



**2012 INFORMATION FOR  
ATHLETES, THEIR AGENTS AND NGBS**  
**NOVEMBER 2011**

---

# CONTENTS

---

Rule 40 Guidelines . . . . . 2

Rule 50 of the Olympic Charter . . . . . 5

IOC Social Media Guidelines . . . . . 7

USOC Athlete Endorsement Guidelines . . . . . 10



# RULE 40 GUIDELINES

## Executive summary

Rule 40 of the Olympic Charter limits athletes and other participants in the Olympic Games from appearing in advertising during and shortly before and after the Olympic Games (the so called “Games Period” or “Rule 40 period”). This helps prevent ambush marketing which might otherwise utilize athletes to imply an association with the Games.

These guidelines explain the rationale and application of Rule 40 in the United States.

“Waivers” to use athletes in advertising are available for official U.S. Olympic Team sponsors, including TOP/Worldwide Partners, USOC sponsors, suppliers and merchandise licensees. Other businesses are restricted from the use of Games participants in their advertising during this Rule 40 period.

## Introduction

These guidelines are issued by the U.S. Olympic Committee to explain to athletes and National Governing Bodies (NGBs), their agents and sponsors, and other businesses which use athletes in their advertising how Rule 40 will be implemented for the 2012 London Olympic Games.

This rule limits Games-time advertising activities for competitors, coaches, trainers and officials (collectively referred to in this document as “Participants” participating in the Olympic Games.) It is known as Rule 40 of The Olympic Charter. (Prior to July 2011, Rule 40 was known as Rule 41 of the Olympic Charter.)

The International Olympic Committee (IOC) has traditionally only allowed

limited exceptions to Rule 40. We hope these guidelines will clarify what is and isn’t acceptable during the Rule 40 Period.

## To whom do these guidelines apply?

It is the responsibility of all Participants to comply with Rule 40. However, businesses using Participants in their advertising, and NGBs and agents who are involved in approving use of athlete images in advertising, will want to ensure they are not putting an athlete in violation of Rule 40. These guidelines are therefore relevant to:

- Athletes and others who will be Participants in the London 2012 Olympic Games
- Athlete agents
- NGBs
- Sponsors, businesses and other organizations (e.g.: charities or non-commercial organizations) using athletes and other Games Participants in their advertising in the United States:

- a. Official USOC sponsors, broadcasters and licensees

The IOC allows TOP Partners to use Participants in advertising during the Games, and Rule 40 waivers will be granted subject to the Partner obtaining any necessary consents from the Participants featured and respecting the supplementary guidelines for Partners, which will be issued by the IOC and USOC.

USOC Partners will also benefit from Rule 40 waivers issued by the USOC. All advertising that uses Participants in the Games will need to be submitted through the normal approvals process

with a request for a Rule 40 waiver.

- b. Requests by other businesses and organizations for Rule 40 waivers may be submitted to the USOC for approval, which the USOC will consider on a case-by-case basis in its discretion. The USOC normally does not issue Rule 40 waivers to competitors of the USOC’s commercial partners.

Please note:

## Paralympic rules

There is an equivalent rule in the Paralympic Handbook which governs the advertising activities of participants at the London 2012 Paralympic Games. We will issue separate guidance in due course.

All athletes, coaches, officials etc. who participate in any Olympic Games for the United States must sign a Code of Conduct that requires them to abide by certain obligations in respect of the Olympic Charter. This document sets out further restrictions relating, for example, to the use of Olympic trademarks for promotional purposes.

By way of example, the Code of Conduct for the Beijing Games provides that the athlete: “will not use, or authorize the use of my name, person, image, picture, voice, or any of my sports performances for advertising or promotional purposes during the Games period without the prior written consent of the USOC.”



## **RULE 40 GUIDELINES CONT.**

### **IOC Blogging guidelines**

The IOC has issued guidelines regarding Participants blogging, tweeting and other social media about the Games. These are available at [http://www.olympic.org/Documents/Games\\_London\\_2012/IOC\\_Social\\_Media\\_Blogging\\_and\\_Internet\\_Guidelines-London.pdf](http://www.olympic.org/Documents/Games_London_2012/IOC_Social_Media_Blogging_and_Internet_Guidelines-London.pdf) and included in your packet. We advise you to become familiar with these guidelines in advance of the Games to protect your athletes.

