



World Para Ice Hockey Uniform Advertising Guidelines

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World Para Ice Hockey

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1 IPC Commercial Principle

World Para Ice Hockey (WPIH) events are the exclusive property of the IPC which acts as the International Federation for the sport of Para ice hockey. The IPC owns the rights of whatever kind or nature concerning the organisation, exploitation, broadcasting, marketing and reproduction of WPIH events. Such events include all WPIH sanctioned events: World Championships, European Championships, Pan Pacific Championships and the Paralympic Winter Games Qualification Tournament (WPIH Sanctioned Events) (but exclude the Paralympic Winter Games for which different guidelines apply).

2 Uniform & Helmet Advertising Policy

IPC exclusive rights

The IPC has the exclusive right to exploit the following commercial opportunities in relation to the uniform to be worn and equipment to be used by team players and championship on-ice officials during all games and official trainings at WPIH Sanctioned Events, including the right to advertise products and/or services:

1. The helmets of all team players (excluding goalie face masks) located on:
 - The front side of the helmet, at a size of 5.5cm x 16.0cm.
 - If the IPC has selected a partner whose logo needs to appear on the helmets, the teams must comply with the instructions provided by the IPC.

2. The uniform of all on-ice championship officials located on:
 - The front and backside of the shirt, each at a maximum size of 455cm².
 - The helmets, located on the front and backside, each at a maximum size of 5.5cm x 16.0cm.
 - If the IPC has arranged sponsorship for the uniform of on-ice championship officials, such on-ice championship officials must comply with the instructions provided by the IPC.

NPC conceded rights

Unless otherwise determined by the IPC, the IPC will grant each National Paralympic Committee (NPC) the right to exploit the following **commercial opportunities** in relation to the

uniform to be worn by team players during all games and official trainings at WPIH Sanctioned Events, including the right to advertise products and/or services:

1. On both sleeves of the jerseys of all team players in the following positions:
 - Above and/or below the number at a maximum size of 22cm x 8cm.
 - Each space of 22cm x 8cm (above or below the number) may only be used to advertise one (1) sponsor.
 - Use of this opportunity is subject to the prior written approval of the IPC which may be provided after examination of the completed official request form and the electronic logo application sample, that must be submitted to the IPC at least four (4) weeks prior to the beginning of the WPIH Sanctioned Event.

