

# Advertising on Players' Clothing

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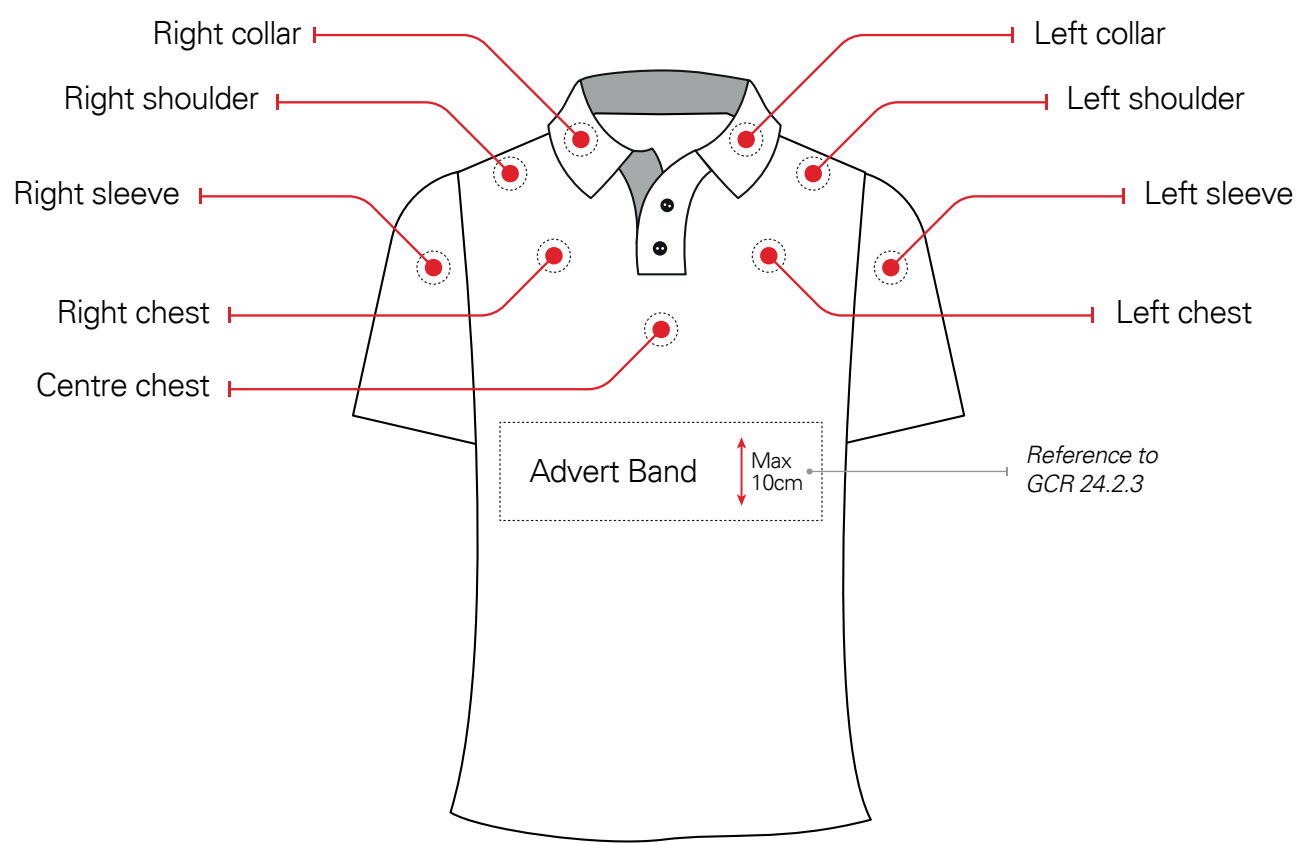
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The purpose of this document is to provide a visual guide to the advertising regulations within the BWF General Competition Regulations — specially, clause 24 (Advertising on Players' and Coaches' Clothing).

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>.

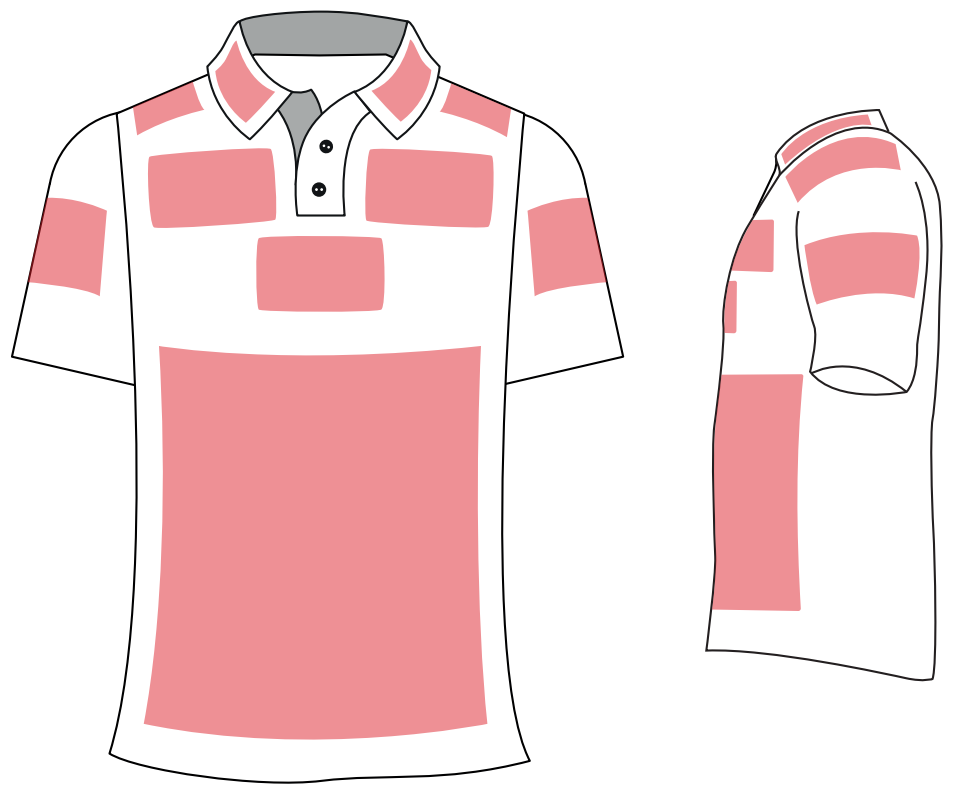
# Advertising on Players' Clothing

## Collared Shirt (Front)



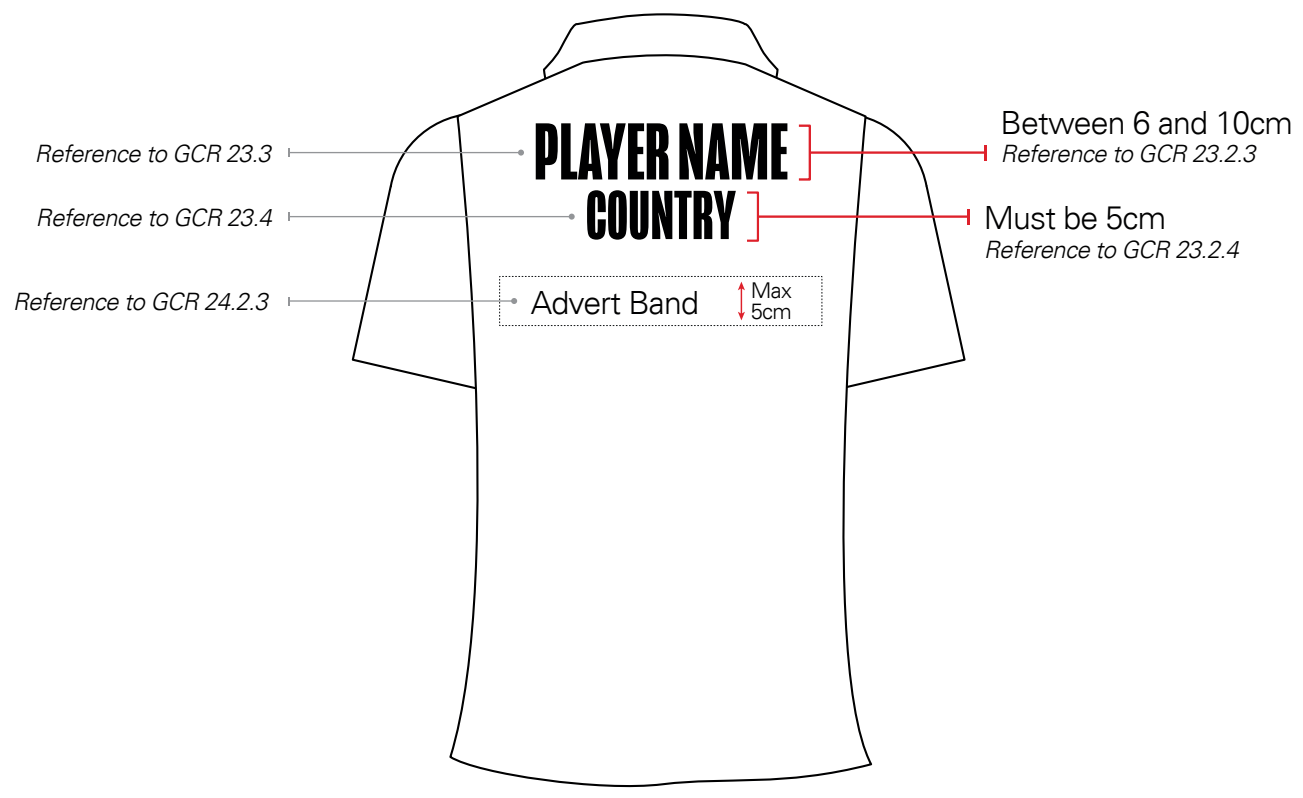
● Maximum five (5) advertisements out of the nine (9) locations. Maximum one (1) per location. No larger than 20 square cm. *Reference to General Competition Regulations (GCR) 24.2.1.*

