

Olympic and Paralympic Marketing Approval Request Form

Example to filling in TOP Partner activation form
(Regular request)

Application Top | Application form : Entry

Application form : Entry

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 *	Production of a panel with the Olympic logo for XX event, etc. (80 characters or less)			
Duration of Use *	Activation Start Date : 2021/05/05 Activation End Date : 2024/12/31			
Distribution / Promotion region *	Europe Territory : United Kingdom (40 characters or less)			
Context and Comments *	AV equipment event will be held at XX venue for approximately 200 store's owners and clients. Place a panel with the Olympic logo on the TV corner to promote our Olympic Games sponsorship. Exhibit in the corner separated from non-category products. Refer to the attachment for the layout of the venue and details of the exhibition. (500 characters or less)			

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

Select Top Partner (regular request other than Onsite)

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 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)		
Does this activation use past Olympic and Paralympic Archive footage (ex. Image/Video)? *	☒ Yes	☐ No	
	If you select "Yes", enter the details. Details Opening and Closing ceremonies of Rio 2016 and PyeongChang 2018 (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	Will Olympic (80 characters or less)	
	Territory	UK (80 characters or less)	
	Athlete sport	Gymnastics (80 characters or less)	
	Will athlete be wearing Olympic uniform?		
	☒ Yes ☐ No		
	If you select "Yes", describe athlete uniform.		
	Description of athlete's attire	Uniform of national team (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 : Marketing Activations

Press release/Press kit	Production of press release etc., e.g. press release mentioned the Olympic and Paralympic Games, corporate profile
App layout	Apps creation, distribution, e.g. Apps linked to products, Apps related to the Olympic and Paralympic activations etc.
Internal event	Activations for internal use, e.g. enlightenment seminars of the Olympic activities in house etc.
POS Promotional material	Production of sales promotion tools used in stores, e.g. POP, standing signboard, banner flags
Signage	Events using signage displays
TVC	TV commercials/Promotional videos/trailers etc., e.g. TV commercials with logo, equipment introduction video at the Games etc.
Uniforms	Production of the uniforms used in any places other than Onsite, e.g. Polo shirt for employees, guests hat
Storyboard	Storyboard for events, videos etc.
Packaging	Production of products/package box/packaging, e.g. products with printed logo, earphone packages, etc.
Social Media Post	Posting to social media, e.g. Facebook, Twitter and YouTube on own account etc.
Newsletter	Production of news letters
Partner event	Events by the Olympic and Paralympic partners
Concept/campaign overview	Event's concept and campaign overview etc., e.g. new launch of new category products, exhibitions, AV equipment trade shows
Video clip (not TV)	Use of video, e.g. use approved videos in the showroom etc.
Social Media account layout	Layout of social media accounts
Internal Website/Apps	Production of internal website and Apps
Brochure/flyer	Production of catalogs and flyers
Employee engagement activity	Production of employee seminars and questionnaire surveys
Digital ad	Production of digital ads, e.g. online banners, pop-up ads etc.
Third party event	Activities on events by a third party other than Panasonic (dealers/co-organizer, etc.)
Print ads	Production of prints/plane ads, e.g. Posters, Newspaper ads
Newsletter/Email marketing	Direct promotions to customers
Website layout	Website creation and posting on website, e.g. Posting articles related to the Olympic and Paralympic Games to corporate sites etc.
Stationery	Production of stationery: e.g. Letterheads, Business cards, Internal news letters etc.
Competition/Contest	Implementation of competitions and contests
Other	

Example of Marketing Activations (when you select Internal)

Activation Type

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

Activation Type *	Select activation type.
	☒ Marketing Activation ☐ Production of Premiums (Goods)

Select "Marketing Activation" [other than production of premiums (goods)]

Activation Sub Type *	Select activation sub type.
	☒ Internal ☐ External

For internal activation performed only within the company, select "Internal"

The details of each activation sub type.

3-1 : Internal

On which platforms do you intend to activate? *	☐ Company Intranet ☒ Employee Seminar / Questionnaire ☐ Internal Event
	☐ Others If you select "Other", enter the details. Details (80 characters or less)
What is this Activation about? *	☐ Press Release / Press Kit ☐ App Layout ☐ Internal Event ☐ POS Promotional Material ☐ Signage ☐ TVC ☐ Uniforms ☐ Storyboard ☐ Packaging ☐ Social Media Post ☐ Newsletter ☐ Partner Event ☐ Concept / Campaign Overview ☐ Video Clip (not TV) ☐ Social Media Account Layout ☐ Internal Website/App ☐ Brochure / Flyer ☒ Employee Seminar / Questionnaire ☐ Digital Ad ☐ 3rd Party (dealer/co-organizer) Event ☐ Newsletter / Email marketing ☐ Print Ad ☐ Website Layout ☐ Others ☐ Stationery ☐ Competition / Contest
	If you select "Other", enter the details. Details (80 characters or less)

