



ATHLETE SPONSORSHIP AND ADVERTISING

**GUIDELINES FOR THE TOKYO 2020
PARALYMPIC GAMES**

JUNE 2021

INTERNATIONAL PARALYMPIC COMMITTEE

INTRODUCTION AND BACKGROUND

1. Context and Purpose

These Guidelines outline the key principles relating to the use of athletes in advertising that are applicable to the Tokyo 2020 Paralympic Games. It seeks to put athletes in a better position to work with their personal sponsors in a manner consistent with their rights and responsibilities as a Paralympic athlete.

The International Paralympic Committee (IPC) recognises that many factors contribute to an athlete's success, and that includes financial support from commercial organisations who provide funding and material support towards an athlete's training and preparation.

Commercial funding is also critical to the IPC, National Paralympic Committees (NPCs) and International and National Sport Federations as it enables them to deliver a range of athlete services and programmes, including taking those athletes to the Paralympic Games. Through its own sponsorship and commercial programmes, the IPC seeks to raise funds that enable all teams to prepare for and compete at the Paralympic Games and deliver services that benefit the entire Paralympic Movement.

During the period of the Paralympic Games it is necessary to strike a balance between acknowledging the individual support some athletes benefit from and the role played by sponsors in making the Paralympic Games happen and sustaining the Paralympic Movement for the benefit of all athletes.

The purpose of these Guidelines is to outline the responsibilities of athletes in their relationship with their personal sponsors. It aims to outline what Paralympic sponsors, broadcasters and commercial companies can do before and during the Paralympic Games if they wish to use athletes to promote their goods and services. The Key Principles are outlined in the second section of these Guidelines in order to provide athletes and sponsors with information so that they can work together for their mutual benefit and run well planned campaigns that do not seek to take undue advantage of the Paralympic Games themselves.

2. Scope and Implementation

It is the responsibility of all Athletes to comply with these Guidelines. Every Athlete that is accredited to compete at the Paralympic Games makes a commitment to abide by all rules and regulations applicable to the staging of the Paralympic Games, including these Guidelines. All Athletes are permitted to promote their sponsors, and all sponsors are permitted to use Athletes in their Advertising, in

accordance with principles outlined by the IPC and NPCs. Those Key Principles are set out below and in other applicable policies such as those relating to the use of social media.

The commitment given by each Athlete as a condition of participation in the Paralympic Games is also reproduced as part of the Key Principles to ensure that sponsors understand what athletes are expected to do and therefore how they may work with athletes in a manner that allows them to comply with their obligations as Paralympians.

Each NPC is responsible for adopting these Guidelines using their own discretion and reflecting their national laws, customs and arrangements (including funding models). As a result, the implementation of these guidelines may vary from country to country. The only exception to this is an international campaign, that targets more than one country, where the IPC will take lead responsibility.

3. Interpretation

The following terms are used throughout these Guidelines:

the 2020 Games: the 2020 Paralympic Games to be held in Tokyo between 24 August and 5 September 2021

Advertising: any form of commercial advertising, marketing campaigns or events designed to promote the goods and/or services of a company or brand, including social media, paid-for advertising (such as press adverts, billboards and television and radio adverts), direct advertising, PR, product promotion, lending or gifting of products to Athletes, on-product and in-store promotions

Athlete: any athlete, coach, official or participant who receives an accreditation to participate in the 2020 Games

Athlete Sponsor: a third party that sponsors or endorses an Athlete or wishes to use an Athlete in its Advertising

Broadcasters: media companies that have been granted the right by the IPC to broadcast the 2020 Games in one or more countries

Congratulatory Messages: supporting messages expressing encouragement to an Athlete or a National Paralympic Team or messages of congratulation acknowledging the achievements of an Athlete or a National Paralympic Team during the 2020 Games

International Campaign: Advertising that includes Athletes from two or more countries shown with equal prominence and is targeted with the same level of promotional activity in more than one country so as to reach an international audience

National Campaign: Advertising that includes one or more Athletes from the same country that is intended for publication or for delivery in that one country (including because it is in the local language of that country and/or is published in media outlets of that country)

National Paralympic Team: the Paralympic team of a country selected by an NPC to take part in the 2020 Games

Paralympic Organisation: the IPC, Tokyo 2020 or NPCs and their National Paralympic Team

Paralympic Partners: a company or brand that has a sponsorship contract with the IPC, Tokyo 2020 or an NPC

