

APPENDIX R6		
Version 2022	Proposed changes 2023	Comments
BYE-LAWS TO RULE 38 – Commercial Publicity, Sponsorship, Advertising and Identifications	BYE-LAWS TO RULE 38 – Commercial Publicity, Sponsorship, Advertising and Identifications	
1) Application	1)	
a) These Bye-Laws apply to:		
i) All international regattas governed by World Rowing Rules of Racing. In addition, certain sections below describe advertising rules for World Rowing Championship, World Rowing Cup and such other international regattas as World Rowing may designate for this purpose (World Rowing Events).		
ii) Boats and equipment at the regatta venue from the time of the official opening of the venue until the end of the official closing ceremony of the regatta or, if no such ceremony, the end of the last medal ceremony.		
iii) Rowers and rowers' clothing and accessories with rowers when they are on the water during the hours of racing of the regatta (being all times that the traffic rules for racing are in effect), and on or near the victory pontoon or stage while victory ceremonies are in progress.		
iv) All regatta officials and umpires.		
v) All sponsorship and advertising displays within the regatta venue.		
These Bye-Laws do not apply to (i) the Olympic or Youth Olympic Games where the Olympic Charter applies, or (ii) the Paralympic Games where the International Paralympic Committee (IPC) rules		

apply, or (iii) other multisport games where the rules of the games authority apply.		
b) Sponsorship and Advertising		
i) "Sponsorship" shall mean the act of sponsoring or of being sponsored which leads to the display of the sponsor name or identification or any form of Identification.		
ii) "Advertising" shall mean all forms of advertising, display or identification including but not limited to any form of commercial identification.		
iii) Advertising is prohibited except where specifically allowed by World Rowing Statutes, Rules of Racing or related Bye-Laws.		
iv) Advertising must comply with the laws of the country or region in which the regatta is being staged, and if it is televised, the laws that apply to the national television authority.		
v) Sponsorship by, or advertising of, tobacco and e-cigarette products and strong liquor (more than 15% alcohol) is prohibited.	v) Sponsorship by, or advertising of, tobacco and e-cigarette products and strong liquor (more than 15% alcohol) <u>and any substance that is on The World Anti-Doping Code list of Prohibited Substances and Methods</u> , is prohibited.	The addition of the reference to the WADA code will have WR to prohibit the sponsorship and advertising of substances listed on the WADA code event though they may be legal in a WR event host country (e.g. cannabis).
vi) During all events (regattas and championships) that are staged only for Under 19 rowers, the advertising of alcohol is prohibited.		
vii) If an event (including regattas and championships) includes racing events for Under 19 rowers, the advertising of alcohol is prohibited during those racing events in which Under 19 rowers participate.		

viii) Advertising which is inappropriate or which is harmful to the image of rowing or in contradiction with World Rowing Statutes or Rules of Racing and related Bye-Laws, in particular with Article 4 of the Statutes, is prohibited.		
ix) With the exception of state lotteries that are owned or operated on behalf of a state authority, the sponsorship by, or advertising of, any form of betting, gambling, gaming or lottery competition, whether or not involving any sport event(s), which involves the wagering of something of value (including real or virtual currency) on an outcome is prohibited. This prohibition applies irrespective of whether such betting, gambling, gaming or lottery competition advertising would otherwise be permitted by the laws of the country or region in which it will appear. The advertising or sponsorship of any organisation conducting such activity is also prohibited.		
x) Where an advertiser deals in a product that is prohibited by these Bye-Laws but also deals in a non-prohibited product, that non-prohibited product may be advertised providing that it does not incidentally promote the prohibited product.		
xi) Advertising may not include anything which displays or leads to content which would not be permitted under these Rules (e.g. via website address, QR code or other identification whatsoever, etc.).		

