



INTERNATIONAL SHOOTING SPORT FEDERATION
INTERNATIONALER SCHIESS-SPORTVERBAND e.V.
FÉDÉRATION INTERNATIONALE DE TIR SPORTIF
FEDERACION INTERNACIONAL DE TIRO DEPORTIVO

ISSF, Bavariaring 21, D-80336 München, Germany

To All ISSF Member Federations!

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Munich, 12/22/2015 /DF

RE: AUTHORISED IDENTIFICATIONS FOR THE RIO 2016 OLYMPIC GAMES

Dear Friends,

During the Olympic Games special regulations prohibit the display of sponsor advertising on athletes' clothing and equipment and strictly limit the size and number of manufacturers' marks. International Olympic Committee (IOC) regulations concerning Olympic Games advertising include IOC Rule 50, the Bylaw to Rule 50 and "guidelines" that provide specific restrictions for each Olympic sport. The IOC recently released these guidelines in a publication titled *Guidelines Regarding Authorised Identifications* for the Games of the XXXI Olympiad, Rio 2016. We are attaching a copy of the specific guidelines for shooting that are included in this publication. The complete IOC publication can be downloaded at

http://www.issf-sports.org/getfile.aspx?mod=docf&pane=1&inst=31&iist=29&file=OG_Rio_2016_-_Guidelines_regarding_Authorised_Identifications_-_EN_-_Version_December_2015.pdf

We urge all National Federations that expect to have athletes competing in the Games as well as all ISSF officials who will serve during the 2016 Olympic Games to study this document so we can enforce and comply with these regulations during the Games. National Federations are strongly encouraged to provide copies of these guidelines to their coaches who will work in Rio de Janeiro.

To understand these regulations and guidelines, you must first understand the difference between a **sponsor mark or logo** and a **manufacturer's mark or logo**. A manufacturer's mark is the mark or logo of the firm that actually manufactured or produced the product. A sponsor mark is the mark or logo of a firm that is placed on any clothing item or piece of equipment in order to advertise the sponsor's products.

As you are all aware, ISSF Sponsorship Rules allow athletes to place sponsor marks on their competition clothing and equipment, with no restrictions as to the size of the markings. Shooting athletes may display these sponsor markings while competing in World Championships, World Cups and Continental Championships. ISSF Sponsorship Rules, however, do not apply in Olympic or Continental Games. **IOC Rules prohibit the appearance of sponsor marks or logos on athletes' clothing or equipment during the Olympic Games.** Athletes who will compete in Rio de Janeiro must remove or cover all sponsor marks or logos.

Competition clothing and equipment used during the Olympics may have manufacturer marks, but the size and number of these marks is strictly limited by the **IOC Guidelines**. The 2016 **IOC GUIDELINES** for shooting permit only one manufacturer mark not larger than 60 cm² to appear on shotguns and rifles. The manufacturer marks placed on shotgun barrels or on rifle actions are legal if there is only one mark and if that mark does not exceed 60 cm². The main manufacturer mark on shotgun vests, rifle jackets and trousers and most other items of competition clothing may be no larger than 30 cm². Many manufacturer marks currently being used are larger than that and either must be removed or covered for the Olympic Games. Other permitted marks are even smaller so it is important that team officials and coaches study the **IOC GUIDELINES** for shooting so our Juries will not have to cover manufacturer marks with tape.

The ISSF also wishes to call your attention to a recommendation we sent out earlier this year, namely, the request we received from television and media **to have national flags on the competition clothing of shooting athletes**. Appropriate locations for national flags include the front of caps or visors, the upper rear of shotgun vests (next to the IOC nation abbreviation), on the upper left front of shotgun vests or pistol shooter shirts, on the upper left arm (right-handed shooter) of pistol shooter shirts, on the pocket on the right side of rifle shooter jackets (right-handed shooter) and on ear muffs. Placing national flags on athletes' competition clothing will help make our sport more attractive and understandable to television, media and spectators.

The ISSF extends its best wishes to all athletes, coaches and officials as you continue your preparations for the Olympic Games in Rio de Janeiro. As always, if you have any questions, please contact us at ISSF Headquarters.

Sincerely yours,



Olegario Vázquez Raña
ISSF President



Franz Schreiber
ISSF Secretary General

Enclosed:

ISSF – Shooting Guidelines regarding Authorised Identifications for the Rio 2016 Olympic Games

APPENDIX – IF Clothing