### **National Governing Bodies' commitments**

The NGBs of Olympic sports are also bound, through their membership of the USOC, to respect the Olympic Charter and have made the following commitment not to engage in negative comparative advertising:

"The National Governing Body Council acknowledges that comparative or negative ads by either an NGB sponsor or a USOC sponsor can be damaging to the Olympic marketplace and the collective interest of all involved in the Olympic Movement. As such, it is in the interest of all NGBs to disallow use of their marks, emblems and designations in such advertising by their respective sponsors and to work to ensure that all advertising around the Olympic Games conforms to the spirit of the Games. Likewise, the USOC's sponsors should abide by the same standards."

The Ted Stevens Olympic and Amateur Sports Act (the "Act") protects the Olympic and Paralympic brands in the United States. Olympic trademark protection includes (but isn't limited to) the Olympic Symbol, the term "Olympic," the London 2012 word

mark, logo, emblems, mascots and pictograms, and the Team USA name and logo. Please note that even if a Rule 40 waiver is granted, this does not exempt the advertiser from complying with the Act. No Olympic Marks should be used in advertising without USOC consent, nor should the advertisement otherwise create or imply an unauthorized association between the advertiser and the Games.

### **Why are there restrictions on use of athletes in advertising during the Olympic Games?**

The rationale for Rule 40 goes back to the amateur roots of the Olympic movement. The Rule ensured that athletes maintained their amateur status. The Games have, of course, moved on and in the majority of sports professional athletes now compete in the Games. However, to protect against ambush marketing; prevent unauthorized commercialization of the Games; and to protect the integrity of athletes' performance at the Games, the IOC places certain limits on how a Participant's image can be exploited during the Rule 40 Period.

Ambush marketers have, in the past, used their association with athletes and NGBs to suggest or imply that they have an association with the Olympic Games. This undermines the exclusivity that NOCs, the IOC and Organizing Committees offer sponsors. Without the investment from these corporations, the IOC, the USOC, the OCOGs and the other NOCs would not have funding. The implication of an association with the USOC and the Olympic Games through use of athletes is particularly powerful during and immediately before

and after the Games. To protect against this, Rule 40 therefore places limits on the advertising activities of Participants, for the period of time right before, during, and just after the Games.

### **What is Rule 40?**

Rule 40 of the Olympic Charter states: '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.'

### **What does this mean?**

#### **'Competitor, coach, trainer or official'**

Rule 40 applies to competitors, coaches, trainers and officials who are participating in the Games ('Participants'). Rule 40 does not apply to Olympians who have competed in previous Games but who are not participating in the London 2012 Games in any capacity. Nor does Rule 40 apply to other accredited people, such as broadcasters, volunteers or VIPs.

Note that Rule 40 is specific to the Olympic Games but there is an equivalent rule for the Paralympic Games. The rules are however distinct and apply for different periods. Olympians are not subject to the restrictions after the Olympic Games Rule 40 period has ended, and Paralympians are not subject to the restrictions during the Olympic Games Rule 40 period.



**RULE 40 GUIDELINES CONT.****‘Person, name, picture or sports performance’**

Any reference to the Participant, whether by their personal appearance, use of their image (or any representation of such image, whether two or three dimensional), name or sports performance (including performance at the Games and recent historical performance), in advertising will fall within the scope of Rule 40.

**‘Advertising purposes’**

‘Advertising purposes’ encompasses all forms of commercial promotion, including (but not limited to):

- Traditional advertising in paid-for space, including press advertisements, billboards, television and radio and online advertising;
- Direct mail advertising (electronically or by post);
- PR, including personal appearances and press releases;
- On-product promotions and advertising;
- In-store promotions; and
- Corporate websites, social networking sites, blogs and viral advertising.

**‘Games Period’**

For the London 2012 Olympic Games, Rule 40 will apply from 18 July 2012 until three days after the Closing Ceremony for the Games – 15 August 2012, during the period of which the Olympic Village is open.

**‘Waivers’**

In relation to all advertising in the United States, the USOC will implement Rule 40 and will grant the appropriate waivers.

**How will Rule 40 be implemented?**

The USOC is obliged to protect against ambush marketing; prevent unauthorized association with/commercialization of Team USA and the London 2012 Games and to protect the integrity of athletes’ performance at the Games.

