Background

Rule 40, Bye-law 3 of the Olympic Charter *as amended in June 2019

Competitors, team officials and other team personnel who participate in the Olympic Games may allow their person, name, picture or sports performances to be used for advertising purposes during the Olympic Games in accordance with the principles determined by the IOC Executive Board.

The KSOC is responsible for the Olympic Brand in the territory of Republic of Korea on behalf of the IOC. This responsibility includes the awarding, management and protection of exclusive marketing rights to the Olympic Brand in Korea.

Only official partners and licensees of the KSOC are permitted to suggest an affiliation or connection with the Olympic Movement in Korea. When non-partners create false or misleading commercial association with the Olympic Brand without making financial commitment required to secure official marketing rights, they are threatening the KSOC’s sponsorship and licensing programs and impair the KSOC’s ability to attract future sponsors and licensees. Protecting official partners’ rights allows the KSOC to continue to support Korean athletes and foster the success of our current and future Olympians.

However, the KSOC has a responsibility not only to protect the Olympic Brand, but also to respect Rule 40 allowing our foremosting athletes to take advantage of their commercial opportunities to enhance their performance. Therefore, the marketing commission of the KSOC officially has determined the Rule 40 guidelines applied in Korea with respect to this upcoming TOKYO 2020.
Key Definitions

**[Olympic Properties]**

- the Olympic symbol (five-rings)
- the words “Olympic”, “Olympics”, “Olympic Games”, “Olypiad”, “Olympiads” (including every languages)
- the Games emblem, mascots, pictograms and Games graphics
- TOKYO 2020
- the emblem of KSOC, the names of Olympic team such as “TEAM KOREA”
- the uniform of TEAM KOREA
- any Olympic-related works and symbols legistered as trademarks in the territory of KOREA
- the Olympic motto “Citius – Altius – Fortius”
- all films, musical works, artistic works and designs created by the IOC, TOCOG or KSOC
- any other symbols, designs, works, words or expressions that are translations of, or which could be confused with those listed above

![Images of Olympic symbols, mascots, and emblems]
1. Generic Advertising by Non-Official Partners

[Generic Advertising]

Generic Advertising refers to the usual practice of advertising conducted by an enterprise through all channels, including on/offline.

Non-partners who sponsor participants are permitted to use participants’ image during the Games period (14 July until 11 August), if all of the following conditions are met:

1. they have obtained the prior consent of Participants;
2. they have sought approval from the KSOC (via mkt@sports.or.kr) by no later than 15 April 2020;
3. the advertising has been in-market for a period of at least 90 days prior to the Games period (prior to 15 April 2020), and is run consistently in both nature and frequency during this time (with no escalation in frequency prior to or during the Games);
4. the advertisement respecting the Olympic values (prohibitions on tobacco, prohibited drugs, alcohols, gambling, pornographic or immoral area);
5. not containing Olympic Properties (please note the page 6);
6. considering as Generic Advertising (please note the page 8-15).
1. Generic Advertising by Non-Official Partners

[Summary of Major Criteria]

When reviewing non-partner's generic advertising plan, apply the following criteria:

1. Participants + non-Olympic properties + in the market before 15 April 2020 + no escalation during the Games period ✓

2. Participants + non-Olympic properties + in the market before 15 April 2020 + escalation in frequency during the Games period ✗

3. Participants + Olympic properties + in the market before 15 April 2020 ✗

4. Participants + non-Olympic properties + in the market after 15 April 2020 ✗

5. Participants + non-Olympic properties + Tokyo 2020 allusion ✗

6. Participants + non-Olympic properties + implication of Participant’s performance enhancement by a product or service ✗

7. Participating other sports competition shortly before or after the Games + in the market after 15 April 2020 + no escalation during the Games period ☞
1. Generic Advertising by Non-Official Partners

1) Participants + non-Olympic properties + in the market before 15 April 2020 + no escalation during the Games period

- Prior Consent of using Participant’s Portrait
- No Olympic Properties + No Tokyo 2020 allusion
- In market before 15 April 2020
- No escalation in frequency during the Games period
- Prior Approval from the KSOC before 15 April 2020
- Factual reference of Olympic achievement

Hankook Kim
- 2016 Olympic Rio Freestyle 100M Gold medal
- 2019 FINA Gwangju Freestyle 100M Silver medal
1. Generic Advertising by Non-Official Partners

2) Participants + Olympic properties + in the market before 15 April 2020 + no escalation during the Games period

Advertising that exposes a Non-partner’s brand and Olympic properties at the same time may not be allowed because the brand may be mistaken as an Official partner.
1. Generic Advertising by Non-Official Partners

3) Participants + non-Olympic properties + in the market after 15 April 2020 + no escalation during the Games period

