ADVERTISING AROUND THE OLYMPIC GAMES
WHAT YOU NEED TO KNOW AS A SPORTING GOODS BRAND

RULE 40 FOR THE RIO 2016 SUMMER OLYMPIC GAMES
5 - 21 AUGUST 2016
ADVERTISING AROUND THE OLYMPICS –
WHAT YOU NEED TO KNOW AS A SPORTING GOOD BRAND

ABOUT THE INFORMATION AND GUIDELINES

The Rio 2016 Summer Olympic Games are staged from 5-21 August 2016. On this occasion, the World Federation of the Sporting Goods Industry (WFSGI) and the International Olympic Committee (IOC) co-organized a webinar regarding the advertising activities during the period of the Games. The webinars took place on March 7, 8 and 9.

This Q&A Summary is accompanying the webinar presentation and handout documents. The questions were asked at the end of each session and summarized in one document. These are the IOC Rule 40 documents that were provided as handouts:

- IOC Rule 40 document as approved by IOC EB for Rio 2016 (February 2015)
- IOC Social and Digital Media Guidelines (October 2015)
- IOC Rule 40 - Athlete Q&A (June 2015)
- IOC Rule 40 Athlete Submission Form (June 2015)

The webinar presentation is available for download here.

WFSGI has made every attempt to ensure the accuracy and reliability of the information provided in this summary. However, the information is provided “as is” without warranty of any kind. WFSGI does not accept any responsibility or liability for the accuracy, content, completeness, legality, or reliability of the information contained in this summary. No warranties, promises and/or representations of any kind, expressed or implied, are given as to the nature, standard, accuracy or otherwise of the information provided nor to the suitability or otherwise of the information to your particular circumstances.

Q&A SUMMARY OF THE IOC/WFSGI RULE 40 WEBINARS

What is Rule 40 about?
Rule 40 is covering the use of athlete images in the “Period of the Olympic Games” (some call it “blackout period”) from 27 July up to and including 24 August 2016: 9 days before, the 3 days after the closing ceremony.

Can we use images of participant athletes in generic marketing materials without approval?
No. For you in order to be able to continue to run the campaign even if it’s generic, you would still need a waiver. Submissions have to be made to rule40@olympic.org.

What is the definition of “advertising”? Ads, social posts, PR or press releases?
All of this, but in brief any activity to sell products or to promote a brand or company.
Does this differ if this is a continuing marketing campaign or a new campaign launched during the Games?
The fact that it’s launched during the Games period would make it more unlikely for the IOC to grant a waiver, because it would more likely be run only for benefiting from the appeal of the Games. In any case, you will always need a waiver.

What is ambush marketing?
It’s any direct or indirect action to gain an association with the Olympic Games, participants at the Olympic Games, any Olympic achievement, an NOC, an Olympic team, the IOC, to gain a commercial benefit by (or from) a non-Olympic partner, so from an entity that has not got that exclusivity directly from the IOC or the NOC. So it’s a non-authorized action.

What is the difference between ambush marketing and Rule 40?
Rule 40 basically regulates the use of the participants’ image during the “Period of the Olympic Games”. A Rule 40 violation is the violation of the generic use of the participant’s image, the violation of the process itself and not being granted a waiver for that. Ambush is something different and is related to violation of an IP or an exclusivity of an association with the brand. For example, you don’t have to use an athlete’s image in an ambush. An ambush can take various forms. When the IOC refers to “Rule 40” issue, it’s because this happens during the “blackout period”. Ambush is an undue association regardless of the Rule 40 period. It’s not necessarily use of IP, but it’s a context that indicates a clear intent to gain an association with the Olympic Games. An ambush implies most of the time the legal action or legal framework behind it, even if it’s not limited to IP whereas Rule 40 is not per se “legal”, it’s more regulation from the IOC.

Who protects the Olympic IP?
The level of protection against ambush activities depends on each country, but it doesn’t mean that the local NOC would not act or deploy to take legal actions. This depends on the country, on the ambush and the level of protection. But today, if we look back from Sydney to Rio, the level of protection of Olympic IP throughout the world is quite high. We are close to the third level - the highest protection – which makes it easy for the IOC or for an NOC to act.

If there’s no participant (athlete, coach or official) in the communication, can you use for instance #Rio2016 or an image of a venue in a tweet?
That’s not subject to Rule 40, but it might be subject to any sort of ambush marketing or illegal use of Olympic IP. That would be something that the IOC might treat as an ambush marketing as part of the IOC Right Protection Program.

