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WWR Logo, Branding and Partnership Guidelines

worldwheelchair.rugby



WWR Logo, Branding and Partnership Guidelines

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Logo, Branding and Partnership Guidelines

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WWR Logo, Branding and Partnership Guidelines

Logo, Branding and Partnership Guidelines

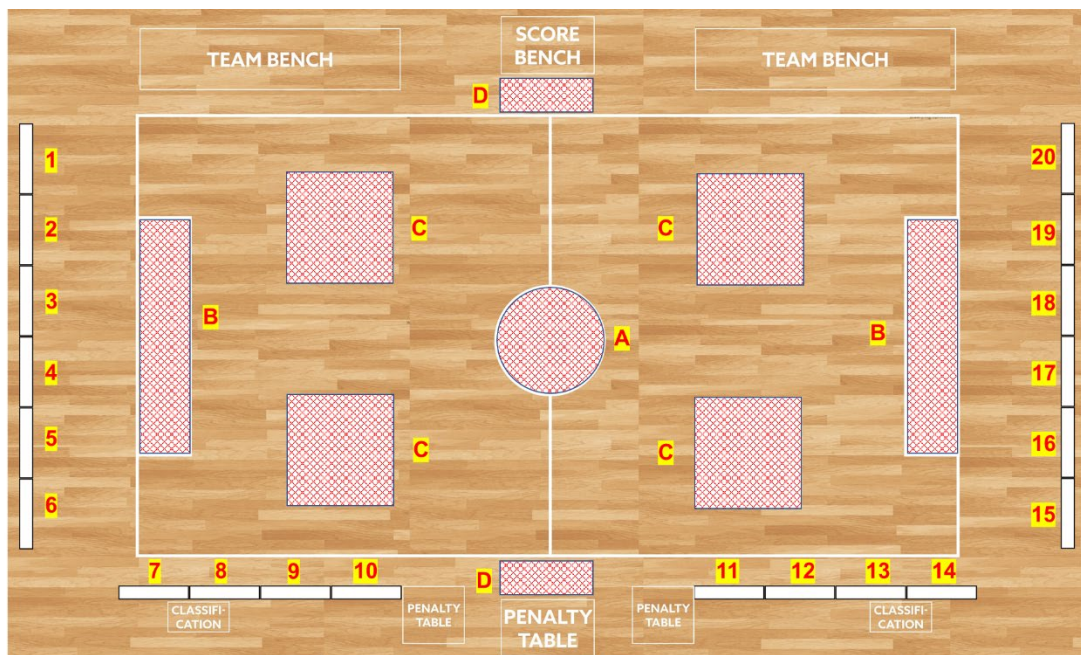
1. GENERAL GUIDELINES

- a) All branding, logos and partnerships must comply with the following restrictions:
 - i) abide by decency and morality i.e. illegal drugs, pornography, inappropriate businesses and / or websites;
 - ii) no cigarette / tobacco manufacturers;
 - iii) no sponsors conflicting with WWR global sponsors as advised to WWR member federations.
- b) If unsure of restrictions shown in **clause 1(a)**, please contact the WWR prior to entering into any commercial or other commitment.
- c) Breaches of these guidelines will require immediate removal of non-complying brands / logos / signage at the team or WWR member federation/s expense.
- d) Failure to rectify a breach may result in suspension or non-admittance of a team in a competition.
- e) Championship and Licenced Event logos must incorporate the WWR logo prominently as per the [WWR Graphical Charter](#) guidance and must be approved by WWR in advance of any use.
- f) WWR should be recognized as a primary partner across all branding, event advertising, look and feel, city dressing etc. Event LOC's must have branding plan signed off in advance.

