



# Sponsorship, Advertising and Digital Media - Paris 2024

- **Guidance notes and examples**
- **For Accredited Persons including Athletes**

23 July 2024

# Introduction



# Introduction



This presentation has been prepared to provide persons accredited to attend the Paris 2024 Paralympic Games through Paralympics Australia (PA) with guidance notes and examples on their opportunities for sponsorship, advertising and the use of digital media, including all forms of social media, to share their journeys and experiences associated with Paris 2024, whilst protecting the rights of the IPC, PA and our Partners.



This presentation must be read in conjunction with the following Regulations and Guidelines which have been issued by the International Paralympic Committee (IPC) and supplemented by PA:

- Athlete Sponsorship and Advertising Regulations Paris 2024 (“Regulations”)
- Digital Media Guidelines Paris 2024. (“Guidelines”)

**These critical documents can be found on the PA website here: [Click Here](#)**

The Regulations and Guidelines, plus guidance notes and examples provided in this presentation, apply to all Accredited Persons at the Paris 2024 Paralympic Games who were accredited through PA. This includes Paralympian athletes, coaches, trainers, officials, team executive, Media Liaison Officers and other accredited persons.

Similar but separate guidance notes and examples have been prepared for others who have an association with para-athletes competing at Paris 2024 including PA Sponsors (commercial sponsors and government), athlete sponsors who are NOT PA partners, National Sporting Organisations (NSOs) within Australia, members of the National Institutes Network NIN) and other organisations associated with disability sport in Australia.

# Breach of Guidelines

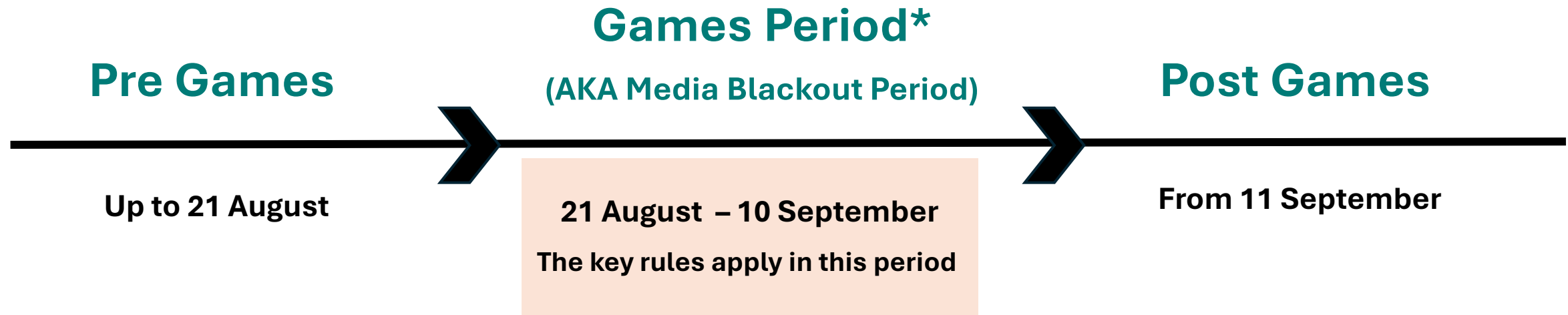
If the Guidelines or Regulations are breached by any Accredited Person, the IPC and Paris 2024 is entitled to eject any person from a Paralympic Venue and to suspend or withdraw accreditation privileges without notice.

The IPC also reserves the right to take any other measures it deems fit with respect to infringements of the Guidelines and Regulations, including issuing a Take Down Notice, taking legal action for an injunction, conservatory measure or damages, and imposing other sanctions, including against the National Paralympic Committee (“NPC”) of any Accredited Person where it appears to the IPC that the NPC either permitted or facilitated the breach or took no reasonable steps to control the Digital Media activities of its delegation.

You should also be aware that your activity or behaviour on Digital Media could give rise to sanctions for breaches of other policies and agreements you have consented to or entered into in consideration of your accreditation to participate in the Games.



