

# UIPM ADVERTISING AND MEDIA RULES



# UIPM

Union Internationale  
de Pentathlon Moderne

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## 1. DEFINITIONS

- 1.1. Save as otherwise defined herein or the context requires otherwise, capitalised terms and acronyms used in this UIPM Advertising and Media Rules shall have the meaning as ascribed to them in the UIPM Competition Rules available for download at: <http://www.uipmworld.org>.
- 1.2. **“Advertising Space”** shall mean any space that is available for commercial advertising, including but not limited to the following areas for display of commercial logos, brands or insignia: posters, flyers, leaflets and other materials announcing the event; event programme; and/or banners.
- 1.3. **“Continental Championships”** shall mean each competition organised by the relevant Continental Federation endorsed by UIPM, to which UIPM Competition Rules apply and that is included in the UIPM Calendar.
- 1.4. **“International Broadcasting Rights”** shall mean the right to broadcast any signal including any television, radio, or Internet signal of the competition outside the country hosting the relevant UIPM competition.
- 1.5. **“National Broadcasting Rights”** shall mean the right to broadcast any television or radio signal of the competition inside the country hosting the UIPM competition.
- 1.6. **“Regional Championships”** shall mean each competition with participating athletes from more than one UIPM National Federation, to which UIPM Competition Rules apply and that is included in the UIPM Calendar.
- 1.7. **“UIPM Awards Ceremony Guidelines”** shall mean the guidelines prepared to guide the organisers in the event Award Ceremonies.
- 1.8. **“UIPM Category A Competitions”** shall mean the following competitions organised by UIPM: UIPM World Championships, World Cup Series and Champion of Champions.
- 1.9. **“UIPM Event Marketing and Media Guidelines”** shall mean the guidelines prepared to standardise the media functions supporting global coverage of UIPM competitions and to create a consistent protection framework for the image, the logo and the branding of UIPM.
- 1.10. **“UIPM Streaming Guidelines”** shall mean the guidelines prepared to help the organisers to achieve consistency between, and high quality broadcast for Streaming.
- 1.11. **“UIPM TV Guidelines”** shall mean the guidelines prepared to help the organisers to achieve consistency between, and high quality broadcast for TV.
- 1.12. **“UIPM Visual Guidelines”** shall mean the guidelines prepared to help the organisers to achieve consistency between, and high quality UIPM brand awareness at, each event and competition.

## 2. GENERAL PRINCIPLES

- 2.1. Marketing and media rights for Continental and Regional Championships and all other UIPM competitions, unless otherwise specified in these Rules, belong to UIPM.
- 2.2. UIPM may assign marketing and media rights for any UIPM competition to a third party for a

limited period of time pursuant to UIPM Statutes.

- 2.3.** Details on space, percentage of allocation size and style of banners are to be found in the UIPM Visual Guidelines and the UIPM Event Marketing and Media Guidelines as the case may be. Any National Federation or LOC wishing to organise an UIPM event will have to provide a written declaration of compliance with these rules, the UIPM Visual Guidelines and the UIPM Event Marketing and Media Guidelines. In no circumstances UIPM shall have less than 60% of the available Advertising Space.
- 2.4.** The organising National Federation may not appoint nor have sponsors that conflict with UIPM official partners or sponsors. Prior to any event or competition a list of proposed event sponsors must be sent to UIPM for written agreement.
- 2.5.** Provided it has received prior written consent from UIPM, the relevant organising National Federation may introduce competition sponsors, including the athletes' start number sponsor. The start numbers must be produced according to UIPM Visual Guidelines. Any space available for sponsors on start numbers not used by the UIPM may be used by organising National Federation.
- 2.6.** No form of publicity or propaganda, commercial or of any other nature, may appear on persons, on sportswear, accessories or, more generally, on any article of clothing or equipment whatsoever worn or used by the athletes or other participants in any UIPM competition or official event, except for UIPM logo, equipment manufacturers' marks, UIPM approved sponsors as detailed in the UIPM Event Marketing and Media Guidelines.
- 2.7.** Compliance with these Event Marketing & Media Guidelines by the organising National Federation, LOC and all athletes and officials shall be subject to supervision and monitoring by the Business Affairs Delegates or any other person(s) appointed by the UIPM.

