

**2014 INFORMATION FOR
ATHLETES, THEIR AGENTS AND NGBS**
JANUARY 2014

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RULE 40 GUIDELINES

Please find below the rules which will apply to the use of images of a competitor, coach, trainer or official (hereinafter jointly referred to as “Participants”) during the period of the XXII Olympic Winter Games in Sochi 2014 (hereinafter the “Olympic Games”), which, for the purpose of Rule 40, is the period starting from and including nine days prior to the Opening Ceremony and ending on the end of the third day after the Closing Ceremony, i.e. 30 January 2014 until 26 February 2014.

The **Olympic Charter** (Rule 40, Bye-law paragraph 3) 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 IOC has agreed to the following exceptions and conditions:

1. Olympic Sponsors and Broadcasting Rights Holders

1.1 Subject to the approval of the National Olympic Committee (NOC), NOC sponsors may use, for Authorised Communications only (as further detailed under Section 2. below), the image of a Participant or of the NOC Olympic Team, within the territory of the NOC in which it is a sponsor.

In the host territory of the Olympic Winter Games, the Sochi 2014 Organising Committee of the Olympic Winter Games shall act as NOC for the purposes of this letter.

1.2 Subject to the approval of the IOC, TOP Partners, as Partners of the Olympic Team of each NOC, may use, for Authorised Communications only (as further detailed under Section 2 below), the image of a Participant or of the NOC Olympic Team on a multi-territory basis.

1.3 Subject to the approval of the IOC, Broadcasting Rights Holders, may use, for Authorised Communications only (as further detailed under Section 2 below), the image of a Participant in the Territory for which such Broadcasting Rights Holder has been granted rights.

2. Authorized Communications

2.1 Authorised Communications include (i) supporting messages expressing the encouragement to a Participant or the NOC Olympic Team in view of their participation in the Olympic Games, (ii) congratulatory messages praising the athlete or the NOC Olympic Team for their achievement at the Olympic Games and (iii) any other Olympic-related advertising subject to the cumulative conditions outlined below.

2.2 Communications may not under any circumstances:

2.2.1 make textual or visual references to direct use of any product or service that enhances performance in practicing or competing in sport. This includes textual references such as “official product” of the athlete or the Team, nor

2.2.2 be in relation to the Participant’s performance at the Olympic Games or at other Olympic Games except in the case of congratulatory messages.

2.3 Participant’s Olympic biographical references may only be used in a factual manner (e.g., 2010 Olympic Gold Medallist) provided that any such references appear in an ancillary manner and not in a manner so as to bring special attention to such reference.

2.4 Participants must appear dressed in either (i) their National Olympic team uniform, (ii) in generic, unbranded clothing, or (iii) in clothing branded in accordance with Rule 50 of the Olympic Charter and the corresponding IOC guidelines.

2.5 The NOCs shall be responsible for the communication and implementation of the applicable conditions in respect of their Participants and NOC sponsors as outlined in this letter. The IOC will provide guidance to the NOCs upon request.

In addition, compliance with Rule 40 by Participants in association with entities not listed in Paragraph 1 above, including sporting goods manufacturers, shall be monitored and enforced accordingly by the NOCs.

In this respect, the NOCs shall abide and comply, to the extent necessary, with applicable laws and regulations in their territory.

RULE 40 GUIDELINES CONT.

3. Participant's Individual Rights

In all cases, use of a Participant's image, name, likelihood or other resemblance must respect the Participant's individual rights including the need to obtain the Participant's express prior written approval.

Thank you for taking due note of the above-mentioned guidelines and advising the Participants that will be members of your National Olympic Team, as well as your NOC sponsors.

RULE 50 OF THE OLYMPIC CHARTER

ADVERTISING, DEMONSTRATIONS, PROPAGANDA

1. The IOC Executive Board determines the principles and conditions under which any form of advertising or other publicity may be authorised.
2. 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.
3. 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 the athletes or 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.
 - 1.1 The identification of the manufacturer shall not appear more than once per item of clothing and equipment.

- 1.2 Equipment: any manufacturer's identification that is greater than 10% of the surface area of the equipment that is exposed during competition shall be deemed to be marked conspicuously. However, there shall be no manufacturer's identification greater than 60 cm².
- 1.3 Headgear (e.g. hats, helmets, sunglasses, goggles) and gloves: any manufacturer's identification over 6 cm² shall be deemed to be marked conspicuously.
- 1.4 Clothing (e.g. T-shirts, shorts, sweat tops and sweat pants): any manufacturer's identification which is greater than 20 cm² shall be deemed to be marked conspicuously.
- 1.5 Shoes: it is acceptable that there appear the normal distinctive design pattern of the manufacturer. The manufacturer's name and/or logo may also appear, up to a maximum of 6 cm², either as part of the normal distinctive design pattern or independent of the normal distinctive design pattern.
- 1.6 In case of special rules adopted by an International Sports Federation, exceptions to the rules mentioned above may be approved by the IOC Executive Board.

Any violation of the provisions of the present clause may result in disqualification or withdrawal of the accreditation of the person

concerned. The decisions of the IOC Executive Board regarding this matter shall be final.

The numbers worn by competitors may not display publicity of any kind and must bear the Olympic emblem of the OCOG.

2. To be valid, all contracts of the OCOG containing any element whatsoever of advertising, including the right or licence 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 IOC Executive Board.
3. 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.
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

RULE 50 OF THE OLYMPIC CHARTER CONT.

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, during their holding and during a period 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 and of all persons holding an official position may include the flag or Olympic emblem of their NOC or, with the consent of the OCOG, the OCOG Olympic emblem. The IF officials may wear the uniform and the emblem of their federations.
7. The identification on all technical gear, installations and other apparatus, which are neither worn nor used by athletes or other participants at 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 10 centimetres 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 participants and all other persons accredited at the Olympic Games and all other persons or parties concerned shall comply with the manuals, guides, or guidelines, and all other instructions of the IOC Executive Board, in respect of all matters subject to Rule 50 and this Bye-law.