A brand is running a commercial around their sponsored US gymnastic team. It looks like they did not use any Olympic IP, but it is clearly inferred based on the timing that the team is preparing for the Games. Is this a violation?
For the US territory that would be for the USOC to judge. Even if no Olympic IP is used, it may qualify as an ambush if the ad is targeted clearly to make an association with the Olympic Games.

Do athlete websites need to be cleared of all Olympic IP?
The IOC would not consider a personal athlete’s website (if this is really an individual athlete’s website) as commercial in nature. So it is not subject to Rule 40, because that’s about the athlete, achievements, etc. and there can be a list of sponsors. If this athlete’s website is turning into a big advertisement this will be another story.
Can a brand use the word "RIO", before the Rule 40 period, together with a sponsored athlete?
It all depends on the context. It’s not a Rule 40 issue, but an ambush issue. If it is to say, “See you in Rio this summer and I am going to perform my best,” then it would be for the NOC in question to assess whether it’s an ambush or not. “Rio” as such is not protected, but the IOC will do an assessment in an ambush context as well.

Expressions like ‘medal’ or ‘gold’ will be judged in the context of a campaign, but against which laws? In many countries this will not be an issue. What laws are being considered for assessment by the IOC?
This concerns the IOC position against ambush and it’s a question of context. If you have an ad with one of the athlete just being run the day before this athlete competes saying, “Wishing for gold,” then it will be very difficult for this brand to argue that there is no intention to gain an association with the Games. It’s not ‘gold’ itself; it’s an association of context. This is always difficult to demonstrate, but it’s an accumulation of parameters that there is really an intention to get an association with the Games.

Who can make an association to the Olympic Games?
Only Olympic partners may refer to or may gain an association with the Olympic Games or any Olympic-related matters such as Olympic IP or terminology.

Can athletes post a photo of their uniform during the Games and mention the brand that makes the uniform if that brand is the official uniform supplier of that team?
Yes.

Our company sponsors two national federations. Does that make us an “Olympic partner”?
No. A national federation is not an Olympic body per se and would not qualify. They don’t have the authority to grant any Olympic-related marketing rights. Only the IOC, NOCs and all organizing committees may grant Olympic-related marketing rights.

What are the rules for athletes personal endorsement of a product in regards to rule 40?
It’s a difficult question, but what is not allowed at the IOC level for Olympic partners or any for example is to say, “Because I’m wearing these shoes, or because I had this equipment I’m running faster” - so the direct connection with the product. It’s not saying, “I recommend this equipment,” that would be fine if it’s all approved. But if there is a direct link between the performance of the athlete in the Games and the product endorsement there will be an issue.

During Olympic period, can an athlete post a photo of our brand’s product that they are wearing during the Games?
This is all outlined in the social media guidelines. If I am an athlete at the Games and I am in the venue, I take a picture of myself and I want to share this with my fans on my Facebook page, that’s fine. But if I post something written by my sponsor or I say, “By the way, this is the new shoe with new material,” that’s the issue.

Can we congratulate and support athletes on their achievements at the Olympic Games?
Any congratulatory, supporting or other message making a direct reference to the Games or the participation of the athlete at the Games will not be permitted - unless the brand is also a NOC sponsor and doing a congratulatory ad in the same territory. You cannot congratulate any athlete on an achievement, because if you do so, you make a clear reference to the Olympic Games (ambush marketing).
Example 1: Can we post through social media a message like "Congratulations to (insert athlete name) on making the US team?" Message would run before the blackout period.

This example would not be a Rule 40 infringement, but a potential ambush infringement at any time even without the use of any athlete’s or participants’ image if you are not an Olympic partner. USOC would make the assessment, because it’s in their territory. The IOC would consider this as an ambush and request the NOC to act. The IOC would take action potentially depending on where or whether there are many territories.

Example 2: "Congratulations for a great race and a great win," done on social media for a sponsored athlete after the “Period of the Olympic Games?”

This is not allowed, because there is a direct association with the performance at the Olympic Games. It is not a Rule 40 violation, because we are outside of Rule 40 period. There is no Olympic IP per se, but there is an intention for this brand to congratulate a sponsored athlete to say, “By the way this is my athlete who won a gold medal at the Games.” Whether it is an ambush issue or not depends on how it’s done.