### **3. TELEVISION**

- 3.1.** International Broadcasting Rights as defined in 1.4 above (including but not limited to free access to a host broadcaster's live signal) for all UIPM competitions belong to UIPM.
- 3.2.** UIPM and organising National Federation shall enter into an agreement, prior to any UIPM Category A Competition, relating to production, broadcasting and distribution of footage.
- 3.3.** National Broadcasting Rights for national competitions belong to the organising National Federation. The organising National Federation is obliged to accept the UIPM-TV contract and to inform UIPM on any national TV contracts it may enter into. These must comply with the UIPM Marketing and Media Guidelines and other rules relating to live broadcasting.
- 3.4.** At UIPM Category A Competitions, the organising National Federation shall provide HD multi-camera internet streaming of all Finals, in accordance with UIPM TV Technical/Operational Manual, to be broadcasted on the UIPM TV Channel. Any other platform/website interested in broadcasting the competitions is subject to prior UIPM approval.
- 3.5.** UIPM has the right, but is not obliged, to appoint a Directing/Editing Team, at its own or shared expenses, to prepare live broadcasts, highlights, Video News Reports (VNR) etc. for its Category A Competitions.

### **4. OTHER MEDIA AND PUBLICATIONS**

- 4.1. For each UIPM Category A Competitions, the organising National Federation shall set-up with the assistance of UIPM (i) a competition website, providing links on the main/home page to both the UIPM website ([www.uipmworld.org](http://www.uipmworld.org)) and the UIPM TV Channel; and (ii) a social media programme for the local/national promotion of the event. UIPM must be referenced and have its logo shown appropriately. All content must be sent to UIPM after release or publication.
- 4.2. Not later than 30 days prior to the proposed launch of the website, the organising National Federation must submit the proposed layout of the dedicated competition website to UIPM for its written approval.
- 4.3. For each UIPM Category A Competition, UIPM shall (i) create a specific event-page on the UIPM website; and (ii) update its social media platforms and official profiles with events, posts and images of the competition.
- 4.4. In all UIPM Category A Competitions, the organising National Federation in producing the marketing materials shall comply with the templates presented in the UIPM Visual Guidelines in printing posters, flyers, brochure, event programmes.

## **5. NATIONAL FEDERATION MARKETING AND MEDIA OBLIGATIONS**

- 5.1. Organising National Federations shall produce at its own costs and expenses the competition marketing materials in compliance with the UIPM Event Marketing and Media Guidelines as provided for in the bid documents.
- 5.2. In particular circumstances, UIPM can decide to produce and ship its own advertising material for any UIPM competition. In such cases, organising National Federations shall hold UIPM advertising materials in custody for future use and be liable for any losses or damages occurred.
- 5.3. In all UIPM Category A Competitions UIPM reserves the right to 60% of the available Advertising Space, the remaining 40% of the available Advertising Space is assigned to the organising National Federation. Combined banners or other marketing tools do not concur to the 60% available Advertising Space reserved to UIPM. UIPM reserves the right to 100% of the available Advertising Space in any new competition concepts.
- 5.4. UIPM reserves the right to all photographic pictures taken by the official event photographer free of copyright worldwide. Pictures taken during UIPM competitions may be used by UIPM to promote Modern Pentathlon in any way UIPM deems appropriate.
- 5.5. The organising National Federation shall comply with the UIPM Visual Guidelines in designing the layout of the venue and in placing sponsors banners.
- 5.6. At all venues, UIPM reserves the right to (i) 60% of the TV and spectators visible areas; (ii) both sides of the last 9 metres of the finish line; and to (iii) at least two UIPM jumps in any riding arena.
- 5.7. In all UIPM Category A Competitions UIPM reserves the right to 100% of the finish line tape.
- 5.8. In all UIPM Category A Competitions, the organising National Federation shall organise not less than one press conference after the awards ceremony.

