



UNITED STATES OLYMPIC COMMITTEE
USOC ATHLETE ADVERTISING WAIVER SYSTEM
User Guide | March 20, 2017



UNITED STATES OLYMPIC COMMITTEE

TABLE OF CONTENTS

- Advertising Guidance.....3-4
- What You Need to Start Submitting.....5
- Signing Up.....6-9
- User Dashboard Overview.....10-13
- Logging In & Adding a Campaign.....14
- Add a Campaign | With No Tactics.....15
- Add a Campaign | With Tactics.....16
- Add a Campaign | Adding Tactics.....17-19
- Campaign Feedback | Overview.....20
- Campaign Feedback | Disapprovals.....21



UNITED STATES OLYMPIC COMMITTEE

ADVERTISING GUIDANCE

USOC RULE 40 GUIDANCE for OLYMPIC WINTER GAMES PYEONGCHANG 2018 March 20, 2017

The IOC has published its updated Rule 40.3 guidance for the Olympic Winter Games PyeongChang 2018 at <http://www.teamusa.org/Athlete-Resources/Athlete-Marketing>. As established by the IOC, the Rule 40 period for the PyeongChang Games is **February 1-28, 2018**. The International Paralympic Committee has not yet issued its analogous guidance for the Paralympic Winter Games PyeongChang 2018.

In summary, the guidance is intended to:

- Enable continuation of in-market generic advertising featuring PyeongChang Games participants during the Rule 40 period, thereby eliminating a significant source of athlete dissatisfaction and disruption to athlete sponsors.
- Protect exclusive Olympic sponsor rights to use Olympic intellectual property (“IP”).
- Ensure that all stakeholders understand that each National Olympic Committee (“NOC”) will be responsible for Rule 40.3 guidance and enforcement within its own territory.

The IOC’s Rule 40 guidance follows the model created for the Olympic Games Rio 2016. As such, the USOC’s Rule 40.3 guidance for the Olympic Winter Games PyeongChang 2018 for the U.S. territory aligns with the principles set forth in the IOC 2018 guidance and the principals set forth in our USOC guidance for the Olympic Games Rio 2016.

The USOC process is designed to fairly and consistently institute an equitable Rule 40 waiver process to benefit athletes and protect Olympic sponsors’ rights. This process allows for:

- The fact that PyeongChang Games participants qualify for nomination to the U.S. Olympic Team at various points leading up to the official Rule 40 period. All potential participants will be able to apply for a Rule 40 waiver.
- Balanced athlete biographical references in advertising that follow the USOC’s longstanding athlete endorsement policy.
- Additional lead time for advertising materials to be submitted to the USOC, both by Olympic sponsors and by non-Olympic commercial partners, so that such materials can be reviewed by the USOC in a timely matter.



UNITED STATES OLYMPIC COMMITTEE

ADVERTISING GUIDANCE CONT.

USOC RULE 40 GUIDANCE for OLYMPIC WINTER GAMES PYEONGCHANG 2018

March 20, 2017

Key Provisions of the USOC Rule 40.3 Guidance:

To qualify as “generic advertising” non-Olympic partners must comply with the following rules.

- No direct or indirect association with PyeongChang Games, Olympic IP or terms generally associated with the Olympic Games.
- Initial campaign submissions (which may be in conceptual form) must be submitted to the USOC website by **August 1, 2017**, to ensure the USOC has time to review and respond, manage resubmissions and allow for advertiser production schedules.
- Initial submissions need not include all proposed tactics; however, each and every final tactic will require a Rule 40 waiver.
- Submissions must include a media schedule demonstrating that the campaign will be in market and run continuously starting no later than four months (by **October 1, 2017**) in advance of the Rule 40 period for the PyeongChang Games.
- For campaigns featuring a non-U.S. participant, the participant’s NOC must also approve the athlete use.
- Should a U.S. participant wish to appear in any advertising outside of the U.S., the USOC will provide approval to the relevant NOC(s).
- The Rule 40 waiver process will be managed online and include an archive system to enable the USOC to manage the volume of approvals needed in a timely manner.
- The IOC will launch a global monitoring process for all athletes worldwide to track advertising activity. **Note: this is not an approval process as only the USOC can grant the Rule 40 waivers for our territory.**

As with the leadup to the Rio Games, the USOC will conduct a comprehensive stakeholder education process to ensure that we appropriately inform all athletes, NGBs, agents, and advertisers of the USOC’s Rule 40.3 guidance.

