

GUIDELINES FOR LOCAL ORGANIZING COMMITTEES AND NATIONAL OLYMPIC COMMITTEES HOSTING THE OLYMPIC QUALIFIER SERIES FOR PARIS 2024

I. INTRODUCTION

These Guidelines (the “**Hosts Guidelines**”) are applicable only to the Local Organizing Committees (“**LOC/LOCs**”) and National Olympic Committees (“**NOCs**”) (collectively the “**Host/Hosts**”) hosting the Olympic Qualifier Series for Paris 2024 (“**OQS**”). These Hosts Guidelines contain the terms and conditions governing the use of OQS Content for editorial and non-commercial purposes to promote the OQS (the “**Purpose**”).

The IOC governs the Olympic Movement and owns the rights to the Olympic Games, the Youth Olympic Games, the OQS and all related events, including all intellectual property rights thereto and all goodwill associated therewith, as well as all other rights, titles and interest of every kind and nature relating to the organisation and staging of the OQS, including: (a) the media rights to the OQS; (b) admission to the OQS Urban Parks and conditions of access, including restrictions on the creation and use of OQS Content; and (c) any other form of exploitation, recording, representation, marketing, reproduction, access and dissemination thereof by any means or mechanism whatsoever, whether now existing or developed in the future. The IOC retains exclusively all rights in and to the Olympic Properties, whether explicitly protected under separate national legislation or protected under general legislation such as protection of names, trademarks, emblems or other identifiers or protection under any other intellectual property rights.

II. ACCESS TO OQS CONTENT

OQS Content is provided to the Hosts (at the Hosts’ technical cost) solely via the following authorized sources:

OQS MATERIAL:	ARCHIVE MATERIAL:
<ul style="list-style-type: none"> o the OBS; o the IOC via: <ul style="list-style-type: none"> - the IOC Newsroom for VNR Content; and/or - the IOC Television & Marketing Service - Content Licensing Unit and/or the IOC Media Flickr account for still images; o the IOC’s YouTube accounts for the purpose of embedding selected non-live content; o the MRHs in their respective territories, subject to agreement with such MRH for audiovisual content on the respective OQS edition; and/or o IOC approved News Agencies. 	<ul style="list-style-type: none"> o the Content Licensing Unit of IOC Television & Marketing Services.

The use of [OQS Content](#) from any other source is expressly prohibited, with the exception of content originating and produced solely by the Hosts from the Media Centre and the OQS Urban Festival Zone.

III. USE OF OQS CONTENT

Hosts are authorized to use and/or Distribute OQS Content on a non-exclusive basis, for the Purpose only and in strict accordance with these Guidelines.

PRIOR TO THE OQS	DURING THE OQS	AFTER THE OQS
<ul style="list-style-type: none"> ✓ Hosts are <u>permitted</u> to Distribute Archive Material in their official websites and social media accounts for their respective promotion of the OQS in the lead up to it and thirty (30) days after the end of the respective edition of the OQS. ✓ Hosts are <u>permitted</u> to create and produce OQS Material from the OQS Urban Park up to the day before the start of the corresponding OQS edition. 	<ul style="list-style-type: none"> ✓ Host are <u>permitted</u> to Distribute in their official websites and social media accounts OQS Material related to: <ul style="list-style-type: none"> o the Urban Festival Zone, including without limitation festival activities, music attractions and sports initiations; and/or o interviews originated or produced prior to or after OQS Events. until midnight of the day following the corresponding OQS Event. ✓ Host are <u>permitted</u> to use Archive Material within the OQS Urban Park in-venue screen during the OQS Events (i) as part of the OQS Event sport presentation or (ii) for competing athletes’ profiling (subject to the relevant athlete approval). * Host are <u>not permitted</u> to Distribute any Field of Play activities (including the welcome event, trainings, warm-ups or competitions). 	<ul style="list-style-type: none"> □ Unless otherwise authorized and agreed by the IOC, all uses undertaken using OQS Content pursuant to these Guidelines shall cease by no later than 31 August 2024.

All uses of OQS Content shall be undertaken in accordance with the Olympic Values (excluding any use for any political, religious or racial propaganda), the Hosting Agreement, the Event Manual and any IOC applicable guidelines.

IV. USE OF THE OQS BRAND

Use of the OQS Brand is always subject to compliance with these Hosts Guidelines and any other relevant guidelines.

The OQS Brand must be reproduced independently from the Hosts logo, and there must be a clear visual distinction between the graphic elements. Artworks relating to the OQS Brand must be sourced from the IOC only.