c) General Principles		
i) A boat or its crew that is not compliant with Rule 38 or its Bye-Laws may not be allowed to start a race and may be excluded or otherwise penalised by the Starter or Umpire.		
ii) If a crew has raced and it is then found that either the boat or any crew member was not compliant with Rule 38 or these Bye-Laws, the crew may be relegated to last place in the race concerned. If the crew has been notified of its non-compliance and races again in a later round of the same event with clothing and/or equipment that is again or newly non-compliant, the crew may be excluded from the event concerned.		
iii) If any member of a crew participating in a victory ceremony does not comply with Rule 50 or its Bye-Laws the crew may be relegated to last place in that particular race, excluded from the event concerned or otherwise penalised. Medals already awarded to a crew which has been relegated or excluded may be withdrawn and awarded to the next placed crew in that event.		
d) Exclusive Rights of World Rowing		
The following rights are the exclusive property of World Rowing for all World Rowing Events and, in particular, at all World Rowing Championship and World Rowing Cup regattas and shall be commercialised in cooperation with each organising committee in accordance with the applicable Event & Rights Agreement:		

i) Broadcasting Rights, which shall be understood to include but not limited to: broadcast, radio, online and interactive media, whether now known or hereinafter invented/developed, for reception on all platforms, exploited or distributed on a free or paid basis in any language, in public or private places, via the designated media, whether "Live" (which means the transmission of the content in real time or with only minimum technical delays as to be imperceptible to the viewer); "Delayed" (which means any transmission which is not Live); and "Radio Transmission" (which means the transmission of audio-only signals by means of the designated media);		
ii) Commercial Rights, which shall be understood to mean any and all commercial and intellectual property rights of any kind whatsoever, whether now known or hereafter developed, existing at any time anywhere in the world, in any and all media, arising from and/or in connection with any World Rowing Event and any part or aspect of them including, but not limited to: all sponsorship and supplier rights, advertising rights on signage and on all promotional materials and publications, licensing/merchandising rights, concession rights, ticketing rights, hospitality rights, catering rights, publishing rights, data rights and Broadcasting Rights (as defined in 1) d) i) above).		

e) "Identification" and how it is measured		
i) "Identification" means the display of a name, designation, trademark, logo or any other distinctive sign or mark of any kind. The following types of Identifications are permitted to be displayed on uniforms and equipment where specified under these Bye-laws:		
(1) Identification of a manufacturer;		
(2) Identification of the product technology;		
(3) Identification of the member federation or club of the crew concerned;		
(4) Name of the boat (not the manufacturer of the boat);		
(5) Identification of the sponsor(s) of the member federation or club;		
(6) Identification of the sponsor(s) of an individual rower where specifically provided under these Bye-Laws;		
(7) World Rowing Identification.		
Each of (1) to (7) is an "Identification" for the purpose of this Bye-Law.		
ii) Within one sponsors Identification, several different sponsors may be displayed, subject to the overall Identification not exceeding the permitted size and subject to Identifications being identical within a crew where this is stipulated in these Bye-Laws.		
iii) The area of the Identification is calculated by drawing vertical and horizontal lines at right angles to each other extended from the most		

extreme points of the name or symbol, or of the background colour if this covers a larger area. Where the identification consists of separated elements, then where these elements are together identified with a sponsor, the measurement shall include the extreme points of all such elements together. The area is therefore measured as a square or rectangle, for example:



f) World Rowing Reserved Space A World Rowing Reserved Space is a space reserved for use by World Rowing under these Bye-Laws to display a “World Rowing Identification” either on clothing or on equipment. A “World Rowing Identification” may be such identification as World Rowing shall specify, including but not limited to the regatta sponsor’s name and/or logo. Except as provided in 3) c) i) below, when this space is not being used by World Rowing it may be used by the regatta organiser but only with the specific prior agreement of World Rowing. The space shall not be otherwise used.		
g) A Manufacturer as Sponsor		
i) If a manufacturer is also a sponsor, it may use the space reserved for a sponsor in addition to its use of the manufacturer’s space, but it may not create a single larger area by combining the two specified areas.		
ii) If the area reserved for the manufacturer is not used by the		

manufacturer, it cannot be used for another purpose.		
h) Identifications on the boat and within the Crew		
A crew may display different sponsor identifications on their boat, their oars and their clothing. However:		
i) Identifications on all oars/sculls must be identical within a boat/crew with only the exception of the manufacturer Identification where individual rowers may choose to row with oars/sculls from different manufacturers;		
ii) Identifications on all other equipment items and fittings in the boat must be identical within a boat/crew; and		
iii) Identifications on all clothing items must be identical within a crew except as specifically provided within these Bye-Laws with regard to headwear, socks, shoes and eyewear.		
i) National Identity		
i) Crews competing in the name of their member federation are permitted to display their national identity on their rowers clothing and equipment except in those areas specifically reserved for other use or where Identifications are prohibited under these Bye-Laws.		
ii) Where national identity is on the uniform it must be a part of the official design registered with World Rowing under Rule 39.		
iii) National identity may include the official national colours, the official country name and/or 3-letter identification code, the official national		