Example 3: If a brand is a sponsor of an NOC, can it congratulate that NOC and athletes on the brand’s international social media platforms?

Yes, because you would be considered as an Olympic partner, but only if it’s the Olympic team of this NOC as collective, not individual members of the team and if this sponsor being an NOC sponsor has no separate athlete agreement.

Example 4: Can Puma congratulate Bolt with a win on 100m in retail in Germany and social media in general?

Puma is an NOC Sponsor and Germany said okay to the generic ad, but then of course there should be no congratulatory message in Germany per se, because that would go against, the local NOC sponsor – in this case adidas. For social media in general it’s difficult to say, because there are no borders. Puma being an NOC sponsor, and if they do a congratulatory message on social media, on their website, no one is going to run after Puma. But, if they do a specific congratulatory message targeting the German market, in German, that would be a problem.

Example 5: Can New Balance use Rory McIlroy on individual basis and congratulate him? New Balance is the sponsor of the Irish NOC, Nike is the personal sponsor of Rory McIlroy.

New Balance could congratulate the Olympic team Ireland, in Ireland, but not individual athletes.

Example 6: Can I retweet or repost a message on social media from the Swiss NOC “well done Roger Federer, congratulation”?

No, a brand cannot take that up, if they are not sponsor. The NOC would not do it in a commercial way and then you should not re-tweet indeed what the IOC calls "institutional messages".

What about congratulatory social posts for Olympic trials?

Olympic or national trials are something the respective NOC has to deal with, so for example US trials, USOC has to deal with. That’s not a Rule 40 question, but can be an IP infringement.

Can we update biographical reference of athletes winning a medal during the OP on website for instance?

Yes, but in a factual reference such as ‘gold medalist’.

How can we use biographical information of an athlete? Can we refer to an athlete as "Olympic Gold Medalist" or congratulate an athlete on a medal winning performance following the blackout period?

Factual references to performances at the Games or any other sports events are permitted, but it has to be made in a secondary manner. Not in a tagline, not anything that would be considered as
a marketing ad tagline. It’s easier to refer to Olympic achievements factually than referring maybe to a qualification, but it really has to be done in a factual manner. If an athlete has other achievements from the world championships, etc., it is absolutely fine to use such references. It should be just the factual reference to athlete’s achievement and not the final focus of the ad.

**Can the athletes publish their performance on social media during the Games?**
If it is the Facebook athlete’s page, yes. Athletes can publish their performance at the Games. Note: Athletes are subject to the IOC social media guidelines.

**In order to make our advertisement "on-going", by when shall it be started?**
In the IOC guidelines there is no specific deadline for an in-market period. However, some NOCs have given a specific “entry into market” deadline. The closer you get to the Games or to the Games period, the harder it will be to justify the fact that the ad is generic.

**If we’re only running an ad with an athlete in US, do we still need to submit to IOC?**
No, just to the USOC in this case.

**Some adverts are already shot, but today we don’t know if the athletes will participate or not?**
The IOC suggests submitting the campaign and the list of the players that you are intending to use in the campaign. If at the end they don’t participate, because they are not selected within the Olympic team, that’s fine, but if they are you are covered.

**What if a business as usual product launch starts in July and uses an athlete? As long as it’s generic, and was submitted for approval in January, is it OK?**
If you submit to the IOC, and in that submission you were able to justify the fact that it is generic, by saying that this is submitted every year in the same period, because there is a commercial reason why you are doing it in July other than the fact that there are the Games, the IOC will review and once you will receive the feedback for that submission, then the feedback is final. For any product launched in July, you have to demonstrate that this is the same for 2015 and 2014, etc. IOC recommendation is to submit as much as you can and if you have anything that would be launched during Games’ time the IOC needs to understand the rationale behind it, and why it would make it generic despite the fact that it is launched during Games’ time.

**Should we re-submit our concepts to the IOC as they are finalized? Many brands submitted in January, with the caveat that these were "concepts" and would continue to evolve.**
Yes, give all the information you have. The feedback may point out that additional details or information is needed for some of the NOCs.

**Should we send all waivers directly to the IOC, and IOC will handle distributing these to NOC’s?**
If you are doing a national campaign, you don’t have to send it to the IOC, if you do an international campaign, you do have to send it to the IOC.

