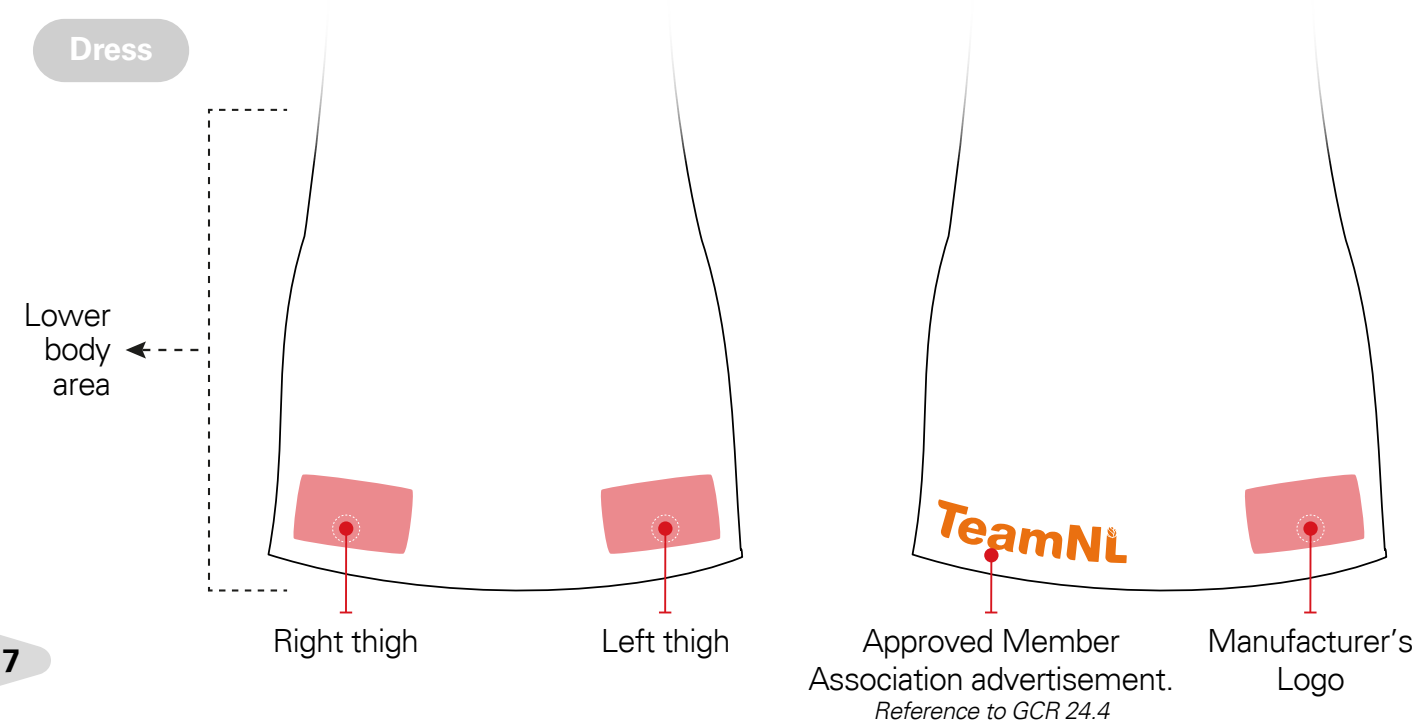
Advertising area

Each advertisement can be anywhere within the shaded zone (advertising area).

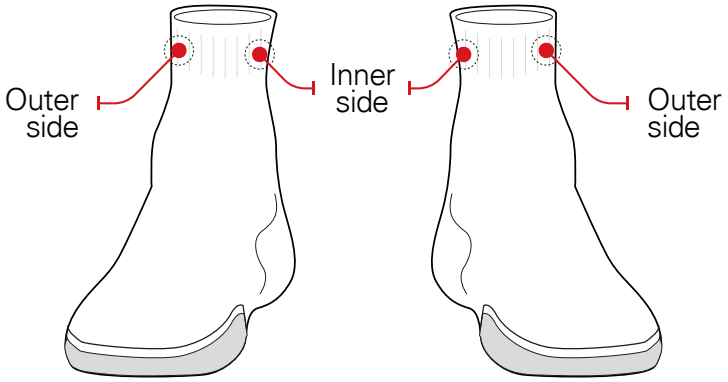


- Maximum one (1) advertisement no larger than 20 square cm *(Reference to GCR 24.3.3)* unless approved MA advertising. Approved MA advertising no larger than 50 square cm *(Reference to GCR 24.4)*.

