

Guidelines grid: "Communication and advertising in connection with Olympic properties" (not exhaustive; please refer to the brochure of the same name for further details)

		Direct reference to the IOC and the Olympic rings	Mentions of the Olympic Games and the Swiss Olympic Team	Olympic competitions and promotions: e.g. winning tickets for the Olympic Games	Use of photos / images of the Olympic Games (possibly with ok from athletes / management)	Applications with regard to Olympic participation during the blackout period (ALWAYS requires an ok from the athletes / management)	Good luck and congratulatory ad (ALWAYS requires an ok from the athletes / management)	Reference / general mentions of Swiss Olympic	Olympic Games logo
Olympic sponsors	TOP partners of the IOC (sponsors)	Yes, with the designation "Partner of the IOC / Swiss Olympic"	Yes, with the designation "Partner of the IOC / Swiss Olympic"	Yes, with the designation "Partner of the IOC / Swiss Olympic"	Yes, with the designation "Partner of the IOC / Swiss Olympic"	Yes, with the designation "Partner of the IOC / Swiss Olympic"	Possible at all times, with the designation "Partner of the IOC / Swiss Olympic"	Yes, with the designation "Partner of the IOC / Swiss Olympic"	Yes
	Partners of Swiss Olympic (sponsors)	To be clarified in individual cases and only with the designation "Partner of Swiss Olympic"	Yes, with the designation "Partner of Swiss Olympic"	Yes, with the designation "Partner of Swiss Olympic"; agreement with Globetrotter	Yes, with the designation "Partner of Swiss Olympic"	Yes, with the designation "Partner of Swiss Olympic"	Possible at all times, with the designation "Partner of Swiss Olympic"	Yes, with the designation "Partner of Swiss Olympic"	No
Clubs and federations	Federations	In accordance with coverage and without the integration of non-Olympic sponsors	In accordance with coverage and without the integration of non-Olympic sponsors	To be clarified in individual cases and only without the integration of non-Olympic sponsors	In accordance with coverage and without the integration of non-Olympic sponsors	In accordance with coverage and without the integration of non-Olympic sponsors	Yes, without non-Olympic sponsors	Yes, with designation "Member of Swiss Olympic", according to the application manual	No
	Associations / clubs	In accordance with coverage and without the integration of non-Olympic sponsors	In accordance with coverage and without the integration of non-Olympic sponsors	To be clarified in individual cases and only without the integration of non-Olympic sponsors	In accordance with coverage and without the integration of non-Olympic sponsors	In accordance with coverage and without the integration of non-Olympic sponsors	Yes, without non-Olympic sponsors	No	No
	Federation sponsors	No	No	No	No	Only provided there is NO reference to the Olympics. The advertising must also have been running for some time (at least 3 months) (-> not initiated specially for the Games)	Yes, without protected figurative or word marks and only outside the blackout period	No	No
	Club sponsors	No	No	No	No	Only provided there is NO reference to the Olympics. The advertising must also have been running for some time (at least 3 months) (-> not initiated specially for the Games)	Yes, without protected figurative or word marks and only outside the blackout period	No	No
Athletes and teams	Athletes / teams	In accordance with coverage and without the integration of non-Olympic sponsors	In accordance with coverage and without the integration of non-Olympic sponsors	No	In accordance with coverage and without the integration of non-Olympic sponsors		Autograph cards: without personal non-Olympic sponsors	In accordance with coverage and without the integration of non-Olympic sponsors	No
	Equipment suppliers to athletes / teams	No	No	No	No	Only provided there is NO reference to the Olympics. The advertising must also have been running for some time (at least 3 months) (-> not initiated specially for the Games)	Yes, without protected figurative or word marks and only outside the blackout period	No	No
	Personal sponsors of athletes / teams	No	No	No	No	Only provided there is NO reference to the Olympics. The advertising must also have been running for some time (at least 3 months) (-> not initiated specially for the Games)	Yes, without protected figurative or word marks and only outside the blackout period	No	No
Media	Media	Only for coverage purposes: no integration of commercial companies	Only for coverage purposes: no integration of commercial companies	No. However, to be clarified in individual cases	Only for coverage purposes: no integration of commercial companies	Only for coverage purposes: no integration of commercial companies	Only for coverage purposes: no integration of commercial companies	Only for coverage purposes: no integration of commercial companies	Only for coverage purposes: no integration of commercial companies
Other	Municipalities	Yes, without the integration of commercially-orientated companies	Yes, without the integration of commercially-orientated companies	To be clarified in individual cases and only without the integration of non-Olympic sponsors	Yes, without the integration of commercially-orientated companies	Yes, without the integration of commercially-orientated companies	Yes, without the integration of commercially-orientated companies	Yes, without the integration of commercially-orientated companies	No
	Commercially-orientated companies: not sponsors of IOC or Swiss Olympic	No	No	No	No	Only provided there is NO reference to the Olympics. The advertising must also have been running for some time (3 months) (-> not initiated specially for the Games)	Yes, without protected figurative or word marks and only outside the blackout period	Only, insofar as the relevant label has been assigned: Swiss Olympic Sport School, Swiss Olympic Partner School, Competitive Sports-friendly Companies/Employers, Swiss Olympic Medical Center or Sport Medical Base approved by Swiss Olympic	No

Specific guidelines on-site at the Olympic Games

		Taking photos/pictures <u>inside and outside</u> the Olympic zones*	Making video and sound recordings <u>inside and outside</u> the Olympic zones*	Usage/posting of photos/pictures from <u>inside and outside</u> the Olympic zones*	Usage/posting of photos/pictures from <u>inside</u> the Olympic zones*	Usage/posting of photos/pictures from <u>outside</u> the Olympic zones*
Athletes and teams	Athletes / teams	Yes, but not with professional photographic equipment	Yes, but not with professional photographic equipment	Yes, but only for personal (e.g. own social media accounts), non-commercial usage, and provided no personal rights are breached. No mention / integration of sponsors.	Essentially not permitted. In specific exceptional cases it is possible to post video and sound recordings for personal (e.g. own social media accounts) or non-commercial use. The exceptions are: video and sound recordings in the Olympic Village or Event Village, around the House of Switzerland, and photos from the perspective of the athletes coming into the opening and closing ceremonies. No mention / integration of sponsors.	Yes, but only for personal (e.g. own social media accounts), non-commercial usage, and provided no personal rights are breached. No mention / integration of sponsors.
Media	Media	Only for coverage purposes: no integration of commercial companies	Only for coverage purposes: no integration of commercial companies	Only for coverage purposes: no integration of commercial companies	Only for coverage purposes: no integration of commercial companies	Only for coverage purposes: no integration of commercial companies

\* Competition site (also route sections), training / exercise areas, stadiums, medals plaza, Olympic Village / Event Village, athletes' area and coaching zone