



CGF Guidelines

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Impacted Venues:	<ul style="list-style-type: none">• <i>Competition Venues – Field of Play and/or other areas such as ‘Have a Go’ activations</i>• <i>Training Venues</i>• <i>Any promotional activities in the lead up to the Games</i>• <i>Athletes Villages</i>• <i>Live Sites</i>
Impacted Partners:	<i>Sports Equipment Suppliers International Federations</i>

1. Introduction

The effective protection of the Organising Committee brand (‘Birmingham 2022’) and Commonwealth Sport brand (‘Commonwealth Sport’) is fundamental in relation to marketing Birmingham 2022, the successful attraction of partners and sponsors, and the development of the commercial programme leading up to and during the Games. Therefore, protecting and enforcing the brand is essential to maintaining the viability of this Games and future Games as a major international sporting event.

We want suppliers to be proud of the contribution that they are making. However, suppliers are not permitted to promote their involvement in a way which undermines the rights granted to official partners of a Commonwealth Games and the commercial investment they make.

Therefore, the purpose of these guidelines are to clarify the rules and general principles that the suppliers of sports equipment to the Organising Committee must follow. These Guidelines are not intended to restrict or otherwise impair new, innovative technological design features of items, if these are in conformity with the rules and regulations applicable for the sports concerned and these guidelines.

Additional guidance can be provided by CGF Partnerships on request and further information about brand protection and rights of association can be found online at [Brand Protection | Birmingham 2022](#)

These guidelines align with the CGF Policy on Branding on Competition Clothing and Equipment (formerly GFS10 Policy) and with guidelines adhered to at previous Commonwealth Games.



2. Definitions

For the purposes of these guidelines, definitions are as follows:

“Items” are defined as any sport-specific and necessary sports equipment, appearing on the field of play or within other Commonwealth Games venues and sites, used during sports competition (such as balls, hockey goal posts, hurdles, netball posts etc) **which will be procured by, and supplied to, the Organising Committee (the OC)**. These Items are essential to the participation in the event, and subject to specific International Federation (IF) regulations. *For the avoidance of doubt, guidelines for CGA supplied equipment are included in the CGF Policy on Branding on Competition Clothing and Equipment (formerly GFS10 Policy).*

“Manufacturer Identification” is defined as the normal display of the name, designation, trademark, or logo or any other distinctive sign of the manufacturer of an Item (excluding encrypted or encoded supports, such as barcodes or QR codes, as well as URLs, social media accounts and hashtags which are included as Third Party Identifiers).

“Third Party Identifiers” include the names or nicknames of participants or any other persons (unless listed as a technical requirement in any published Sport Specific rules), designation, trademark, logo, corporate design or colour scheme or any other distinctive sign (whether direct or indirect, such as QR codes, barcodes, URLs or social media hashtags).

“IF Identification” means the official emblem of the IF and/or the official name of the IF.

“Homologation Marks” are safety-related “CE” or a similar non-commercial certification logo. This identification is necessary for safety reasons and is prescribed within IF rules and regulations and included within any published Sport specific rules.

3. Principles

Unless specifically mentioned otherwise (in particular, any published Sport specific rules) or unless otherwise indicated in writing by the Commonwealth Games Federation or Organising Committee, the rules and principles set out in this document will apply.

a. Sports Equipment supplied to the OC

If the supplier or manufacturer enters into a commercial agreement with CGFP for sponsorship (or other commercial rights which includes the display of their brand logo on supplied equipment), the Manufacturer Identification (including potential use of their brand logo) will be permitted on Items, subject to the following:

- Adherence to the rights and benefits outlined in the sponsorship agreement.
- Agreement to provide an image or drawing of the proposed commercial branding as part of their sponsorship offer so as to verify the branding will not detract from the overall sport competition and will comply with IF regulations.
- Agreement that any image or drawing supplied should also clearly show if the Official Supplier requests to include any additional wording such as their tagline, designation e.g. ‘Official Matchball’, or IF affiliation e.g. ‘IF Approved’.



- Acknowledgement that appropriate Games Time Look may also be applied to each Item to ensure an integrated and unique visual identity across all Commonwealth Games assets. This is subject to IF regulations.