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




# Advertising on Players' Clothing

## 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.*

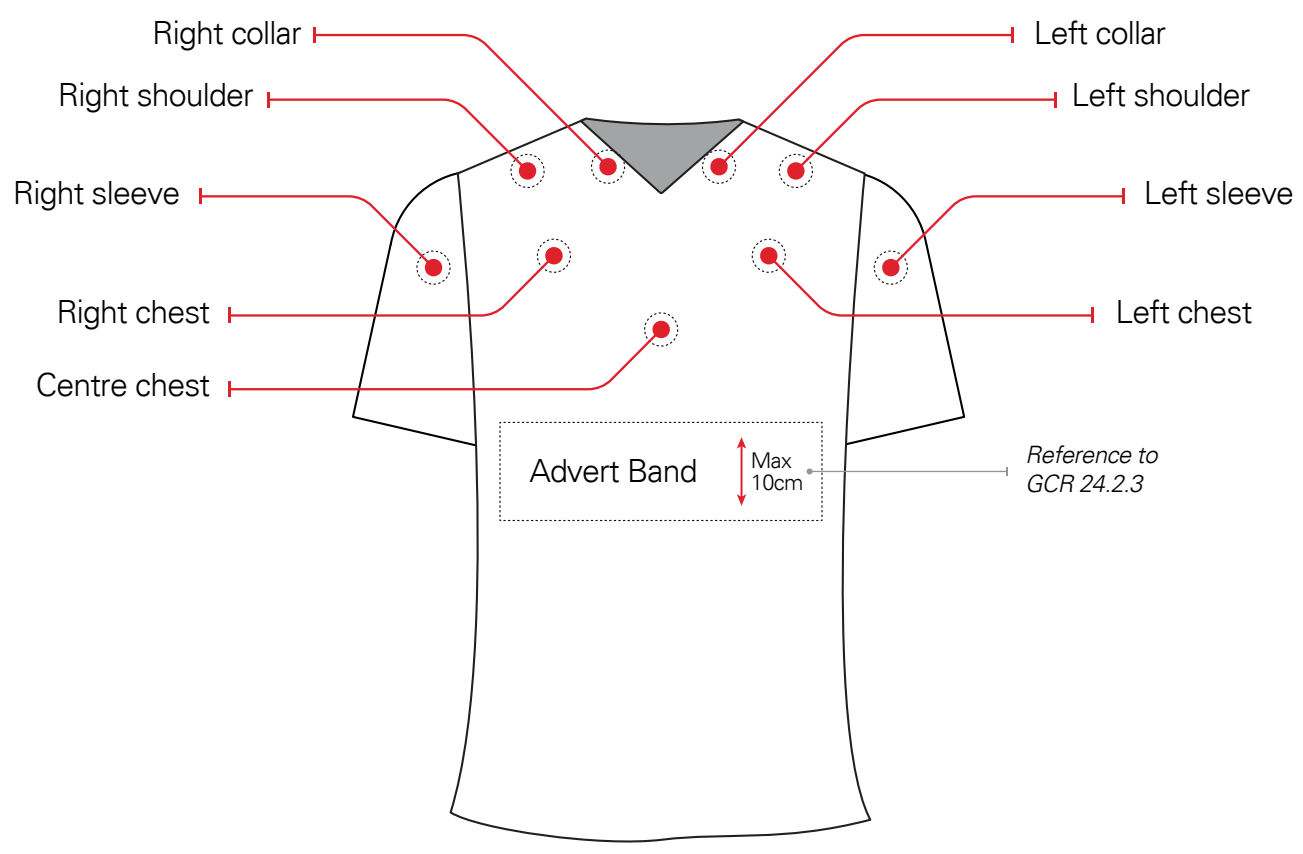
 Advertising area

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




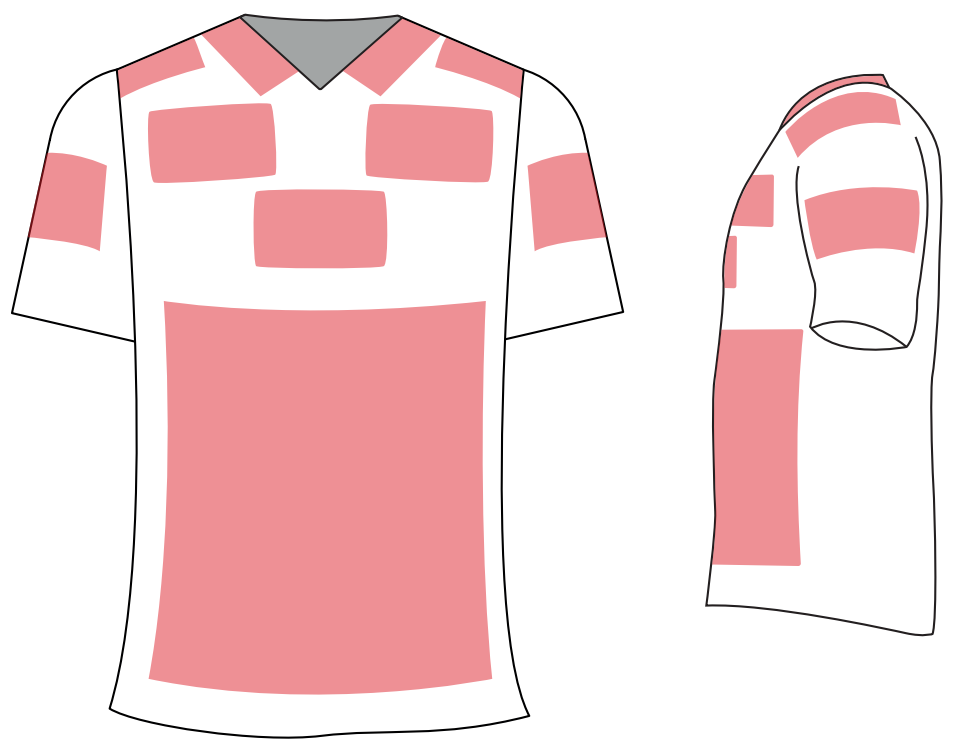
# Advertising on Players' Clothing

## Non Collared Shirt (Front)



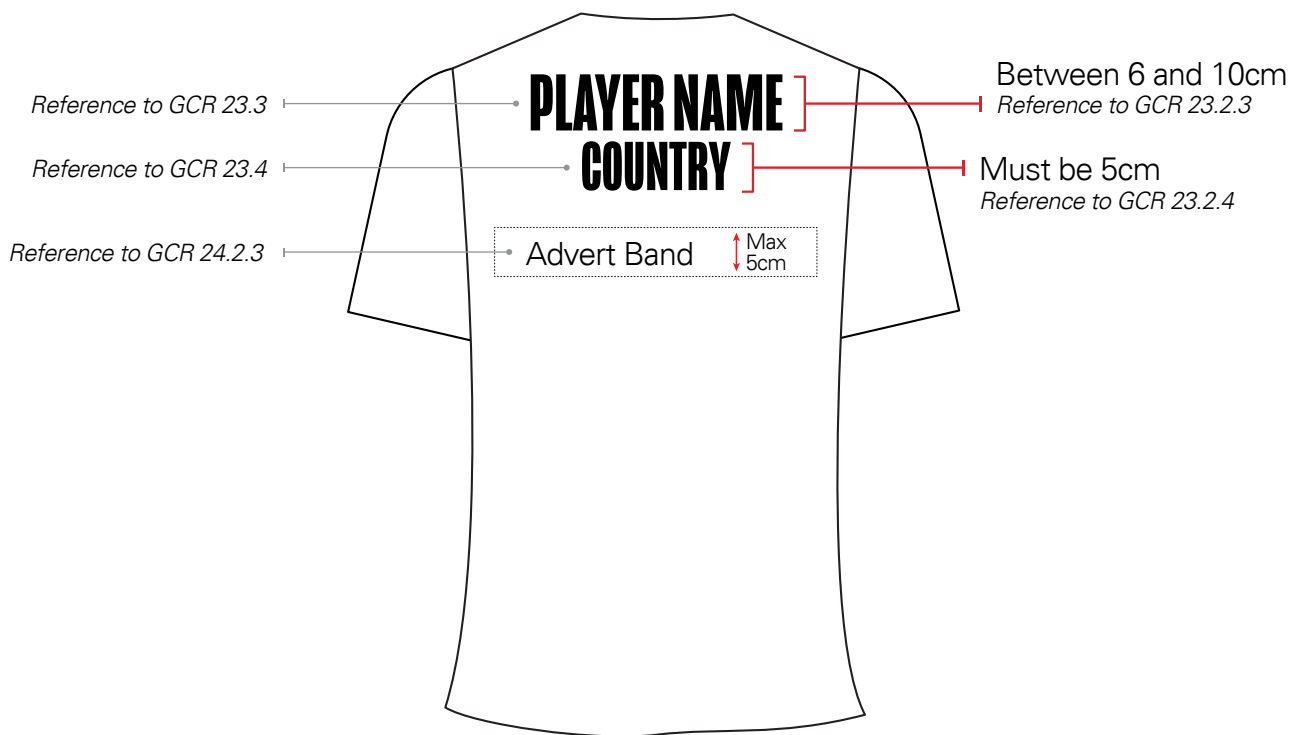
● Maximum five (5) advertisements out of the nine (9) locations. Maximum one (1) per location. No larger than 20 square cm. *Reference to GCR 24.2.1.*

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



# Advertising on Players' Clothing

## 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.*

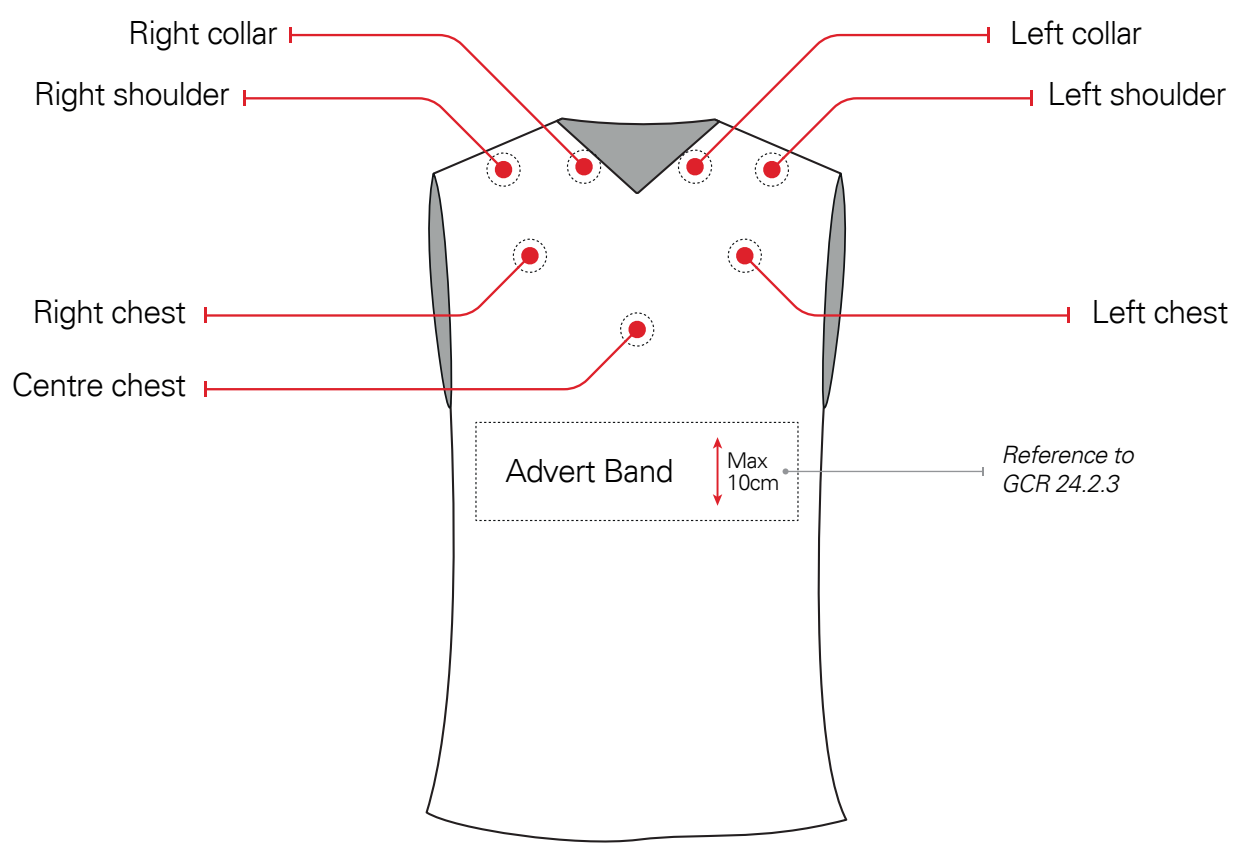
 Advertising area

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




# Advertising on Players' Clothing

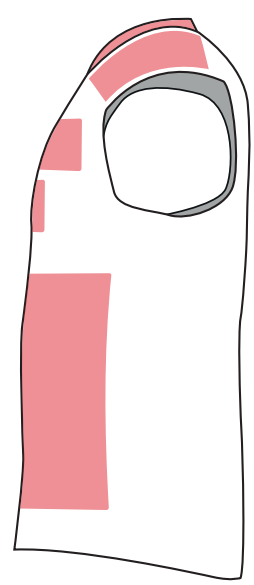
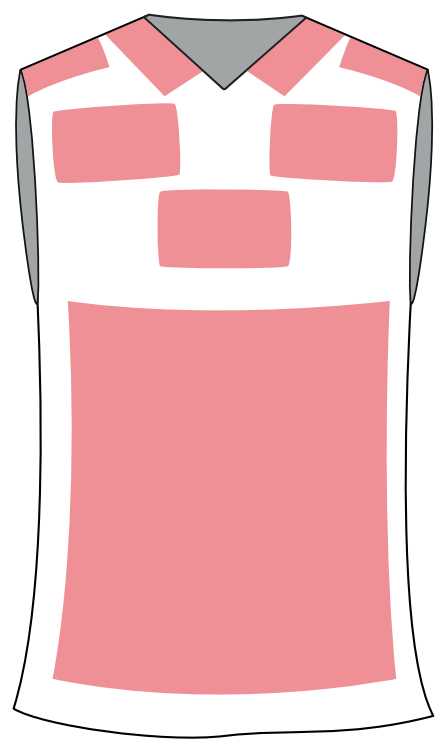
## Sleeveless Non Collared Shirt (Front)



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

 Advertising area

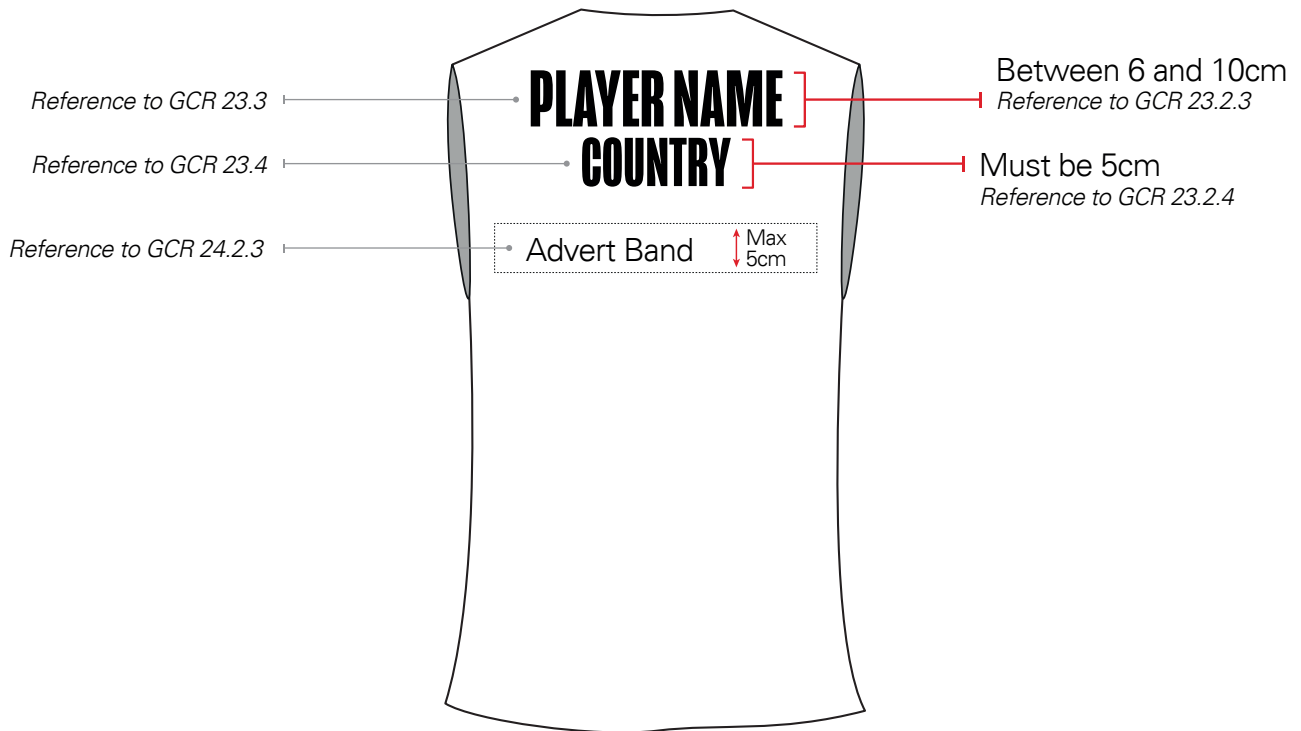
Each advertisement can be anywhere within the shaded zone (advertising area).





