



OLYMPIC COUNCIL OF ASIA

## **Olympic Council of Asia's Commercial Guidelines for the 19th Asian Games, Hangzhou 2022**

### **Background Information**

The Olympic Council of Asia ("OCA") has developed a set of Commercial Guidelines for National Olympic Committees ("NOCs") and athletes attending the 19th Asian Games, Hangzhou 2022 ("Asian Games"). These Commercial Guidelines are modelled on the relevant parts of the IOC Olympic Charter and are consistent with the letter and spirit of an NOC's participation in the Olympic Games.

The OCA's objectives in producing and distributing these Commercial Guidelines are:

- To protect the commercial integrity of the Asian Games; and
- To protect the rights of the Commercial Affiliates of the Asian Games.

A number of corporations are supporting the OCA, the Hangzhou Asian Games Organizing Committee ("HAGOC") and the Asian Games with financial, promotional, and technical commitment and expertise (the "Commercial Affiliates").

These Commercial Guidelines prohibit the appearance of commercial publicity or manufacturer's identification that is not approved in accordance with Regulation I below, on equipment or clothing used during the Asian Games. During the Asian Games, these Commercial Guidelines take precedence over International Sports Federation regulations relating to commercial branding and identification on clothing and equipment, unless otherwise approved by the Executive Board of the OCA.

To be eligible for participation in the Asian Games, an athlete must comply with these Commercial Guidelines.

## **Implementing Regulations**

OCA and HAGOC shall in due course circulate the approved implementing regulations and enforcement protocols of the Commercial Guidelines for the Asian Games.

The protocols shall cover the approval process; branding request approvals relating to NOC uniforms and equipment, athlete uniforms and equipment inspections before and during the Asian Games, and all operating policies necessary for the proper implementation of the Commercial Guidelines.

Prior to athletes or team officials entering the field of play to compete, Competition Management will check the athlete or team officials' uniforms, tracksuits and/or any equipment brought on to the field of play. This inspection will be done prior to both competition games and any victory ceremony. NOCs will be requested to remove or cover inappropriate logos or signage.

Various functional areas within HAGOC (including but not limited to Competition Managers, Venue Managers, Ceremony Managers) will be responsible for enforcing these Commercial Guidelines in the case of any non-compliance by athletes and team officials prior to their entry onto the field of play.

### **I. Regulations governing Advertising and Propaganda at the Asian Games**

1. No demonstration or commercial, political, religious or racial propaganda is permitted at the Asian Games Official Sites (as explained in more detail below). No form of publicity or commercial or non-commercial advertising shall be allowed at the Official Sites, other than that of the Commercial Affiliates where approved.

For the purposes of these Commercial Guidelines, the Official Sites shall be considered to be all competition venues, the Media Centre, the International Broadcast Centre, the official Interview Areas, all other general competition and training areas, the Official Hotels and official Asian Games related areas. Please note that these Commercial Guidelines shall prevail over any International Sports Federation regulations which govern specific sports contested at the Asian Games.

2. No trademark, logo, or any form of publicity or propaganda, commercial or otherwise, may appear on sportswear, accessories, any article of clothing or equipment whatsoever worn or used by the athletes or other participants of the Asian Games, except for the identification of the manufacturer of the article of equipment concerned, provided that such identification is authorised, as more fully indicated below. Furthermore, no trademark, logo, or any form of publicity or propaganda, commercial or otherwise, shall appear on the body or person of any athletes or other participants of the Asian Games, and nor may any oral or visual representations or references relating to the same be made by athletes or other participants of the Asian Games.

Any identification in violation of these criteria shall be removed or covered in accordance with the instructions given by the OCA to HAGOC and the NOC.

3. The identification of the manufacturer shall not appear more than once on any item of clothing or equipment, unless specified below or otherwise approved by the OCA and HAGOC.
4. **Accessories:** unless set out below, any manufacturer's identification over 6cm<sup>2</sup> shall be deemed to be unauthorised.

**Socks:** One identification of the manufacturer per item, with a maximum size of 10cm<sup>2</sup>.

**Headgear:** One identification of the manufacturer per item, with a maximum size of 10cm<sup>2</sup> or two Identifications of the Manufacturer per accessory item will be permitted, to a maximum size of 5cm<sup>2</sup> each, placed above each ear.

**Eyewear:** May carry the identification of the manufacturer as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games, with the Identifications permitted on the lenses so long as such identifications are engraved into the lens and is not deemed as conspicuous by the OCA.

**Armbands:** One identification of the manufacturer per item, with

a maximum size of 6cm<sup>2</sup>.

