



## Sponsor Advertising

This guideline has been produced by the Welsh Pétanque Association (WPA) to assist qualifying teams that have achieved national representation to obtain sponsorship by having advertising embroidered on their shirts.

### 1. Advertising Restrictions.

- 1.1. The advertising of tobacco or strong alcoholic beverages, as well as slogans of a political, religious or racist nature, or for other causes that offend common decency is prohibited.
- 1.2. Any bans or restrictions stemming from the national legislation of the country of the venue of a Fédération Internationale de Pétanque et Jeu Provençal (FIPJP) or Confédération Européenne de Pétanque (CEP) competition also apply.

### 2. Number of sponsors on a shirt.

- 2.1. A qualifying team may advertise a maximum of two sponsors on the playing shirt issued by the WPA.
- 2.2. The team may only use a sponsor approved beforehand by the WPA Executive.
- 2.3. The above provisions are subject to paragraph 1.2 above.

### 3. Use of sponsor advertising on the shirt.

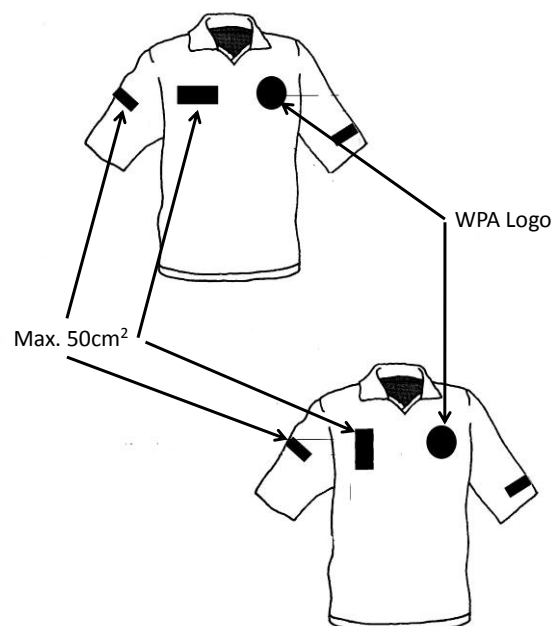
- 3.1. The team may advertise for the approved sponsor for all home and away competitions during the same playing year, provided that it does not conflict with any of the restrictions referred to in paragraph 1, above.
- 3.2. A team may change sponsor no more than twice during the same playing year.
- 3.3. A change in sponsor may be allowed if the team submits a written request to the WPA Executive at least 10 working days before the respective competition, together with a sample of the new sponsor advert.
- 3.4. There is no limit on the number of teams that an individual sponsor may support in the playing year.

### 4. Sponsor advertising surface on the shirt.

- 4.1. The total area used for sponsor advertising on the playing shirt must not exceed 100 sq cm which shall comprise two areas, each of 50 sq cm.
- 4.2. The form of sponsor advertising is unrestricted.
- 4.3. The form of sponsor advertising must be the same for both male and female players in the same team.
- 4.4. The measurement procedure is set out in paragraph 7, below.

## 5. Position of the advertising surface on the shirt.

- 5.1. The advertising surface may be placed on the front of the playing shirt on the opposite side to the WPA logo, either:
  - Horizontally, across the right breast; or
  - Vertically, on the right breast.
- 5.2. The advertising surface may be placed horizontally, on either sleeve of the playing shirt.
- 5.3. The advertising surface is not allowed on the back of the playing shirt.
- 5.4. The choice of script and colour of the lettering is free.



## 6. Exclusions.

- 6.1. In certain circumstances the team with sponsor advertising may be required to play in a national competition where sponsorship is not permitted. The team in this instance shall be required to purchase from the WPA, a second branded shirt free of all advertising except for the WPA Logo.
- 6.2. Any team found wearing a branded WPA shirt that has not been purchased from the WPA, shall face disciplinary sanctions.
- 6.3. A register of all branded WPA shirts is maintained by the Executive of the WPA.

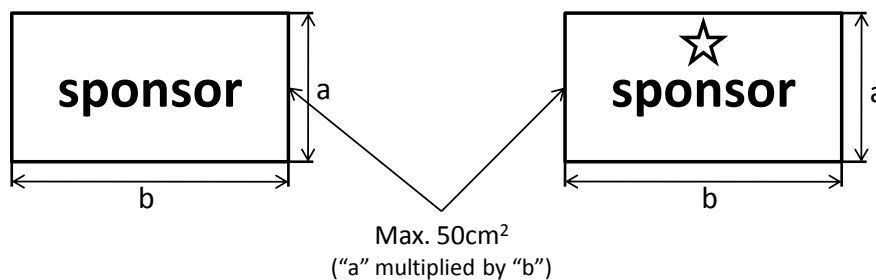
## 7. Measurement procedure.

- 7.1. Items on kit will be measured according to their smallest geometric form (square, rectangle, triangle, circle etc.) and their dimensions calculated using the appropriate mathematical formula.

- 7.2. To calculate the surface area, the widest part of the item will be measured from edge to edge. Exceptionally, items may be divided into several individual geometric forms for the purpose of calculating the surface area.
- 7.3. Furthermore, one of the following surfaces, whichever is the larger, will be taken into consideration for approval purposes:
- Surface of the neutral coloured patch used for sponsor advertising; or
  - Surface of the lettering used for sponsor advertising if the sponsor advertising is based on the shirt colours.

## Sponsor advertising

- a) Sponsor advertising on neutral-coloured patch.



- b) Sponsor advertising on shirt colours.



1. The lettering (name) "sponsor" will be measured as a rectangle ("a" multiplied by "b") and may not exceed 50cm<sup>2</sup>.
2. "a" may not exceed 5cm.
1. The sponsor advertising is divided into 2 items: name and logo.
2. The lettering (name) "sponsor" will be measured as a rectangle ("a" multiplied by "b").
3. The logo (star) will be measured as a circle ("c").
4. "a" may not exceed 5cm.
5. The total area of the name and logo may not exceed 50cm<sup>2</sup>.