

TWG 2025 Request for Sponsor Approval

Any TWG participant who wishes to display sponsors' logos on their personal equipment or clothing must submit a request for approval for each sponsor and logo to the LOC, except for the manufacturer. If approval is granted, they must follow the Brand Control Standards for Apparel and Items of the LOC, their own IF's regulations on the size of logos and restrictions on the number of sponsors permitted in accordance with the IWGA General Guidelines on Authorized Identifications at The World Games and the IWGA CI Guidelines.

Please submit your application via email before May 30, 2025, to request permission to display sponsors' logos on personal equipment and/or clothing. The size of the logos and the restrictions on the number of sponsors must follow the regulations of the International Federation (IF).

This process is in place to avoid any exclusivity conflicts between sponsors or potential sponsors of IWGA and TWG 2025. Chengdu LOC will respond to all requests via email within 10 days from the submission.

Equipment and clothing belonging to IFs, NOCs/NSOs, NFs, or individual athletes may not display any form of advertising unless it has been specifically authorized by the IWGA or TWG 2025.

Thank you for your cooperation. We look forward to seeing you in Chengdu.

Brand Control Standards for Apparel and Items

During the Games, the number and size of the manufacturers' identifications on each item shall comply with the following standards:

Category	Subcategory	Control Standard
Sports Equipment	Stationary equipment and personal equipment	One manufacturer identification is allowed per item of equipment. The manufacturer's identification should be no greater than 10% of the surface area of the equipment that is exposed during competition, with a maximum size of 60 square centimetres.
Technical Facilities	Required for the operation of the Games or activities	For such equipment as on-site large-screen displays and audio equipment, each piece may display one manufacturer's identification, but it shall not exceed 1/10 of the equipment's height, and the maximum size is 8 square centimetres.
<p>Uniforms (including clothing, accessories, and footwear. Clothing includes formal wear, sports clothing, competition clothing, award ceremonies clothing, and casual wear, etc. Accessories refer to small ornaments or items worn or used, such as helmets, hats, goggles, sunglasses, towels, hand towels, belts, gloves, etc. Footwear refers to shoes and socks.)</p>	Competition uniforms of athletes and team officials	<ul style="list-style-type: none"> ● Each piece of clothing may display one manufacturer's identification, with a maximum size of 30 square centimetres. ● Gloves: Each glove may display one manufacturer's identification, with a maximum size of 8 square centimetres. ● On each piece (a pair of shoes counts as 2 pieces) of footwear, one manufacturer's identification may be displayed, with a maximum size of 10 square centimetres. ● Eyewear: It may display the manufacturer's identification identical to those on products for retail six months or earlier prior to the competition. ● For accessories not mentioned above, the size of the manufacturer's identification shall not exceed 6 square centimetres. ● The flag pattern of NOCs or the IWGA logo can be displayed on the uniform.
	Uniforms or clothing of spectators, media, and broadcaster staff	Normal manufacturer's identifications are allowed, without strict requirements on quantity and size. However, they shall not

		be deliberately displayed or used for advertising purposes. Also, the appearance of “group identifications” should be prevented. In addition, with prior approval of the Chengdu ExCo, the institutional identification of media or broadcaster, such as UBS, can be presented on the staff uniforms or clothing.
	Uniforms or clothing of IWGA members, other GUESTs, and their accompanying persons	Normal manufacturer’s identifications are allowed, without strict requirements on quantity and size.
	Uniforms of the Chengdu ExCo staff or venue staff (including volunteers) and technical officials	<ul style="list-style-type: none"> ●Uniforms designed and approved by the Chengdu ExCo can display manufacturer’s identifications. ●The IF logo can be displayed on the uniforms of technical officials.
	Uniforms of sponsor employees providing on-venue services during the Games	The sponsor’s single identification or their joint identification with TWG 2025 Chengdu may be displayed, with a maximum size of no more than 40 square centimetres. All uniform designs shall be submitted to the Chengdu ExCo for approval.
	Uniforms of sponsor guests (designed uniformly by each sponsor)	The sponsor’ s single identification or their joint identification with TWG 2025 Chengdu may be displayed, with a maximum size of no more than 40 square centimetres. All uniform designs shall be submitted to the Chengdu ExCo for approval.
	Uniforms or clothing of contractors providing on-venue services	<ul style="list-style-type: none"> ●No brands are allowed on the uniforms of contractor personnel, unless otherwise specified by the Chengdu ExCo or for safety purposes. ●The uniforms may display general service titles deemed appropriate by the Chengdu ExCo, such as Security, Cleaning, Catering, Transportation Service, etc. ●All uniform designs shall be submitted to the Chengdu ExCo for approval. ●The venue teams and relevant departments shall remind their

		contractor personnel to pay attention to brand protection of uniforms and clothing.
Appendix: <ul style="list-style-type: none"> ● Equipment and clothing shall not display any form of advertising unless specially authorised by the IWGA or the TWG 2025 Chengdu ExCo. ● The manufacturer's identification on participants' uniforms must not be displayed alongside the TWG 2025 Chengdu logo. If both logos are necessary, they should be placed separately, such as on the chest and sleeves, or on the front and back of the clothing, respectively. 		

Before the Games, the IFs, NOCs/NSOs shall send photos of the front, back, and each side (sleeves) of the competition uniforms of the athletes and team officials to the Division of IPR Protection of the Chengdu ExCo (yangyang@theworldgames2025.com; xuerui@theworldgames2025.com). The photos should be in JPEG format, with a maximum resolution and size of 300dpi/500KB. Please try to compress them into a ZIP file. Before and during the Games, the Chengdu ExCo will conduct inspections of the apparel and items in the venues and TWG Village to ensure their compliance with the brand control standards.