



EUROPEAN
YOUTH OLYMPIC
FESTIVAL

**EYOF Commercial, Propaganda and
Advertising Rules**

May 2022

EYOF Commercial, Propaganda and Advertising Rules

Rules for official uniform and equipment appearance

In accordance with the EYOF Charter, Rule 20 and the By-laws to Rule 20, no form of advertising or publicity, other than that specified below, may appear in any form whatsoever on clothing, accessories or, more generally, on any item of clothing or piece of equipment worn or carried by the delegations and organisers during EYOF, with the exception of the following:

- One (1) manufacturer's identification **AND** one (1) NOC sponsor logo of no more than 30 cm² **EACH** can be displayed on each piece of non-competition clothing.
- One (1) manufacturer's identification **AND** one (1) NOC or NF (subject to the approval of the respective NOC) sponsor logo of no more than 30 cm² **EACH** can be displayed on each piece of competition uniform and equipment in accordance with valid IF/EF rules. *(In case of a discrepancy between the EOC and EF rules concerning the use of commercial logos on competition clothing, the rule, which is more restrictive in each specific case prevails).*

The only exceptions to the size restrictions are the graphics or graphic elements of the manufacturer's brand on the official uniforms/equipment that may exceed the restricted size; e.g., three stripes, fluege.de (and similar cases of "commercial brand graphics element") that can be tolerated and accepted.

No alcohol or tobacco producers' logos, no betting companies' logos, or the logos of any other sponsors that can damage the image of the EOC and/or Olympic Movement in general will be allowed.

Each use of a sponsor's logo has to be approved by the EOC in writing. The NOC must send pictures featuring such logo to the EOC Head Office (eoc@eurolympic.org) for review and official approval.

All violations of the provisions of this clause shall lead to disqualification and the withdrawal of the accreditation of the person/s concerned.

The NOCs are requested to bring a sample of the competition uniform to the first Technical meeting of each sport for final check in order to avoid any problems on the field of play.

The official uniforms of the NOCs may include:

- Symbols of the country (name of the country, national flag, emblem, etc.)
- Emblem of the NOC
- Logo of the EYOF 2022
- Emblem of the respective National Sport Federation

Please note that the NOC is responsible for the appearance of the official uniforms.

Athletes'/Officials' Conduct

- The athletes are not allowed to take any sport equipment and/or national flag onto the podium during Medal and Flower Award Ceremonies.
- The Athletes and Officials are not allowed to make any kind of demonstration or promote political, religious or racial propaganda in the areas directly or indirectly connected with the EYOF 2022 and they agree that any form of discrimination with regard to a country or a person on grounds of race, religion, politics, gender or otherwise is not permitted in connection with the EYOF 2022. All Accredited Persons must agree to respect the spirit of fair play and nonviolence and behave accordingly.
- All Accredited persons must agree that any comments posted by them on social media platforms or websites and tweet during the EYOF 2022 shall conform to the Olympic spirit and fundamental principles of Olympism, be dignified and in good taste, and should not be discriminatory, offensive, hateful, defamatory or otherwise illegal and shall not contain vulgar or obscene words or images or disclose any information which is confidential or private in relation to any other person or organisation, and does not damage the Event stakeholders.

Any violation of the above-mentioned Rules may result in disqualification or withdrawal of the accreditation of the person concerned. For further information please consult the EYOF Social and Digital Media Guidelines.