



IOC/WFSGI – “Road to Paris 2024” Pilot Project Factsheet

Background

5 September 1992: The IOC officially recognised the World Federation of the Sporting Goods Industry (WFSGI) as a non-governmental organisation connected with sport and operating on an international level. This recognition led to the IOC and WFSGI signing a Code of Conduct on 2 December 1997.

2 June 2016: The IOC and WFSGI signed a Memorandum of Cooperation which set out some guiding principles in relation to the activities of the WFSGI and its members, including:

- advertising and marketing rules of the Olympic Charter (Rules 40 and 50);
- NOC Uniform support programme;
- cooperation opportunities that contribute to the sustainable development of sport, culture and education in society; and
- initiatives and projects such as presence and technical support at the Olympic Games.

Road to Paris 2024

Objective

The “Road to Paris 2024” pilot project seeks to celebrate and raise athletes/NOC teams’ profiles and stories on a global level on digital platforms, both before and during the Paris 2024 Olympic Games.

Eligible global sports brands will support athletes and NOC teams to narrate their journey to the Games, and will help increase the engagement with and relevance of the Olympic brand, content and athlete/NOC team storytelling with younger generations (Young Millennials, Gen. Z and Gen. Alpha) to benefit athletes, NOC teams and the Olympic Movement, and by driving awareness of Olympic-owned channels.

The eligible brands will benefit from increased flexibility when using and promoting their sponsored athletes' and NOC teams' images through social media campaigns in connection with their qualification for and/or participation in the Olympic Games.

What can the eligible brands do now?

- use official Olympic still images of their sponsored athlete/NOC team at the Paris 2024 Games as part of the congratulatory advertising on permitted channels. These images may feature (on an incidental basis only – i.e. in the background) the Olympic symbol and/or Paris 2024 emblem;
- use official Olympic moving images of their sponsored athlete/NOC team from participation in past editions of the Olympic Games (but no moving images from Paris 2024);
- use Olympic-related hashtags in their digital activations (#Paris2024, #RoadtoParis2024, #OlympicQualifiers, #Olympics, #Olympian and #Team[NOC]) and tag Olympic handles (e.g. @olympics), with the benefit of driving traffic to IOC channels;
- use the wordmarks “Olympic”, “Olympian”, “Olympic Games” and “Paris 2024” for editorial purposes only (e.g. in the narration of a story about a sponsored athlete’s preparation for the Paris 2024 Games); and
- Eligible brands are allowed to collect and use athletes’ content taken during press interviews and media events organised by brands, only where the interview is talking about the athletes’ story and is not combined with



product-focused content (e.g. commentary on the performance from a product). Any use of such content by the brands must comply with the restrictions referred to herein in and as otherwise agreed with WFSGI and the IOC.

What can the eligible brands NOT do?

- use the Olympic symbol or Paris 2024 emblem other than on an incidental basis as permitted above (i.e. not standalone or giving the marks any overt focus);
- use the Paris 2024 mascot or pictograms, or historical marks of the Olympic Games, or refer to the name of past editions of the Olympic Games (except when doing so for editorial purposes);
- focus on products when using the rights granted above - i.e. any visible product must be integrated authentically, such as being worn by athletes/protagonists in the story rather than being an overt message directing consumers to purchase; or
- explicitly refer or link to products (e.g. no special feature and no tagging) or to the brands' e-commerce stores.

Protection for the IOC, NOCs and Olympic Partners

- Brands have agreed not to deliberately attempt (or allow anyone on their behalf (e.g. a marketing agency)), to confuse or mislead the public to think that the brand is an official sponsor or partner of the Olympic Games, the Paris 2024 Olympic or Paralympic Games, or any NOC or IF (i.e. no designation rights or other rights of association), except when that brand has a separate sponsorship agreement with Paris 2024 or an NOC.
- A submission process will be handled by the IOC to ensure respect of the activation guidelines it has developed for this project.
- Rule 40 remains unchanged, but widens the scope for eligible sporting goods brands to do more digital engagement with their athletes before and during the Olympic Games.
- All use must at all times be compliant with any further IOC guidelines and instructions, and may be subject to immediate edit or take-down.

Eligibility criteria for Paris 2024:

- a. be a full WFSGI member; and
- b. have a sponsorship contract with an NOC continuously since at least 1 January 2019 and continue through to 31 December 2024; and/or
- c. be involved in the NOC uniform support programme – including at least for the Olympic Games Tokyo 2020; and/or
- d. have been an official sponsor of the OCOG at either the Olympic Games Rio 2016 or Tokyo 2020.

How many brands are participating in the Pilot Project?

Currently, 17 global sporting goods companies are taking part in the Pilot Project. They all fulfil the above eligibility criteria. WFSGI-member companies that have signed up for the pilot project so far are: Adidas, ANTA, Arena, ASICS, Descente, Li-Ning, Mizuno, New Balance, NIKE, Oakley, ON, Puma, Shimano, Speedo, Under Armour, Uniqlo and Yonex.

Permitted Channels

Brands can activate these new opportunities on the following channels:

1. Digital:
 - a. Social media channels (where brands are active) global, sport, and local channels covering paid and organic content
 - b. Newsletters – these are email based newsletters sent to brand consumer databases – only for athlete/team storytelling and not to be combined with product-focused content (e.g. sale info, call-to-action)
 - c. Push notifications (mobile) – only for athlete/team storytelling and not to be combined with product-focused content (e.g. sale info, call-to-action)



2. PR (e.g. press interviews) – only where interview is talking about the athlete’s story, and not combined with product-focused content (e.g. commentary on the performance of/assistance from a particular shoe).
3. Brand events involving athletes/teams (e.g. with media, consumers, customers/retailers, signing sessions) including those taking place at a Participating Member Brand’s “brand house” in Paris. However, any brand event must link sufficiently to the storytelling of an athlete and cannot be used to promote/focus on/feature a product.
4. Additional above the line:
 - a. Out Of Home (OOH), both physical (e.g. billboards) and digital, in each case outside of the Host Territory (meaning the territory of the Comité National Olympique et Sportif Français, the NOC recognised by the IOC in France) and French Polynesia. The content on any physical OOH advertising needs to be consistent with a Participating Member Brand’s digital campaign.
5. Additional below the line:
 - a. Retail stores (content needs to be consistent with digital campaign – i.e. any retail store visibility must link sufficiently to the storytelling of an athlete and cannot be used to promote/focus on/ include product references more than on an incidental basis (as opposed to the product being central to the story)

Other benefits for the Olympic Movement

NOC Uniform Support Programme: Brands have committed to continuing to deliver the NOC Uniform Support Programme for the Paris 2024 Games, with approximately 100 NOCs standing to benefit. This programme was launched in 2016 to assist NOCs and athletes without sponsors, by providing them with outfits that meet the IF technical requirements and comply with Rule 50. More than 1,000 athletes from 150 NOCs have benefitted from the programme to date.

Continued sponsorship: Brands agree to continue exploring opportunities to sponsor athletes and NOC teams for Paris 2024 and beyond, with a further commitment to promoting such sponsored athletes and NOC teams during the Flame-to-Flame period through the brands’ digital platforms.

For further information, please contact:

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