Dress



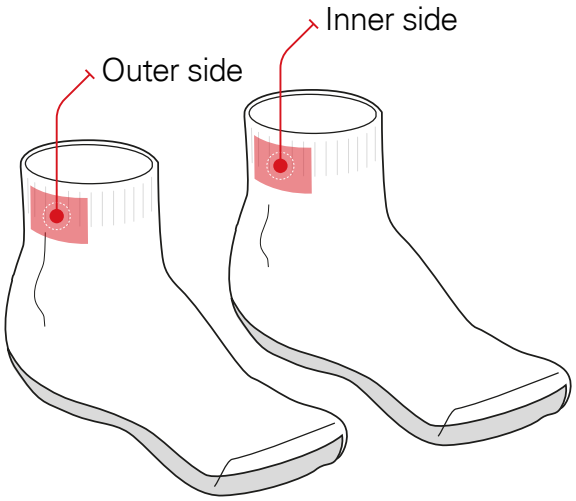
Socks

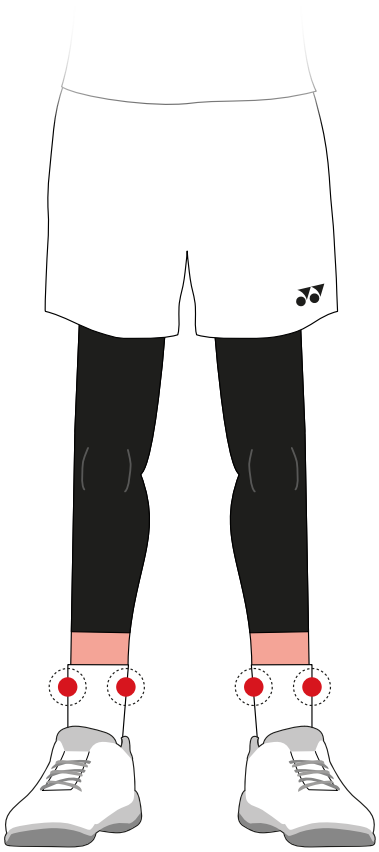


- Maximum two (2) advertisements per sock. No larger than 20 square cm. *Reference to GCR 24.3.1.*

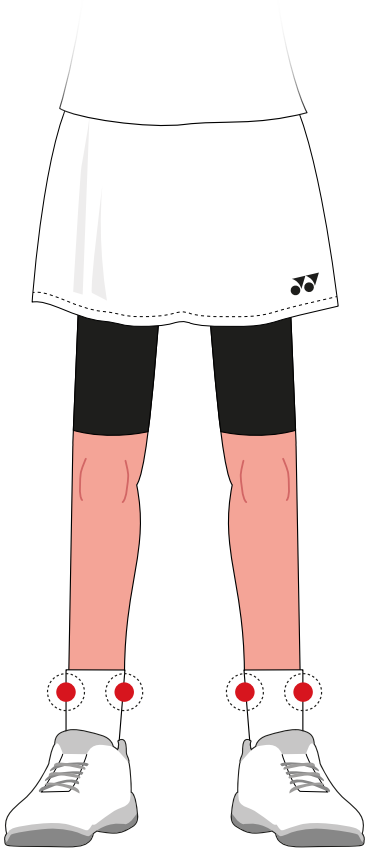
Advertising area

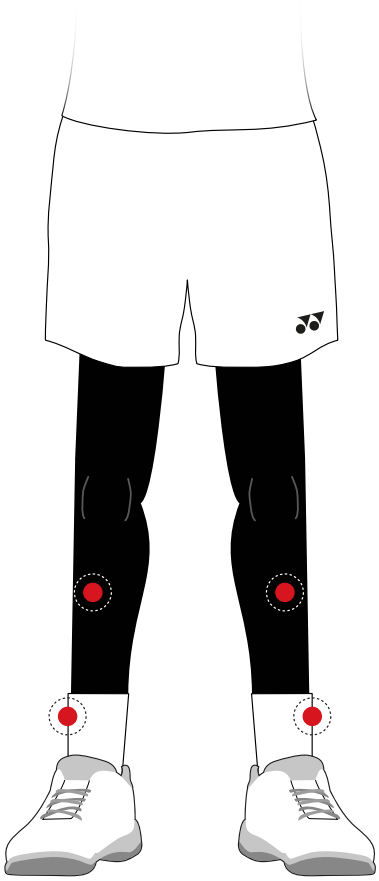
Each advertisement can be anywhere within the shaded zone (advertising area).





- Maximum two (2) advertisements per sock. (None on compression pants or shorts)