Any questions related to Rule 40.3 should be directed to: athletheadreview@usoc.org

Please note the International Paralympic Committee has not yet issued its analogous guidance for the Paralympic Winter Games PyeongChang 2018.



UNITED STATES OLYMPIC COMMITTEE

WHAT YOU NEED TO START SUBMITTING

- Registering for a username and password to login to the system
- Names of athletes that will be featured in your advertising campaign
- Details around your advertising campaign
 - Campaign Name
 - Start/End Dates
 - Brief overview of advertising campaign
 - Campaign key messaging
 - Advertising Tactics-if they are known
 - A Schedule of each tactic you are submitting for.
 - **Note: If you do not have your advertising tactics ready, you can submit them into the system from August 1, 2017 – October 1, 2017 for approval for the Olympic Games; Paralympic dates TBD.**
- Files accepted for upload in system (max file size 250MB):
 - JPG
 - PNG
 - GIF
 - PDF
 - .XLS
 - .XLSX
 - .DOC
 - .DOCX
 - .PPT
 - .PPTX
 - .MOV
 - .MP3
 - .MP4
 - .WMV
 - .SWF
 - .BMP
 - .CSV



If you have any questions please email athleteadreview@usoc.org

UNITED STATES OLYMPIC COMMITTEE

SIGNING UP



USOC Athlete Advertising Waiver System

Home

Sign Up

Sign In ▾

Legal ▾



WELCOME TO THE USOC ATHLETE ADVERTISING WAIVER SYSTEM

[Click here to view guidelines.](#)



URL: <https://athletheadreview.usoc.org/>

Sign Up:

- After placing the URL in your web browser, please click on “Sign Up” in the upper right corner to begin the process to start submitting your Athlete Advertising Waiver requests.



UNITED STATES OLYMPIC COMMITTEE

SIGNING UP

The screenshot shows the 'Registration' form for the USOC Athlete Advertising Waiver System. The form includes the following fields and elements:

- Navigation:** Home, Sign Up, Sign In, Legal
- Registration Form:**
 - First Name, Last Name, Phone Number, User Login Name, Password, Confirm Password, Email, Company, Brand(s) Represented
 - A dropdown menu for 'I Am An Advertiser' with 'I Am An Advertiser' selected.
 - A 'Verification Code' field with a CAPTCHA image showing 'yE8X6'.
 - A checkbox for 'I have read and agreed to Terms and conditions.'
 - An 'Add Athletes' button.
 - A 'Submit' button at the bottom.
- Table:** A table with columns: First Name, Last Name, Country, Sport, Brand, Represent.

- Fill in this registration form in its entirety.
 - Create your Login Name and Password
- Select your designation from the drop down menu such as:
 - Athlete/Coach/Official
 - Advertiser
 - Agent
 - Advertising/Media Agency
 - National Governing Body
 - National Federation
 - International Federation
 - National Olympic Committee
 - Other
 - **Note:** if your designation is something other than an "Athlete/Coach/Official" you will need to "add athletes" to your registration submission. Directions to do so are on the next page.
- Enter the brand(s) you represent and/or are submitting on behalf of by typing the brand name in the "brand(s) represented" box.
- Read and agree to the Terms and Conditions of the USOC Athlete Advertising Waiver Request System.



