Commercial Marks Policy

Marketing, promotional and commercial displays at a WorldSkills Competition by WorldSkills International Members

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1 INTRODUCTION

In January 2006, WorldSkills International (WSI) met with WSC2007 & WSC2009 Organising Committee representatives and Global Sponsor Partners. A sponsorship framework was developed to address the issue of potential conflicts at a WorldSkills Competition between Event Sponsors, Global Sponsors and Member Organisation sponsors. The framework was presented to the Board in May 2006 and to the General Assembly in May 2006 and was subsequently ratified.

This document is a policy that provides details of that framework and specifies the rules and guidelines for promotion and exposure of sponsors & supporters of Member Organisations at the WorldSkills Competition.

2 GENERAL RULES

All rights to the title and logo of WorldSkills International, the WorldSkills Competitions and associated events and programs of WSI are the property of WorldSkills International.

No logos or items with logos or commercial identification may be taken into, worn or placed in the skills' workshop area or in the other areas of the WorldSkills Competition unless otherwise stated below or expressly approved by the Host Member and WSI.

Display of sponsors shall consist of a name or logo only. Text such as "Competitor A sponsored by Company B" is not allowed.

While recognising the increasing importance of corporate sponsor support, Member Organisations must conform to the rules outlined in this policy. If there is any doubt, Member Organisations should submit their proposals to the Host Member and WSI in advance to ensure that there is no conflict. WorldSkills International and the Host Member will be the final authority in approving corporate sponsor name or logo's on equipment, clothing and toolboxes/bags.

3 COMMERCIAL MARKING RULES

This section of the policy provides rules specific to the use of commercial and non-commercial identification permissible on the Teams' ceremonial uniforms, competition wear and equipment. Uniforms of all accredited persons (Experts, Team Leaders, Competitors, Delegates and Interpreters) will come under these rules.

3.1 Commercial marking on equipment, clothing and toolboxes

3.1.1 Equipment (tools/infrastructure)

Competitors' (& Experts') equipment may only bear the manufacturer's name and/or trademark logo in the ex-factory size and format i.e. in an 'as purchased' state.

No products of a Competitor's sponsor shall be placed at the tables or other locations in the workshops or any other areas of the WorldSkills Competition, unless they are approved materials or tools required in the competition. This rule does not restrict a Competitor from using personal tools or equipment as permitted in the Technical Description.

3.1.2 Clothing

Member Organisations are allowed to place non-commercial marks on competition or ceremonial uniforms, in addition to corporate and/or manufacturer marks as follows.

Non commercial:

Non-commercial marks include text or logo/s for Member Organisation country/region name, Member Organisation name and/or team name that is non-commercial in nature. (Example: i) New Zealand ii) WorldSkills New Zealand iii) Tool Blacks). There is no limit to the size or number of times this may appear on the clothing.

Commercial:

Commercial marks include the names and/or logos of individual educational institutions and sponsors. These may be displayed once on each garment. The display is not to exceed 40cm2 with a maximum height of 5cm.

3.1.3 Toolboxes/bags

Non-commercial:

The display of a Competitor's name, the Member Organisation country/region name, Member Organisation name and/or team name and/or national/regional flag on the toolbox/bag is permitted without restriction. However the officially recognised WorldSkills International Member Organisations' name and flag must be used.

Commercial:

The name or logo of a Competitor's educational institution and/or sponsor may be displayed once on the toolbox/bag. The display is not to exceed 630cm2 with a maximum height of 21cm.

3.1.4 Flags

The display of any flags on equipment, clothing, toolboxes, bags or workstations must be the approved flag for the Member Organisation as per our Standing Orders.