# Advertising on Players' Clothing

## 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.*

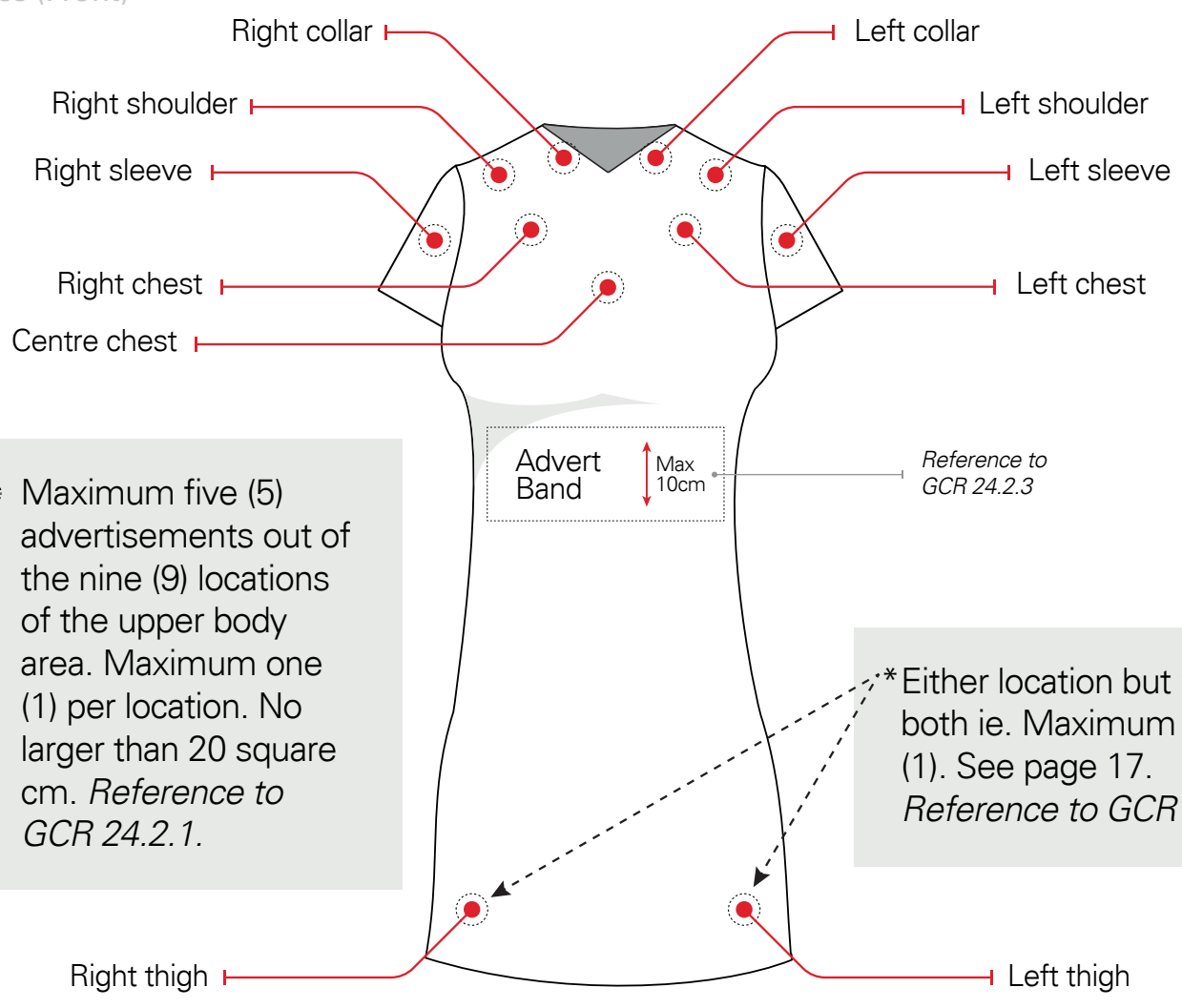
 Advertising area

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




# Advertising on Players' Clothing

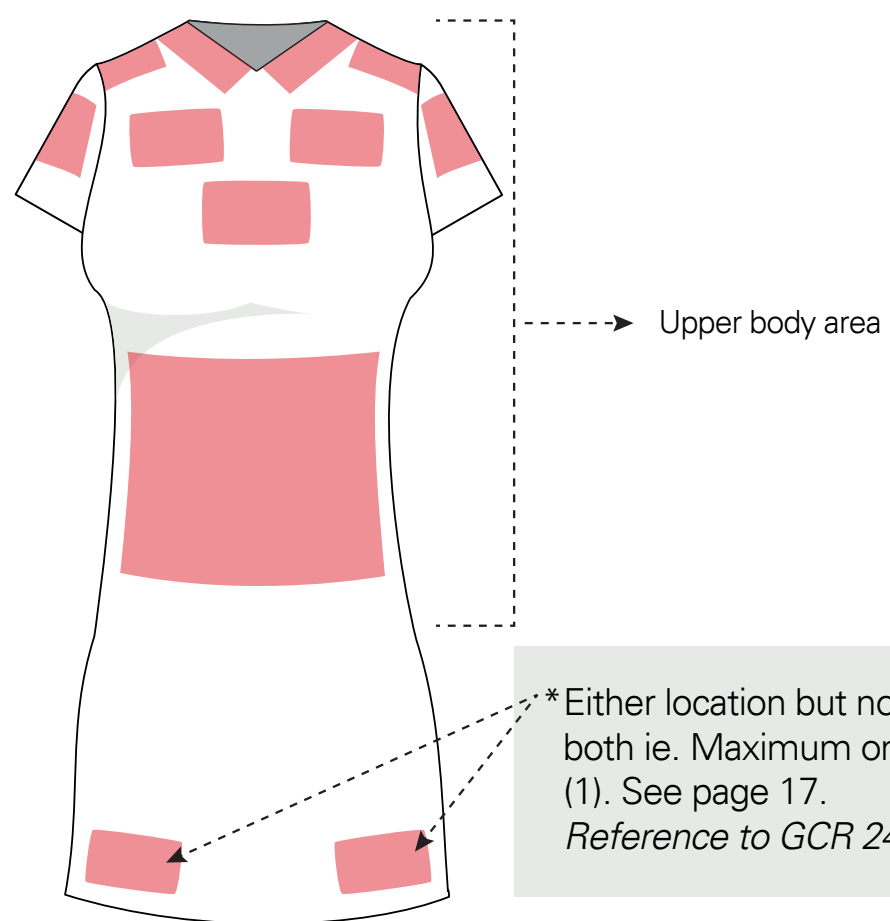
## Dress (Front)



● 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.*

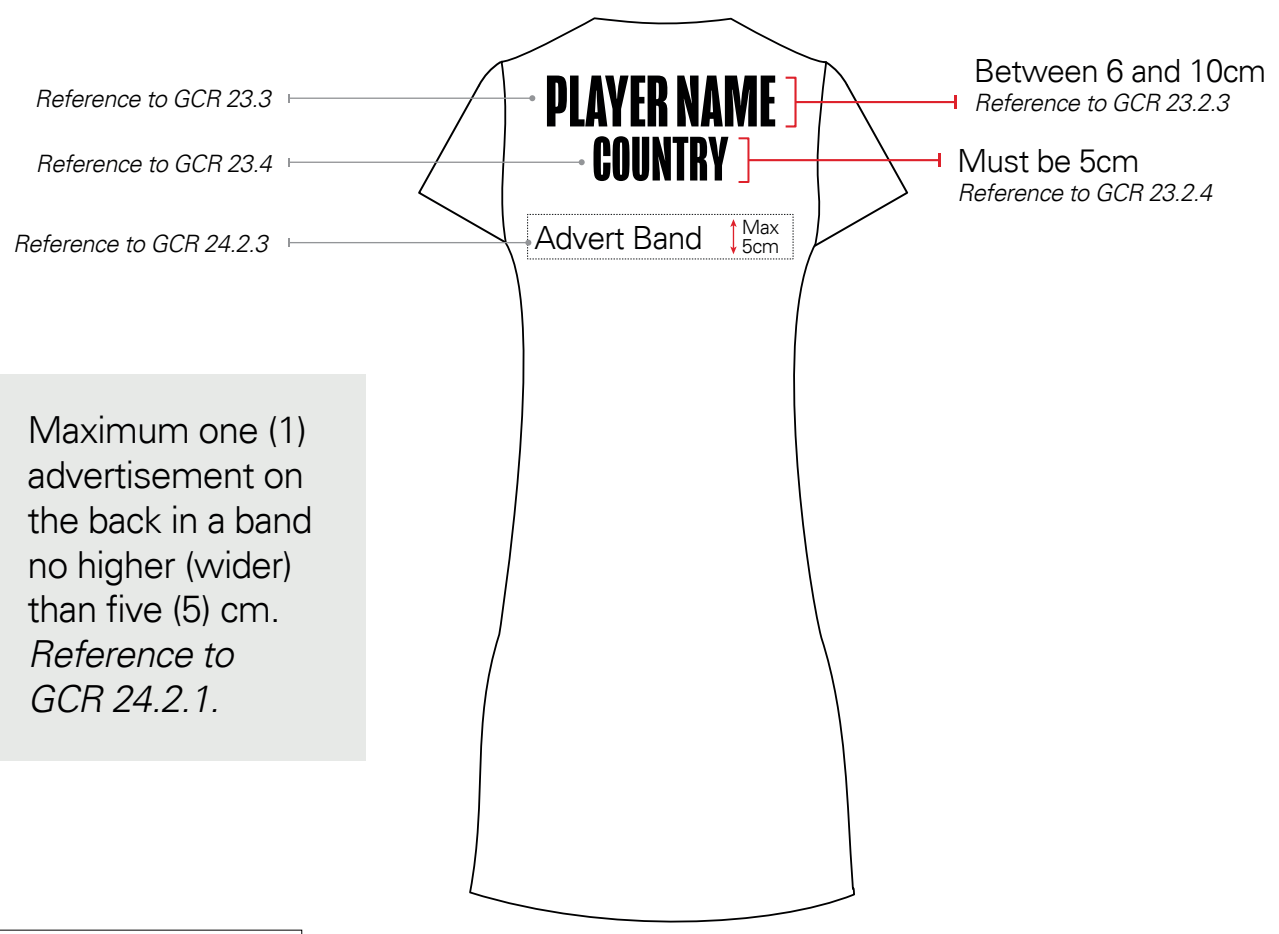
 Advertising area  
Each advertisement can be anywhere within the shaded zone (advertising area).



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

# Advertising on Players' Clothing

## Dress (Back)

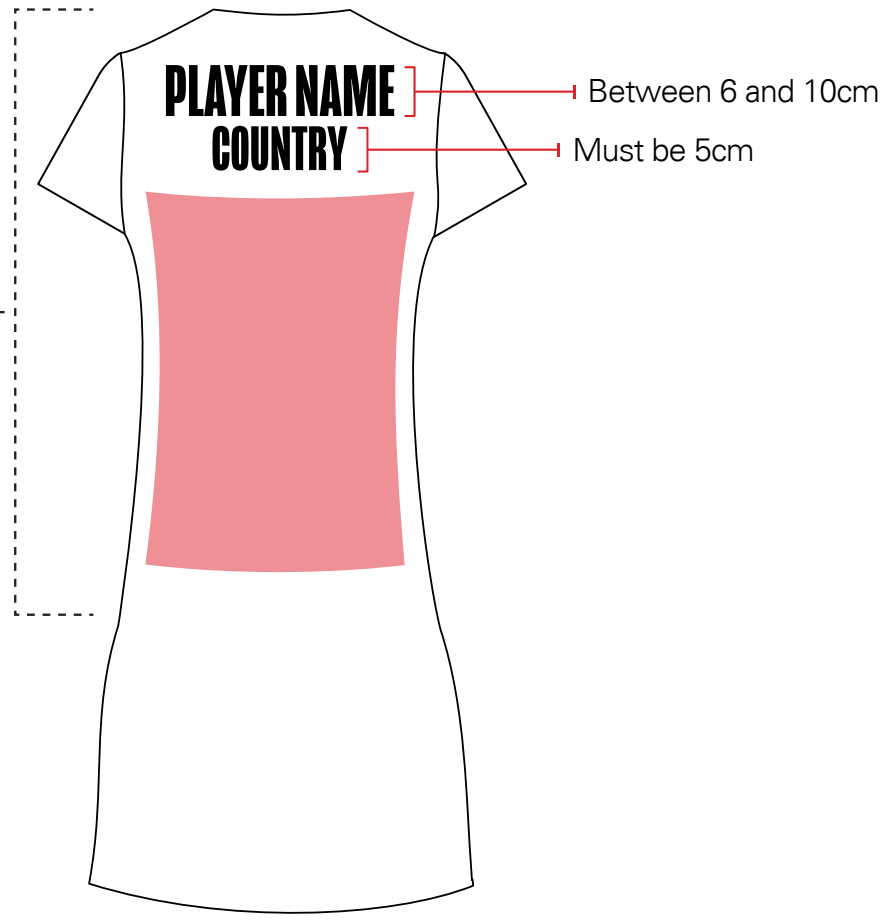


Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm.  
Reference to GCR 24.2.1.