UNITED STATES OLYMPIC COMMITTEE

SIGNING UP | ADD ATHLETES

Add User Athlete

First Name

Last Name

Country

Sport

Brand(s) Represented

check this box if you represent this athlete

Add

First Name	Last Name	Country	Sport	Brand	Represent

Close Save

- By selecting any designation other than “Athlete/Coach/Official” you will need to add the athletes you are submitting on behalf of. Once you have clicked on “add athletes”, this window will pop-up.
- Type the athlete’s first or last name into the designated boxes. More than likely, the athlete’s name will appear after typing the first few letters of either first or last name. Upon selecting the appropriate athlete, the other fields will pre-populate.
 - If the athlete’s name does not appear, please continue to enter the information in its entirety on this page.
- Add the brand(s) the athlete represents and/or what brand you are submitting for on their behalf in the “brand(s) represented” box.
- Be sure to check the box if you represent this athlete.
- Once you have entered all the information on the athlete, click “add”. This will add the athlete to your profile.
 - You can then continue to enter other athletes you may be submitting waiver requests for at this point
 - If you are not adding any other athletes click “Save” and the pop-up will close and take you back to the “Sign Up” screen.



UNITED STATES OLYMPIC COMMITTEE

SIGNING UP | COMPLETE AND READY TO SUBMIT



USOC Athlete Advertising Waiver System

Home Sign Up Sign In Legal Contact Us

Registration



Adidas x
TYR x
Speedo x
Brand(s) Represented

I have read and agreed to [Terms and conditions](#).

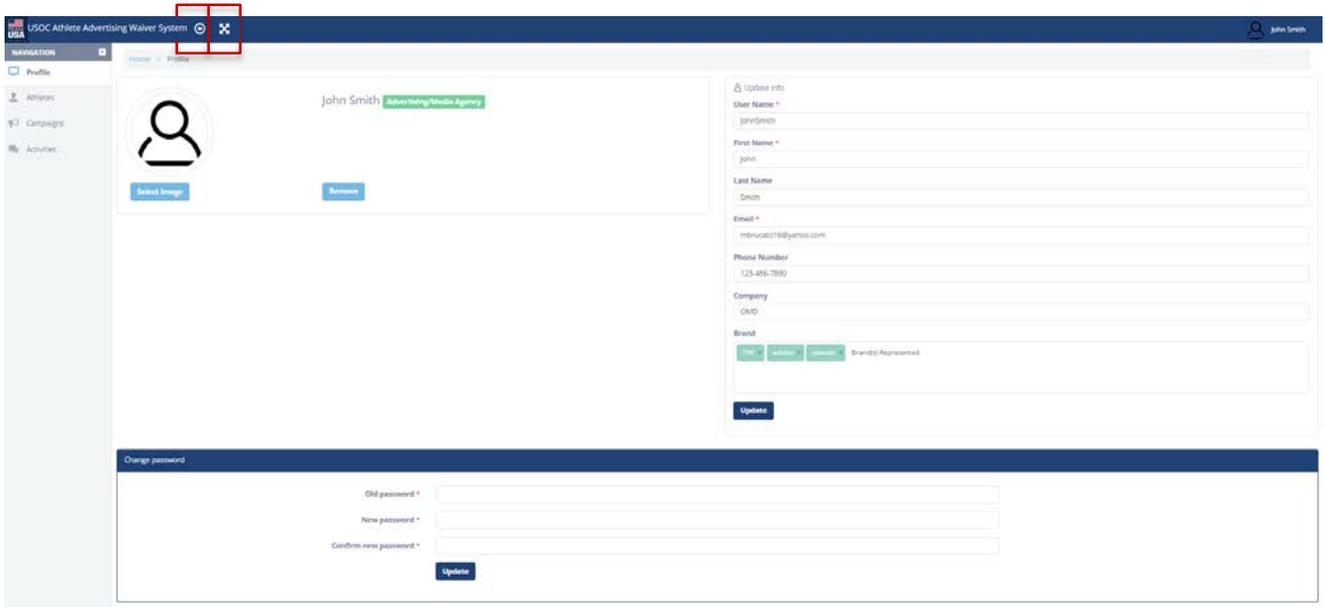
First Name	Last Name	Country	Sport	Brand	Represent	
Missy	Franklin	USA	Swimming	1. Speedo	Yes	✕
Dwight	Howard	USA	Basketball	1. Adidas	Yes	✕

- When done with the “add athletes” section (if applicable), you will hit the “Submit” button to send your registration request to the USOC for approval.
- You will receive a verification email (to the email you registered with) upon submitting your registration request informing you that the USOC is processing your request.
- You will then receive a follow-up email (to the email you registered with) based upon the approval/denial of your registration request.
 - If approved, this email will let you know you can now access the system to start submitting campaigns to be reviewed for a waiver.
 - If for any reason your registration submission was denied, please contact the USOC to work through the specific details.
 - Double check your spam folder to make sure the automatic emails are not getting sent there.



