



INTERNATIONAL
OLYMPIC
COMMITTEE



COMMERCIAL OPPORTUNITIES FOR PARTICIPANTS
OLYMPIC GAMES TOKYO 2020
ILLUSTRATIVE GUIDANCE FOR NON-OLYMPIC PARTNERS

INTRODUCTION

In June 2019, the IOC updated Rule 40 of the Olympic Charter and established a set of [Key Principles](#). These Key Principles set out how athletes competing at the Olympic Games Tokyo 2020 can engage in, and benefit from, commercial activities around the Olympic Games.

By following this framework, responsible brands and the athletes which they sponsor are helping the Olympic Movement maintain the solidarity funding models that ensure that **all** 206 Olympic teams from every nation, plus the IOC refugee Olympic Team, can continue to be funded to compete at the Olympic Games – regardless of the availability of personal sponsorship, or the level of team funding, in their country.

The IOC is committed to ensure that the whole world can experience the athletes' performances, in particular by arranging broadcast of the Olympic Games on a truly global basis. In this way, we hope to raise the profile of all athletes, and so help them to attract personal sponsors. The IOC also supports athletes to engage personal sponsors, by providing advice through the [Athlete365 platform](#).

The illustrative guidance in this document supplements, and should be read in conjunction with, the Key Principles of athlete advertising. These are explained in the [IOC's June 2019 Commercial Opportunities document](#). The Key Principles prevail in case of any ambiguity. Capitalised words in this document have the same meanings as in the Key Principles. Companies using Paralympic athletes in their campaigns should consult the IPC's Athlete Sponsorship and Advertising Guidelines for the Tokyo 2020 Paralympic Games.

This document is relevant for all advertising activity which covers more than one country. Advertising targeting at one territory is subject to the rules of that country's National Olympic Committee, which may be different to the Key Principles. Athletes and their sponsors should check with the relevant NOC. If you require contact details for an NOC, please ask us at rule40@olympic.org.

This document also accompanies the launch of the IOC's Athlete Advertising Notification Portal for non-Olympic sponsors using athletes in multi-national campaigns. The Athlete Advertising Notification Portal has been developed as a simple, one-stop-shop notification platform for brands. The notification portal is available at rule40.olympic.org.

Thank you for reviewing and following the Key Principles of athlete advertising.

GENERIC ADVERTISING

The concept of “Generic Advertising” is an important one for athlete personal sponsors who are not also Olympic Partners. These Non-Olympic Partners can continue to run Generic Advertising during the **Olympic Games Period** (14 July 2020 to 11 August 2020 inclusive) if:

- they have the permission from the relevant athlete(s),
- no Olympic Properties are used in the advertising, and
- it respects the policies of the IOC relating to activities incompatible with the values of the Olympic Movement, and those of the athlete’s NOC.

Generic Advertising is defined in the Key Principles as advertising which meets all of the following three criteria:

1. the only connection between, on the one hand, the Olympic Games, the IOC, the Tokyo 2020 Organising Committee, an NOC or an NOC’s Olympic team and, on the other hand, the relevant advertising activity, is the fact that the advertising uses a Participant’s Image
2. the advertising must have been **in the market for at least 90 days** prior to the Games Period (i.e. before 15 April 2020), and
3. the advertising must have run **consistently** and **not be materially escalated** during the Games Period.

Criteria 2 and 3 will be applied flexibly to support athletes competing in other competitions and to enable “business-as-usual” campaigns.

Notified advertising will be reviewed on a case-by-case basis, but the following examples illustrate some advertising methods which would, and would not, be regarded as Generic Advertising.



Allowed



Not allowed



The case or statement
is acceptable subject
to certain conditions.



Key Principles

Example 1

Generic advertising



- No connection with the Olympic Games other than use of an Olympian
- The brand has demonstrated that the campaign has been in market before 14 April 2020
- The athlete's Olympic achievements are listed factually and not more prominently than her other achievements
- No Olympic Properties used

Example 2

Connection with the Olympic Games



Despite the campaign being in market for over 90 days, and no Olympic properties are used, a connection with the Olympic Games is made using the "Road to Tokyo" reference.

Example 3

Use of Olympic Properties



Despite the campaign being in market for over 90 days, Olympic Properties are used (“Tokyo 2020”), and make a connection with the Olympic Games.