Paralympic Properties:

- the Paralympic Symbol and the Paralympic Motto
- the words Paralympic, Paralympiad and Paralympian
- any Tokyo 2020 intellectual property, including the words Tokyo 2020 and 2020 Games and the 2020 Games emblem, pictogram, graphics and mascot
- any emblem or logo of an NPC or the National Paralympic Team and any other intellectual property owned by a Paralympic Organisation (such as the name of the Paralympic Team)
- any content such as film, music, imagery, artwork, designs or graphics created by a Paralympic Organisation; and
- any other symbols, designs, words or expressions that are translations of, or which are confusingly similar to, those listed above

Paralympic Games Period: the period from 17 August 2021 to 8 September 2021

Tokyo 2020: the organising committee of the 2020 Games

ATHLETE SPONSORSHIP OPPORTUNITIES

KEY PRINCIPLES

1. Athlete Commitment

As a condition of their participation in the 2020 Games Athletes make the following commitment:

an Athlete shall not allow his/her name, image, likeness, sport performance or other individual attributes to be used in Advertising if such use directly or indirectly creates or implies an association with the 2020 Games, the Paralympic Movement or a Paralympic Organisation when no such association or relationship exists

The concept of "association" means in particular any kind of contractual, commercial or corporate relationship or structural connection between the Athlete Sponsor and the 2020 Games, the Paralympic Movement or a Paralympic Organisation or the provision by the Athlete Sponsor of financial or other support for or in connection with the 2020 Games or a Paralympic Organisation.

An association is unlikely to be created where the only connection made between the 2020 Games and/or a Paralympic Organisation and the relevant marketing activity is the fact that the Advertising features an Athlete. There should be no reference to the 2020 Games and the focus of the Advertising should be the Athlete and his / her personal relationship to the Athlete Sponsor.

2. Honouring the Athlete Commitment

I am an Athlete: what can I do?

- All Athletes are permitted and encouraged to secure an Athlete Sponsor.
- An Athlete may feature in Advertising, whether through personal appearances or licensing his or her image rights, provided the Athlete Commitment is respected and the Advertising does not suggest there is any association between the Athlete Sponsor and the IPC, the 2020 Games or a Paralympic Organisation.
- During the Paralympic Games Period an Athlete may continue to give recognition to his / her Athlete Sponsor (whether a Paralympic Partner or not) on the Athlete's personal websites and personal social media accounts by issuing a message of thanks that references their Athlete Sponsor(s). Any such message must respect the following principles:

- it shall not contain any statement or give any impression that the Athlete Sponsor and its products or services enhanced the Athlete's performance;
 - the message must not suggest there is any association between the Athlete Sponsor and the IPC, the 2020 Games or a Paralympic Organisation including by utilising any of the Paralympic Properties;
 - it must be consistent with any social media guidelines issued by the Athlete's own NPC that apply during the Paralympic Games Period and whilst the Athlete is a member of their National Paralympic Team;
 - it shall not contain or be linked to any Advertising, including through use of any hashtags, pre-rolls or other similar functionality, that serves to promote or advertise the Athlete Sponsor or otherwise use language that connects the Athlete Sponsor to the 2020 Games.
- Each NPC shall determine how many messages may be posted by an Athlete thanking his/her Athlete Sponsor during the Paralympic Games Period. A single identical message, posted at the same time on a number of social media platforms, should be counted as one message for these purposes. Should an NPC not specify the maximum number of messages that may be posted during the Paralympic Games Period the maximum shall be one (1). This restriction does not apply immediately prior to or following the end of the Paralympic Games Period.
 - During the Paralympic Games Period athletes are encouraged to repost or share content from the IPC, Tokyo 2020 or their NPC's official social media accounts. However, such reposts or sharing must not add references to their Athlete Sponsors.

I am a Paralympic Partner: what can I do?

- Paralympic Partners may at any time:
 - use an Athlete in Advertising (whether a National or International Campaign); and
 - issue Congratulatory Messaging.
- in each case a Paralympic Partner shall ensure it:
 - is acting in accordance with the terms of its sponsorship agreement, including any requirement to comply with country specific guidelines for

- National Campaigns and, if required, securing prior approval for the proposed Advertising from either the IPC, Tokyo 2020 or the NPC;
- obtains any necessary consents from the Athlete;
 - for National Campaigns it has a sponsorship agreement with the applicable NPC;
 - does not make any claim or reference that its goods or services enhance sporting performance;
 - if it has permission to do so, uses Athletes in their National Paralympic Team uniform or clothing. Use of athletes in generic, unbranded clothing must comply with the IPC's Manufacturer Identification Guidelines.