UNITED STATES OLYMPIC COMMITTEE

USER DASHBOARD OVERVIEW | PROFILE



USOC Athlete Advertising Waiver System

NAVIGATION

Profile

John Smith Advertising/Media Agency

Select Image

Reverse

Update info

User Name *

johnsmith

First Name *

john

Last Name *

Smith

Email *

johnsmith@yahoo.com

Phone Number

123-456-7890

Company

CAID

Brand

Branded Representation

Update

Change password

Old password *

New password *

Confirm new password *

Update

- Under the profile tab in the left navigation bar, you can update your information, add brands, upload an image and change your password.
- You can hide the left navigation bar by hitting the “hide navigation icon ” in the upper left hand corner.
- You can make the USOC Athlete Advertising Waiver Request system full screen by hitting the “full screen icon ” in the upper left hand corner.



UNITED STATES OLYMPIC COMMITTEE

USER DASHBOARD OVERVIEW | ATHLETES

The screenshot shows the 'Athletes' tab in the USOC Athlete Advertising Waiver System. The form for adding an athlete includes fields for First Name, Last Name, Country, Sport, and Brands Represented, along with a 'Represent' checkbox. Below the form is a table of existing athletes.

First Name	Last Name	Country	Sport	Brand	Status	Represent	
May	Franklin	USA	Swimming	1. speedo	Approved	<input checked="" type="checkbox"/>	Edit
Dwight	Howard	USA	Baseball	1. adidas	Approved	<input checked="" type="checkbox"/>	Edit

Showing 1 to 2 of 2 entries

- Under the athletes tab you can add athletes to your profile.
 - Enter their first/last name
 - Enter the athlete's country they are competing for
 - Enter their sport
 - Enter the brands the athlete represents and/or what brand you are submitting for on their behalf.
 - Check the box if you represent this athlete
 - Hit submit to update your profile



UNITED STATES OLYMPIC COMMITTEE

USER DASHBOARD OVERVIEW | CAMPAIGNS

The screenshot shows the 'USOC Athlete Advertising Waiver System' dashboard. The 'Campaigns' tab is active, displaying a table of campaigns. The table has columns for Campaign Name, Submitter Name, Start Date, End Date, Games, Status, Tactics, and Submitted Date. A search bar and an 'Archive' button are highlighted with a red box in the top right corner.

Campaign Name	Submitter Name	Start Date	End Date	Games	Status	Tactics	Submitted Date
Spenda News Swim Suit Partially Approved	john@swim CMD	01/27/2016	12/31/2016	Olympic	Pending Review	3 - JPG	06/10/2015

- Under the campaigns tab is where you can view your submitted campaigns or add a new campaign.
- Under this view, you can archive any approved/disapproved campaigns by checking the box under the archive section in the far right column.
- You can also search your campaigns via the search box in the upper right hand corner.