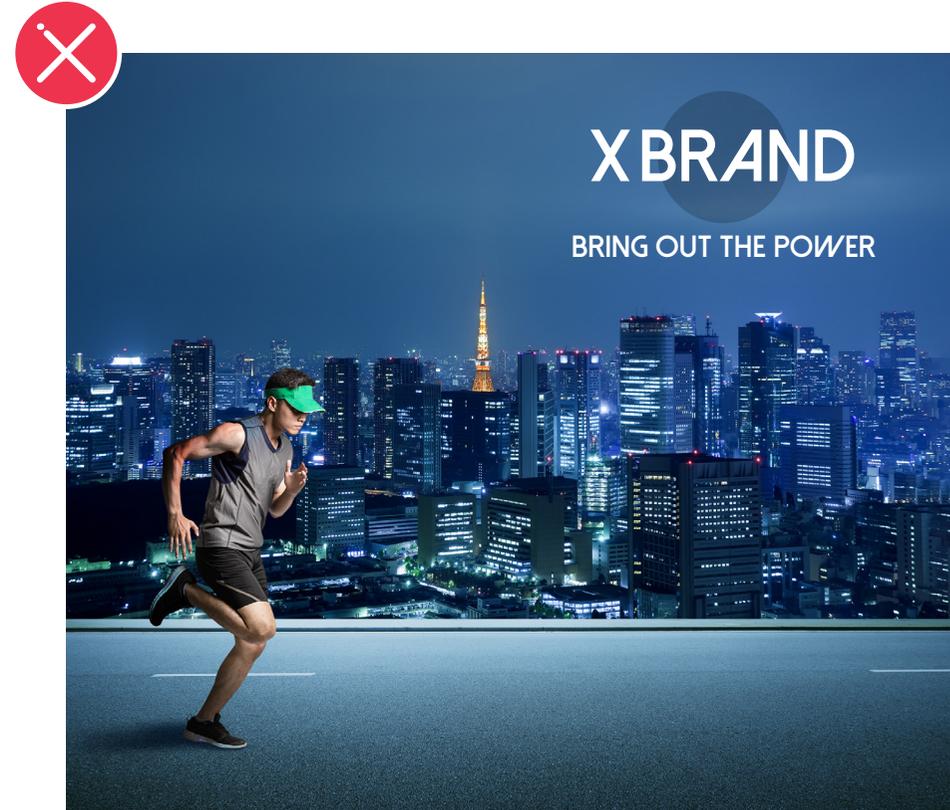
Example 4

Connection with Olympic Games and use of Olympic Properties by using official Olympic team apparel



Despite the campaign being in market for over 90 days, Olympic properties are used on the athlete’s official Olympic team apparel, and the use of the official Olympic apparel creates a connection with the Olympic Games.

Example 5 – Creation of connection to the Olympic Games



Use of iconic Japanese imagery means that there is a connection to the Olympic Games beyond simply use of an Olympian, therefore the campaign does not meet the first criteria of Generic Advertising.

Example 6 - “In-market” period and escalation of frequency of advertising during the Games



Despite not using any Olympic Properties or creating any connection with the Olympic Games beyond use of an Olympian, the sponsor was not able to show that the advert has been in market for more than 90 days, so cannot be considered as Generic Advertising. The Athlete Advertising Notification Portal includes a section for sponsors to provide details of “in-market” campaigns.

Note also that if an advert significantly increases in distribution or frequency during the Games Period, this would also cause it to be regarded as non-generic.



Should be in market at least 90 days before “In Market” Period.



Should run consistently and not be materially escalated during the Games Period.

Example 7 – “Business as Usual” Campaigns



KEY PRINCIPLES

Where sponsors can show that a campaign reflects “business-as-usual” as part of the notification, it may be exempt from the 90-day “in-market” period requirement.

For example, this may be relevant for “back-to-school” campaigns that start during July or August.