2. SIGNAGE

2.1 *Perimeter Signs*

- a) Placement (representative illustration)



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- b) Construction material
- All signage (**clause 2.1(a)**) numbered 1 – 20) must be collapsible (e.g. corflute) or soft (e.g. foam bolsters) in case of impact by a wheelchair for the safety of the athletes.
 - All signage around the field of play (**clause 2.1(a)**) numbered 1 – 20) must not be fixed and able to move in case of player impact.

c) Size

- i) Signage must be:

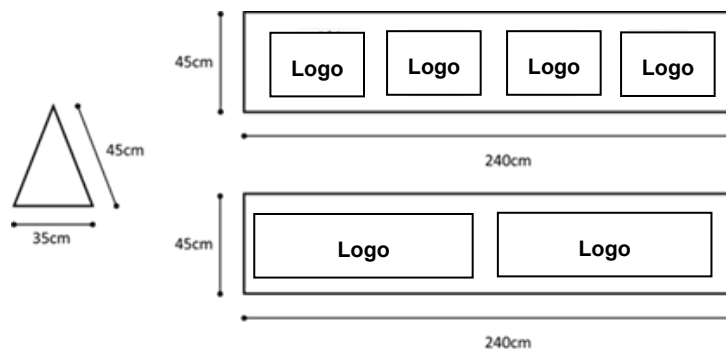
Colour: White background or other consistent colour (where possible)

Length: 240cm

Height: 40cm

Base: 35cm

Logos / branding: May be shown on both sides



- ii) Where the signage size in **clause 2.1(c)(i)** cannot be used and different sized signage is required, where possible it should be a consistent size and ratio.

2.2 Decals on the Field of Play

Decals (**clause 2.1(a)**) letters A – C) must be:

- firmly fixed (e.g. stickers / decals)
- not impact on wheelchairs (e.g. slippery or sticky)
- not cover any lines – or show the lines as part of the decal

2.3 Other Signage

- Signage may be displayed on the front of the score bench and penalty table (**clause 2.1(a)**) letter D).
- Subject to the relevant event type shown in **clauses 5 – 10**, sponsor logos or other branding may be shown in and around the venue, where possible be of similar size and layout.

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a) Sponsor Logo/s

Sponsor logo/s may be shown in the areas shown on the front and back of the playing top. More than one logo may be shown in the space provided. The maximum combined size available for all logos is in the area of 6cm x 35cm as shown in **clause 3.1 (Figure 1)**.

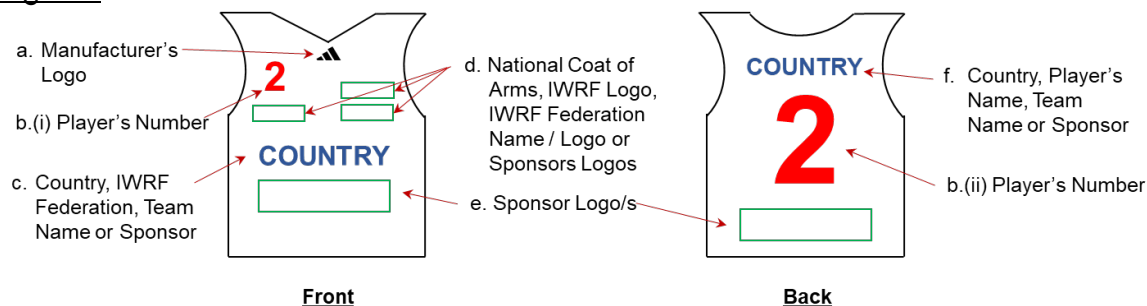
3. LOGOS

3.1 Playing Top

It is acknowledged and understood that there is significant expense in outfitting teams including the cost of playing tops. Where unreasonable additional cost is required and teams are using existing uniforms manufactured prior to the adoption of these guidelines, they are not required to comply with this **clause 3**.

However, all teams ordering new playing tops following the adoption of this document by the WWR will be required to adhere to the regulations shown herein.

Figure 1



b) Manufacturer's Logo

Where possible, the logo of the manufacturer of the playing top must be shown in the centre immediately under the neckline as shown in **clause 3.1 (Figure 1)**. The total area of the logo is to be no larger than 15cm². If, on a commercially available playing top used by the team, the placement and / or size of the manufacturer's logo is different to the requirement of this **clause 3.1(a)**, and such placement and / or size affects the required placement of other logos etc shown in **clause 3.1 (Figure 1)**, please provide a picture of the playing top to the WWR and required alternative logo placement request for approval.

c) Player's Number

i) Front – a player's number must be shown in a contrasting colour immediately below the shoulder area on the top right side of the playing top. The height of the number is to be no less than 6cm and no more than 10cm.