**There were deadlines stated in the original materials for submission of the waiver. Can those be amended or updated if a new generic campaign is created?**
Those deadlines were not IOC deadlines and NOCs demanded these. Recommendation is to submit anyway. NOCs will not block per se anything. It will just be a little bit harder for the brand to justify the fact that it is generic if it’s submitted closer to the period of the Games.
When is a generic ad campaign deemed approved? If at the end of 21 days after submission there is no reply is it deemed approved? Is there any type of official documentation that will be issued to us with confirmation?

Within the 21 days, all brands that submitted an international campaign receive an email. The email contains the IOC position and the information that further feedback has to be collected. The IOC will do a pre-screen if some information is missing. If you can give as much information as you can, that deadline will actually be shortened. If it’s only an IOC feedback that you demand - not including the USA, Canada or the UK in your submission, then the 21 days will be complied with. If the IOC has to go and collect the feedbacks from those NOCs the deadline is out of IOC hands and the only thing they can do is push for the fastest turnaround time that the NOCs can have. The IOC could not share anything with the NOC before the Non-Disclosure-Agreement has not been received. You will get a consolidated feedback from the IOC.

To follow up on the 21 day approval, if we’re required to launch campaigns by March 27th, but without prior approval it does not make sense to invest in a campaign that may not be approved? How should this be addressed?

The March 27th deadline only applies to certain countries. The IOC recommends that if you didn't have a consolidated feedback in time you approach those NOCs and explain why you believe this deadline should be further extended. The IOC cannot extend that deadline, only the NOC.

If a pre-Olympic product launch is supported by a marketing campaign, does that campaign have to be in market by March 27?

If you are talking about the US or certain markets I would say yes. You need to have certain tactic being launched in the market before that date otherwise that would not satisfy. Or at least you need to have an approval from those NOCs that have set the deadline that you would not need it. So again the 27th of March is not an IOC deadline, we don’t have a deadline per se. The 27th of March is some NOCs’ deadlines: the US, the BOA, the COC, so Canada, and Slovenia. And maybe a couple of more that are just out of my head. France and Australia I think. So these guys actually have set the deadline for 27th of March, for them to be able to consider the campaigns that are generic. If you want an extension of that deadline, the only person capable to give you that extension would be the person who actually set the deadlines. So you would have to go to these NOCs, and justify why you need that deadline to be extended.

What about deadlines for submission? It does not mention anything in the guidelines....

The deadline today is for the US and certain other territories. What the IOC agreed to with NOC countries is that you should submit anyway and they will review on a case by case basis. Originally, the deadline was intended to contain a bit the flow of submissions and also to respect the entry into the market date. Some NOCs will be less flexible on the entry on the market. Therefore submit as soon as possible.

Wimbledon, Davis Cup, US Open are all staged around the Olympics. Tennis campaigns for example will only be launched in July and August (not related to Olympics). Product and images will still be in store. Is this OK?

It will be harder to justify it as generic. So you should give more examples of the fact that it's generic. Maybe just say that this campaign has run at the same time last year and it will do the same next year, try to establish a kind of criteria to prove that this campaign is not trying to piggyback on the Olympic Games. It is your duty in a way to demonstrate that it is generic and that despite the fact that it is launched during Games' time it still remains generic. Then you have
to give the rationale. The more you give the easier it will be. Note that during Games Time an NOC may take also longer to respond. So you have to include this into your planning.

**What if IOC allows a global generic campaign featuring participants, but an NOC objects?**
The IOC, before approving a global campaign will engage with the NOC to be sure that everyone is on board, and when the IOC replies to the brand yes, we do approve a global campaign, it means that they have made a proper check on IOC side. If, however, that would happen that an NOC later comes back and disapproves the IOC will have to take a strong position and say that the IOC has approved. More than two territories means the IOC will approve and make sure to consult with NOCs when required. When the IOC says, “Your global campaign is approved,” it means that this is approved.

**What is the restriction for opening a temporary shop or show room in Rio during the Olympics?**
There are some restrictions in place and we recommend you to contact Rio, because there are regulations in terms of retail in Brazil and they are quite restrictive in terms of opening a shop. You have to make a difference between a showroom, a shop and retail. For retail, even if it’s a temporary shop, a lot of procedures have to be followed and you need the authorization of the Brazilian authorities.

