

Olympic and Paralympic Marketing Approval Request Form

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Please fill out the form (Fields followed by * must be filled in)

Example of Request Entry (TOP Partner)
(PDF)

Example of Request Entry (On-site)
(PDF)

Basic Information

Applicant Information	Name * OlyPara Taro (80 characters or less)
	Company/Department * e.g.) Marketing center, MEBD, CNS (80 characters or less)
	E-mail Address * Oly.para@jp.panasonic.com (80 half-width characters or less)
	Phone Number * 03-1234-5678
Request Type *	☐ Top Partner (Regular request) ☒ Onsite (Request for activities to be conducted on or around the competition venue during the Games period)
The Games Edition The Activation Relate To *	☐ Lausanne 2020 ☐ Tokyo 2020 ☒ Beijing 2022 ☐ Dakar 2022 ☐ Paris 2024 ☐ No Specific Games
Activation Title *	Goods for hospitality guest (80 characters or less)
Duration of Use *	Activation Start Date : 2022/02/04 Activation End Date : 2022/02/20
Distribution / Promotion region *	Asia (Including Japan) ▼ Territory : China (40 characters or less)
Context and Comments *	Production of goods for Beijing 2022 hospitality guest. Refer to the attachment for the details of each design, logo size, quantity and place of use, etc. (500 characters or less)

Example to filling in On-site activations form
(Request for activities to be conducted on or around competition venue during the Games period)

Enter the name, company/Dept. name, email address, and accessible phone number

Select "Onsite (Request for activities to be conducted on or around competition venue during the Games period)"

Choose the applicable Games. If none, check the box "No Specific Games"

Enter a concise title that is easy to understand the contents

The approval process usually takes 10 business days or more. The expiration date differs depending on the logo. Please check at first and enter the start and end dates.

After selecting the distribution region, enter the country. If you select "All", enter "All"

Enter the details of request

Marks Used •	☒ IOC	☐ IPC	☐ Historical IOC Marks
	☒ OCOG Marks	☒ OCOG Paralympic Marks	☐ USOPC
	☐ Other Marks	☐ Other NOC	
	If you select "Other Marks", enter the details. Details (80 characters or less)		
	If you select "Other NOC", enter the details. Details (80 characters or less)		
Does this activation use past Olympic and Paralympic Archive footage (ex. Image/Video)? •	☐ Yes ☒ No		
	If you select "Yes", enter the details. Details (80 characters or less)		

Select the Mark to use. In "Other Marks" and "Other NOC" cases, enter the details

When using Archive Footage (images, videos, etc.) of the past Olympic and Paralympic Games, select "Yes" and enter the details

Athlete(s) Information

When using an athlete image, it is obligatory to obtain consents for the image right of an athlete in advance and to specify an athlete information. Up to 10 athletes can be registered. If more than 10 athletes, submit it with a separate sheet.

(When using athlete) Athlete Information 1 •	Does the Activation Use Any Olympic Athlete(s)?	
	☒ Yes ☐ No	
	If you select "Yes", enter athlete information.	
	Name	 (80 characters or less)
	Territory	 (80 characters or less)
	Athlete sport	 (80 characters or less)
	Will athlete be wearing Olympic uniform?	
☒ Yes ☐ No		
If you select "Yes", describe athlete uniform.		
Description of athlete's attire	 (80 characters or less)	
Confirm athlete has consented to this use		
☒ Yes, I confirm		

If using Athletes, select "Yes" and enter the details

Make sure to get consents from the Athletes in advance, then check the check box

Up to 10 Athletes can be registered. To add, click the "Add Athlete information column". If more than 10 Athletes, submit it with a separate sheet

+ Add Athlete information column.

