



NZ TEAM COMMERCIAL GUIDELINES

Leading into Paris 2024 Olympic Games

VERSION 2 – FEBRUARY 2024

Versions subject to change upon information release from IOC.



NZ TEAM COMMERCIAL GUIDELINES - PARIS 2024

INTRODUCTION



The use of Olympic Games and New Zealand Team Rights in New Zealand is reserved only for the Olympic Games Federation, 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, there are certain Olympic emblems / logos or words / terms that can only be used with the approval of the NZOC. This means your sponsors (providing they're not also NZ Team / IOC sponsors) are not able to use protected words such as: **Olympic Games, Paris 2024, 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. Any activation that implies a sponsor has a connection to the Games or the NZ Team is also prohibited.

Therefore: Athlete sponsors must not reference the Olympic Games in any of their activations.

And athletes must not reference 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](#)

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GAMES TIME V ALL TIMES



Restrictions mentioned on the previous page around use of Olympic Games & NZ Team rights apply at **all times**, not only during Games time.

During Games time, an additional layer of protection is in place – the ‘protected period’ provides regulations around use of an athlete’s name or face by a brand in any marketing material (including social media). This programme is referred to globally as Rule 40.

The NZOC runs an exemption programme for Rule 40 restrictions – if the NZOC has deemed a sponsor’s marketing ‘generic advertising’ and formally granted a commercial waiver.

Rule 40 restrictions do not apply to NZ Team commercial partners, IOC worldwide partners or National Sports Organisations (for editorial, non-commercial storytelling. Any NSO commercial activity would require a waiver).

World Federation of the Sporting Goods Industry (WFSGI) Pilot Project: The International Olympic Committee is trialing a project that allows some sporting brands to promote their personal sponsorships with athletes using limited Olympic properties globally. This project does not apply in New Zealand territory given the Major Events Management Act regulations.

TWO KEY RESTRICTIONS



At all times

No brand use of Olympic logos, related words, or Olympic Games imagery.

Protected Period 16 July - 13 August

Restrictions around use of an athlete's name or face by a brand in any marketing material (including social media). Globally known as Rule 40.

The NZOC runs an exemption programme for Rule 40 - if the NZOC has deemed a sponsor marketing 'generic advertising' and formally granted a commercial waiver.

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COMMERCIAL WAIVERS



In agreeing to participate in the Games, an athlete's commercial rights are limited and subject to a number of rules and conditions. One of these rules is during the 'Protected Period', athletes' names and images may only be used for advertising purposes in accordance with the principles determined by the IOC Executive Board.

Athlete personal sponsors may 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 supplied application form.

- Protected Period Commences: Tuesday 16 July 2024
- Games: Friday 26 July – Sunday 11 August 2024
- Protected Period ends: 11.59pm 13 August 2024
- The protected period is therefore **16 July – 13 August 2024 inclusive**
- The deadline for applications is **Tuesday 4 June 2024**.

Please note – there are restrictions on the minimum time for a campaign to be in market prior – outlined on the following page - which may bring certain deadlines earlier. Applications are encouraged, monitored and reviewed at all times.

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GENERIC ADVERTISING



The concept of Generic Advertising is an important one for sponsors who are not also NZ Team Partners. These brands can continue to run Generic Advertising featuring athlete identities during the **Protected Period** (16 July – 13 August 2024 inclusive) if:

- they have athlete permission,
- they have applied for and been granted a commercial waiver by the NZOC,
- no Olympic Games / NZ Team Properties or references (direct or indirect) are used in the advertising,
- the advertising has been **in the market for**:
 - Above the line advertising (including digital video): **at least four months** prior to the Games Period
 - Static social media: **at least 1 month** prior to the Games Period (ie similar static social content featuring the same athlete/s)
- the advertising has run **consistently** and **has not materially escalated** during the Games Period.

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WAIVER APPROVALS



The NZOC will consider all applications for a Commercial Waiver in good faith and will provide approval unless it considers (acting reasonably) that the advertising, activities or campaign:

- proposes to use Olympic Games / NZ Team properties; or
- creates an association with the NZOC, IOC, the Games or the Team; or
- brings the NZOC, IOC, the Games or the Team into disrepute; or
- has or is likely to have undue impact on the operations within the wider NZ Team.