**What about countries that do not allow generic advertisement? We have understood Brazil, Japan and Korea and a few others opt out.**
The IOC has the right to review the requests for international campaigns. In case you have requests for one territory only, you should get into contact with the NOC as soon as possible and submit your campaign. The IOC will submit to the concerned bodies all global campaigns and let them know the IOC position. So far there are no per se bans and it will be on a case by case basis. It’s difficult to give a general response whether all the generic campaigns will be approved, but at least the IOC will submit to every single NOC. The IOC encourages brands to submit campaigns and material including also those territories that opt out. The IOC will get back to them saying, "This is actually in fact generic as you can see by this, this and this example." Some of the generic bans may come from missing information or a lack of information. If those countries receive a lot of submissions which are in fact generic, they will realize that a generic ban doesn’t make sense.

**How does the IOC monitor social media worldwide on any activation by any brand making use of athletes?**
Social media would be regarded as any other platform from a Rule 40 perspective. The IOC has a worldwide internet monitoring program - not only limited to social media, but also broadcasting of the Games for example. In addition the IOC is working with the main platforms.

**If family members or fans of an athlete post congratulatory or good luck messages on a brand Facebook page would the brand have to remove those messages?**
It all depends if the name of the athlete is used, because that’s a Rule 40 infringement. It’s not really who is doing it, but it’s more whether the name of the athlete (even without picture) is being used.

**Can a brand congratulate athletes who are part of the WFSGI/IOC uniform support program on social media?**
No, the supporting WFSGI brands have agreed not to make any form of advertisement with any of these athletes. It is a social program.
Are we allowed to share a post from an athlete on social media during the Olympic Period?
It all depends on the content of the post (see IOC social and digital media guidelines). “My competition today was great, and I would like to thank my sponsor (…)” is not possible.

Are we allowed to share a post from an NOC?
If you are re-tweeting a post from an NOC, that you don’t sponsor, that would be an issue and it would be for the NOC to take action.

If an athlete posts on their personal social media pages, can we repost or retweet their posts during the Games, but not reference anything about the Olympics?
No, you cannot retweet or repost any personal social media pages of an athlete. The idea is to have athletes sharing their experience at the Games outside of a commercial context. So this is not for retweet or repost, or anything else. That’s the personal experience that I’m sharing as an athlete.

Are we allowed to share video-selfies of athletes?
Social and digital media guidelines paragraph 2: “If an athlete makes a capture audio/video, etc. it should not be made available on social and digital media.” These guidelines are quite detailing rules what an athlete can do, tweet and re-tweet, whether they are allowed or not.

What is the sanction if the athlete posts something on his/her social media that may be interpreted as advertisement for a brand?
The first thing that is going to happen is that the NOC’s “Chef de Mission” will be contacted and there might be disciplinary procedures engaged by the NOC first. Then it all depends on each NOC whether they have athlete contracts, etc.

When referencing the countries a message would run in, how do you handle online or social media messages?
Online and social media is just another platform and will be handled as any other OOH or TV ad. Digital, online and social media is harder to geo-block, so the IOC would basically more look at if it is not geo-targeted. For example if the message comes in a specific language or is posted on a specific Facebook page and it’s targeted to a country, then the IOC would block it.

What if we have a “global social handle” that does not restrict any countries from following, and we use generic athlete content during the Rule 40 period? Is that OK, as long it was submitted in January for approval?
Any new social media activities will be considered as new, so you will have to submit even if the main content of the campaign has been submitted and approved, if there is anything new going out of what had been approved, we would recommend to submit to the NOC/IOC.

A CEO video interviewed by Wall Street Journal claims the connection between his sponsored athlete and the Games. Is that a violation of Rule 40?
No, it’s editorial. An interview is not an advertising activity as such.

Can I retweet posts from newspapers?
If the newspaper is for editorial purposes you can retweet a message which was intended for editorial purposes. If you create a commercial contact, you may get a reaction from the IOC/NOC.
AGENDA

0. Introduction WFSGI
1. Rule 40
2. Who does it apply to?
3. When does it apply?
4. Who may advertise and what’s new?
5. What can and can’t be done?
6. What is the application process?
7. Q&A session moderated by WFSGI

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INTRODUCTION WFSGI

- Not-for-profit organization formed in 1978
- Global voice of the industry
- Officially recognized by the IOC
- We exist to serve our members
ORGANIZERS & PANELISTS TODAY

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Hannah Burns, Head of Games Department at IOC
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ASK YOUR QUESTIONS

ASK QUESTIONS VIA THE CHAT FUNCTION OR RAISE HAND
You may use the “chat” window at any time to submit questions to the moderator for the Q&A portion of the webinar

HAND OUTS & WEBINAR PRESENTATION
The key IOC documents are available at the right hand bar and the presentation will be shared

OPEN QUESTIONS
If, for any reason, your questions are not answered, please contact the WFSGI
AGENDA

1. Rule 40
2. Who does it apply to?
3. When does it apply?
4. Who may advertise & what’s new?
5. What can and can’t be done?
6. What is the application process?
1 Rule 40
What is Rule 40?

