



الهيئة العامة لرعاية الشباب والرياضة  
GENERAL AUTHORITY OF YOUTH & SPORT WELFARE

## اتحاد الإمارات للرياضات الجوية Emirates Aerosports Federation



اتحاد الإمارات للرياضات الجوية  
Emirates Aerosports Federation

Date: 2/10/2014

The Emirates Aerosports Federation hereby advises all sponsors and or all participants and there crew, support staff, applying to the FAI World Air Games Dubai 2015 for participation, that the advertising of alcohol, gambling and tobacco as well as any other illegal drug or psychotropic or offensive substance or images is strictly prohibited in the UAE and is punishable by law. The ban on advertising such goods, and or products applies to all kinds of advertising including but not limited to media, digital advertising and user-generated content.

The information contained in this letter is a direct extract from:

- Chapter 7 of the UAE Federal Law No. (15) Of 1980 Concerning Publications and Publishing illustrating the materials prohibited to be published in UAE.
- The UAE National Media Council Resolution No. (35) Of 2012 on the Standards of the Media Advertisements Contents.
- Chapter Six of the UAE Penal Code.
- UAE Anti-Tobacco Law No. (15) Of 2009.

Emirates Aerosports Federation hereby request that all participants, sponsors and partners are to ensure that aircraft, balloons and all other equipment or materials intended for use in the FAI World Air Games Dubai 2015 must not display or present in any way any advertisement materials promoting or endorsing or encouraging the purchase or use of alcohol, cigarettes, gambling, or offensive visual images or content.

Any advertisement, images, media or digital content of whatsoever nature which does not satisfy the above requirement in any part, will be considered a violation and entitles Emirates Aero-sports Federation to exclude the violator(s) from the competition. Violators will also be subject to severe penalties by the UAE authorities.



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