UNITED STATES OLYMPIC COMMITTEE

USER DASHBOARD OVERVIEW | ACTIVITIES

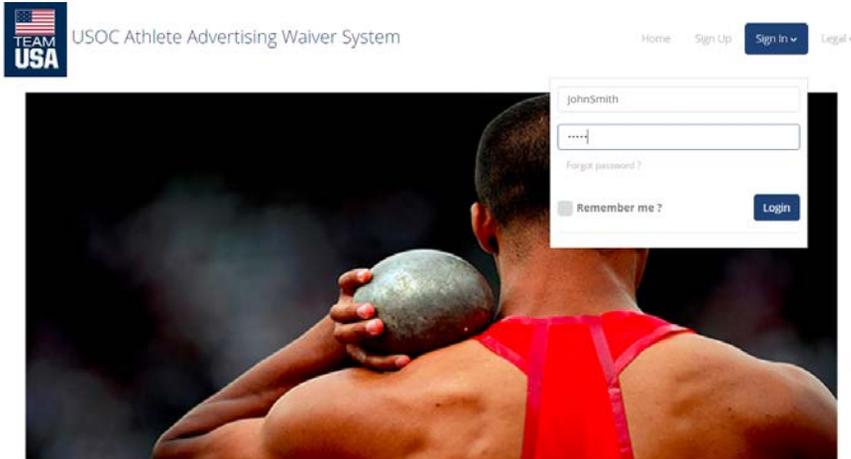


- Under the activities tab, you can see all the conversations/questions asked by you or the USOC pertaining to your campaigns.
- In this view, you are able to make other comments to your conversations. This allows you to just view the dialogue rather than going back into the actual campaign.



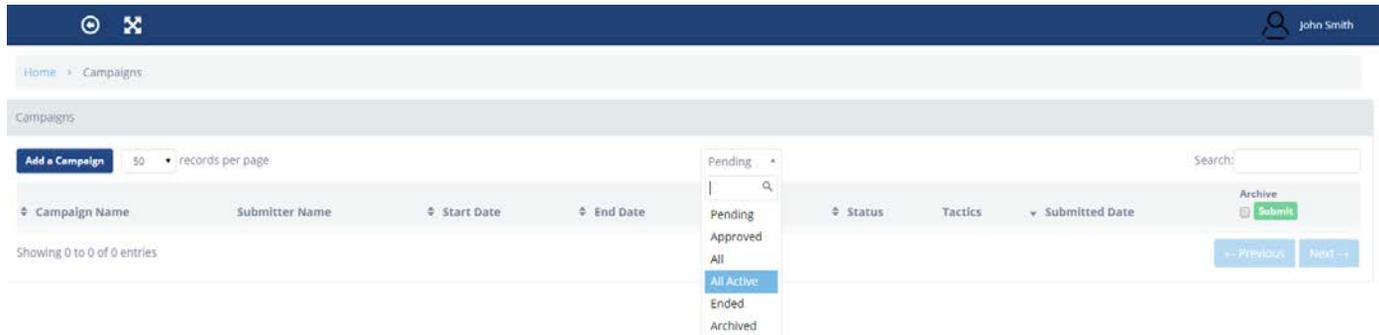
UNITED STATES OLYMPIC COMMITTEE

LOGGING INTO THE SYSTEM & ADDING A CAMPAIGN



WELCOME TO THE USOC ATHLETE ADVERTISING WAIVER SYSTEM

[Click here to view guidelines.](#)



- URL: <https://athletheadreview.usoc.org/>
- Click the “Sign in” button and enter your login information that you registered with.
- When you are ready to submit a campaign, click on “Add a Campaign”.
- If you’d like to see any of your pending, approved, ended or archived etc. campaigns you can filter through the dropdown box on the homepage of your dashboard.



UNITED STATES OLYMPIC COMMITTEE

ADD A CAMPAIGN | WITH NO TACTICS

The screenshot shows a web interface for adding a campaign. The form is titled 'Add a Campaign' and contains the following fields and values:

- Campaign Name:** Speedo New Swim Suit
- Games:** Olympic
- Start Date:** 27-Jan-2016
- End Date:** 31-Dec-2016
- Overview:** Speedo is introducing a new suit to the swimming community that is made with a new fabric and comes in sleek new looks.
- Key Message:** "Swim with Speedo in our new sleek suits"
- Comments:** This campaign just ended in Europe and now we are starting it up in the U.S.
- No tactics at this time:**
- Athlete:** Missy Franklin
- Medium:** A dropdown menu is open showing options: TV, Radio, Online, Outdoor, Display, Point of Purchase, Social.
- Advertising Market:** United States of America