 Advertising area

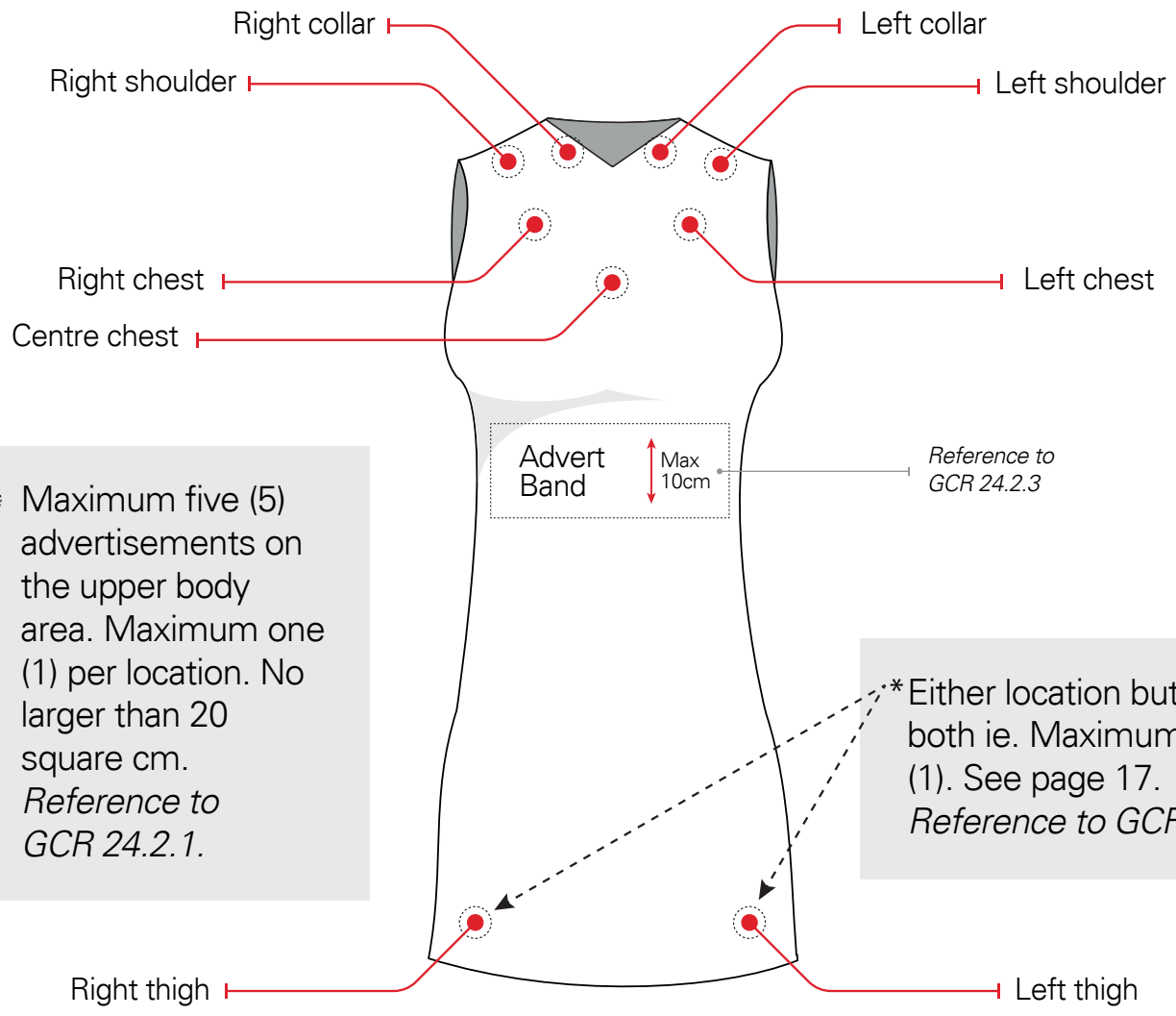
Each advertisement can be anywhere within the shaded zone (advertising area).

Upper body area



# Advertising on Players' Clothing

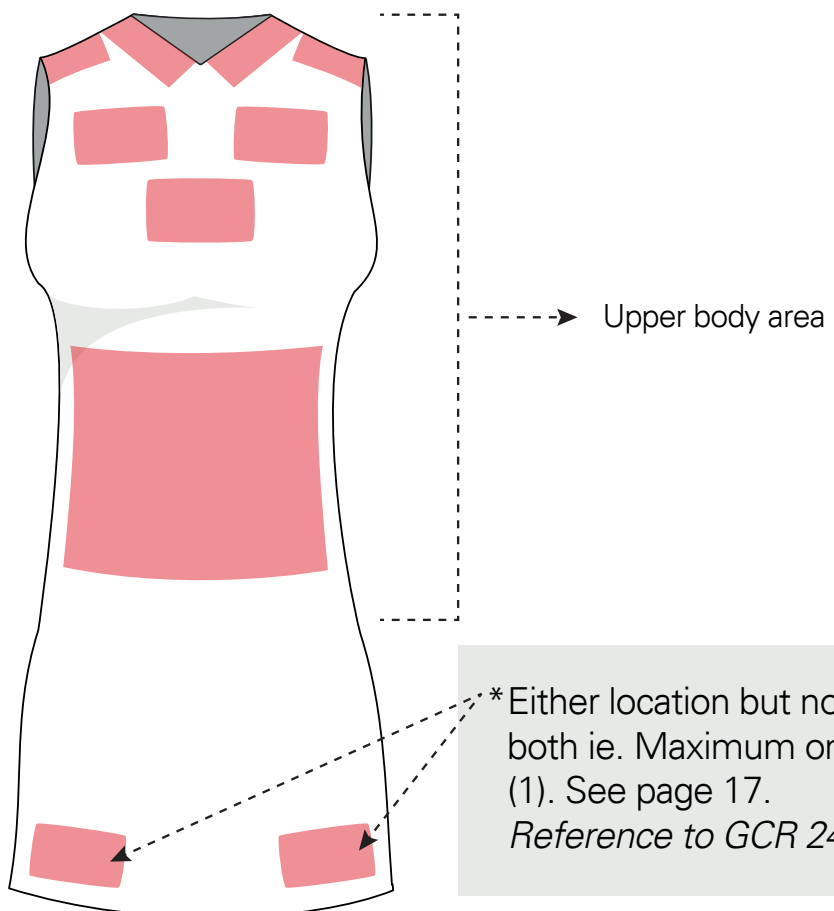
## Sleeveless Dress (Front)



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.*

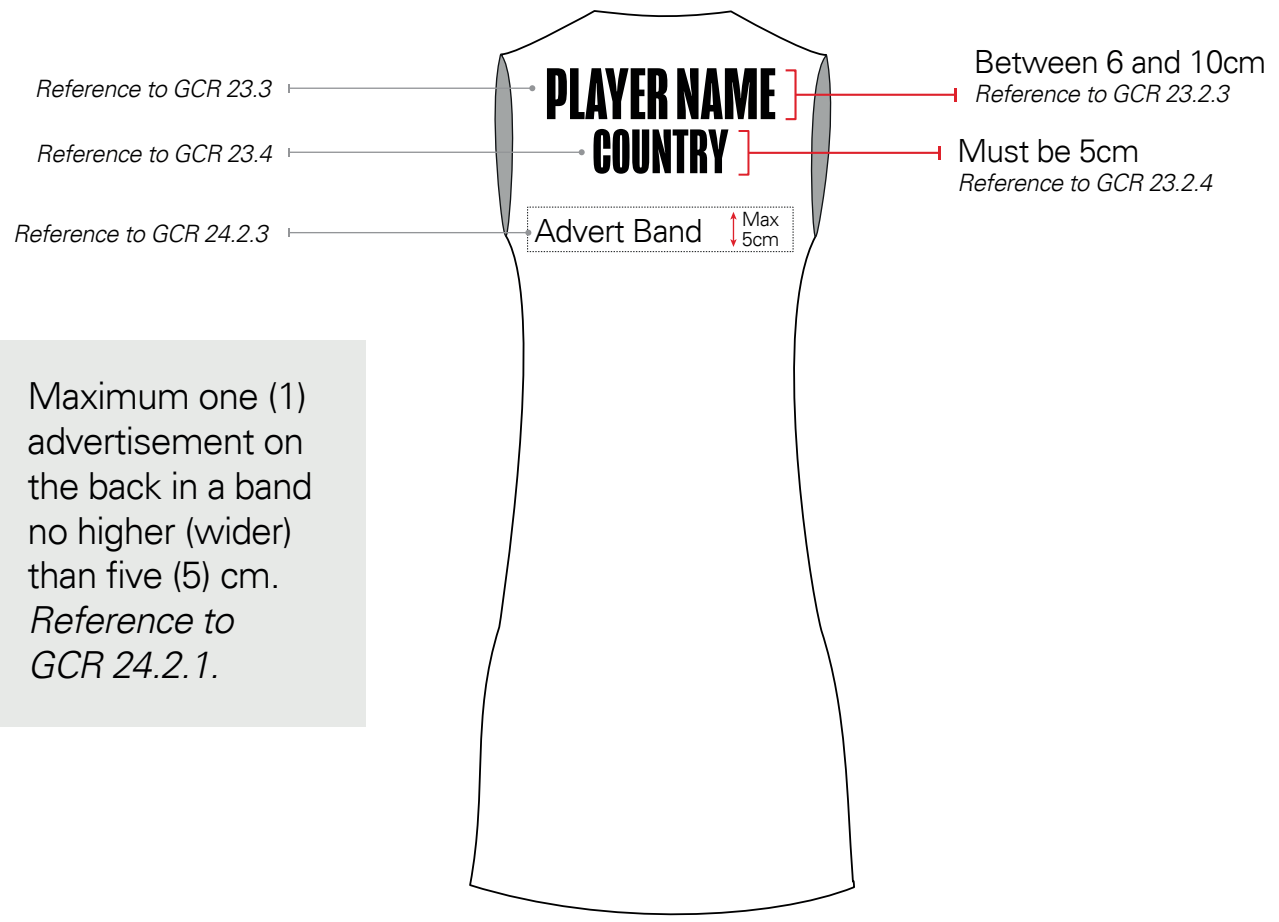
Advertising area  
 Each advertisement can be anywhere within the shaded zone (advertising area).



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

# Advertising on Players' Clothing

## Sleeveless Dress (Back)

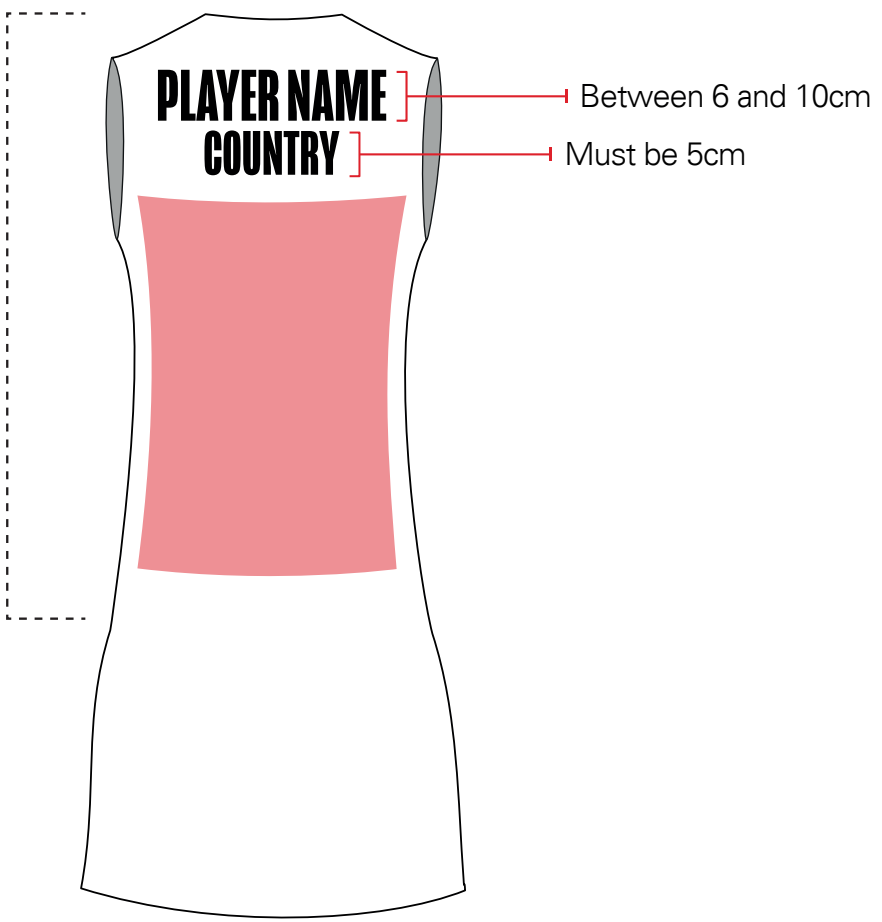


Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm.  
*Reference to GCR 24.2.1.*

