



**ATHLETE SPONSORSHIP AND ADVERTISING REGULATIONS
PARIS 2024 PARALYMPIC GAMES
JANUARY 2024**

**Incorporating
Paralympics Australia (PA) Athlete Sponsorship and Advertising Regulations
April 2024
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INTRODUCTION AND BACKGROUND

1. Context and Purpose

These Regulations address the key principles relating to the use of Athletes in Advertising and are applicable to the Paris 2024 Paralympic Games. They seek to put Athletes in a better position to work with their personal sponsors in a manner consistent with their rights and responsibilities as a Paralympic athlete. An Athlete's personal sponsor is referred to in these Regulations as the Athlete Sponsor.

The IPC recognises that many factors contribute to an Athlete's success, including the financial support an Athlete may receive from an Athlete Sponsor who provides funding and material assistance towards training and preparation.

Commercial funding is also critical to the IPC, NPC(s) and International and National Federations, as it enables them to deliver a range of athlete services and programmes, including taking those athletes to the Games. Through its own sponsorship and commercial programmes, the IPC seeks to raise funds that enable all teams to prepare for and compete at the Games and deliver services that benefit the entire Paralympic Movement.

During the period of the Games, it is necessary to strike a balance between acknowledging the individual commercial support from Athlete Sponsors that benefits some Athletes, and the role played by official sponsors in making the Games happen and sustaining the Paralympic Movement for the benefit of all Athletes.

The purpose of these Regulations is to address the responsibilities of Athletes in their relationship with their personal Athlete Sponsors. It also aims to outline what official Games sponsors, broadcasters and commercial organisations can do before and during the Games if they wish to use Athletes to promote and market their goods and services.

The key principles are outlined in the second section of these Regulations in order to provide Athletes and Athlete Sponsors with information so that they can work together for their mutual benefit and run well planned campaigns that do not seek to take undue advantage of the Games themselves.

2. Scope and Implementation

Every Athlete that is accredited to compete at the Games makes a commitment to abide by all the rules and regulations applicable to them that concern the staging and delivery of the Games, including these Regulations. All Athletes are permitted to promote their own Athlete Sponsors, and every Athlete Sponsor is permitted to use Athletes in its Advertising, in accordance with principles outlined by the IPC and NPCs. Those key principles are set out below and in other applicable policies such as those relating to the use of social media and digital platforms.

The commitment given by each Athlete as a condition of participation in the Games is also reproduced as part of the key principles to ensure that Athlete Sponsors understand what Athletes are expected to do and therefore how they may work with Athletes in a manner that allows each Athlete to comply with their obligations as Paralympians.

Each NPC is responsible for adopting these Regulations using their own discretion and reflecting their national laws, customs and arrangements (including funding models). As a result, the implementation of these Regulations may vary from country to country. The only exception to this is an international campaign that targets more than one country, where the IPC will take responsibility.

3. Interpretation

The following terms are used throughout these Regulations:

Advertising: any form of commercial advertising, marketing campaign or events designed to promote the goods and/or services of a company or brand, including using social media, paid-for advertising (such as press advertisements, billboards and television and radio advertisements), direct advertising, PR, product promotion, lending, or gifting of products to Athletes, on-product, and in-store promotions.

Athlete: any athlete, coach, official or participant who receives an accreditation to participate in the Games.

Athlete Sponsor: a third party that sponsors or endorses an Athlete or wishes to use an Athlete in its Advertising.

Australian Athlete: any athlete, coach, official or participant who receives an accreditation to participate in the Games as a member of the Australian Paralympic Team.

Congratulatory Messages: supporting messages expressing encouragement to an Athlete or a National Paralympic Team or messages of congratulation acknowledging the achievements of an Athlete or a National Paralympic Team during the Games.

Games: the Paris 2024 Paralympic Games to be held in Paris between 28 August and 8 September 2024.