The OQS Brand shall not be used by Host in a manner that suggests or implies a commercial association between any (i) third-party product or service, or (ii) organisation (commercial or otherwise), and the OQS, the IOC and/or the Olympic Movement. Hosts use of OQS Brand shall be subject to the terms and conditions of the Olympic Charter, these Guidelines (as may be updated from time to time), the Olympic Qualifier Series Brand Guidelines as well as any additional rules,

instructions and guidelines issued by the IOC. Otherwise, the use of OQS Brand shall be in accordance with the Olympic Values (excluding any use for any political, religious or racial propaganda).

These Guidelines supersede and replace any and all previous authorisations granted by the IOC to a Host. In case of non-compliance with these Guidelines, the Hosts will be required to promptly remove the relevant non-compliant content, or, depending on the circumstances, further steps including legal actions may be taken.

1. WEBSITE, APPS AND SOCIAL MEDIA USE

A Host may reproduce any of the OQS Brand for editorial purposes on its official website and on its official App in a

separate section or page dedicated to the OQS. The Host’s website and App may include a link to the [Olympic Qualifier Series – site](#), it being understood that such link shall not be displayed on the same page, or visual field of the Host’s sponsors’ websites and/or logos. The Host may use the OQS Brand for editorial purposes, including on social media, provided that the content is non-commercial, (for example, in an article factually referring to the OQS).

2. OQS COMPETITIONS DRAWS

Hosts can make a factual, editorial reference to the “OQS” within the name of the draws that they organise in order to establish the order of individuals’ or teams’ competitions in their relevant events during the OQS (“**OQS Competition Draws**”) (e.g. “*Coming soon: draw for the Olympic Qualifier*”).

Series – Paris 2024 – Shanghai edition – Breakdance tournament”). The word “Olympic” cannot however be used in a standalone manner nor as an adjective or name for the OQS Competition Draws.

Subject to compliance with these Guidelines, Hosts may use the OQS Brand in order to promote the OQS Competition Draws. Hosts’ sponsors, however, are not authorised to use the OQS Brand in any communication materials. OQS Brand may be used to decorate any Host’s stage (including the backdrop, table skirt, panels, etc.) that is used for an OQS

Competition Draw. Use of OQS Brand are always subject to the Hosts ensuring that no commercial sponsors are visible at all times.

3. PINS

Hosts are authorised to use, for the purpose of creating pins, the standalone disassociated OQS signature (i.e. “*Olympic Qualifier Series for Paris 2024 (Shanghai or Budapest edition)*”) together with, but distinct from, the relevant Host

logo on pins. There should be no overlap between the OQS signature and any Host logo. Hosts may also produce a series of commemorative pins, subject to the IOC’s prior written approval. Each Host is authorised to produce a maximum of one thousand (1,000) units of pins, unless otherwise prior approved in writing by the IOC, to hand out as free of charge giveaways. Prior to manufacture, the design of all pins shall be submitted to the IOC Brand team for prior approval in writing at brandapproval@olympic.org.

V. OTHER APPLICABLE IOC GUIDELINES

In addition to the terms and conditions included in these Hosts Guidelines, other guidelines made available by the IOC may apply, including, without limitation, and as updated from time to time, the following:

- the “*IOC Social and Digital Media Guidelines* (applicable to individuals accredited for the OQS);
- the “*IOC Guidelines on Access and Use of the OQS Brand and Content Applicable to Participating Federations to the Olympic Qualifier Series for Paris 2024*”;
- the “*Olympic Qualifier Series Brand Guidelines*”;
- the “*Olympic Qualifier Series Shooting Guidelines*”; and
- the “*IOC Still Images Guidelines*”.

VI. CONTACT INFORMATION

- For the purpose of requesting OQS Material please:
 - contact the Olympic Broadcasting Service at g.grinsted.fl@obs.tv
 - access the IOC Newsroom via <https://newsroom.olympics.com/> or contact the IOC Communications Department via iocnewsroom@olympic.org for VNR Content;
- For the purpose of requesting Archive Material, please contact the *Content Licensing Unit of IOC Television & Marketing Services* via: images@olympic.org.

VII. DEFINITIONS

The capitalised terms used in these Hosts Guidelines have the meaning set out below.

“**Accredited Media**” means written press and photographers accredited for the OQS under media accreditation and expressly excluding NOCs, International or National Sport Federations or any other Olympic Family member or entity participating at the OQS under non-Media accreditations.