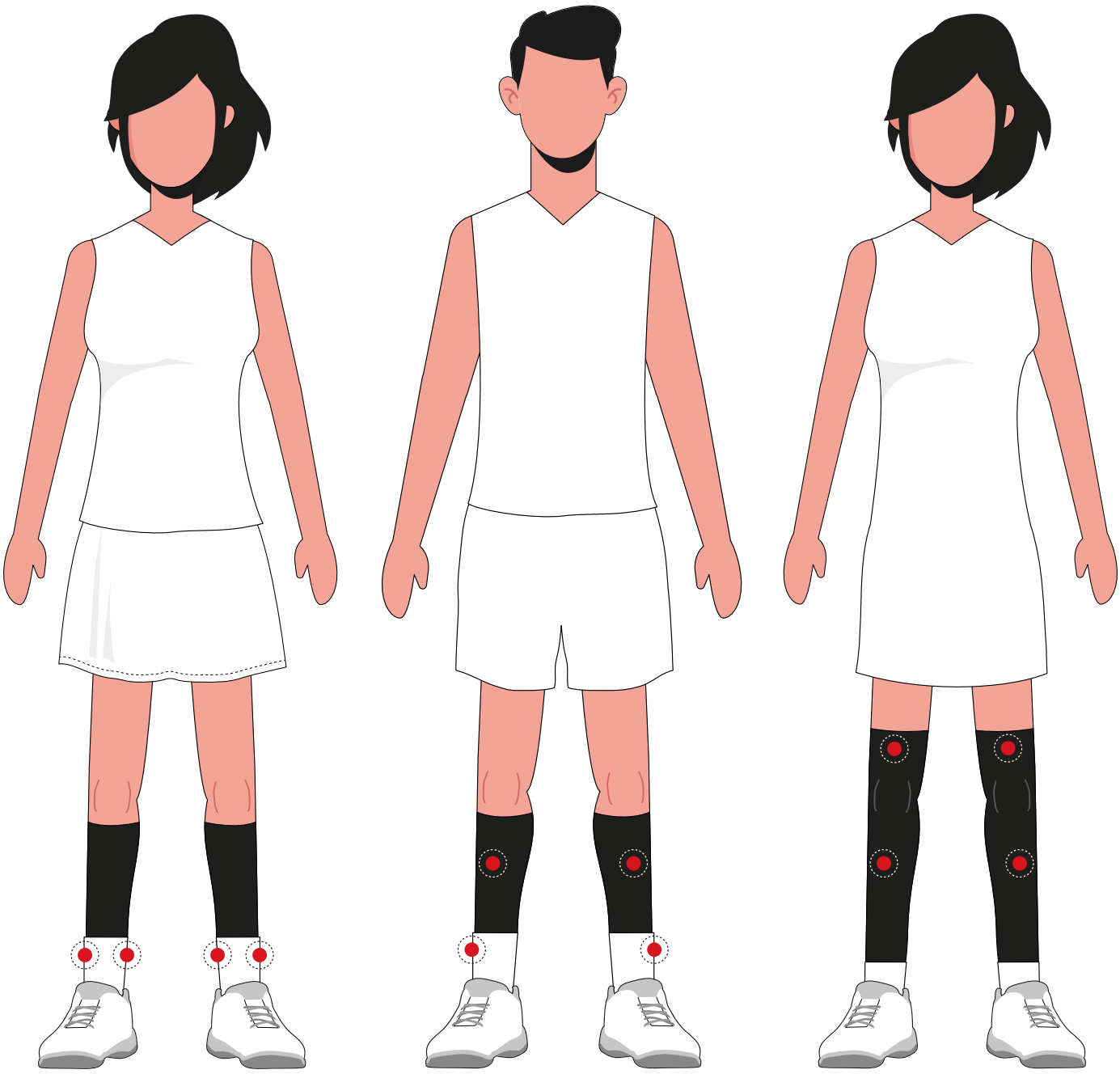


- Combined with sock, maximum two (2) advertisements.

  For example:
  - 2 on white sock
    – 0 on compression pants
  - 1 on white sock
    – 1 on compression pants
  - 0 on white sock
    – 2 on compression pants

  Reference to GCR 24.3.1.

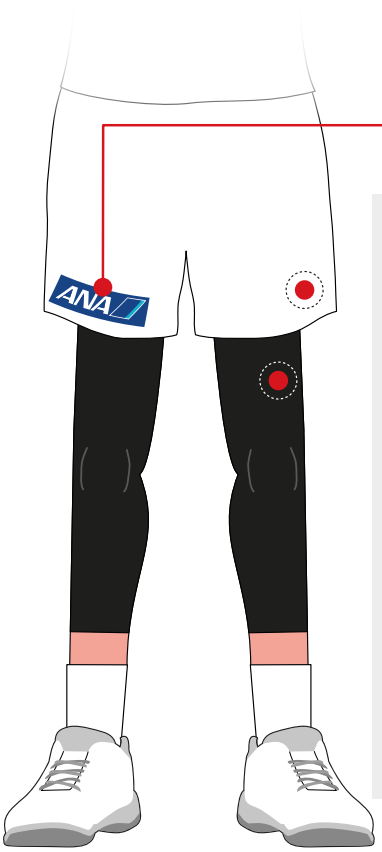
Compression Socks



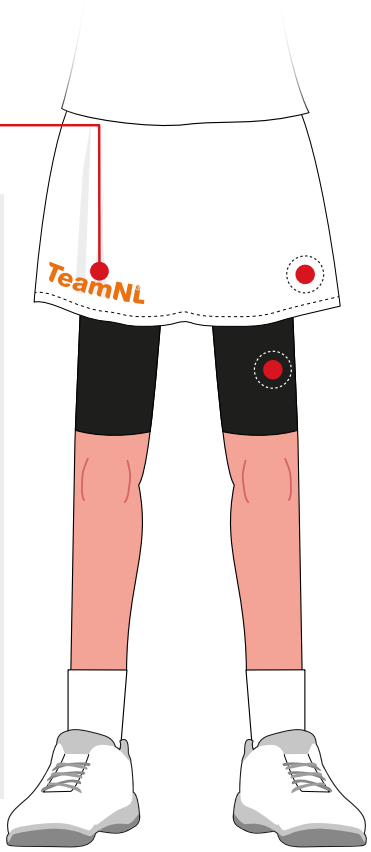
Combined with sock, maximum two (2) advertisements. For example:

- 2 on white sock – 0 on compression sock
- 1 on white sock – 1 on compression sock
- 0 on white sock – 2 on compression sock

Reference to GCR 24.3.1.