- Prior Consent of using Participant’s Portrait
- No Olympic Properties + No Tokyo 2020 allusion
- In market after 15 April 2020
- No escalation in frequency during the Games period
- Prior Approval from the KSOC before 15 April 2020
- Factual reference of Olympic achievement

Despite not using Olympic properties or Tokyo 2020 allusion and meeting all other conditions, advertising launched after April 15, 2020 can be prohibited for considering the Olympics-related ads.
1. Generic Advertising by Non-Official Partners

4) **Participants** + non-Olympic properties + in the market before 15 April 2020 + escalation in frequency during the Games period

- Prior Consent of using Participant’s Portrait
- No Olympic Properties + No Tokyo 2020 allusion
- In market before 15 April 2020
- Escalation in frequency during the Games period
- Prior Approval from the KSOC before 15 April 2020
- Factual reference of Olympic achievement

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After being approved and started advertising before 15 April 2020, increasing the number of exposures or transforming or adding advertising as it nears the Games period does not fall within the scope of generic advertising as it is intended to increase attention and interest.
1. Generic Advertising by Non-Official Partners

5) Participants + non-Olympic properties + in the market before 15 April 2020 + Tokyo 2020 allusion

- Prior Consent of using Participant’s Portrait
- No Olympic Properties but using Tokyo 2020 allusion
- In market before 15 April 2020
- No escalation in frequency during the Games period
- Prior Approval from the KSOC before 15 April 2020
- Factual reference of Olympic achievement

The contents as an allusion of Japan or Tokyo 2020 in the new advertising may be considered as an ambush marketing.
1. Generic Advertising by Non-Official Partners

6) Participants + non-Olympic properties + implication of Participant’s performance enhancement by a product or service

- Prior Consent of using Participant’s Portrait
- No Olympic Properties, no Tokyo 2020 allusion
- In market before 15 April 2020
- No escalation in frequency during the Games period
- Prior Approval from the KSOC before 15 April 2020
- Implication of Participant’s performance enhancement by a product or service of non-partner

Indicating that participants’ performance or performance has improved through the sponsorship of non-partner is not allowed.
1. Generic Advertising by Non-Official Partners

7) Participating other sports competition shortly before or after the Games + in the market after 15 April 2020 + no escalation during the Games

- Prior Consent of using Participant’s Portrait
- No Olympic Properties + No Tokyo 2020 allusion
- Participating other sports competition shortly before or after the Games
- In market after 15 April 2020
- No escalation in frequency during the Games period

Individual review of advertising plans is required
2. Supporting and Congratulatory Messages

[Exceptions]

Rule 40 issues can be subject to exceptions through individual reviews, so if you have any issues, please contact the KSOC.

Possible exceptions are as follows:

1. A participant is competing in other sports competitions shortly before or after the Games period;
2. Advertisements using participants are for non-commercial purposes (ex. charity activities, etc.) and are not relevant to the Olympic Games or TEAM KOREA

[Supporting and Congratulatory Advertising]

Non-partners are not allowed to support participants to celebrate their Olympic performance, **regardless of the duration and the use of Olympic properties.**

Only Official partners are allowed for support and congratulatory advertising.

[Non-partner’s supporting Ad is not allowed]  
[Non-partner’s congratulatory Ad is not allowed]
3. Sharing Olympic Experience by the Participants

Participants may post the following on their social media and websites, regardless of the duration, for the purpose of sharing their personal experience during the Games Period.

(1) Photographs and video footages of Olympic properties exposed can be posted to convey the atmosphere and experience of the Olympic Games. However, it is not allowed to live broadcast (live-streaming) of competitions or events. (e.g. opening and closing ceremonies, awards ceremonies, etc.)

(2) The contents of official accounts of the IOC, TOCOG and KSOC can be shared with the participant's own account. However, non-partners cannot use a post shared by a participant with a thank-you message to a non-partners.

(3) It should not infringe on other people's privacy or portrait rights. (Watch out for photos taken in the athletes' village, locker room, etc.)

(4) If photos/videos are attached, brands of non-partners should not be exposed. (Caution when exposing equipment, personal items, etc.)

(5) The postings shall not mention or expose brands of non-sponsors. (No exposure to text and hashtags)

(6) Non-partners cannot share the posting of a participant's personal account with a non-sponsor's account.

[Allowing Non-commercial posting]

[Not allow to expose Olympic Properties and Non-partners together]

[Not allow to share to the Non-partners' account]
4. Thank you message to Non-Official Partners

[Thank you message to Non-Official Partners]

Participants can post thank-you messages only once per a non-partner on their social media and blogs during the Games Period.