# Timeline



\*As defined in your athlete agreement

Paralympic Games dates are 28 August to 08 September

# Paralympic Properties

Unless such association exists (e.g. you are a PA Partner), you must not imply any association with Paralympic Australia, the Australian Paralympic Team, the IPC or Paris 2024 in any way. This includes (but is not limited to):

- Paralympic / Paralympics - the use of the word or logos
- Paralympic Games - the use of the words or logos
- Paralympic Venues – any videos taken inside
- Paris 2024 – the use of the words or logos
- Paralympian - the use of the word
- Australian Paralympic Team - the use of the words
- AUS Squad - the use of the words or logos
- Imagine What We Can Do – the use of the words
- Images and footage taken by Paralympics Australia
- Australian Paralympic Team uniforms
- Paralympic Australia indigenous artwork or mascot



# PA Sponsors

PA is solely responsible for funding the Australian Paralympic Team (APT) and must safeguard the rights of our Sponsors, whose investment in PA provides the income that allows us to fund the APT.

Through these partnerships PA can also assist and encourage more Australians with disability to participate in sport, support programs to change attitudes toward people with disability, and advocate for the normalisation of disability.

The Regulations and Guidelines are designed to ensure that PA can continue to generate and protect the financial resources it needs to fund the APT, and all the programs it conducts.

## MAJOR PARTNERS



## OFFICIAL PARTNERS



## OFFICIAL SUPPORTERS



## OFFICIAL SUPPLIERS



## GOVERNMENT PARTNERS





# **Athlete Sponsorship and Advertising Regulations Paris 2024 (“Regulations”)**

**Guidance notes and examples  
For Accredited Persons including Athletes**



# What you can provide your personal sponsors\*?

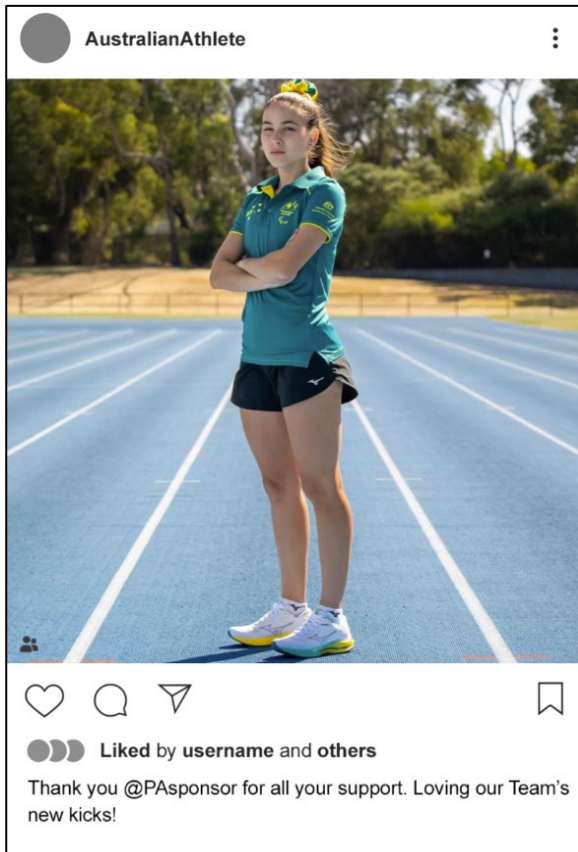
<h2>Pre Games</h2> <p>Up to 21 August</p>	<h2>Games Period</h2> <p>21 August – 10 September</p>	<h2>Post Games</h2> <p>11 September onwards</p>
<ul style="list-style-type: none"><li>• Provide your image, endorsement, appearances, acknowledgement of your sponsorship.</li><li>• Refer to your own contractual agreement with personal sponsors for what is required.</li></ul>	<ul style="list-style-type: none"><li>• You can feature in your personal sponsor campaigns during this period, as long as:<ul style="list-style-type: none"><li>○ There is no use of Paralympic properties</li><li>○ The campaign has been in market before 31st May 2024</li><li>○ It does not increase in frequency during the Games Period</li></ul></li><li>• You can post 2x Thank You messages during Games Period – refer to guidelines as to what these can include</li><li>• Your personal sponsor cannot post congratulation messages but can repost your Thank You message (without additional content)</li></ul>	<ul style="list-style-type: none"><li>• Provide your image, endorsement, appearances, acknowledgement of your sponsorship.</li><li>• Refer to your own contractual agreement with personal sponsors for what is required.</li></ul>