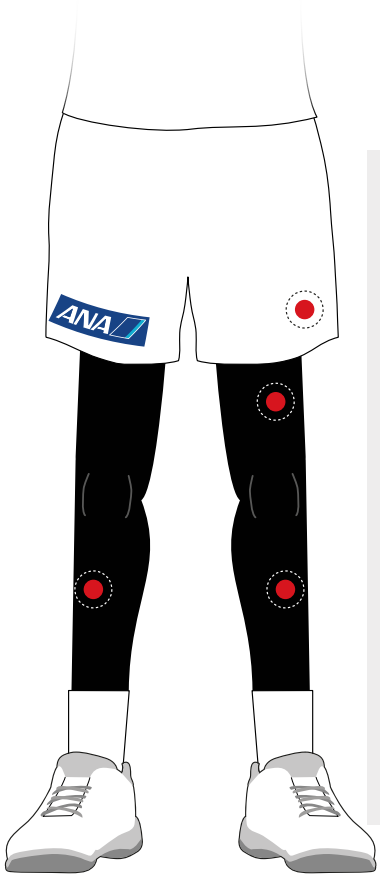
Approved Member Association advertisement.
Reference to GCR 24.4

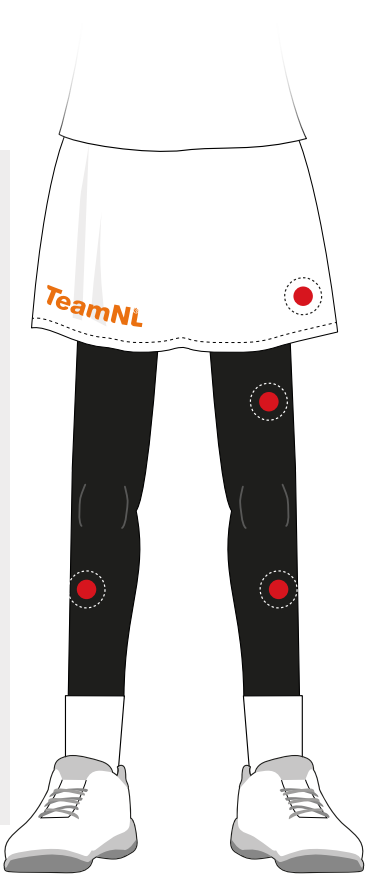


- Combined with shorts / skirts, maximum one (1) advertisement for compression **shorts** unless approved MA advertising. For example:

  • 1 on shorts / skirts – 0 on compression shorts / skirts
  • 0 on shorts / skirts – 1 on compression shorts / skirts

