



INTERNATIONAL  
OLYMPIC  
COMMITTEE



## Use of a Participant's image for advertising purposes during the Rio 2016 Olympic Games

### Rule 40 of the Olympic Charter: What you need to know as a Participant

Are you an athlete, coach/trainer or official participating in the Rio 2016 Olympic Games? If so, read the following document to learn more about Rule 40.

Bye-law 3 to Rule 40 of the Olympic Charter (commonly referred to in this context as "Rule 40") states that: *"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."*

The Olympic Charter is the guiding document for the entire Olympic Movement. It defines the mission and role of the International Olympic Committee (IOC), National Olympic Committees (NOCs) and International Federations (IFs). It also provides rules for the organisation and administration of the Olympic Games, as well as guidance on disciplinary procedures and other governance issues.

#### 1. What is the purpose of Rule 40?

Rule 40 is in place for various reasons, including:

- To preserve the unique nature of the Olympic Games by preventing over-commercialisation.
- To allow the focus to remain on the athletes' performance.
- To preserve sources of funding, as 90 per cent of the revenues generated by the IOC are distributed to the wider sporting movement. This means that USD 3.25 million every day goes to the development of athletes and sports organisations at all levels around the world.

#### 2. Who does Rule 40 apply to?

Athletes, coaches/trainers and officials participating in the Rio 2016 Olympic Games.

#### 3. When does Rule 40 apply?

During the Olympic Games period from 27 July until 24 August 2016 (nine days prior to the Opening Ceremony until three days after the Closing Ceremony of the Rio 2016 Olympic Games).



**4. As a Participant, can my personal sponsor launch an advertising campaign during the period of the Rio 2016 Olympic Games?**

Yes, if they are Olympic sponsors.

No, if they are not an Olympic sponsor as the advertising campaign would then be seen as benefiting from the appeal of the Olympic Games.

Support from the business community, including Olympic sponsors, who acquire exclusive rights, is crucial to the staging of the Games and the operations of every organisation within the Olympic Movement. Revenue generated by commercial partnerships accounts for more than 40 per cent of Olympic revenues and partners provide vital technical services and product support to the entire Olympic Movement, in particular to provide the best possible conditions for athletes.

Olympic sponsors are: [TOP Partners](#) for international rights; NOC local sponsors for national rights; Rio 2016 Olympic Games sponsors for host territory rights.

**5. Can my personal sponsors continue running an existing campaign during the period of the Rio 2016 Olympic Games?**

Advertising by your sponsors – who are not Olympic sponsors – may in principle continue during the period of the Olympic Games, subject to the following:

- NOCs may decide to restrict or prohibit advertising subject to the territory's applicable laws and regulations
- The advertising must not create any impression of a commercial connection with any Olympic property and in particular the Olympic Games
- Applications to advertise must be submitted for approval to the NOC or IOC

**6. Can my personal sponsors refer to my performance or my participation at the Rio 2016 Olympic Games?**

Yes, if they are Olympic sponsors.

If they are not Olympic sponsors, the use of certain terms related to the Olympic Games alongside the Participant's name or image is **not permitted, whether it is an existing campaign or not**. See below for examples:

Olympic	Olympics	Games
Olympiad	Olympiads	"Citius, Altius, Fortius"



Any use of other *Olympic-related terms* in such a way as to imply an association with the Olympic Games, depending upon context, is **not permitted**. Please see the examples below. For a full list of terms and further details please contact your NOC.

2016	Rio or Rio de Janeiro	Gold or Silver or Bronze
Medal	Performance	Sponsors
Victory	Summer	Games

### **7. How do I apply for my personal sponsors' advertising during the period of the Rio 2016 Olympic Games?**

Athletes must initiate the application process.

**Step 1** Check your NOC's position

**Step 2** If your NOC permits advertising by your sponsor, complete and submit the application form

- for a national campaign in your NOC's territory: **to your NOC**
- for a national campaign in another NOC's territory: **to the NOC in question**
- for an international campaign: **to the IOC**

**Step 3** Wait for feedback

- NOC or IOC expected to provide an answer within 21 calendar days
- No response after 21 days means the request is deemed approved

### **8. When should I send my application?**

As soon as possible to ensure that your application is reviewed in a timely manner.

### **9. Can my agent, coach or personal sponsor apply in my name?**

Yes, but your signature is required. Application forms are available from:

- your NOC
- [athletes@olympic.org](mailto:athletes@olympic.org)
- Athletes' Hub from 2016

### **10. Who is responsible for implementing Rule 40?**

The implementation of Rule 40 in each country is the responsibility of the NOC of the relevant territories or the Rio 2016 Olympic Games Organising Committee.

NOCs may have additional requirements in relation to Rule 40 and its implementation. Local laws may also impact how Rule 40 is implemented in a specific country or territory. Please contact your NOC for further details.



### **11. What happens if I breach Rule 40 guidelines?**

If the IOC/NOC is made aware of a potential breach of Rule 40, it will investigate and handle each case individually depending on the circumstances. Potential sanctions by the IOC as per the Olympic Charter or by the respective NOC, depending on its regulations, may apply.

### **12. Who should I contact for further information?**

Contact your NOC for further information. If they are in doubt regarding specific questions, they will contact the IOC.

This document is intended as a practical guide for athletes on the application of Rule 40. Any submission is governed by the terms of the guidelines adopted by the IOC Executive Board related to Bye-law 3 to Rule 40 as applicable to the Rio 2016 Olympic Games, as communicated to all NOCs. It is not a comprehensive guide to Rule 40 or the Olympic Charter. For further information, contact your NOC.

### **13. Can I also contact the IOC Athletes' Commission directly?**

Yes. You can write to them for any athlete-related questions, advice and information at [athletes@olympic.org](mailto:athletes@olympic.org).