- **Campaign Name:** Enter your campaign name here.
- **Games:** Select the Olympic or Paralympic Games.
- **Start Date:** Enter the start date of the campaign.
- **End Date:** Enter the end date of the campaign.
- **Overview:** Provide an overview of the campaign .
- **Key Message:** Provide the key messaging of the campaign .
- **Comments:** Enter any additional comments/details here that you feel the USOC should know about the campaign.
- Check the "No tactics at this time" box if this is applicable to your campaign.
 - **Note: All campaign tactics must be submitted by October 1, 2017 for approval for the Olympic Games; Paralympic deadline TBD.**
- **Athlete:** Enter the athlete you will be submitting for.
 - **Note:** only the athletes you have added to your profile will populate here. If you need to add an additional athlete please see the "Adding an Athlete to your Profile" section.
- **Medium:** Select all the mediums that apply to your campaign. If other, please specify in the comments section what type of medium it is.
- **Advertising Market:** Select the market from the drop down menu.
- **Submit:** Once all information is provided.
- Once you have submitted your campaign, you will get a notification in the right hand corner that your campaign has been submitted for approval.
 - You will receive an email notification on the status of your campaign once the USOC has reviewed it.
 - You will need to submit all your tactics to be reviewed **by October 1, 2016 (Olympic Games); Paralympic deadline TBD** to receive a waiver for your campaign. Without submitting tactics for the campaign, the USOC cannot grant a waiver.



UNITED STATES OLYMPIC COMMITTEE

ADD A CAMPAIGN | WITH TACTICS

The screenshot shows a web interface for adding a campaign. The form has the following fields:

- Campaign Name:** Specials Home Series: Suit
- Games:** Olympic
- Start Date:** 27-Jan-2016
- End Date:** 31-Oct-2016
- Overview:** Specials is introducing a new suit in the swimming community that is made with a new fabric, and comes in sleek new looks.
- Key Message:** "Swim with Specials in our new sleek suit!"
- Comments:** This campaign just ended in Europe and now we are starting it up in the U.S.

Below the form is a table for 'Upload Tactics':

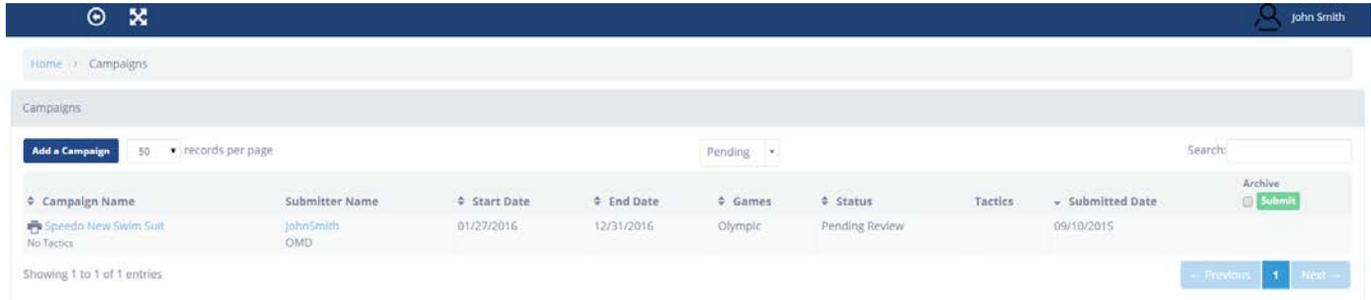
Athlete	File	Medium	Advertising Market	Schedule
Missy Franklin	Specials Home Series Suit_MissyFranklinFactSheet.pdf	Other	United States of America	26:75 AM
Missy Franklin	Specials Home Series Suit_MissyFranklinFactSheet.pdf	Other	United States of America	17:55 AM

- **Campaign Name:** Enter your campaign name here.
- **Games:** Select if you are submitting for the Olympic or Paralympic Games.
- **Start Date:** Enter the start date of the campaign.
- **End Date:** Enter the end date of the campaign.
- **Overview:** Provide an overview of the campaign .
- **Key Message:** Provide the key messaging of the campaign .
- **Comments:** Enter any additional comments/details here that you feel the USOC should know about the campaign.
- **Athlete:** Enter the athlete for the campaign you are submitting-Note: only the athletes you have added to your profile will populate here. If you need to add an additional athlete please see the “Adding an Athlete to your Profile” section.
 - Click on the “Files” icon and upload your file.
 - Click on the “Medium” box and select the medium that applies to that tactic.
 - Click on the “Schedule” icon and upload your schedule for that tactic. Note: each tactic must have its own schedule.
- **Medium:** Select all the mediums that apply to your campaign. If other, please specify in the comments section what type of medium it is.
- **Advertising Market:** Select the market from the drop down menu.
- **Submit:** Once all information is provided.
- Once you have submitted your campaign, you will get a notification in the right hand corner that your campaign has been submitted for approval.
 - You will receive an email notification on the status of your campaign once the USOC has reviewed it.
 - You will need to submit all your tactics to be reviewed **by October 1, 2017 (Olympic Games); Paralympic deadline TBD** to receive a waiver for your campaign. Without submitting tactics for the campaign, the USOC cannot provide a waiver.



