

EDF KIT AND SPONSORSHIP REGULATIONS



The European Dodgeball Federation (EDF) recognises the importance of sponsorship in the continued growth of our sport. This document outlines the advertising regulations for sponsors associated with:

1. Visible kit sponsorship for kits used at EDF events, including but not limited to European Championships
2. Sponsors to be used by EDF event hosts
3. Promotional materials for use in relation to EDF events and EDF activities

These regulations aim to ensure that sponsors align with our values and uphold the integrity of the sport. EDF reserves the right to enforce these regulations to maintain a safe and family-friendly environment.

2. Sponsorship Eligibility

2.1. Acceptable Sponsors

EDF welcomes sponsorship from businesses and organisations that align with our values and those of our member nations. Acceptable sponsors may include, but are not limited to:

- Local businesses and reputable corporations
- Sports equipment manufacturers and retailers
- Community organizations and nonprofits
- Health and fitness-related companies
- Food and beverage companies

The following sponsorship areas are generally accepted, under stricter conditions, as outlined in section 3. Sponsorships by businesses and organisations within these sectors must be submitted to the EDF Head of Media for approval, as outlined in section 5:

- Alcoholic beverage sponsors
- Gambling or betting services
- Adult entertainment companies

2.2. Inappropriate Sponsors

EDF discourages sponsorship from entities that promote or engage in activities contrary to the federation's values, the law, or the well-being of our participants, spectators, and member nations. Inappropriate sponsors include, but are not limited to:

- Entities involved in the production, distribution, or promotion of illegal substances, including drugs and narcotics.
- Companies promoting violence, hate speech, or discrimination based on race, gender, religion, nationality, or any other protected characteristic.
- Any sponsors deemed inappropriate by the EDF at its discretion.

Any sponsor that promotes illegal activities – under EU law, the laws of the host nation for the event the sponsorship pertain to, or the laws of the nation bearing the sponsorship – are strictly prohibited.

3. Sponsorship Restrictions

Sponsors' logos, slogans, and other advertising content must not include or promote any of the following:

- Illegal substances or activities, including drugs, narcotics, or related paraphernalia. If the substance or activity is illegal within the host nation, this is also not permitted due to cultural sensitivity regulations.
- Adult content, nudity, or sexually explicit material.
- Violent or offensive imagery, language, or gestures.
- Discriminatory or hate speech towards any individual or group.
- Political or religious messages that may cause controversy or division (additional detail outlined in section 4)
- Misleading or deceptive information.

3.1. Alcoholic Beverage Sponsors

The European Dodgeball Federation allows sponsorship from alcoholic beverage companies; however, certain restrictions apply to maintain the responsible consumption of alcohol and the well-being of our participants. Alcoholic beverage sponsors must adhere to the following guidelines:

- Advertisements must be conducted in a manner that is consistent with a PG (Parental Guidance) rating and appropriate for a family-friendly sporting environment.
- Promote responsible drinking and discourage excessive or underage consumption.
- Advertisements must not target or appeal to underage individuals, and must not be used on kit to be worn by minors or at junior events.
- Advertisements must not depict or encourage reckless behavior, intoxication, or any form of alcohol abuse.
- The EDF reserves the right to restrict or reject sponsors in this category at their discretion.

3.2 Gambling or Betting Services

The European Dodgeball Federation allows sponsorship from gambling or betting services, provided that the following conditions are met:

- Advertisements must comply with EU laws and regulations regarding gambling and betting services.
- Sponsorship must not encourage excessive or addictive gambling behavior.
- Advertisements must not target or appeal to underage individuals, and must not be used on kit to be worn by minors or at junior events.
- The EDF reserves the right to restrict or reject sponsors in this category at their discretion.

3.3 Adult Entertainment Companies

The European Dodgeball Federation allows sponsorship from adult entertainment companies, provided that the following conditions are met:

- Advertisements must be conducted in a manner that is consistent with a PG (Parental Guidance) rating and appropriate for a family-friendly sporting environment.
- Content must not be sexually explicit, offensive, or contain nudity.
- Advertisements must not target or appeal to underage individuals, and must not be used on kit to be worn by minors or at junior events.

- That the conditions of Section 4 – Cultural Sensitivity towards Host Nation are met, and that the product is not illegal to advertise within the host nation.
- The EDF reserves the right to restrict or reject sponsors in this category at their discretion.

4. Cultural Sensitivity towards Host Nation

Sponsors must be selected in a way that is culturally sensitive and respectful towards the host nation of the event. Any requests for additional sponsorship regulations in this regard by the host nation must be made directly to the EDF Head of Media as early as possible. Any political messages or politically charged sponsor selections should be submitted to the EDF Head of Media for approval to ensure that the sponsor is in line with this regulation as well as EDF values.

5. Sponsor Approval Process

Event sponsors must be approved by EDF. Assuming that the sponsorship follows the regulations within this document, kit sponsors for nations do not need to be individually approved by EDF. However, in cases pertaining to any of the cases outlined in Section 3 of this document, all potential sponsors must be submitted to the EDF Head of Media for approval before printing. EDF reserves the right to accept or reject any sponsor based on the criteria mentioned in this document. EDF will inform of its decision in a timely manner.

If any nation is unclear on whether a particular sponsor is in breach of these regulations, they are encouraged to reach out to the EDF Head of Media. The EDF Head of Media will advise on how their choice fits within the regulation, and will update these regulations accordingly if a gap is identified.

Nations found to be in breach of the kit regulations within this document will be reprimanded in a manner in line with the degree of, and intention behind, the breach. Any kit sponsorship regulations breaches will require the nation in question to submit future kit designs directly to the EDF Head of Media for approval ahead of competitions.

6. Review

EDF recognises the need for periodic review and updates to ensure the relevance and effectiveness of the Kit and Sponsorship Regulations. Therefore, the EDF Head of Media will conduct a thorough review of this document yearly, or more frequently if deemed necessary. This is in alignment with the current period of rapid growth of dodgeball, and to reflect the increasing number of competitions held by EDF. This review will assess the regulations, evaluate their implementation, and propose any necessary amendments or additions to ensure the continued alignment of sponsorships with the federation's values and the evolving standards of the sporting community. Any amendments will be drafted by the EDF Head of Media, submitted to the EDF Executive Council for initial approval, and then further communicated to all nation members of the European Dodgeball Federation.

7. Conclusion

The European Dodgeball Federation values the support and contributions of sponsors in promoting our sport and providing opportunities for participants. By adhering to these advertising regulations, we can ensure the integrity, safety, and public acceptance of our federation and its sponsors.

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