**Gloves:** One identification of the manufacturer per item, with a maximum size of 8cm<sup>2</sup>.

**Bag:** One identification of the manufacturer per item, not greater than 10% of the surface area of the item, to a maximum size of 60cm<sup>2</sup>.

5. **Clothing** (including, but not limited to, t-shirts, shorts, sweat tops, shorts, sweatpants and formal attire or team uniforms): any manufacturer's identification which is larger than 30cm<sup>2</sup> shall be deemed to be unauthorised.

One additional identification, strictly limited to Product Technology Identifications, shall be permitted per clothing item and shall not exceed 10cm<sup>2</sup>.

Where one-piece body suits are used in competition, such Identifications shall be permitted once above and once below the waist, provided all other principles are respected.

One identification of the manufacturer will be permitted on Zippers and Buttons and should appear in the same colour as the concerned item (I.e., tone on tone), as long as such identifications are deemed not conspicuous by the OCA.

6. **Footwear:** All footwear items may carry the identification as generally used on products sold through the retail trade during the period of 6 months prior to the Games, as long as such identifications are deemed not conspicuous by the OCA. In principle, athletes' names are not allowed on footwear unless listed as a technical requirement in the sport specific implementation section or found on shoes sold on the retail consumer market 6 months prior to the Games. This includes personalized shoes as this is not deemed as the general design and/or identification used on Products sold through the retail trade.
7. **Sports Equipment:** For any sports equipment, the size of an Identification of the Manufacturer shall not exceed 10% of the surface area (up to a maximum of 60cm<sup>2</sup>).

8. The numbers worn by the competitors for certain events and prize presentations will be provided by HAGOC. The bib must be worn by any athlete if requested so that it is wholly visible and must not be cut, folded or altered in any way.
9. No Sport Equipment or Accessories may be brought to the victory ceremony. This applies also to interviews, with the exception of the mixed zone when used as an exit from the competition area, or if the Sport Equipment is worn by the athlete (e.g. helmet). No personal accessories, including but not limited to mobile phones, watches, water bottles, national flags and Point Of View (POV) camera devices, are permitted on podiums. Athletes participating in victory ceremonies are required to wear appropriate NOC uniform; with the exception of victory ceremonies for Equestrian (FEI) events where athletes are required to wear competition clothing.
10. If an NOC rents vehicles for use during the Asian Games, and should such vehicles enter any of the Official Sites, then these vehicles must be unbranded, except for the manufacturer's usual identification.
11. Athletes and participants shall not use any devices capable of recording audio, visual or audio-visual material for any purposes other than their own private use.

*Violation of the provisions of these clauses could ultimately result in the disqualification of an athlete or the withdrawal of a delegation official's accreditation or any other penalty/sanction as deemed fit by the OCA Executive Board.*

## **II. Use of Official Designations and Marks by NOCs**

Only Commercial Affiliates of the Asian Games may use the term "Official" in any relevant designation relating to the Asian Games, as granted to them under the terms of their respective agreements.

- \* NOC-appointed sponsors must not be granted any rights associating such sponsors with the OCA, the Asian Games or HAGOC.

- \* NOCs shall provide every assistance to the OCA in the event that a sponsor of such NOC (or any other relevant entity) undertakes any unauthorised or “ambush marketing” activity relating to the Asian Games.
- \* NOC sponsors should only be granted rights by an NOC with respect to the NOC, e.g. the following designation would be acceptable:

“Official Sponsor/ Supplier of the (Country/Region Name) NOC”.

- \* NOC sponsors can only use such designation or other related rights within the respective country of that NOC.

The Asian Games Official Emblem and Official Mascots (as set out below) or any other Asian Games intellectual property, belong to the OCA and may only be used by the NOCs in a strictly sporting or editorial context and never in connection with the NOCs’ own sponsors or in any other commercial context.



19th Asian Games  
Hangzhou 2022

Official Emblem

19th Asian Games  
Hangzhou 2022

Official Mascots

NOCs shall not be allowed to alter, amend or grant licenses in respect of the Asian Games Official Emblem and Official Mascots, or any other Asian Games intellectual property. NOCs must use these exactly in the manner provided by the OCA.

### **III. NOC Sponsor Activity at the Asian Games**

NOC sponsors may not undertake any form of commercial or promotional activity at the competition venues or at any of the other Official Sites.

**Violation of the above clauses may result in sanctions being imposed by the OCA.**

If there is any doubt as to the admissibility of any activities, you are advised to seek advice from the OCA before proceeding.