



**International Shooting Sport Federation
Internationaler Schiess-Sportverband e.V.
Fédération Internationale de Tir Sportif
Federación Internacional de Tiro Deportivo**

**ISSF ELIGIBILITY,
ISSF COMMERCIAL RIGHTS
AND
ISSF
SPONSORSHIP / ADVERTISING
RULES**

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NOTE:

Where figures and tables contain specific information, these have the same authority as the numbered rules.

VERY IMPORTANT NOTE:

Please be aware that for the Olympic Games the IOC Rule 50 (Advertising, Demonstrations and Propaganda) applies!



4.1 ELIGIBILITY OF ATHLETES

- 4.1.1** The ISSF Eligibility Rules specify the conditions under which athletes are eligible to participate in ISSF Championships (see ISSF General Regulations). These Eligibility Rules must be applied strictly in all ISSF Championships.
- 4.1.2** The ISSF recognizes Rule 40 (Eligibility Code), Rule 41 (Nationality of Competitors) and Rule 50 (Advertising, Demonstrations and Propaganda) of the Olympic Charter and the Bye-Law as basic documents for the ISSF Eligibility Rules.
- 4.1.3** To be eligible to participate in ISSF Championships, an athlete must be entered in the Championship in accordance with Article 3.6 of the ISSF General Regulations by his/her National Federation which must be an ISSF Member Federation in good standing. For the Olympic Games or Continental Games it is the respective NOC which enters the athlete. The athletes entered must:
- 4.1.3.1** be selected to participate in accordance with procedures established by the athlete's National Federation, except that athletes entered in the Olympic Games also must comply with the "Special Regulations for the Participation in the Shooting Sport Events of the Olympic Games" (Annex "Q", ISSF General Regulations);
 - 4.1.3.2** be a national of the country they represent in accordance with the Olympic Charter and the ISSF General Regulations;
 - 4.1.3.3** not have been guilty of improper or unsportsmanlike conduct, particularly through the use of doping, violence, racism and irregular or illegal betting activities;
 - 4.1.3.4** not have violated ISSF rules for sponsorship or advertising as specified in these Rules.
- 4.1.4** Athletes who compete in ISSF Championships may accept, directly or indirectly, money payments or other prizes as awards or as an inducement to take part in a competition, except that no athlete's participation in the Olympic Games may be conditional on any financial consideration (Eligibility Code of the Olympic Charter).
- 4.1.5** An athlete who knowingly takes part in a competition vetoed by the ISSF may be excluded from ISSF Championships for a prescribed period by the Executive Committee.
- 4.1.6** A National Federation that enters an athlete in an ISSF Championships who is excluded from competition in accordance with ISSF Anti-Doping Regulations or other ISSF Rules shall lose all its privileges except the right to be represented at the next General Assembly.



- 4.1.7** Where the eligibility of a female athlete is questioned due to possible hyperandrogenism, and a formal written request has been made to do so, an Expert Panel comprised of members of the ISSF Medical Committee and other experts shall be appointed to evaluate a suspected case of female hyperandrogenism. In so doing, the ISSF Medical Committee shall generally and substantially follow the IOC Rules which deal with possible hyperandrogenism and are in effect at the time of the request.
- 4.1.8** Any athlete who undergoes sexual reassignment surgery after puberty and wishes to participate in ISSF Championship must meet the specific conditions and criteria established by the IOC in order to do so. The request to participate in ISSF Championships after sexual reassignment surgery must be made by the athlete to the ISSF Medical Committee prior to competing and the ISSF Medical Committee and other experts shall determine whether or not the IOC criteria has been met.
- 4.1.9** Any determination made under article 4.1.7 or article 4.1.8 may be appealed exclusively to the International Court of Arbitration for Sport.
- 4.1.10** In order to help protect the dignity and privacy of the athlete concerned, requests for investigations, information gathered during investigations, results of investigations and decisions regarding a case (or potential case) of female hyperandrogenism or a case involving a transgender athlete shall be kept confidential and not released or made public by the ISSF.