The NZOC will not withhold commercial waiver approval without offering solutions to make the application compliant.

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ACCEPTABLE BRANDED CONTENT



Company X

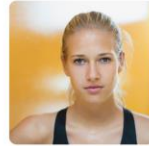
@companyx
20 January, 2024

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, 2024

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



ACCEPTABLE EXAMPLE

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

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ACCEPTABLE BRANDED CONTENT



Athlete Example

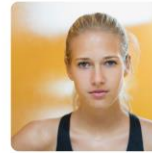
@Athlete_Example_NZ
20 January, 2024

Thank you to Company X for always supplying top quality equipment. Can't wait to use this in 2024!



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
30 July, 2024

Having an awesome time in Paris!
#EarnTheFern




ACCEPTABLE EXAMPLE

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



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ACCEPTABLE BRANDED CONTENT




Company X
@companyx
20 January, 2024

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





ACCEPTABLE EXAMPLE

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



Athlete Example
@Athlete_Example_NZ
20 April, 2024

Lessssgo. Clean eats.
#EarnTheFern #Paris2024



ACCEPTABLE EXAMPLE

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

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ACCEPTABLE BRANDED CONTENT





Sample NZ Team Partner.
@SampleNZTeamPartnerCompany
30 July, 2024

Another gold medal for New Zealand at the Paris 2024 Olympic Games!



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.

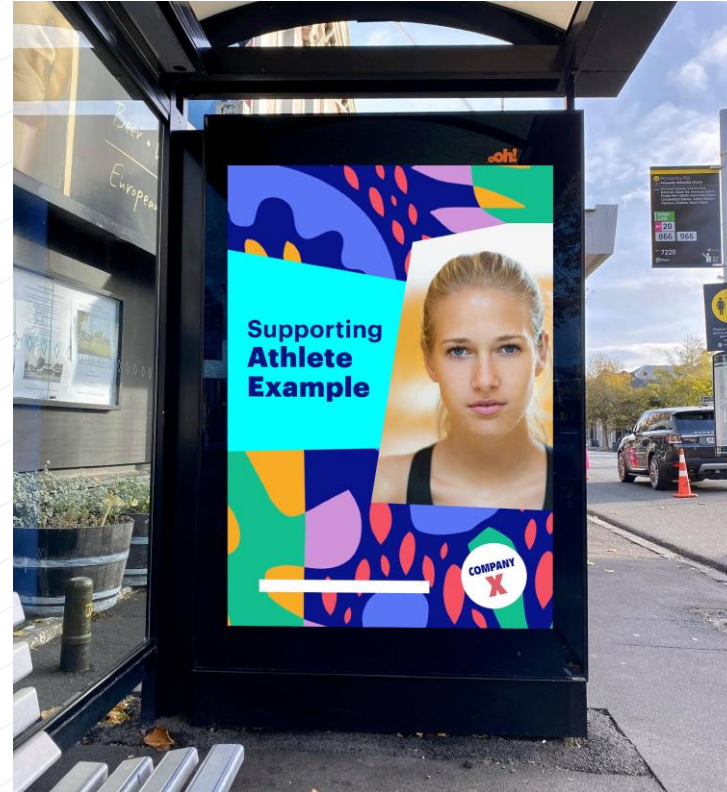
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ACCEPTABLE BRANDING