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- ii) Back – a player’s number must be shown in a contrasting colour on the back of the playing top. Where possible, the number must be clearly visible above the back of the competition wheelchair. The height of the number is to be no less than 15cm and no more than 20cm.

- d) Country, WWR Federation, Team Name, Sponsor
When playing in an international tournament (including the Wheelchair Rugby World Challenge, International Wheelchair Rugby Cup, and World Championship), the name of the player’s country of representation must be shown in a contrasting colour and in letters no higher than 7cm. The name of the country shall be centred and shown in the approximate middle of the playing top. In a non-international match, the player’s WWR Federation name, team name or the name of a sponsor may be shown.

- e) National Coat-of-Arms, WWR Logo, WWR Federation Name / Logo or Sponsors Logos
As shown in **clause 3.1 (Figure 1)**, up to a maximum of three (3) logos may be shown in the chest area. This includes the National Coat-of-Arms (or national flag where there is no coat-of-arms), the WWR logo, WWR Federation name (and / or logo) and sponsors logos. Individual logos are not to be larger than 50cm² and

- f) Country, Player’s Name, Team Name, Sponsor
When playing in an international tournament (including the Wheelchair Rugby World Challenge, International Wheelchair Rugby Cup, and World Championship), the name of the player’s country of representation may be shown in a contrasting colour and in letters no higher than 9cm. Alternatively, the player’s name, team name or the name of a sponsor may be shown. The name shall be centred and shown in the approximate middle and across the shoulders on the back of the playing top.

3.2 Competition Wheelchairs

- a) Subject to the relevant event type shown in **clauses 5 – 10**, sponsor logos or other branding may be shown on the seat and frame of competition wheelchairs. All branding must be firmly affixed to the wheelchair and not present a raised surface that may cause injury to other players.

- b) Subject to the relevant event type shown in **clauses 5 – 10**, sponsor logos or other branding may be shown on the solid wheels of competition wheelchairs. All branding must be firmly affixed to the wheels and not present a raised surface

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that may cause injury to other payers.

4. EQUIPMENT

The WWR may have commercial arrangement with equipment manufacturers restricting the brand that may be used in certain competitions.

4.1 *Ball*

Subject to the relevant event type shown in **clauses 5 – 10**, this is limited to the Official Ball of the WWR, Molten for all warmups and in competition.

4.2 *Floor Mats*

Subject to the relevant event type shown in **clauses 5 – 10**, sponsor logos or other branding may be shown on floor mats used to upright competition wheelchairs.

Event Requirements

5. WWR LEVELS 2- 5 LICENSED EVENTS

5.1 *General Guidelines*

All logos, branding and signage must comply with **clause 1** with the exception of **clause 1(a)(iii)**.

5.2 *Playing Top*

Subject to compliance with **clause 3.1(b)**, the placement, size and number of logos on playing tops is exclusively for each team's use unless otherwise required and / or specified by the event organiser.

5.3 *Other Apparel*

The placement, size and number of logos on team apparel (excluding playing tops) is exclusively for each team's use unless otherwise required and / or specified by the event organiser.

5.4 *Competition Wheelchairs*

The placement, size and number of logos or signage on competition wheelchairs is exclusively for each team's use unless otherwise required and / or specified by the event organiser.

5.5 *Equipment*

There are no equipment restrictions.

5.6 *Playing Surface Signage*

Subject to **clause 2.2**, the placement, size and number of logos or signage on the field of play is exclusively for the event organiser's use.

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5.7 Perimeter Signage

Subject to **clause 2.1(b)**, the placement, size and number of logos or signage surrounding the field of play is exclusively for the event organiser's use.

5.8 Venue Signage

The placement, size and number of logos or signage inside or outside the venue is exclusively for the event organiser's use.

5.9 Other Signage

Any other signage is exclusively for the event organiser's use. It is suggested to check with the WWR if required.

6. WWR LEVEL 1 LICENSED EVENTS (EXCLUDING EVENTS IN CLAUSES 7 – 10)

6.1 General Guidelines

All logos, branding and signage must comply with **clause 1**.