Games Period: the period from 21 August to 10 September 2024, which are the dates from when the Paralympic Village opens until it closes.

Games Sponsors: the Worldwide Paralympic Partners and domestic sponsors appointed by Paris 2024, who all have rights to sponsor and associate with the Games.

International Campaign: Advertising that includes Athletes from two or more countries shown with equal prominence and is targeted with the same level of promotional activity in more than one country so as to reach an international audience.

IPC: the International Paralympic Committee.

IPC Handbook: the IPC's rules and regulations, available on the IPC website (as updated from time to time and published at <https://www.paralympic.org/ipc-handbook>).

Media Rights Holder(s): media companies that have been granted the right by the IPC to broadcast the Games in one or more territories.

Media Blackout Period: the period from 21 August to 10 September 2024, or other period advised by PA.

National Campaign: Advertising that includes one or more Athletes from the same country that is intended for publication or for delivery in that one country (including because it is in the local language of that country and/or is published in media outlets of that country).

NPC: the National Paralympic Committee of a country participating in the Games.

National Paralympic Team: the Paralympic team of a country selected by an NPC to take part in the Games. (For the territory of Australia this refers to the Australian Paralympic Team)

Paralympics Australia or PA: the NPC for the territory of Australia.

PA Sponsor: any partner granted sponsorship rights by PA as listed on the PA website or a Games Sponsor granted rights by PA in the territory of Australia.

Paralympic Stakeholder: the IPC, Paris 2024 and/or NPCs and their National Paralympic Team.

Paralympic Properties: for the purposes of these principles this term includes:

- the Paralympic Symbol;
- the Paralympic Motto;
- the terms Paralympic, Paralympiad and Paralympian;
- any Games specific intellectual property, including the words Paris 2024 and 2024 Games, the Games emblem and the Games pictograms, graphics and mascot;
- any emblem or logo of an NPC or the National Paralympic Team and any other intellectual property owned by a Paralympic Stakeholder (such as the name of the Paralympic Team);
- any emblem or logo of Paralympics Australia or the Australian Paralympic Team and any other intellectual property owned by PA;
- any content such as film, music, imagery, artwork, designs or graphics created by or for the IPC, Paris 2024 or a Paralympic Stakeholder; and
- any other symbols, designs, words or expressions that are translations of, or which are confusingly similar to, those listed above.

Paralympic Movement: means the movement of which the IPC is the worldwide governing body and which is comprised of the IPC, the IPC Members, the Recognised International Federations, and any other persons that participate in Para sport or are involved in the promotion, organisation and/or delivery of Para sport (as such terms are defined in the IPC Handbook).

Paris 2024: the Paris 2024 Olympic and Paralympic Games Organising Committee.

Worldwide Paralympic Partner: any worldwide commercial partners of the Paralympic Movement (who are also part of the Olympic Partner Programme) as listed on the IPC's website (www.paralympic.org).

ATHLETE SPONSORSHIP OPPORTUNITIES KEY PRINCIPLES

1. Athlete Declaration

As a condition of their participation in the Games, Athletes make the following declaration:

not to allow his/her name, image, likeness, sport performance or other individual attributes to be used in Advertising if such use directly or indirectly creates or implies an association with the Games, the Paralympic Movement and/or a Paralympic Stakeholder when no such association or relationship exists.

The concept of “association” means in particular any kind of contractual, commercial or corporate relationship or structural connection between the Athlete Sponsor and the Games, the Paralympic Movement or a Paralympic Stakeholder or the provision by the Athlete Sponsor of financial or other support for or in connection with the Games or a Paralympic Stakeholder.

An association is unlikely to be created where the only connection made between the Games and/or a Paralympic Stakeholder and the relevant marketing activity is the fact that the Advertising features an Athlete. There should be no reference to the Games and the focus of the Advertising should be the Athlete and his / her personal relationship to the Athlete Sponsor.

2. Honouring the Athlete Declaration

I am an Athlete: what can I do?