If the supplier or manufacturer does not enter into a commercial agreement with CGFP for sponsorship (or other commercial rights), the following rules will need to be followed:

- The Item should be provided free from any Manufacturer Identification.
- If this is not possible, the size of the Manufacturer Identification on the Item shall not exceed 10% of the surface area (up to a maximum of 60cm².)
- The Manufacturer Identification shall not be marked conspicuously or prominently positioned in any way for advertising purposes.
- Only one Manufacturer Identification per Item shall be permitted.
- The OC reserves the right to cover any Manufacturer Identification and to apply Games Time Look to any surface area of the Item (including potentially over the Manufacturer Identification) where it will not in any way impact the sport competition or broadcast operations. This is subject to IF regulations.

During the procurement process, equipment suppliers must provide an image or flat file/drawing/design of the proposed placement and size of their Manufacturer Identification as part of their supplier response. The supplier must also provide evidence or rationale to support the reason for the display of any other information which is required for legal reasons and/or IF regulations (such as size of ball or pressure guidelines).

Further information and examples of Official Sports Equipment Suppliers from previous Games and Games Time Look applications, can be found in the [Appendix](#).

b. Homologation Marks

Homologation Marks are safety-related “CE” or a similar non-commercial certification logo. This identification is necessary for safety reasons and is prescribed within IF rules and regulations and included within any published Sport specific rules.

Such identification will be permitted on Items, including playing surfaces, subject to the approval of CGFP, and will be allowed where it:

- is a requirement of the IF;
- is in a location that allows technical verification by officials;
- is not deemed an overt advertisement or promotion of the IF in the case of an IF Identifier being required on the design;
- is not excessive in size and is located away from the main broadcast camera angles; and
- does not include the brand of the approved supplier (unless the supplier has entered into a sponsorship agreement with CGFP that grants that right).

Suppliers or IFs must provide an image or drawing of any proposed IF Homologation Marks (as part of their tender or quote to supply the Item) for CGFP approval, and evidence of the IFs requirement of the need to display this Homologation Mark.



4. Third Party Identifiers

No Third Party reference or name, including the names or nicknames of participants or any other persons (unless listed as a technical requirement in any published Sport Specific rules), designation, trademark, logo, corporate design or colour scheme or any other distinctive sign (whether direct or indirect, such as QR codes, barcodes, URLs or social media hashtags) may appear on any Item, unless agreed with CGFP.

5. Coverage

This guidance primarily focuses on Items being used **in competition venues in the Field of Play**. However, the same principles should apply to any equipment being used in the areas listed below, unless agreed otherwise with CGFP:

- Competition Venues – Field of Play and/or other areas such as ‘Have a Go’ activations
- Training Venues
- Any promotional activities in the lead up to the Games
- Athletes Villages
- Live Sites

6. Consequences of Infringement to this Policy

Without prejudice to any other sanctions that the CGF, CGFP or OC may consider imposing, any authorised identification used in breach of the terms of these guidelines shall be removed or covered up (as applicable) in accordance with the instructions given by representatives of the CGF, CGFP, OC or the relevant IF.



APPENDIX

1. Examples of previous Official Sports Equipment Suppliers of the Games

Eleiko – ‘Official Sports Equipment Supplier for Weightlifting and Para-powerlifting’



Gilbert – ‘Official Sports Equipment Supplier for Rugby 7s and Netball’



2. Games Time Look Application on Items

Where appropriate, the OC with liaise with the supplier so that suitable Games Time branding (‘Look’) can be applied to sports equipment – either as part of the manufacturing process or upon delivery of the equipment. This is to ensure an integrated visual identity across all Games assets.

The OC reserves the right to cover any surface area of equipment where it will not in any way impact the sport competition or broadcast operations. This is subject to IF regulations.

Examples show below where Games Time Look was applied and where the supplier of the sports equipment was not a sponsor of the Games (squash court and hockey goal) and therefore no manufacturer or supplier logos or marks were visible:



This may also include Tier One commercial partner branding rights, where Partners for specific sports and venues may receive priority positioning for 'on-field' branding (including recognition on sports equipment if contractually agreed) and 'Presenting Partner' signage on the Field of Play itself (e.g. sponsor logo on turf.)

See examples below from Gold Coast 2018:

Longines – Official Partner and Timekeeper for Gold Coast 2018. Presenting Partner of Athletics, Gymnastics, Rugby 7s and Table Tennis. Presenting Partner of Queen’s Baton Relay (QBR).



Griffith University – Official Partner for Gold Coast 2018. Presenting Partner of Marathon. Creative Arts Partner.

