

# ADVERTISING AND MEDIA RULES

## I. Advertising Rules

### 1. Scope of application and definition

- 1.1 The advertising rules shall govern advertising during and the marketing of international Rock'n'Roll tournaments, championships and other events of the WRRRC.
- 1.2 The advertising rules shall be binding for all the members of the WRRRC (national associations) as well as the relevant members (couples of dancers).
- 1.3 Advertising shall be understood as any advertising by advertising/promotion by means of pictures, illustrations, words (spoken) or in writing. Any advertising must be in compliance with the regulations, rules and statutes of the WRRRC. It may not harm the reputation of the WRRRC or the Rock'n'Roll sports and shall comply with the objectives and aims of the WRRRC.
- 1.4 An exception shall be made for the Organizer's own advertising in agreement with the WRRRC Presidium and/or its authorised representative.

### 2. Competence

- 2.1 Advertising and advertising regulations shall be subject to the competence of the WRRRC Presidium in the general interest of the confederation.
- 2.2 All negotiations shall be conducted by the WRRRC Presidium or, respectively, its authorised representative.
- 2.3 Contracts and agreements shall be concluded and signed by the WRRC Presidium (also see item 5.1).
- 2.4 Negotiations by other persons shall only be possible in agreement with the WRRC Presidium.
- 2.5 The marketing, television and organizing rights of international events may only be exercised or awarded by the WRRRC. Neither national associations nor the Organizer may exercise such rights without WRRC approval.

**3. Obligations of the Organizer:**

- 3.1 The Organizer of any event awarded by the WRRC shall be obliged to keep the following reserved spaces free from advertising. In addition he shall be obliged to keep the reserved area free of all third-part advertising rights and to contractually prove this fact.
  - 3.1.1 Reserved spaces shall be:
    - 3.1.1.1 The dance floor including a strip of 5 m on all sides and the space above it.
    - 3.1.1.2 The stage (platform) on which the orchestra, tournament management and, if applicable, the judges, the area in front of it and behind it with a 5 m wide strip on all sides, as well as the entire space above it.
    - 3.1.1.3 The score boxes, score boards, starting numbers, protocol tables, display electronics and stage set.
  - 3.1.2 Special possibilities for the main sponsors
    - 3.1.2.1 The main sponsors shall be granted the right to erect an information stand of reasonable dimensions if this is permitted by the space available.
    - 3.1.2.2 In general, the Organizer shall be responsible for the brochure with the programme, however, one page each shall be provided for the main sponsors at cost price. The logos of the main sponsors shall - if possible - be integrated into the title of the programme brochure free of charge.
    - 3.1.2.3 If possible, the main sponsors shall be represented with their logos on posters, prospectuses, the reserve side of entrance tickets, numbers, the winners' platform, and indicator boards at cost price.
    - 3.1.2.4 The main sponsors shall receive four tickets for each event free of charge.

**4. Marketing**

- 4.1 The WRRC Presidium may either conclude a general contract or individual contracts for all tournaments, championships and events within one year or over several years.
- 4.2 The WRRC Presidium may commission a sports service or an advertising agency for marketing the events.
- 4.3 Upon consultation with WRRC or WRRC's agent 2 of the maximum of 4 main sponsors may be marketed directly by the Organizer. Companies competing with WRRC's sponsors may not be entered.  
If the WRRC has general contract with the sponsors of any event, then the Organizer shall receive reasonable financial compensation for the sponsoring position to which he is entitled.
- 4.4 During WRRC events no materials other than those approved by the WRRC or provided by its authorised representative shall be used for organizing the tournament. This shall apply, for example, to numbers, indicator boards, judging devices, platforms. Without consent, these shall not be disposed of, covered or have any additions made to them.

**5. Advertising on tournament clothing:**

- a) advertising on tournament clothing shall be within the competence of the national federation or, respectively, the dancing couples.
- b) only one emblem, not larger than 50 sqcm in size with 10 cm at its greatest dimension may be worn. It may be worn on the left side of the breast or on the arms.

**6. Spoken Advertising:**

Spoken advertising shall comply with the advertising interests of the sponsors.

**7. Distribution of advertising proceeds:**

- 7.1 The WRRC shall submit the accounts for advertising rights awarded by itself. The Organizer shall submit the accounts for advertising rights awarded by himself.
- 7.2 The sports service agency of WRRC shall install, take care of and document the advertising activities. In compensation the agency shall receive a commission of 10% of the advertising proceeds obtained from the main sponsors acquired by the Organizers.  
The commission shall be directly invoiced to the Organizer by the sports service agency.

