



ATHLETE SPONSORSHIP

Paris 2024

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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 (e.g. brands and companies who do not have a partnership with the Canadian Paralympic Committee), in a manner consistent with their rights and responsibilities as a Paralympic athlete.

The purpose of these guidelines is to encourage athletes and sponsors to continue to run long-standing, generic advertising campaigns during the Games Period, while ensuring protection for official Paralympic and CPC partners. The CPC relies on its commercial partners to fund the Canadian Paralympic Team's participation in the Games and it is imperative that we protect the exclusivity of our brand. These guidelines have been developed taking into account the International Paralympic Committee (IPC) guidelines and aim to strike a fair balance within Canada.

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 Canadian Paralympic athletes are requested to sign our Team Members Agreement which will detail your compliance with these guidelines. 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 in this guide.

PARALYMPIC PROPERTIES

For the purpose of these principles the Paralympic Properties includes:

- Canadian Paralympic Committee logo, (including any team kit that displays the CPC logo);
- Name of the Canadian Paralympic Team;
- 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 content such as film, music, imagery, artwork, designs or graphics created by or for the CPC, 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.

Factual, biographical descriptions of an athlete's achievements, including their status as a Paralympian or Paralympic medalist, are permitted where Paralympic achievements are balanced with other accomplishments (e.g. results from World Cups, World Championships, National Championships, etc.). The Paralympic properties are always protected and restricted to Paralympic partners, both during and outside of the Games time.





PERMITTED ADVERTISING WITH PERSONAL SPONSORS

The purpose of these guidelines is to encourage athletes and sponsors to continue to run long-standing, generic advertising campaigns during the Games Period, while ensuring protection for official CPC partners.

Advertising means any activity designed to promote the goods or services of a company or brand, including social media, gifting, paid-for advertising such as press adverts, billboards and television and radio adverts, direct advertising, personal appearances, PR, product promotion, on-product or in-store promotions.

An Athlete may feature in Advertising, whether through personal appearances or licensing his or her image rights, provided the advertising complies with these guidelines. These guidelines exist to enable the athlete to advertise with their personal sponsor, while ensuring that there is no suggestion of an association between the athlete sponsor and the Paralympics.

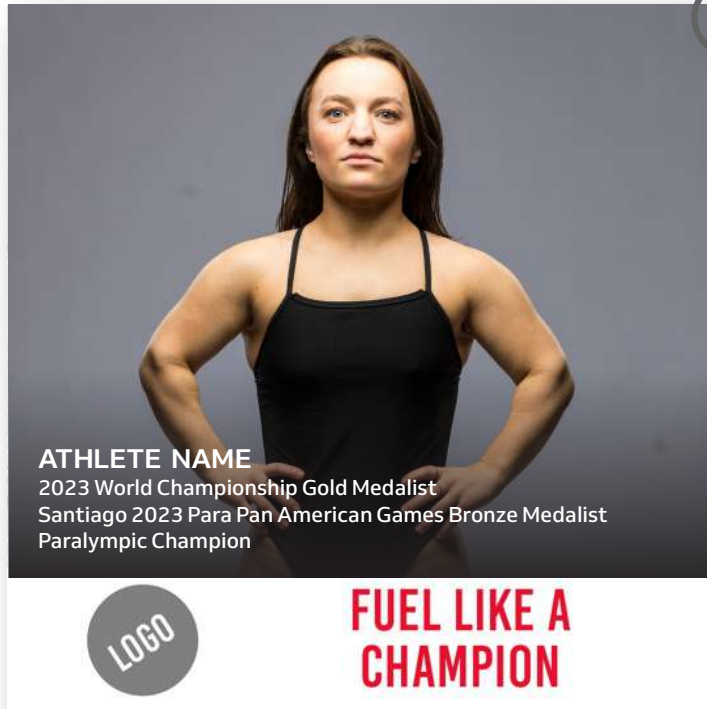
All advertising with Canadian Paralympic Committee must respect the following principles:

- The advertising must have athlete consent at all times
- The advertising must be clean of all Paralympic Properties at all times
- The advertising shall not contain any statement or give any impression that the Athlete Sponsor and its products or services enhanced the Athlete's performance;

For any advertising that would continue during the Games Period (August 21 - September 10, 2024):

- The advertising must have been demonstrably live In-market for a minimum of 90 days prior to the Games period (**before May 31, 2024**)
- There is no material change or escalation to the content or the marketing plan
- Canadian Paralympic Committee have been notified of any advertising plans via marketing@paralympic.ca. (More information on the process on page 7)