“**Archive Material**” means sounds or still or moving images from sports competitions taking place during the OQS from previous Olympic Games or Youth Olympic Games.

“**Distribution**”, “**Distribute**” or “**Distributed**” mean, as applicable, the broadcast, exhibition, distribution, transmission, retransmission, display, making available, projection or performance of an audio or audio-visual content.

“**Field of Play**” means the area used at the OQS Urban Park for a sporting competition or ceremony plus the immediate surrounding areas, usually separated from the spectators by a clear boundary. The design and specifications of each differ from one sport to another. Also referred to as the slope, rink, sheet, track, court, field, piste, ring, etc.

“**IOC**” means the International Olympic Committee.

“**LOC/LOCs**” means the OQS Local Organising Committee(s).

“**Media Rights-Holders**” or “**MRHs**” mean entities, companies, unions, pools, consortiums or agencies (including media subsidiaries, affiliates and permitted sub-licensees) with which the IOC has entered into or will enter into an agreement granting the right to Distribute the coverage of the OQS within a given territory during a given period of time across one or multiple medium(a)/platform(s), including television, radio and the internet.

“**Mixed Zone**” means a designated area at the Urban Park where athletes can be interviewed as soon as they leave the Field of Play.

“**Media Centre**” means the area established by the LOC

as a media facility for the purpose of Accredited Media reporting on the OQS.

“**NARs**” means these News Access Rules applicable to the OQS, as amended by the IOC from time to time at the IOC’s sole discretion.

“**News Agencies**” means bona fide news organisations whose primary business or sole service is the syndication of news, and which have been authorised by the IOC to distribute VNR Content to their affiliates and subscribers in accordance with the NARs.

“**OBS**” means Olympic Broadcasting Services, the host broadcaster of the OQS.

“**Olympic Charter**” means the Olympic Charter dated 15 October 2023 (including its Bye-laws and documents referred to therein), as may be amended from time to time.

“**Olympic Games**” means competitions between athletes in individual or team events and not between countries, bringing together the athletes selected by their respective National Olympic Committees, whose entities have been accepted by the IOC, competing under the technical direction of the concerned International Sports Federations – as recognised by the IOC; and they consist of the Games of the Olympiad and the Olympic Winter Games.

“**Olympic Movement**” means all the organisations, athletes and other persons who agree to be guided by the principles of the Olympic Charter.

“**Olympic Properties**” means the Olympic Symbol, the wordmarks “Olympic”, “Olympic Games”, “Youth Olympic Games”, “Olympiad” and “Olympic Qualifying Series”, the Olympic motto (“*Citius, Altius, Fortius - Communiter*”) and any English or other language translations of the same, and other Olympic-related terminology, as well as the official emblem, mascot, pictograms, cauldron and other identifications, designations, logos and insignia identifying the Olympic Games, the Youth Olympic Games or the OQS.

“**Olympic Symbol**” means the five interlaced rings that

identify the Olympic Movement.

“**OQS**” means the two (2) Olympic Qualifier Series events to be organized in Shanghai, China (16-19 May 2024) and Budapest, Hungary (20-23 June).

“**OQS Brand**” means the OQS Marks any other OQS related branding graphic, visual, artistic and intellectual works, creations, content or asset made available by the IOC to the Hosts and expressly excluding any of the Olympic Properties.

“**OQS Content**” means collectively OQS Material, Archive Material and VNR Content.

“**OQS Event**” means any activity or event that occurs at or that originates from the OQS Urban Park during the OQS or that is related to the OQS, including, without limitation, training and practice sessions, sporting action, Welcome and Closing events Victory Ceremonies, interviews and press conferences.

“**OQS Material**” means sounds or still or moving images originated from or produced of any OQS Event, in each case regardless of the source.

“**OQS Marks**” means the official logo, all visual assets and designations identifying the OQS and does not include the standalone Olympic Symbol or other Olympic Games-related terminology.

“**OQS Urban Park**” refers to the single location within which all OQS Events take place, marked by a security perimeter and requiring security checks or other forms of controlled entry and containing the Look of the OQS branding

“**Sport Initiations**” refers to a “try a sport” activity where fans get to test and learn about an OQS sport.

“**Urban Festival Zone**” mean the common areas within the OQS Urban Park, excluding the Fields of Play, where activities around sport, music and urban culture are organised for fans attending the OQS.

“**VNR Content**” means video news release content containing OQS Material produced by the IOC for its integral use as provided.

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