  Reference to GCR 24.3.3.1

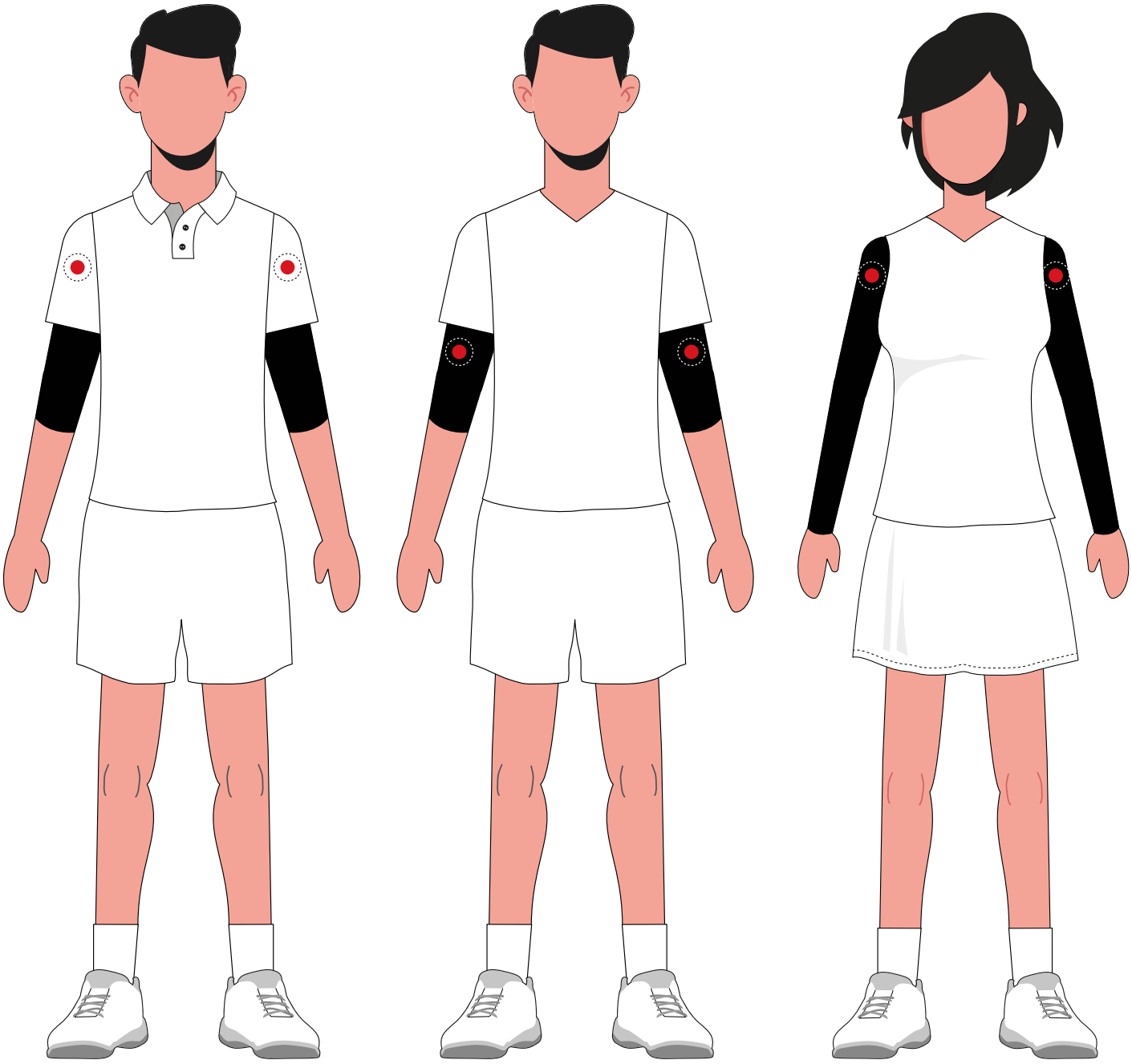




- Combined with shorts / skirts, maximum one (1) advertisement for compression **pants** unless approved MA advertising. For example:

  • 1 on shorts / skirts – 0 on compression pants
  • 0 on shorts / skirts – 1 on compression pants
  (at either of the locations as in the diagram)

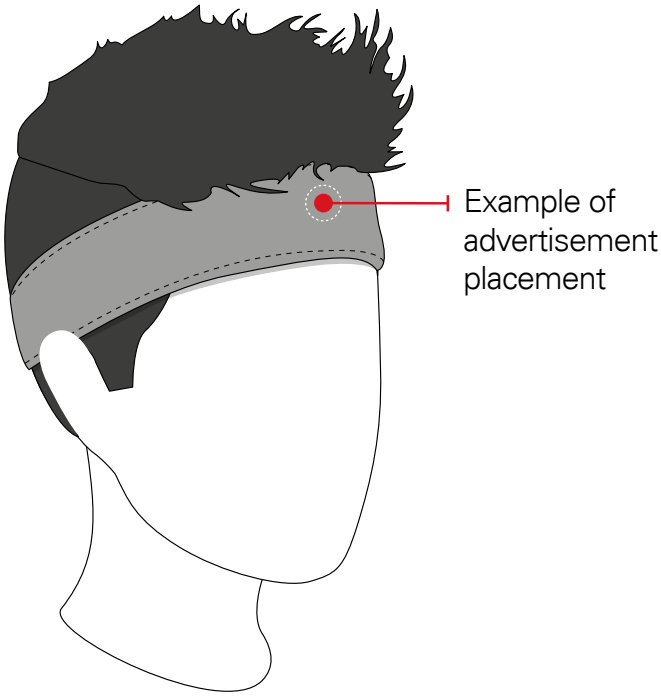
  Reference to GCR 24.3.3.1



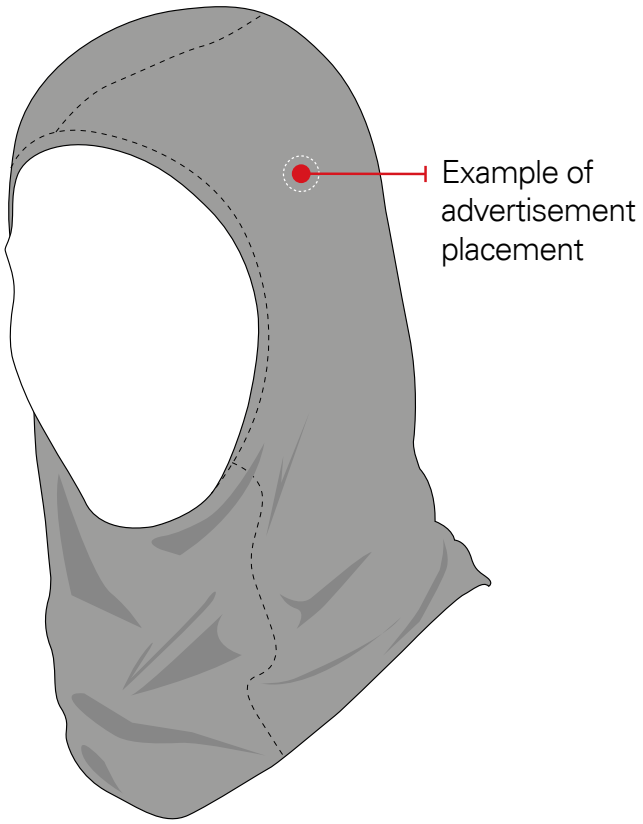
Combined with sleeve, maximum one (1) advertisements. For example:
- 1 on sleeve – 0 on compression sleeve
- 0 on sleeve – 1 on compression sleeve

