



IMMAF 2022 PANAM SENIOR MMA CHAMPIONSHIPS ATTIRE, SPONSORSHIP & BRANDING GUIDELINES

These protocols apply to all protective equipment (gloves, shin guards, mouthguards) and athlete clothing worn inside the IMMAF regulated competition and media zones.

1. Sponsorship branding protocol during the PanAm Championships

- i) IMMAF will provide gloves, shin guards ONLY which are compulsory wear for participation in the Championships.
- ii) The athletes must wear their own/ national federation shorts and rash guards, walk-out T-shirts/ caps/ jackets into the ring for walk-out only and put on their T-shirt/ cap/ jacket after the fight for the announcement of the winner, before leaving the ring. **Only official IMMAF equipment may be worn during the match.**
- iii) Individual or team sponsors may be displayed on clothing, tracksuits, bags and the like which may be worn and used during the IMMAF media interviews and assignments, subject to approval by IMMAF.
- iv) Athletes may wear their own sponsored mouthguards. No red mouthguards are permitted for health and safety reasons.
- v) Individual or team sponsors may be displayed on clothing, tracksuits, bags and the like which may be worn and used during the PanAm Championships, also at all times outside the MMA ring National team sponsors.

2. National Team Sponsors

- i) National federations may seek sponsorship funds to cover expenses incurred by participation in the PanAm championships such as national try-outs, team leaders, team coaches etc. The national federations may seek sponsorship that exceeds these expenses and goes towards the overall federation work as long as the democratic principles and independence of the federation and the athlete's amateur status is not compromised.
- ii) If there is a sponsor for the national team the participating athletes may, if so, decided by the national federation, receive a reasonable reimbursement for competition expenses, not exceeding the actual expenses incurred. This includes but is not limited to the costs of travel, hotel, meals and championship participation fees.

iii) The sponsor of a national federation and/or national team may provide equipment and other goods from their product lines to the athletes. These goods may only be for individual use, directly related to the athlete's training and competition and may not be converted into cash nor put up for resale.

3. Individual Sponsors

i) The national federation decides whether the PanAm championships participation fee is paid by the athletes themselves or covered by the federation through sponsorships or other means. If the athletes themselves pay the participation fee they may seek individual sponsors upon approval from the national federation.

4. Limitations and Prohibited Branding:

Prohibited branding includes that of companies associated with:

- Pornography.
- Drugs.
- Alcohol/ Tobacco.
- Misogynistic, racist, prejudiced or abusive rhetoric.
- Weaponry and accessories.

IMMAF reserves the right to approve or disapprove all branding worn on competition premises by participants throughout the competition.

5. Temporary Body Art or Tattoos during IMMAF Competition

Temporary body art or tattoos are not permitted during IMMAF competitions.

6. Corner Crew

For walk out and in competition and media areas, an athlete's corner crew must wear the same T-shirt or clothing from the waist up. If this is not possible and where IMMAF does not provide sponsored equipment, then corner crew should ensure to wear plain T-shirts/ tops in the same style and colour as the rest of the corner crew.