flag (as approved for World Rowing ceremonies) and any internationally recognised national symbols of the country.		
iv) Where the member federation is a region or territory, the national identity shall mean such colours, name and flag and symbols as are approved by World Rowing for use at international regattas held under its authority.		
For the avoidance of doubt, this provision for national identity shall not apply to crews competing under the name of a club.		
	<u>2) Exceptions to Uniformity for Religious or other Special Reasons</u>	
	a) <u>Subject to all other provisions for design, colour and Identifications in these Bye-laws, the length of sleeves and legwear and/or the shape and design of headwear may be different within a crew if one or more members of that crew choose or are required to wear long sleeves or long leggings or to wear recognised religious headwear for religious or other specific reasons which have been approved by World Rowing.</u> b) <u>Where a crew will race wearing clothing which is not uniform in length of sleeves or of leggings or is not uniform headwear under this Bye-law 2) a), they shall notify the President of the Jury in the case of International regattas and the World Rowing regatta office in the case of World Rowing Events before the Draw, together with the reasons for such non-uniformity. In such cases, the colour of sleeves and legwear within the crew shall be uniform. The colour</u>	A new section has been created to address exceptions to the requirement that all uniforms within a crew be uniform. The exception allows for one or more individual members of a crew to wear long sleeves, long leggings or head coverings which are not uniform for religious or other specific reasons approved by World Rowing. Before the Draw, Crews must notify the President of the Jury at international regattas or the World Rowing office at World Rowing events of any non-uniformity.

	<u>of headwear shall be uniform within the crew as far as the different designs permit.</u>	
2) Identifications on Racing Clothing	3) Identifications on Racing Clothing	Renumbering of this and subsequent sections
a) Racing Uniform	a) Racing Uniform	
i) The “racing uniform” of a crew is defined as the shirt and shorts or the one-piece equivalent. Other items of clothing, such as hat, undershirt or under-leggings, socks, etc., are not part of the uniform for the purpose of these Bye-Laws but such items must be identical within a crew except as specifically provided within these Bye-Laws with regard to headwear, socks, shoes and eyewear.	i) The “racing uniform” of a crew is defined as the shirt and shorts or the one-piece equivalent. Other items of clothing, such as hat, undershirt or under-leggings, socks, etc., are not part of the uniform for the purpose of these Bye-Laws but such items must be identical within a crew except as specifically provided within these Bye-Laws with regard to <u>undershirt, under-leggings,</u> headwear, socks, shoes and eyewear.	Reference to the new section 2 above
ii) The Identifications on the racing uniform of a crew must be identical for each member of the crew. However, at international regattas, members of a composite crew shall either wear an identical uniform and identifications or each member of the crew shall wear the uniform and identifications of his own club.		
iii) Separate Identifications shall not appear together on the racing uniform when worn such that the presentation of either Identification is enhanced.		
b) Racing Shirt or Equivalent		
i) For all World Rowing Events, the racing shirt shall be the “singlet” or “sleeveless-shirt” style.		
ii) The following Identifications are permitted on the racing shirt or equivalent:		

(1) The Identification of the member federation or club in whose name the crew is entered may appear once on the front of the shirt and be no more than 100 sq cm in area. The identification of a member federation at a World Rowing Event may include the name of the specific event - for example, "(Member Federation Team) World Rowing Championships (place & year)" - subject to approval having been obtained from World Rowing for use of the event name at least three months before the start of the event and to this Identification being part of the registered uniform design for that member federation.		
(2) The Identification of the manufacturer of the shirt may appear once on the front of the shirt and may be no more than 30 sq cm in area.		
(3) One product technology Identification of no more than 10 sq cm may appear on the shirt.		
(4) The identification of one or more sponsors of a member federation or club may appear as follows: (a) One Identification once on the front of the shirt and be no more than 100 sq cm; and (b) One Identification on each side of the shirt in vertical format to be no more than 80 sq cm each. Such		