4.2 ISSF COMMERCIAL RIGHTS

4.2.1 OWNERSHIP AND EXPLOITATION OF COMMERCIAL RIGHTS

In accordance with the ISSF General Regulations, the ISSF is the sole holder of broadcasting, licensing, marketing, merchandising, and equipment rights, and other rights associated with ISSF Competitions and other ISSF official events (General Assemblies, Congresses, etc.) yet to be developed, with the exception of the Olympic Games.

For ISSF Championships with the exception of the Olympic Games, the ISSF has the right to sell its broadcasting and marketing licensing, merchandising, and equipment rights.

The ISSF may decide to assign part of these rights to the organizers of an ISSF Championship on the basis of these guidelines either for a fee or none at all. In such instances, the event organizer and the ISSF will agree on the terms of such agreement.

4.2.2 ISSF LOGO

The ISSF logo is the sole property of the ISSF. Its use requires prior approval by the ISSF. All details concerning the exact look, color, fonts and usage of the ISSF logo is described in the Guidelines "*ISSF Corporate Identity and Design*" which is available from the ISSF Headquarters.



4.2.3

BROADCASTING AND OTHER MEDIA RIGHTS

Rights include but are not limited to the transmission (live, delayed, or highlights) of visual images (together with any sound transmission for reception in conjunction with those images) to conventional domestic or home television receivers or such yet to be invented devices through which the images will be broadcast or distributed. Such media includes also, but is not limited to, radio, highlight programs, on-line and internet rights, archive, and news access as well as transmission to mobile devices.

ISSF has created its own website and will exploit commercial and communication opportunities through this and other electronic devices, including those yet to be developed or invented.

4.2.4

MARKETING RIGHTS AND ADVERTISING RULES

These rules apply to all official parts of ISSF Championships (training and competition, opening, closing and award ceremonies).

Marketing rights include all marketing, licensing and/or merchandising rights available or yet to be invented for a sport competition. The sale of these rights includes advertising and other appropriate benefits.

Sponsor markings on signs, banners, posters or other material may be displayed on athlete's clothing and equipment on the ranges and on other facilities at ISSF Championships, if such sponsor markings are in accordance with these Regulations.

During the Olympic Games, no advertising with signs, banners, posters or other means is permitted unless such advertising is authorized by IOC Rules, in particular by the Advertising, Demonstrations, Propaganda Code of the Olympic Charter Rule. For the Olympic Games, sponsor markings are not permitted and must be removed or covered if possible with the same material and color providing it continues to meet ISSF Rules for thickness and stiffness.

4.2.5

ON-SITE ADVERTISING

Advertising on the ranges of ISSF Championships may not be placed in the target areas in such a way that it interferes with the sight pictures of the athletes.

The ISSF reserves the right to control sponsor signs at the main entrance of ISSF Championship ranges, official scoreboards, and official score monitors, target frames and Bib Numbers.

The site planning and the sizes of the above advertising spaces require prior approval of the ISSF.



All or part of the available spaces may be contracted to one (1) advertising agency as a package. If an agency is decided upon, the Secretary General must transmit the name of the agency and details of the contract to the organizing country's Member Federation three (3) months before the ISSF Championship or official event.

All other available advertising spaces are the property of the organizer.

4.3 SPONSORSHIPS AND ADVERTISING

4.3.1 A sponsorship is any contract-based support of an athlete or organization provided to the athlete in the form of money, goods or services.

4.3.2 These rules apply to all official parts of ISSF supervised Championships events (training and competition, opening, closing and award ceremonies).

4.3.3 A National Federation may enter into a contract with a commercial firm or organization for sponsorships, the provision of equipment or advertising.

4.3.4 An individual athlete may enter into a contract for an individual sponsorship with a commercial firm or an organization.

4.3.4.1 These contracts must respect the rules of the National Federations and the ISSF.

4.3.5 Sponsorship contracts may authorize the pictures, names or athletic performances of athletes to appear in the advertisements of contracting commercial firms.