Advertising area

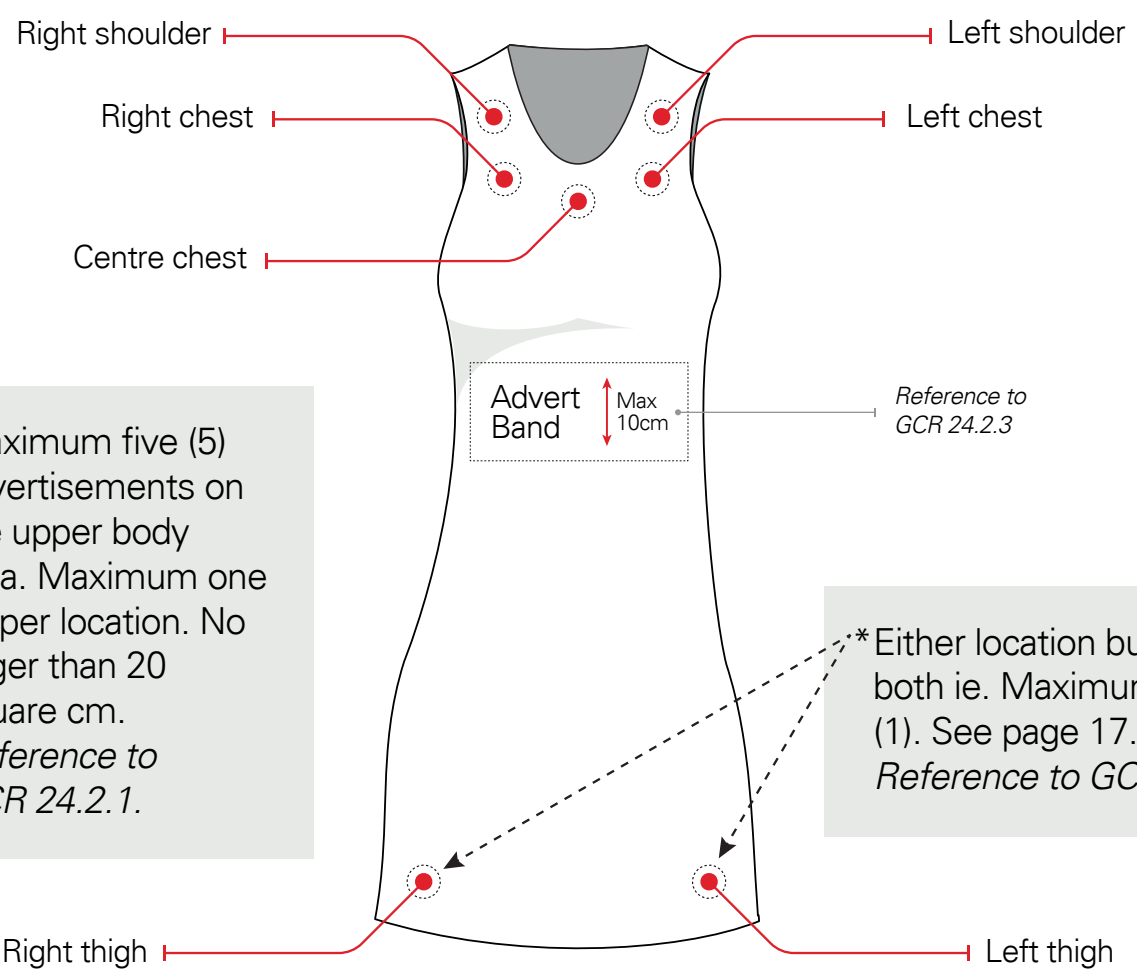
Each advertisement can be anywhere within the shaded zone (advertising area).

Upper body area ←



# Advertising on Players' Clothing

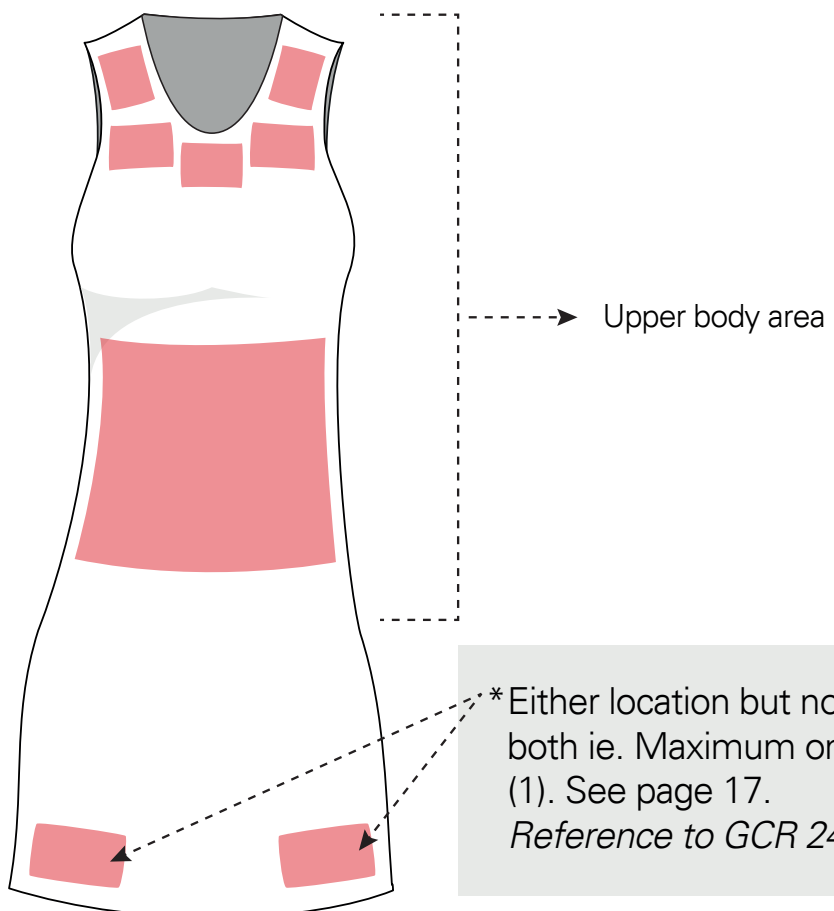
## Sleeveless Dress (Front)



● 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.

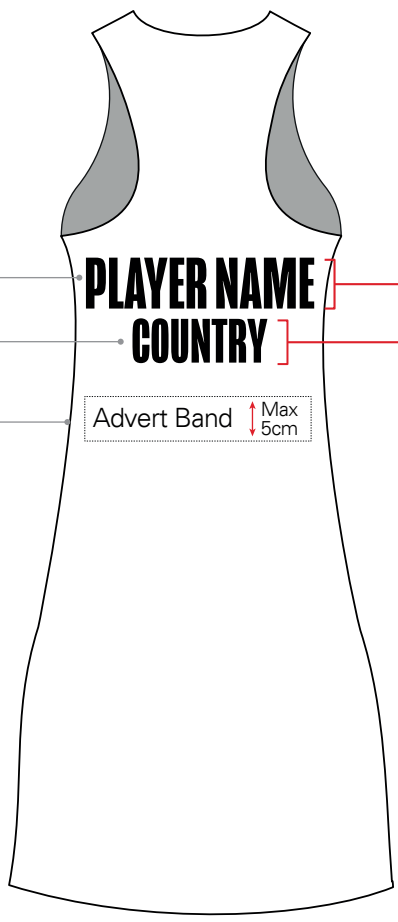
 Advertising area  
Each advertisement can be anywhere within the shaded zone (advertising area).



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

# Advertising on Players' Clothing

## Sleeveless Dress (Back)



Reference to GCR 23.3


Reference to GCR 23.4

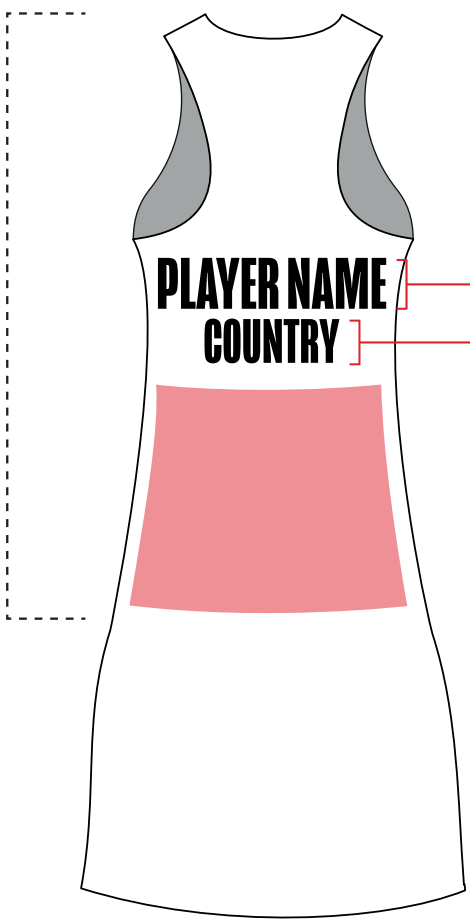
Reference to GCR 24.2.3

Between 6 and 10cm  
Reference to GCR 23.2.3

Must be 5cm  
Reference to GCR 23.2.4

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).



Upper body area

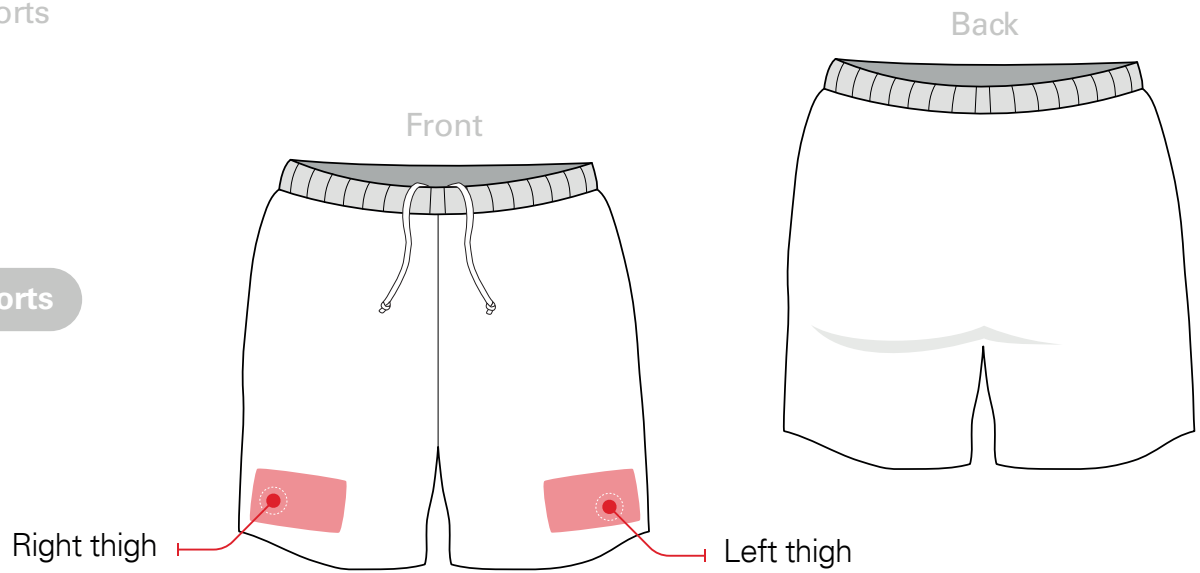
Between 6 and 10cm

Must be 5cm

# Advertising on Players' Clothing


## Shorts

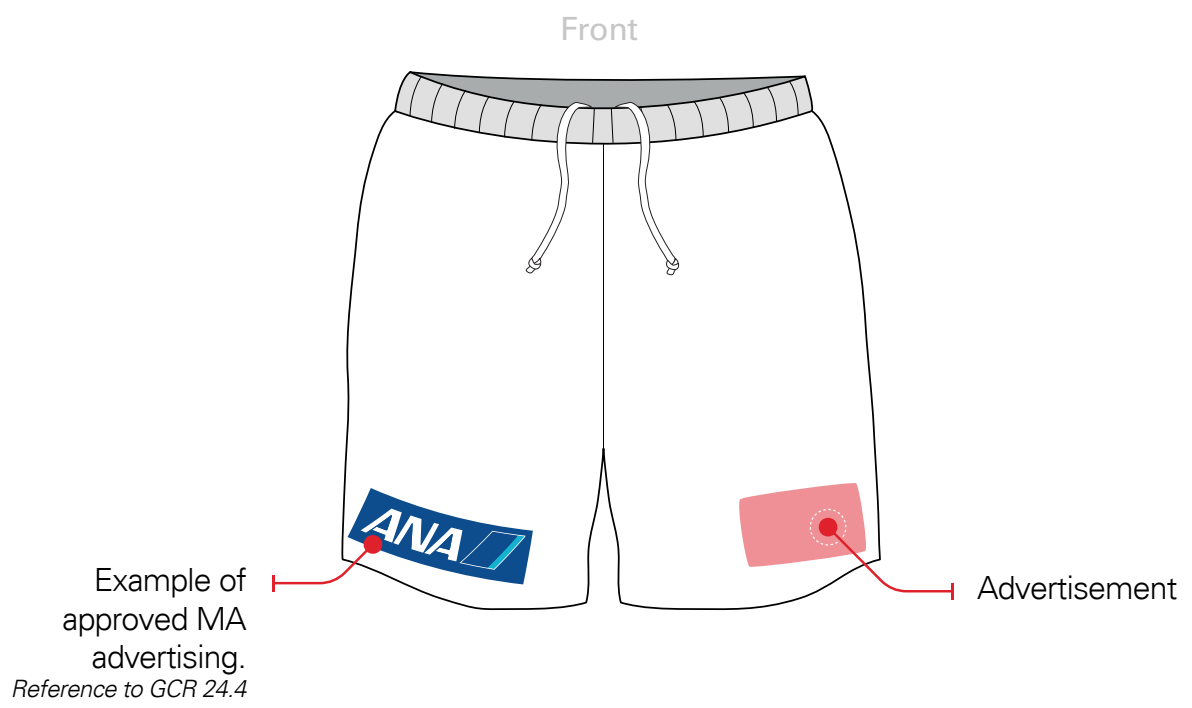
Shorts



 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*).

