



# Commercial Guidelines for Athletes

Leading into Beijing 2022 Olympic Winter Games



# Introduction

The use of Olympic Rights in New Zealand is reserved only for the International Olympic Committee, the New Zealand Olympic Committee (NZOC) and their valued commercial partners. Unauthorised use of these rights (including logos and protected words) is illegal, with fines up to \$150,000.

**Without the financial support of commercial partners, the NZOC would be unable to send New Zealand athletes to the Olympic Games. These partners make a substantial investment for the ability to use protected words, logos and talk about the New Zealand Team. For this reason, the NZOC takes rights protection very seriously.**

Under the Major Events Management Act 2007, no Olympic emblems / logos or words / terms may be used without the approval of the NZOC. This means your sponsors are not able to use protected words such as: **Olympic Games, Olympic Gold, Beijing 2022, Earn the Fern** and more. They're also unable to use any Olympic imagery in their promotions, including images of you in the Games environment and/or in uniform.

**Therefore: Your personal sponsors who are not NZ Team Partners must not reference the Olympic Games in any of their activations.**

**You must not reference your (non NZOC) sponsors in relation to any Games-specific activity or training.**

This document is a summary of the NZOC's brand protection approach. More detail can be found in the NZOC Advertising, Promotion and Social Media Guidelines found at this [link](#).



# Generic Advertising

The concept of Generic Advertising is an important one for your sponsors who are not also NZ Team Partners. These Non-Olympic Partners can continue to run Generic Advertising during the **Protected Period** (25 January 2022 to 22 February 2022 inclusive) if:

- they have your permission,
- they have applied for and been granted a commercial waiver by the NZOC,
- no Olympic Properties or references are used in the advertising,
- the advertising has been in the market for at least four months prior to the Games Period, and
- the advertising has run consistently and has not materially escalated during the Games Period.

Key for visuals throughout this document:

Athlete in the NZ Team:

ATHLETE EXAMPLE



NZ Olympic Team athlete, competing at Beijing 2022.

Athlete's sponsor (not a NZ Team commercial partner):

COMPANY X



Non-Olympic Partner brand.

NZ Team Commercial Partner company:

SAMPLE PARTNER COMPANY



Olympic Partner brand.



# Commercial Waivers

In agreeing to participate in the Games, your commercial rights are limited and subject to a number of rules and conditions (under Rule 40 of the Olympic Charter). One of these rules is during the 'Protected Period', **there is a blackout on any athlete's name or image being in market by their sponsors.**

Athlete personal sponsors who are not also Olympic Partners can, however, apply for a commercial waiver which would allow them to continue to run generic advertising during this time.

Athletes, athlete managers and sponsors can all apply for a Games Commercial Waiver using the online form: [The Games Commercial Waiver Application](#).

Key dates for the Beijing 2022 Olympic Winter Games:

- Protected Period Commences: 25 Jan 2022
- Games: 4 – 20 Feb 2022
- Protected Period ends: 11.59pm 22 Feb 2022

The protected period is therefore 25 January – 22 February 2022 inclusive.

In order to be granted a commercial waiver, any activation must be in market by **25 September 2021**. The application deadline is **13 September 2021**.



# Acceptable Branded Content



**Company X**

@companyx  
29 January, 2022

Good luck, **Athlete Example!**



**ACCEPTABLE EXAMPLE**

No direct Olympic association is being made. As this is posted before the Protected Period this would also be acceptable.



**Athlete Example**

@Athlete\_Example\_NZ  
20 January, 2022

Thanks **Sample NZ Team Partner Company** for this awesome gear which is helping me as I train for Beijing.



**ACCEPTABLE EXAMPLE**

Athlete Example is permitted to create a connection between an **NZ Team Partner** and the Games themselves.



# Acceptable Branded Content



**Athlete Example**

@Athlete\_Example\_NZ  
20 January, 2022

Thank you to **Company X** for always supplying top quality equipment. Can't wait to use this gear in 2022!



**ACCEPTABLE EXAMPLE**

Although Company X is not an Olympic Partner, this post is made before the Protected Period and includes no Olympic reference.



**Athlete Example**

@Athlete\_Example\_NZ  
19 February, 2022

Having an awesome time in Beijing!  
#EarnTheFern



**ACCEPTABLE EXAMPLE**

Athlete Example is in the Games environment and is not referencing any personal sponsors.