The USOC wants to ensure that the implementation and enforcement of Rule 40 is carried out consistently, properly and fairly, and we want to ensure that Rule 40 is applied only as necessary to protect the purposes for which it exists.

**What is the sanction for a breach of Rule 40?**

Participants who do not comply with Rule 40 may be sanctioned by the USOC in accordance with the Code of Conduct Rule 23 of the Olympic Charter allows. IOC sanctions including, ultimately, disqualification from the Games and/or withdrawal of the Participant’s accreditation.

For more information on waivers, please contact:

Christopher Coleman, Athlete Marketing  
Phone: 719-866-4891  
Email: [chris.coleman@usoc.org](mailto:chris.coleman@usoc.org)



# RULE 50 OF THE OLYMPIC CHARTER

## Advertising, Demonstrations, Propaganda

1. The IOC Executive Board determines the principles and conditions under which any form of advertising or other publicity may be authorised.
2. No form of advertising or other publicity shall be allowed in and above the stadia, venues and other competition areas which are considered as part of the Olympic sites. Commercial installations and advertising signs shall not be allowed in the stadia, venues or other sports grounds.
3. No kind of demonstration or political, religious

## Bye-law to Rule 50

1. No form of publicity or propaganda, commercial or otherwise, may appear on persons, on sportswear, accessories or, more generally, on any article of clothing or equipment whatsoever worn or used by the athletes or other participants in the Olympic Games, except for the identification – as defined in paragraph 8 below – of the manufacturer of the article or equipment concerned, provided that such identification shall not be marked conspicuously for advertising purposes.
  - 1.1 The identification of the manufacturer shall not appear more than once per item of clothing and equipment.
  - 1.2 Equipment: any manufacturer's identification that is greater than 10% of the surface area of the

equipment that is exposed during competition shall be deemed to be marked conspicuously. However, there shall be no manufacturer's identification greater than 60 cm<sup>2</sup>.

- 1.3 Headgear (e.g. hats, helmets, sunglasses, goggles) and gloves: any manufacturer's identification over 6 cm<sup>2</sup> shall be deemed to be marked conspicuously.
- 1.4 Clothing (e.g. T-shirts, shorts, sweat tops and sweat pants): any manufacturer's identification which is greater than 20 cm<sup>2</sup> shall be deemed to be marked conspicuously.
- 1.5 Shoes: it is acceptable that there appear the normal distinctive design pattern of the manufacturer. The manufacturer's name and/or logo may also appear, up to a maximum of 6 cm<sup>2</sup>, either as part of the normal distinctive design pattern or independent of the normal distinctive design pattern.
- 1.6 In case of special rules adopted by an International Sports Federation, exceptions to the rules mentioned above may be approved by the IOC Executive Board.

Any violation of the provisions of the present clause may result in disqualification or withdrawal of the accreditation of the person concerned. The decisions of the IOC Executive Board regarding this matter shall be final.

The numbers worn by competitors may not display publicity of any kind and must bear the Olympic emblem of the OCOG.

2. To be valid, all contracts of the OCOG containing any element whatsoever of advertising, including the right or licence to use the emblem or the mascot of the Olympic Games, must be in conformity with the Olympic Charter and must comply with the instructions given by the IOC Executive Board. The same shall apply to contracts relating to the timing equipment, the scoreboards, and to the injection of any identification signal in television programmes. Breaches of these regulations come under the authority of the IOC Executive Board.
3. Any mascot created for the Olympic Games shall be considered to be an Olympic emblem, the design of which must be submitted by the OCOG to the IOC Executive Board for its approval. Such mascot may not be used for commercial purposes in the country of an NOC without the latter's prior written approval.
4. The OCOG shall ensure the protection of the property of the emblem and the mascot of the Olympic Games for the benefit of the IOC, both nationally and internationally. However, the OCOG alone and, after the OCOG has been wound up, the NOC of the host country, may exploit such emblem and mascot, as well as other marks,

