



IPC Wheelchair Dance Sport

Uniform and Wheelchair Advertising Guidelines

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International Paralympic Committee

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1 Definitions

WDS	Means IPC Wheelchair Dance Sport.
Advertising	Any advertising and display of a promotional nature.
Manufacturer	The manufacturer of the Wheelchair used in the competition.
Sponsor	Companies which are granted sponsorship, recognition or commercial rights of association with the athlete.
Dress	The clothing worn by the athletes during the competition.
Logo	Any symbol, name, design or other graphical identification or catch-phrase, slogan or tagline denoting a manufacturer, sponsor or any other company, and/or the name of any product of such an entity.
WDS Rule	IPC Wheelchair Dance Sport Rules.
NGB	Refers to the national organization responsible for the sport in the country. This could be a National Paralympic Committee or the National Federation for wheelchair dance sport in the country.

2 General Principles

2.1 Integrity of the Sport

To protect the integrity of WDS, any advertising at the Competition must be in accordance with these regulations and must not adversely interfere with the technical conduct of the Competition.

WDS reserves the right to prohibit the use of any authorised identification on any given item in order to ensure the spirit, the principles of WDS and these guidelines are respected.

2.2 Safety

All advertising must comply with any applicable safety regulations of a Competition.

2.3 Maximizing National and Para-sport Identity

Wherever possible, Athletes are encouraged to utilize all opportunities to maximize their national and Para-sport identity. This may be achieved through the use of the NGB emblem, the official national colours, the official country name and/or acronym, the official national flag.

2.4 Sponsors of the Athlete

WDS permits the athletes to display sponsor logos on their dress and wheelchair during competitions. However the sponsor logos should place as per these guidelines and instructions mentioned below.

- 2.4.1** Any sponsor logo cannot be close to or adjacent to the national or Para sport identity.
- 2.4.2** In total there can be only two different sponsors. No third sponsor can be present on the dress or wheelchairs combined. However it is allowed to advertise multiple logos of the two sponsors at the positions specified in the guidelines.
- 2.4.3** In total, there are 7 positions where sponsors logo can be placed 1 on each competitor dress. 1 on each wheel, 1 on the backrest and 1 on each side guards.
- 2.4.4** The sponsors logo can be placed only at the positions as specified in this guidelines and the sizes specified for each position.
- 2.4.5** Only one sponsor logo can be placed in each position mentioned in 2.4.3

2.5 Prohibited Advertising Content

2.5.1 General

No use of any identification or logo and no item may be used for promoting or advertising which in a view of the WDS political, religious, providing false impression of the sport or to the identity or reputation of the competition or any Local organizing committee or any NPC or competitor. Advertising of products which harms the integrity of the sport or its athletes for e.g. Tobacco is also prohibited.

WDS will have the general discretion to object to any form of advertising which hurts the integrity of the sport, its athletes or gives a bad image to the competition.

2.5.2 WDS Name/Logo

The name/Logo of WDS may not be displayed on the dress or the Wheelchair.

2.6 Duration and Place

The following regulations apply for the whole duration of the Competition, including the event itself, all ceremonies (victory, opening and closing), interviews and press conferences. Furthermore, the regulations refer to all venues and sites of the Competition.

3 Advertising on Dress

As mentioned in the point 2.4.3 of these guidelines, in all WDS Competitions there can be only 2 sponsor logos on a couple's dress. The male may advertise one sponsor logo and the female may advertise one sponsor logo. The size of the logo cannot exceed more than 40 square cm. Such advertising may only be displayed and located on the waist, chest or sleeves.

4 Start Number

The start numbers are produced and distributed by the Local Organizing Committee. The advertising on the start number will be at the discretion of the Local Organizing Committee and cannot be objected by any competitor.

Advertising on the competition number card of the couple is limited to a maximum of 20% of the size of the Start number on the card. The size of couples' start number card may be up to DIN A5 plus 20% reserved for Advertising purposes. Couples must accept the number card as issued and may not tamper with or reduce the size of the number card.