# Acceptable Branded Content



**Company X**

@companyx  
20 January, 2022

We sponsor **Athlete Example** who is competing this year at the World Championships, the International Series and in Beijing.



## ACCEPTABLE EXAMPLE

This follows the rule of three without focusing on the Olympic Games. It also does not use any MEMA protected words.



**Athlete Example**

@Athlete\_Example\_NZ  
20 December, 2021

Breakfast of champions! #porridge  
#EarnTheFern #Beijing2022



## ACCEPTABLE EXAMPLE

Athlete Example has the ability to use protected words provided there is no connection with a personal sponsor.



# Acceptable Branding



## Sample NZ Team Partner.

@SampleNZTeamPartnerCompany  
16 February, 2022

Another gold medal for New Zealand at the Beijing 2022 Winter Olympic Games – congratulations **Athlete Example!**



ACCEPTABLE EXAMPLE

A NZ Team partner has the right to these protected words, and to communicate this during the Protected Period. The congratulatory message is in the context of congratulating the Team.



ACCEPTABLE EXAMPLE

A NZ Team partner has the right to continue to use athlete imagery on packaging year-round. Personal sponsors who are not Olympic partners would need to apply for a commercial waiver to continue this branding throughout the Protected Period.



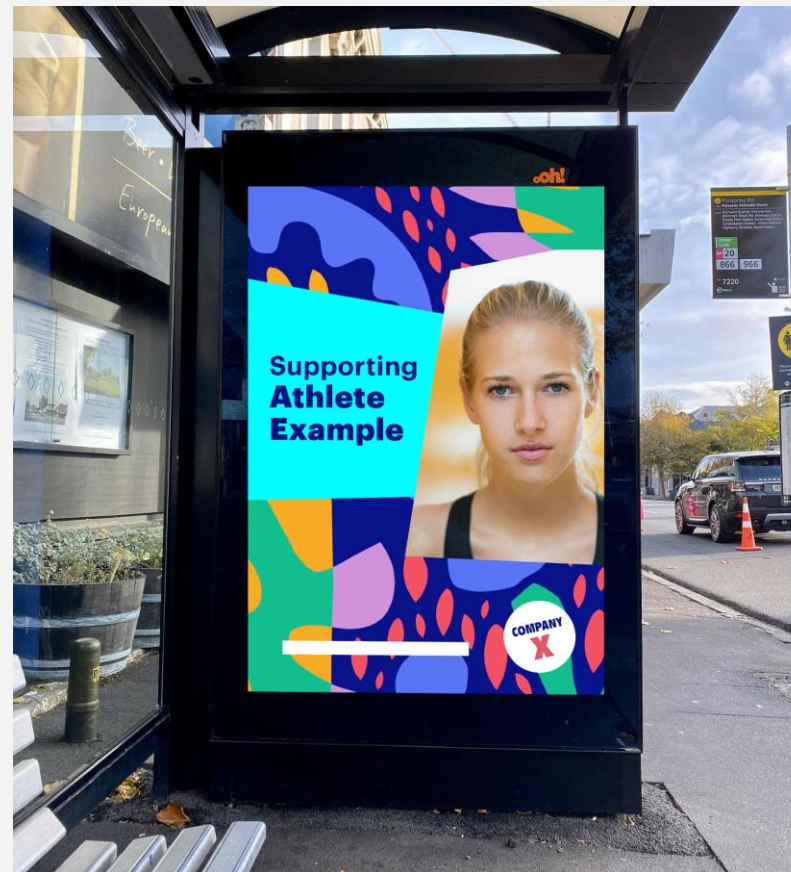


# Acceptable Branding



ACCEPTABLE EXAMPLE

This in store promotion has no Olympic references. It would require a commercial waiver to run through the Protected Period.