UNITED STATES OLYMPIC COMMITTEE

ADD A CAMPAIGN | ADDING TACTICS



Home > Campaigns

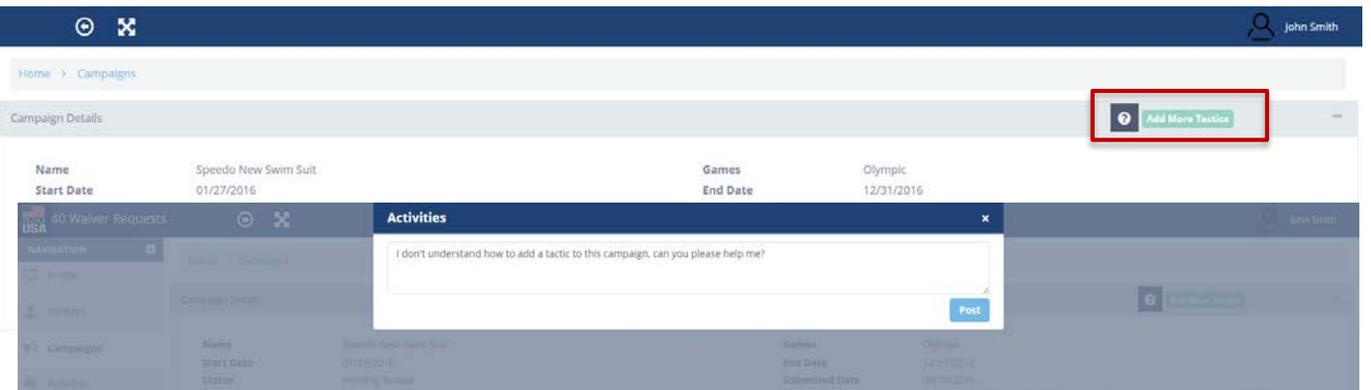
Campaigns

Add a Campaign 50 records per page Pending Search:

Campaign Name	Submitter Name	Start Date	End Date	Games	Status	Tactics	Submitted Date	Archive
Speedo New Swim Suit No Tactics	JohnSmith OMD	01/27/2016	12/31/2016	Olympic	Pending Review		09/10/2015	Submit

Showing 1 to 1 of 1 entries

Previous 1 Next



Home > Campaigns

Campaign Details

Add More Tactics

Name	Start Date	Games	End Date
Speedo New Swim Suit	01/27/2016	Olympic	12/31/2016

Activities

I don't understand how to add a tactic to this campaign, can you please help me?

Post

- To add tactics to a campaign you have already submitted for, login to the USOC Athlete Advertising Waiver System and click on the campaign you would like to add tactics for.
- Once the overview screen for that campaign appears, click on the green “Add More Tactics” button in the top right hand corner.
- If you have a question, you can click on the question mark icon and ask your question. This will be sent over to the USOC and will be addressed as soon as possible.
 - You will receive an email notification that you have posted a new question. When the USOC responds to your question, you will get another email notification letting you know you have a response waiting for you.



UNITED STATES OLYMPIC COMMITTEE

ADD A CAMPAIGN | ADDING TACTICS

- After clicking on the green “Add More Tactics” button, this screen will pop up.
- Click on the Files icon, and upload all of the files for the athlete in the campaign. Do this for each athlete in the campaign.
- Click on the Schedule icon, and upload all schedules for each tactic
 - **Note:** You must submit a schedule for every tactic.
- When all of your files and schedules are uploaded, hit the submit button.
- Once the tactics are submitted, you will receive a notification email of your submission. The USOC will be reviewing your tactics and get back to you as soon as possible on their approval or denial status.