## **RULE 50 OF THE OLYMPIC CHARTER CONT.**

- designs, badges, posters, objects and documents connected with the Olympic Games during their preparation, during their holding and during a period terminating not later than the end of the calendar year during which such Olympic Games are held. Upon the expiry of this period, all rights in or relating to such emblem, mascot and other marks, designs, badges, posters, objects and documents shall thereafter belong entirely to the IOC. The OCOG and/or the NOC, as the case may be and to the extent necessary, shall act as trustees (in a fiduciary capacity) for the sole benefit of the IOC in this respect.
5. The provisions of this bye-law also apply, *mutatis mutandis*, to all contracts signed by the organising committee of a Session or an Olympic Congress.
  6. The uniforms of the competitors and of all persons holding an official position may include the flag or Olympic emblem of their NOC or, with the consent of the OCOG, the OCOG Olympic emblem. The IF officials may wear the uniform and the emblem of their federations.
  7. The identification on all technical gear, installations and other apparatus, which are neither worn nor used by athletes or other participants at the Olympic Games, including timing equipment and scoreboards, may on no account be larger than 1/10th of the height of the equipment, installation or apparatus in question, and shall not be greater than 10 centimetres high.
  8. The word “identification” means the normal display of the name, designation, trademark, logo or any other distinctive sign of the manufacturer of the item, appearing not more than once per item.
  9. The OCOG, all participants and all other persons accredited at the Olympic Games and all other persons or parties concerned shall comply with the manuals, guides, or guidelines, and all other instructions of the IOC Executive Board, in respect of all matters subject to Rule 50 and this Bye-law.



# IOC SOCIAL MEDIA GUIDELINES

## 1. Introduction

The IOC actively encourages and supports athletes and other accredited persons at the Olympic Games to take part in 'social media' and to post, blog and tweet their experiences.

Such activity must respect the Olympic Charter and must comply with the following. As a general rule, the IOC encourages all social media and blogging activity at the Olympic Games provided that it is not for commercial and/or advertising purposes and that it does not create or imply an unauthorised association of a third party with the IOC, the Olympic Games or the Olympic Movement.

Capitalised terms used in these Social Media, Blogging and Internet Guidelines have the meaning set out in the Definitions section at the end of these Guidelines.

These Guidelines apply to participants and other accredited persons during the Period of the Olympic Games.

## 2. Postings, Blogs and Tweets

The IOC encourages participants and other accredited persons to post comments on social media platforms or websites and tweet during the Olympic Games, and it is entirely acceptable for a participant or any other accredited person to do a personal posting, blog or tweet. However, any such postings, blogs or tweets must be in a first-person, diary-type format and should not be in the role of a journalist - i.e. they must not report on competition or comment on the activities of other participants or accredited persons, or disclose any information which is

confidential or private in relation to any other person or organisation. A tweet is regarded in this respect as a short blog and the same guidelines are in effect, again, in first-person, diary-type format.

Postings, blogs and tweets should at all times conform to the Olympic spirit and fundamental principles of Olympism as contained in the Olympic Charter, be dignified and in good taste, and not contain vulgar or obscene words or images.

## 3. Photographs

Participants and other accredited persons can post still photographs taken within Olympic Venues for personal use. It is not permitted to commercialise, sell or otherwise distribute these photographs.

## 4. Video/Audio

Participants and other accredited persons cannot post any video and/or audio of the events, competitions or any other activities which occur at Olympic Venues. Such video and/or audio must only be for personal use and must not be uploaded and/or shared to a posting, blog or tweet on any social media platforms, or to a website.

Video and/or audio that are taken outside of Olympic Venues are not subject to the abovenoted restriction.

## 5. Athletes and Other Accredited Persons staying in the Olympic Village

Because of the protected environment, there are more restrictive guidelines for the residential area of the Olympic Village: any posting, blog or tweet must be in a first-person, diary-type format

only; photos of the athletes themselves or other accredited persons in the Olympic Village can be posted, but if any other persons appear in the photo, their prior permission must be obtained by the person posting such photo. Video taken from within the residential area can only be for personal use and must not be broadcast, including uploaded to any websites or social media platforms.

## 6. Media

Accredited media may freely utilise social media platforms for bona fide reporting purposes. Photos taken by accredited photographers may be published for editorial purposes on social media platforms in accordance with the Photographers Undertaking. All other provisions of these Guidelines apply.

