



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

January 14, 2020

Dear Team USA athletes –

In October of 2019, the USOPC, in collaboration with representatives from across the Olympic and Paralympic movements (athletes, NGB representatives, USOPC partners, the IOC, the IPC, and broadcasters) announced an updated Rule 40 guidance for the Tokyo 2020 Games.

The revised guidance outlined how we will implement the International Olympic Committee's Rule 40 and International Paralympic Committee's athlete marketing guidelines in 2020 – and importantly, how we will balance individual athlete opportunities with the role official IOC and Team USA partners play in supporting Team USA athletes, and in supporting Olympic Solidarity and access to sport for athletes around the world.

The key to achieving that balance in 2020 is the Personal Sponsor Commitment (PSC), a binding contract between athlete personal sponsors and the USOPC – acknowledging that activation in this space will be done with an understanding of the marketing landscape and the potential consequences that come with ambush or misuse of Team USA or Olympic and Paralympic marks. Additionally, for the first time, the responsibility is shared between the personal sponsor and the athlete.

The Personal Sponsor Commitment is an entirely new and progressive way of approaching Rule 40 activation, and I am pleased to share that the [U.S. Rule 40 Permissions System](#) for the Olympic Games Tokyo 2020 is now live and ready for use by Team USA athletes. We expect clarity from the IPC on the Paralympic Games guidelines very soon and will share broadly as soon as we receive.

In effort to make this process as straightforward and transparent as possible, we have assembled a variety of educational tools for athletes and their representatives. Many of you have already participated in educational sessions or reached out with specific questions. I highly encourage you to take advantage of the available resources and to ask questions of us. We are here to help and want to be a resource for you as you navigate this area. Please see the education section of the permission page for additional information, as well as a list of contacts here at the USOPC and in the athlete ombudsman office.

And you can always contact [athlete.marketing@usopc.org](mailto:athlete.marketing@usopc.org) for assistance.

2020 is shaping up to be a great year for Team USA. This updated approach reflects our intent to move forward, to reach solutions through cooperation, and continue to best serve both the athletes of Team USA and the greater Olympic and Paralympic movements.

Sincerely,