Activation Type :	Onsite Marketing Activations
Directional & operational signage, lollipop signs	Production of directional & operational signage and lollipop signs e.g. Placard of the Panasonic logo to use for an instruction of the guests
Uniforms	Production of uniforms used at Onsite, e.g. Polo shirt for equipment delivery team , guests hat
Airport advertising	Use of ads at the airport during Onsite
Production of Premiums (Goods)	Production of Premiums (Goods)
Out-of-home visual	Production of outdoor ads, e.g. Decoration of the guests reception venue, etc.
Other hospitality Area	Implementation of activations in other hospitality areas
IBC/MPC Activation	Activations performed at IBC/MPC, e.g. Lumix repair center, etc.
Marketing Material	Production of marketing materials for use on Onsite, etc.
Olympic Village Activation	Conduct of activations at the Olympic Village, e.g. Live site, booth exhibitions etc. * Please note that activations at the Olympic Village needs to be done carefully and it takes a long time before approval.
Product	Activations using products on Onsite
Foods & Beverages	Activations using foods and beverages on Onsite
Service Vehicles	Production and use of service vehicles etc., e.g. Wrapping bus for hospitality guests, etc.
Showcasing Plans	Production of pavilion: e.g. Pavilion production at the event venue, etc.
Host City Activation	Activations in the host city during the Games period, e.g. Events planned in the host city, live site etc.
Others	

Example of Onsite Activation (when you select Onsite Activation)

Activation Type

Select a type, and answer the corresponding detailed question displayed in the next question (Details of each activation sub type).

Activation Sub Type *

Select activation type.

☒ Onsite Activation

☐ Production of Premiums (Goods)

For Onsite activations (Request for activities to be conducted on or around competition venue during the Games period), select "Onsite Activation"

Onsite Marketing Activation

What is material used for? *

☐ Content Production

☐ Field of Play

☒ Hospitality

☐ Host city

☐ Out-of-Home advertising

☐ Showcasing

☐ Others

If you select "Other", enter the details.

Details

(80 characters or less)

Select the applicable platforms. Multiple selection possible. In "Others" case, enter the details

What is this Activation about? *

☐ Directional & operational signage, lollipop signs

☐ Uniforms

☐ Airport advertising

☒ Production of Premiums (Goods)

☐ Out-of-home Visuals

☐ Other hospitality Area

☐ IBC/MPC Activation

☐ Marketing Material

☐ Olympic Village Activation

☐ Product

☐ Food & Beverages

☐ Service Vehicles

☐ Showcasing Plans

☐ Host city Activation

☐ Others

If you select "Other", enter the details.

Details

(80 characters or less)

Select the applicable activations (See page 3 for each item contents). Multiple selection possible. In "Others" case, enter the details

Which is the target group for this Onsite activation? *	☐ Hospitality Operations Staff ☐ Field of Play Staff ☐ Hospitality Guests ☐ General Public ☐ Event Operations Staff ☐ Others
	If you select "Other", enter the details. Details (80 characters or less)
What type of logo is used? *	☒ Dual Logo ☐ Stand-alone logo with Olympic IP ☐ Partner Logo
Do you use any 3rd party (dealer/co-organizer) products? *	☐ Yes ☒ No
	If you select "Yes", enter the details. If yes, which one(s)? (80 characters or less)
	☐ I confirm all 3rd party (dealer/co-organizer) products are unbranded ☐ I confirm that no branding will be visible from field of play (except if for Field of Play use)

Select the target group. In "Others" case, enter the details

Select type of logo below;
 Dual Logo: Combination of IOC/IPC and Panasonic logo
 Standalone logo with Olympic IP:
 Combination of the Olympic logo and the Olympic materials.
 Partner Logo: Panasonic logo

If a third party other than Panasonic (dealer/co-organizer, etc.) is involved, Select "Yes" and enter the details.
 Check the two confirmations check boxes.
 1 Third-party products are unbranded
 2 No branding will be visible from field of play (except if for field of lay use)

Activation Type

Select a type, and answer the corresponding detailed question displayed in the next question (Details of each activation sub type).

Activation Sub Type *	Select activation type. ☐ Onsite Activation ☒ Production of Premiums (Goods)
What kind of Premiums (Goods) are you producing? *	☐ Textile / Clothing ☐ Pins ☐ Hats / Caps ☒ Pens ☐ Bag ☐ Notepad ☐ AV Device ☒ Others
	If you select "Other", enter the details. Details Badge, Plastic folder (80 characters or less)
	What is the distribution amount? 200 each (80 characters or less)
	Please confirm that this Premium does not look like or cannot be confused with a Licensed Product ☒ Yes, I confirm

Example of Onsite [when you select Premiums (goods)]

If produce Premiums (Goods), select "Production of Premiums (Goods)" and the applicable items. Multiple selection possible.
 In "Others" case, enter the details

Enter the quantity for distribution and check the confirmation check box.