RULE 50 GUIDELINES FOR ATHLETE WATER BOTTLES AND HEADPHONES/EARBUDS

To ensure the “clean venue” principle (as per Olympic Charter) is enforced we ask that all athlete water bottles and headphones are unbranded or covered appropriately for Sochi 2014 use. It is important that athletes have the flexibility to use their own water bottles and headphones in training, warm-up and competition, however all items with visible branding should be masked beforehand. Please note that Coca-Cola will provide PowerAde and bottled water in athlete preparation, warm-up and field of play areas.

We have included visual examples of the best way to mask branding on these items below.

All efforts should be made to:

- Use tape in the same or similar colours (tone-on-tone) as the items so they appear as “natural” as possible
- Cover all brand marks in their entirety
- Mask in a way that does not damage nor affect the functionality of the product

Our goal is to avoid any last minute brand covering at the venues and to avoid disrupting athletes before and during competition. To achieve this, we ask that you please work with your teams well in advance to avoid potential issues. For any specific questions or concerns, please contact the IOC at rule50@olympic.org

Examples:



Non-compliant water bottle



Not “tone-on-tone” taping



compliant water bottle

IOC SOCIAL MEDIA GUIDELINES

1. INTRODUCTION

The IOC actively encourages and supports athletes and other accredited persons at the Olympic Games to take part in social media and to post, blog and tweet their experiences. Such activity must respect the Olympic Charter and must comply with the following.

Capitalised terms used in these Social Media, Blogging and Internet Guidelines have the meaning set out in the Definitions section at the end of these Guidelines.

These Guidelines apply to all Participants and Other Accredited Persons, from the opening of the Olympic Villages on 30 January 2014, until the closing of the Olympic Villages on 26 February 2014.

2. POSTINGS, BLOGS AND TWEETS

The IOC encourages Participants and Other Accredited Persons to post comments on social media platforms or websites and tweet during the Olympic Games, and it is entirely acceptable for any Participant or Other Accredited Person to do a personal posting, blog or tweet. However, any such postings, blogs or tweets must be in a first-person, diary-type format. Participants and Other Accredited Persons must not assume the role of a journalist, reporter or any other media capacity, or disclose any information which is confidential or private in relation to any other person or organisation.

Postings, blogs and tweets should at all times conform to the Olympic spirit and

fundamental principles of Olympism as contained in the Olympic Charter, be dignified and in good taste, and should not be discriminatory, offensive, hateful, defamatory or otherwise illegal and shall not contain vulgar or obscene words or images.

3. PHOTOGRAPHS

Participants and Other Accredited Persons can post still photographs taken within Olympic Venues on social media platforms or websites for personal use. It is not permitted to commercialise, sell or otherwise distribute these photographs.

4. VIDEO/AUDIO

Participants and Other Accredited Persons cannot post any video and/or audio of the events, competitions or any other activities which occur at Olympic Venues (including the Olympic Villages). Such video and/or audio must only be taken for personal use and in particular must not be uploaded and/or shared to a posting, blog or tweet on any social media platforms, or to a website.

Photographs, video and/or audio that are taken outside of Olympic Venues are not subject to the above-noted restrictions and can be shared on websites and social media platforms, provided they comply with the other requirements included in these Guidelines.

5. PARTICIPANTS AND OTHER ACCREDITED PERSONS STAYING IN THE OLYMPIC VILLAGES

Because of the protected environment, there are more restrictive guidelines

for the residential area of the Olympic Villages in order to protect the residents' privacy: Participants and Other Accredited Persons staying in the Olympic Villages must not report on the activities of other residents, without such persons' consent. Photos of the Participants or Other Accredited Persons themselves in the Olympic Villages can be posted, but if any other persons appear in the photo, their prior permission must be obtained by the person posting such photo.

6. ACCREDITED MEDIA

Accredited media may freely utilise social media platforms or websites for bona fide reporting purposes. Photos taken by accredited photographers may be published for editorial purposes on social media platforms or websites in accordance with the Photographers Undertaking. The Olympic symbol – i.e. the five interlaced rings, which is the property of the IOC – can be used by accredited media for factual and editorial purposes, for example in a news article covering the Olympic Games. All other provisions of these Guidelines apply.

7. OLYMPIC PROPERTIES

Participants and Other Accredited Persons must not use the Olympic Symbol on their postings, blogs or tweets on any social media platforms or on any websites. Participants and Other Accredited Persons may use the word "Olympic" and other Olympic-related words on their postings, blogs or tweets on any social media platforms or on their websites, as a factual reference, provided that the word

IOC SOCIAL MEDIA GUIDELINES CONT.

“Olympic” and other Olympic-related words are not associated with any third party or any third party’s products or services. Participants and Other Accredited Persons must not use other Olympic properties such as NOC and/or Sochi 2014 emblems or mascots on their postings, blogs or tweets on any social media platforms or on any websites, unless they have obtained the prior written approval of their relevant NOC and/or Sochi 2014.

8. ADVERTISING AND SPONSORSHIP

Social media activity by Participants and Other Accredited Persons during the period of the Olympic Games should be undertaken for the purposes of sharing their experiences and communicating with their friends, family and supporters and not for commercial and/or advertising purposes. As is the case outside of the period of Olympic Games, the social media activity of Participants and Other Accredited Persons should not be used to create or imply any association between, on the one hand, a third party, or a third party’s products and services, and, on the other hand, the IOC, the Olympic Games or the Olympic Movement, unless they have obtained the prior written approval of the IOC and/or the relevant NOC(s). All accredited competitors, coaches, trainers and officials should also note their obligations relating to Rule 40 of the Olympic Charter. Specific guidance in relation to Rule 40 will be made available by the IOC and the NOCs.

