

On-site categories for Partners

ON-SITE CATEGORIES	SUB-CATEGORIES/EXAMPLES (NON-EXHAUSTIVE LIST)
Olympic Village, IBC and MPC	Activities/services (e.g. bank, shipping services)
Olympic Park	Showcasing, live site and other activations in the Park
City Activations	Showcasing, live site and other activations in zones controlled by the OCOG
Host City Airport	Any activations organised at the airport (e.g. out-of-home, events, leaflet distribution)
Uniforms	Staff and guests
Hospitality	All items that may be worn/used/seen in venues (e.g. lollipops, amenities, bus wraps, giveaways)
Food and Beverage / Merchandise Operations	Operations, beverage containers, menu boards, POS material
Timing and Scoring	Branding on Field of Play
Other	All other on-site activities not covered in the above categories and incorporating any Partners' marks, Olympic Marks and/or official Designations



Practical tip:
For any use of Athletes as part of on-site activations, please ensure that you have secured a Rule 40 waiver.

On-site activations

Background

Description

“On-site” activation refers to 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). On-site activations have to fit into the event management operations of the Olympic Games and the limited branded environment in which the Olympic Games take place.

To help Partners understand what the IOC considers “on-site” activations and operations, the table on the left classifies on-site activities by category. Note that these are defined within the terms of each specific TOP Agreement.

General principles

The principles below have been developed in accordance with the Rule 50 of the Olympic Charter (see page 120) and apply to all “on-site” activations:

- On-site branding should solely serve an operational or information function (unless specified otherwise within these guidelines or by the IOC),
- In competition venues, for elements visible on/from the Field of Play, dual branding (see page 66) is possible only on staff uniforms,
- No Third-Party branding (e.g. commercial branding, Third-Party sports properties) is allowed,
- Partners must submit all branded “on-site” activities and operations for approval through the IOC Approval Platform, even if no Olympic Mark or imagery is used,
- Please note that the on-site location, placement and use of the activation must comply with the clean-venue principles of the Olympic Charter.

The IOC Rights Protection team reserves the right to remove and/or cover all unauthorised branding.

Application**Branding and activation framework****a. Olympic Village, IBC and MPC**

The Olympic Village is home to participating Athletes and Officials during the Olympic Games period. The Village provides the Athletes and Officials with the services and facilities they need to optimise their mental and physical preparation for the Olympic and Paralympic Games.

Likewise, the International Broadcast Centre (IBC) and the Main Press Centre (MPC) are used respectively for Broadcast Partners, and Press and Photographers, providing the facilities and services required for them to undertake their work efficiently and effectively. Partner operated spaces within the Village and IBC/MPC Complex must comply with the principles below.

General principles:

- Any services or recreational activities offered to Athletes and Officials within the Olympic Village must be beneficial to and free for them. The focus should be on the services or recreational activities provided, not on the Partner's brand, products or services,
- Partners cannot conduct any promotional activities in the Village to drive traffic towards their space,
- The IBC is regulated with OBS. Any Partner activation in this space will therefore also require OBS approval.

Exterior signage:

Definition: Exterior signage means the identification on the outside of Partner retail/marketing spaces.

Branding:

- The exact permitted number and dimensions of Partner logos and other brand identifications will be communicated by the IOC before each edition of the Olympic Games,

- There should be no animation, or backlighting within the sign itself,
- On any outward facing windows, Partners should be permitted to tailor the design in a way that reflects the Partner assets (e.g. look/colour palette) but it must not contain corporate names, logos or taglines. Use of official Games visual elements may also be permitted, subject to contractual rights.

Context: Partners are reminded that the overall look and feel of the Village and IBC/MPC Complex generally reflect the Look of the Games, with each venue encompassing a specific colour palette. Further details will be available on request.

Interior signage:

Definition: Interior signage means the inward facing Partner branding/messaging/design within Partner retail/marketing spaces.

Branding:

- Partner branding should be reasonable in size and presentation to avoid creating an overly commercialised experience within the Village and the IBC/MPC Complex,
- Internal branding can include the Partner normal brand and activation assets (e.g. visual identity system developed specifically for the edition of the Games).

