Advertising on Players’ Clothing
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The purpose of this document is to provide a visual guide to the advertising regulations within the BWF General Competition Regulations — specially, clause 24 (Advertising on Players’ and Coaches’ Clothing).

For detailed information, including all player and coach clothing regulations, please refer to the full BWF General Competition Regulations document (BWF Statutes, Section 5.1) at the statutes page of the BWF Corporate website at: https://corporate.bwfbadminton.com/statutes.
Advertising on Players’ Clothing

Collared Shirt (Front)

- Maximum five (5) advertisements out of the nine (9) locations. Maximum one (1) per location. No larger than 20 square cm. Reference to General Competition Regulations (GCR) 24.2.1.

- Each advertisement can be anywhere within the shaded zone (advertising area). Reference to GCR 24.2.3.
Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm. Reference to GCR 24.2.1.
Advertising on Players’ Clothing

Non Collared Shirt (Front)

- Right shoulder
- Right chest
- Left chest
- Left shoulder
- Right sleeve
- Left sleeve
- Right collar
- Left collar
- Centre chest

Advert Band

Maximum five (5) advertisements out of the nine (9) locations. Maximum one (1) per location. No larger than 20 square cm. Reference to GCR 24.2.1.

- Advertising area
  - Each advertisement can be anywhere within the shaded zone (advertising area).
Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm. Reference to GCR 24.2.1.
Maximum five (5) advertisements. Maximum one (1) per location. No larger than 20 square cm. Reference to GCR 24.2.1.
Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm. Reference to GCR 24.2.1.
Maximum five (5) advertisements out of the nine (9) locations of the upper body area. Maximum one (1) per location. No larger than 20 square cm. Reference to GCR 24.2.1.

Either location but not both ie. Maximum one (1). See page 17. Reference to GCR 24.3.3.

*Either location but not both ie. Maximum one (1). See page 17. Reference to GCR 24.3.3.
Advertising on Players’ Clothing

Dress (Back)

Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm.

Reference to GCR 24.2.1.

Each advertisement can be anywhere within the shaded zone (advertising area).

Upper body area

Reference to GCR 23.3

Reference to GCR 23.4

Reference to GCR 24.2.3

Between 6 and 10cm

Reference to GCR 23.2.3

Must be 5cm

Reference to GCR 23.2.4

Must be 5cm

Between 6 and 10cm

Reference to GCR 23.3

Reference to GCR 23.4
Advertising on Players’ Clothing

Sleeveless Dress (Front)

- Maximum five (5) advertisements on the upper body area. Maximum one (1) per location. No larger than 20 square cm. 
  Reference to GCR 24.2.1.

- *Either location but not both ie. Maximum one (1). See page 17. 
  Reference to GCR 24.3.3.

Advertising area

Each advertisement can be anywhere within the shaded zone (advertising area).
Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm. 
Reference to GCR 24.2.1.

Each advertisement can be anywhere within the shaded zone (advertising area).

Upper body area
Maximum five (5) advertisements on the upper body area. Maximum one (1) per location. No larger than 20 square cm.

*Either location but not both ie. Maximum one (1). See page 17. Reference to GCR 24.3.3.

Each advertisement can be anywhere within the shaded zone (advertising area).
Maximum one (1) advertisement on the back in a band no higher (wider) than five (5) cm. Reference to GCR 24.2.1.
Advertising on Players’ Clothing

Shorts

Front

Right thigh  
Left thigh

Back

Example of approved MA advertising. Reference to GCR 24.4


direct hit

Maximum one (1) advertisement no larger than 20 square cm (Reference to GCR 24.3.3) unless approved MA advertising. Approved MA advertising no larger than 50 square cm (Reference to GCR 24.4).
Advertising on Players’ Clothing

Skirts and Dress

**Skirts**

- Right thigh
- Left thigh

**Advertisement area**

Each advertisement can be anywhere within the shaded zone (advertising area).

**Example of approved MA advertising.**

*Reference to GCR 24.4*

**Dress**

- Right thigh
- Left thigh

**Example of approved MA advertising.**

*Reference to GCR 24.4*

- Maximum one (1) advertisement no larger than 20 square cm (*Reference to GCR 24.3.3*) unless approved MA advertising. Approved MA advertising no larger than 50 square cm (*Reference to GCR 24.4*).
Advertising on Players’ Clothing

Socks

Maximum two (2) advertisements per sock. No larger than 20 square cm. Reference to GCR 24.3.1.

Advertising area
Each advertisement can be anywhere within the shaded zone (advertising area).
Advertising on Players’ Clothing

Compression Shorts and Pants

- Maximum two (2) advertisements per sock. (None on compression pants or shorts)

- Combined with sock, maximum two (2) advertisements.

For example:
- 2 on white sock
  - 0 on compression pants
- 1 on white sock
  - 1 on compression pants
- 0 on white sock
  - 2 on compression pants

Reference to GCR 24.3.1.
Combined with sock, maximum two (2) advertisements. For example:
- 2 on white sock – 0 on compression sock
- 1 on white sock – 1 on compression sock
- 0 on white sock – 2 on compression sock

Reference to GCR 24.3.1.
Advertising on Players’ Clothing

Compression Shorts and Pants

Example of approved MA advertising.
Reference to GCR 24.4

- Combined with shorts / skirts, maximum one (1) advertisement for compression shorts unless approved MA advertising. For example:
  - 1 on shorts / skirts – 0 on compression shorts / skirts
  - 0 on shorts / skirts – 1 on compression shorts / skirts

Reference to GCR 24.3.3.1

- Combined with shorts / skirts, maximum one (1) advertisement for compression pants unless approved MA advertising. For example:
  - 1 on shorts / skirts – 0 on compression pants
  - 0 on shorts / skirts – 1 on compression pants

Reference to GCR 24.3.3.1
Combined with sleeve, maximum one (1) advertisements. For example:
- 1 on sleeve – 0 on compression sleeve
- 0 on sleeve – 1 on compression sleeve

Reference to GCR 24.2.1.1
Maximum one (1) advertisement no larger than 20 square cm (*Reference to GCR 24.3.3*). Advertisement can be placed anywhere.
Advertising on Players’ Clothing

Other Articles Clothing (GCR 24.3.3)

- **Wristband**
  - Maximum one (1) advertisement no larger than 20 square cm (Reference to GCR 24.3.3). Advertisement can be placed anywhere.

- **Medical Supports**

  Example of advertisement placement

  Example of advertisement placement

  Example of advertisement placement
Advertising on Players’ Clothing

Track Suit

- Maximum five (5) advertisements out of the nine (9) locations of the upper body area. Maximum one (1) per location. No larger than 20 square cm. Reference to GCR 24.2.1.

- Either location but not both ie. Maximum one (1). See page 16. Reference to GCR 24.3.3.
Advertising area
Each advertisement can be anywhere within the shaded zone (advertising area).

*Either location but not both ie. Maximum one (1). See page 16. Reference to GCR 24.3.3.