**\*Personal sponsors who are not official PA Sponsors**

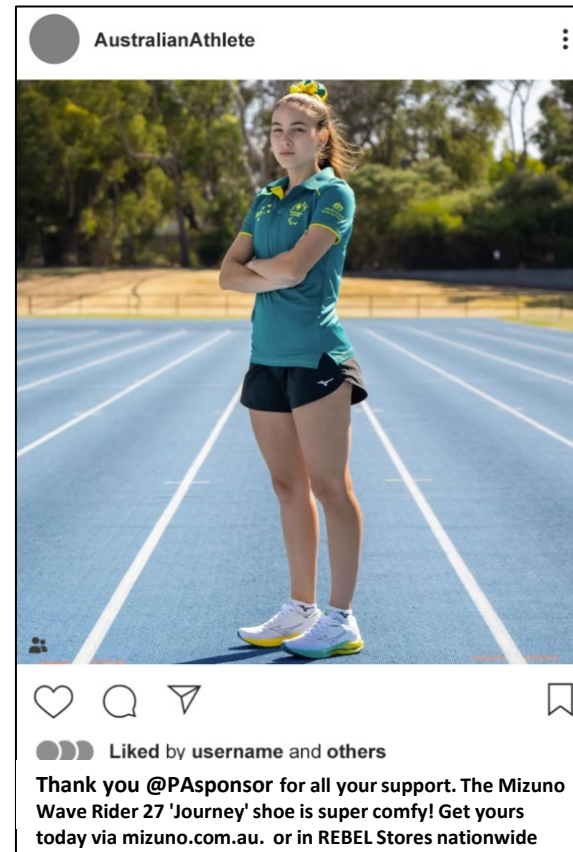
# Limitations to be aware of – at all time periods

- Your personal sponsor must not imply any association with Paralympic Australia, the Australian Paralympic Team, the IPC or Paris 2024 in any way unless such an association exists. This includes (but is not limited to):
  - Using any content or images of you in your **Australian Team uniform**
  - Use of **Paralympic properties** – this includes logos, Paralympic venues, medal ceremonies (see next slide for more)
  - You cannot tag your own personal sponsors in your posts where you have re-shared content from the IPC, Paris2024 or Paralympics Australia social media accounts.
- You cannot promote any product or service in a way which implies it is **enhancing your performance** as an athlete.
- Please review the next section on Digital Media Guidelines for Accredited Persons (including athletes and coaches) issued by the IPC and PA which detail limitations on the content you can post and the locations which are and are not permitted to be filmed and posted from

# Athlete post to PA Sponsor

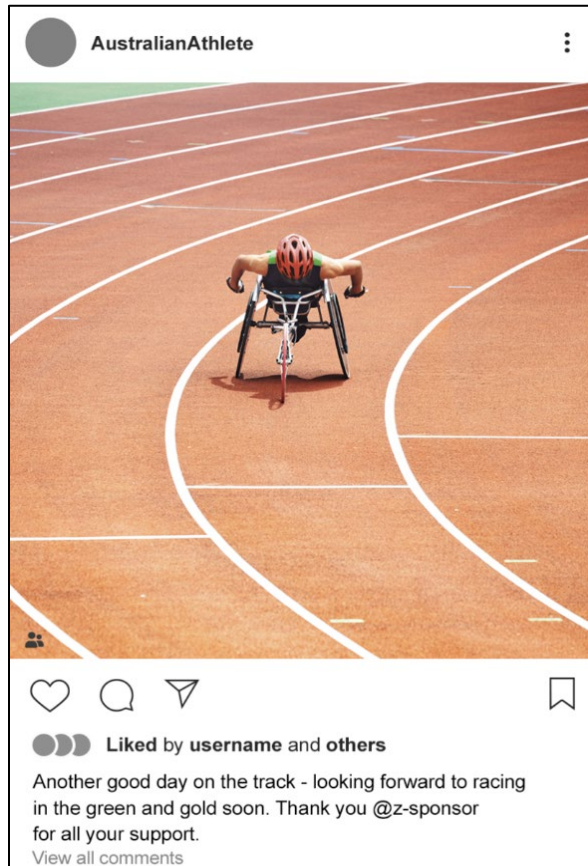


- IP usage allowed for posts referencing PA Sponsor
- Copy doesn't commercialise the product