Identifications should not encroach on the front or back of the shirt when worn but should appear only on the side. The Identifications may be different on each side but must be uniform within a crew.		
(5) At World Rowing Events, rowers may be required to wear special clothing with the World Rowing Identifications. In particular, World Rowing may require all rowers to wear a T-Shirt, to be provided by World Rowing, to be worn under the rowers' racing shirt and upon which World Rowing Identifications of not more than 100 sq cm in area may appear once on each sleeve. If World Rowing does not require rowers to wear a World Rowing T-shirt under the racing shirt, rowers at World Rowing Events may wear a T-shirt under the racing shirt provided that: (a) If worn, all members of the crew must wear a T-shirt of the same colour and design; and (b) any Identification on the T-shirt is limited to: (i) a manufacturer's Identification of not more than 10 sq cm in any position except on the sleeve; (ii) a non-commercial identification once on	(5) <u>World Rowing Special Clothing</u> a) At World Rowing Events, rowers may be required to wear special clothing with the World Rowing Identifications. In particular, World Rowing may require all rowers to wear a T-Shirt, to be provided by World Rowing, to be worn under the rowers' racing shirt and upon which World Rowing Identifications of not more than 100 sq cm in area may appear once on each sleeve. <u>Such World Rowing Identifications shall remain clearly visible at all times the T-shirts are required to be worn and shall not be covered or diminished in any way.</u> b) If World Rowing does not require rowers to wear a World Rowing T-shirt under the racing shirt, rowers at World Rowing Events may wear a T-shirt under the racing shirt provided that: i) If worn, all <u>all</u> members of the crew must wear a T-shirt of the same colour and design,; and ii) any Identification on the T-shirt is limited to;	

each sleeve of a World Rowing T-shirt provided by World Rowing for the purpose of this Bye-Law at a previous regatta; (iii) a national identity.	1) a manufacturer's Identification of not more than 10 sq cm in any position except on the sleeve; 2) a non-commercial identification once on each sleeve of a World Rowing T-shirt provided by World Rowing for the purpose of this Bye-Law at a previous regatta; 3) a national identity.	
For the avoidance of doubt, the "same design" requires all such shirts to have sleeves of equal length.	For the avoidance of doubt, the "same design" requires all such shirts to have sleeves of equal length <u>except as provided in 2) a) and b) above.</u>	
(6) Leader Bib (World Rowing Cup) – At Victory Ceremonies of the World Rowing Cup, World Rowing may provide at its cost and require rowers to wear, "leader bibs" with identifications as may be determined or approved by World Rowing. World Rowing offers the member federation of the crew the opportunity to display its sponsor(s) on the leader bib on an Identification measuring no more than 100 sq cm in area.		
c) Racing Shorts or Equivalent		
i) The following Identifications are permitted on the racing shorts or equivalent:		

(1) The identification of the manufacturer may appear once and be no more than 30 sq cm.		
(2) One product technology Identification may appear once and be no more than 10 sq cm.		
(3) In addition to the manufacturer and product technology Identifications, the racing shorts may have one sponsor Identification of not more than 50 sq cm on each leg. These Identifications must be identical within the crew.		
d) Headwear		
i) Individual members of a crew are permitted to choose whether to wear headwear.		
ii) If two or more members of a crew wear headwear, such headwear shall be identical in colour and design except as otherwise provided in 2) d) iii) and 2) d) iv) below.	ii) If two or more members of a crew wear headwear, such headwear shall be identical in colour and design except as otherwise provided in <u>2) a) and b) above</u> and 2) d) iii) and 2) d) iv) below.	Provides reference to the allowance for religious headwear.
iii) The Identification of the manufacturer of the headwear may appear once and be no more than 10 sq cm in area. The manufacturer may be different between individual crew members as long as the colour and design of the headwear are identical.		
iv) The headwear of individual crew members may have two sponsor Identifications each of not more than 50 sq cm in area. These identifications are reserved for the sponsor or sponsors of that crew member and may accordingly, subject to 2) d) ii) above, vary between crew members.		