6.2 Playing Top

Subject to compliance with **clause 3.1(a) and (b)**, and as shown in **clause 3.1 (Figure 1)**:

- a) WWR logo to be shown immediately under the player's number on the front right side (**clause 3.1(d)**);
- b) The placement, size and number of all other logos on playing tops is exclusively for each team's use unless otherwise required and / or specified by the event organiser.

6.3 Other Apparel

The placement, size and number of logos on team apparel (excluding playing tops) is exclusively for each team's use unless otherwise required and / or specified by the event organiser.

6.4 Competition Wheelchairs

The placement, size and number of logos or signage on competition wheelchairs is exclusively for team use unless otherwise required and / or specified by the event organiser.

6.5 Equipment

Per **clause 4.1**, Molten balls must be used for all warm-ups and competition.

6.6 Playing Surface Signage

The placement, size and number of logos or signage on the field of play is exclusively

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for the event organiser's use.

6.7 Perimeter Signage

Subject to **clauses 2.1 (a), (b) and (c)**:

- a) The WWR retains signage locations 5, 11 and 19 for either the WWR logo or WWR sponsor/s logos. Signage to be produced by the LOC costs;
- b) All remaining signage surrounding the field of play is exclusively for the event organiser's use.

6.8 Venue Signage

The placement, size and number of logos or signage inside or outside the venue is exclusively for the event organiser's use.

6.9 Other Signage

Any other signage is exclusively for the event organiser's use. It is suggested to check with the WWR if required.

7. WHEELCHAIR RUGBY WORLD CHALLENGE

7.1 General Guidelines

All logos and signage must comply with **clause 1**.

7.2 Playing Top

Subject to compliance with **clause 3.1(a) and (b)**, and as shown in **clause 3.1 (Figure 1)**:

- a) Country name to be shown (**clause 3.1(c)**);
- b) WWR logo to be shown immediately under the player's number on the front right side (**clause 3.1(d)**);
- c) National Coat of Arms or Country name to be shown across from the player's number at the top on the front left side and across the back (**clause 3.1(d)**);
- d) The player's country or surname / name is to be shown across the back (**clause 3.1(f)**);
- e) The placement, size and number of all other logos on playing tops is exclusively for each team's use unless otherwise required and / or specified by the event organiser.

7.3 Other Apparel

The placement, size and number of logos on team apparel (excluding playing tops) is exclusively for each team's use unless otherwise required and / or specified by the event organiser.

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7.4 Competition Wheelchairs

All competition wheelchairs must be 'clean'. That is, excluding regular manufacturer's branding, the placement, size and number of logos or signage on competition wheelchairs is exclusively for the use of WWR unless otherwise advised by the WWR. For the avoidance of doubt, there are to be no logos shown on the solid wheels of competition wheelchairs.

7.5 Equipment

Per **clause 4.1**, Molten balls must be used for all warm-ups and competition.

7.6 Playing Surface Signage

The playing surface must be 'clean'. The placement, size and number of logos or signage on the playing surface is exclusively for the use of WWR unless otherwise advised by the WWR. The WWR will work with the LOC regarding the signage allocation.

7.7 Perimeter Signage

Subject to **clauses 2.1 (a), (b) and (c)**:

- a) The WWR retains signage locations 5, 11 and 19 for either the WWR logo or WWR sponsor/s logos. Signage to be produced by the LOC;
- b) All remaining signage surrounding the field of play is exclusively for the event organiser's use.

7.8 Venue Signage

The placement, size and number of logos or signage inside or outside the venue is exclusively for the event organiser's use.

7.9 Other Signage

Any other signage is exclusively for the event organiser's use. It is suggested to check with the WWR if required.

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8. INTERNATIONAL WHEELCHAIR RUGBY CUP

8.1 *General Guidelines*

All logos and signage must comply with **clause 1**.