ACCEPTABLE EXAMPLE

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

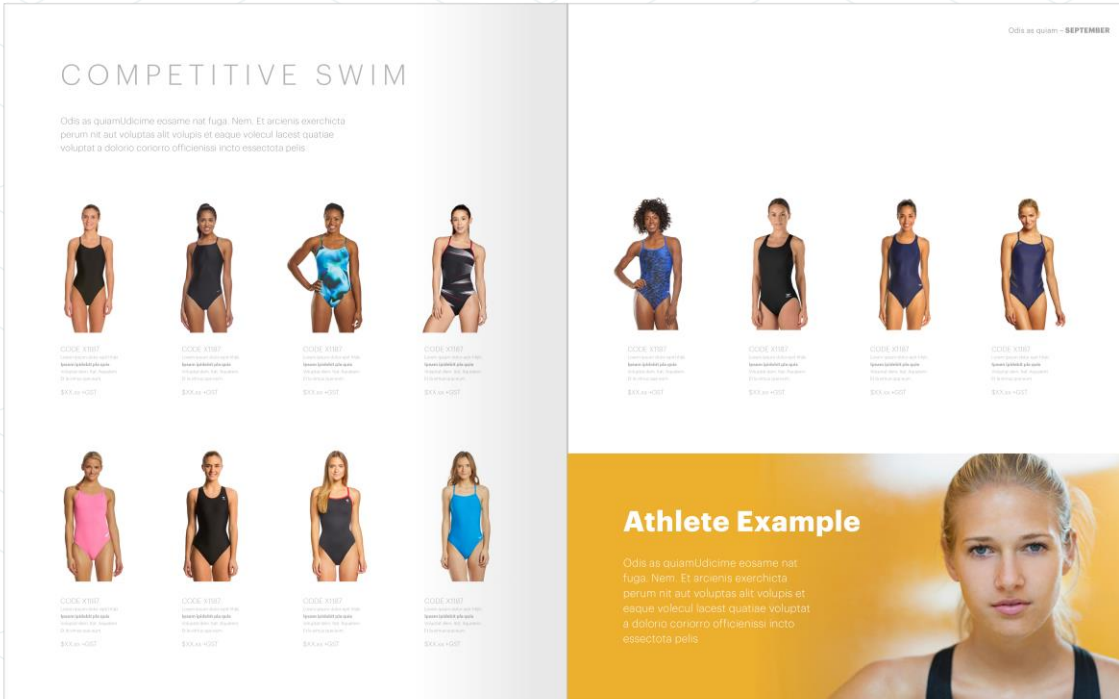


ACCEPTABLE EXAMPLE

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

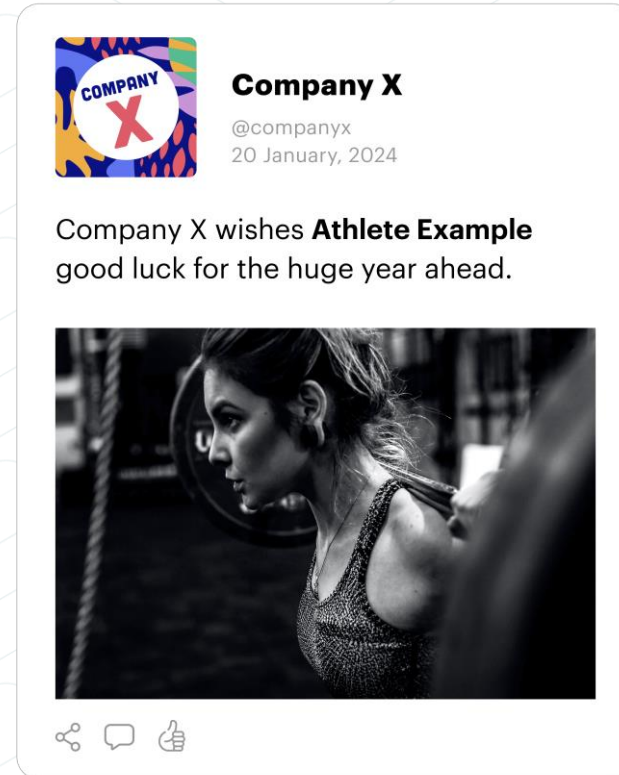
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ACCEPTABLE BRANDING



ACCEPTABLE EXAMPLE

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.

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UNACCEPTABLE BRANDED CONTENT



Company X

@companyx
20 January, 2024

Company X is proud to support **Athlete Example** on their Road to Paris.



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
30 July, 2024

Going for the win!
#EarnTheFern #Paris2024




UNACCEPTABLE EXAMPLE

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


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UNACCEPTABLE BRANDED CONTENT



**Athlete Example**
@Athlete_Example_NZ
30 July, 2024

Thank you to Company X for all your support.

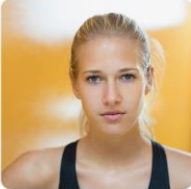







UNACCEPTABLE EXAMPLE

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
20 April, 2024

Thanks **Company X** for supporting me in my training on the #RoadtoParis




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 Games.