e) Socks and leg coverings		
i) This provision applies to socks and any other item of leg covering that is worn visibly below shorts (for example, leggings or pressure stockings).		
ii) All socks and leg coverings shall be of the same design, colour and length within the crew, except only for the sponsor and manufacturer Identifications in 2) e) iii) and 2) e) iv) below.	ii) <u>-Subject to the provisions of 2) a) and b) above,</u> all-socks and leg coverings shall be of the same design, colour and length within the crew, except only for the sponsor and manufacturer Identifications in 2) e) iii) and 2) e) iv) below.	Provides reference to the allowance for religious headwear.
iii) The identification of the manufacturer of the socks and/or leg coverings must be the same on each leg and may appear once on each leg and in each case shall be no more than 10 sq cm. The manufacturer may be different between individual crew members as long as the colour, design and length of the socks or leg coverings are identical.		
iv) The socks or leg coverings (but not both) of individual crew members may also display one sponsor Identification of not more than 50 sq cm on each leg and distinctly separate from the manufacturer's identification. The sponsor(s) may be different within a crew and, at World Rowing Events with the agreement between the individual rower(s) and the member federation, may be offered to the sponsor(s) of the individual rowers in the crew and may, accordingly, subject to 2) e) ii)		

above, vary between crew members and be different on each leg.		
f) Identification on Shoes Shoes shall be regarded as individual equipment and each rower may wear shoes of a different colour and manufacturer in the boat. Shoes worn at World Rowing Events, including the quick-release strap connecting them, may carry the Identification of the manufacturer as generally used on products sold through the retail trade during the period of six months or more prior to the relevant event.		
g) Identification on Eyewear		
i) Eyewear is regarded as personal to the rower and may be different within a crew.		
ii) The following Identifications are permitted on eyewear:		
(1) The Identification of the manufacturer may appear once on one of the eyewear arms and may be no more than 6 sq cm.		
(2) Alternatively, the Identification may appear twice; once on each of the two arms. In this case the Identification on each arm is to be identical and each may not exceed 3 sq cm in area.		
iii) Only Identification of the manufacturer is allowed. No identification is permitted on the lenses.		
3) Identification on Racing Boats	4) <u>Identification on Racing Boats</u>	
a) At an international regatta, the only Identifications permitted on the racing boats are:		

i) The manufacturers of the boat and its fittings;		
ii) The name of the boat;		
iii) The sponsor(s) of the member federation or club;		
iv) The sponsor of the organising committee (at international regattas) or World Rowing Identifications (at World Rowing Events);		
v) National identity.		
b) Identification of the Boat Manufacturer		
i) The symbol of the manufacturer of the boat may appear once on each side of the boat in the first 50 cm from the bow of the boat and be no more than 80 sq cm in area. The symbol shall not include any descriptive or other text.		
ii) The Identification of the manufacturer may appear once on each side of the shell in the section of the boat occupied by the rower(s), except those areas otherwise reserved for World Rowing and the sponsor(s). Each Identification may be no more than 100 sq cm in area.		
iii) With the exception of the plaque required under Bye-Law to Rule 28, no other Identification of the manufacturer is allowed inside racing boats.		
c) World Rowing Reserved Space		
i) International Regattas (1) On a 1x, 2x, 2- or 2+, the first 60 cm of each side of the shell in the section occupied by the rower(s) is reserved for the		

sponsor of the organising committee. (2) On a 4x, 4-, 4+ or 8+, the first 80 cm of each side of the shell in the section occupied by the rower(s) is reserved for the sponsor of the organising committee.		
ii) World Rowing Events (1) On a 1x, 2x, 2- or 2+ boat, the first 80 cm of each side of the shell in the section occupied by the rower(s) is reserved for the World Rowing Identification and the member federation 3-letter identification code. (2) On a 4x, 4-, 4+ or 8+ boat, the first 100 cm of each side of the shell in the section occupied by the rower(s) is reserved for the World Rowing Identification and the member federation 3-letter identification code.		
d) Sponsor Identifications and Boat Name on the side of the boat		
i) Except for the provisions of 1) i), 3) b) and 3) c), the only other Identifications permitted on the side of the boat are the name of the boat and/or the Identification of the sponsor(s) of the member federation or club.		
ii) The name of the boat shall be considered as a sponsor Identification for the purpose of this Bye-Law.		
iii) Each sponsor Identification on the side of the boat shall be positioned apart from the World Rowing Identification. However, on each side		