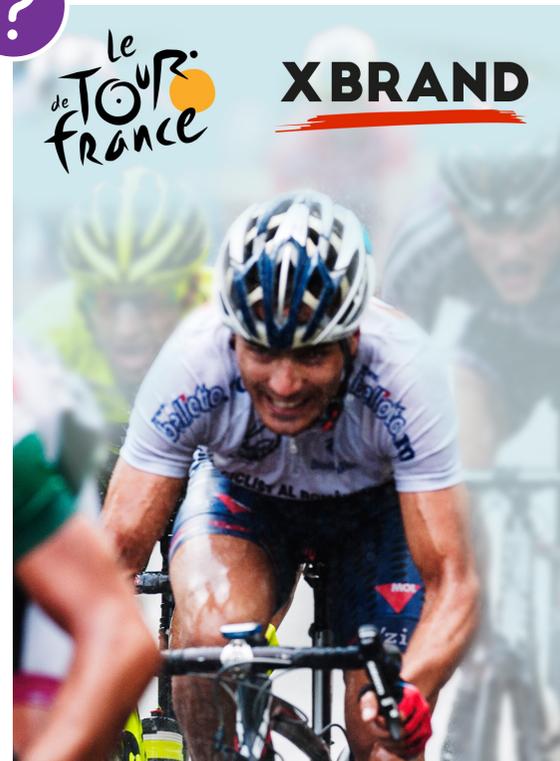
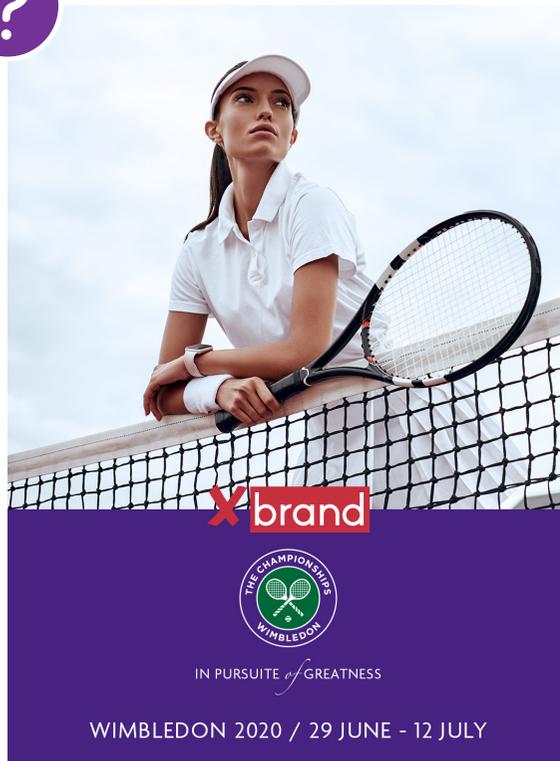
Please ensure that appropriate details are provided in your notification.

Note that a “business-as-usual” advert should not contain Olympic Properties or otherwise create a connection with the Olympic Games, other than by using the athlete (see examples 1 to 6).



This campaign was launched during the Games Period, and so does not meet the 90 day “in-market” requirement. However, the sponsor provided information on the online notification platform that show that it usually runs similar campaigns at the same time in non-Games years as well.

Example 8 – Flexibility for athletes participating in other competitions



To provide flexibility for athletes participating in other sports competitions shortly before or after the Games Period, exceptions to the 90-day-in market requirement are available. Please ensure that supporting information is provided in the online notification.

Note that the advert cannot contain Olympic Properties and must still respect the requirement not to create any connection with the Olympic Games other than by use of the athlete (see examples 1 to 6 for guidance of this element).

Example 9 – No suggestion of performance enhancement



 X Brand @xbrand · Jul. 28th 2020

You are in top shape. Thanks to XBrand product!







Even if this advert has been in market for more than 90 days before the Games Period, and does not use Olympic Properties or create a connection with the Games (other than using an athlete), it implies performance enhancement by the sponsor's product or service, so cannot be considered as acceptable Generic Advertising.



KEY PRINCIPLES

Advertising must not include statements, or imply, that a product or service enhanced the athlete's performance

Example 10 - Congratulatory Advertising by Non-Olympic Partners



X Brand @xbrand · Aug. 15th 2020

Congrats [Athlete](#) on your amazing performance! We're all so proud #TeamXbrand



🔗 💬 👍



X Brand @xbrand · Jul. 28th 2020

Xbrand is going to #Tokyo2020! #TeamXbrand athlete @ATHLETE is competing at the Tokyo 2020 Games #TeamNOC



🔗 💬 👍



X Brand @xbrand · Jul. 28th 2020

Congrats [Athlete](#) on your amazing performance! We're all so proud #TeamXbrand



🔗 💬 👍



This congratulatory ad from a Non-Olympic Partner is posted **after** the Games Period, and does not use any Olympic imagery or Olympic Properties. A similar message of support posted **before** the Games Period is also possible.