8.2 *Playing Top*

Subject to compliance with **clause 3.1(a) and (b)**, and as shown in **clause 3.1 (Figure 1)**:

- a) Country name to be shown (**clause 3.1(c)**);
- b) WWR logo to be shown immediately under the player's number on the front right side (**clause 3.1(d)**);
- c) National Coat of Arms or Country name to be shown across from the player's number at the top on the front left side and across the back (**clause 3.1(d)**);
- d) The WWR retains the logo position immediately under the National Coat of Arms or Country name shown on the front right side (**clause 3.1(d)**). This position may be allocated at the WWR's discretion ;
- e) The player's country or surname / name is to be shown across the back (**clause 3.1(f)**);
- f) The placement, size and number of all other logos on playing tops is exclusively for each team's use unless otherwise required and / or specified by the event organiser.

8.3 *Other Apparel*

The placement, size and number of logos on team apparel (excluding playing tops) is exclusively for each team's use unless otherwise required and / or specified by the event organiser.

8.4 *Competition Wheelchairs*

All competition wheelchairs must be 'clean'. That is, excluding regular manufacturer's branding, the placement, size and number of logos or signage on competition wheelchairs is exclusively for the use of WWR unless otherwise advised by the WWR. For the avoidance of doubt, there are to be no logos shown on the solid wheels of competition wheelchairs.

8.5 *Equipment*

Per **clause 4.1**, Molten balls must be used for all warm-ups and competition.

8.6 *Playing Surface Signage*

The playing surface must be 'clean'. The placement, size and number of logos or signage on the playing surface is exclusively for the use of WWR unless otherwise advised by the WWR. The WWR will work with the LOC regarding the signage allocation.

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8.7 Perimeter Signage

All perimeter signage is exclusively for the use of, and will be allocated by, the WWR. WWR signage cost is to be borne by the WWR. The WWR will work with the LOC regarding the signage.

8.8 Venue Signage

The placement, size and number of logos or signage inside or outside the venue is exclusively for the use of, and will be allocated by, the WWR. WWR signage cost is to be borne by the WWR. The WWR will work with the LOC regarding the signage.

8.9 Other Signage

Any other signage is exclusively for the use of, and will be allocated by, the WWR. Signage cost is to be borne by the WWR.

9. WWR WORLD CHAMPIONSHIP

9.1 General Guidelines

All logos and signage must comply with **clause 1**.

9.2 Playing Top

Subject to compliance with **clause 3.1(a) and (b)**, and as shown in **clause 3.1 (Figure 1)**:

- a) Country name to be shown (**clause 3.1(c)**);
- b) WWR logo to be shown immediately under the player's number on the front right side (**clause 3.1(d)**);
- c) National Coat of Arms or Country name to be shown across from the player's number at the top on the front left side and across the back (**clause 3.1(d)**);
- d) The WWR retains the logo position immediately under the National Coat of Arms or Country name shown on the front right side (**clause 3.1(d)**). This position may be allocated at the WWR's discretion ;
- e) The player's country or surname / name is to be shown across the back (**clause 3.1(f)**);
- f) The placement, size and number of all other logos on playing tops is exclusively for each team's use unless otherwise required and / or specified by the event organiser.

9.3 Other Apparel

The placement, size and number of logos on team apparel (excluding playing tops) is exclusively for each team's use unless otherwise required and / or specified by the event organiser.

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9.4 Competition Wheelchairs

All competition wheelchairs must be 'clean'. That is, excluding regular manufacturer's branding, the placement, size and number of logos or signage on competition wheelchairs is exclusively for the use of WWR unless otherwise advised by the WWR. For the avoidance of doubt, there are to be no logos shown on the solid wheels of competition wheelchairs.

9.5 Equipment

Per **clause 4.1**, Molten balls must be used for all warm-ups and competition.

9.6 Playing Surface Signage

The playing surface must be 'clean'. The placement, size and number of logos or signage on the playing surface is exclusively for the use of WWR unless otherwise advised by the WWR. The WWR will work with the LOC regarding the signage.

9.7 Perimeter Signage

All perimeter signage is exclusively for the use of, and will be allocated by, the WWR. WWR signage cost is to be borne by the WWR. The WWR will work with the LOC regarding the signage.

9.8 Venue Signage

The placement, size and number of logos or signage inside or outside the venue is exclusively for the use of, and will be allocated by, the WWR. WWR signage cost is to be borne by the WWR. The WWR will work with the LOC regarding the signage.