9. DOMAIN NAMES/URLS/PAGE NAMING/APPLICATIONS

Domain names and URLs including the word “Olympic” or “Olympics” or any similar words related thereto (or any foreign language equivalents thereof) are not allowed unless approved by the IOC beforehand. For example, [www.\[myname\]olympic.com](http://www.[myname]olympic.com) would not be permitted while [www.\[myname\].com/olympic](http://www.[myname].com/olympic) would be allowed, but only during the period during which these Guidelines are applicable. Similarly, Participants and Other Accredited Persons may not create stand-alone Olympic-themed websites, application or any other feature to host coverage of the Olympic Games.

10. LINKS

The IOC encourages Participants and Other Accredited Persons to “link” their blogs, websites or social media accounts to the official site of the Olympic Movement (www.olympic.org), the official site of the Olympic Games (www.sochi2014.com) and the official site of the relevant NOC.

11. LIABILITY

When Participants and Other Accredited Persons choose to go public with any comments, opinions and any other material in any way, including on a posting, blog or tweet on any social media platforms or on any websites, they are solely responsible for the consequences of their action. They must ensure that when doing so they comply with applicable laws and that they have obtained all necessary permissions from any third parties whose image or property is used in their

posting, blog or tweet. Participants and Other Accredited Persons can be held personally liable for any commentary and/or material deemed to be obscene, offensive, defamatory or otherwise illegal, or infringing on any third party’s rights. They should not (i) intrude upon the privacy of Participants and Other Accredited Persons and entities at the Olympic Games without the consent of such participants, persons and entities, (ii) interfere with the competitions or the ceremonies of the Olympic Games or with the role and responsibilities of the IOC, SOCHI2014 or other entities that are part of the organisation of the Olympic Games, or (iii) violate security measures instituted to ensure the safe conduct of the Olympic Games. In essence, Participants and Other Accredited Persons post their opinions and any other materials at their own risk and they should make it clear that the views expressed are their own.

12. INFRINGEMENTS

The accreditations of any organisation or person accredited at the Olympic Games may be withdrawn without notice, at the discretion of the IOC, for purposes of ensuring compliance with these Guidelines. The IOC reserves all its right to take any other appropriate measures with respect to infringements of these Guidelines, including issuing a Take Down Notice, taking legal action for damages, and imposing other sanctions. Participants and Other Accredited Persons may also be subject to additional guidelines and sanctions in respect of social media, blogging and internet, from their relevant NOC.

IOC SOCIAL MEDIA GUIDELINES CONT.

13. AMENDMENT/ INTERPRETATION

The IOC reserves the right to amend these Guidelines, as it deems appropriate. The IOC Executive Board shall be the final authority with respect to the interpretation and implementation of these Guidelines. The English version of these Guidelines will prevail.

14. DEFINITIONS

“Guidelines” means the IOC Social Media, Blogging and Internet Guidelines for participants and other accredited persons at the Sochi 2014 Olympic Winter Games

“IOC” means the International Olympic Committee

“SOCHI2014” means the Organizing Committee of the XXII Olympic Winter Games and XI Paralympic Winter Games of 2014 in Sochi

“NOC” means National Olympic Committee

“Olympic Games” means the Sochi 2014 Olympic Winter Games, to be held between 7 and 23 February 2014

“Olympic Venues” shall include all venues which require an Olympic accreditation card or ticket to gain entry, including the Olympic Villages, Olympic Village Plaza, Medals Plaza, the competition venues, the training and practice venues and the Olympic Park Common Domain

“Olympic Park Common Domain” means the primary Olympic site in the Coastal Cluster in Sochi which contains multiple Olympic venues including all Ice Sport venues, the Medals Plaza, the

Olympic Village and Olympic Stadium where the Opening and Closing Ceremonies will be held, and numerous other facilities. For the sake of these Guidelines, the International Broadcast Centre (IBC) and Main Press Centre (MPC) are located outside the Olympic Park Common Domain.

“Participants and Other Accredited Persons” means all accredited persons, in particular all athletes, coaches, officials, personnel of NOCs and International Sport Federations and members of media accredited to the Olympic Games

“Take Down Notice” means a notice requiring a Participant or other accredited person or third party to take down any content from any website, blog or social media platform, in whole or in part within a specified time

“Olympic Village Plaza” means the plaza which will be located adjacent to but separated from the residential zone of the Olympic Villages which will host a number of activities including Team Welcome Ceremonies.

IOC SOCIAL MEDIA GUIDELINES FREQUENTLY ASKED QUESTIONS

These FAQ are provided by the IOC for information purposes only. Participants and other accredited persons are invited to consult the IOC Social Media, Blogging and Internet Guidelines (the “Guidelines”) in their full version, available online at <http://www.olympic.org/news/media-resources> and the NOC Extranet.

Q: Who is concerned by the Guidelines?

A: The Guidelines apply to all accredited persons, in particular to all athletes, coaches, officials, personnel of National Olympic Committees and International Federations and members of media accredited to the Olympic Games (“Participants”).

Q: When do the Guidelines apply?

A: The Guidelines apply from the opening of the Olympic Villages (30 January 2014), until the closing of the Olympic Villages (26 February 2014).

Q: Can I use social media or update my blog/website during my participation in the Olympic Games?

A: YES; the IOC encourages Participants to blog about their experience at the Olympic Games but requests that certain rules are observed. In particular, Participants’ activities on social media and the internet should comply with the Olympic Charter and be consistent with the Olympic values of “Friendship, Excellence and Respect”. Also remember that any online activity is

still subject to applicable laws (such as defamation, privacy and intellectual property laws) and so the Guidelines require Participants to respect those laws and ensure that their social media activity is in good taste, dignified and does not contain vulgar or obscene content. Postings that are racist, discriminatory or otherwise offensive towards other Participants or third parties are also forbidden under the Guidelines.

