

# FIH GENERAL UNIFORM ADVERTISING POLICY

April 2026

## 1 PURPOSE, SCOPE AND APPLICATION

- 1.1 The International Hockey Federation (*FIH*) is recognised by the International Olympic Committee as the sole ultimate governing body for the sport of *Hockey* throughout the world. *FIH's* purpose is to raise the global status and popularity of hockey. The Uniform Advertising Policy (the *Policy*) is adopted and implemented as part of the *FIH's* strategy to build a recognized powerful image for hockey.
- 1.2 These Regulations apply to all *International Events* that are not covered by the *FIH* Top Tier Uniform Advertising Policy
- 1.3 Placing the national and *FIH* identity of athletes at the forefront helps to distinguish *FIH International Events*, whilst respecting the significant contribution that sponsors and sporting goods manufacturers provide.
- 1.4 Unless otherwise indicated, words in italicised text in the *Policy* are defined terms and their definitions are set out in Article 4 of this policy.
- 1.5 All *Participants* are automatically bound by and required to comply with all of the provisions of the *Policy*. Accordingly, by their participation in a *Match* or an *International Event*, such *Participants* shall be deemed to have agreed that it is their personal responsibility to familiarise themselves with all of the requirements of the *Policy* and acknowledge non-compliance with the *Policy* may result in disciplinary action being taken against them.
- 1.6 While this *Policy* sets out general guidelines and minimum requirements *FIH* reserves the right to apply flexibility whenever needed, for the benefit of all parties, and to modify them following consultation with *Participants*.
- 1.6 The *National Association* of each participating team is responsible for informing and educating *Participants* about the *Policy* and ensuring that each *Participant* complies with it.

## 2 MANUFACTURER IDENTIFICATION

- 2.1 An item of clothing or equipment may display the manufacturer's identification in the form of the name, trademark, logo, or any other distinctive sign of the manufacturer of the item, when worn or used by a player, official or umpire whilst playing or officiating in any event subject to the following limitations.
- 2.2 The display may appear once only on any article of clothing, except on shirts where it may be repeated in the one or two figure(s) of the number(s) on the back of the shirts. Any such display may not exceed the overall size of 30 cm<sup>2</sup> per article of shirt or shorts / skirt / skorts.

- 2.3 If a National Association chooses to display an additional manufacturer identification on the shirt or short/skirt, this will be counted as one of the 10 (ten) allowed logos per shirt or 2 (two) per short/skort/skirt. This includes sublimated manufacture logos and good cause logos that must not alter the overall colour or appearance of the item of clothing.
- 2.4 For socks, one Identification of the Manufacturer per sock will be permitted, to a maximum size of 15 cm<sup>2</sup>.
- 2.5 In addition to the manufacturer's identification in Article 2.2 above, one additional identification limited to Product Technology will be allowed on clothing, with a maximum size of 10 cm<sup>2</sup>.
- 2.6 Authorised identifications may not appear close or adjacent to each other, in order to avoid a composite logo effect or a repetitive effect. This applies also in case of several layers of items worn by the same person or for one-piece body suits.
- 2.7 Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, each to be no larger than the maximum size noted above; however these identifications shall not be placed immediately adjacent to each other.
- 2.8 In respect to field players' gloves, one identification of the manufacturer per glove will be permitted
- 2.9 There is no restriction on equipment, knee protection, shoes, medical face masks/shields, mouthguards or face masks.
- 2.10 In respect of headbands, sweatbands, captain armbands and undergears, one identification of the manufacturer will be permitted to a maximum size of 10cm<sup>2</sup>. Manufacturer logo is permitted only if it is the same manufacturer as that of the Playing shirt, short/ skirt/ skort and stockings.
- 2.11 There are no restrictions regarding the country's flags in any sport equipment.

### 3 SPONSORS' ADVERTISEMENTS

- 3.1 Interpretation
  - a The definition of "sponsor advertising" is to include all funding bodies such as national lotteries, National Olympic Committees and public or private companies. Uniforms may carry advertisements as specified in clause 3.3 below.
  - b All measurements are taken as the area within a rectangle drawn around the advertisement. Further information on the positions of the advertising sites see [https://www.fih.hockey/static-assets/pdf/fih\\_diagram\\_uniforms\\_advertising-2021.pdf?v=1.1](https://www.fih.hockey/static-assets/pdf/fih_diagram_uniforms_advertising-2021.pdf?v=1.1)
  - c Advertising must conform to all domestic legislation and regulations in force at the venue at which the team is competing. It is the responsibility of the *National Association* of each participating team to ensure compliance.

- d No advertising will be permitted that is deemed by *FIH* to be detrimental to the positive image of the game.
- e Temporary skin tattoos are not permitted as advertising media.

### 3.2 Procedure for Approval

For the Events covered by these Regulations, listed under 1.2, approval from FIH for advertisements is not required. Where approval from FIH has been granted, this is sufficient. Where approval from FIH is not available,

- a approval for advertisements for continental events organised by a CF is the responsibility of the relevant CF, and
- b approval for advertisements for invitational events is the responsibility of the Technical Delegate.

