

RULE

**Office of the Governor
Division of Administration
Racing Commission**

Jockey Apparel Advertising (LAC 46:XLI.742)

The Louisiana State Racing Commission hereby gives notice that it intends to formally adopt the following rule. Jockey advertising has historically been allowed in Louisiana, but there was a lack of rules regulating such advertising. This Rule provides the specific parameters and allows stewards discretion in disallowing advertising when inappropriate, indecent, in poor taste, or controversial.

**Title 46
PROFESSIONAL AND OCCUPATIONAL STANDARDS
Part XLI. Horseracing Occupations**

**Chapter 7. Jockeys and Apprentice Jockeys
§ 742. Jockey Apparel Advertising**

- A. A jockey shall not wear advertising or promotional material of any kind on clothing during a race, unless the following criteria are met:
1. a maximum of 32 square inches on each thigh of the pants on the outer side between the hip and knee and 10 square inches on the rear of the pant at the waistline at the base of the spine;
 2. a maximum of 24 square inches on boots and leggings on the outside of each nearest the top of the boot;
 3. a maximum of six square inches on the front center of the neck area (on a turtleneck or other undergarment);
 4. such advertising or promotional material does not compete with, conflict with, or infringe upon any current sponsorship agreement to the racing association race or race meet.
- B. The stewards, at their discretion, may disallow any advertising that is not in compliance with this Rule, any other rules of racing, or any advertising they deem to be inappropriate, indecent, in poor taste, or controversial.

AUTHORITY NOTE: Promulgated in accordance with R.S. 4:148, R.S. 4:150 and R.S. 4:151.
HISTORICAL NOTE: Promulgated by the Office of the Governor, Division of Administration, Racing Commission LR 42;



Charles A. Gardiner III
Executive Director

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Date