



Stadium Advertising – International Events

Date of Issue: April 2003

Introduction

Procedures are provided for the following categories of stadium advertising:

- Advertising on perimeter boards/outside of goal nets/outside of goal backboards.
- Advertising inside of goals.
- Advertising on pitch over-runs.

Application

These procedures apply to all Inter-Nations tournaments/events (including invitation tournaments) and Continental Club events that are not under the jurisdiction of the International Olympic Committee. If a National Association's regulations governing advertisements are more restrictive than those of the FIH, the National Association's guidelines will prevail.

All advertisement(s)/logo(s) must respect local and national laws and regulations and be in conformance with the FIH Bye-Laws in force. It is the responsibility of the organisers to ensure compliance.

It is incumbent upon the organisers to understand and comply with these guidelines and organisers will be responsible for all consequences as a result of a failure to do so. If there are any questions or uncertainties about the information contained herein, contact the FIH in Brussels. Any infringement to these guidelines will be subject to a fine, which will be decided on a case-by-case basis by the Executive Board of the FIH.

Advertisements on Perimeter/Outside of Goal Nets/Outside of Goal Backboards

- (a) In order to improve TV production, no more than 50% of the perimeter boards should have a white background and efforts must be made not to position several boards with a white background adjacent to each other.
- (b) No FIH approval is required for perimeter, outside of goal net and outside of backboard advertisements, provided these guidelines are adhered to.
- (c) Advertising is not allowed on the inside of the goal nets.
- (d) Advertising on the outside of the goal nets may only be painted on the existent structure of the nets.

Inside of Goal Backboards

- (a) Backboards must be of a predominantly dark colour. Advertising markings must not be of the same colour as the ball.
- (b) The FIH must receive a proposal from the organising National Association not less than **four weeks** prior to the commencement date of the event as to the following:
 - product/advertiser's name, description and the advertiser's country of origin; and
 - a diagram showing size, colour(s) and positioning of the advertisement(s)/logo(s).

- (c) The FIH will send approval or refusal of the proposed advertisement(s)/logo(s), in writing, within **two (2) weeks** of receipt of the proposal. A decision will be made on the basis of the contents of these guidelines. The FIH has absolute discretion in approving any proposed advertisement(s)/logo(s), and will not unreasonably withhold its consent.

Pitch Over-Runs

- (a) No advertising is permitted on the field of play under any circumstances.
- (b) A total of up to eight (8) placements are allowed around the field of play - two (2) outside each sideline, and two (2) behind each back-line. Specific guidelines are set below.
- (c) The FIH must receive a proposal from the organising National Association not less than **four (4) weeks** prior to the commencement date of the event as to the following:
- product/advertiser's name, description and the advertiser's country of origin;
 - a diagram showing size, colour(s) and positioning of the advertisement(s)/logo(s); and
 - method of application/materials to be used.
- (d) The FIH will send approval or refusal of the proposed advertisement(s)/logo(s), in writing, within **two (2) weeks** of receipt of the proposal. A decision will be made on the basis of the contents of these guidelines. The FIH has absolute discretion in approving any proposed advertisement(s)/logo(s), and will not unreasonably withhold its consent.

Specifications

(i) Application

Organisers may choose their preferred method of application for the advertisement(s)/ logo(s) (i.e. painted on or woven into the synthetic surface). Regardless of the method, there must be **100% identical surface behaviour** on the area of the advertisement/logo as on the rest of the field of play and over-runs.

(ii) Colour

Advertisement(s)/logo(s) may be multi-coloured, but should not be dominated by white or yellow to avoid any confusion with field of play markings.

(iii) Advertisement(s)/logo(s) outside side-lines

Two (2) advertisements/logo's may appear outside each sideline. The total area of each advertisement/logo may not exceed six (6) square metres. Advertisement(s)/ logo(s) must be at least one (1) metre from the sideline(s), and may be positioned in a spot between the 25 yard line and the centre line. Final placement and direction should take into account optimum exposure based on television camera positions, if relevant, and/or spectators' position.

(iv) Advertisement(s)/logo(s) behind back-lines

Two (2) advertisement(s)/logo(s) may be placed behind each back-line, positioned at least one (1) metre from the back line and ten (10) metres from the nearer goal-post. (Placement can therefore begin adjacent to the two spots where the penalty corner injections may be taken.) The total area of each advertisement/logo may not exceed six (6) square metres.

Restrictions

Any advertisement/logo for tobacco and tobacco-related products is not permitted.

No advertising will be permitted that is deemed by the FIH to be detrimental to the positive image of the game.

Organisers are strongly encouraged to contact the manufacturer of their specific brand of synthetic surface for full advice on the application, and if necessary, removal of advertisements/logos on synthetic surfaces.

A handwritten signature in black ink, appearing to read 'P. Cohen', written in a cursive style.

Peter L Cohen

Hon. Secretary General