1. If a non-partner is mentioned or exposed, Olympic properties cannot be exposed together. (No hashtags related to Olympic properties)
2. The non-partner should not appear to be official sponsor of the Olympics, IOC, KSOC or TEAM KOREA.
3. It should not include the improvement of the competitor's performance through the non-partner's products or services.
4. Sponsored content (goods and services provided by the non-partners) should not be included in the messages.
5. Only once per non-partner is allowed, and a single identical content to multiple platforms at the same time is available.
   (ex. Upload both personal Instagram and Facebook accounts simultaneously).
6. Paid advertising for increased exposure of the posting is not available.
7. Non-partner cannot share a participant's thank-you message to its account regardless of the time.

[Mentioning Non-partners without exposing Olympic Properties during the Games period]

[Not allow to mention Non-partners when Olympic Properties is exposed together]

[Not allow to share to non-partner's account]
5. Social Media or Websites of Non-partner

Non-partners may expose their sponsored participant to the corporate websites and social media only if all of the following conditions are met:

1. They have obtained the prior consent of Participants;
2. They factually describe the Non-partners’ sponsorship in text;
3. They do not include the fact that the sponsorship have affected participant’s performance;
4. They do not appear on the Non-partners’ home page or equivalent (including, e.g., a landing page or front page of Facebook);
5. They do not refer expressly to the Games or Olympic properties (but factual reference of Olympic achievement is allowed).

[Exposure to non-partner’s website is allowed]
6. Rule 40 Authorization Procedure

[Authorization Procedure]

If a Non-Partner wants to activate a generic advertising featured participant during the Games period, please submit an application to the KSOC for approval by no later than 15 April 2020.

Please get in touch with KSOC at mkt@sports.or.kr if you have either an application or any questions.

[Important Timeline]

15 April 2020: Deadline of launching generic advertising and submitting application

[Documentation]

If a non-partner applies for approval of a generic advertising, please submit the following documents:

1. An official consent for the use of portrait rights of participants
2. Proposal for the advertisement (campaign) plan
3. Detailed plans for advertisement platforms and execution periods
4. The local scope of exposure to advertisement

※ KSOC will review the submitted documentation and will notify the result to the non-partner within 10 business days.

If necessary, non-partner may be required to submit additional materials.
FAQs

[Non-partners] Can I advertise using Participants or Olympic properties?

Non-partners may use participants for advertising under the conditions that they comply with the generic advertising regulations of this guideline. However, the use of Olympic properties cannot be allowed, and any unauthorized use of them may be held liable.

[Non-partners] How do I get pre-approval for a generic advertising?

Please submit an application for approval to the KSOC at mkt@sports.or.kr before 15 April 2020.

[Non-partners] Should I follow the guideline even if I don’t advertise during the Games period?

If you do not advertise using participants during the Games period, you are not subject to this guideline and you do not need to obtain prior approval from the KSOC. However, additional sanctions may be imposed if the advertisement refers to the Olympic or utilizes Olympic properties.

[Non-partners] Can I share photos, videos, or contents taken by our sponsoring participant at the Olympic venue or our company's website or social media?

Photos and videos taken at the Olympic venue by participants can be posted on the participant's personal social media for non-commercial purposes only. And it cannot be used by the non-partners. In addition, non-partners are not allowed to use Olympic-related contents from official accounts of the IOC, TOCOG, and the KSOC.
FAQs

[Non-partners] Can non-partners advertise to support or to congratulate participants?

Non-partners cannot support or congratulate the participant regardless of the time. These advertising by non-partners are not regarded as being generic advertising but an Ambush marketing activity to link the Olympics directly or indirectly.

[Non-partners] Can participants post thank you message to non-partners?

If a participant’s personal sponsor is a non-partner, the participant can post thank-you messages only once per a non-partner on own social media or blogs during the Games Period. However, non-partners cannot share or retweet this thank you message to the company’s social media and website.

[All] What happens if I violate Rule 40 regulations?

Violation of the Rule 40 rules specified in the Olympic Charter may result in disqualification of the participant's performance or record and may result in further disciplinary action by the IOC or the KSOC. Therefore, be sure to be familiar with the regulations to prevent unnecessary damage.

Please get in touch with the KSOC at mkt@sports.or.kr if you have any questions.
Thank You! To the World Be the Best with Great Partners

 Juliet OLYMPIC PARTNERS

Coca-Cola airbnb Alibaba Group Atos
Bridgestone Dow
Intel Omega Panasonic P&G Samsung Toyota Visa

THE OFFICIAL PARTNERS

kt THE NORTH FACE KOREAN AIR SAMSUNG
LG LOTTE posco ICEC

THE OFFICIAL SPONSORS

THE OFFICIAL SUPPLIERS

Team Korea

This page features a list of sponsors and partners for an Olympic event, thanking them for their contributions. The text is in English and Korean, with logos of various partners and sponsors displayed. The image includes a cartoon character, likely representing a mascot or mascot for the event.