of the boat the sponsor Identifications may be combined into one or more larger Identifications, subject to the total area of the resulting Identifications not exceeding the total area of all permitted sponsor Identifications on that side of the boat.		
iv) On a 1x, one sponsor Identification is permitted on each side and each shall be no more than 800 sq cm.		
v) On a 2x, 2- or 2+, two sponsor Identifications are permitted on each side and each shall be no more than 600 sq cm.		
vi) On a 4x, 4- or 4+, four sponsor Identifications are permitted on each side and each shall be no more than 600 sq cm.		
vii) On a 8+, eight sponsor Identifications are permitted on each side and each shall be no more than 600 sq cm.		
viii) The sponsor Identifications may be different, including on each side of the boat. For example, an 8+ may display on each side of the boat one sponsor Identification eight times or eight different sponsor Identifications or a combination of these.		
e) Sponsor Identifications on the fore and aft decks of the Boat		
i) Only one sponsor Identification is permitted on each of the fore and aft decks of a boat, each no more than 800 sq cm in area.		
ii) The sponsor Identifications on the fore and aft decks may be different.		
f) Identification on Riggers or Fins		

On each rigger and on each side of the fin, the Identification of the manufacturer may appear once and each may be no more than 16 sq cm in area.		
g) Identification on Swivels (Oarlocks) The identification of the manufacturer may appear either on one side or on both sides of the swivel. If the Identification is on one side only, it may not exceed 8 sq cm in area, or if on both sides each Identification shall be identical and may not exceed 4 sq cm in area.		
h) Identification on Seats On each seat, the identification of the manufacturer may appear only once and may be no more than 6 sq cm in area.		
i) Identification on Bow Number Plates		
i) International Regattas – The Identification of an organising committee sponsor may appear once on the bottom of the bow number plate and the lettering may be no more than 5 cm in height.		
ii) World Rowing Events – The Identification of a World Rowing sponsor may appear once on the bottom of the bow number plate and the lettering may be no more than 5 cm in height. World Rowing may require at World Rowing events that boats carry a bow number plate displaying their national flag or their member federation 3-letter identification code instead of a lane number.		
4) Identification on Racing Sculls and Oars	5) Identification on Racing Sculls and Oars	
a) Application – This Bye-Law applies to sculling oars and sweep rowing oars.		

b) Blade Colours – Only the member federation colours registered with World Rowing or the Club colours registered with the member federation may appear on the blades.		
c) The Outboard Section – No Identifications, including national identity, are allowed on the outboard section of the loom or shaft (that is, outboard from the collar).		
d) Identification on the Inboard Section – On the inboard section of the loom or shaft (when measured from the attachment of the handle with the shaft to the collar) the following Identifications are permitted:		
i) Identification on Sculling Oars – On a sculling oar, one sponsor Identification of no more than 72 sq. cm. is allowed. In addition, the Identification of the manufacturer may appear once and may be no more than 60 sq cm in area; and		
ii) Identification on Sweep Rowing Oars – On a sweep rowing oar, one sponsor Identification of no more than 100 sq cm is allowed. In addition, the Identification of the manufacturer may appear once and may be no more than 60 sq. cm in area		
e) No additional Identifications – Except for the provisions of 1) i) above, the only other markings allowed on sculling or sweep rowing oars are discreet marks to identify the owner, the particular boat and/or the position in which it is used.		
5) Identification on Regatta Officials' Clothing	6) <u>Identification on Regatta Officials' Clothing</u>	

a) International Regattas - Regatta Officials may wear clothing with organising committee sponsor Identifications.		
b) World Rowing Events – World Rowing may require regatta officials to wear clothing with World Rowing Identifications.		
6) Identification on Umpire Boats	7) <u>Identification on Umpire Boats</u>	
a) International Regattas – An organising committee may require the display of organising committee Identifications or organising committee sponsor identifications (three maximum), each up to 800 sq cm, on each umpire boat.		
b) World Rowing Events – World Rowing may require the display of World Rowing Identifications (three maximum), each up to 800 sq cm, on each umpire boat.		