Reference to GCR 24.2.1.1

Headbands

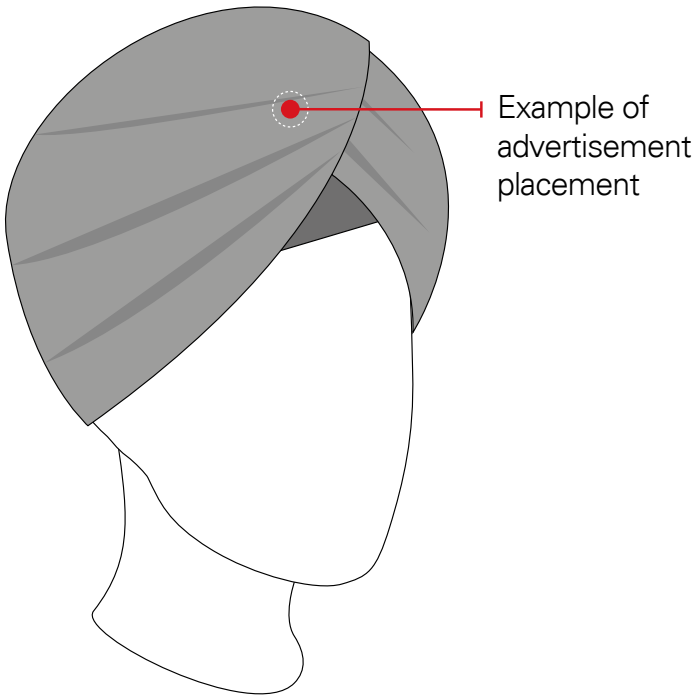


Headscarf

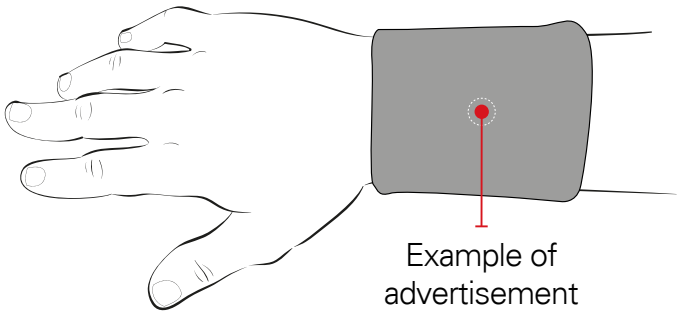


Maximum one (1) advertisement no larger than 20 square cm *(Reference to GCR 24.3.3)*. Advertisement can be place anywhere.