- As a PA Sponsor is a Paralympic partner, the image of the athlete in the Village in Team Kit is allowed.
- However, this post has been commercialised with the CTA encouraging fans to buy a pair of Mizunos - this is a breach
- Also references a third party which is not a PA Sponsor.

# Athlete post to personal Sponsor



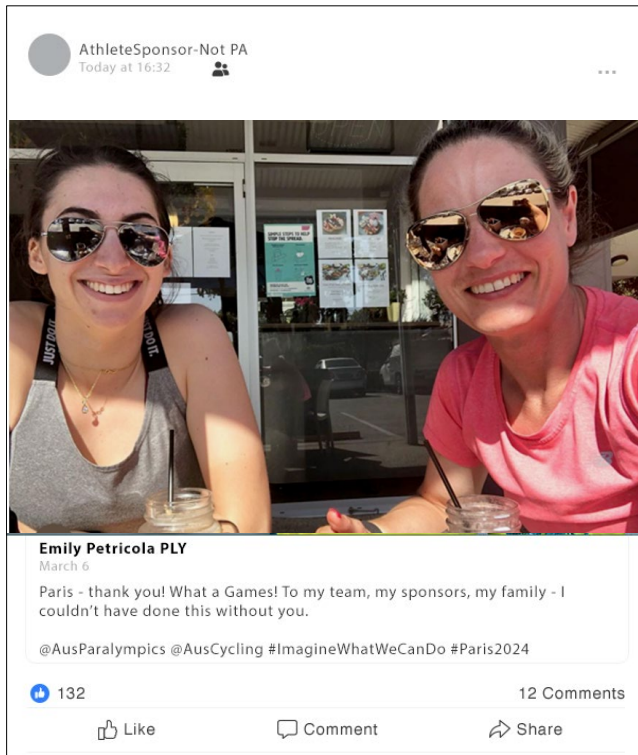
- No Paralympic properties used, and no connection made to IPC, PA or Paris 2024
- Doesn't imply the sponsors product/service has enhanced athlete's performance
- Post uses Generic copy, specific to athlete and no association made between non-PA sponsor and Paralympic Games.
- **Limit of two (2) posts by an athlete per personal sponsor during the Games Period**



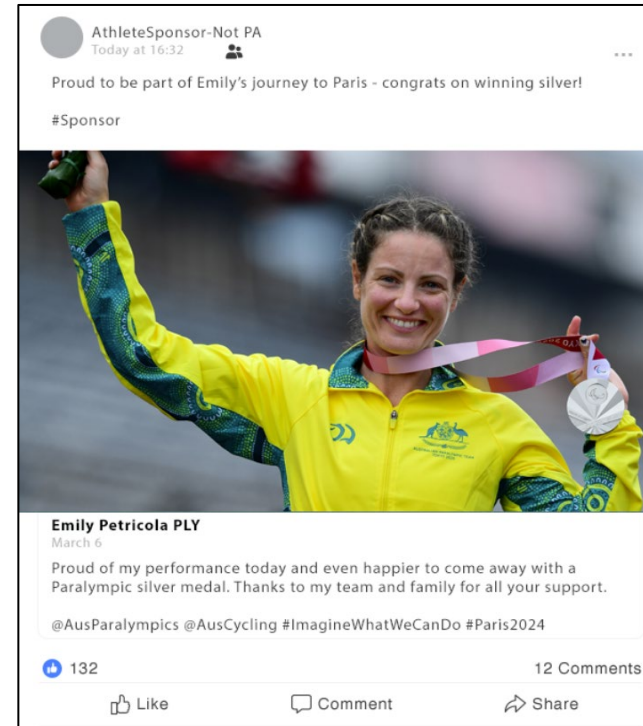
- Paralympic properties used, and a connection is made between sponsor and IPC, PA or Paris 2024
- Post uses Paralympic Games imagery and features Australian Team uniform
- Post creates association between sponsor and Team/Games
- Copy implies the sponsors product/service has enhanced athlete's performance.

