



CORNEL MARCULESCU  
EXECUTIVE DIRECTOR

## MEMORANDUM

**TO: ALL FINA NATIONAL MEMBER FEDERATIONS**

**FROM: FINA Office – Lausanne**

**DATE: 03 February 2011**

**RE: ADVERTISING AT FINA WORLD CHAMPIONSHIPS AND  
FINA COMPETITIONS**

**NUMBER OF PAGES INCLUDING THIS ONE: 2**

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Fédération Internationale  
de Natation

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Dear Madam, dear Sir,

The reference is made to the FINA rule BL7 for Advertising at FINA World Championships and FINA Competitions.

Please be informed that the FINA Bureau at its meeting in Frankfurt (GER), on 28 - 29 January 2011 made amendments to the FINA rule BL 7 "Advertising at FINA World Championships and FINA Competitions". The amendments to the rule are in force immediately.

We would like to draw your attention that the rule BL 7 applies only to the FINA World Championships and FINA Competitions. For the rules on advertising at the Olympic Games please refer to Olympic Charter.

Below are the articles that were amended:

### BL 7.1.1 Swimsuits:

- One (1) manufacturer's logo of a maximum size of **30 square centimetres** when worn. Where one-piece body suits are used, two (2) logos of the manufacturer shall be permitted, one above the waist and one below the waist of a maximum size of **30 square centimetres** each when worn. These two (2) logos of the manufacturer shall not be placed immediately adjacent to each other. Where two-piece body suits are used, the two (2) logos of the manufacturer shall be placed on one part each.
- One (1) flag and one (1) country name or code of a maximum of **30 square centimetres** when worn.
- One (1) sponsor's logo of a maximum of **30 square centimetres** when worn.

### BL 7.1.5 Pool deck equipment

Two (2) advertising identifications of which one shall be of the manufacturer logo **and the other one of the sponsor logo** are permitted, with a maximum size of **40 square centimetres** each when worn for any of the clothing items listed below, and a maximum size of 6 square centimetres each for any of the accessories and equipment items listed below.

Identification on clothing must be placed on the top breast side so that Bibs requested by FINA may be worn well visible below.

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For upper-body clothing items only, the manufacturer's logo (being a design mark of maximum of 8cm in width) may additionally be displayed in the form of a strip in one of the following positions:

- a) around the bottom of both sleeves; or
- b) centered down the outer seam of both sleeves (from the collar across the top of the shoulders down to the bottom of the sleeve).

For lower-body clothing items only, the manufacturer's logo (being a design mark of maximum of 8cm in width) may additionally be displayed in the form of a strip centered down the outer seam of both legs (from the waistband down to the bottom of the leg).

- T-shirt (40 square centimetres)
- Polo Shirt (40 square centimetres)
- Casual Shirt (40 square centimetres)
- Sweat shirt (40 square centimetres)
- Bath robe (40 square centimetres)
- Tracksuit top (40 square centimetres)
- Pants (40 square centimetres)
- Shorts (40 square centimetres)
- Skirts (40 square centimetres)
- Windbreaker (40 square centimetres)
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- Bags (not greater than 10% of the surface area of the item, to a maximum size of 60 square centimeters)

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The other articles of the FINA rule BL 7, remain unchanged.

The full text of the rule is available on the official FINA web site:

[www.fina.org](http://www.fina.org) => Rules => By Laws =>  
=> BL7 "ADVERTISING AT FINA WORLD CHAMPIONSHIPS AND FINA COMPETITIONS"

I hope this information will be helpful.

Yours sincerely

Cornel Marculescu  
FINA Executive Director

CM/pm