UNACCEPTABLE BRANDED CONTENT




Company X
@companyx
30 July, 2024

Are you watching the Olympic 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
30 July, 2024

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

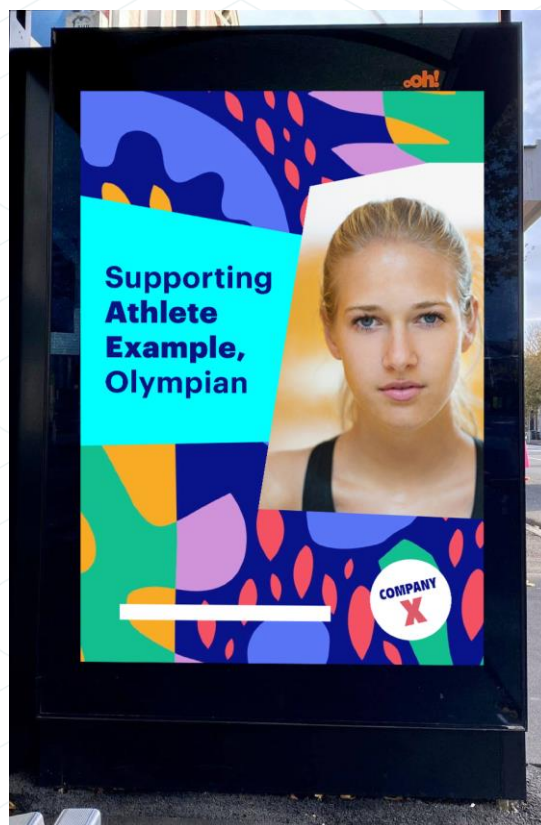


UNACCEPTABLE EXAMPLE

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).

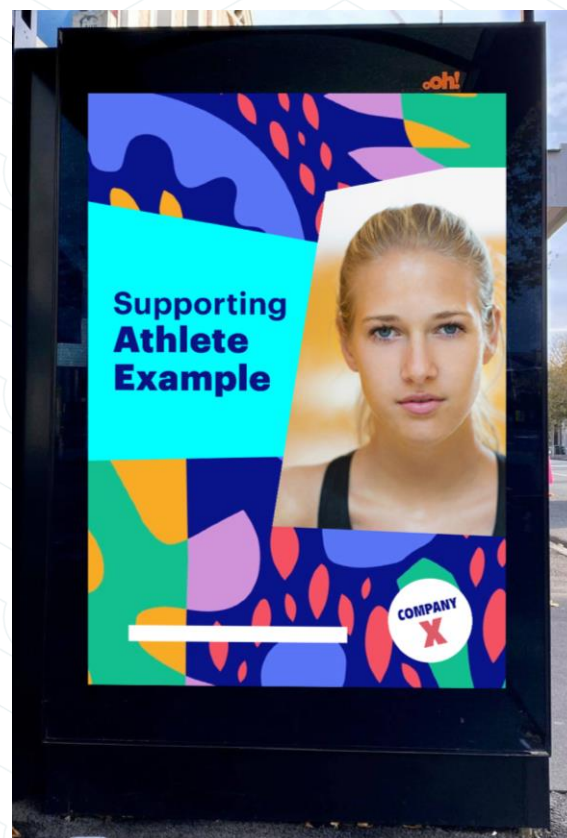
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ATHLETE DESCRIPTORS



UNACCEPTABLE EXAMPLE

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



ACCEPTABLE EXAMPLE

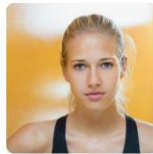
No Olympic reference, though would require a Commercial Waiver to run throughout the Protected Period.

THANKING SPONSORS



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

- This may be done during the Protected Period via their 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
31 July, 2024

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



ACCEPTABLE EXAMPLE

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CONGRATULATORY MESSAGING



Congratulatory messaging is now reserved for NZ TEAM PARTNERS ONLY:

- Historically, athlete personal sponsors 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.
- NZ Team partners may congratulate you on both your selection to the Team, and your Games achievements, in the context of a wider team message.
- Personal sponsors can wish an athlete the best outside of the Protected Period provided the focus of the caption is not on the Games.



ACCEPTABLE EXAMPLE



ACCEPTABLE EXAMPLE

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QUESTIONS?



We're here to help!

Please contact brand@olympic.org.nz for further information.