During the period of the Olympic Games, Participants are not allowed to commercialise their social media and internet activity (see further below “Can I post about my sponsors during the Olympic Games?”).

Q: Can I post about the competitions?

A: YES; Participants can post about their participation in the competitions, other competitions or their experiences generally during the Olympic Games, but they should not assume the role of a journalists or media outlet. Posting should hence be in first-person, diary-type format.

In their online activities, Participants must not disclose any information which is confidential or private in relation to any other person or organisation involved in the Olympic Games.

Q: Can I answer questions from the media asked through internet or social media?

A: YES; in the same way as offline, Participants are allowed - but under no obligation - to answer questions from

the media asked through internet or social media. Participants should also be vigilant about their postings and keep in mind that what they say and post on the internet and social media will be in the public domain and may be used by the media.

Q: Can I share photos taken from Olympic venues?

A: YES; Participants can share still photographs taken within or outside competition venues and other Olympic venues on social media and internet provided such postings are not used for commercial purposes and respect applicable laws and the rights of others. Please note that specific requirements apply in the perimeter of the Olympic Villages (see below “Can I post photos or videos taken within the Olympic Villages?”).

Q: Can I share videos taken from Olympic Venues?

A: Participants can record video or audio content within or outside competition venues and other Olympic venues, with non-professional recording material (no TV equipment, tripods or monopods are allowed).

However, video or audio content taken from within Olympic venues (including from within the Olympic Villages or the Olympic Park) must only be for personal use and must not be uploaded or shared on any website, blog, social media page, public photo- or video-sharing sites or mobile application.

Participants can share video or audio content taken outside competition

IOC SOCIAL MEDIA GUIDELINES

FREQUENTLY ASKED QUESTIONS CONT.

venues and other Olympic venues on social media and the internet provided that such posting is not for commercial purposes and respect applicable laws and the rights of others.

Q: Can I post photos or videos taken within the Olympic Villages?

A: YES; Participants can take photos within the Olympic Villages (except in areas designated as “no picture areas”) and such photos can be posted on the internet or social media. However, it is important to keep in mind that if another person’s image is included or referred to in a posting, such person’s permission should be obtained beforehand.

Videos or audio content recorded within the Olympic Village must only be for personal use and must not be uploaded or shared on any website, blog, social media page, public photo- or video-sharing sites or mobile application.

Persons staying in the Olympic Villages are also required to respect the protected atmosphere of the Olympic Villages and are not allowed to report on the activities of other residents, unless they have obtained such other persons’ consent beforehand.

Q: Can I post about my sponsors during the Olympic Games?

A: NO; Unless they have obtained the prior written approval of the IOC or their NOC, Participants must not, either promote any brand, product or service on their social media pages, blogs or personal websites, or use social media and internet in a manner that creates

or implies any association between the Olympic Games or the IOC and a third party, or its products and services.

All competitors, coaches, trainers and officials must ensure that their activities on the internet and social media comply with the requirements of Rule 40 of the Olympic Charter and the related instructions issued by the IOC, Sochi 2014 and their respective National Olympic Committees.

Q: Can I use the Olympic symbol or other Olympic properties in my internet and social media posts?

A: Participants and other accredited persons are not allowed to use the Olympic symbol (the five interlocking rings) in their postings, blogs or tweets. Only members of accredited media are authorised to use the Olympic symbol for factual and news editorial purposes, for example in a news article covering the Olympic Games.

The word “Olympic” and other Olympic-related terminology can be used by Participants in their social media and internet activities but only for editorial/factual purposes (for example to describe and report about their experience at the Games). The use of the Sochi 2014 emblem or mascots is subject to the prior written approval of Sochi 2014, while the use of the NOC emblems is subject to the relevant NOCs.

In any event, the Olympic symbol and other Olympic properties must not be used for commercial purposes, or in a manner that suggests any kind of endorsement by the IOC or Sochi 2014.

The Olympic symbol and other Olympic properties should be used in their normal design or wording.



**2014 INFORMATION FOR
ATHLETES, THEIR AGENTS AND NGBS**
JANUARY 2014

IPC "RULE 40" GUIDELINES

The use of an athlete's image is one of the most powerful tools in marketing communication associated with the Paralympic Movement. However, it is also the most protected right under the rules of the International Paralympic Committee (IPC).

The IPC Handbook at Chapter 3, Paralympic Games Principles (section 2.1), states as follows:

"To be eligible for participation in the Paralympic Games an individual must comply with, observe and abide by the rules of IPC. Every competitor, team official and Games official shall observe, comply and abide by the rules and regulations outlined on the IPC Eligibility Code and shall sign off the IPC Eligibility Form, including - but not limited - to:

- *"Refrain from advertising during the Paralympic Games with his/her person, name, picture or sports performance."*

According to the Sochi 2014 Paralympic Games Eligibility Code, an athlete agrees not to allow his/her image and/or name in relation to his/her sport performance(s) during the Sochi 2014 Paralympic Winter Games to be exploited by third parties for commercial purposes without the prior approval by the IPC. Ambush marketers may use their association with athletes or other organizations to imply that they have an association with the Paralympic Games, a Paralympic Team or the Paralympic Movement. This undermines the exclusivity that the IPC, Sochi 2014 and/or NPCs can offer to official

partners. Without the investments from these official partners the Paralympic Movement cannot achieve its vision and mission to strengthen Paralympic sport globally.

The implication of an association with the Paralympic Movement through use of athletes is particularly powerful during and immediately before the Paralympic Games. To protect against this the IPC Athlete Images Policy therefore places limits on the advertising activities of participants for the period of, the Paralympic Winter Games and for a limited number of days before and after the Games.