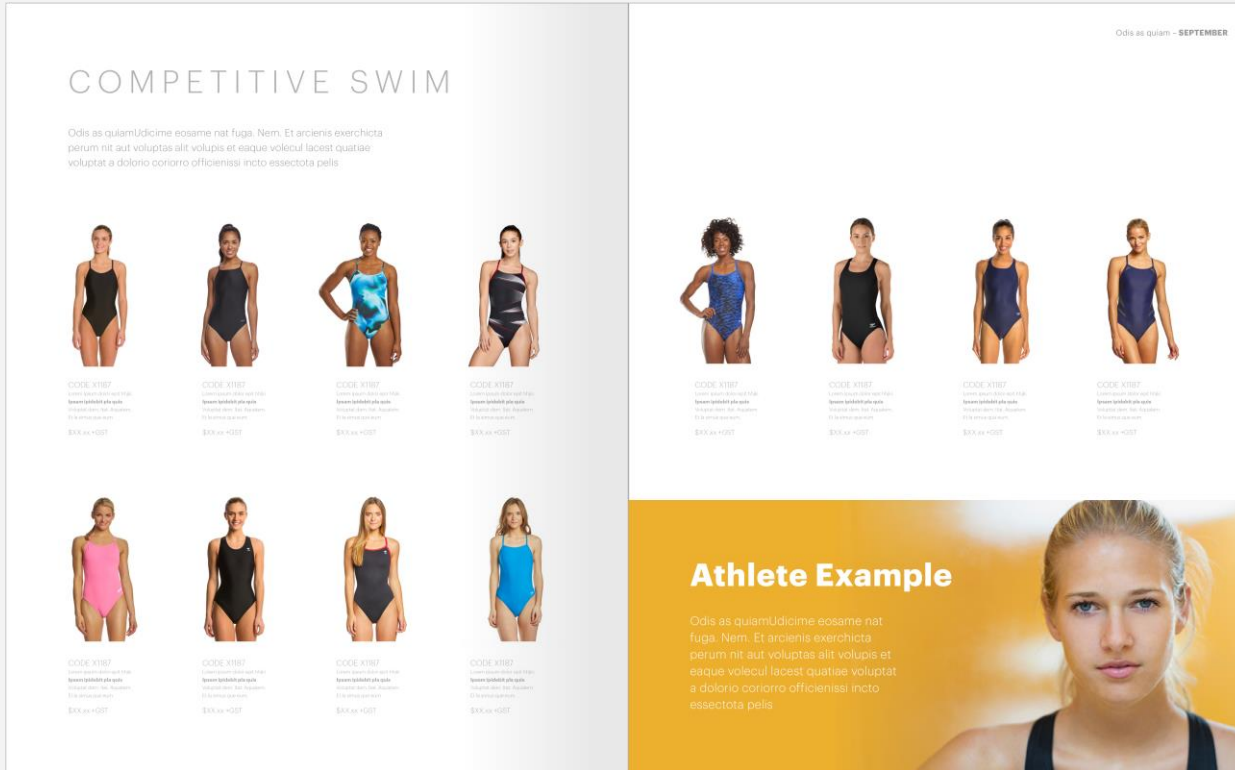


ACCEPTABLE EXAMPLE

This adshel has no Olympic references. It would require a commercial waiver to run through the Protected Period.