9.9 Other Signage

Any other signage is exclusively for the use of, and will be allocated by, the WWR. WWR signage cost is to be borne by the WWR. The WWR will work with the LOC regarding the signage.

10. PARALYMPIC GAMES

All branding, signage and logos are subject to the regulations of the International Paralympic Committee, Local Organising Committee and the International Wheelchair Rugby Federation as advised and amended from time-to-time.

WWR Logo, Branding and Partnership Guidelines

Events Rights Summaries

| WWR Level 2- 5 Licensed Events | | | |
|--------------------------------------|-----------------|------------------------|-----|
| Item | Team Federation | / Organising Committee | WWR |
| Playing Top | | | |
| Space 1 (front, right, under number) | X | | |
| Space 2 (front, left, top) | X | | |
| Space 3 (front, left, bottom) | X | | |
| Space 4 (front, under Country name) | X | | |
| Space 5 (back, under number) | X | | |
| Other Apparel | X | | |
| Perimeter Signage | | | |
| Sign 1 | | X | |
| Sign 2 | | X | |
| Sign 3 | | X | |
| Sign 4 | | X | |
| Sign 5 | | X | |
| Sign 6 | | X | |
| Sign 7 | | X | |
| Sign 8 | | X | |
| Sign 9 | | X | |
| Sign 10 | | X | |
| Sign 11 | | X | |
| Sign 12 | | X | |
| Sign 13 | | X | |
| Sign 14 | | X | |
| Sign 15 | | X | |
| Sign 16 | | X | |
| Sign 17 | | X | |
| Sign 18 | | X | |
| Sign 19 | | X | |
| Sign 20 | | X | |
| Decals (on-field) | | | |
| Decal A | | X | |
| Decal B | | X | |
| Decal C | | X | |
| Table / Bench Signage | | | |
| Sign D | | X | |
| Other Venue Signage | | X | |
| Competition Wheelchairs | X | | |
| Equipment | | | |
| Ball | | X | |
| Floor Mats | | X | |

WWR Logo, Branding and Partnership Guidelines

| WWR Level 1 Licensed Events | | | |
|--------------------------------------|-------------------|----------------------|-----|
| Item | Team / Federation | Organising Committee | WWR |
| Playing Top | | | |
| Space 1 (front, right, under number) | | | X |
| Space 2 (front, left, top) | X | | |
| Space 3 (front, left, bottom) | X | | |
| Space 4 (front, under Country name) | X | | |
| Space 5 (back, under number) | X | | |
| Other Apparel | X | | |
| Perimeter Signage | | | |
| Sign 1 | | X | |
| Sign 2 | | X | |
| Sign 3 | | X | |
| Sign 4 | | X | |
| Sign 5 | | | X |
| Sign 6 | | X | |
| Sign 7 | | X | |
| Sign 8 | | X | |
| Sign 9 | | X | |
| Sign 10 | | X | |
| Sign 11 | | | X |
| Sign 12 | | X | |
| Sign 13 | | X | |
| Sign 14 | | X | |
| Sign 15 | | X | |
| Sign 16 | | X | |
| Sign 17 | | X | |
| Sign 18 | | X | |
| Sign 19 | | | X |
| Sign 20 | | X | |
| Decals (on-field) | | | |
| Decal A | | X | |
| Decal B | | X | |
| Decal C | | X | |
| Table / Bench Signage | | | |
| Sign D | | X | |
| Other Venue Signage | | X | |
| Competition Wheelchairs | X | | |
| Equipment | | | |
| Ball | | | X |
| Floor Mats | | X | |