## 7. Olympic Marks

Participants and other accredited persons must not use the Olympic Symbol – i.e. the five interlaced rings, which is the property of the IOC – on their postings, blogs or tweets on any social media platforms or on any websites. Participants and other accredited persons may use the word "Olympic" and other Olympic-related words on their postings, blogs or tweets on any social media platforms or on their websites, as a factual reference, provided that the word "Olympic" and other Olympic-related words are not associated with any third party or any third party's products or services. Participants and other accredited persons must not use other Olympic identifications such as NOC and/or LOCOG emblems or mascots



# IOC SOCIAL MEDIA GUIDELINES CONT.

on their postings, blogs or tweets on any social media platforms or on any websites, unless they have obtained the prior written approval of their relevant NOC and/or LOCOG.

## 8. Advertising and Sponsorship

Participants and other accredited persons are not permitted to promote any brand, product or service within a posting, blog or tweet or otherwise on any social media platforms or on any websites. Participants and other accredited persons must not enter into any exclusive commercial agreement with any company with respect to their postings, blogs or tweets on any social media platforms or on any websites, unless they have obtained the prior written approval of their relevant NOC.

Sponsorship around any Olympic content (including, without limitation, any features, results and still pictures) is not permitted, unless authorised by the IOC.

In accordance with Rule 40 (formerly 41) of the Olympic Charter, 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 except as permitted by the IOC Executive Board<sup>1</sup>.

## 9. Domain Names/URLs/ Page Naming

Domain names and URLs including the word “Olympic” or “Olympics” or any similar words related thereto (or any foreign language equivalents thereof) are not allowed unless approved by the IOC beforehand. For example, [www.\[myname\]olympic.com](http://www.[myname]olympic.com) would not

be permitted while [www.\[myname\].com/olympic](http://www.[myname].com/olympic) would be allowed, but only during the Period of the Olympic Games during which these Guidelines are applicable. Similarly, participants and other accredited persons may not create stand-alone Olympic-themed websites, application or any other feature to host coverage of the Olympic Games.

## 10. Links

The IOC encourages participants and other accredited persons to “link” their blogs, websites or social media platforms to the official site of the Olympic Movement ([www.olympic.org](http://www.olympic.org)), the official site of the Olympic Games ([www.london2012.com](http://www.london2012.com)) and the official site of the relevant NOC.

## 11. Liability

When participants and other accredited persons choose to go public with any comments, opinions and any other material in any way, including on a posting, blog or tweet on any social media platforms or on any websites, they are solely responsible. They can be held personally liable for any commentary and/or material deemed to be defamatory, obscene or proprietary. They should not (i) intrude upon the privacy of participants and other accredited persons and entities at the Olympic Games without the consent of such participants, persons and entities, (ii) interfere with the competitions or the ceremonies of the Olympic Games or with the role and responsibilities of the IOC, LOCOG or other entities that are part of the organisation of the Olympic Games, or (iii) violate security measures instituted to ensure the safe conduct of the Olympic Games. In essence, participants and other accredited

persons post their opinions and any other materials at their own risk and they should make it clear that the views expressed are their own.

## 12. Monitoring

The IOC will continue to monitor Olympic on-line content to ensure that the integrity of rights-holding broadcasters and sponsor rights as well as the Olympic Charter is maintained. The IOC asks for the support of all participants and other accredited persons in halting any ambush activity or any sites engaged in conduct which is offensive to or adversely affects the goodwill associated with the Olympic Games and the Olympic Movement. The IOC asks that participants and other accredited persons discovering unauthorised content, please report it immediately to [www.olympicgamesmonitoring.com](http://www.olympicgamesmonitoring.com).

## 13. Infringements

The accreditations of any organisation or person accredited at the Olympic Games may be withdrawn without notice, at the discretion of the IOC, for purposes of ensuring compliance with these Guidelines. The IOC reserves all its right to take any other appropriate measures with respect to infringements of these Guidelines, including issuing a Take Down Notice, taking legal action for damages, and imposing other sanctions.

Participants and other accredited persons may also be subject to additional guidelines and sanctions in respect of social media, blogging and the internet, from their relevant NOC.

<sup>1</sup> Circular letter addressed to all NOCs – May 2011.



# IOC SOCIAL MEDIA GUIDELINES CONT.

## 14. Amendment/Interpretation

The IOC reserves the right to amend these Guidelines, as it deems appropriate. The IOC Executive Board shall be the final authority with respect to the interpretation and implementation of these Guidelines. The English version of these Guidelines will prevail.