4.3.6 Payments to individual athletes under such contracts may be made either to the athlete or the National Federation.

4.4 MARKINGS ON ATHLETES' EQUIPMENT, CLOTHING, ACCESSORIES AND FOOTWEAR

4.4.1 Trademark

A trademark is a distinctive name, symbol, motto, or design that legally identifies a company or its products and services, in order to distinguish them from those offered by others.

4.4.2 Commercial Marking

A commercial marking is any visible occurrence of a trademark or an advertising sign on an item of equipment, accessories, clothing and footwear used during the competition. There are two (2) types of commercial marking:

4.4.3 Manufacturer Identification

A manufacturer identification is a display of the manufacturer name or of a trademark on a product made by the manufacturer (trademark owner) with the aim to identify the product and/or its origin.



4.4.4 **Sponsor Marking**

A sponsor marking is any advertising sign on a product different from manufacturer identification.

4.5 **RULES FOR MANUFACTURER IDENTIFICATION**

4.5.1 **Additional restrictions for ISSF Championships**

One (1) manufacturer identification per equipment item / clothing / accessories is allowed. Gun parts are considered to be items of equipment.

No manufacturer or sponsor identification is permitted on the blinder on the rear sight or on the front or attached to the hat, cap, shooting glasses or to the head band.

The IOC enforces special rules for the Olympic Games. Details are stated in the Rule 51 of the Olympic Charter and the Bye-Law.

4.5.2 **Measuring Manufacturer Identification**

Manufacturer identification may be divided into the following categories:

- the manufacturer name; or
- the manufacturer logo; or
- a combination of the manufacturer name and the manufacturer logo.

Manufacturer identification will be measured as follows:

Regular Shapes. Where the manufacturer identification appears as a rectangle or a square, the mathematical rules used to calculate the surface area of the shape will be applied.

Irregular Shapes. Where the manufacturer identification is an irregular shape, a rectangle will be traced around the entire area of the identification and the mathematical rules used to calculate the surface area of the rectangle shall be applied.

Combined Shapes. Where the manufacturer identification combines the manufacturer name with the manufacturer logo, a rectangle will be traced around the entire area of the identification and the mathematical rules used to calculate the surface area of the rectangle shall be applied.



4.6 RULES FOR SPONSOR MARKINGS

4.6.1 General Rules for Sponsor Markings

Equipment or goods supplied to a national team must, with reference to manufacturer identification, conform to the specifications in these Rules.

Sponsor markings on bare skin are not allowed.

During training and competition, all items which have the sole purpose of displaying a sponsor marking and/or which are not used in connection with the competition are not allowed.

No pictures or portraits of athletes wearing clothing with commercial markings in contravention those specified in these rules may be used in advertising on the venues during training and competition.

The size and appearance of sponsor markings on items used by the athlete is defined in **Table 1**.

4.6.2 Bib (Start) Numbers

Bib (Start) Numbers may include the commercial marking of ISSF Championship sponsors, provided all competitors use numbers marked similarly. Not more than 150cm² or a maximum of 25% of the Bib (Start) numbers area may be dedicated to the general sponsor marking. The Bib (Start) numbers must display the name, initials and the nation of the athlete. The IOC abbreviation of the nation must be used. The minimum height of the letters should be as big as possible but should not be less than 20 mm.

For Shotgun the IOC abbreviation of the nation of the athlete and his name and first initial in Latin letters must be displayed (IOC abbreviation at the top) at the back of the shoulder area of his outer athlete garment.



4.7 CONTROLS AND SANCTIONS

The National Federations, together with the ISSF, are responsible for enforcing the ISSF Eligibility and Sponsorship Rules.

The Competition Juries are responsible for enforcing ISSF rules concerning advertising on equipment and clothing within the competition and training areas.

In case of violation, the Jury must issue an oral warning or a written warning. An athlete not complying with the rules must not be permitted to start or to continue in the competition.

Decisions by the Competition Juries concerning infringement of these rules may be appealed to the Jury of Appeal whose decision is **FINAL**.