Product showcasing and giveaways:

- Partner display boards, product showcasing and collateral materials are permitted within the retail units as they relate to products and services being offered in the Olympic Village or the IBC/MPC Complex,

Games-time activations

On-site activations



- Should Partners wish to distribute Premiums, promotional materials or provide carrier bags from their retail unit, the Partners should submit their request with detailed information (e.g. planned quantities, mode of distribution, design). Each request will be evaluated on a case-by-case basis (including consideration of volume, relevance and sustainability) in consultation with the OCOG,
- Any distribution of information collateral or giveaways must be conducted within the confines of the Marketing Partner retail unit.

Exploitation of stories/images of Partner's activities at the Olympic Village must meet the following conditions:

- Athlete participation must be voluntary,
- Athletes' name and/or image usage is subject to the Athletes' own approval and a Rule 40 waiver being granted,
- Content to be created is strictly within the contained area of the Partner's space and related to the activation,
- Any use of social media platforms must comply with these Olympic Brand and Activation Guidelines and the IOC Social and Digital Media Guidelines for accredited persons.

b. Showcasing

Exterior signage:

Definition: Exterior signage is the identification on the outside of Showcasing pavilions or structures.

Branding:

- External branding must not be visible from the broadcast positions and/or spectator seating within venues,
- If a Partner would like to have external signage that is back-lit, it must be possible to turn this off,
- Sky facing branding (e.g. on the roof, on the floor in a structure without a roof) is not permitted,

- Given the context provided by Rule 50 of the Olympic Chapter, and with a view to preventing the Olympic Games from being perceived as over commercialised, Partners must ensure that their level of branding is kept reasonable. In particular, best efforts must be made for Partner branding to be focused primarily on the actual brand and Olympic-related activations rather than on Partners' products.

Interior signage:

Definition: Interior signage is the inward facing Partner branding/messaging/design within the Showcasing pavilions or structures.

Branding: Partners are free to design the look and feel of their interior retail spaces to reflect their corporate identifiers and colour palette.

c. Live Sites

In addition to the general principles that apply to all on-site activations (see page 121), the IOC may release specific Live Site guidelines for each edition of the Olympic Games. For further information, please consult your dedicated Rights Activation point of contact.

d. City activations

City activations follow the same principles as Showcasing activations.

e. Host City airport

Activations at the Host City airport follow the general principles that apply to all on-site activations (see page 121).

Games-time activations
On-site activations



f. Uniform Guidelines for Partners

Partners may wish to create uniforms for their staff working on site and their guests. Designs are subject to the parameters outlined in the table below, including branding elements, size and frequency.

Notes:

- Staff uniforms cannot be sold before, during or after the Olympic Games, even to employees.
- When submitting uniform designs, all logo measurements must be provided in cm².

FIELD OF PLAY STAFF	Manufacturer Maximum size of manufacturer identification (Only official apparel partner)	Partner and Olympic Marks Maximum size and number of Partner identifications (e.g. Partner corporate mark, corporate tag line) and Olympic Marks. The (x) represents the number of each logo permitted.
CLOTHING	30cm ²	(1) 60cm ² Lock-up Logo or (1) 30cm ² Standalone Logo & (1) 30cm ² Partner's corporate mark or (1) 30cm ² Partner's corporate mark
ACCESSORIES	Not permitted	Not permitted
FOOTWEAR	No bigger than any branding used on products sold through the retail trade during the period of 6 months prior to the Games.	Not permitted

OPERATIONS & ACTIVATION STAFF (incl. hospitality staff)	Manufacturer Maximum size of manufacturer identification (Only official apparel partner)	Partner and Olympic Marks Maximum size and number of Partner identifications (e.g. Partner corporate mark, corporate tag line) and Olympic Marks. The (x) represents the number of each logo permitted.
CLOTHING	30cm ²	Up to (3) logos of max 75cm ² each (total added Partners' identification cannot exceed 150cm ²)
ACCESSORIES	6cm ²	(1) 12cm ² standalone & (2) 12cm ² Partner identification or (1) 24cm ² Lock-up Logo & (1) 12cm ² Partner identification or (2) 12cm ² Partner identifications Notes: – Total added Partners' identification cannot exceed 24cm ² – On applications where space is limited (e.g. lanyards), some flexibility might be permitted on the maximum number of logos
FOOTWEAR	No bigger than any branding used on products sold through the retail trade during the period of 6 months prior to the Games.	No specific restrictions.

