

## **REGULATION 11. ADVERTISING WITHIN THE PLAYING ENCLOSURE**

### **11.1 General**

- 11.1.1 This Regulation deals with logos and trademarks, whether registered or not, (“marks”) on Persons and/or the clothing of Persons or on any other items worn, used or displayed, on the playing enclosure and other items relating to the Game.
- 11.1.2 The rules and regulations of a Union, Association, Rugby Body or Club may limit or restrict the content, number and/or size of emblems, marks, names or numbers permitted by this Regulation.
- 11.1.3 Table 1 forms part of this Regulation and states the aggregate maximum size or total area (in square centimetres) and the maximum permitted number of emblems, marks or names that can be displayed. The area shall be calculated by measuring around the outline of the emblem, mark and/or name and includes the space between the mark and the name if both are displayed.

### **11.2 Manufacturers’ Marks**

Only one emblem, mark and/or name of the manufacturer, not exceeding the size specified in Table 1, may be displayed on each item as specified in Table 1.

### **11.3 Advertisers’ and Sponsors’ Marks**

Not more than three emblems, marks and/or names of advertisers or sponsors not exceeding (in each case) the size specified in Table 1, may be displayed.

### **11.4 Playing Enclosure**

- 11.4.1 Subject to the decision of the relevant Match or tournament organiser and to Regulation 11.4.2 below, emblems marks and/or names of Unions, Associations, Rugby Bodies, Clubs, manufacturers, advertisers and/or sponsors may be displayed on the playing surface, standing touch flags or touch judges’ flags and rugby balls.
- 11.4.2 The Union, Association, Rugby Body, Club or tournament organiser under whose jurisdiction a Match is played shall be responsible for ensuring that any markings used in accordance with 11.4.1 above:
- (a) do not in any way obscure or visually impair the line markings of the playing surface as defined in Law 1;

- (b) do not in any way constitute a safety hazard to Players, Match Officials or spectators or disrupt, in any way, the playing, spectating or viewing of a Match; and
- (c) are made or applied using substances which will not in any circumstances, mark Players or a Player's kit, or otherwise lose their definition during any Match.

11.4.3 No form of emblem, mark or name of an advertiser or sponsor (as opposed to a Union, Association, Rugby Body or Club) may be displayed on goal posts or crossbars. This does not apply to padding and protectors on the goal posts up to a height of two meters from the ground.

## **11.5 Miscellaneous**

11.5.1 A Person's number and/or name may appear on the playing kit of any Person as specified in Table 1.

11.5.2 The emblem, mark and/or name of a Union, Rugby Body or Club and/or competition may appear on the playing kit of any Person as specified in the Schedule

11.5.3 Save for the emblems or marks of Unions, Associations, Rugby Bodies or Clubs and as otherwise expressly provided in this Regulation 11, no form of emblem, mark, name or other form of commercial and/or promotional association may be displayed on any item worn, used, placed or carried onto the playing enclosure that is not referred to in Table 1.

11.5.4 No emblem, mark or name other than that of the manufacturer may appear on a Person's boots.

11.5.5 Subject to Regulation 7.5, any Union or Association may relax or modify the restrictions set out in Table 1 solely in relation to Rugby Bodies or Clubs, provided such relaxation or modification does not detract from the essential character or integrity of a Player's Rugby Union kit.

11.5.6 Teams consisting solely of Players under the age of contractual capacity on 1st January in the current season, including but not limited to school teams, shall not be permitted to display advertising on Players' clothing publicising companies whose products, services or activities may be considered by the Union or Association to be detrimental to Players of that age.

11.5.7 Nothing which may be regarded by the Union or Association in its absolute discretion as distasteful or ethically or morally undesirable or which brings the Game into disrepute shall be displayed.

	NON-ADVERTISING							MANUFACTURER			ADVERTISING (MARKS)		
	National Representative Team Emblem	Team		Player		Competition	Manufacturer Marks	National Representative Team	Others				
		Emblem	Name	Number	Name								
Jerseys	100(2)	100(1)	Yes	Yes	Yes	100(1)	80(1)	160(1)	160(3)				
Shorts	80(2)	100(1)	No	Yes	No	No	80(1)	80(1)	80(1)				
Socks	No	No	No	No	No	No	15	No	No				
Boots	No	No	No	No	No	No	Yes	No	No				
Tracksuit or similar warm up clothing	100(2)	100(1)	Yes	Yes	Yes	No	80(1)	325 (1)	325(3)				
Medical Case	No	Yes	Yes	No	No	No	No	160(1)	160(1)				
Other items of players' Dress permitted by Law 4(1)	No	No	No	No	No	No	25(1)	No	No				

Note: (i) The number e.g. 100, relates to the aggregate maximum total square cms which can be carried

(ii) The number in brackets e.g. (2), relates to the maximum number of that category of emblems names or marks which can be carried

Table 1

