



**EUROPEAN**  
YOUTH OLYMPIC  
FESTIVAL

**EYOF Rules on Advertising, Demonstrations and  
Propaganda**

## **EYOF Rules on Advertising, Demonstrations and Propaganda**

### **Rules for official uniform and equipment appearance**

In accordance with the EYOF Charter, Rule 20, By-laws to Rule 20a no form of advertising or publicity 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 manufacturer's identification and logo, as stipulated in rule No. 50 of the IOC Charter. All violations of the provisions of this clause shall lead to disqualification and the withdrawal of the accreditation of the person concerned.

The only exceptions are a 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. In this case it is strongly advised to send pictures featuring such branding to the HeadOffice ([eoc@eurolympic.org](mailto:eoc@eurolympic.org)) for review and official approval.

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 2021
- Emblem of the respective National Sport Federations

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

### **Athlete/Officials Conduct**

- The athletes are not allowed to take any sport equipment and/or national flag onto the podium during a Medal and Flower Award Ceremony.
- 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 2021 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 the connection with the EYOF 2021. The Participant agrees to respect the spirit of fair play and non-violence and behave accordingly.
- The Athletes and Officials agree that any comments posted by them on social media platforms or websites and tweet during the EYOF 2021 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.



- Any violation of above mentioned 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.

#### **Extract from Bye-law to Rule 50 of IOC Charter**

1. No form of publicity or propaganda, commercial or otherwise, may appear on persons, on sportswear, accessories or, more generally, on any article of clothing or equipment whatsoever worn or used by all competitors, team officials, other team personnel and all other participants in the Olympic Games, except for the identification – as defined in paragraph 8 below – of the manufacturer of the article or equipment concerned, provided that such identification shall not be marked conspicuously for advertising purposes. The IOC Executive Board shall adopt guidelines that provide further details on the implementation of this principle. Any violation of this Bye-law 1 and the guidelines adopted hereunder may result in disqualification of the person or delegation concerned, or withdrawal of the accreditation of the person or delegation concerned, without prejudice to further measures and sanctions which may be pronounced by the IOC Executive Board or Session. The numbers worn by competitors may not display publicity of any kind and must bear the Olympic emblem of the OCOG.

6. The uniforms of the competitors, team officials, and other team personnel may include the flag or Olympic emblem of their NOC and, with the consent of the OCOG, the OCOG Olympic emblem. The IF officials may wear the uniform and the emblem of their IF.

7. The identification on all technical gear, installations and other apparatus, which are neither worn nor used by competitors, team officials, other team personnel or any other participants in the Olympic Games, including timing equipment and scoreboards, may on no account be larger than 1/10th of the height of the equipment, installation or apparatus in question, and shall not be greater than 10cm high.

8. The word “identification” means the normal display of the name, designation, trademark, logo or any other distinctive sign of the manufacturer of the item, appearing not more than once per item.

9. The OCOG, all competitors, team officials, other team personnel and all other participants in the Olympic Games shall comply with the relevant manuals, guides, regulations or guidelines, and all other instructions of the IOC Executive Board, in respect of all matters subject to Rule 50 and this Bye-law