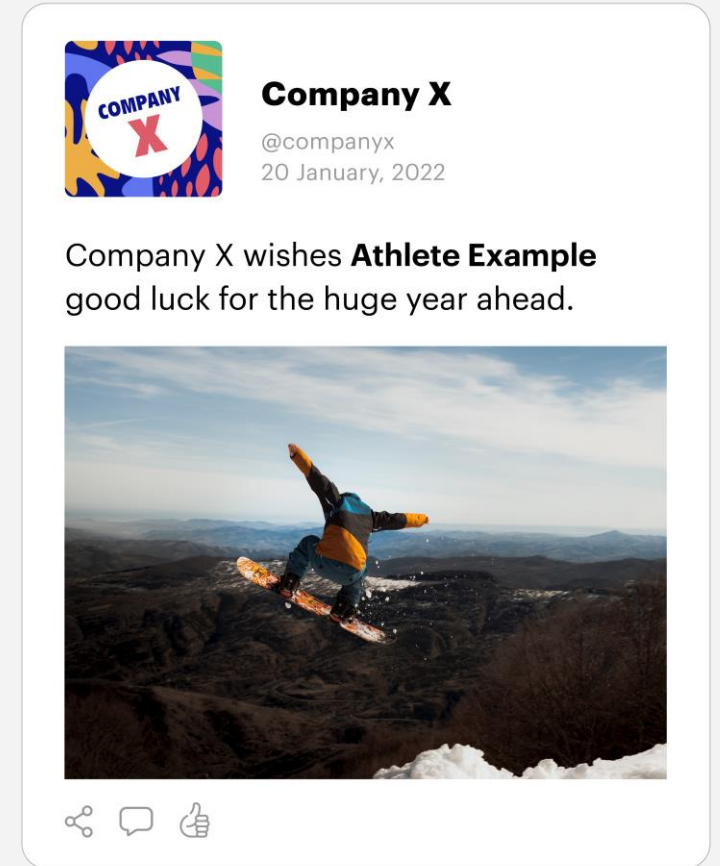


# Acceptable Branding



This catalogue has no Olympic references. It would require a commercial waiver to run through the Protected Period.

ACCEPTABLE EXAMPLE



This social media post has no Olympic references. It would have to be posted before the Protected Period.

ACCEPTABLE EXAMPLE

# Unacceptable Branded Content



**Company X**

@companyx  
20 January, 2022

Company X is proud to support **Athlete Example** on their journey to Beijing 2022.



**UNACCEPTABLE EXAMPLE**

This is likely to mislead the public to believe Company X (a Non-Olympic Partner) has a direct association with the Olympic Games.



**Company X**

@companyx  
16 February, 2022

Going for the win!  
#EarnTheFern #Beijing2022



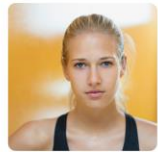
**UNACCEPTABLE EXAMPLE**

Company X does not have the rights to use Games imagery or protected words, even in the form of hashtags.





# Unacceptable Branded Content



**Athlete Example**

@Athlete\_Example\_NZ  
30 July, 2021

Thank you to Company X for all your support.



**UNACCEPTABLE EXAMPLE**

This is creating an association between Games environment imagery and company X. Athlete Example is shown in the Athlete's Village wearing Olympic sunglasses.



**Athlete Example**

@Athlete\_Example\_NZ  
2 February, 2022

Thanks **Company X** for supporting me in my training for #Beijing2022.



**UNACCEPTABLE EXAMPLE**

Though the training is the focus of this post, the public could be misled to believe Company X has an association and role in getting Athlete Example to the Tokyo Games.

See page 16 for how athletes can thank their sponsors during the Tokyo 2020 Olympic Games.



# Unacceptable Branded Content



**Company X**

@companyx  
8 February, 2022

Are you watching the Olympic Winter Games tonight?



**UNACCEPTABLE EXAMPLE**

'Olympic' and 'Games' in combination are words protected by MEMA. The public may think Company X has a connection with the Olympic Games.



**Company X**

@companyx  
18 February, 2022

Our **Athlete Example**, going for gold tonight!



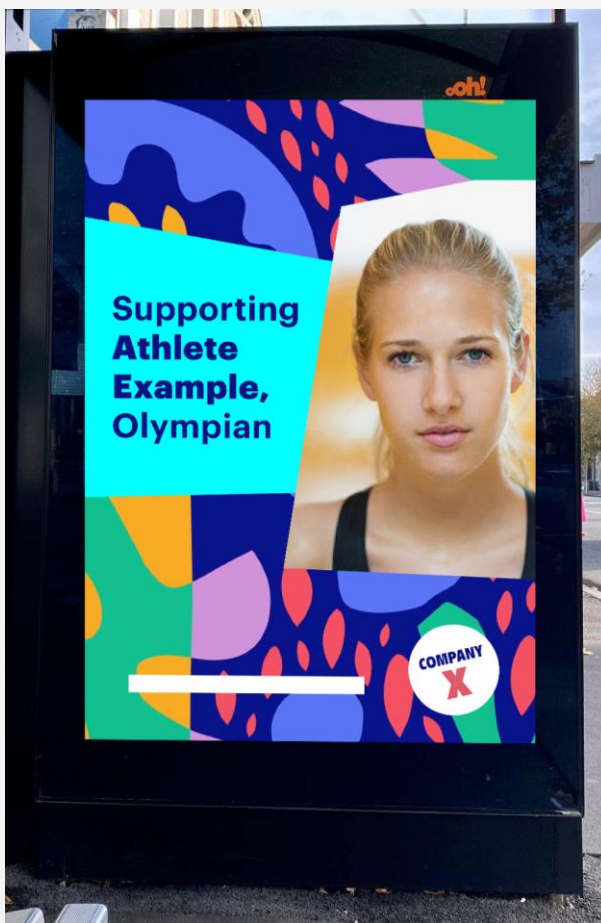
**UNACCEPTABLE EXAMPLE**

Passing off on the fact that the Olympic Games are occurring. A Games Commercial waiver would also not be granted for this (posted during the Protected Period).