I am a Broadcaster: what can I do?

- A Broadcaster may:
 - use an Athlete in a National Campaign at any time in order to publicise their forthcoming coverage of the 2020 Games; and
 - publish supporting messages on its digital platforms expressing encouragement to an Athlete or the National Paralympic Team or issue Congratulatory Messaging.
- A Broadcaster shall ensure it:
 - is acting in accordance with the terms of its broadcast agreement, including any requirement to secure prior approval for the proposed National Campaign from the NPC;
 - obtains any necessary consent from the Athlete;
 - only uses the image of an Athlete or of the National Paralympic Team in the territory in which the Broadcaster has been granted rights;
 - if it has permission to do so, only uses Athletes in their National Paralympic Team uniform or clothing. Use of athletes in generic unbranded clothing must comply with the IPC's Manufacturer Identification Guidelines; and
 - does not directly or indirectly create or imply an association between a third party (such as a broadcast sponsor or content partner) and an

Athlete, the 2020 Games or a Paralympic organisation when no such association exists

I am an Athlete Sponsor: what can I do?

- An Athlete Sponsor may use an Athlete in Advertising (as part of a National or International Campaign) provided the Advertising:
 - respects the Athlete Commitment such that the only connection between the 2020 Games and/or a Paralympic Organisation and the relevant marketing activity is the fact that the Advertising features the Athlete;
 - is in market prior to 15 May 2021. Exceptions to this will be considered on a case-by-case basis as part of any notification process;
 - does not use any of the Paralympic Properties;
 - only uses the Athlete in generic clothing and not the Athlete's National Paralympic Team uniform or clothing (whether from a previous Paralympic Games or the 2020 Games); and
 - complies with relevant national legislation, including the regulation of intellectual property.

If the Advertising complies with the above principles it may be maintained throughout the Paralympic Games Period provided there is no material change in the Advertising whether such change is to content, messaging, visibility, frequency or places of publication.

- For all International Campaigns the Athlete Sponsor must notify the IPC of its Advertising plans at least 15 days prior to first publication.
- For National Campaigns the Athlete Sponsor shall notify and comply with all requirements issued by the NPC (including any requirement for prior consent). If an NPC has not published any such requirements the Athlete Sponsor shall notify the IPC and comply with the provisions of these Guidelines.
- The principles outlined in these Guidelines must be respected and, in notifying the IPC or the NPC, the Athlete Sponsor should demonstrate (amongst other factors) that it has a long-term relationship with the Athlete. For social media Advertising it is not necessary to provide advance notice of each individual post, but notice should be given of the overall social media plan including the nature and planned content of the posts.

- During the Paralympic Games Period an Athlete Sponsor:
 - shall not issue any Congratulatory Messaging unless expressly permitted by an NPC; but
 - may repost, share or like an Athlete’s thank you message (see above) provided the Athlete Sponsor does not add any additional content or branding to the original thank you message (and the Athlete Sponsor may only repost, share or like each thank you message once).
- Athlete Sponsors who are also Paralympic Partners should work with the relevant Paralympic Organisation in relation to campaigns featuring Athletes during the Paralympic Games Period.

3. Who should I contact for further information?

At a national level, it shall be the responsibility of each NPC to oversee compliance with these Guidelines, either by adopting the Key Principles into their own rules and regulations or by ensuring their Athletes understand these Guidelines.

For International Campaigns the IPC will publish further information about how to submit Advertising for the IPC’s review.

Each Athlete shall ensure that their Athlete Sponsor is also aware of these Guidelines. In the event there are questions regarding these Guidelines the relevant Paralympic Organisation should be contacted. If you are:

an Athlete: please contact your NPC

an IPC Partner: please contact the IPC

an NPC Partner: please contact your NPC or, in the case of Japan, Tokyo 2020

an Athlete Sponsor: where the enquiry and request for permission relates to:

- a National Campaign: please contact the NPC of the country where the National Campaign is targeted or, in the case of Japan, Tokyo 2020 Please find contact list of NPCs [here](#)
- an International Campaign: please contact the IPC (who will liaise with any NPC or Tokyo 2020 as relevant) at bart.schell@paralympic.org