## **6. PARTICIPANTS**

- 6.1.** During UIPM competitions and in all official events thereto, athletes and officials must use the clothing and equipment approved or provided by UIPM. In the event UIPM does not provide clothing and/or equipment, athletes and officials shall in any case comply with the provisions set forth in the UIPM Competition Rules and UIPM Equipment Regulations and with those issued by their relevant National Federation in clothing and equipment. UIPM reserves the right to cover, or insist on the removal of, any labels or marks on such clothing or equipment.
- 6.2.** In all UIPM Competitions the best three ranked athletes in each category shall take part to the press conference following the awards ceremony.
- 6.3.** Athletes must wear their national uniform on the podium and without baseball caps or hats. Headscarves are permitted. Flags, mobile phones, cameras, electronic devices, bottles, items of sport equipment, political statements and accreditations are not allowed on the podium. This limitation applies also to interviews and press conference.
- 6.4.** Without prejudice to any other sanctions that UIPM may consider to impose, any item referred to in article 6.3 above shall be removed or covered (as applicable) in accordance with the instructions given by the Business Affairs Delegates or any other person(s) appointed by UIPM.
- 6.5.** All athletes competing in UIPM competitions at all level are obliged to wear competition start number or bib provided by the organising National Federation and/or UIPM, as the case may be, in compliance with the UIPM Visual Guidelines.
- 6.6.** In all UIPM Competitions only one identification of the manufacturer is permitted per each of the following clothing items: riding jacket, riding breeches, fencing jacket, fencing pants, robe, swimsuit, tracksuit, shirt/jacket, trousers/shorts. The maximum permitted size of any identification of the manufacturer is 30 cm<sup>2</sup>. One additional product technology identification is permitted on each of the clothing items listed above to a maximum size of 10 cm<sup>2</sup>. Where one-piece body suits are used in competition, one identification of the manufacturer and one product technology identification shall be permitted above the waist and below the waist, in accordance with the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.
- 6.7.** In all UIPM Competitions riding helmets, protective headgear, eyewear and footwear worn by athletes may carry identification of the manufacturer as featured on sports equipment sold through the retail trade.
- 6.8.** In all UIPM Competitions, laser pistols and the relevant container used by athletes may carry up to two identification of the manufacturer to a maximum size of 20 cm<sup>2</sup> each. Laser pistols and containers must also carry a UIPM homologation mark.
- 6.9.** In all UIPM Competitions, one identification of the manufacturer is permitted on each of the fencing weapon, the fencing mask and the fencing gloves. Maximum permitted sizes are respectively 2,5 cm<sup>2</sup>, 12,5 cm<sup>2</sup> and 10 cm<sup>2</sup>.
- 6.10.** In all fencing events part of UIPM Competitions, athletes must wear on their sleeve, on the non-sword arm and between the elbow and the shoulder, an armband measuring between 7 and 10 cm high in their national colours or a strip in their national colours. Athletes are permitted to wear socks with a turnover displaying their national colours, measuring a maximum of 10 cm high. Athletes must also wear their NOC code (in Latin characters) on the back of their fencing jacket in clearly legible text in either black or dark blue capital letters. The letters must measure between 7 and 12 cm high. No other NOC emblems are

allowed on the fencing jacket. Athletes must also wear their surname (Latin characters) on the back of their fencing jacket in clearly legible text. The letters must be printed in either black or dark blue capital letters and must be between 7 and 12 cm high. A FIE/UIPM homologation mark must appear on all blades, under plastron, jackets, masks, and electric jackets, and include the *Identification of the Manufacturer*, the date of manufacturing and the FIE/UIPM logo.

- 6.11.** In all MP swimming events part of UIPM Competitions, athlete shall wear flag, NOC emblem or NOC code on the swim caps to a maximum size of 32 cm<sup>2</sup>. The athlete's name is permitted, printed on the same side as the national flag/NOC emblem or NOC code, and to a maximum size of 20 cm<sup>2</sup>. All swimsuits shall bear the "FINA Approved" identification labels and follow the rules and procedures set forth in the FINA Requirements for Swimwear Approval (FRSA), as indicated in the sport specific table for Aquatics. If the swimsuit is in two pieces, each piece shall bear a label. The labels should be printed or affixed to the swimsuits in a manner ensuring that they cannot be removed without destroying the label (to prevent transfers).
- 6.12.** In all riding events part of UIPM Competitions, athletes must wear a riding jacket or riding uniform with a national insignia (NOC emblem, flag, armlet or badge) of a size between 7 and 10 cm high. Cross-country helmets must bear a homologation mark on the strap under the chin, if required according to national regulations.
- 6.13.** In the combined events part of UIPM Competitions, athletes must wear a top with their name clearly visible and professionally made on the back of their top, below the country code, measuring between 7 and 12 cm high and in a contrasting colour to their shirt.

## 7. AWARDS

- 7.1.** In all UIPM Category A Competitions, and in any new competition concepts, the organiser National Federation shall duly comply with the UIPM Awards Ceremony Guidelines.
- 7.2.** The awards ceremony is conducted immediately after the final event whether there are protests or not. In Category "A" competitions, the organizing National Federation must play the national anthem of the winner's country and display the national flags of the medallists.
- 7.3.** In all competitions, including new competition concepts, UIPM reserves the right to 60% of the Advertising Space available on the awards podium, on the stage and the surrounding areas, the remaining 40% is assigned to the organising National Federation.