

## RUNDSCHREIBEN Nr. 96/ ALLGEMEIN/2025 WELTCUPS

World Aquatics (AQUA) bestätigt, dass Teilnehmer an allen Weltcup-Veranstaltungen von AQUA nun ein persönliches Sponsorenlogo (ein „Athleten-Sponsorenlogo“) auf ihrer Wettkampfausrüstung (Schwimmanzüge, Schwimmkappen, Pool-Deck-Ausrüstung) tragen dürfen.

Ein Athleten-Sponsorenlogo darf nicht mit der Produktkategorie eines Sponsors des OSV in Konflikt stehen. (Beispielsweise dürften Aktive kein Austrian Airlines-Logo tragen, wenn der Verband von EVA Air gesponsert wird.) Um Konflikte zu vermeiden, empfehlen wir Aktiven dringend, sich vor der Zusammenarbeit mit einem Sponsor mit der Geschäftsstelle zu beraten und die entsprechende Genehmigung einzuholen.

Im Anhang findet sich eine Kopie der aktualisierten Regeln von AQUA, die bereits in Kraft getreten sind und zu gegebener Zeit in die Wettkampfbestimmungen aufgenommen werden.

Alle Aktiven, die an Weltcups teilnehmen wollen, müssen die entsprechenden Kriterien der Sparte erfüllen und werden nach fristgerechter Rücksprache mit dem Spartenfachwart durch die Geschäftsstelle für eine Teilnahme an der Veranstaltung gemeldet.

Einer Teilnahme beim Weltcup liegt keine Normierung durch den OSV zu Grunde, und es ist keine Entsendung eines Nationalteams. Die Teilnahme erfolgt auf Eigenkosten. Es kann um eine Unterstützung beim Spartenfachwart angesucht werden.

Um den Werberichtlinien von AQUA zu entsprechen, kann die Pool-Deck-Ausrüstung des OSV-Ausstatters ERIMA getragen werden und mit temporäreren persönlichen Sponsorenlogos, entsprechend den Guidelines, zusätzlich ergänzt werden.

Wien, 03.11.2025  
**ÖSTERREICHISCHER SCHWIMMVERBAND**

Walter Bär, e.h.  
OSV -Sportdirektor



 Bundesministerium  
Wohnen, Kunst, Kultur,  
Medien und Sport

**7****ADVERTISING AND OTHER IDENTIFICATIONS**

7.1 No advertising or other identification is permitted on Swimwear, pool deck equipment, and the uniforms of Athletes and team officials worn or displayed at World Aquatics Events (“competition wear”), with the exception of the World Aquatics Masters Championships, otherwise as permitted in Article 7 of this Part One.

7.2 Athlete sponsor logos (to be worn at World Aquatics World Cup events only) and Member Federation sponsor logos (both of which logos, for the avoidance of doubt, do not include logos of the manufacturer of the relevant piece of competition wear) are subject to World Aquatics’ prior written approval.

7.3 An Athlete sponsor logo must not conflict with the product category of any sponsor of such athlete’s Member Federation. Additionally, no Athlete shall display his or her sponsor logo in violation of his or her Member Federation’s rules, policies and/or morals. To avoid potential conflicts, Athletes must consult with and obtain the permission of their Member Federation before committing to wear an Athlete sponsor logo for a World Cup.

7.4 The size of logos on Swimwear will be calculated by World Aquatics with reference to the entire area of the rectangle created by the most distant points of the logo, as shown in the figure immediately below:



7.5 The following identifications are permitted on swimsuits:

7.5.1 The manufacturer’s logo:

7.5.1.1 On a one-piece swimsuit, a maximum of two (2) logos of the manufacturer. One (1) logo may be located above the waist (if feasible) and one (1) below the waist. The two (2) logos must not be located immediately adjacent to each other.

7.5.1.2 Each manufacturer’s logo may be a maximum size of 30 cm<sup>2</sup>.

7.5.2 One (1) Member Federation sponsor’s logo of a maximum size of 30 cm<sup>2</sup> and, for World Aquatics World Cup events only, one (1) Athlete sponsor’s logo of a maximum size of 30 cm<sup>2</sup>.

7.5.3 One (1) flag and one (1) country name or code of a combined maximum size of 50 cm<sup>2</sup>. Repetitions of the national flag or colours or elements of the national flag that are included as a design element of the swimsuit, are permitted and do not fall within the scope of this Article of this Part One.

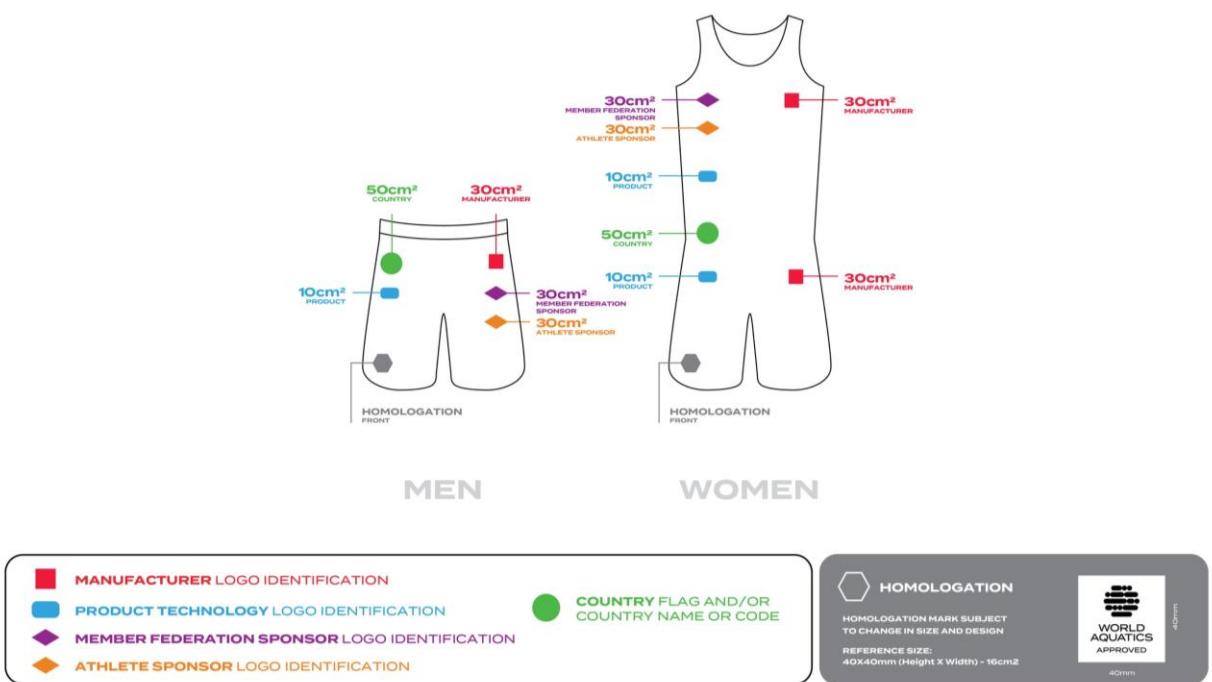
7.5.4 A maximum of two (2) Product Technology Identifications:

7.5.4.1 On a one-piece swimsuit, one (1) Product Technology Identification must be located above the waist (if feasible) and one (1) Product Technology Identification must be located below the waist, each of a maximum size of 10 cm<sup>2</sup>.

7.5.4.2 Product Technology Identifications must not be located immediately adjacent to each other or any manufacturer’s logo.

7.5.5 One (1) homologation identification placed in accordance with Article 7.4.5 of this Part One. For Swimming and Open Water Swimming, the homologation mark shall be placed on the area of the front legs (left or right), in lower and prominent position. The homologation mark must be 16 cm<sup>2</sup> and must be placed at a maximum of 8-9 cm from the bottom edge of the swimsuit. It should not be placed on the edge seam.

7.5.6 For guidance purposes (and not to scale), an example of the identifications is shown in the figure immediately below.



## 7.6 The following identifications are permitted on wetsuits:

7.6.1 One (1) or more logos of the manufacturer. The logo(s) may be located on the front and/or back and/or sides and on the inside and/or outside of the wetsuit. The maximum combined size of the logo(s) of the manufacturer, on the front and the back, is 160 cm<sup>2</sup> (80 cm<sup>2</sup> on the front, 80 cm<sup>2</sup> on the back).

7.6.2 One (1) Member Federation sponsor's logo of a maximum of 30 cm<sup>2</sup>, located on the front of the wetsuit, and for World Aquatics World Cup events only, one (1) Athlete sponsor's logo of a maximum size of 30 cm<sup>2</sup>, which shall not conflict with the product category of the Member Federation sponsor's logo.

7.6.3 A maximum of two (2) Product Technology Identifications:

7.6.3.1 One (1) Product Technology Identification must be located above the waist and one (1) Product Technology Identification must be located below the waist, each of a maximum size of 10 cm<sup>2</sup>.

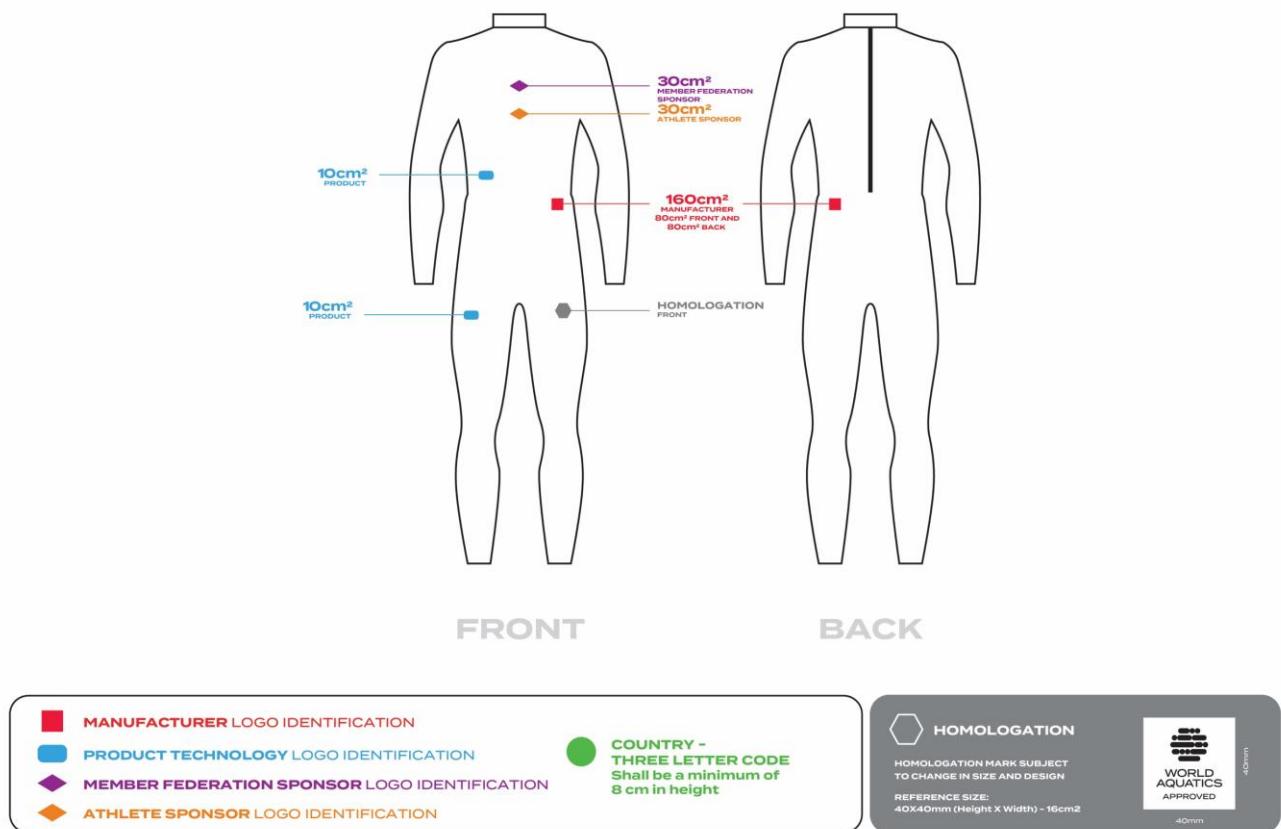
7.6.3.2 Product Technology Identifications must not be located immediately adjacent to each other or any manufacturer's logo.

7.6.4 There must be a minimum clearance space of 1.5 cm around all logos located on the wetsuit, calculated from the edges of the entire area of the rectangle created by the most distant points of the manufacturer's logo, as shown in the figure at Article 7.4 of this Part One. The minimum clearance space around a logo must not overlap with the minimum clearance space around another logo.

7.6.5 No logos, marks, or other design or graphic elements are permitted on the upper arm or shoulder articulation area of the wetsuits, in order to allow for the clear application and visibility of the Athlete's race number.

7.6.6 One (1) homologation mark.

7.6.7 For guidance purposes (and not to scale), an example of the identifications is shown in the figure immediately below.



7.7 The following identifications are permitted on caps in Swimming competitions:

7.7.1 One (1) manufacturer's logo of a maximum size of 20 cm<sup>2</sup>, located on the front of the cap.

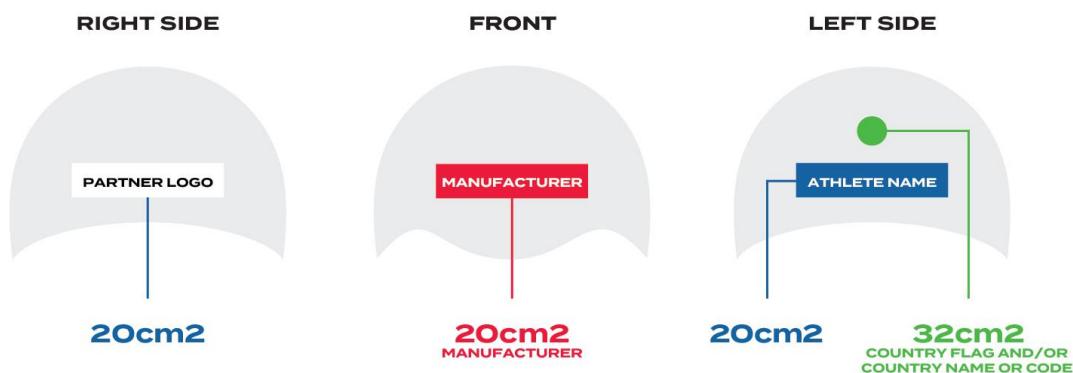
7.7.2 One (1) flag and one (1) country name or code of a combined maximum size of 32 cm<sup>2</sup>, located on one side of the cap, as advised by World Aquatics.

7.7.3 One (1) Athlete name of a maximum size of 20 cm<sup>2</sup>, located on one side of the cap, subject to approval by World Aquatics.

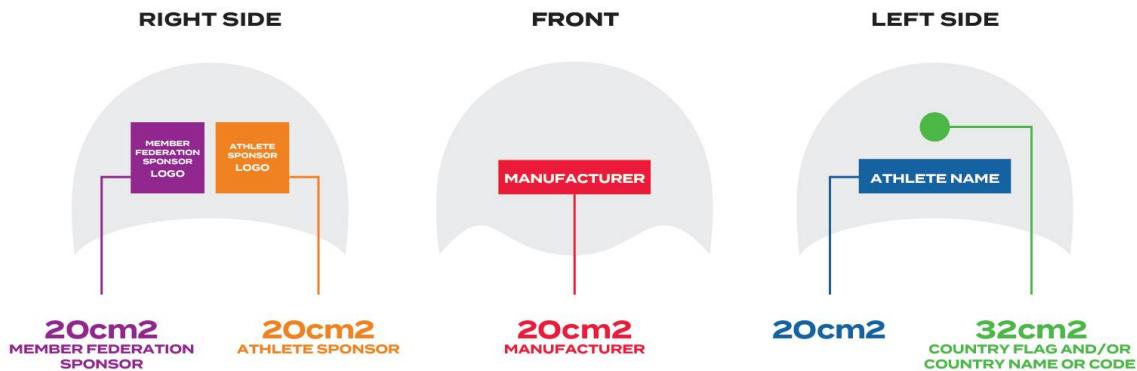
7.7.4 For World Aquatics Championships, one (1) World Aquatics partner logo of a size determined by World Aquatics on a case-by-case basis, located on the right side of the cap.

7.7.5 For World Aquatics World Cup events only, one (1) Member Federation sponsor's logo of a maximum of 20 cm<sup>2</sup>, located on the right side of the cap, and one (1) Athlete sponsor's logo of a maximum size of 20 cm<sup>2</sup>, located on the right side of the cap, which shall not conflict with the product category of the Member Federation sponsor's logo. Such two logos shall be located beside each other.

7.7.6 For guidance purposes (and not to scale), examples of the identifications for Swimming competitions (including the World Aquatics World Cup-specific competitions) are shown in the figures immediately below.



***Swimming competitions (reflected in 7.6.1 to 7.6.4)***



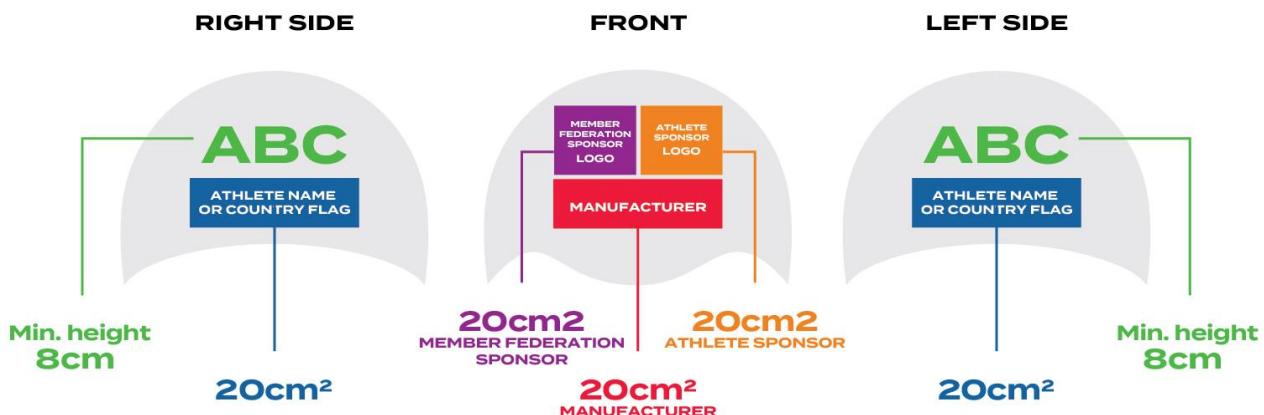
***World Cup competitions only (reflected in 7.6.5)***

7.7.7 If confirmed in advance by World Aquatics, one (1) flag and one (1) country name or code of a combined maximum size of 32 cm<sup>2</sup> may be printed twice (i.e., the flag and country name may appear on both sides of the cap).

7.7.8 An Athlete may wear one (1) or two (2) caps. If two (2) caps are worn, both must comply with the requirements of this Article \_\_\_ of this Part One.

7.8 The following identifications are permitted on caps in Open Water Swimming competitions:

- 7.8.1 The Athlete's Member Federation's three-letter code must be printed in a minimum height of 8 cm, located on each side of the cap.
- 7.8.2 The Athlete's name and/or the flag of the Country that the Athlete's Member Federation represents may be printed at a combined maximum size of 20 cm<sup>2</sup>, located on each side of the cap below the three-letter code.
- 7.8.3 One (1) manufacturer's logo of a maximum size of 20 cm<sup>2</sup>, located on the front of the cap.
- 7.8.4 For World Aquatics World Cup events only, one (1) Member Federation sponsor's logo of a maximum of 20 cm<sup>2</sup> when worn, located on the front of the cap, and one (1) Athlete sponsor's logo of a maximum size of 20 cm<sup>2</sup> when worn, located on the front of the cap.
- 7.8.5 For guidance purposes (and not to scale), an example of the identifications is shown in the figure immediately below:



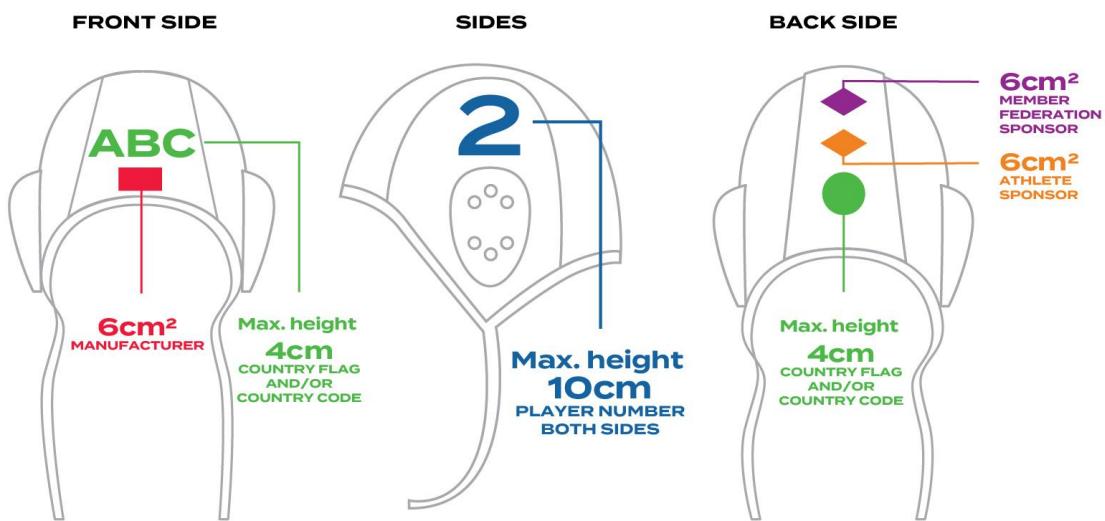
7.8.6 An Athlete may wear one (1) or two (2) caps. If two (2) caps are worn, both must comply with the requirements of Articles 7.7.1 to 7.7.4 of this Part One.

7.9 The following identifications are permitted on caps in Water Polo competitions:

- 7.9.1 The Athlete's Member Federation's country name or code and/or the flag of the Country that the Athlete's Member Federation represents must be printed in a maximum height of 4 cm, located on the front of the cap.
- 7.9.2 The Athlete's Member Federation's country name or code and/or the flag of the Country that the Athlete's Member Federation represents must be printed in a maximum height of 4 cm, located on the back of the cap.
- 7.9.3 Two (2) Athlete squad numbers, each of a height of 10 cm, located one on each side of the cap.
- 7.9.4 One (1) manufacturer's logo of a maximum size of 6 cm<sup>2</sup>, located on the front of the cap below the Athlete's Member Federation's country name or code and/or the flag of the Country that the Athlete's Member Federation represents.

7.9.5 For World Aquatics World Cup events only, one (1) Member Federation's sponsor's logo of a maximum size of 6 cm<sup>2</sup> and one (1) Athlete sponsor's logo of a maximum size of 6 cm<sup>2</sup>, located on the back of the cap above the Athlete's Member Federation's country name or code and/or the flag of the Country that the Athlete's Member Federation represents.

7.9.6 For guidance purposes (and not to scale), an example of the identifications is shown in the figure immediately below:



7.10 The following identifications are permitted on goggles:

7.10.1 Two (2) manufacturer's logos of a maximum size of 6 cm<sup>2</sup> each, located on the spectacle frame or strap.

7.11 The following requirements apply to Athlete bibs, and the following identifications are permitted:

7.11.1 Bibs must be of a maximum size of 24 cm (width) by 20 cm (height).

7.11.2 The height of the digits on the bibs will be no smaller than 6 cm and no taller than 10 cm.

7.11.3 The maximum height of the identification above the digits will be 6 cm. The identification may display the name and/or logo of a World Aquatics partner. A maximum of one (1) World Aquatics partner may be displayed on a bib. However, at a particular competition there may be one (1) partner for men's events and one (1) partner for women's events and, if so, the bibs for men and women Athletes will reflect that.

7.11.4 The maximum height of the identification(s) below the digits will each be 4 cm. The identification furthest below the digits may display the name and/or logo of the host city and the year of the competition.

7.11.5 The bibs must be printed in suitable colours in order to ensure maximum visibility of the digits.

7.11.6 During Athlete introduction and award ceremonies, each Athlete must wear the bib so it is fully visible.

7.11.7 If an Athlete removes the bib before being presented at the start of an event or before completion of the medal ceremony, the Athlete may (in World Aquatics' absolute discretion) be disqualified.

7.11.8 For guidance purposes (and not to scale), an example of the identifications is shown in the figure immediately below, along with a table that explains when Athletes must wear the bib:



Bib	Presentation Semi-Final	Presenta tion Final	Award
SW	Yes	Yes (+ Relay)	Yes
DV	Yes	Yes	Yes
HD	Yes	Yes	Yes
AS	Yes	Yes	Yes
WP	N/A	N/A	Yes
OWS	N/A	N/A	Yes

7.11.9 Each Athlete at World Aquatics Championships and World Aquatics competitions must wear on the chest over their tracksuit such advertising as supplied by World Aquatics when being introduced prior to the start of each event and during the medal ceremony.

7.12 The following identifications are permitted on pool deck equipment:

7.12.1 On each clothing item (i.e., windbreakers, t-shirts, polo shirts, casual shirts, sweat shirts, bath robes, trousers, shorts, and skirts):

7.12.1.1 a maximum of three (3) sponsors' logos (which may include the manufacturer's logo) of a maximum size of 40 cm<sup>2</sup> each;

7.12.1.2 one (1) logo of the Athlete's Member Federation or NOC of a maximum size of 40 cm<sup>2</sup>;

7.12.1.3 one (1) Product Technology Identification of a maximum size of 10 cm<sup>2</sup>;

7.12.1.4 if the manufacturer of the clothing item is a World Aquatics partner at the date of the competition, one (1) competition logo of a maximum size of 40 cm<sup>2</sup> is permitted; and

7.12.1.5 For World Aquatics World Cup events only, a maximum of four (4) sponsors' logos are allowed: two (2) Member Federation sponsors' logos of a maximum of 40 cm<sup>2</sup> each, and two (2) Athlete sponsors' logos of a maximum size of 40 cm<sup>2</sup> each (which shall not conflict with the product category of the Member Federation sponsor's logo) and one (1) manufacturer's logo of a maximum size of 40 cm<sup>2</sup>.

7.12.2 On each accessory item (i.e., towels, baseball caps, hats, headphones, facemasks, jewellery, socks, and footwear):

7.12.2.1 a maximum of two (2) sponsors' logos (which may include the manufacturer's logo) of a maximum size of 6 cm<sup>2</sup> each;

7.12.2.2 one (1) logo of the Athlete's Member Federation (or, at the Olympic Games, the Athlete's NOC) of a maximum size of 6 cm<sup>2</sup>; and

7.12.2.3 For World Aquatics World Cup events only, one (1) Member Federation sponsor's logo of a maximum of 6 cm<sup>2</sup>, and one (1) Athlete sponsor's logo of a maximum size of 6 cm<sup>2</sup>, which shall not conflict with the product category of the Member Federation sponsor's logo.

7.12.3 On bags:

- 7.12.3.1 one (1) or more advertising indications to a maximum cumulative size of 60 cm<sup>2</sup>;
- 7.12.3.2 one (1) logo of the Athlete's Member Federation (or, at the Olympic Games, the Athlete's NOC) of a maximum size of 6 cm<sup>2</sup>; and
- 7.12.3.3 For World Aquatics World Cup events only, one (1) Member Federation sponsor's logo of a maximum of 60 cm<sup>2</sup>, and one (1) Athlete sponsor's logo of a maximum size of 60 cm<sup>2</sup>, which shall not conflict with the product category of the Member Federation sponsor's logo.

7.12.4 Subject to World Aquatics' prior approval on a case-by-case basis, a Member Federation or Athlete may place advertising and other identifications at any location on clothing items, accessory items, and/or bags, other than the designated bib area shown in the figure above.

7.13 No advertisement or other indications on the skin or body of an Athlete is permitted.

7.14 No advertisement of products containing 15% or greater alcohol by volume, tobacco-based products, vapor-based smoking products, or sport gambling products or services is permitted. For the avoidance of doubt, advertisement of products containing less than 15% alcohol by volume alcohol and products or services involving games of chance (e.g., state-sponsored lotteries) are permitted.

7.15 In case of any possible or actual breach of any provision of this Article 7 of this Part One:

7.15.1 The Athlete or other person must immediately remove the infringing item (and replace the infringing item with a non-infringing item) and provide the infringing item to World Aquatics (or an authorised Technical Official) for further investigation (and/or must take such other action as deemed appropriate and requested by World Aquatics (or an authorised Technical Official)).

7.15.2 If asked to do so, the Athlete or other person is not entitled to refuse or delay removal of the infringing item or provision of it to World Aquatics (or an authorised Technical Official) on the basis that they dispute that the item infringes the rules (or on any other grounds).

7.15.3 If the Athlete or other Person fails to comply with any direction from World Aquatics (or an authorised Technical Official), World Aquatics (or an authorised Technical Official) may disqualify or otherwise remove the Athlete or other person from competition and/or any Venue.

7.15.4 World Aquatics may investigate any possible or actual breach of the rules and if necessary take further action in accordance with the applicable rules.

7.16 World Aquatics may request prior to any World Aquatics Event that a Member Federation, Athlete, or other person submits any products or items for examination by World Aquatics.