## 15. Definitions

**“Games Marks”** means the official emblem, mascot, pictograms and other identifications, designations, logos and insignias identifying the Olympic Games and does not include the Olympic Symbol

**“Guidelines”** means the IOC Social Media, Blogging and Internet Guidelines for participants and other accredited persons at the London 2012 Olympic Games

**“IBC”** means International Broadcast Centre

**“IOC”** means the International Olympic Committee

**“LOCOG”** means the London Organising Committee for the 2012 Olympic and Paralympic Games

**“MPC”** means the Main Press Centre

**“NOC”** means National Olympic Committee

**“Olympic Games”** means the London 2012 Olympic Games, to be held between 27 July – 12 August 2012

**“Olympic Venues”** shall include all venues which require an Olympic accreditation card or ticket to gain entry, including the Olympic Village, Village Square, the competition venues,

the training and practice venues and the Olympic Park Common Domain

**“Olympic Marks”** means the Olympic Symbol and the Games Marks

**“Olympic Park Common Domain”** means the primary Olympic site in East London which contains multiple Olympic Venues, including the Olympic Village, Olympic Stadium, Aquatics Centre, IBC, MPC and the venues for numerous other Olympic sports

**“Olympic Symbol”** means the five interlaced rings

**“Period of the Olympic Games”** means the period from the opening of the Olympic Village on 18 July 2012 until the closing of the Olympic Village on 15 August 2012

**“Take Down Notice”** means a notice requiring a participant or other accredited person or third party to take down a blog in whole or in part within a specified time

**“Village Square”** means the Square which will be located adjacent to but separated from the residential zone of the Olympic Village which will host a number of activities including Team Welcome Ceremonies

# USOC ATHLETE ENDORSEMENT GUIDELINES

## Endorsement Contract with U.S. or TOP Olympic Sponsors

U.S. or TOP Olympic Sponsors can use Olympic Marks and/or imagery for promotion and advertising purposes. Those sponsors must submit proposed ads, press releases, athlete appearances or other promotions through USOC Marketing for review and approval prior to release.

## Endorsement Contract Non-Olympic Sponsor

In order to ensure that non-Olympic sponsors do not use athletes to create the false impression that the non-Olympic sponsor is in fact a sponsor of the Olympic Games and/or Olympic Team, athletes endorsing non-Olympic sponsors should ensure that advertising, web sites, promotions, etc. focus on the athlete and his/her achievements rather than on the Olympic Games. In other words, the theme of the ad must be focused on the athlete and may not be focused on the Olympic Games. The USOC will not tolerate ambush marketing by companies that are not Olympic sponsors.

Non-Olympic sponsors may not use OLYMPIC, LONDON 2012, SOCHI 2014 or other Olympic trademarks in any commercial context without the USOC's permission before, during or after the Olympic Games.

Non-Olympic sponsors may submit for USOC approval ads containing biographical references to athletes as Olympians, which are more likely to be approved if the reference is balanced by non-Olympic achievements. Photography or video footage of athletes from the Olympic Games or

U.S. Olympic Team Trials or of athletes with their medals or U.S. Olympic Team apparel may not be used for commercial purposes without the USOC's approval.

## Compliance with Rule 40 (formerly Rule 41)

No athlete participating in the Olympic Games may allow his or her person, name, picture or sports performance to be used for advertising purposes during the blackout period of the Olympic Games (the period of time that the Olympic Village is open) unless a Rule 40 waiver is sought and granted. This is an IOC rule affecting athlete eligibility.

All commercial activity by U.S. Olympic Team members not approved by the USOC must cease during the blackout period of the Olympic Games. This applies to congratulatory ads and also to on-going ad campaigns that are not specifically related to the Olympic Games.

If an athlete has an apparel line or premium merchandise that bears his/her image or name, he/she must notify the USOC 90 days prior to competing in an Olympic Games or immediately after being named to the U.S. Olympic Team so that items can be approved to remain in circulation during the Games.

