



# Official Rules for SNIFF OFF contest

Edition Mr Sportswear Europe 26  
Bruxelles, June 20, 2026

## **1. Purpose of the competition**

The SNIFF OFF competition is a public, festive and community event based on the olfactory evaluation of a pair of socks belonging to each candidate.

The contest highlights an assumed sensory experience, with respect, humor, security and community spirit.

This edition takes place in Brussels, on June 20, 2026, as part of the event Mr Sportswear Europe 26 and under the guidance of the central event that is the election of Mr Sportswear Europe 26.

## **2. General conditions of participation**

Participation is restricted to adults only, according to the rules of the host event.

Participation in the SNIFF OFF contest is free.

The participant agrees to present themselves physically in Brussels, as part of Mr Sportswear Europe 26, on June 20, 2026, at the schedule communicated by the organization.

Participation is voluntary, without constraint, with the possibility of withdrawing before going on stage.

The number of places is limited. A preliminary selection may be applied depending on the number of applications received.

The candidate agrees that their participation will be non-anonymous on stage, in a public context.

## **3. Central rule on socks**

Each candidate presents a pair of socks for the competition.

The pair presented is related to the candidate, to their history, their intention and their smell, whether it is strong, light, surprising or discreet.

The candidate must be able to claim that the pair corresponds to his personal participation.

The candidate must personalize their pair for the competition, in the following sense: they choose themselves the pair, their style, their use, their scenario and the way it becomes their pair of competitions. This means that the candidate is building the identity of the pair. The sock must not be physically made by him.

No voluntary addition of substances is allowed: perfume, spray, oils, chemicals, food, liquids, biological secretions voluntarily added or any element intended to artificially modify the smell.

Only the smell resulting from the pair's real, personal, and natural bearing is accepted.



The pair must be acceptable from a safety point of view: no socks presenting an infectious risk, a dangerous deteriorated condition, mould or suspicious traces that could represent a risk for the jury, the staff or other participants.

Socks that are torn, broken or no longer suitable for proper handling are not allowed. As much fabric as possible must make up the sock so that it remains identifiable, manageable, and presentable.

#### **4. Content to be provided during registration**

Each candidate submits the form at the time of application, completing all the items mentioned as mandatory.

The stage identity must be provided:

1. pup name/stage name/username
2. country.

This information may be quoted publicly.

A short description for the animation can be provided if desired by the candidate. It allows the team to present the pair's story, context, style, intention or atmosphere during the passage on stage. This description is optional and not a mandatory requirement for participation.

A brief oral presentation may also be proposed by the candidate: one or two simple sentences, suitable for public speaking, without intimate details.

Mandatory consents must be validated, including acceptance of the right to one's image in accordance with the procedures provided by the organization.

#### **5. How the participation on stage takes place**

The candidate is called and goes on stage according to the order established by the organization.

A brief presentation of the candidate is made. If a description was provided at registration, it can be used by the organization during the candidate's visit.

The pair is handed over to the staff according to the logistics procedure defined on the same day.

The evaluation is carried out by the jury according to the criteria announced by the organization.

No public opinion will be taken into account, whether physically, orally, online or via social media.

The results are announced according to the schedule provided by the organization.

#### **6. Safety and behavior rules**

The candidate undertakes to comply with the instructions of the organizers, staff and venue hosting the event.



No physical contact may be imposed on a candidate.

No aggressive, humiliating, insistent or discomforting behavior is allowed on the part of candidates.

The organization may discontinue a participation if the situation becomes dangerous, unmanageable or contrary to this policy.

The candidate undertakes to arrive in a state compatible with public participation.

## **7. Image rights**

As the competition takes place in a public setting, images may be taken.

The possible images include: photos, videos, stories, promotional content, ambiance footage and content intended for competition communication.

The contestant agrees to be visible on images taken during the event, including during their time on stage, and that these images may be used for the communication of the SNIFF OFF contest, its organizers and the Mr Sportswear Europe 26 event.

## **8. Selection and refusal**

The organisation may select candidates based on the number of places available, compliance with the rules and clarity of information provided.

An application may be refused by simple decision of the organization, in particular if it is incomplete, not in accordance with the regulations or incompatible with the framework of the event.

## **9. Accountability**

The candidate is responsible for their own socks, personal belongings and conduct.

The organization is responsible for the framework, instructions and overall smooth running of the competition, but cannot be held liable for incidents related to a candidate's non-compliance with the rules.

## **10. Acceptance of the settlement**

Registration implies full acceptance of these rules.

The candidate acknowledges having read the rules of the competition, the conditions of participation, the rules relating to socks, the image rights and the expected behavioral instructions.