

# COMMERCIAL MARKS POLICY

Marketing, promotional and  
commercial displays at a  
Competition by Members

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# 1 INTRODUCTION

In January 2006, WorldSkills International (WSI) met with WSC2007 and WSC2009 Organizing 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 Organization 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 and supporters of Member Organizations at the WorldSkills Competition.

## 2 GENERAL RULES

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

No logos or items with logos or commercial identifications may be taken into, worn or placed in the workshop areas or in the other areas of the WorldSkills Competition unless otherwise stated below or expressly approved by the WorldSkills International and/or the Competition Organizer.

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

While recognizing the increasing importance of corporate sponsor support, Member Organizations must conform to the rules outlined in this policy. If there is any doubt, Member Organizations should submit their proposals to WorldSkills International and the Competition Organizer in advance to ensure that there is no conflict. In all cases WorldSkills International will be the final authority in approving commercial identifications and/or logos on equipment, clothing, bags and toolboxes.

## 3 COMMERCIAL MARK 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 MARKS ON EQUIPMENT, CLOTHING, BAGS AND TOOLBOXES

#### 3.1.1 EQUIPMENT (TOOLS/INFRASTRUCTURE)

Competitor and Expert 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 Organizations 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 Organization country/region name, Member Organization name, team name, and/or national/regional flag that is non-commercial in nature. Example: New Zealand, WorldSkills New Zealand, 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. Each name and/or logo may be displayed once on each garment. The display is not to exceed 40 cm<sup>2</sup> with a maximum height of 5 cm.

#### 3.1.3 TOOLBOXES AND BAGS

##### **Non-commercial:**

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

##### **Commercial:**

Each name or logo of a Competitor's educational institution and/or sponsor may be displayed once on the toolbox or bag. The display is not to exceed 630 cm<sup>2</sup> with a maximum height of 21 cm.

#### 3.1.4 FLAGS

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

### 3.1.5 **OTHER ADVERTISING**

All other advertising at the WorldSkills Competition by Members or individuals in association with Competitors and/or Experts is prohibited. This includes signs, brochures, leaflets, banners, audio-visual advertising and any other form of advertising. The exception to this rule is in places like the WorldSkills Village where advertising is permitted within the Member Organization or sponsors' own booth.

## 4 SUMMARY TABLE

ITEM	WSI AND/OR WSC LOGO	MEMBER ORGANIZATION NAME AND/OR LOGO	TEAM NAME AND/OR LOGO	MEMBER ORGANIZATION/COMPETITOR SPONSOR LOGO AND SIZE
Ceremonial uniform	Yes	Yes	Yes	No
Casual uniform	Yes	Yes	Yes	Yes Each not to exceed 40 cm <sup>2</sup> with a maximum height of 5 cm.
Workstation	Yes	Yes	Yes	No
Toolbox/bag	Yes	Yes	Yes	Yes Each display is not to exceed 630 cm <sup>2</sup> with a maximum height of 21cm
Equipment	Yes	Yes	Yes	Yes Only in the "as purchased" form
Tools	Yes	Yes	Yes	Yes Only in the "as purchased" form
Supplies/products/consumables	Yes	Yes	Yes	No Unless approved by Competition Organizer and WSI

## 5 APPENDIX

Examples of sponsor logo placement on clothing:

