



**FEI General Regulations, 24th edition, effective 1 January 2020  
(updates effective 1 January 2023)**

## **Article 135 - Advertising on Athletes and Horses and Promotion**

2. At all Events, except Regional and Olympic Games under the patronage of the IOC, Athletes may wear clothing and use equipment (including, but not limited to, riding equipment and vaulting back pads) and vehicles which identify the manufacturer, the Athlete's sponsor(s), the Athlete's team sponsor(s), the NF's sponsor(s), the Athlete's nation, and/or the Athlete himself, but only under the specific conditions set forth below:
  - 2.1. Identification of a Non-Sponsor Manufacturer
    - 2.1.1. While present in the Competition area and during the prize-giving ceremonies names or logos identifying a non-sponsoring manufacturer of the clothing, equipment and/or vehicles (including but not limited to carriages) may appear only once per item of clothing, equipment and/or vehicle and solely on a surface area not exceeding:
      - i) three square centimeters (3 cm<sup>2</sup>) for clothing and equipment except for the harnesses during the Driving Events;
      - ii) fifty square centimeters (50 cm<sup>2</sup>) on each side of vehicles during the Driven Dressage and Obstacle-Cone Driving Phases of Driving Events;
      - iii) the size of the strap on which the identification of the manufacturer appears, and no longer than ten centimeters (10 cm), only once on each harness during the Driving Events
  - 2.2. Identification of Sponsors
    - 2.2.1. While present in the Competition area and during the prize-giving ceremonies the name and/or logo of the Athlete's sponsor(s), his team sponsor(s) and/or his NF's sponsor(s) may appear on a surface area not exceeding:
      - i) four hundred square centimeters (400 cm<sup>2</sup>) on each side of vehicles during the Driven Dressage and Obstacle-Cone Driving Phases of Driving Events and Vaulting back pads;
      - ii) two hundred square centimeters (200 cm<sup>2</sup>) on each side of saddle cloth;
      - iii) eighty square centimeters (80 cm<sup>2</sup>) only once on jackets or top garments at the height of breast pockets during the Driven Dressage and Obstacle-Cone Driving Phases of Driving Events;
      - iv) eighty square centimeters (80 cm<sup>2</sup>) on each of the two sides of jackets or top garment at the height of breast pockets for Jumping Events, Dressage Events and for Jumping and Dressage tests of Eventing;
      - v) one hundred square centimeters (100 cm<sup>2</sup>) only once on Vaulting outfits;
      - vi) eighty square centimeters (80 cm<sup>2</sup>) (maximum twenty centimeters -20 cm- long, maximum four centimeters -4 cm- wide) only once lengthwise on the left leg of the riding breeches during the Jumping Events and the Cross-Country and Jumping tests of Eventing. In any case, the surface area on the riding breeches should be dedicated to the visibility of the following only: the Athlete's name, identification of the Athlete's nationality, the name and/or logo of the Athlete's sponsor(s), his team sponsor(s) and/or his NF's sponsor(s);



- vii) sixteen square centimeters (16 cm<sup>2</sup>) on both sides of the shirt collar and of the hunting stock or centrally in the middle part of the collar on the ladies' blouses;
- viii) Either two hundred square centimeters (200 cm<sup>2</sup>) on one arm of jackets or top garment or one hundred square centimeters (100 cm<sup>2</sup>) on each arm of jackets or top garment for the Cross-Country tests of Eventing and Endurance Events;
- ix) one hundred twenty five square centimeters (125 cm<sup>2</sup>) (maximum twenty five centimeters - 25 cm- long, maximum five centimeters -5 cm- wide) vertically in the middle part of the hard hat for the Jumping Events and for the Jumping and Cross-Country tests of Eventing and for the Endurance Events. The name and/or logo may appear horizontally, provided the dimensions are complied with;
- x) seventy five square centimeters (75 cm<sup>2</sup>) for the logo on ear hoods in Jumping Events, Dressage Events, Driving Events, Vaulting Events and Eventing Events.

2.2.1.1. Unless stated otherwise in the Sport Rules, Athletes shall wear the official clothing of their NF throughout all stages of competition (team and individual) during the FEI Championships and/or CIOs.

2.2.1.2. Should a NF not have an official clothing, the Athlete(s) of such NF shall be entitled to wear their own clothing, subject to the relevant Discipline Rules and requirements of this Article.

2.2.2. The Marathon Phase of Driving Events is specifically excluded from this Article and instead is governed by the Sport Rules for Driving.

2.2.3. The OC may display the name and/or logo of a Competition and/or Event sponsor(s) on members of the OC crew present in the competition area and on numbers present on front and back of the bibs worn by Athletes during the Cross-Country tests of Eventing and Endurance Events, as well as on stable rugs when they are in the Competition area and during the prize-giving ceremonies at all FEI Events. The size of name and/or logo on Athlete's number shall not exceed 100 cm<sup>2</sup>.

2.3. Athlete's National identification

2.3.1. While present in the Competition area and during the prize-giving ceremonies the name or logo of the Athlete's nation, its national symbol and/or its national flag, and/or the Athlete's NF logo or name may appear on a surface area not exceeding:

- i) four hundred square centimeters (400 cm<sup>2</sup>) on each side of a vehicle during the Driven Dressage and Obstacle-Cone Driving Phases of Driving Events and Vaulting back pads;
- ii) eighty square centimeters (80 cm<sup>2</sup>) only once on jackets or top garments, at the height of breast pockets during the Driven Dressage and Obstacle-Cone Driving Phases of Driving Events;
- iii) a reasonable size on each of the two (2) sides of jackets or top garment, at the height of breast pockets and on the collar for Jumping Events, Dressage Events and for Jumping and Dressage tests of Eventing.
- iv) two hundred square centimeters (200 cm<sup>2</sup>) on each side of saddle cloth.
- v) one hundred square centimeters (100 cm<sup>2</sup>) only once on Vaulting outfits;
- vi) Either two hundred square centimeters (200 cm<sup>2</sup>) on one arm of jackets or top garment or one hundred square centimeters (100 cm<sup>2</sup>) on each arm of jackets or top garment for Events in all Disciplines;
- vii) Vertically in the middle part of the Protective Headgear for the Jumping Events;
- viii) Vertically in the middle part of the protective head gear of Dressage;
- ix) Vertically in the middle part of the protective head gear of Eventing and Endurance Events. In both cases, national colors may appear on the entire surface of such protective headgear;



- x) eighty square centimeters (80 cm<sup>2</sup>) (maximum twenty centimeters -20 cm- long, maximum four centimeters -4 cm- wide) only once lengthwise on the left leg of the riding breeches during the Jumping Events, and the Cross-Country and Jumping tests of Eventing and the Endurance Events,
- xi) seventy five square centimeters (75cm<sup>2</sup>) for the logo on ear hoods in Jumping Events, Dressage Events, Vaulting Events and Eventing Events.  
In any case, the Athlete's national identification can be combined in the same surface area with the name and/or logo of the Athlete's sponsor(s), his team sponsor(s) and/or the NF's sponsor(s) as long as their presence and visibility are in compliance with the surface areas mentioned in art. 2.2.1. and 2.3.1.
- xii) In addition, each Discipline may specify in its relevant Sport Rules that the name or logo of the Athlete's nation, its national symbol and/or its national flag, and/or the Athlete's NF logo or name may appear on another part of the clothing, equipment and/or vehicles.

#### 2.4. Athlete's Name

- 2.4.1. While present in the Competition area and during the prize-giving ceremonies the Athlete's name may appear on a surface area not exceeding:
  - (i) eighty square centimeters (80 cm<sup>2</sup>) (maximum twenty centimeters -20 cm- long, maximum four centimeters -4 cm- wide) only once lengthwise on the left leg of the riding breeches during the Endurance Events, the Jumping Events and the Jumping and Cross-Country tests of Eventing;
- 3. Unless otherwise specified in this Article, no advertisement or publicity is permitted on any Athlete, Official, Horse, vehicle, vaulting back pads or riding equipment while present in any Competition area or during the performance. However, Athletes inspecting the course may wear the logo of their sponsor, their team sponsor(s), and/or of their NF's sponsor(s) and/or their nationality within a frame not exceeding four hundred square centimeters (400 cm<sup>2</sup>) on the front and back of their top garments and within a frame not exceeding fifty square centimeters (50 cm<sup>2</sup>) on head gear.
- 6. Unless otherwise provided in the Sport Rules, advertising may appear on obstacles and on the sides of the arena provided any applicable broadcast, internet, or similar law or agreement permits such advertising. For example, specifications for sponsored obstacles/fences are covered in Sport Rules.
- 7. Unless otherwise agreed in writing by the FEI, for the purpose of this Article, the Competition area shall include all areas where the Athlete is being judged or his/her Horse is undergoing a Horse inspection. It shall not include collecting rings/practice arenas, the "start & finish box" in Eventing, the holds at the veterinary gates in an Endurance Event or the compulsory rests in a Driving Event.
- 8. The Chief Steward is responsible for ensuring that the above provisions are respected by Athletes before entering the arena. Athletes not complying with the above will not be permitted to enter the arena during competition. An official clothing approved by a NF not complying with the requirements of this Article will not be authorised by the FEI.