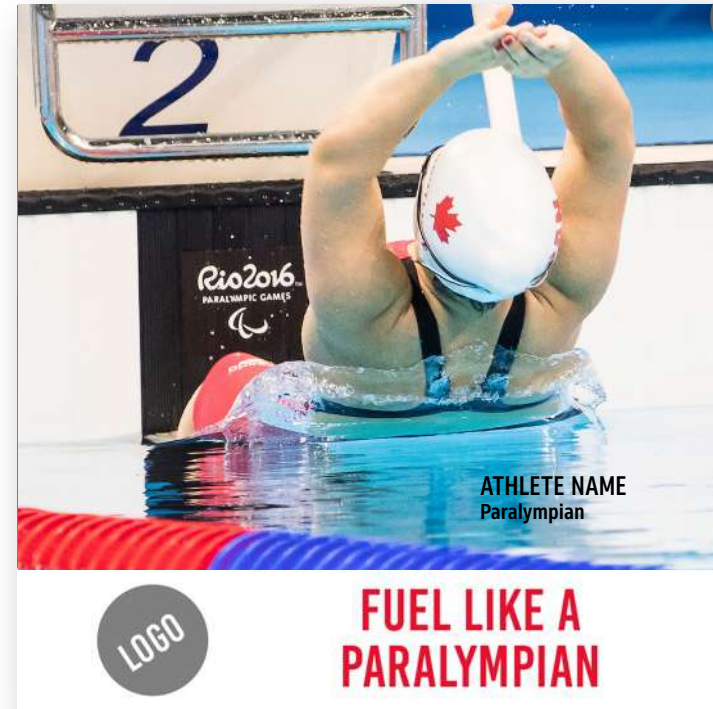
ADVERTISING EXAMPLES



Assuming advertisement is part of long-standing campaign with athlete.

Generic advertisement and tagline, specific to athlete's relationship with sponsor.

Paralympic accomplishment balanced with other achievement in biography.



Athlete is wearing Team Canada branded apparel.

Uses Paralympic IP (e.g. Games, Paris 2024, Paralympic medals, etc.).

Advertisement creates association between sponsor and the Games.

Does not balance Paralympic accomplishment with a non-Paralympic achievement in biography.

THANK YOU MESSAGES

I am an athlete, what can I do?

During the Games Period an Athlete may continue to give recognition to his/her Athlete Sponsor by issuing a single, simple message of thanks that references their Athlete Sponsor(s). Any such message must respect the following principles:

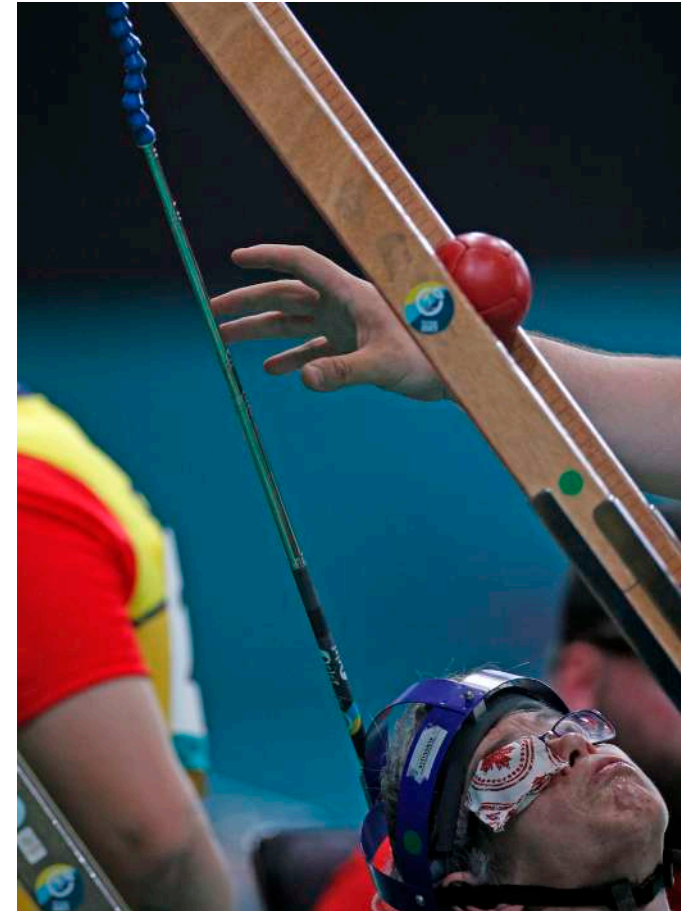
- The advertising must be clean of all Paralympic Properties at all times, this includes images of the athlete in kit or within the Games environment;
- The advertising shall not contain any statement or give any impression that the Athlete Sponsor and its products or services enhanced the Athlete's performance;
- It does not link to any advertising campaigns and should not have any paid promotion
- A single identical message, posted at the same time on several social media platforms (e.g. both on Tik Tok & Instagram) should be counted as one (1) message for these purposes.
- Athletes can post "thank you" messages to three sponsors during the Games period.