3.1.5 Other advertising

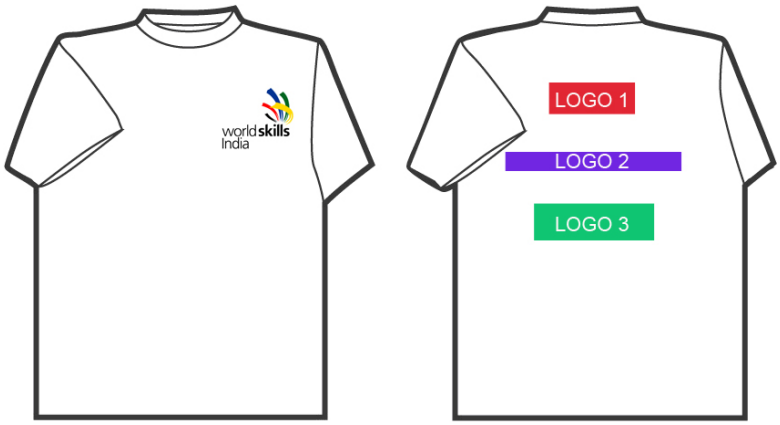
All other advertising at the WorldSkills Competition by Member Organisations' teams or individuals in association with Competitors and/or Experts is prohibited. This includes but is not limited to signs, brochures, leaflets, banners, audiovisual advertising and any other form of advertising. The exception to this rule is in places like the Global Skills Village where advertising is permitted within the Member Organisations' or sponsors' own booth.

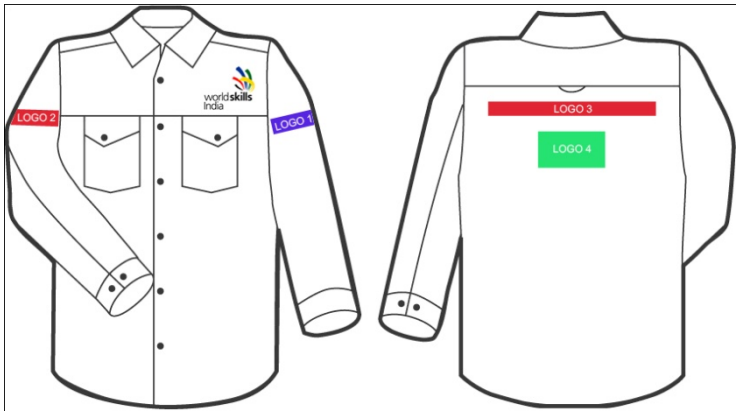
4 SUMMARY TABLE

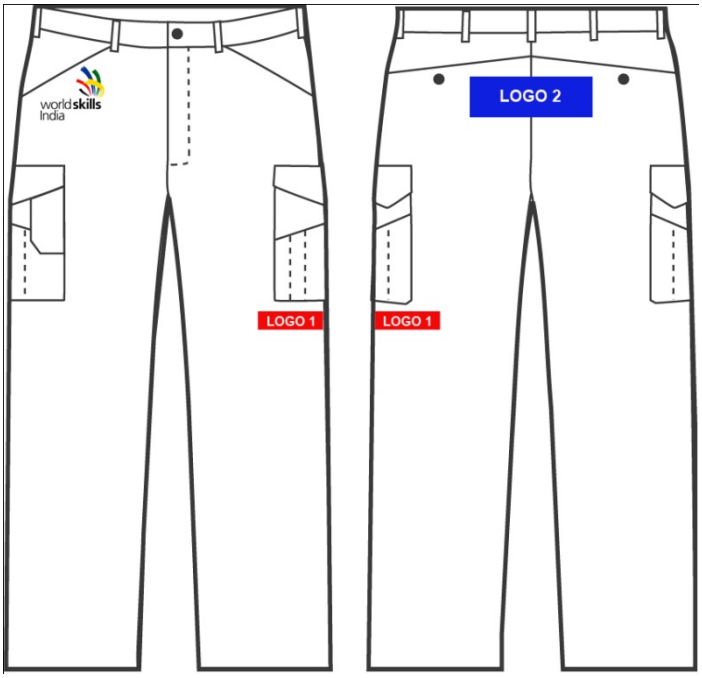
Item	WSI and/or WSC logo	Member Organisations' name and/or logo	Team name and/or logo	Member Organisations'/ Competitors' sponsor logo & size
Ceremonial uniform	Yes	Yes	Yes	No
Casual uniform	Yes	Yes	Yes	Yes/ 1 not to exceed 40cm^2 with a maximum height of 5cm.
Workstation	Yes	Yes	Yes	No
Toolbox	Yes	Yes	Yes	Yes/1 display is not to exceed 630cm^2 with a maximum height of 21cm
Equipment	Yes	Yes	Yes	Yes but only in the 'as purchased' form
Tools	Yes	Yes	Yes	Yes but only in the 'as purchased' form
Supplies/products/ consumables	Yes	Yes	Yes	No unless approved by Host and WSI

5 APPENDIX

Examples of sponsor logo placement on clothing






worldskills
India
LOGO 1
LOGO 2
LOGO 1