**8. Advertising on barriers**

- 8.1 Advertising on barriers shall be orientated to the advertising guidelines of IDSF.
- 8.2 The dance floor must have a size of about 30m<sup>2</sup>(6m broad and 5m deep)per couple, for formations at least 12m x 12m are necessary.  
If there is a stage plus a safety border of 1m.
- 8.3 A maximum of 4 main sponsors shall be permitted. One may be title sponsor.
- 8.4 Of the maximum of 4 main sponsors, the Organizer shall be awarded 2 sponsor positions.
- 8.5 Height of the barriers up to a maximum of 60 cm during minor events, 80 cm in large halls.
- 8.6 Height of inscriptions up to 40 cm for minor events, with a maximum of 60 cm in large halls.
- 8.7 Advertising shall only be permissible in two colours with the exception of the company logo.
- 8.8 Barriers or, respectively, inscriptions must have the same height each on all sides through the event, e.g. barriers on all sides 60 cm and inscriptions on all sides 30 cm.
- 8.9 The angle of inclination and the angle of tilt shall be based upon a standard value of 5°.

**9. Start numbers, indicator boards, winners' platforms**

9.1 Size of advertising on numbers: max. 5-10 cm for company logo or advertising inscription.

9.2 Size of advertising on indicator boards: max. 5-10 cm for company logo or advertising inscription.

9.3 Depending on the size of the winners' platform, advertising company logos may be placed at a reasonable ratio.

**10. Stage advertising**

Sponsor's logo may be tastefully worked into the decoration of the stage.

**12. Acceptance (control)**

At least 6 hours before the beginning of the event or, respectively, the television broadcast (recording) the location of the event must be accepted in compliance with the advertising rules by the WRRRC together with the responsible television editor.

**II. MEDIA RULES**

1. The rights to the television and radio broadcasting, video streamings or any other kind of video retransmission, and /or recording of all international tournaments, championships and events to be awarded by the WRRRC shall be possessed by the WRRRC Presidium. The WRRRC shall endeavour that all international championships be broadcast on television and/or through video streamings or any other kind of video retransmission, and if need may be, even by way of WRRRC own productions to guard the interest of the sponsors.
  - 1.1 All the negotiations shall be conducted by the WRRRC Presidium or its authorised representative. Contracts, if there are to be, must be signed by the WRRRC Presidium or, respectively, its authorised representative. Preliminary negotiations shall only be possible upon agreement with the WRRRC Presidium.
  - 1.2 Possible television licensing fees, or any other media fees, shall be invoiced by the WRRRC.  
In the event of necessary own productions, invoicing and payment shall be effected by the WRRRC.
2. For television only, the WRRRC Presidium shall appoint a television delegate for each event who shall be furnished with the authority to give instructions to the Organizer concerning the arrangement of the event or, respectively, elements of the programme in accordance with television requirements.
3. It is noted that WRRRC reserves all rights to the international distribution of the audio-visual signal, including but not limited to its streaming through the WRRRC website and other WRRRC platforms.
4. Organisers and other persons subject to these regulations shall undertake any reasonable action necessary to ensure that WRRRC is and remains the exclusive owner of the Electronic Media Rights in the WRRRC Competitions.
5. The organiser of the event must ensure that it respects the laws of the countries in which the images will be broadcast, whether in terms of the right to the image or any other term.
5. The WRRRC Presidium is entitled to negotiate special arrangements with the organiser or the relevant WRRRC Member.

**III. Exceptional rules**

The WRRRC Presidium shall decide any exceptions at their own objective discretion. Exceptions shall solely serve to avoid inequitable hardship and shall not be contestable.

**IV. Violations and sanctions**

1. Violations of these advertising rules shall be punished with fines by the WRRC Presidium.
2. Should the WRRC suffer any damage on account of any violation of the advertising and media rules, the Executive Board shall raise claims in case of fault of the person or entity causing such damage.
3. The Organizer shall be liable for the observance of the advertising and media rules. The Organizer shall be obliged to comply with any relevant instructions of the WRRC or its representative, respectively.
4. Participants in tournaments and functionaries who violate the advertising and media rules in spite of a non-recurrent request shall be excluded from the competition by the WRRC or its representative, respectively.

**V. Taxes**

All amounts charged by the WRRC shall be net amounts. All taxes such as vat, turnover tax, possible taxes abroad shall be charged by the client. Tax-related treatment of the individual advertising measures and advertising revenue shall be the responsibility of the Organizer. The WRRC shall not accept any liability.

**VI. The advertising and media rules shall come into force as from 1.1.1990.**

<b>Revised</b>	<b>1.9.1993</b>
<b>Revised</b>	<b>1.1.1996</b>
<b>Revised</b>	<b>15.3.1998</b>
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