Select the applicable platform.
In "Others" case, enter the details

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

Are you using any Premiums (Goods) in connection with this activation? *	☒ Yes ☐ No	
	If you select "Yes", what kind of premium (goods) are you producing?	
	☐ Pins	☒ Pens
	☐ Textile / Clothing	☐ Hats / Caps
	☐ AV Device	☐ Others
	If you select "Other", enter the details.	
	Details	
	(80 characters or less)	
	What is the distribution amount?	
	(80 characters or less)	
	Please confirm that this Premium does not look like or cannot be confused with a Licensed Product	
	☒ Yes, I confirm	

Is this activation involving 3rd parties (dealer/co-organizer) ? *	☐ Yes ☒ No	
	If you select "Yes", enter the details.	
	3rd parties's name	
	(80 characters or less)	
	Is any 3rd party's (dealer/co-organizer) logo/branding/brand identity element visible?	
	☐ Yes ☐ No	

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

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

If NOT produce, select "No"

If a third party other than Panasonic (dealer/co-organizer, etc.) is involved, Select "Yes" and enter the details.

If display third-party logo, brand name, and brand logo, select "Yes". If no, select "No".

Example of Marketing Activations (when you select External)

Activation Type

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

Activation Type *

Select activation type.

☒ Marketing Activation

☐ Production of Premiums (Goods)

Activation Sub Type *

Select activation sub type.

☐ Internal

☒ External

For external activations, select “External”

The details of each activation sub type.

3-2 : External

On which platforms do you
intend to activate? *

☐ TV

☐ Internet

☐ SNS

☐ Radio

☐ Print

☐ OOH

☒ Event

☐ Retail

☐ General Concept

☐ Others

If you select “Other”, enter the details.

(80 characters or less)

If you select “Print”, what is the print distribution amount?

(80 characters or less)

If you select “Event”, which type of event?

(80 characters or less)

If you select “Retail”, enter the details.

Which retail channel(s)/3rd parties
(dealer/co-organizer) ?
(80 characters or less)

What is the retail distribution amount?
(10 half-width characters or less)

Select the applicable platform.
For “Others”, “Print”, “Event”, and “Retail” cases, enter the
details

What is this Activation about? *

- | | | |
|--|--|---|
| ☐ Press release / Press kit | ☐ App Layout | ☐ Internal Event |
| ☒ POS Promotional Material | ☐ Signage | ☐ TVC |
| ☐ Uniforms | ☐ Storyboard | ☐ Packaging |
| ☐ SNS Post | ☐ Newsletter | ☒ Partner Event |
| ☐ Concept / Campaign Overview | ☐ Video Clip (not TV) | ☐ Social Media Account Layout |
| ☐ Internal Website/App | ☐ Brochure / Flyer | ☐ Employee Seminar / Questionnaire |
| ☐ Digital Ad | ☐ 3rd Party (dealer/co-organizer) Event | ☐ Newsletter / Email marketing |
| ☐ Print Ad | ☐ Website Layout | ☐ Others |
| ☐ Stationery | ☐ Competition / Contest | |

If you select "Other", enter the details.

Details

(80 characters or less)

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

Are you using any Premiums (Goods) in connection with this activation? *

☒ Yes ☐ No

If you select "Yes", what kind of premium (goods) are you producing?

- | | | |
|---|--|----------------------------------|
| ☐ Pins | ☒ Pens | ☐ Notepad |
| ☐ Textile / Clothing | ☐ Hats / Caps | ☐ Bag |
| ☐ AV Device | ☒ Others | |

If you select "Other", enter the details.

Plastic folder

(80 characters or less)

If you select "Yes", what is the distribution amount?

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

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

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

If NOT produce, select "No"

Is this activation involving 3rd parties (dealer/co-organizer) ? *

☐ Yes ☒ No

If you select "Yes", enter the details.

3rd parties's name

(80 characters or less)

Is any 3rd party's (dealer/co-organizer) logo/branding/brand identity element visible?

☐ Yes ☒ No

If a third party other than Panasonic (dealers/co-organizer, etc.) is involved, Select "Yes" and enter the details.

If display third-party logo, brand name, and brand logo, select "Yes". If not, select "No".

Example of production of
Premiums (Goods)

Activation Type

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

Activation Type *

Select activation type.

☐ Marketing Activation

☒ Production of Premiums (Goods)

What kind of Premiums (Goods) are you producing? *

☐ Textile / Clothing

☒ Pens

☐ AV Device

☐ Pins

☐ Bag

☒ Others

☐ Hats / Caps

☐ Notepad

If you select "Other", enter the details.

Details

(80 characters or less)

What is the distribution amount?

(80 characters or less)

Please confirm that this Premium does not look like or cannot be confused with a Licensed Product

☒ Yes, I confirm

Select the “Production of Premiums (Goods)”

If produce Premiums (Goods), select “Yes” and the applicable items. Multiple selection possible. In “Others” cases, enter the details.

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

If NOT produce, select “No”

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**

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.