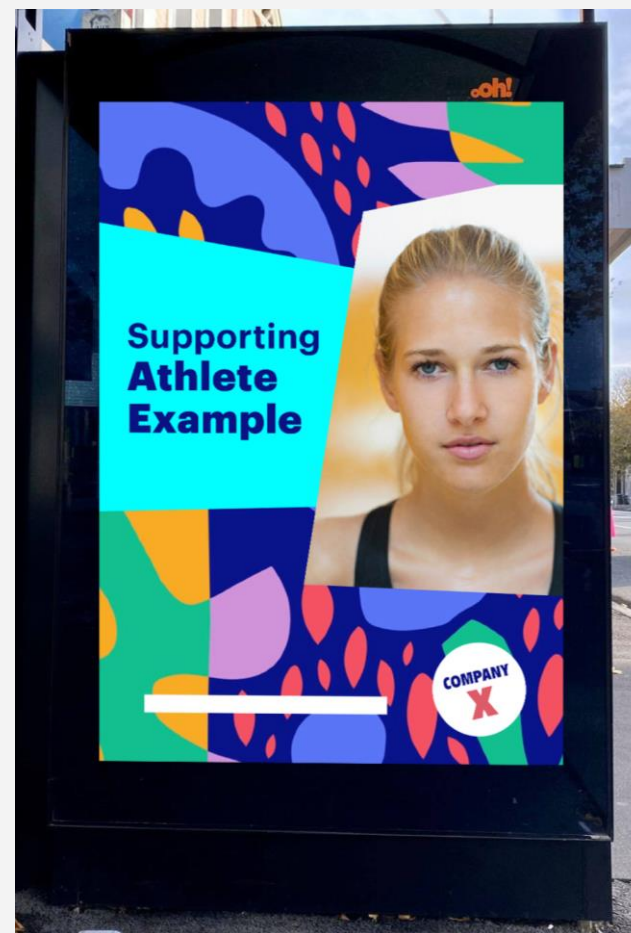


# Athlete Descriptors



**UNACCEPTABLE EXAMPLE**

Focus on Olympic achievements by a brand that is not an Olympic Partner.



**ACCEPTABLE EXAMPLE**

No Olympic reference, though would require a Commercial Waiver to run throughout the Protected Period.



# Thanking Personal Sponsors

Under a recent update to Rule 40 of the Olympic Charter, you may now thank your personal sponsors:

- This may be done during the Protected Period via your social media account and is limited to one thank you message per sponsor.
- It must not use any Olympic properties or references (including medal or team uniform), or suggest a commercial connection between the IOC, Olympic Games, the NZOC or Games Team and the personal sponsor.
- If posted on multiple social media channels and/or personal website it must be published at one time.
- Cannot be boosted with paid spend or amplified / shared by personal sponsors.



## Athlete Example

@Athlete\_Example\_NZ  
24 February, 2022

Thank you to **Company X** for your support throughout my career.



ACCEPTABLE EXAMPLE



# Congratulatory Messaging

- Congratulatory messaging is now reserved for OLYMPIC PARTNERS ONLY:
  - Historically, athlete personal sponsors who are not also Olympic Partners have been able to congratulate you on your Games achievements, on the basis that no Games imagery was used, and no direct reference to the Games was made.
  - Personal sponsors can wish an athlete the best outside of the Protected Period provided they use no Olympic properties and don't refer to the Games.



**Sample NZ Team Partner.**

@SampleNZTeamPartnerCompany  
16 February, 2022

Another gold medal for New Zealand at the Beijing 2022 Winter Olympic Games – congratulations **Athlete Example!**



ACCEPTABLE EXAMPLE



**Company X**

@companyx  
29 January, 2022

Good luck, **Athlete Example!**



ACCEPTABLE EXAMPLE



# Questions?

We're here to help!

Please contact [brand@olympic.org.nz](mailto:brand@olympic.org.nz) for further information.