If an advertiser exploits the use of the name, title, or individual picture of an athlete in connection with any advertisement, endorsement or sale of goods without the approval or the knowledge of the athlete, the athlete may give “power of attorney” to his/her National Federation or to the ISSF to enable them, if necessary, to take legal action against the advertiser in question. If the athlete concerned fails to do so, the ISSF shall judge the situation as if the athlete had given full permission to the advertiser.

4.8 APPROVAL

These Eligibility Rules were amended and approved by the Executive Committee of the ISSF on 7th April 2008 in Beijing, CHN, on 12th November 2012 in Acapulco, MEX and on 24 November 2013 in Munich, GER. They replace previous editions of the ISSF Eligibility Rules and become effective 1st January 2013.

The following rules are part of these ISSF Eligibility Rule and are available on the IOC website.

Olympic Charter Rule 40 - Eligibility Code – Bye-Law to Rule 40

Olympic Charter Rule 41 – Nationality of Competitors - Bye-Law to Rule 41

Olympic Charter Rule 50 – Advertising, Demonstrations, Propaganda – Bye-Law to Rule 50



TABLE 1: Special Rules for Sponsor Markings		
Category/Item	Applicable Rule	
Equipment		
Guns	Guns may have up to two (2) commercial sponsor markings. Same kind and same size of markings may appear on both sides of the gun.	
Other Equipment	No restrictions apply for Rifle Slings, Kneeling Rolls, Rifle Stands, Telescope Stands, Spotting Telescopes, Gun Cases, Shooting Bags, Suitcases and Cloth Bags etc.	
Clothing	Applicable Rule	Other restrictions
Competition Clothing		
For any of: Outer Shooting Garment (Jacket, Vest, Shirt or Sweat Top etc.)	Front: Shoulder and middle area (upper and middle thirds of the torso) max 5 markings (3 sponsors, 1 ISSF emblem and/or 1 National Federation emblem).	The upper position on the left side (right side for left handed athletes) must be reserved for the ISSF emblem. ONE HALF of the left side must be reserved for the National Federation emblem and/or National Federation flag.
	Back: Shoulder area (upper third of torso) NO markings	RESERVED for the name and IOC abbreviation of the nation of the athlete and/or the Bib Number. If a flag of the nation is used it must be placed to the left (when seen by another person) of the IOC abbreviation.
	Back: Middle area (middle third of torso) NO markings	RESERVED for Bib Number only
	Front: Hip area (lower third of torso) max 2 markings	none
	Back: Hip area (lower third of torso) max 3 markings	none
	Sleeves: max 1 marking	The same identical marking may appear on both sleeves
For any of : Trousers, shorts, sweat pants etc.	Trouser legs only: 1 marking	The same identical marking may appear on both legs
Skirt	1 marking	none



Formal Uniforms Dress Uniforms	Applicable Rule Official dress uniforms may carry the name or trademark of up to five (5) sponsors regulated by the National Federation.	A dress uniform includes all clothing worn by the athlete and the members of the team during all official parts of the Championships, where protocol requires a display of the emblem, name or abbreviation of the national federation on the clothing. The single occurrence of manufacturer identification on a dress uniform item does not count as sponsor marking.
Casual Clothing Casual Clothing	Applicable Rule No restrictions apply.	Includes all clothing worn by the athlete on the competition venues under other circumstances than competing or following the protocol in a dress uniform.
Accessories Belt Towel Socks Water Bottle Gloves Eyewear Shooting Glasses Side Blinders Ear Protection Footwear	Applicable Rule No restrictions apply.	Other restrictions None
Headgear	Front and/or back only for country, national federation emblem, ISSF emblem or emblem of an ISSF competition organizer	None
Front / Rear Sight Blinders	No sponsor marking	