Exceptions may be made for IPC, NPC and OCOG partners. To receive a waiver of the rules of the IPC Eligibility Code regarding any commercial activities of an athlete during the Sochi 2014 Paralympic Games (e.g. usage of athlete's pictures), a request for exemption needs to be submitted to IPC for approval (or to the relevant NPC or OCOG in accordance with the requirements of section 2 below).

In accordance with the IPC International Marketing Programme (IMP), the IPC provides the respective NPC with the authority to grant waivers for the respective NPC territory. Furthermore, the IPC and the relevant NPC grants the respective OCOG (Sochi 2014 and the OCOGs for future Games where the marketing period specified in the JMPA has commenced) with the authority to grant waivers for the host country in line with the Joint Marketing Programme Agreement (JMPA) and Paralympic

Marketing Plan (PMP). The IPC has the authority to grant waivers to IPC partners in line with the provisions of the IMP. The IPC has established the following exceptions and conditions:

1. During the period of the Sochi 2014 Paralympic Winter Games, namely the period starting from and including nine days prior the Opening Ceremony and ending three days after the Closing Ceremony ('the Restricted Period'), authorised entities (see item 2 below) may use an athlete's name, picture or sports performances for communications of a congratulatory or generic nature. These communications may not under any circumstances:
 - 1.1 make reference to direct use of any product or service that enhances performance in practicing or competing in sport; nor
 - 1.2 be in relation to the athlete's performance at the Sochi 2014 Paralympic Winter Games except in the case of congratulatory communications as further detailed in the attached guidelines on authorized communications.
2. The following entities are authorized to use an athlete's name, picture or sports performances for communications of a congratulatory or generic nature as outlined in item 1 above during the Restricted Period.
 - 2.1 Subject to the approval of Sochi 2014 and in line with the JMPA and PMP, Sochi 2014 partners may

IPC “RULE 40” GUIDELINES CONT.

use an athlete’s name, picture or sports performances or that of the Russian Paralympic Team, within the host country of the Sochi Paralympic Winter Games.

2.2 NPC partners outside of the Host Territory may use an athlete’s name, picture or sports performances or that of the NPC Paralympic Team within the territory of the NPC that they support, with the waiver agreement of the relevant NPC. The NPC has to submit copies of these waiver agreements to IPC for approval if requested to do so by the IPC (but not otherwise).

2.3 In the territories of future Games where the marketing period specified in the relevant JMPA has commenced then the domestic marketing rights will be with the relevant OCOG and the NPC in that territory will have assigned all its marketing rights to the OCOG. Therefore in these territories the right to grant waiver agreements under this policy will rest with the OCOG. The OCOGs will not be required to deliver copies of the waivers to the IPC unless IPC specifically requests them to do so.

2.4 Subject to the approval of the IPC, IPC Worldwide Paralympic Partners may use an athlete’s name, picture or sports performances in consultation with the respective NPC in line with the IMP.

2.5 Subject to the approval of the IPC, IPC International Partners

may use an athlete’s name, picture or sports performances within the territory of the NPC in which they are a partner in consultation with the respective NPC. In all other territories in consultation with the respective NPC on a case-by-case basis.

2.6 No other company shall be entitled to use the athlete’s name, picture or sports performances during the period covered by this Policy regardless of the arrangements they may have with any athlete, unless the usage receives the approval of the athlete’s NPC and the NPC(s) in which territory the athlete’s image is intended to be used.

3. In all cases, the use of an athlete’s name, picture, sports performances, likelihood or other resemblance must respect the athlete’s individual rights including the need to obtain the athlete’s prior written approval.

In all cases, the usage of Paralympic Games footage for such communications requires the approval and license of the IPC.

In all cases, the NPCs and OCOGs shall submit electronic samples of the authorized application to the IPC (alexis.vapaille@paralympic.org).

GUIDELINES ON AUTHORIZED COMMUNICATIONS

With respect to authorized communications in the context of the exceptions stipulated in the IPC Athlete’s Image Policy, the following guidelines shall apply:

Communications of a congratulatory nature are communications made by a sponsor congratulating an athlete for his/her performance at the Sochi 2014 Paralympic Games, without any reference to this sponsor’s product or services.

- e.g. ‘Sponsor’ congratulates ‘athlete’ for his/her medal at the Paralympic Games

Communications of a generic nature can be divided into two categories:

1. **Corporate:** communications which associate the sponsor’s name with an athlete, expressing the general support of the this athlete by the sponsor
 - e.g. ‘Sponsor’ advertisement with an athlete’s name and picture stating their support with regards to the athlete’s efforts to win a medal at the Paralympic Games
2. **Product/Service Specific:** communications which associate an athlete with the name of brand referring to a product or service of a sponsor provided that such communication does not refer to or is not perceived as enhancing the athlete’s performance at the Sochi 2014 Paralympic Winter Games or

IPC “RULE 40” GUIDELINES CONT.

in practicing or competing in his/her sport.

- e.g. The name and/or picture of an athlete on product packaging

There should be no direct reference to the use of any product or services that enhances performances in practicing of competing in sport.

Athletes’ biographical references may be used in a factual manner.

- e.g. Paralympic Gold Medallist, Paralympian, etc.

IPC SOCIAL MEDIA GUIDELINES

1 INTRODUCTION

For the Sochi 2014 Paralympic Winter Games, the International Paralympic Committee (IPC) is actively encouraging all athletes and Accredited Persons to share their Games experience through Social Media whilst, at the same time, using common sense.

In 2012 #paralympics was the top trending sport event on Twitter, showing that Social Media has the opportunity to engage new audiences and broaden the reach and appeal of the Games and the Paralympic Movement.

Accredited Persons should be aware though that whilst using Social Media during Sochi 2014 they need to operate within certain guidelines which are outlined in this document. These Guidelines aim to ensure that no-one brings the Paralympic Movement or the Games into disrepute and apply to all Accredited Persons at Sochi 2014 from 27 February - 19 March 2014.

