



## **POLICY #11**

### **Edmonton Combative Sports Policy: Advertising Generally and Temporary Body Tattoos**

#### **Description**

The Edmonton Combative Sports Commission (ECSC) is always concerned about the professional presentation of combative sports to the viewing audience, whether live or through the medium of television or video streaming on the Internet. The issue addressed in this policy has to do with the banners fighters have unfurled behind them in the cage when introduced and also temporary body tattoos on fighters.

#### **Rationale**

When fighters are introduced in the cage, it is a custom for the fighter's seconds to unfurl a banner illustrating the logos of the fighter's sponsors for exposure to spectators present at the event and spectators linked to the event by various electronic media outlets. The wording and gestures on these banners are expected to be respectful and in good taste if they are to be allowed to be unfurled. As for temporary tattoos, particularly those of logos of corporations or businesses, they are disallowed for a number of reasons. First of all they could be of competing sponsors to those sponsors of the promoter. For televised events, television networks normally do not allow third party advertising which temporary tattoos could/would be. Tattoos could also smear with body perspiration, get transferred to gloves and potentially to a fighter's eyes. The bottom line, for combative sports events contested in Edmonton, banners that are respectful and in good taste are allowed while all temporary body tattoos are not.

#### **Procedure**

Any fighter planning to unfurl and hang a banner as part of competing in an event in Edmonton should know from the ECSC web site that banners that are not tasteful or that are not respectful to an all-age audience (which includes a television viewing audience) will not be allowed. The ECSC provides each promoter with a list of Edmonton's policies which may be unique from other commissions, with the understanding this e-mail will be included as part of the contract with the promoter that the fighter signs. This banner policy is outlined in that e-mail. Similarly the policy that temporary body tattoos are disallowed for combative events contested in Edmonton is also included in the same e-mail that is sent to each fighter well in advance of their travel to Edmonton to compete.

**Latest Revision by the ECSC: \_\_\_\_\_ Date \_\_\_\_\_**