## Athlete Apparel

As described in the Athlete Code of Conduct, athletes must wear U.S. Olympic Team issued apparel at all official USOC functions including but not limited to: Olympic Games, USOC Media Summit, Sponsor workshops, medal ceremonies, Opening/Closing ceremonies, press conferences

arranged by the USOC and/or hosted by the USOC, IOC or LOCOG, White House visit and other engagements arranged by the USOC. At these official functions, athletes may not wear branded apparel or accessories that are not part of the U.S. Olympic Team apparel issued by the USOC. In addition, during the Opening/Closing ceremonies and medal ceremonies (except in those instances in which medals are awarded at the venue immediately following the competition and the USOC has granted a waiver for the athlete to wear his or her competition apparel on the podium), athletes must wear the USOC issued gear for such ceremony in full, including shoes, hats, ball caps, sunglasses, or other apparel and accessories that are provided and required.

## Specialized Equipment

An athlete has the right to select his or her Specialized Equipment for use in the Olympic, Paralympic and Pan American Games.

The USOC shall have the sole authority to determine what equipment constitutes Specialized Equipment (aka "personal competitive gear") for each sport. The list of approved equipment is located at <http://www.teamusa.org/legal/other-documents>.

The USOC may require an athlete to cover sponsor logos on Specialized Equipment (other than manufacturers' logos complying with Rule 50 (formerly 53) of the Olympic Charter) at events where a "Clean Venue" is required (e.g., Olympic Games, U.S. Olympic Team Trials, etc.).



# USOC ATHLETE ENDORSEMENT GUIDELINES CONT.

## Fundraising

Do not use OLYMPIC or OLYMPIAN or other Olympic marks, symbols or terminology that looks in any way like a trademark, (e.g., banner headline, part of a domain name, in large or prominent letters) anywhere on fundraising letters, a web site, or on promotional merchandise (t-shirts, bumper stickers, mugs, key chains, etc.)

Athletes may use Olympic terminology in text that describes their aspirations (e.g., “my goal is to compete at the Olympic Games in London/Sochi.”) or accomplishments (“e.g. Olympic Gold medalist – 400m Relay.”)

These parameters apply to ALL trademarks owned by the USOC such as Team USA, Go For The Gold, America’s Team, London 2012, Sochi 2014, Road To London and other trademarks that specifically refer to the Olympic Games.

## Web sites

Athlete web sites should follow the general rules regarding permissible uses of Olympic marks and the restrictions on non-Olympic sponsors. If an athlete receives support from non-Olympic sponsors, the athlete must separate the third-party sponsors from all Olympic references (including photographs from the Olympic Games) on the web site. This can be done, for example, by putting the sponsors on the home page but keeping all Olympic references in a separate non commercial section of the web site accessible through a link.

If an athlete seeks donations or other financial support on his or her web site, that part of the site should be separated

to the extent possible from other uses of Olympic marks and imagery such as pictures from past Olympic Games. Factual Olympic references should be made in small type, for example to describe the athlete’s goals or achievements, rather than used in banner headlines.

Fan web sites should be informational and not sponsored by third parties. Web sites with commercial affiliation must not use Olympic marks without permission from the USOC.

## Olympic Footage

Neither athletes nor third parties may use footage of U.S. Olympic Team Trials or Olympic Games competition without the express consent of the USOC. This requirement covers use of footage on web sites, video licenses, or any other commercial or charitable purposes. Please note that the Games broadcaster controls all Olympic Footage for the Olympic Games for a period of time thereafter. For the 2012 Olympic Games, NBC controls the footage through December 31, 2012.

## Philanthropy

Athletes are encouraged to participate in other philanthropic organizations. Those organizations may use Olympic biographical references that are specific to the athlete and balanced with other non-Olympic biographic material. The organizations cannot use Olympic-themed materials, Olympic Games footage, or photographs of the athlete from the Olympic Games in any of their fund raising efforts, operations or activities.

## Athlete Ombudsman:

The Ted Stevens Olympic and Amateur Sports Act mandates that the USOC hire an Athlete Ombudsman to advise athletes of their rights. Athletes are encouraged to contact him if they have questions.

John Ruger, Athlete Ombudsman  
Phone: 719-866-5000  
Email: john.ruger@usoc.org  
facebook.com/USOC.Athlete.  
Ombudsman

Questions and Approval Please Contact:

Christopher Coleman,  
Athlete Marketing  
Phone: 719-866-4891  
Email: chris.coleman@usoc.org