Capitalised terms in these Social Media Guidelines have the meaning set out in the Definitions section at the end of these Guidelines.

In addition to these Guidelines, Accredited Persons at Sochi 2014 must abide by the IPC Handbook and related guidelines.

National Paralympic Committees (NPCs), International Sport Federations (IFs) and the Sochi 2014 Organising Committee (SOCOG) may implement their own guidelines for their athletes,

team and/or staff/workforce members, which operate within this overall framework.

2 POSTINGS

The IPC encourages all Accredited Persons to post updates on Social Media sites during the Games, whilst at all times using common sense. These must be in the first person, reflecting their own personal opinion or views and related to their own personal Paralympic Games related experience. Accredited Persons must not assume the role of a journalist, reporter or any other media capacity.

Postings should be polite, courteous, and respectful in their messages to others and should not use obscene, profane, vulgar, sexually explicit, defamatory, or abusive language.

Posts must not disclose any confidential or private information in relation to any third party including, but without limitation to, information which may compromise the security, staging and organisation of the Games and, where relevant, the Accredited Person's respective team or the privacy of any other Accredited Person.

Social Media and blogging activities by Accredited Persons must not be for commercial and/or advertising purposes.

In any event, postings containing Paralympic content should at all times conform to the Paralympic values and

the Paralympic Spirit as contained in the IPC Handbook, and be dignified and in good taste.

3 SOUND OR MOVING IMAGES OF THE GAMES

Due to various broadcast contracts in place, Sochi 2014 Accredited Persons (excluding Broadcast Rights-holders) must not post any video and/or audio of the events, competitions or any other activities which occur at Paralympic Games venues.

Any video/audio of this type must be for personal use only and not uploaded to any online platforms whether on a live or delayed basis.

We do though encourage Accredited Persons to post video and audio from outside the venues.

Due to restrictions originating from broadcast agreements and agreements with artists performing in the Ceremonies, the IPC and Sochi 2014 cannot allow Accredited Persons to use any videos taken during the Opening and Closing Ceremonies of the Games for other purposes than personal ones.

However, Sochi 2014 and the IPC are allowed to post videos from such ceremonies, events and competitions at Paralympic Games venues on online platforms controlled by them.

Athletes may also film themselves in their residential zone of the Paralympic Village and publish the video clips

IPC SOCIAL MEDIA GUIDELINES CONT.

through Social Media. No filming in the residential zone of other NPCs or in the Paralympic Village plaza is allowed.

Accredited Persons must not film or record audio whilst in back-of-house areas of any competition venues, including, but not limited to, warm up areas, locker rooms, call rooms, Paralympic Family lounges, and field of play.

4 STILL PICTURES

The IPC is happy for Accredited Persons to upload images from the Paralympic Games from inside and outside the venues for personal use. It is not permitted to commercialise, sell or otherwise distribute these photographs. If other persons are featured in still pictures, their consent to publish the picture should be obtained.

Such pictures must not infringe on a person's confidentiality or bring the Paralympic Movement in disrepute.

We encourage athletes who publish pictures through Facebook to tag with "Paralympic Games", on Twitter with @paralympic, on G+ with +paralympics and on Instagram with @paralympics. Pictures can also be pinned to the IPC's Sochi 2014 Pinterest board: <http://pinterest.com/paralympics/sochi-2014-paralympic-winter-games/>. Pictures should also include the hashtags #Sochi2014 and #Paralympics.

Accredited Persons must not take pictures whilst in back-of-house areas

of any competition venues, including, but not limited to, warm up areas, locker rooms, call rooms, Paralympic Family lounges, and field of play.

5 PARALYMPIC MARKS

Accredited Persons do not have permission to use the Paralympic Symbol on any Social Media, except when the photo with the Paralympic Symbol reflects the personal Paralympic Games related experience of the Accredited Person.

The word "Paralympic" and other Paralympic related words, including, but not limited to "Paralympic Games", "Paralympics" and "Paralympic Team(s)" may only be used solely for editorial purposes in conjunction with Paralympic content. Under no circumstances may the Paralympic Marks be associated with any third party or any third party's products or services in any way that may give the impression that such third party's products or services have an official relationship with the IPC, the Sochi 2014 Organising Committee of the Olympic and Paralympic Games, any National Paralympic Committee and/or the Paralympic Movement.

6 ADVERTISING AND SPONSORSHIP

Accredited Persons must not include any commercial reference in connection with any Paralympic Content posted on their Social Media accounts.

Specifically, this means that no advertising and/or sponsorship may be visible on screen at the same time as Paralympic content in order not to create the impression of any connection between any third party and the Paralympic Games.

Advertising and/or sponsorship on the screen at the same time as Paralympic content is allowed only if it is an IPC Partner, NPC partner or Games sponsor.

Any advertising and/or sponsorship must not be intrusive (i.e. no pop-ups nor expandable banners) and must not take up more than 15 per cent of the screen at any given time.

Accredited Persons may not post Paralympic content on the websites of third parties, and should take all reasonable steps to stop third parties from doing so, if there is any association being made between such third parties or other advertising and/or sponsorship and, on the other hand, the Paralympic content.

7 ACCREDITED MEDIA

Accredited media may freely use social media platforms or websites for reporting purposes. Photos taken by accredited photographers (including of Paralympic Marks) may be published for editorial purposes on social media platforms and websites.

IPC SOCIAL MEDIA GUIDELINES CONT.

8 DOMAIN NAMES/URLS/PAGE NAMING

Domain Names including the word “Paralympic” or “Paralympics” or similar are not permitted (eg, [myname]paralympic.com would not be permitted while [myname].com/paralympic would be allowed but only during the period in which these guidelines are applicable).

