

# Sponsor logos and other branding on saddlecloths & jackets

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Logos on saddlecloths are becoming more popular as competitors seek to provide exposure for their sponsors. It is timely to remind all to be aware of the rules regarding logos and other branding on saddlecloths and jackets.

The same size restrictions apply for both EA and FEI (CDIs) events.

Organisers of CDI events have the option of authorising or not authorising riders to carry the logo of their personal sponsor in accordance with Art. 135.1-2. The Chief Steward is asked to report in the Stewards report if any breaches to these rules occur. The schedules for events will note if sponsor logos are permitted.

Extract from Art. 135 EA General Regulations below (Art. 135 FEI Gen. Regs.)

## 1.2. Identification of Sponsors

1.2.1. While present in the Competition area and during the prize-giving ceremonies the name and/or logo of the individual's sponsor(s) and/or team sponsor(s) may appear on a surface area not exceeding:

- b) **200 cm<sup>2</sup>** on each side of the saddlecloth;
- c) **80 cm<sup>2</sup>** only once on jackets or top garments at the height of breast pockets except during the endurance test of Eventing and Endurance Events;

*Refer FEI General Regulations (Art. 135) for FEI sanctioned events. The same sizing is permitted under FEI rules for logos on jackets and saddlecloths.*

Please note also:

The EA logo or Australian Flag can only be carried on the saddlecloth when officially representing Australia.

- 6. Only Athletes who have officially represented Australia at Olympic Games and World Equestrian Games can wear an Australian Flag badge on their riding jacket.
- 7. Other team representatives designated by EA may wear Australian Flag badge on their riding jacket for the duration of the Event in which they are representing Australia.

When measuring the logos featured on saddlecloths or jackets, you need to measure the length and width of the entire patch that will be attached to the saddlecloth or garment (this includes the white space that may appear around some logos).

If there are two or more logos, the measurements are added together and must not exceed

- **200 cm<sup>2</sup>** on each side of the saddle cloth
- **80 cm<sup>2</sup>** only once on jackets or top garments at the height of breast pocket

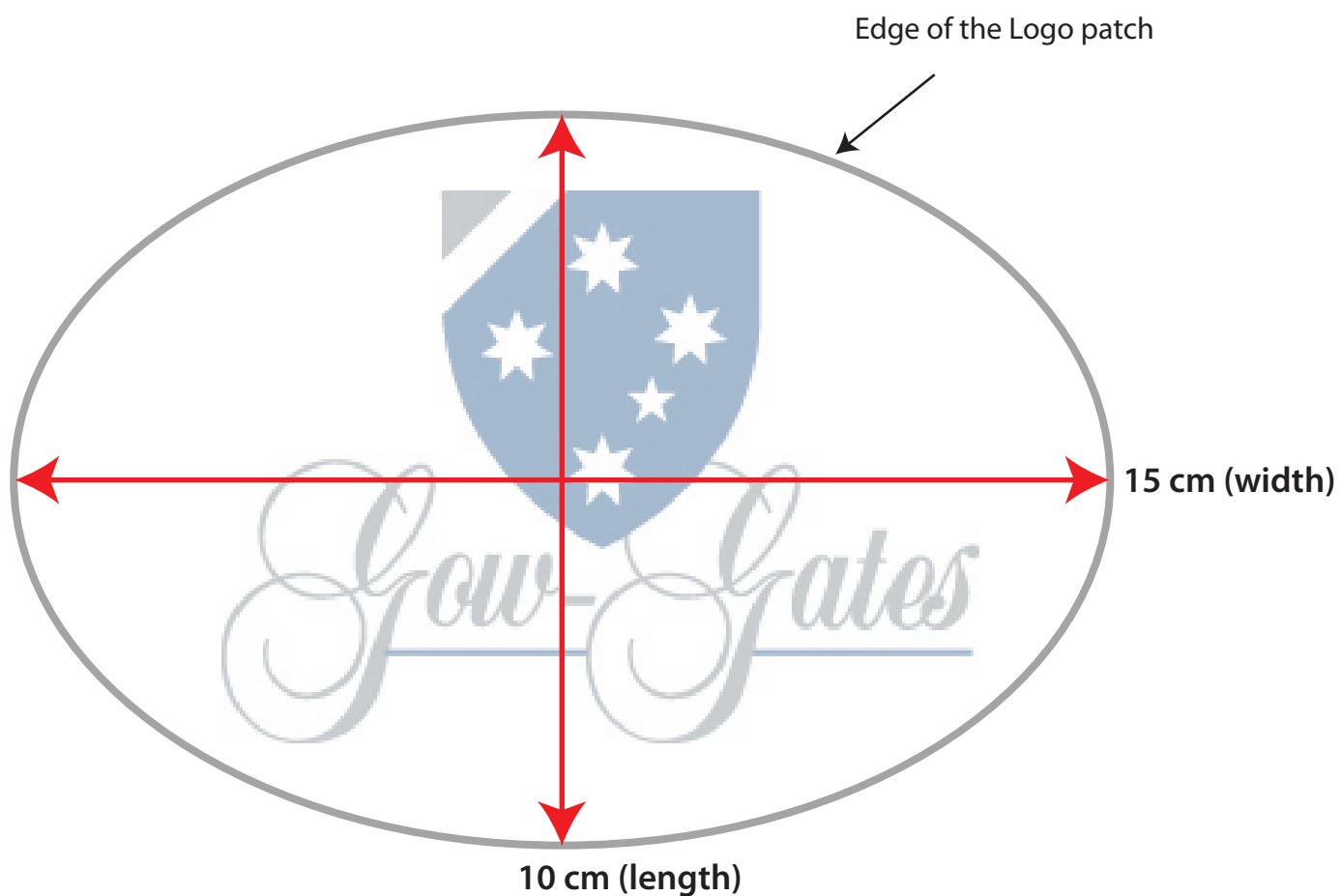
See measurement guidelines on page 2.

## Sponsor Logos on Saddlecloth Example

EA General Regulation and FEI Rules: Sponsor Logos on saddlecloths

The area covered by ALL logos must not exceed 200 sq. cm

A sponsor's label on jackets must not exceed 80 sq. cm at the height of breast pockets



**Total logo size = 150 sq cm**

if two logos are feature both logos combined must not exceed 200 sq cms

# Sponsor Logos on Saddlecloth

EA General Regulations and FEI Rules: Sponsor Logos on saddlecloths

The area covered by one or more logos must not exceed 200 sq. cm (examples: 10 cm high by 20 cm wide or 12.5 cm high by 16 cm wide).

A sponsor's label on jackets must not exceed 80 sq. cm at the height of breast pockets (e.g. 10 cm high by 8 cm wide).

The entire patch attached to the saddlecloth (including the "white space" around a logo) should be measured.

# A4 Paper

*If more than one sponsor logo is placed on the saddle cloth, the area covered by ALL logos must not exceed 200 sq.cm as above.*