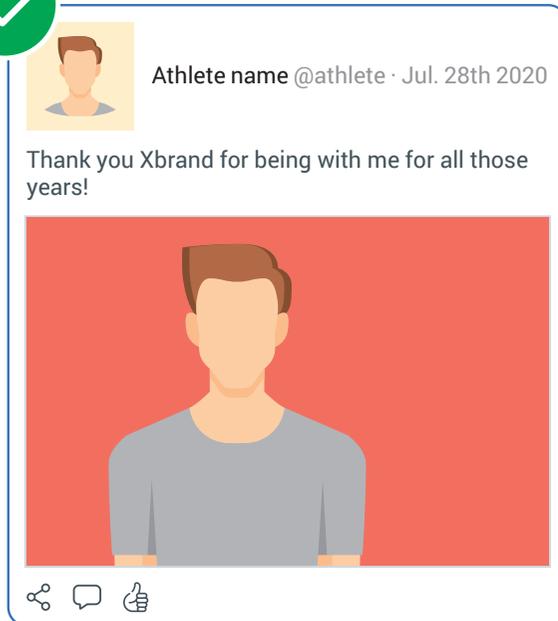


KEY PRINCIPLES

Non-Olympic Partners cannot publish Congratulatory Advertising during the Games Period. This also covers other messages of support and commiseration towards athletes competing at the Olympic Games.

Note that these kinds of messages **can** be posted by sponsors **before and after the Games Period**, without using Olympic Properties or creating any connection with the Olympic Games.

Example 11 – Athlete Thank-you Messages



The online message must:

- not include any Olympic Properties or any images or videos from Olympic venues or Olympic medal ceremonies, or feature official Olympic team uniform, or any Olympic medal
- not include any statement or imply that a product or service enhanced the Participant's performance
- not include a personal endorsement of the relevant product or service
- not be linked to any activities incompatible with the values of the Olympic Movement (e.g. alcohol, gambling, etc.)
- not make a connection with the Olympic Games, the IOC, the Olympic Movement, the OCOG, the NOC or the National Olympic Team

Thank you messages to Olympic Partners should not be combined with messages to Non-Olympic Partners.



The accompanying image uses Olympic Properties, official Olympic kit and an Olympic medal.



KEY PRINCIPLES

Thank you messages to personal Non-Olympic Partners are limited to **one per personal Non-Olympic Partner**.

Participants may repost or share content from the IOC's, the Tokyo 2020 OCOG's, their national Olympic Team's or their NOC's social media accounts.

However, such reposts or sharing must not include messages of thanks, or otherwise refer, to Non-Olympic Partners.

A single thank you message to each personal non-Olympic Partner during the Games Period can be posted to multiple platforms (posting a single identical message to multiple platforms must take place at the same time).

Example 12 – Non-Olympic Partners reposting or sharing content

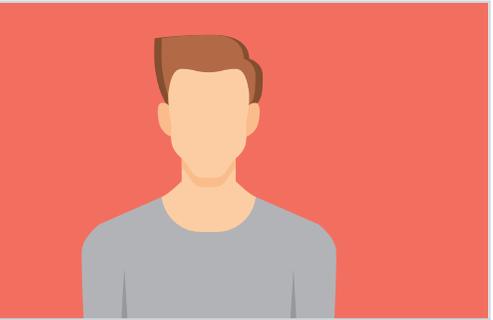


 X Brand @xbrand · Jul. 28th 2020

Amazing performance in Tokyo yesterday by our new brand ambassador #athletename That's how to #Bringoutthepower!!

 Athlete name @athlete · Jul. 28th 2020

Thank you XBrand, my personal sponsor!





 X Brand @xbrand · Jul. 28th 2020

Can't wait to see their performances over the next two weeks!

 Team Canada @TeamCanada · Jul. 28th 2020

Team Canada walks the opening Ceremony #Tokyo2020 #TeamCanada





 X Brand @xbrand · Jul. 28th 2020

Nice one #athletename, XBrand ambassador

 Athlete name @athlete · Jul. 28th 2020

I did it!



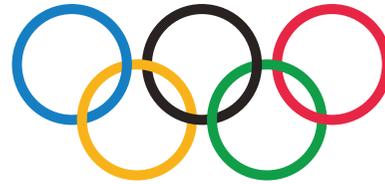
  



Personal Non-Olympic Partners cannot repost Olympic content or Athletes' thank you messages.



Personal Non-Olympic Partners cannot repost athlete content which includes Olympic Properties or Olympic medals



THE WORLDWIDE OLYMPIC PARTNERS

