



UNITED STATES
OLYMPIC & PARALYMPIC
COMMITTEE
1 Olympic Plaza
Colorado Springs, CO 80909

October 7, 2019

Dear Olympic and Paralympic Community –

I am reaching out today to share an important update on how we will implement the International Olympic Committee's Rule 40 and International Paralympic Committee's athlete marketing guidelines in 2020.

We have had positive, engaging discussions with athletes, NGB representatives, USOPC partners, the IOC, broadcasters and marketers about ways to improve the Rule 40 guidance for the Tokyo 2020 Games – recognizing the need to honor and enable individual opportunities for athletes balanced with the partnership programs that provide critical resources for all Team USA athletes.

Our plan is to distribute this guidance broadly tomorrow morning, but since many of you participated in this evolution, we felt it was very important that you see the results of your input and effort in advance.

This new guidance builds on new allowances provided by the IOC and Rule 40.3 of the Olympic Charter and includes some significant changes that benefit athletes, both as they seek to secure personal sponsorship and maintain relationships with the personal sponsors who support them as they train and compete.

At the same time, we are increasing our commitment to honoring the value provided by our partners. The updated IOC rule and USOPC guidance intentionally maintains the benefits provided to official NGB, Team USA and IOC partners. More than half of the USOPC's revenue over a quad comes from official partners and supports high performance, coaching, sports medicine and psychology services, training center and Games operations, among many other resources that benefit all of Team USA.

Key points reflected in this updated guidance:

- *Athletes are now able to thank personal sponsors during the Games.*
- *Athletes are now able to receive congratulatory messages from personal sponsors during the Games.*
- *Athlete personal sponsors are now able to engage in generic advertising during the Games.*
- *Partner exclusivity around Team USA and Games marks and imagery continues.*
- *Partners receive increased ambush protection through introduction of a Personal Sponsor Commitment.*
- *Partners enjoy continuation of all existing benefits related to timing and support of USOPC and Team USA.*

Additionally, the permission process has been simplified to streamline requests and promote a shared responsibility across athletes and personal sponsors.



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The USOPC athlete services division will soon offer education around the implementation of this new guidance for athletes and their representatives. We want to be a resource for you, so I encourage you to take the time to read the guidance below in full, and then take advantage of the opportunities to ask questions and learn more.

I hope you'll see these changes as representative of continued progress on important issues we are addressing together. We also recognize while this represents change for Tokyo 2020, athlete earning opportunities and how we best provide unmatched value for official partners will and should be an ongoing dialogue.

Sincerely,

Sarah