



U.S. PARALYMPICS
USOC Athlete Endorsement Guidelines

The below marks and phrases are USOC intellectual property and therefore, the USOC must approve any and all usage of each.



Phrases including, but not limited to:

PARALYMPIC PARALYMPIAN GO FOR THE GOLD

ROAD TO RIO LET THE GAMES BEGIN PARAPAN AM GAMES

RIO 2016 PEYONGCHANG 2016

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Endorsement contract with unaffiliated third party

- Athletes endorsing non-Team USA sponsors should make certain that advertising, web sites, promotions, etc. focus on the athlete and his/ her achievements rather than on the Paralympic Games.
- Non-Team USA sponsors may not use Paralympic, Rio 2016 or other marks in any commercial context without the USOC's permission.
- Non-Team USA sponsors may submit ads containing biographical references to athletes as Paralympians for USOC approval. Such ads are more likely to get approved in the Paralympic reference is balanced with 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 with out 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 unless a waiver is sought from and granted by the USOC.
- All commercial activity by U.S. 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 that 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. 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, 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.

Fundraising

- Do not use 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.
- Athletes may use Paralympic terminology in text to describe their aspirations (e.g., my goal is to compete at the Paralympic Games in Rio) or accomplishments (e.g., Paralympic 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, Rio 2016, Road to Rio and other trademarks that specifically refer to the Games.

Websites

- Athlete website should followed the general rules regarding permissible uses of the Marks and the restrictions on non-sponsors
- Athletes must separate the non-sponsors from all 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 Team USA sponsors on the home page, but keeping all Paralympic references in a separate section / page of the website 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 Paralympic references should be made in small type, for example to describe the athlete's goals of achievements, rather than used in banner headlines.

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 site or public exhibition of any kind, whether for any personal, commercial or charitable purposes.

Questions?

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