UNITED STATES OLYMPIC COMMITTEE

ADD A CAMPAIGN | ADDING TACTICS

The screenshot displays the 'USOC Athlete Advertising Waiver System' interface. The top navigation bar includes the USA logo, the system name, and a user profile for 'John Smith'. A left sidebar contains navigation options: Profile, Athletes, Campaigns (selected), and Activities. The main content area is titled 'Campaign Details' and includes a table with the following information:

Name	Speedo New Swim Suit	Games	Olympic
Start Date	01/27/2016	End Date	12/31/2016
Status	Pending Review	Submitted Date	09/10/2015
Submitter	John Smith	Comments	This campaign just ended in Europe and now we are starting it up in the U.S.
Overview	Speedo is introducing a new suit to the swimming community that is made with a new fabric and comes in sleek new looks.	Key Message	"Swim with Speedo in our new sleek suits"

Below the campaign details is a 'Tactic Details' section, which shows two identical tactic cards for 'Missy Franklin'. Each card includes a photo of the athlete, the name 'Missy Franklin', and a 'Pending Review' status with three icons (a clock, a calendar, and a question mark). A 'Switch to Slide view' button is located in the top right of this section.

- Once your tactics are submitted, the system will take you back to this screen. This is where you will see any comments or approval/denials of your tactics/campaign.
- If you are unsure what any of the icons are for, you can hover over the icon and text will appear letting you know what the icon represents.



UNITED STATES OLYMPIC COMMITTEE

CAMPAIGN FEEDBACK | OVERVIEW

Home > Campaigns

Campaigns

Add Campaign 50 records per page Pending Search:

Campaign Name	Submitter Name	Start Date	End Date	Games	Status	Tactics	Submitted Date	Archive
Speedo New Swim Suit Family Waiver	JohnSmith OMD	01/27/2016	12/31/2016	Olympic	Pending Review	3 - JPG	09/10/2015	Submit

Showing 1 to 1 of 1 entries

Previous Next

USA 40 Waiver Requests Home > Campaigns John Smith

NAVIGATION Profile Athletes Campaigns Activities

Campaign Details Add More Tactics

Name	Speedo New Swim Suit	Games	Olympic
Start Date	01/27/2016	End Date	12/31/2016
Status	Pending Review	Submitted Date	09/10/2015
Submitter	John Smith	Comments	This campaign just ended in Europe and now we are starting it up in the U.S.
Overview	Speedo is introducing a new suit to the swimming community that is made with a new fabric and comes in sleek new looks.	Key Message	"Swim with Speedo in our new sleek suits"

Tactic Details Switch to Slide view

Missy Franklin	Missy Franklin
Other	Other
United States of America	United States of America
Approved with comments	Rejected with comments

- Login to the USOC Athlete Advertising Waiver System and click on the campaign you have received an email notification about.
 - **Note:** Under the title of your campaign is the current campaign status.
- Review the approval/denials of your campaign/tactics. If your campaign/tactic has been approved you receive an email notification that you have been approved for a waiver for that campaign/tactic.
 - **Note:** The overall campaign and each of its tactics must be approved to run in market. If a tactic is disapproved that tactic cannot run and you will not receive a waiver for that tactic. You will need to revise and resubmit for approval.



UNITED STATES OLYMPIC COMMITTEE

CAMPAIGN FEEDBACK | DISAPPROVALS

Missy Franklin

Other

United States of America

Rejected with comments

Upload a New File

Details

Final Status

User	Comments	Status	Date
Megan Kunz	This image cannot be used, it is a Games image. Please revise and resubmit.	Rejected	09/10/2015

Upload New Version

Athlete:

Files:

Medium:

Advertising Market:

Schedule:

- To review a disapproved tactic with comments, click on the conversation bubble, the window will appear.
- If you would like to revise and resubmit, click on the “upload a new file” icon .
- Upload your new files along with their schedules and resubmit to the USOC for approval.