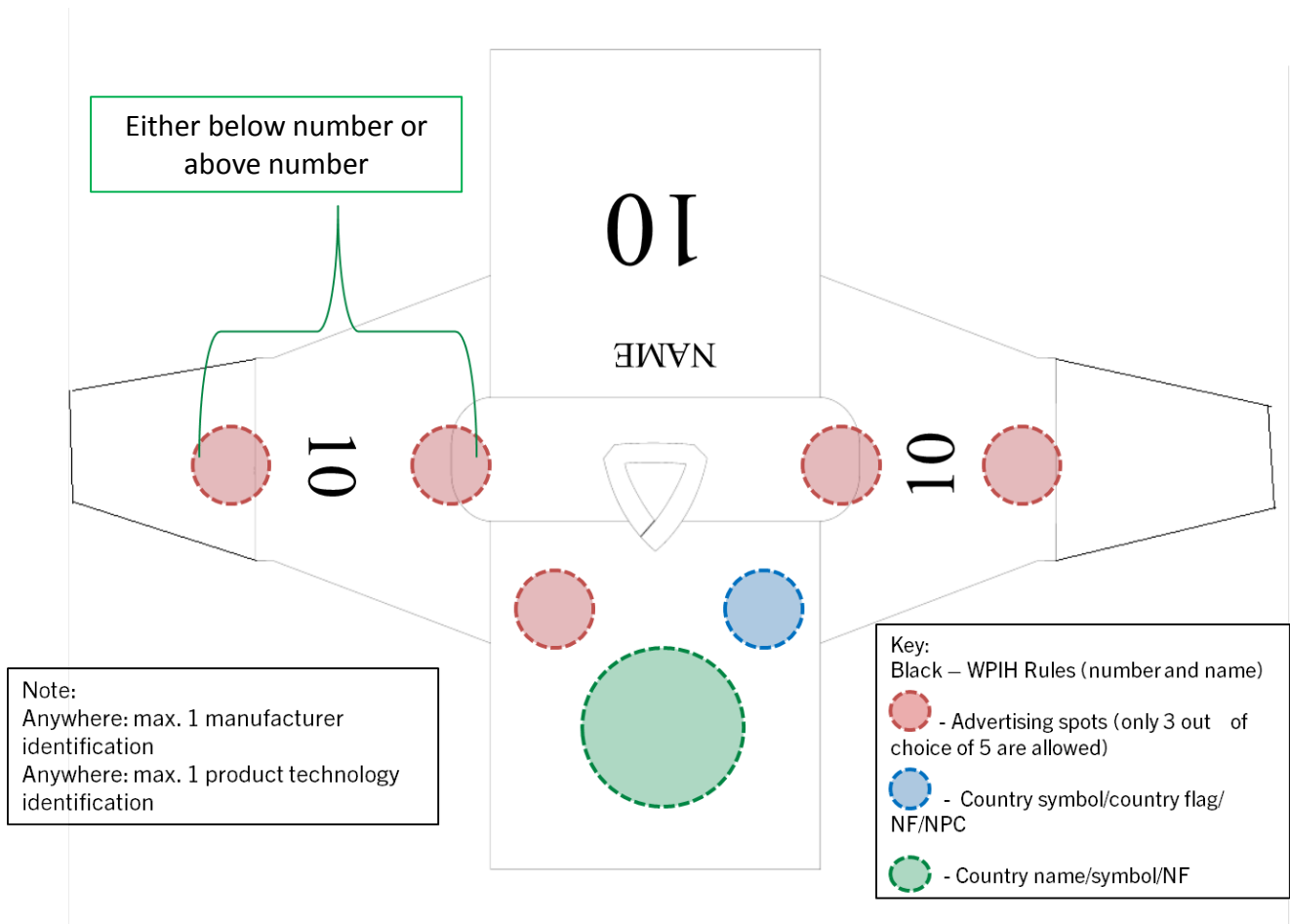
2. The front chest of the jerseys of all team players in the following positions:
 - Front right:
 - The space of 16cm x 5cm on the front right chest of jerseys may only be used by the NPC to advertise one (1) sponsor.
 - Front left:
 - The space of 16cm x 5cm on the front left chest of jerseys may only be used by the NPC to display the National Federation (NF)/NPC logo or the country flag/symbol/name.
 - Use of this opportunity is subject to the prior written approval of the IPC which may be provided after the examination of the completed official request form and the electronic logo application sample that must be submitted to the IPC at least four (4) weeks prior to the beginning of the WPIH Sanctioned Event.

3. **Manufacturer identification:** One identification of the manufacturer per jersey will be permitted, to a maximum size of 30cm². One additional product technology identification will be permitted per jersey, to a maximum size of 10cm².

4. **Third party identification:** Apart from any sponsor(s) and/or manufacturers (as per this Guideline), subject to the prior written approval of WPIH, the only third party identifications permitted on the jerseys of team players are:
 - Athlete name (as per Article 309 of the World Para Ice Hockey Rules)
 - Country flag
 - Country name
 - NF logo (as per Clause 2 of the NPC conceded rights above)

- NPC logo (as per Clause 2 of the NPC conceded rights above)

Diagram:



For the avoidance of doubt, only a maximum of three advertising spots are permitted on the jerseys of team players as outlined above.

Non-compliance with these guidelines may lead to sanctions by the IPC.

NOTE: The IPC reserves the right to grant waivers / exemptions to these guidelines.