# Athlete sponsor – not PA Sponsor

Reminder – Non-PA Sponsors are NOT permitted to post congratulatory or Good Luck messages. They are ONLY allowed to re-share athletes thank you posts providing NO additional commentary is added.



- Re-share of athletes post with no additional commentary
- No Paralympic properties used, and no connection made to IPC, PA or Paris 2024
- Doesn't imply the sponsors product/service has enhanced athlete's performance
- No association made between non-PA sponsor and Paralympic Games.



- Non-PA Sponsors are not permitted to post their own congratulatory or good luck posts / or add commentary
- Paralympic properties used (uniform, medal, copy), and a connection is made between sponsor and IPC, PA or Paris 2024
- Post uses Paralympic Games imagery and features Australian Team uniform

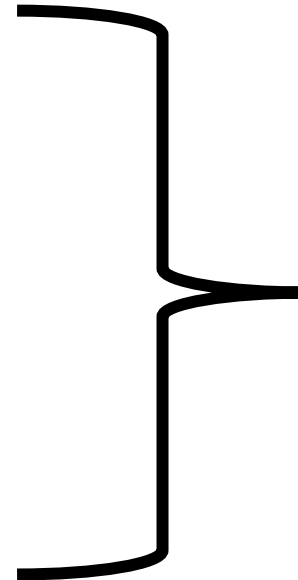


# **Digital Media Guidelines Paris 2024 (“Guidelines”)**

**Guidance notes and examples  
For Accredited Persons including Athletes**

# Digital usage overview

- ✓ At the Games, we actively encourage people to share their personal experience across personal Digital Platforms through the use of video, photos and other content.
- ✓ Please share your Games experience on your own personal Digital Media accounts using the hashtags '#Paris2024' and '#Paralympics'.
- ✓ Australian Accredited Persons are also encouraged to use the official Paralympics Australia hashtag #ImagineWhatWeCanDo
- ✓ Posts must reflect your own personal Games experience.



- **Digital Media activity must be carried out in accordance with the Guidelines and all policies in the official documents.**
- **These Guidelines will apply to all Accredited Persons including athletes.**

# Authorised digital content

## Accredited Persons can ...

- ✓ **record video content and take photographs using a personal mobile phone, but not any-professional equipment,**
- ✓ **post content (video and images) from or within the following areas, provided they only share it across their personal Digital Platforms:**
  - The Paralympic Village (excluding medical and doping areas)
  - Sporting Competition areas – you can upload a maximum of two minutes per day and it cannot be Live Streamed and you must respect the Guidelines
  - Opening and Closing ceremonies – subject to any limitations advised by Australian Team leaders
  - Official transport areas
  - Training venues and practice areas
  - Paralympic Competition Venues on the day of competition up to one hour before competition (excluding call room, mixed zone, doping control and medica areas) and after you have left the mixed zone/doping control station following your competition.
  - PA Venues and Events
  - Public domain areas in Paris, including public domain areas hosting Paralympic Competition Venues.
- ✓ **answer questions from the media via social channels** (including attending remote video calls with media, in accordance with the rules stated in the News Access Rules: Paris 2024 Paralympic Games).