Rule 40, Bye-law paragraph 3 of the Olympic Charter

“Except as permitted by the IOC Executive Board, no competitor, coach, trainer or official who participates in the Olympic Games may allow his person, name, picture or sports performances to be used for advertising purposes during the Olympic Games”

As per the IOC Executive Board’s decision, there are certain exceptions to this rule and Games-time advertising activities are regulated.
Purpose

- *Protect Participants’ rights*

- *Preserve the unique nature of the Olympic Games by protecting the Olympic Games and the Olympic brand from over-commercialisation*

- *Ensure the financial stability of the Olympic Movement and the viability of the Olympic Games by providing value to the Partners*
Who does it apply to?
Rule 40 applies to the use of the person, name, picture or sports performance of an…

- **Athlete** participating in the Rio 2016 Olympic Games
- **Coach / Trainer** participating in the Rio 2016 Olympic Games
- **Official** participating in the Rio 2016 Olympic Games

Collectively referred to as **«Participants»**
3 When does it apply?
27 July 2016 – 24 August 2016

START
9 days prior
27 July

Opening Ceremony
5 August

Closing Ceremony
21 August

END
3 days after
24 August
4  Who may advertise?
What’s new?
Olympic Partners may use Participant images in connection with the Olympic Games (subject to conditions)

- TOP Partners – international rights
- NOC local sponsors – national rights
- Olympic Games sponsors – rights in the Host Territory
- Rights Holding Broadcasters – national rights

Collectively referred to as the Olympic Partners
TOP Partners – international rights

Marketing rights limited to Brazil, the Republic of Korea, Japan and the United States of America until end 2016, and worldwide 2017 onwards
NOC Partners – national rights
Third-party companies or brands (non-Olympic sponsors) shall NOT use Participant images in connection with the Olympic Games.

NEW exception - non-Olympic sponsors may use Participant images provided the advertising does not create any impression of a commercial connection with any Olympic property and in particular the Olympic Games (IOC EB Feb. 2015).

The NOCs may restrict or prohibit uses of Participants subject to applicable law and regulations.
Applications to advertise with a Participant must be submitted for approval to the IOC or NOC

- Olympic Partners must receive approval from the IOC or the NOC

- **NEW process** - third-party companies and brands must receive approval from the IOC or the NOC
5 What can and can’t be done?
5.1 What is NOT permitted?
For third-parties & brands: what is not permitted and cannot be approved by the IOC / the NOC?

Cannot develop marketing campaigns that imply an Olympic association or benefit from the appeal of the Olympic Games

No use of Olympic IP or NOC IP

No congratulatory/support ads or messages
What is not permitted?

Any use of the “Olympic listed terms or expressions” alongside the Participant’s name or image

Olympic
Olympics
Olympiad
Olympiads
«Citius, Altius, Fortius»
What is not permitted?
Any use of other "Olympic-related terms" in such a way as to imply an association with the Olympic Games, depending upon context

<table>
<thead>
<tr>
<th>2016</th>
<th>Performance</th>
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<tr>
<td>Rio or Rio de Janeiro</td>
<td>Challenge</td>
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<td>Gold or Silver or Bronze</td>
<td>Summer</td>
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<td>Olympian</td>
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<td>Effort</td>
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What is not permitted?
But also…

Any other Olympic IP
Performances at the Rio Games
New campaign created to benefit from the appeal of the Games
Express visual allusion to the Games
What is not permitted?

- The Olympic symbol reproduced in the form of fruit
- Rio 2016 mascots and look of the Games
- German Olympic Team slogan
5.2 What is permitted?
For third-parties & brands: what is permitted and can be approved by the IOC / the NOC?