- **Key Principle:** all Athletes are **permitted and encouraged to secure Athlete Sponsors**. The IPC aspires to promote the ability of and opportunities for Athletes to leverage opportunities to generate income from their sporting career.
- An Athlete may feature in Advertising, whether through personal appearances or licensing his or her image rights, provided the Athlete commitment is respected and the Advertising does not suggest there is any association between the Athlete Sponsor and the IPC, the Games and/or a Paralympic Stakeholder.
- During the Games Period an Athlete may continue to give recognition to his/her Athlete Sponsor (whether a Games Sponsor or **PA Sponsor** or not) on the Athlete’s personal websites and personal social media accounts by issuing a message of thanks that references their Athlete Sponsor(s). Any such message must respect the following principles:
 - it shall not contain any statement or give any impression that the Athlete Sponsor and its products or services enhanced the Athlete’s performance;

- it must not suggest there is any association between the Athlete Sponsor and the IPC, the Games, PA and/or a Paralympic Stakeholder including by using any of the Paralympic Properties;
 - it must be consistent with any social media guidelines issued by the Athlete's own NPC that apply during the Games Period and whilst the Athlete is a member of their National Paralympic Team; and
 - it shall not contain or be linked to any Advertising, including through use of any hashtags, mentions, pre-rolls or other similar functionality, that serves to promote or advertise the Athlete Sponsor or otherwise use language that connects the Athlete Sponsor to the Games.
- Each NPC shall determine how many messages may be posted by an Athlete thanking his/her Athlete Sponsor during the Games Period. A single identical message, posted at the same time on several social media platforms, should be counted as one (1) message for these purposes. Should an NPC not specify the maximum number of messages that may be posted during the Games Period the maximum shall be one (1). This restriction does not apply before 12am on the first day of the Games Period or after 12am following the last day of the Games Period.
 - **The maximum number of messages that may be posted by an Australian Athlete thanking their Athlete Sponsor during the Games Period is two (2).**
 - During the Games Period, Athletes are encouraged to repost or share content from the IPC, Paris 2024 or their NPC's official social media accounts. However, **such reposts or sharing must not add any references to their Athlete Sponsors.**

I am a Games Sponsor: what can I do?

- **Key Principle: Games Sponsors may at any time use an Athlete in Advertising (whether a National or International Campaign) and issue Congratulatory Messaging.**
- In each case, a Games Sponsor shall ensure it:
 - is acting in accordance with the terms of its sponsorship agreement, including any requirement to comply with country specific guidelines for National Campaigns and, if required, securing prior approval for the proposed Advertising from either the IPC, Paris 2024 or the NPC;
 - obtains any necessary consents from the Athlete(s);
 - for National Campaigns it has a sponsorship agreement with the applicable NPC, **which for the territory of Australia is Paralympics Australia;**

- does not make any claim or reference that its goods or services enhance sporting performance;
- only uses the image of an Athlete in his/her National Paralympic Team uniform, kit or clothing if the Games Sponsor has been granted rights by the applicable NPC to do so; and
- complies with the IPC's Manufacturer Identification Guidelines, where the Games Sponsor intends to use the Athlete in generic, unbranded clothing (as opposed to the Athlete wearing National Paralympic Team uniform or clothing).

I am a Media Rights Holder: what can I do?

- **Key Principle:** a Media Rights Holder may:
 - **use an Athlete in a National Campaign at any time in order to publicise their forthcoming broadcast coverage of the Games;** and
 - **publish supporting messages** on its digital platforms expressing encouragement to an Athlete or the National Paralympic Team or issue Congratulatory Messaging.
- A Media Rights Holder shall ensure it:
 - is acting in accordance with the terms of its broadcast agreement, including any requirement to secure prior approval for the proposed National Campaign from the applicable NPC;
 - only uses the image of an Athlete or of the National Paralympic Team in the territory in which the Media Rights Holder has been granted rights;
 - obtains any consent necessary from the Athlete;
 - if it has permission to do so from the NPC, only uses Athletes in their National Paralympic Team uniform or clothing.
 - complies with the IPC's Manufacturer Identification Guidelines, where it intends to use the Athlete in generic, unbranded clothing (as opposed to the Athlete wearing National Paralympic Team uniform or clothing); and
 - does not directly or indirectly create or imply an association between a third party (such as a broadcast sponsor or content partner) and an Athlete, the Games or a Paralympic Stakeholder when no such association exists.