# Unauthorised digital content

## Accredited person cannot or must not...

- × **share and/or produce any Live Streaming of any activity taking place in any of the following places:**
  - Sporting competition areas (sport performances, national anthems, coin toss and any celebrations on the field of play)
  - Medal ceremonies; and
  - Paralympic Competition Venues (including the Opening or Closing Ceremonies unless APT Team executive advises to the contrary)
  
- × **post any video or content that:**
  - Is longer than 2 minutes
  - Is discriminatory, offensive, homophobic, racist, sexist, hateful, profane, vulgar, sexually explicit or defamatory
  - Gives publicity to or endorses personal sponsors or marketing partners and must not create or imply association between a third party (i.e. a non-sponsor) and the IPC, PA , the Games, Paralympic Movement or Paris 2024
  - Applies or makes use of Games Marks or Paralympic Australia Properties in association with a third party (i.e. a non-sponsor)
  - Shares private information about fellow athletes
  - Assumes the role of a journalist or media outlet. Accredited Persons must not provide media with footage
  - Uses any photograph or film recorded by them for the purpose of bringing or supporting any protest, appeal or other challenge to an athlete's performance
  - Films and/or shares any audio/video recordings of the following areas:
    - Back of house – meaning the non-public accredited areas that are generally designed to support Games operations, including call rooms, coach areas, warm-up areas etc. Or
    - Restricted areas – meaning the polyclinic, doping control station, fitness centre, dining halls and Residential Zones of other teams at the Paralympic Village

# Re-sharing PA and IPC content

- ✓ **Accredited Persons including Athletes can re-share PA and IPC content on their digital channels provided that the post or content:**
  - is not commercialised or associates any third parties who don't have association with PA.
  - does not solicit fundraising for your own or another NFP.
  - does not promote your own programs, activities or products.
  - includes tags@ausparalympics and #ImagineWhatWeCanDo

## **Special note: Athlete sponsors who are not PA Sponsors**

- **Non-PA partners who have ambassador or sponsorship relationships with athletes can post approved material during the Games Period provided that:**
  - There is no use of Paralympic properties
  - The campaign has been in market before 31st May 2024
  - It does not increase in frequency during the Games Period

# Official Digital Channels

**Australian Accredited Persons are encouraged to link your content to these websites and tag the following digital platforms:**

- [www.paralympic.org.au](http://www.paralympic.org.au) – the official website of PA
- [www.facebook.com/AUSParalympics/](https://www.facebook.com/AUSParalympics/) - the official Facebook page of PA
- [www.instagram.com/ausparalympics](https://www.instagram.com/ausparalympics) - the official Instagram account of PA
- [www.linkedin.com/company/ausparalympics](https://www.linkedin.com/company/ausparalympics) - the official LinkedIn account of PA
- [www.twitter.com/AUSParalympics](https://www.twitter.com/AUSParalympics) – the official X handle (formally Twitter) of PA
- [www.youtube.com/user/ausparateam](https://www.youtube.com/user/ausparateam) - the official YouTube channel of PA

## **IPC official channels:**

- [www.paralympic.org](http://www.paralympic.org) – the official website of the IPC
- [www.paris2024.org](http://www.paris2024.org) – the official website of Paris 2024
- [www.facebook.com/Paralympics](https://www.facebook.com/Paralympics) - the IPC's official Facebook page
- [www.x.com/Paralympics](https://www.x.com/Paralympics) - the IPC's official X account (formerly Twitter)
- [www.instagram.com/Paralympics](https://www.instagram.com/Paralympics) – the IPC's official Instagram account
- [www.youtube.com/Paralympics](https://www.youtube.com/Paralympics) - the IPC's official YouTube channel
- TikTok: Paralympics – the IPC's official TikTok account
- Snapchat: Paralympics – the IPC's official Snapchat account

# Athlete posts - personal games experience



- Behind The Scenes of personal experience
- No associated tags or hashtags relating to McDonalds.
- Athletes are encouraged to post about PA Sponsors without commercialising the posts



- BTS of personal experience
- No commercialisation attached
- Image taken in an approved location

# Athlete personal sponsor posts



- Athlete Sponsors (whether a PA Sponsor or a personal sponsor only) are not permitted to commercialise their own or third party product/ services
- Copy implies product / service has enhanced athlete's performance
- Image is taken from within a restricted area
- If a Non-PA Sponsor has posted this then it also breaches IP rules as the athlete is wearing APT uniform

**Thank You  
and  
Good Luck!**