WWR Logo, Branding and Partnership Guidelines

| Wheelchair Rugby World Challenge | | | |
|--------------------------------------|-----------------|----------------------|-----|
| Item | Team Federation | Organising Committee | WWR |
| Playing Top | | | |
| Space 1 (front, right, under number) | | | X |
| Space 2 (front, left, top) | | | X |
| Space 3 (front, left, bottom) | X | | |
| Space 4 (front, under Country name) | X | | |
| Space 5 (back, under number) | X | | |
| Other Apparel | X | | |
| Perimeter Signage | | | |
| Sign 1 | | X | |
| Sign 2 | | X | |
| Sign 3 | | X | |
| Sign 4 | | X | |
| Sign 5 | | | X |
| Sign 6 | | X | |
| Sign 7 | | X | |
| Sign 8 | | X | |
| Sign 9 | | X | |
| Sign 10 | | X | |
| Sign 11 | | | X |
| Sign 12 | | X | |
| Sign 13 | | X | |
| Sign 14 | | X | |
| Sign 15 | | X | |
| Sign 16 | | X | |
| Sign 17 | | X | |
| Sign 18 | | X | |
| Sign 19 | | | X |
| Sign 20 | | X | |
| Decals (on-field) | | | |
| Decal A | | X | |
| Decal B | | X | |
| Decal C | | X | |
| Table / Bench Signage | | | |
| Sign D | | X | |
| Other Venue Signage | | X | |
| Competition Wheelchairs | | X | |
| Equipment | | | |
| Ball | | | X |
| Floor Mats | | X | |

WWR Logo, Branding and Partnership Guidelines

| International Wheelchair Rugby Cup | | | |
|--------------------------------------|-----------------|------------------------|-----|
| Item | Team Federation | / Organising Committee | WWR |
| Playing Top | | | |
| Space 1 (front, right, under number) | | | X |
| Space 2 (front, left, top) | | | X |
| Space 3 (front, left, bottom) | X | | |
| Space 4 (front, under Country name) | X | | |
| Space 5 (back, under number) | X | | |
| Other Apparel | X | | |
| Perimeter Signage | | | |
| Sign 1 | | | X |
| Sign 2 | | | X |
| Sign 3 | | | X |
| Sign 4 | | | X |
| Sign 5 | | | X |
| Sign 6 | | | X |
| Sign 7 | | | X |
| Sign 8 | | | X |
| Sign 9 | | | X |
| Sign 10 | | | X |
| Sign 11 | | | X |
| Sign 12 | | | X |
| Sign 13 | | | X |
| Sign 14 | | | X |
| Sign 15 | | | X |
| Sign 16 | | | X |
| Sign 17 | | | X |
| Sign 18 | | | X |
| Sign 19 | | | X |
| Sign 20 | | | X |
| Decals (on-field) | | | |
| Decal A | | | X |
| Decal B | | | X |
| Decal C | | | X |
| Table / Bench Signage | | | |
| Sign D | | | X |
| Other Venue Signage | | | X |
| Competition Wheelchairs | | | X |
| Equipment | | | |
| Ball | | | X |
| Floor Mats | | | X |

WWR Logo, Branding and Partnership Guidelines

| WWR World Championship | | | |
|--------------------------------------|-----------------|------------------------|-----|
| Item | Team Federation | / Organising Committee | WWR |
| Playing Top | | | |
| Space 1 (front, right, under number) | | | X |
| Space 2 (front, left, top) | | | X |
| Space 3 (front, left, bottom) | X | | |
| Space 4 (front, under Country name) | X | | |
| Space 5 (back, under number) | X | | |
| Other Apparel | X | | |
| Perimeter Signage | | | |
| Sign 1 | | | X |
| Sign 2 | | | X |
| Sign 3 | | | X |
| Sign 4 | | | X |
| Sign 5 | | | X |
| Sign 6 | | | X |
| Sign 7 | | | X |
| Sign 8 | | | X |
| Sign 9 | | | X |
| Sign 10 | | | X |
| Sign 11 | | | X |
| Sign 12 | | | X |
| Sign 13 | | | X |
| Sign 14 | | | X |
| Sign 15 | | | X |
| Sign 16 | | | X |
| Sign 17 | | | X |
| Sign 18 | | | X |
| Sign 19 | | | X |
| Sign 20 | | | X |
| Decals (on-field) | | | |
| Decal A | | | X |
| Decal B | | | X |
| Decal C | | | X |
| Table / Bench Signage | | | |
| Sign D | | | X |
| Other Venue Signage | | | X |
| Competition Wheelchairs | | | X |
| Equipment | | | |
| Ball | | | X |
| Floor Mats | | | X |

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