

## Olympians & Paralympians Made Here Activation Guidelines

To ensure integrity the USOPC, collegiate and NGB brands throughout the Olympians Made Here and Paralympians Made here campaigns, the following activation guidelines will be implemented across all participants (i.e. schools/conferences, NGBs and USOPC).

1. All usage of the OMH/PMH campaign logos must be non-commercial and editorial.
2. Altering the OMH/PMH campaign logo and intellectual property is prohibited.
3. USOPC approval is required for professionally produced videos that involve the campaign marks, and school/conference/NGB approval is required for professionally produced videos that include school/conference/NGB marks.
4. USOPC approval is required for any proposed changes to the pre-approved templates through the Creative Request Form.
5. Campaign templates and marks cannot be shared with any third parties (i.e. current/graduated student-athletes, Olympians/Paralympians, alumni, celebrities) unless noted by the USOPC.
6. Schools/conferences/NGBs with current or past senior-level national team members and/or Olympians/Paralympians who are/were student-athletes in college are eligible for the campaigns.