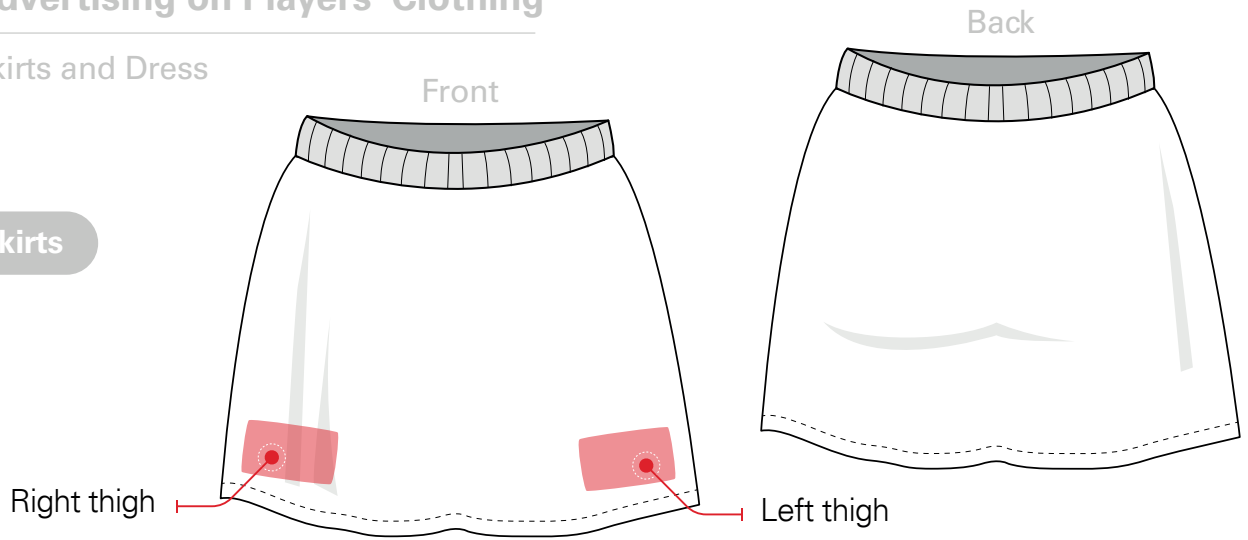




# Advertising on Players' Clothing

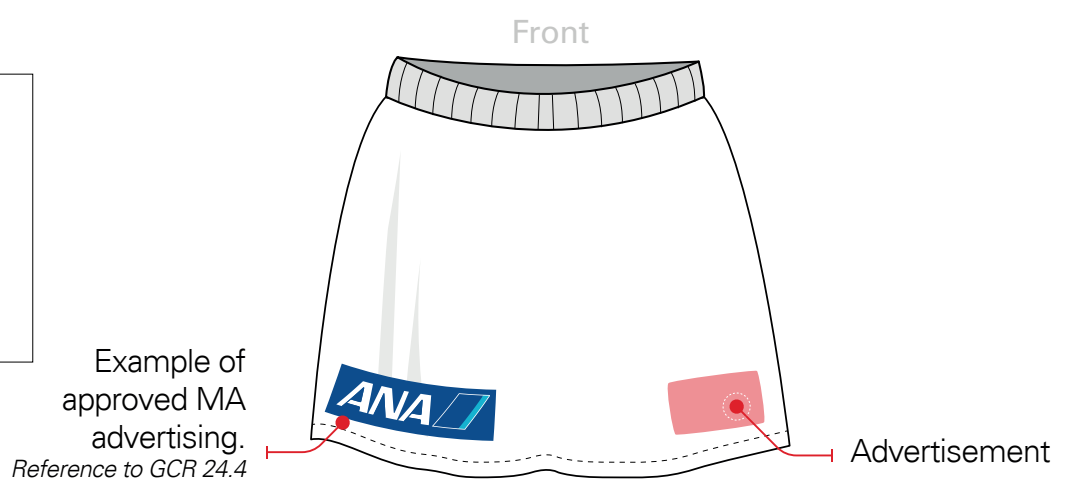
## Skirts and Dress


### Skirts



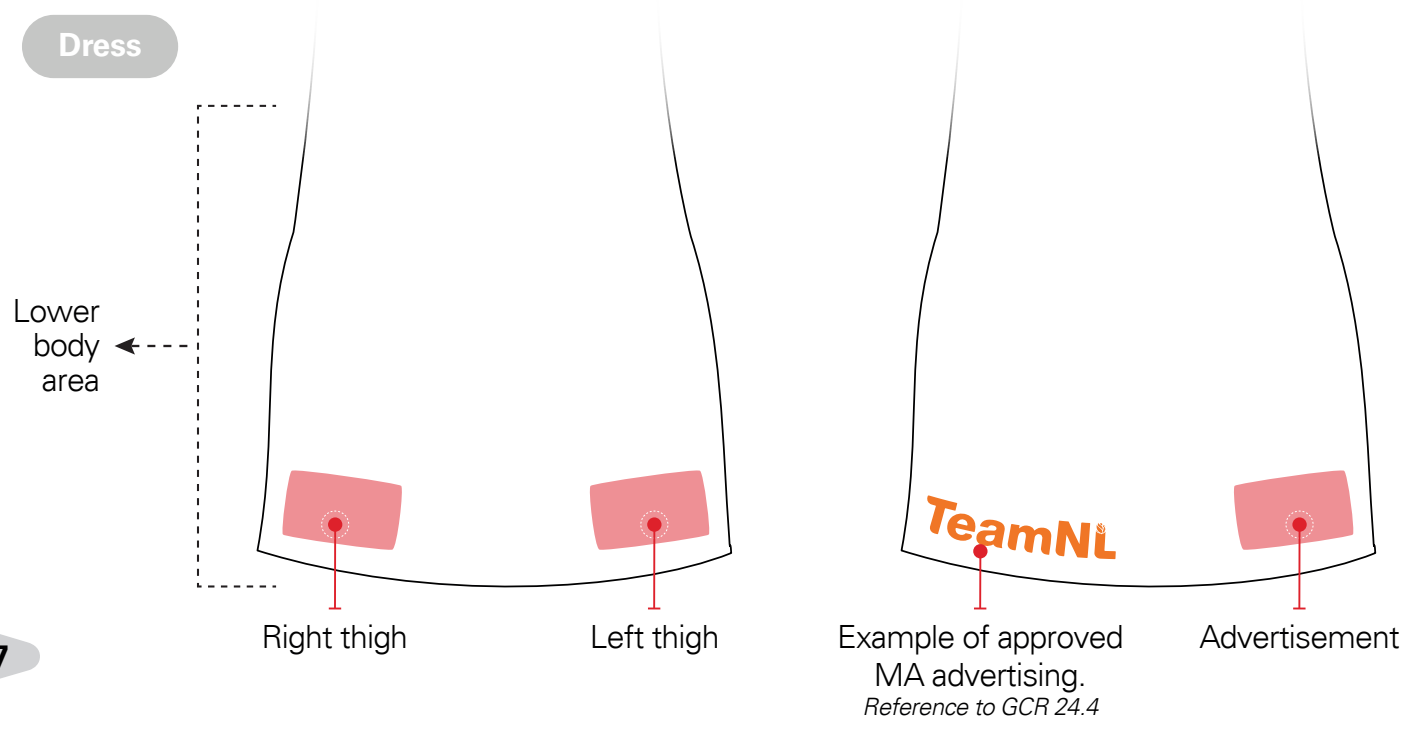
 Advertising area

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).

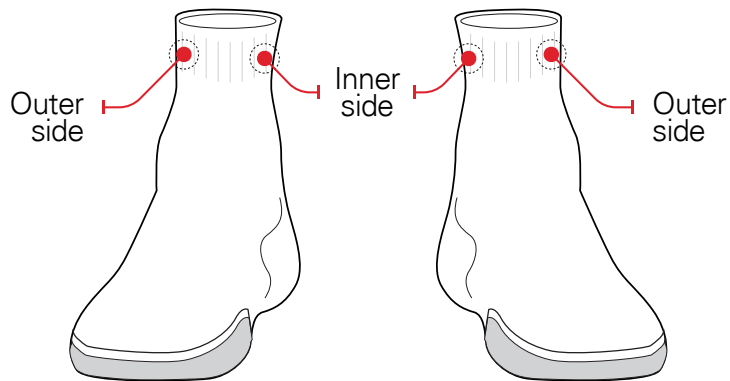
### Dress



# Advertising on Players' Clothing

## Socks

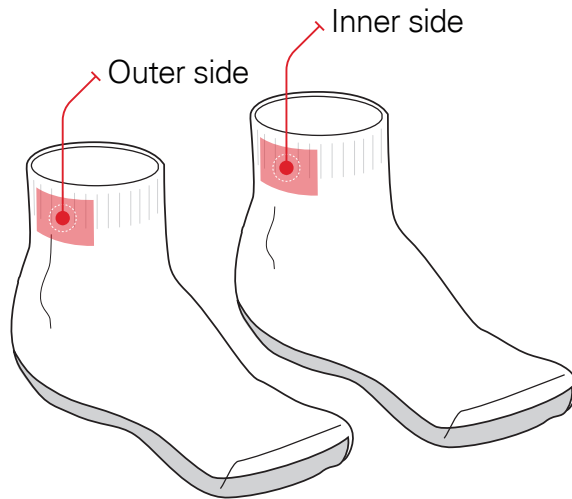
### Socks



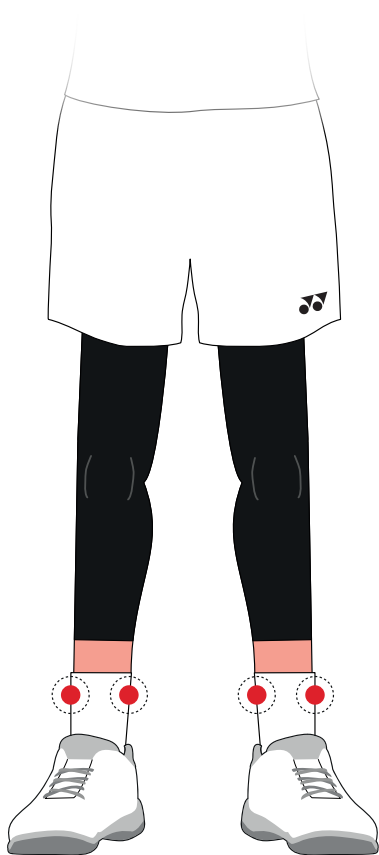
● Maximum two (2) advertisements per sock. No larger than 20 square cm. Reference to GCR 24.3.1.

 Advertising area

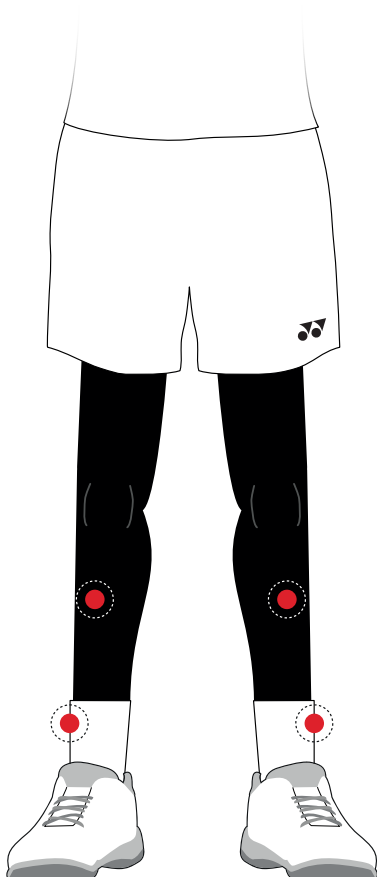
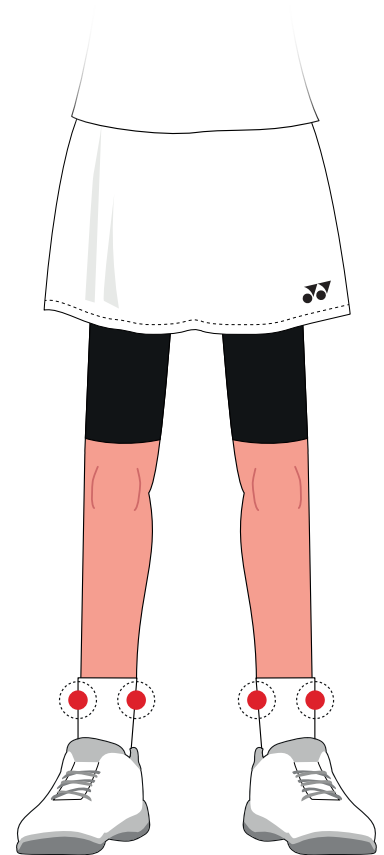
Each advertisement can be anywhere within the shaded zone (advertising area).