9 LINKS

Accredited Persons posting Paralympic content during the Games should be aware of the following online channels which may feature various content. They are encouraged to link their content to these websites:

www.paralympic.org
– the official website of the IPC (by emailing news@paralympic.org)

www.ParalympicSport.TV
– the official Internet TV channel of the IPC

www.facebook.com/ParalympicGames
– the official Facebook page of the IPC

www.facebook.com/IPCAlpineSkiing
– the official Facebook page for IPC Alpine Skiing

www.facebook.com/IPCNordicSkiing
– the official Facebook page for IPC Nordic Skiing

www.facebook.com/IceSledgeHockey
– the official Facebook page for IPC Ice Sledge Hockey

www.facebook.com/WorldCurlingFederation
– the official Facebook page for the World Curling Federation

www.Twitter.com/Paralympic
– The official Twitter page of the IPC

www.Twitter.com/IPCAlpine
– the official Twitter page for IPC Alpine Skiing

www.Twitter.com/IPCNordic
– the official Twitter page for IPC Nordic Skiing

www.Twitter.com/IPCISH
– the official Twitter page for IPC Ice Sledge Hockey

www.twitter.com/WCFmedia
– the official Twitter page for the World Curling Federation

www.google.com/+Paralympics
– the official G+ page of the IPC

www.youtube.com/paralympicsporttv
– the official YouTube channel of ParalympicSport.TV

www.sochi2014.com
– the official website of the Sochi 2014 Paralympic Games.

10 LIABILITY

It is brought to your attention that, when Accredited Persons choose to go public with their opinions on a Social Media platform they are responsible for their commentary. Social Media users can be held personally liable for any commentary deemed to be defamatory, obscene or proprietary. In essence, Social Media users post their content at

their own risk and they should make it clear that the views expressed are their own.

11 RESPONSIBILITY AND FURTHER RESTRICTIONS

Sochi 2014, the National Paralympic Committees, the International Sport Federations and other entities present at the Games (e.g. media and sponsors) are in charge of ensuring that their respective delegations (i.e. those persons to whom they grant accreditation to the Games) are informed of the content of these Guidelines and agree to fully comply with them. The abovementioned entities may also impose upon their respective delegations more restrictive guidelines relating to the Games.

12 PRIOR OR SUBSEQUENT AGREEMENTS ENTERED INTO BY THE IPC

Nothing in these guidelines shall be interpreted as amending or superseding the terms and conditions set forth in any agreement entered into, or to be entered into, by the IPC.

13 INFRINGEMENT OF GUIDELINES

Violation of these Guidelines by an Accredited Person may lead to the withdrawal of such person’s Paralympic Identification and Accreditation Card (PIAC) or ticket, as foreseen in the

IPC SOCIAL MEDIA GUIDELINES CONT.

Accreditation and Sport Entries at the Paralympic Games User's Guide. The IPC reserves the right to take any and all other measure(s) it deems fit with respect to infringements of these Guidelines, including taking legal action for monetary damages and imposing other sanctions.

In doubt, please contact the IPC Digital Media Manager at Natalia.Dannenberg@paralympic.org or the IPC Media Operations Manager at Eva.Werthmann@paralympic.org.

14 DEFINITIONS

14.1 Guidelines

"Guidelines" means the IPC Social Media Guidelines for participants and other Accredited Persons at the Sochi 2014 Paralympic Winter Games.

14.2 Accredited Persons

"Accredited Persons" means all Accredited Persons, in particular all athletes, coaches, officials, personnel of NPCs and International Sport Federations and members of media accredited to the Paralympic Games.

14.3 Sochi 2014

"Sochi 2014" refers only to the Sochi 2014 Paralympic Winter Games.

14.4 Social Media

Social Media is a group of internet-based platforms, which allows the creation and exchange of user-generated content. Social Media includes, but is not limited to:

14.5 Blogs

A Blog is a type of website where entries are made (such as in a journal or diary), usually displayed in a reverse chronological order, accessible by the general public.

14.6 Microblogs (such as Twitter)

Similar to Blogs but the content is typically smaller in both aggregate and actual file size. Microblogs allow users to exchange small elements of content such as short sentences, individual images, or video links.

14.7 Social Networking Sites (such as Facebook, MySpace, G+ etc.)

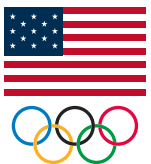
A Social Networking Site is an online service, platform, or site that consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Most Social Networking Sites provide means for users to interact over the internet and share ideas, activities, events, and interests within their individual networks.

14.8 Wikis

A Wiki (Listeni /'wiki/ WIK-ee) is a website that allows the creation and editing of any number of interlinked web pages via a web browser.

14.9 Content communities (such as YouTube, vimeo, Instagram and DailyMotion)

A site where users generate and share content to a community.



USOC ATHLETE ENDORSEMENT GUIDELINES
JANUARY 2014

USOC ATHLETE ENDORSEMENT GUIDELINES

Endorsement Contract with U.S. Olympic and Paralympic Sponsors (including TOP Sponsors)

The U.S. Olympic Committee (“USOC”) allows U.S. Olympic and Paralympic Sponsors (“Sponsors”) to use Olympic and Paralympic trademarks and/or imagery (“Marks”) for promotion and advertising purposes. Those Sponsors must submit proposed ads, press releases, athlete appearances or other promotions through USOC Marketing for review and approval prior to release.

Endorsement Contract with Unaffiliated Third Party

In order to ensure that unaffiliated third parties (those who have no official relationship with the USOC or “Non-Sponsors”) do not create the false impression that they are a Sponsor of the Games and/or Team USA, athletes endorsing Non-Sponsors should make certain that advertising, web sites, promotions, etc. focus on the athlete and his/her achievements rather than on the Olympic or Paralympic Games (“Games”). The USOC will not tolerate ambush marketing by companies that are not Sponsors.

Non-Sponsors may not use OLYMPIC, PARALYMPIC, SOCHI 2014, RIO 2016 or other Marks in any commercial context without the USOC’s permission before, during or after the Games.

