

Rule 40 Limitations

Rule 40 of the Olympic Charter limits what athletes and their sponsors can communicate during the blackout period – which is July 18-August 13, 2024 – during the Olympic games.

Apparently, US sponsors of athletes can obtain Rule 40 permission by completing and abiding by the terms in the USOPC's Personal Sponsor Commitment ("PSC").

Athletes, Athlete representatives and marketing agencies are supposed to communicate to each potential sponsor that it will need to obtain a waiver through USOPC Rule 40 Permissions System, which is supposed to be active in January 2024.

To get the waiver, the sponsor has to sign a written agreement promising not to make certain statements.

Basically, sponsors and athletes are not allowed to use Olympic Intellectual Property ("IP") in communications (press releases, social media posts, etc.) during the blackout period. This IP includes:

- Olympic Symbol/Paralympic Symbol
- Olympic/Paralympic/LA28/USOPP/OCOG emblems, mascots, pictograms and graphics
- USOPC emblems: Flag/5-Rings and Flag/3-Agitos emblems
- Any NOC emblem or emblem of a national Olympic team
- Words: Olympic, Olympics, Olympic Games, Olympiad, Olympiads, Paralympic, Paralympics, Paralympic Games, Paralympiad, Paralympiads
- Paris 2024 (or any other Games/Host City + year reference.)
- Names of Olympic and Paralympic Teams (e.g. Team USA, Team Great Britain)
- Taglines associated with the Olympic and Paralympic Movement such as Citius, Altius Fortius; Citius, Altius Fortius – Communter; Spirit in Motion
- Registered trademarks including, but not limited to, "Go for the Gold" and "Let the Games Begin"
- Team USA, LA28, OCOG and/or Games-branded apparel or other products
- Olympic or Paralympic Games medals
- Still and/or moving images from any Olympic or Paralympic Games
- All films, musical works, artistic works and designs created by the IOC, LA28, any OCOG, or any NOC
- Any other symbols, designs, works, words or expressions that are translations of, or which could be confused with, those listed above

Also, sponsors are required to:

- APS Campaigns will not make negative, comparative claims;
- APS Campaigns will not imply that any product or service enhanced an Athlete's Games performance;

- APS Campaigns will not use the terms: Games, Winter Games or Summer Games to refer to the Olympic or Paralympic Games;
- APS Campaigns will not use iconic Olympic or Paralympic words or imagery (including in

any visual medium, such as photography, emojis, etc.), such as a torch, flame, laurel wreath, medal or podium;

- APS Campaigns will not make any direct or indirect visual or verbal reference to Team USA, the USOPC, LA28, USOPP, any OCOG, the Olympic or Paralympic Movements, the Games, or an NGB.
- APS Campaigns will not use the names or images of Olympic or Paralympic Games venues, either current, future or historic;
- APS Campaigns that are Athlete-Recognition Advertising will not include the Likeness of more than one Athlete. APS Campaigns that are Athlete-Recognition Advertising will not mention or promote APS products or services.
- APS Campaigns that are Athlete-Recognition Advertising will not contain the Likeness of more than one Athlete or more than one mention of the APS brand, name, or logo.
- APS Campaigns that are Athlete-Recognition Advertising will not be supported by paid advertising.
- APS Campaigns that are Athlete-Recognition Advertising will not be permitted on any medium other than social media.

5. For the avoidance of doubt, APS may:

- Disseminate Generic Advertising that complies with the Guidance, and that features the Likeness of one or more Athletes, in any and all media.
- In compliance with the Guidance, retweet or repost a single "thank you" to that APS on the Athlete's personal social media channel, without further text or edits, during the Applicable Games Period; provided that APS must not engage in paid advertising to support retweets or reposts of Athlete "thank you" messages.
- Issue one piece of Athlete-Recognition Advertising, that only includes the Likeness of one Athlete, per Athlete via APS official social media/corporate website congratulating or recognizing that Athlete or providing well wishes in a manner that makes balanced, factual reference to the Athlete's personal story.
- Issue separate Campaigns for each Athlete.

Violation of these rules could render the athlete ineligible.

Athletes are allowed to thank personal sponsors that have obtained Rule 40 permission on social media and websites, but are limited to seven (7) thank you's total (i.e., not 7 thank you's per sponsor). The thank you's cannot mention the sponsor's products or services or mention the Olympics.

The sponsor may retweet or repost a single athlete thank you on the original social media channel without further texts or edits. No paid advertising allowed.