## Compression Shorts and Pants



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



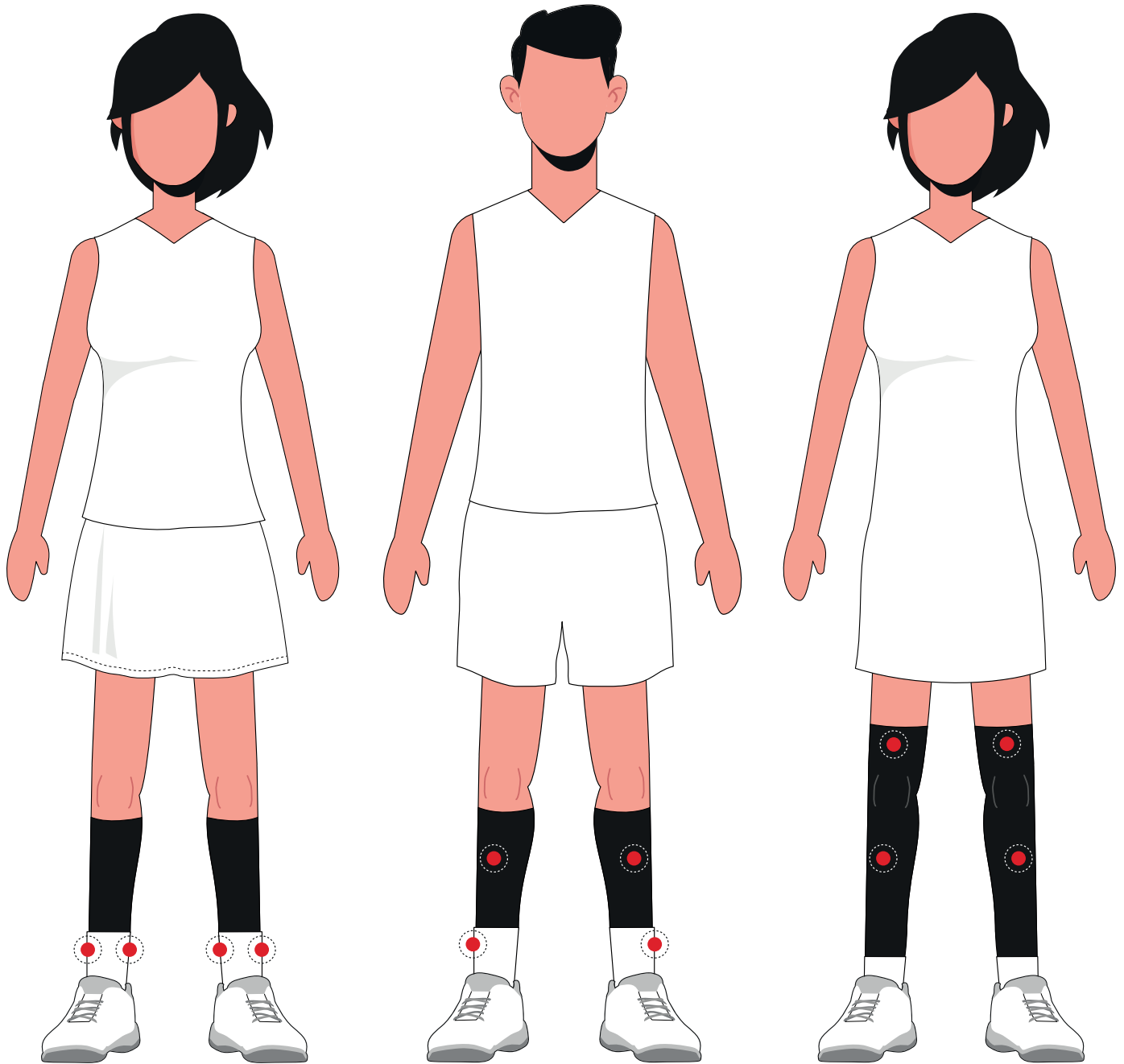
● Combined with sock, maximum two (2) advertisements.

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:

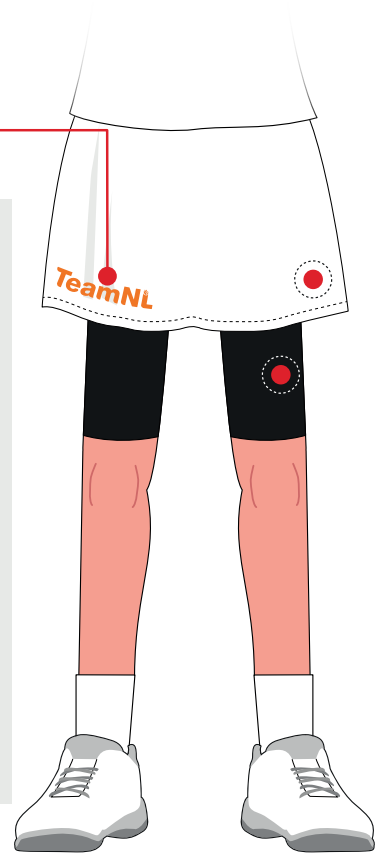
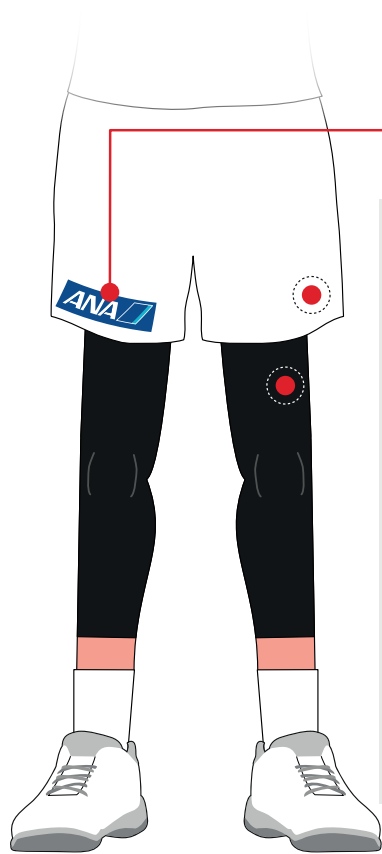
- 2 on white sock – 0 on compression sock
- 1 on white sock – 1 on compression sock
- 0 on white sock – 2 on compression sock

*Reference to GCR 24.3.1.*

# Advertising on Players' Clothing

## Compression Shorts and Pants

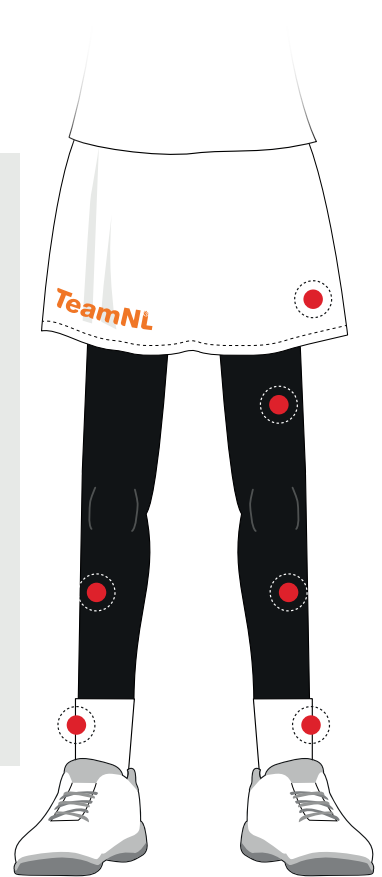
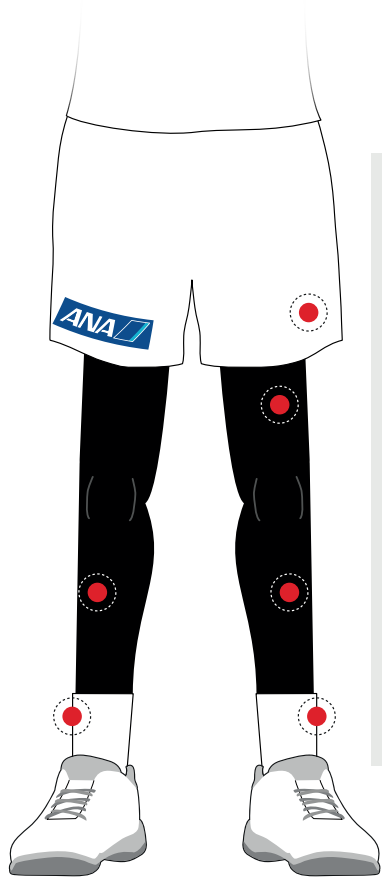
Example of approved MA advertising.  
Reference to GCR 24.4



● 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

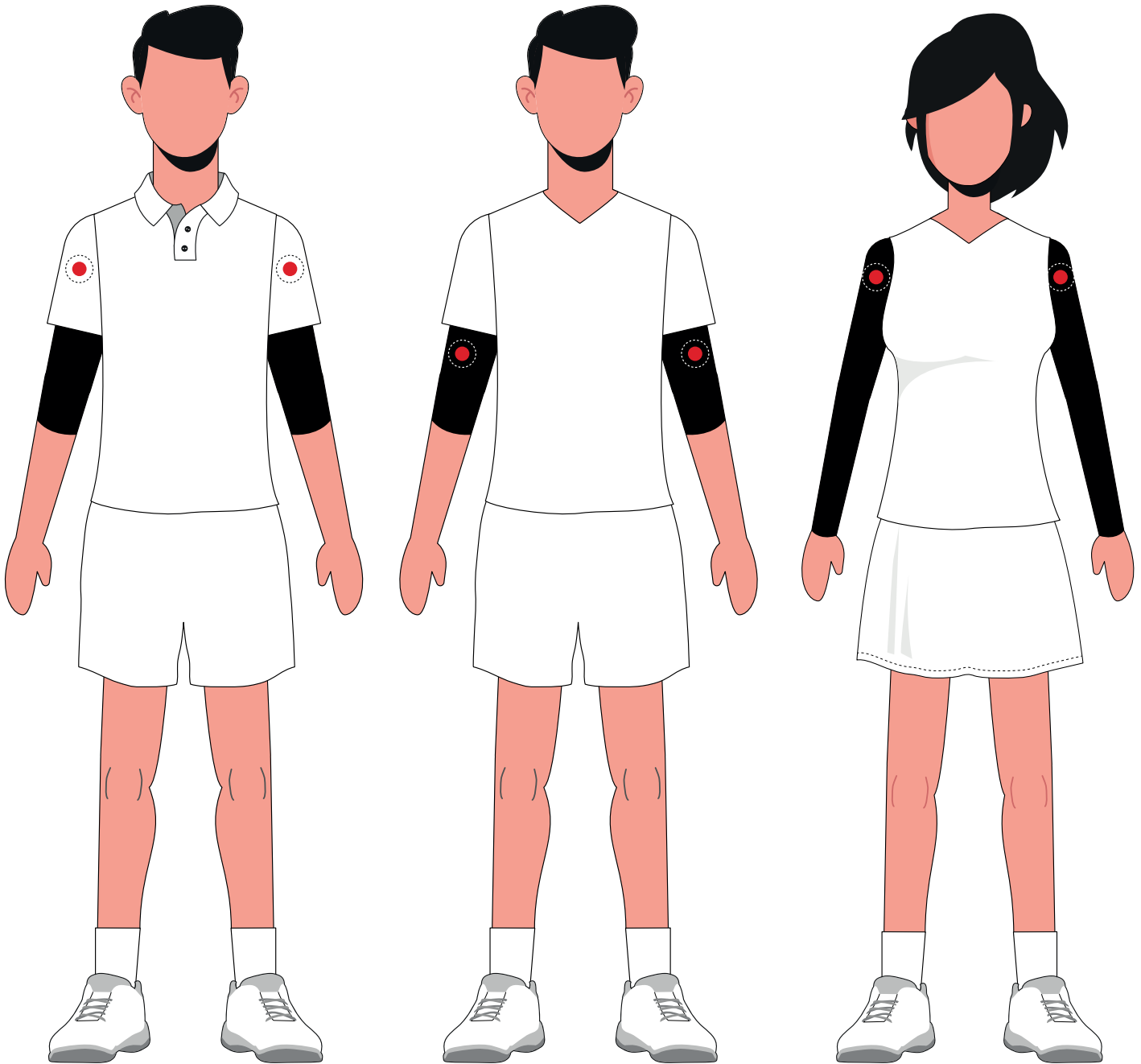


● Combined with shorts / skirts, maximum one (1) advertisement for compression pants unless approved MA advertising. For example:

- 1 on shorts / skirts – 0 on compression pants
- 0 on shorts / skirts – 1 on compression pants

Reference to GCR 24.3.3.1

## Compression Sleeves

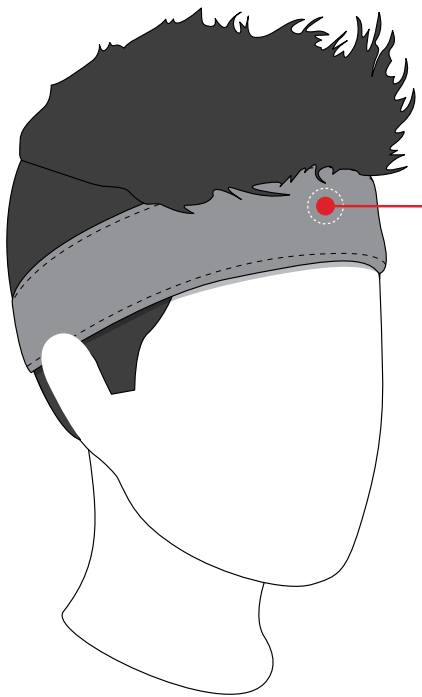


- Combined with sleeve, maximum one (1) advertisements. For example:
    - 1 on sleeve – 0 on compression sleeve
    - 0 on sleeve – 1 on compression sleeve
- Reference to GCR 24.2.1.1*

# Advertising on Players' Clothing

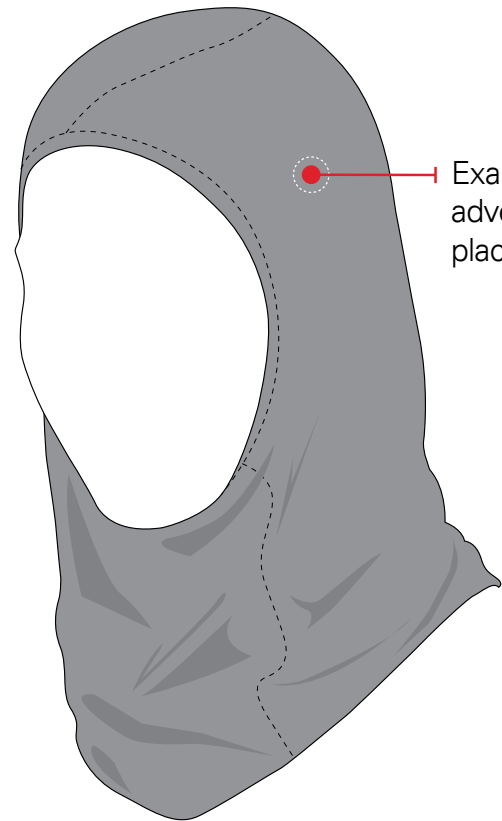
## Other Articles Clothing (GCR 24.3.3)