### 3.3 Athletes' Uniforms

Advertising in the form of a company's name, logo or trademark or any other distinctive sign is permitted as described below:

Advertising on Shirts: A maximum of 10 logos as follows		
a)	<b>Position</b>	<b>Description</b>
	On the front of player's shirt	1 (one) advertisement not exceeding 350 cm <sup>2</sup>
b)	<b>Position</b>	<b>Description</b>
	On the upper arm of both shirt sleeves with one above the another	4 (four) advertisements not exceeding 80 cm <sup>2</sup> on each sleeve/position
c)	<b>Position</b>	<b>Description</b>
	On the back of the player's shirt, in a position that does not interfere with the placement of the FIH logo, the size of the player's name and the size of the player's number	1 (one) advertisement not exceeding 200 cm <sup>2</sup>
d)	<b>Position</b>	<b>Description</b>
	On the front of the shirt collar	2 (two) advertisements not exceeding 40 cm <sup>2</sup>
e)	<b>Position</b>	<b>Description</b>
	On the side panels of the shirt	2 (two) advertisement not exceeding 100 cm <sup>2</sup> on each panel
<b>Note: where a team wears a singlet style shirt (i.e. no collar, no sleeves) replacement advertisements of size not exceeding 40 cm<sup>2</sup> each may be placed near the neckline of the shirt:</b>		
Advertising on shorts/skirt/skort: A maximum of 2 logos as follows:		
f)	<b>Position</b>	<b>Description</b>
	On the back/front of the player's shorts / skirt / skorts	1 (one) advertisement not exceeding 100 cm <sup>2</sup>
g)	<b>Position</b>	<b>Description</b>
	On one front leg (opposite the player's number) of the player's shorts	1 (one) advertisement not exceeding 80 cm <sup>2</sup>
Advertising on socks: A maximum of 1 logo per sock as follows:		
h)	<b>Position</b>	<b>Description</b>
	On player's socks	1 (one) advertisement not exceeding 200 cm <sup>2</sup> (on the sides or back of socks)

There are no restrictions on the size of the national emblem or name of the team.

### 3.4 Umpires / Officials' Uniforms

Four (4) advertisements in the form of a company's name, logo or trademark or any other distinctive sign of the manufacturer are permitted when expressly authorised by *FIH*, as described below:

- a on the front of the umpires / officials' shirts – size not exceeding 350 cm<sup>2</sup>;
- b on the upper arm of one or both shirt sleeves - size not exceeding 80 cm<sup>2</sup> each;
- c on the back of the umpires / officials' shirts, below the umpire's name – size not exceeding 350 cm<sup>2</sup>;
- d the host organizer may add a tournament, National Association or *Continental Federation* logo to the uniform, in place of the national emblem, with no restriction on size of the logo.

### 3.5 Other Clothing and Equipment

- a Advertising that conforms to Article 3.1 above, is permitted on training clothing (tracksuits, etc), sports bags, medical bags, etc.
- b Sponsors' advertising is not permitted on any playing/medical equipment – sticks, helmets, gloves, mouthguards, headbands, sweatbands, undergears medical face masks/shields, physio tapes, bibs during the matches, face masks, captain armbands, PC equipment, etc.

#### ***Illustrations of Uniform Advertising***

[https://www.fih.hockey/static-assets/pdf/fih\\_diagram\\_uniforms\\_advertising-2021.pdf](https://www.fih.hockey/static-assets/pdf/fih_diagram_uniforms_advertising-2021.pdf)

## 4. **DEFINITIONS**

### ***Continental Federation / National Association***

A continental or national entity which is a member of or is recognised by *FIH* as the entity governing the sport of hockey in a continent / country.

### ***FIH***

The International Hockey Federation.

### ***Hockey***

The sport of hockey, including both field and indoor hockey and all current and future forms, variations and/or derivatives of the game modified or derived from its traditional form, irrespective of the number of players involved, or the type of venue or playing surface used (excluding only ice-hockey), as decided from time to time by the *Executive Board*.

### ***FIH Uniform Advertising Policy (The Policy)***

The *FIH* Uniform Advertising Policy as amended from time to time.

### ***Good Cause Logos***

"Good cause" logos represent organizations, campaigns, or initiatives dedicated to social responsibility, charitable work, or supporting disadvantaged groups. These logos are designed to communicate a mission, evoke trust, and inspire action or donations.

### ***International Event.***

An Event in which National Representative Teams compete, including (without limitation) Events staged as part of a multi-sport event such as the Olympic Games, and Events which are not captured in the FIH Tournament Management System and do not attract World Ranking point

### ***Medical Face Mask/shield***

A Medical Face Mask or Shield means any paper, plastic or textile covering solely designed or made to be worn over the nose and mouth, or full face, to provide the wearer protection against infections or air pollution

### ***Participants***

Participants shall be considered as the following:

- a All *National Association* team members and officials including Players, Team Management, Coaching Staff, Medical Staff, Technical Support Staff and any duly appointed representatives of the *National Associations* of the participating teams.
- b All *FIH* tournament officials including the *FIH* Representatives, *FIH* staff, Technical Delegate, Technical Officials, Umpires' Managers, Medical Officers, Media Officers, Umpires and any other ad hoc officials appointed by *FIH* or the organising committee.
- c The host *National Association's* representatives and the members of the organising committee.

### ***Statutes***

Statutes of the *FIH*