Turban

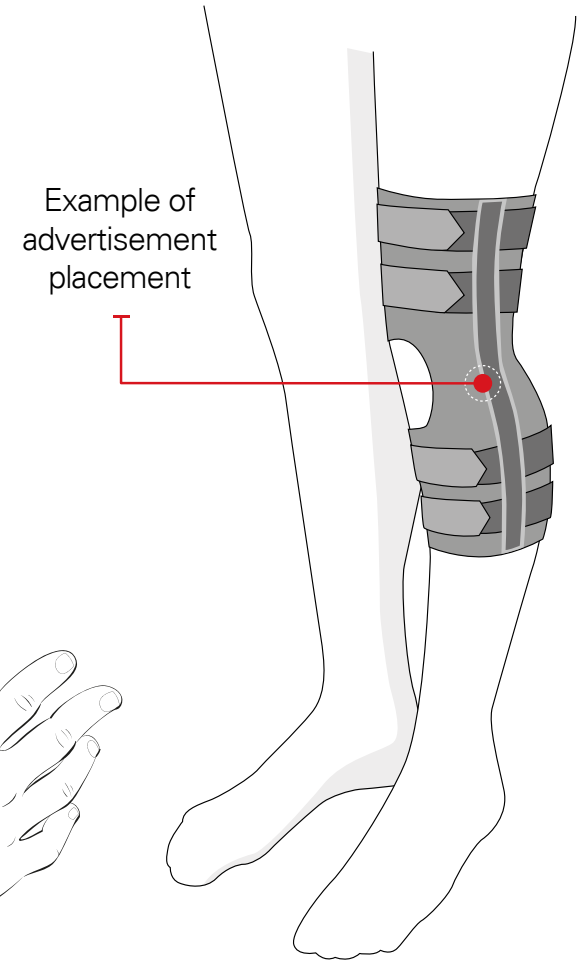


Wristband

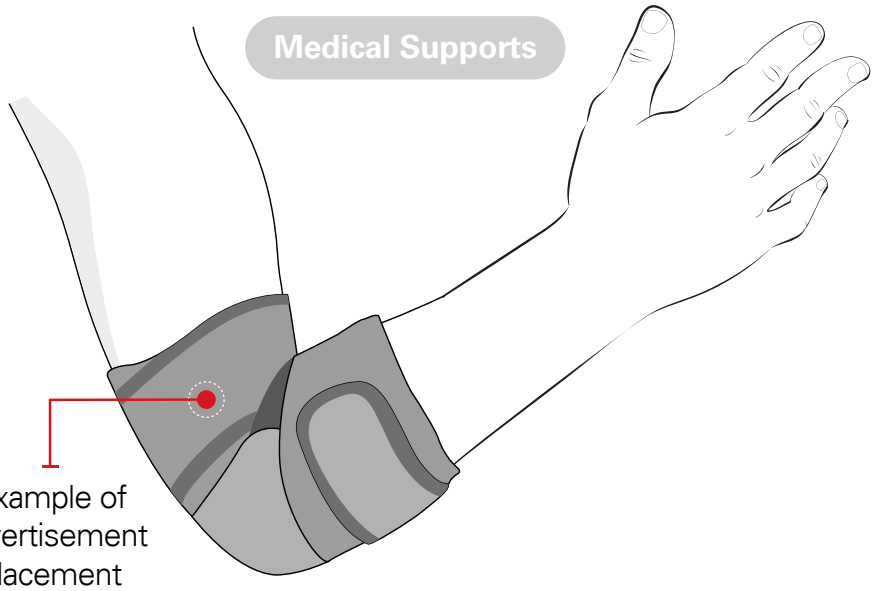


- Maximum one (1) advertisement no larger than 20 square cm *(Reference to GCR 24.3.3)*. Advertisement can be place anywhere.

