

Olympic Charter Rule 50: Advertising, demonstrations, propaganda

1. Except as may be authorized by the IOC Executive Board on an exceptional basis, 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.
2. No kind of demonstration or political, religious or racial propaganda is permitted in any Olympic sites, venues or other areas.

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 all competitors, team officials, other team personnel and all 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. The IOC Executive Board shall adopt guidelines that provide further details on the implementation of this principle. Any violation of this Bye-law 1 and the guidelines adopted hereunder may result in disqualification of the person or delegation concerned, or withdrawal of the accreditation of the person or delegation concerned, without prejudice to further measures and sanctions which may be pronounced by the IOC Executive Board or Session. The numbers worn by competitors may not display publicity of any kind and must bear the Olympic emblem of the OCOG.*
- 2. 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.*
- 3. To be valid, all contracts of the OCOG providing for any element of advertising, including the right or license 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 Executive Board*
- 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, designs, badges, posters, objects and documents connected with the Olympic Games during their preparation and celebration and 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, team officials, and other team personnel may include the flag or Olympic emblem of their NOC and, with the consent of the OCOG, the OCOG Olympic emblem. The IF officials may wear the uniform and the emblem of their IF.

7. The identification on all technical gear, installations and other apparatus, which are neither worn nor used by competitors, team officials, other team personnel or any other participants in 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 10cm 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 competitors, team officials, other team personnel and all other participants in the Olympic Games shall comply with the relevant manuals, guides, regulations or guidelines, and all other instructions of the IOC Executive Board, in respect of all matters subject to Rule 50 and this Bye-law.