Advertising that does not make any connection with the Olympic Games, the IOC, the Olympic Movement, the OCOG, the NOC or the National Olympic Team.

All uses of Olympic Games participants are subject to the application process and NOC conditions.
Can…

Continue product packaging and merchandising, athlete product and athlete endorsed product lines

– Continue to sell on-line at “company” and wholesale accounts commerce sites
– Continue point of purchase at “company” brick and mortar stores
– Continue point of purchase at “company” wholesale accounts as long as point of purchase is in “company” shop in shop and/or “company” controlled spaces (cannot be used in general public areas of wholesale account/store)

Continue use of factual references, biographical information including Olympian and Olympic achievements (Gold, Silver and Bronze) in concert with other athlete achievements (should not be the headline or prominent)

*subject to NOC conditions
5.3 Examples
Is this permitted?

Such a visual used by third-parties and involving Participants would not be acceptable as there is a visual allusion to the Rio 2016 Olympic Games through the use of an image of an Olympic venue (Maracana stadium) and/or iconic landmarks (Christ).
Is this permitted?

This is inadmissible as the references to the Participant:
- are not in the context of factually describing the company’s support of the athlete
- use the term “Rio” and “Rio 2016”
- directly promote or endorse a product
- appear on the company’s home page or equivalent (including, for example, a landing page or front page of Facebook)
Is this permitted?

This is acceptable as:

✓ the company’s support of the Participant is factually described
✓ the site sits within an archived news item which appeared prior to the Period of the Games
✓ no direct references to the Olympic Games apart from a factual statement that the athlete is an Olympian/Olympic medallist along with other biographical details
Is this permitted?

This is inadmissible as the campaign:

- started just before the Period of the Olympic Games in order to benefit from the appeal of the Olympic Games

In store campaign launched in June 2016
Is this permitted?

This is acceptable as long as the materials:
✓ were produced and have been widely available continuously well before the Period of the Olympic Games
✓ do not refer to the Rio 2016 Olympic Games

Also: In this context a **factual statement** that the athlete is an Olympian/Olympic medallist would be ok.
Is this permitted?

- Use of Olympic image
- Use of Games trademarks (Rio 2016, NOC Team)
Is this permitted?

- Use of trademarks (NOC Team, Rio 2016)

COMPANY X  @companyX  -  5m
Good luck to @TeamCanada at the Rio 2016 Games!

COMPANY X  @companyX  -  2m
Congrats to @Xathlete as she goes for gold today at #Rio2016! #TeamCanada

COMPANY X  @companyX  -  1m
Reigning gold medalist @Xathlete is going for back-to-back GOLD! Retweet to show your support for our #TeamCanada athletes! #Rio2016
Is this permitted?

- No use of IP
- No association with the Olympic Games or Rio
- Is also an ongoing campaign and not launched right before the Olympic Games
Is this permitted?

- No use of IP
- No association with the Olympic Games or Rio
- Is also an on-going campaign and not launched right before the Olympic Games
6 What is the application process?
Your campaign must be submitted to…

For international use (two or more territories) → To the IOC

For national use (one territory) → To the Participant’s NOC

For use in a territory of an NOC other than the Participant’s NOC → To the NOC of the Participant and to the NOC territory where the promotion is taking place
Global campaign by a third-party portraying US, China and Brazilian athletes: submission to the IOC who will review according to the USOC, COC and COB’s respective position

Campaign in France by a third-party portraying French athletes: submission to the CNOSF

Campaign in France by a third-party portraying a US athlete: submission to the USOC and to the CNOSF
Submission via an Application Form

One template (for national & international)

Available from the NOC or rule40@olympic.org

21 calendar days for the IOC or the NOC to respond
<table>
<thead>
<tr>
<th><strong>Athlete’s name</strong></th>
<th>Example: Andre Tiss</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Athlete’s National Olympic Committee</strong></td>
<td>Example: Switzerland</td>
</tr>
</tbody>
</table>
| **Contact Information** (please provide email address and telephone contact) | Example: Andre.tiss@gmail.com  
1417911212 |  
| **Applicable Period** | From 27 July 2016 until 24 August 2016 (included) |  
| **Sponsors** | |  
| 1. [Insert: Sponsor’s name & brand and contact person] | National |  
| | Example: |  
| If yes, please indicate the Territory: | |
Thank you!
7. Q&A SESSION
Thank you!

World Federation of the Sporting Goods Industry (WFSGI)

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