I am an athlete sponsor, what can I do?

Athlete sponsors are permitted to engage with these thank you messages by reposting, sharing or liking an athlete thank you message once during the Paralympic Games period. The Athlete Sponsor must not add any additional content or branding to the Athlete's original thank you message.

Athlete Sponsor must not interact or share posts from the CPC or IPC channels at any time, or post content that may imply an official association.

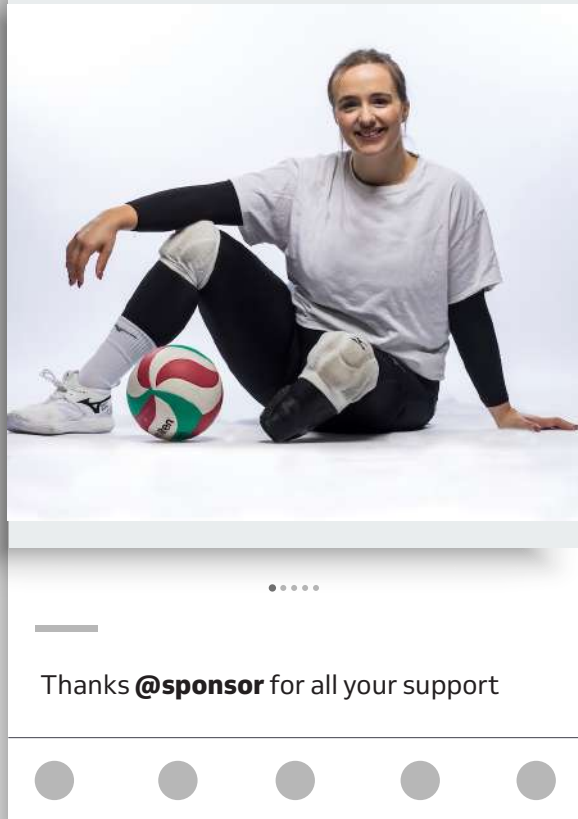
For any questions please connect with the team via marketing@paralympic.ca.



EXAMPLES - ATHLETE SOCIAL MEDIA

Thank you content

Athlete Name



Assuming athlete posts just one thank-you message per sponsor during Games Period.

Post uses generic image and copy.

No use of Paralympic marks or Games imagery.

No sponsor product/service is promoted.

Post is specific to sponsor, and no association is made between sponsor and Team Canada or the Games.

Athlete Name



Games imagery

Copy includes Paralympic marks

Post creates association between sponsor and Team Canada or the Games.

Athlete cannot repost/ share Paralympic social content and tag and reference sponsor.



FURTHER GUIDANCE

CANADIAN PARALYMPIC COMMITTEE PARTNERS

Official CPC partners are allowed to reference Paralympic properties during their advertising at any time once it has been approved by their Account Manager within CPC. Within these advertising opportunities, the athlete is representing the Canadian Paralympic Team and therefore should be depicted, wherever possible as wearing the Team Canada Athlete Kit, and avoiding the reference of any non-CPC third parties. Please do speak with the Partnerships team at the CPC to answer any questions on Advertising.

NOTIFICATION PROCESS

Athletes and sponsors are asked to notify CPC of their advertising plans via marketing@paralympic.ca. This notification requirement enables CPC to be aware of activity that is planned for the Canadian market and verify compliance with these guidelines. Any feedback on advertising plans will be provided within five (5) days of receipt.

What to submit:

- Campaign overview (name, description, theme, key messaging)
- Athlete(s)
- Campaign channels/tactics
- Representative sample creative for each planned channel/tactic
- 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.
- For all International Campaigns, the Athlete Sponsor must notify the IPC of its Advertising plans at least thirty (30) days prior to first publication and demonstrate how it meets (and will continue to meet) the above conditions.

INTERNATIONAL, TOP OR NATIONAL SPORT ORGANIZATION (NSO) SPONSORS

Some brands and businesses that athletes will work with may also have sponsorships with organizations such as the International Paralympic Committee, International Olympic Committee, Canadian Olympic Committee, National Sport Organizations, or International Federations for a particular sport. However, unless the sponsor has a direct relationship with the Canadian Paralympic Committee, then the restrictions outlined in these guidelines will still apply to any national campaign that features CPC athletes. We recommend that athletes and sponsors involved in campaigns speaks to the Canadian Paralympic Committee directly to discuss their plans.

