

MARKETING WITH OLYMPIC & PARALYMPIC ATHLETES

Non-Olympic/Paralympic Partner brands must abide by the **IOC Rule 40** and **IPC Athlete Image Policy** when including current Olympic/Paralympic athletes in their advertising campaigns.

Advanced permissions are required depending on the type of campaign and if it falls within the Games Enforcement Period.

Games Enforcement Period

Olympics: **Jul 18 - Aug 13**

Paralympics: **Aug 20 - Sep 10**

Upon prior approval, Non-Partner brands may engage Athletes in 2 types of advertising:



Generic Advertising

*Non-Games related marketing campaigns that launch at least **90 days** prior to Games Period*

- **April 18th** for the Olympics
- **May 20th** for the Paralympics

Can occur during the Games Period

All marketing channels

Campaign cannot be associated with the Games and cannot escalate during the Games Period

No correlation of enhancing athletic performance for the Games

Should never include Olympic/Paralympic properties



Athlete Recognition Marketing

Well wishes and congratulatory messages from a brand to an athlete outside of the Games Period

Prohibited during the Games Period

Limited to social media

Message should remain generic and not Games-specific

No correlation of enhancing athletic performance for the Games

Should never include Olympic/Paralympic properties

Permissions request deadlines are:
June 18th for the Olympics
July 20th for the Paralympics

Submit requests at least **15 days** prior to social post

Request permissions for multi-national campaigns at the following

Olympics: **IOC Portal**

Paralympics: **IPC via partnerships@paralympics.org**



Athletes may recognize non-partner brands and sponsors within the following guidelines:

May only acknowledge Non-Partner brands once during the Games Period

Avoid product endorsement or correlation to enhanced athletic performance

Never include Olympic/Paralympic properties

**Visit the IOC and IPC websites for more details about Rule 40 and the Athlete Image Policy*



ADDITIONAL RESOURCES

RULE 40 & THE ATHLETE IMAGE POLICY

Entity Definitions

International Olympic Committee (IOC): The global organization that governs all things Olympic. Oversees all NOCs (see below).

International Paralympic Committee (IPC): The global organization that governs all things Paralympic. Oversees all NPCs (see below).

NOC/NPC: National Olympic or Paralympic Committee. Overseer of all Olympic and/or Paralympic sports in a nation. The U.S. Olympic and Paralympic Committee (USOPC), for example, is the United States' NOC *and* NPC.

Olympic and Paralympic Partners: Official Sponsors of the IOC and IPC. Those entities whose advertising rights are protected under Rule 40 and the Athlete Image Policy.

Quicklinks

IOC Permissions System: Portal for Olympics permissions requests

Send IPC Permissions Requests to: partnerships@paralympic.org

USOPC Permissions System: Portal for U.S. Olympic *and* Paralympic permissions requests

USOPC Personal Sponsor Commitment Agreement: USOPC required agreement from Personal Athlete Sponsors for national campaigns

Paris 2024 Illustrative Guidance: Advertising examples for non-Olympic/Paralympic Partners

PATHWAY TO OLYMPIC ATHLETE MARKETING DURING PARIS 2024

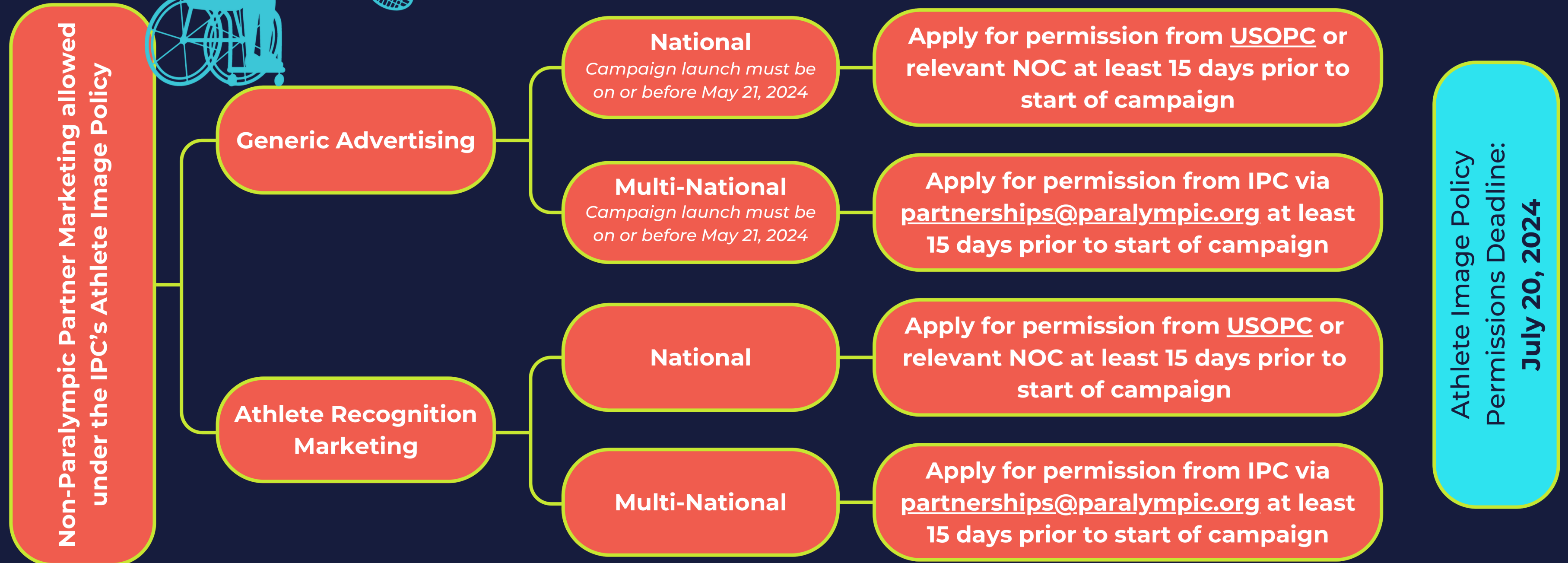


Rule 40 Permissions Deadline:
June 18, 2024

Rule 40 Games Enforcement Period: **July 18 - August 13**



PATHWAY TO PARALYMPIC ATHLETE MARKETING DURING PARIS 2024



Athlete Image Policy Games Enforcement Period: **August 20 - September 10**