Medical Supports

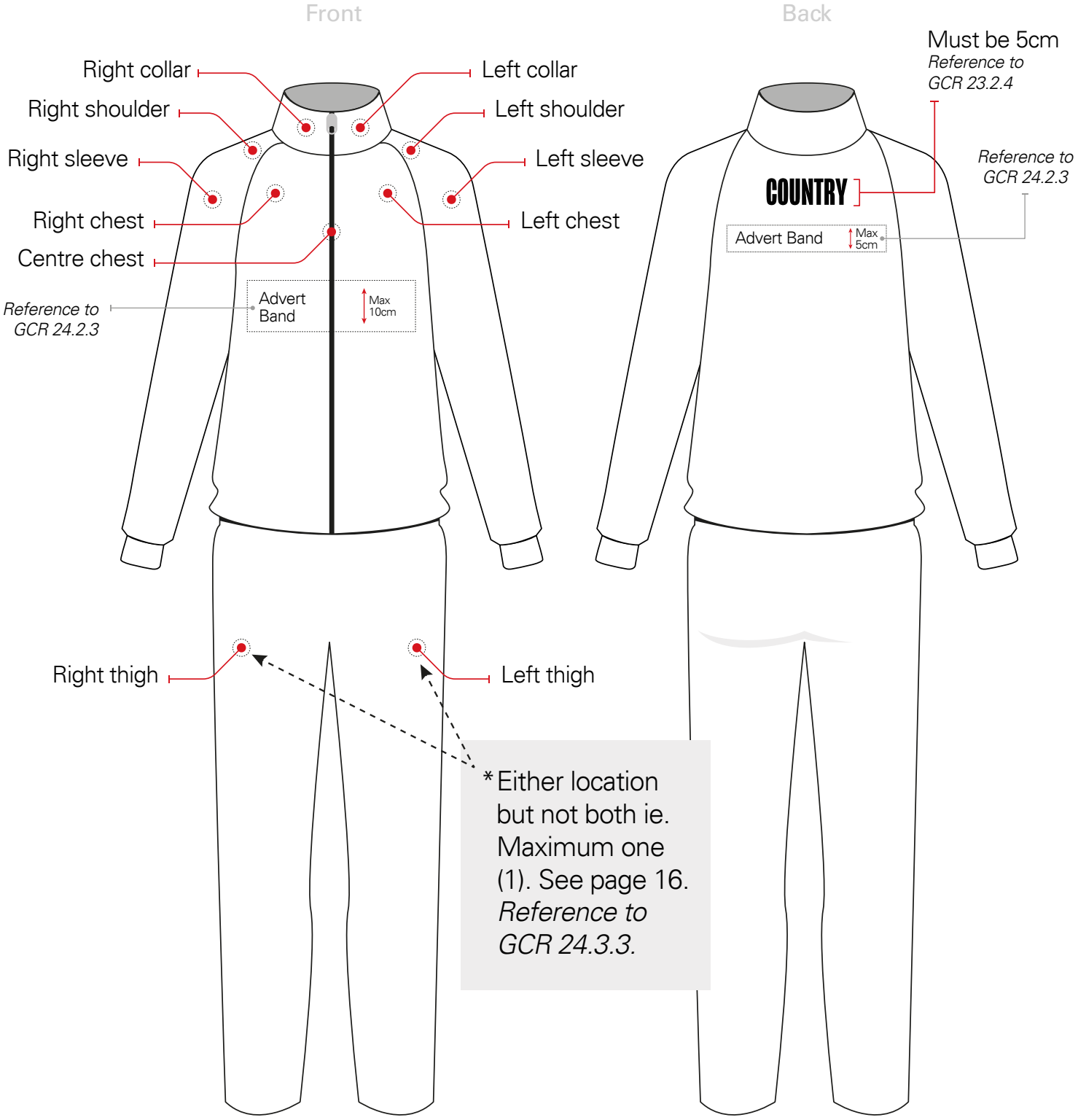


Medical Supports



Track Suit

- Maximum five (5) advertisements out of the nine (9) locations of the upper body area. Maximum one (1) per location. No larger than 20 square cm. *Reference to GCR 24.2.1.*



* Either location but not both ie. Maximum one (1). See page 16. *Reference to GCR 24.3.3.*

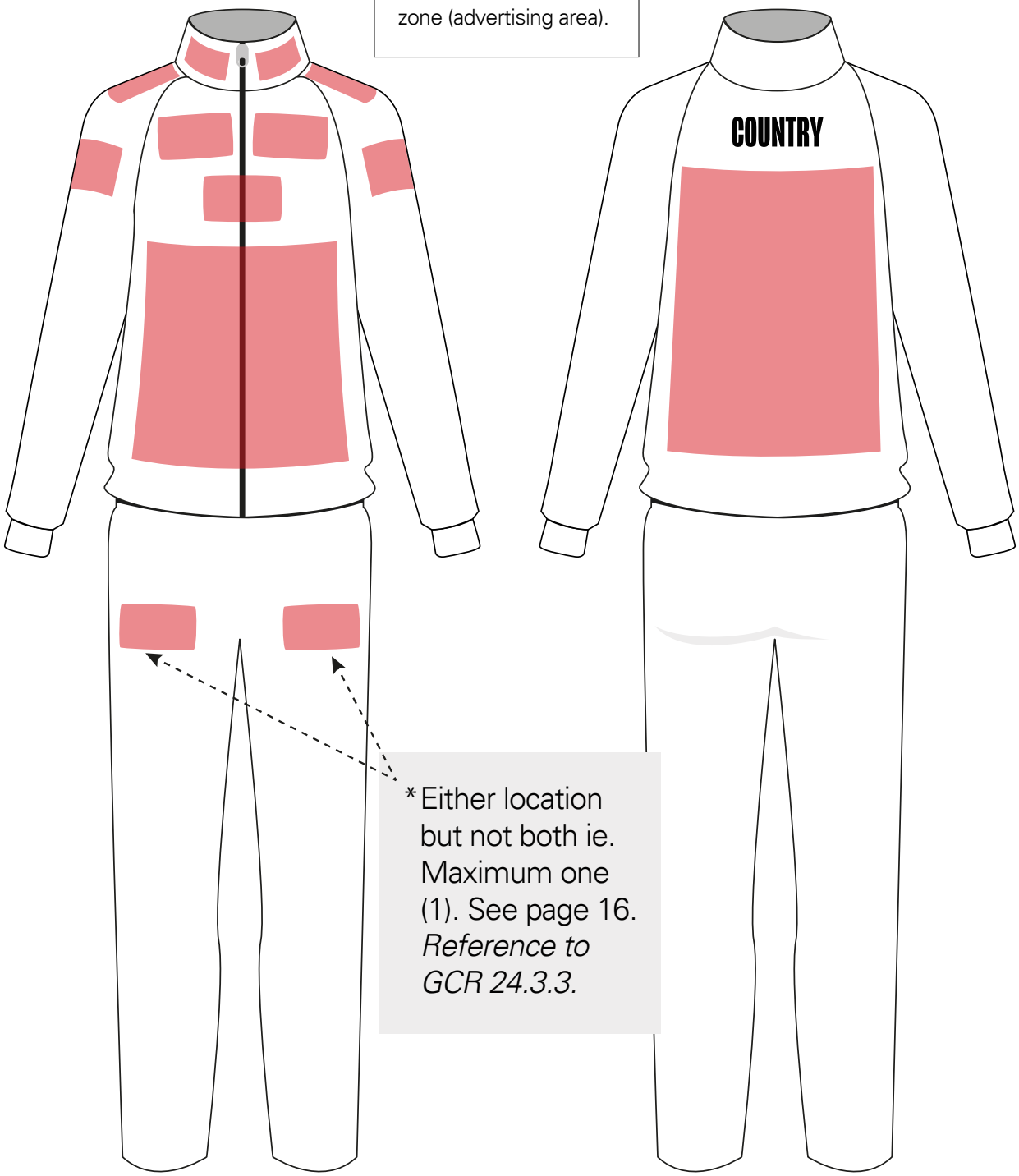
Track Suit

Advertising area

Each advertisement can be anywhere within the shaded zone (advertising area).

Front

Back



*Either location but not both ie. Maximum one (1). See page 16. *Reference to GCR 24.3.3.*



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