I am an Athlete Sponsor: what can I do?

- ***Key Principle:*** an Athlete Sponsor may use an Athlete in Advertising (as part of a National or International Campaign) provided the Advertising meets the following conditions:
 - it respects the Athlete Commitment, such that the only connection between the Games and/or a Paralympic Stakeholder and the relevant marketing activity is the fact that the Advertising features the Athlete;
 - it is published or “in market” prior to **31 May 2024** (three months prior to the Games Period). Exceptions to this will be considered on a case-by-case basis as part of any notification process, including where an Athlete may not have secured their participation in the Games prior to this date;
 - does not use any of the Paralympic Properties;
 - only uses the Athlete in generic clothing and not the Athlete’s National Paralympic Team uniform or clothing (whether from a previous Paralympic Games or the Games); and
 - complies with relevant national legislation, including the regulation of intellectual property.
- ***Key Principle:*** if the Advertising meets the above conditions, **it may be maintained throughout the Games Period provided there is no material change in the Advertising**, whether such change is to content, messaging, visibility, frequency or places of publication.
- For all International Campaigns, the Athlete Sponsor must notify the IPC of its Advertising plans at least fifteen (15) days prior to first publication and demonstrate how it meets (and will continue to meet) the above conditions.
- For National Campaigns the Athlete Sponsor shall notify and comply with all requirements issued by the NPC (including any requirement for prior consent and any timeframes required to secure that consent). If an NPC has not published any such requirements the Athlete Sponsor shall notify the IPC at least fifteen (15) days prior to first publication and comply with the provisions of these Regulations.
- For National Campaigns proposed in the territory of Australia the Athlete Sponsor must notify PA at partnerships@paralympic.org.au at least fifteen (15) days prior to first publication and demonstrate how it meets (and will continue to meet) the conditions outlined above, comply with the provisions of these Regulations and any other guidelines advised by PA.

- Notification to PA should include all relevant detail of the proposed National Campaign including:
 - audio, visual and written content of the Advertising,
 - media, digital and other marketing channels to be used for the National Campaign; and
 - planned media schedule, including media weights.
- A National Campaign proposed by an Athlete Sponsor will not be approved by PA if the notification does not include sufficient detail. PA may also reject Advertising by the Athlete Sponsor where, in the reasonable opinion of PA, the Advertising content breaches any guidelines or regulations.
- The principles outlined in these Regulations must be respected and, in notifying the IPC or the NPC, the Athlete Sponsor should demonstrate (amongst other factors) that it has a long-term relationship with the Athlete. For social media Advertising it is not necessary to provide advance notice of each individual post, but notice should be given of the overall social media plan including the nature and planned content of the posts.
- During the Games Period an Athlete Sponsor:
 - shall not issue any Congratulatory Messaging unless expressly permitted by an NPC; but
 - may repost, share or like an Athlete's thank you message (see above) provided the Athlete Sponsor does not add any additional content or branding to the Athlete's original thank you message (and the Athlete Sponsor may only repost, share or like each thank you message once).
- Athlete Sponsors, who are also Games Sponsors, should work with the relevant Paralympic Stakeholder in relation to campaigns featuring Athletes during the Games Period.
- Athlete Sponsors who are also PA Sponsors should work with PA in relation to campaigns featuring Athletes during the Games Period (see below).