Non-Sponsors may submit for USOC approval ads containing biographical references to athletes as Olympians or Paralympians. Such ads are more likely to be approved if the Olympic or Paralympic reference is balanced by non-Olympic or non-Paralympic achievements.

Photography or video footage of athletes from the Games or U.S. Team Trials or of athletes with their medals or U.S. Team apparel may not be used for commercial purposes without the USOC’s approval.

Compliance with Athlete Advertising Blackout Period

No athlete participating in the Games may allow his or her person, name, picture or sports performance to be used for advertising purposes during the blackout period for each Games (which generally corresponds with the period of time that the Olympic or Paralympic Village is open) unless a waiver is sought from and granted by the USOC. These IOC and IPC rules affect athlete eligibility and are enforced by the USOC.

All commercial activity by U.S. Olympic and Paralympic Team members not approved by the USOC must cease during the blackout period of the respective Games. This applies to congratulatory ads and also to on-going ad campaigns that are not specifically related to the Games.

If an athlete has an apparel line or merchandise that bears his/her image or name, he/she must notify the USOC 90 days prior to competing in a Games or immediately after being named to the U.S. Team so the USOC can review the facts and hopefully approve items to remain in circulation during the Games.

Athlete Apparel

As described in the Athlete Code of Conduct, U.S. Olympic and Paralympic Team athletes must wear the Team

USA apparel issued to them at all official USOC functions including but not limited to: the Games, USOC Media Summit, Sponsor Workshops, Medal Ceremonies, Opening/Closing Ceremonies, press conferences arranged by the USOC and/or hosted by the USOC, IOC, IPC, SOCHI 2014 or RIO 2016, White House visit and other engagements arranged by the USOC. At these official functions, athletes may not wear branded apparel or accessories that are not part of the U.S. Team apparel issued by the USOC. In addition, during the Opening/Closing Ceremonies and Medal Ceremonies (except in those instances in which medals are awarded at the venue immediately following the competition and the USOC has granted a waiver for the athlete to wear his or her competition apparel on the podium), athletes must wear the USOC issued gear for such ceremony in full, including shoes, hats, ball caps, sunglasses, or other apparel and accessories that are provided and required.

Specialized Equipment

An athlete has the right to select his or her Specialized Equipment for use in the Olympic, Paralympic and Pan American Games.

The USOC shall have the sole authority to determine what equipment constitutes Specialized Equipment (aka “personal competitive gear”) for each sport. The list of USOC approved equipment is located at <http://www.teamusa.org/Footer/Legal/Other-Documents>

USOC ATHLETE ENDORSEMENT GUIDELINES CONT.

The USOC may require an athlete to cover sponsor logos on Specialized Equipment (other than manufacturers' logos complying with Rule 50 of the Olympic Charter) at events where a "Clean Venue" is required (e.g., Games, Team Trials, etc.).

Fundraising

Do not use OLYMPIC, OLYMPIAN, PARALYMPIC, PARALYMPIAN or other Marks, symbols or terminology that looks in any way like a trademark, (e.g., banner headline, part of a domain name, in large or prominent letters) anywhere on fundraising letters, a web site, or on promotional merchandise (t-shirts, bumper stickers, mugs, key chains, etc.)

Athletes may use Olympic or Paralympic terminology in text to describe their aspirations (e.g., "my goal is to compete at the Paralympic Games in Sochi/Rio.") or accomplishments ("e.g. Olympic Gold medalist – 400m Relay.")

These parameters apply to ALL Marks owned by the USOC such as Team USA, Go For The Gold, Let The Games Begin, Sochi 2014, Road To Sochi, Rio 2016, Road To Rio and other trademarks that specifically refer to the Games.

Web sites

Athlete web sites should follow the general rules regarding permissible uses of the Marks and the restrictions on Non-Sponsors. Athletes must separate the Non-Sponsors from all Olympic or Paralympic references (including photographs from the Games) on

the web site. This can be done, for example, by putting the athlete's sponsors who are not Sponsors on the home page but keeping all Olympic or Paralympic references in a separate section/page of the web site that does not feature any commercial entity.

If an athlete seeks donations or other financial support on his/her web site, to the extent possible the fundraising portion of the site should be separate from Marks and imagery, including Games photos. Factual Olympic and Paralympic references should be made in small type, for example to describe the athlete's goals or achievements, rather than used in banner headlines.

Fan web sites should be informational and not sponsored by third parties. Web sites with commercial affiliation must not use Marks without permission from the USOC.

Olympic and Paralympic Footage

Neither athletes nor third parties may use footage of U.S. Team Trials or Games competition without the express consent of the USOC. This requirement includes but is not limited to: use of footage on web sites or public exhibition of any kind, whether for any personal, commercial or charitable purposes. Please note that the Games broadcaster controls all footage for the Games for a period of time thereafter. For the 2014 Olympic Games, NBC controls the footage through August 31, 2014.

Philanthropy

Athletes are encouraged to participate in other philanthropic organizations.

Those organizations may use Olympic and Paralympic biographical references that are specific to the athlete and balanced with other non-Olympic/Paralympic accomplishments. Such organizations cannot use Olympic or Paralympic-themed materials, Games footage, medal imagery or photographs of the athlete from the Games in their fund raising efforts, operations or activities.

Athlete Ombudsman:

The Ted Stevens Olympic and Amateur Sports Act mandates that the USOC hire an Athlete Ombudsman to advise athletes of their rights. Athletes are encouraged to contact him if they have questions.

John Ruger, Athlete Ombudsman
Phone: 719-866-5000
Email: john.ruger@usoc.org
www.athleteombudsman.org
www.twitter.com/USOCombudsman
www.facebook.com/USOC.Athlete.Ombudsman

Questions and Approval
Please Contact:

Christopher Coleman,
Athlete Marketing
Phone: 719-866-4891
Email: chris.coleman@usoc.org