Example of Start Number



5 Advertising on the Wheelchair

The placement of the sponsor logos on the wheelchair should be according to these guidelines.

5.1 Manufacturer of the Wheelchair

In all Competitions, the logo of the manufacturer of the wheelchair can be present as commercially available. However it remains at the sole discretion of WDS to decide if a wheelchair is deemed to be marked conspicuously.

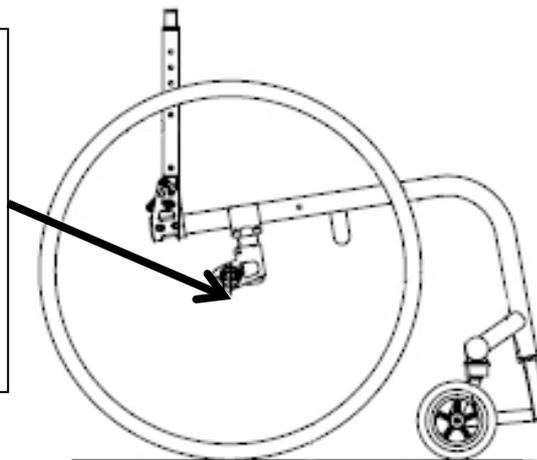
5.2 Sponsor Recognition

As mentioned on the point 2.4.3 there are 5 positions where sponsor logo can be placed. Only one sponsor logo can be placed in each of the positions.

5.2.1 On the Wheels

If the athletes are using two sponsors, then they are not allowed to use both the sponsor logo on the same wheel.

The size of the logo can take up to the size of the circle making the spoke.



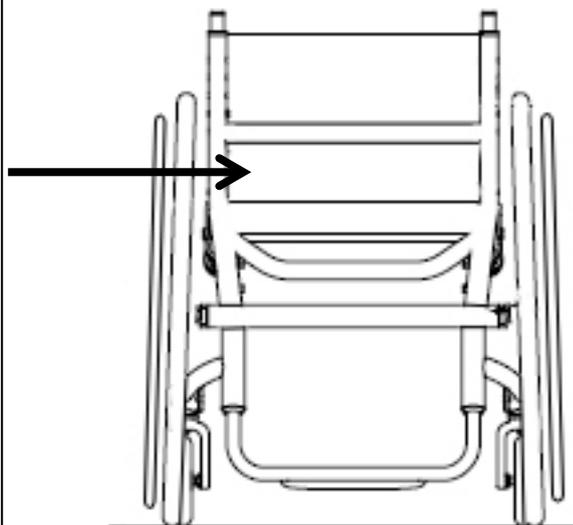
5.2.2 On the bottom of the backrest

Only one sponsor recognition is permitted on the back of the wheelchair.

The size of the logo of the sponsor should not exceed 20 X 7 cm.

The logo on the backrest could be placed only at the bottom and should not in any case block the visibility of the start number of an athlete in case the start number is placed on the backrest.

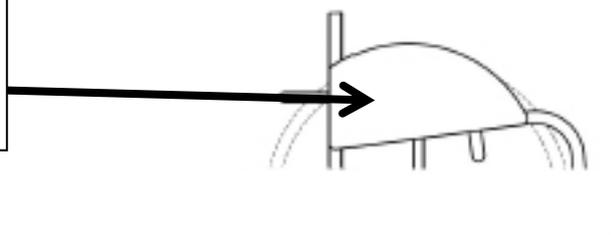
WDS will have the right to cover the logo in case it blocks the visibility of the start number.



5.2.3 On the side guards of the wheelchair

Only one sponsor recognition is permitted on each of the safeguards of the wheelchair.

The size of the logo of the sponsor should not exceed 15 X 10 cm.



In case you have any questions, please don't hesitate to contact WDS at camila.rodrigues@paralympic.org