### Headbands



Example of advertisement placement

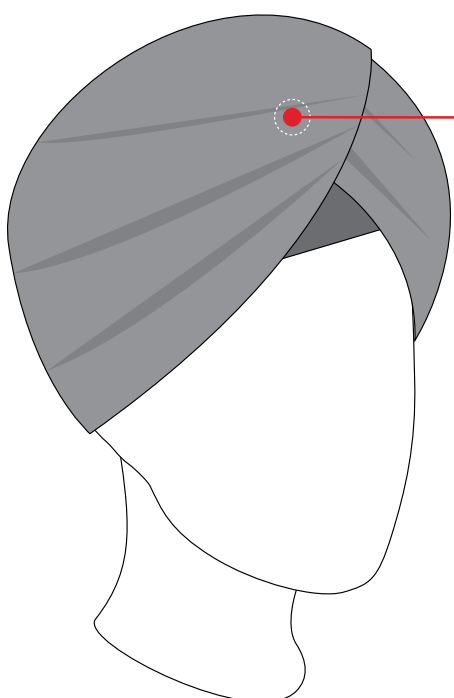
### Headscarf



Example of advertisement placement

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

### Turban

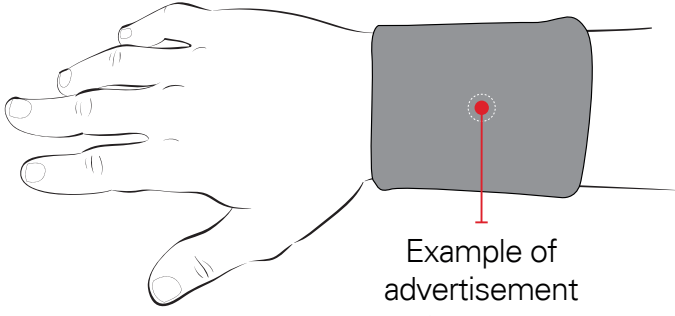


Example of advertisement placement

# Advertising on Players' Clothing

## Other Articles Clothing (GCR 24.3.3)

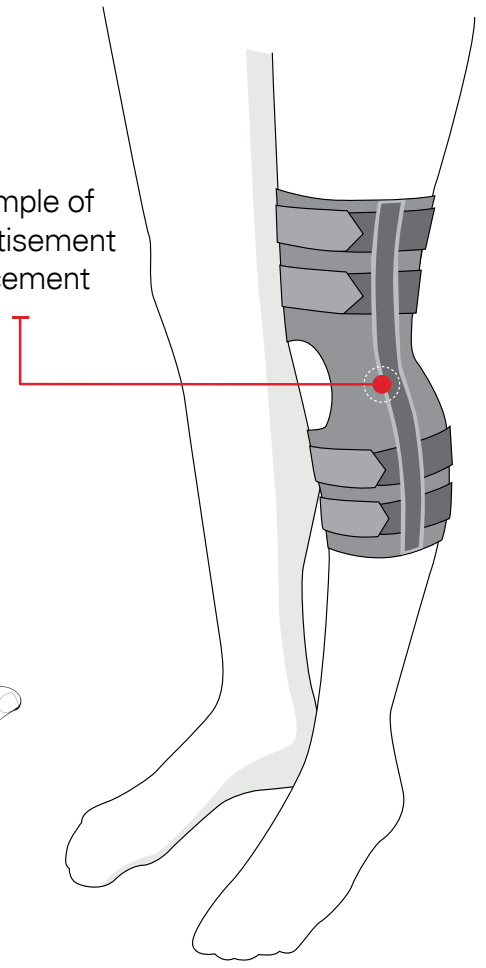
### Wristband



Example of advertisement placement

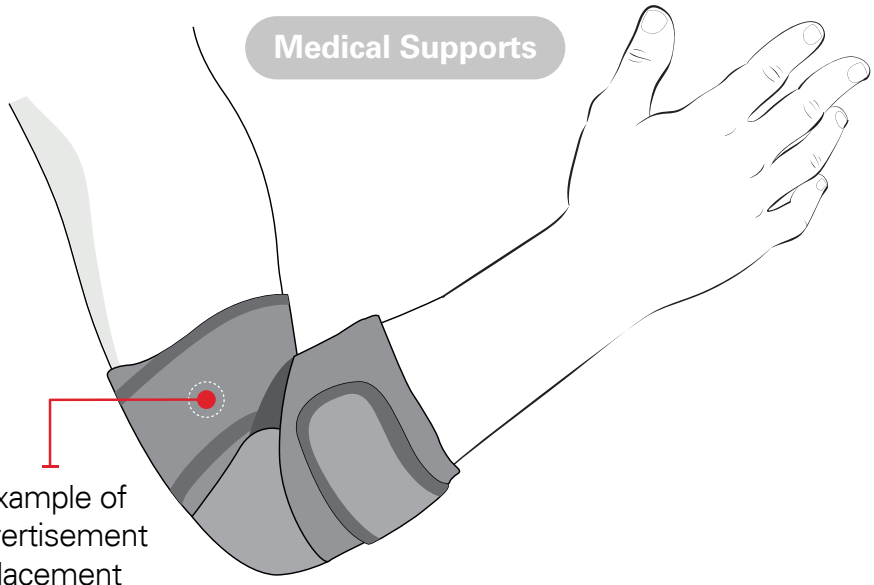
### Medical Supports

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



Example of advertisement placement

### Medical Supports

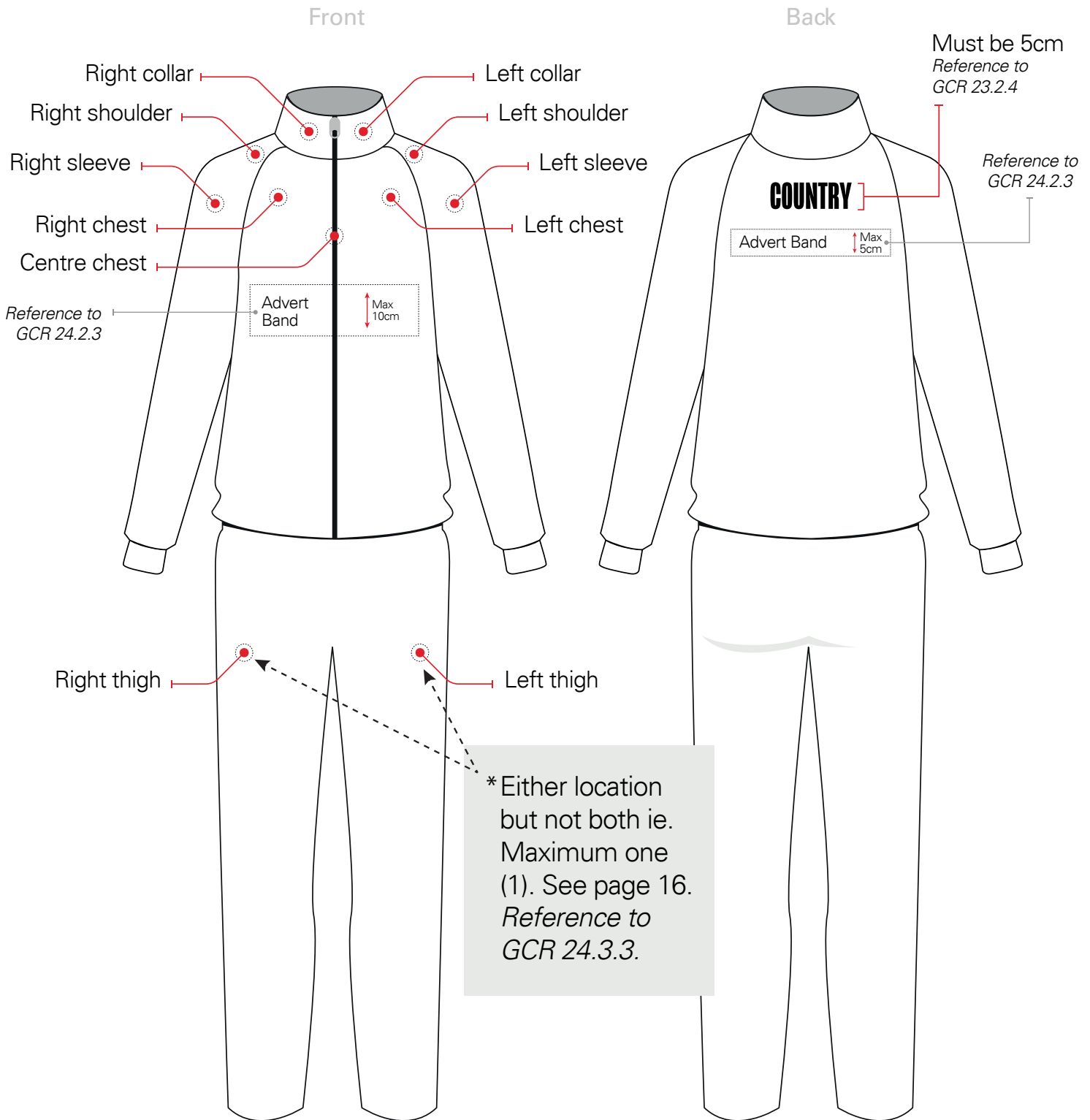


Example of advertisement placement

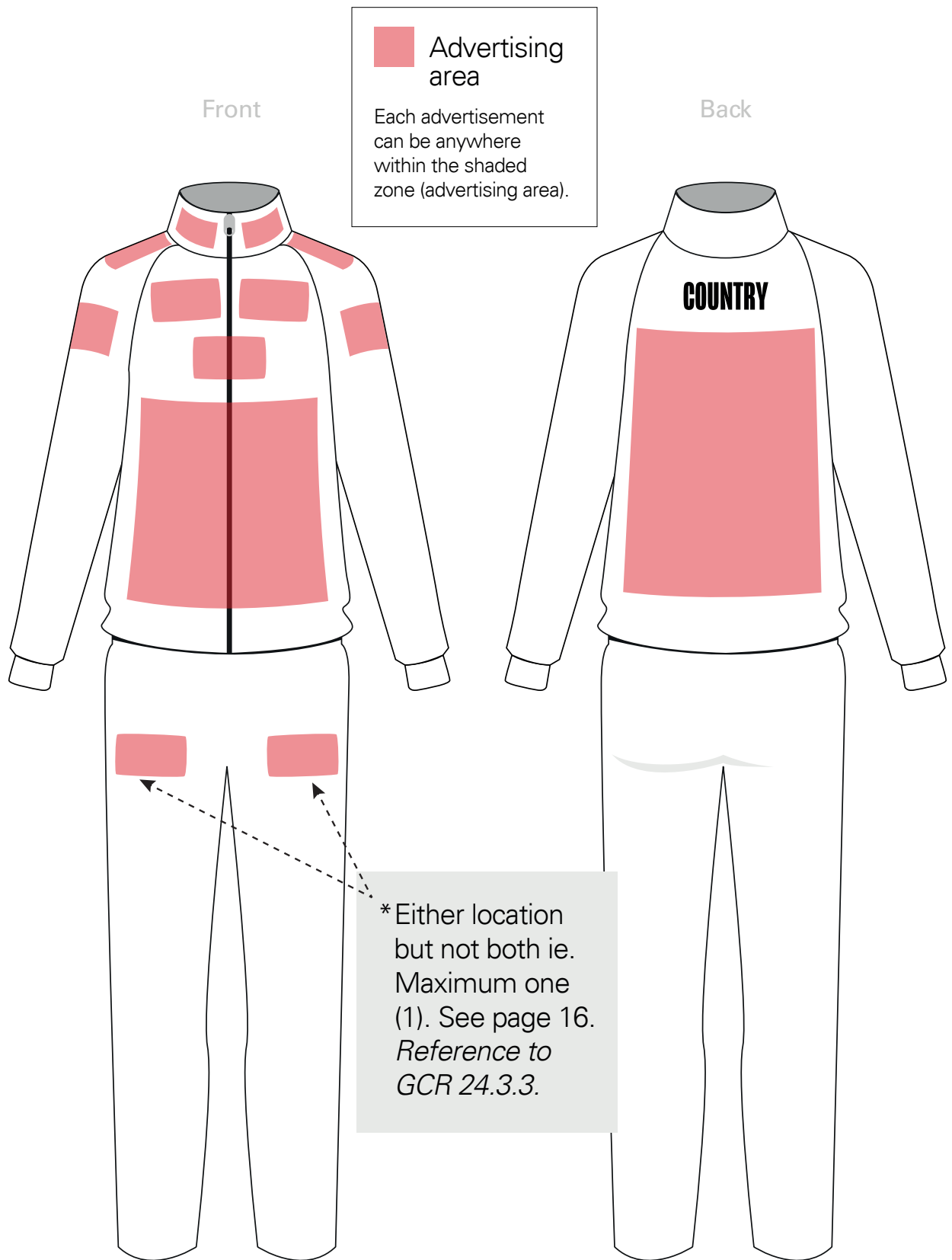


## Track Suit

● 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.*



## Track Suit





No. 1, Level 29, Naza Tower, Platinum Park, No. 10, Persiaran KLCC, 50088 Kuala Lumpur  
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