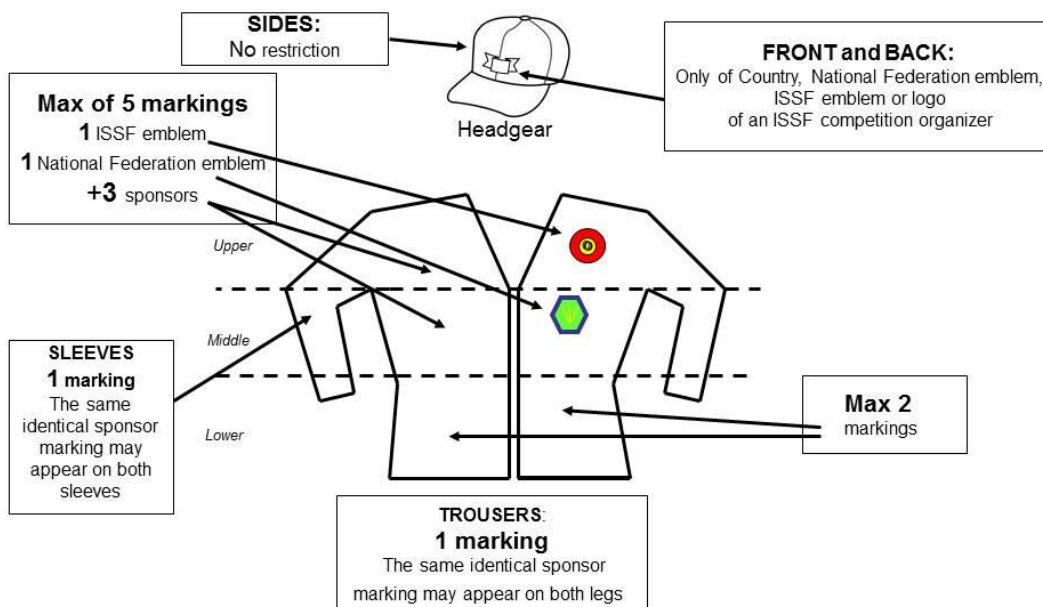


①

SPONSOR MARKINGS (ALL)

FRONT of Outer Garment (shown for Right handed shooter)

NO SIZE RESTRICTIONS

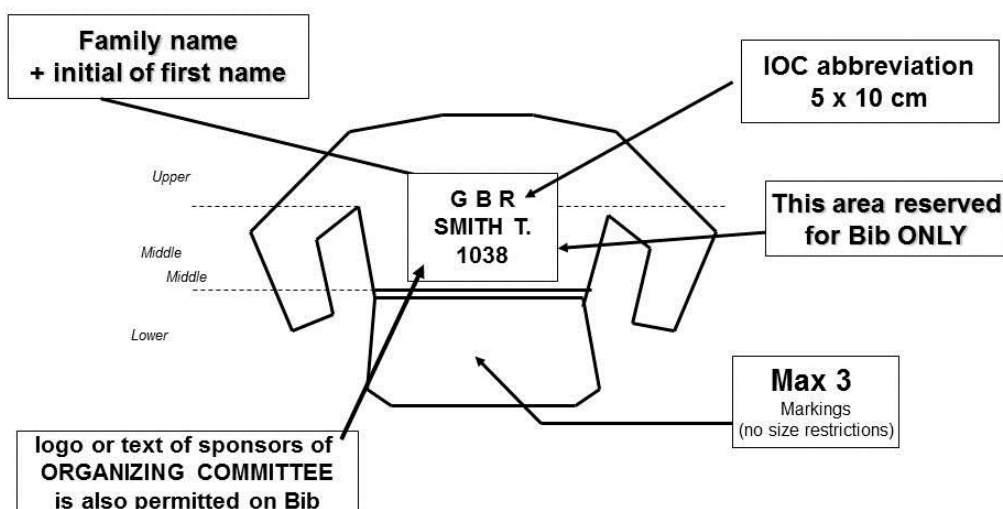


②

SPONSOR MARKINGS

ALL EXCEPT SHOTGUN

BACK of Outer Garment





SPONSOR MARKINGS

3

SHOTGUN ONLY

BACK of Outer Garment