Add File

[Notice] If the attachment data capacity exceeds 3MB, may not be able to accept it by the system. Please send it by GIFT.

Attached File

参照...

Send by GIFT

(File capacity: 3MB or over)

> GIFT (File transfer service)

If the attachment is 2 or more, or data capacity exceeds 3MB, use GIFT and enter the URL and the password below.
Set the expiration date for 4 days in maximum for browsing files.

GIFT Upload URL :

Password :

No Attachment

Apply with this information.

At the last, attach the documents related to the activation.
If the data capacity exceeds 3MB or more than 2 files,
use GIFT and enter the URL and the password. Set the
expiration date for 4 days in maximum for browsing files.

When completing everything,
click “Apply with this information” and apply.

You will receive a confirmation mail by an automatic
delivery later.

Application list

There are restrictions on changing / cancelling applications.
Change: Possible when status is one of the followings. [(1) Application accepted by the system / (4) Request for revision by the bureau / (5) Request for resubmission by the bureau]
Cancel: Possible when status is [(5) Request for resubmission by the bureau]

Reception no.	Reception date	Activation Title		Name E-mail Address	---
158805807657084	2020/04/28 16:14:36	EVENT	(10) Withdrawn	Oyanagi test katsuraoyanagi@kk.jp.panasonic.com	Confirm Clone
158805810457237	2020/04/28 16:15:04	EVENT	(9) Rejected	CLONE: Oyanagi test katsuraoyanagi@kk.jp.panasonic.com	Confirm Clone
158807547735490	2020/04/28 21:04:37	TEST	(5) Request for resubmission	TEST Oyanagi ooooooo@kk.panasonic.com	Confirm Clone Change Cancel

Check the progress status from the "Confirm" button in the
“Application list” on the system top page.

Glossary

International Olympic Committee (IOC)

The International Olympic Committee is the entity governing the Olympic Games and the highest organization of the Olympic Movement.

International Paralympic Committee (IPC)

The International Paralympic Committees is the entity governing the Paralympic Movement and owning all rights in respect of the Paralympic Games and the Paralympic symbol.

Organising Committee (OCOG)

The Organizing Committee for the Games of the Olympiad or the Olympic Winter Games. The organization of the Olympic Games is entrusted by the IOC to the NOC of the country of the Host City as well as to the Host City itself.

National Olympic Committee (NOC)

The IOC-recognized organizations that develop and protect the Olympic Movement in their respective countries in accordance with the Olympic Charter.

USOPC

The United States Olympic Committee, which is the NOC for the USA.

YOGOC

The Youth Olympic Games Organizing Committee. The main mission is to organize and deliver the organization of the Youth Olympic Games (YOG).

TOP (TOP Partners)

The group of companies participating in the TOP Programme (or its successors) as highest level International Olympic Sponsors.

Third Party

An entity, whether commercial or non-commercial, which is not an Olympic Partner.

Standalone Logo

The Standalone Logo is the Olympic Mark, that does not include the Partner corporate logo or contractually granted brand name.

Composite Logo

The partner corporate logo, a Designation, a contractually granted Olympic Mark, and a clear separation between the Olympic Mark and the Partner's corporate logo.

Designation

Any visual or audio representation of any association, connection or other link with the Olympic Games, the Olympic Movement, or any constituent thereof.

Look of the Games

It includes all applications, created by the OCOG at Games time such as core graphics, spectaculars, etc. used in competition and non-competition Olympic Venues, the public domain and key locations in the Host Cities.

On-site activations

Any activation or operation that takes place within any Olympic Venue, both competition and non-competition. It includes stadiums and halls where competitions are held, but also accredited zones, ticketed and/or OCOG controlled areas such as, but not limited to, the Olympic Park, Olympic Village (OLV), International Broadcast Centre (IBC) and Main Press Centre (MPC), and the arrival and departure airport(s).

Field of Play (FOP)

The area used for the sporting competition plus the immediate and surrounding support areas at which a boundary separates the attendant spectators. In sporting vernacular, the FOP is often referred to as court, field, pool deck, track, ring, course, arena (or similar name).

Host City

The City that has been elected for hosting the Olympic Games and Paralympic Games or Olympic Winter Games and Paralympic Winter Games, as the case may be, in its geographic territory and during the Games Period.