HOSPITALITY GUESTS	Manufacturer Maximum size of manufacturer identification (Only official apparel partner)	Partner and Olympic Marks Maximum size and number of Partner identifications (e.g. Partner corporate mark, corporate tag line) and Olympic Marks.
CLOTHING	Uniforms must be developed in a manner that integrates into the Olympic environment. The size, frequency and placing of the Partners' identification or Olympic Marks must be reasonable, which means not overly prominent in their placement or excessively large in size. When approving the Partners' uniform items, the IOC will give consideration to the visual impact of large groups seated in the venues.	
ACCESSORIES		
FOOTWEAR		

Games-time activations

On-site activations



g. Hospitality

General approach:

All hospitality items to be used on-site must be developed in a manner that integrates into the Olympic environment. The size, frequency and placing of the Partners' identification or Olympic Marks must be reasonable, which means not overly prominent in their placement or excessively large in size.

When approving the Partners' hospitality items, the IOC will give consideration to the visual impact of large groups seated in the venues.



Lollipops:

Partners may use lollipop signs in and around competition and non-competition venues, in accordance with the following principles:

Logo and branding:

- Partners can choose to use either a corporate or a Composite Logo,
- The sign cannot include any advertising slogans,
- The sign cannot contain a word that identifies a company or a product that does not belong to a Partner,
- The maximum corporate or Composite Logo size is 50cm x 50cm.



Sign size: The lollipop sign should not exceed 2 metres when its pole is fully extended and should be collapsible to 50cm. A lollipop sign that is not collapsible or exceeds 50cm will not be allowed inside competition or non-competition venues.

Sign frequency: Only 1 sign per 25 guests up to a maximum of 20 signs per Partner at any one time is permitted.

Night use: Minimum lighting can be retrofitted to the lollipop signs. However, lighting cannot include neon lights, light boxes, flashing elements, or police or emergency-type elements.

Sound/attachments: No sound or attachment elements are allowed (e.g. flags, balloons, ribbon).

Note: Lollipop signs do not overrule the ticket requirement for access to a venue.

h. Food and Beverage / Merchandise Operations

Before each edition of the Olympic Games, the IOC will put in place a "Concession working group" which will define how Partners can activate within the Food and Beverage / Merchandise Operations.

i. Timing and scoring

The IOC Partner for timing, scoring and in-venue results should refer to the terms of its TOP Agreement.

j. Other

Any other on-site elements not covered in the paragraphs above may be subject to specific additional guidelines to be provided by the IOC and/or may be reviewed on a case-by-case basis.

Games-time activations

On-site activations

**Supply of products and equipment**

If any products/services are used for on-site activities that belong to another Partner's product category, that Partner should be given supply priority. When this is not possible, all competitors' products must be unbranded or the branding must be hidden.

- Partner branding is limited to industry standards as it appears at the retail level and with no other manufacturer or vendor logo(s) except on the Field of Play,
- A non-Olympic Partner supplier cannot receive recognition (brand or otherwise) or marketing benefits in return for its supply,
- For small applications (e.g. condiments, computer accessories, etc.) where the supplier does not conflict with any Partner's category, logos will not need to be hidden, provided the products are not displayed or used in such a way that creates unreasonable exposure for that brand or company.

**Out-of-home advertising**

Partners may buy out-of-home advertising space to run their campaigns during the period of the Olympic Games.

When developing creative concepts, Partners should be as mindful as possible of the location in order to avoid unintended Third-Party associations that may appear in the immediate surroundings of the advertising.

For locations in the vicinity of Olympic Venues, please note that no commercial branding should be visible from an Olympic Venue, and messaging should be focused on the Games and not on promotional or corporate activities. As such, Partners may be asked to alter their advertising in order to comply.