In order to recognise and ensure the continuity of certain sporting goods brands who have provided long-standing support of Athletes and to the wider Paralympic Movement, the IPC and the World Federation of the Sporting Goods Industry (WFSGI) have agreed that those brands will be able to promote their Athletes before and during the Games Period (including issuing congratulatory messages) provided they fulfil and comply with specific conditions (the **Pilot Project**).

I am a PA Sponsor: what can I do?

- ***Key Principle:* PA Sponsors may at any time use Australian Athletes in Advertising and issue Congratulatory Messaging provided the Advertising:**
 - is in accordance with the terms of the sponsorship agreement with PA including in relation to the use of Paralympic Properties and business category definition;
 - has been submitted to PA for approval in accordance with the terms of the sponsorship agreement and approval has been confirmed by PA;
 - is limited to the territory of Australia, unless approval has been granted by the NPC of any other country where the Advertising is distributed;
 - conforms with PA Guidelines on usage of Australian Athlete and Team Imagery by showing a minimum of four (4) athletes across three (3) sports, except as detailed below for Congratulatory Messaging, unless the PA Sponsor has a separate agreement with an Australian Athlete that has been advised by the Australian Athlete to PA that allows the PA Sponsor to use the image of the Australian Athlete;
 - does not imply or make any claim or reference that its brand, product or services enhance sporting performance;
 - does not use imagery of an Australian Athlete dressed in their Paris 2024 Australian Paralympic Team uniform, kit or clothing prior to the PA uniform official launch on 17th May 2024.
 - does not directly or indirectly create or imply an association between an Athlete, the Games or PA and any third party (such as a retailer, distributor, supplier or media provider associated with the PA Sponsor) where no such association exists.
- ***Key Principle:* PA Sponsors may at any time issue Congratulatory Messages featuring or referencing one (1) Australian Athlete provided the Congratulatory Messages:**
 - are part of a campaign approved by PA that includes a minimum of ten (10) Congratulatory Messages, or other minimum number agreed with PA, each featuring or referencing one (1) Australian Athlete.
 - the Australian Athletes featured in the Congratulatory Messages are from a minimum of three (3) para-sports.
 - the Australian Athletes featured or referenced in the Congratulatory Messages are selected on the basis of a criteria, such as gold medallists, that is applied consistently across the campaign.
 - all other requirements for the use of Australian Athletes in Advertising detailed above are met.

3. Who should I contact for further information?

At a national level, it is the responsibility of each NPC to oversee compliance with these Regulations, either by incorporating the Key Principles into their own rules and regulations or by ensuring their Athletes understand these Regulations. For International Campaigns, the IPC will publish further information about how to submit Advertising for the IPC's advance review and approval.

Each Athlete shall ensure that their Athlete Sponsor is also aware of these Regulations. It is the Athlete's responsibility to comply with these Regulations.

In the event there are questions regarding these Regulations the relevant Paralympic Stakeholder should be contacted. If you are:

- **an Athlete:** please contact your NPC;
 - **an Australian Athlete** should contact Paralympics Australia at info@paralympic.org.au – Attention: Kate McLoughlin, Chef de Mission
- **a Worldwide Paralympic Partner or Media Rights Holder:** please contact the IPC;
- **an NPC Partner:** please contact your NPC or, in the case of NPC France, Paris 2024;
- **an Athlete Sponsor:** where the enquiry and request for permission relates to:
 - **a National Campaign:** please contact the NPC of the country where the National Campaign is targeted or, in the case of NPC France, Paris 2024;
 - **a National Campaign in the territory of Australia:** please contact Paralympics Australia at partnerships@paralympic.org.au
 - **an International Campaign:** please contact the IPC (who will liaise with any NPC or Paris 2024, as relevant) by emailing partnerships@paralympic.org
 - **the Pilot Project:** please contact WFSGI by emailing aoneal@wfsgi.org.

For a contact list of NPCs please see [here](#).

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