



International
Olympic
Committee

ILLUSTRATIVE GUIDANCE FOR NON-OLYMPIC PARTNERS COMMERCIAL OPPORTUNITIES FOR PARTICIPANTS

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Olympic Winter Games Milano Cortina 2026

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INTRODUCTION

In June 2019, the IOC updated Rule 40 of the Olympic Charter and subsequently established a set of Key Principles. These Key Principles set out how competitors, team members, coaches, trainers and officials who are participating in Milano Cortina 2026 (who are referred to collectively in this document as Participants), can engage in, and benefit from, commercial activities around the Olympic Winter Games. These Key Principles have been further confirmed in 2023 and shall apply for the Olympic Winter Games Milano Cortina 2026 (Milano Cortina 2026).

By following this framework, responsible brands and the athletes whom they sponsor are helping the Olympic Movement maintain the solidarity funding model that ensures that all 206 Olympic teams from every nation can continue to be funded to compete at the Olympic Games – regardless of the availability of personal sponsorship, or the level of team funding, in their respective countries.

The IOC is committed to ensuring that the whole world can experience the athletes' performances, in particular by arranging the broadcast of the Olympic Games on a truly global basis. In this way, we hope to raise the profile of all athletes, and help them attract personal sponsors. The IOC also supports athletes to engage personal sponsors, by providing advice through the Athlete365 platform.

The illustrative guidance in this document applies to advertising campaigns by Non-Olympic Partners. It supplements, and should be read in conjunction with, the Key Principles set out in the IOC's Commercial Opportunities for Participants during Olympic Winter Games Milano Cortina 2026 document. These Key Principles prevail in case of any ambiguity. Capitalised words in this document have the same meanings as in the Key Principles. Non-Olympic Partners featuring Paralympic athletes in their campaigns should consult the IPC's Athlete Sponsorship

and Advertising Guidelines for the Milano Cortina 2026 Paralympic Games. To recognize and to ensure continuity of their long-standing support to the athletes, the Olympic Games and the NOCs, the IOC and the World Federation of the Sporting Goods Industry ("WFSGI") have agreed that certain sporting goods brands will be able to promote their athletes before, during and after Milano Cortina 2026 subject to specific conditions ("WFSGI Project"). These brands must comply with the guidelines and requirements set out in their respective participation agreements entered into with WFSGI.

This document is relevant for all advertising activity that covers more than one country. Advertising targeting one territory only is subject to the rules of that country's National Olympic Committee (NOC) and/or relevant organising committee for the Olympic Games (OCOG), which may be different from the Key Principles. Athletes and their sponsors should check with the relevant NOC or COG.

If you require contact details, please ask us through rule40@olympic.org. This document shall be followed by the activation of the IOC's Athlete Advertising Notification Portal for Non-Olympic Partners featuring athletes in multinational campaigns during the Games Period (as defined on the next page). The Athlete Advertising Notification Portal has been developed as a simple, one-stop shop notification platform for brands. The notification portal shall be available at rule40.olympic.org.

Thank you for consulting and following the Key Principles.

GENERIC ADVERTISING CONCEPT AND EXAMPLES

The concept of “Generic Advertising” is an important one for athletes’ personal sponsors that are not Olympic Partners. These Non-Olympic Partners can continue to run advertising campaigns and show advertising materials during the **Games Period** (30 January 2026 to 24 February 2026 inclusive) if:





- they have the permission from the relevant athlete(s),
- no Olympic Properties are used in the advertising,
- it respects the policies of the IOC relating to activities incompatible with the values of the Olympic Movement, and those of the athlete’s NOC, and
- the advertising is considered Generic Advertising.

Generic Advertising is defined in the Key Principles as advertising that meets all of the following three criteria:

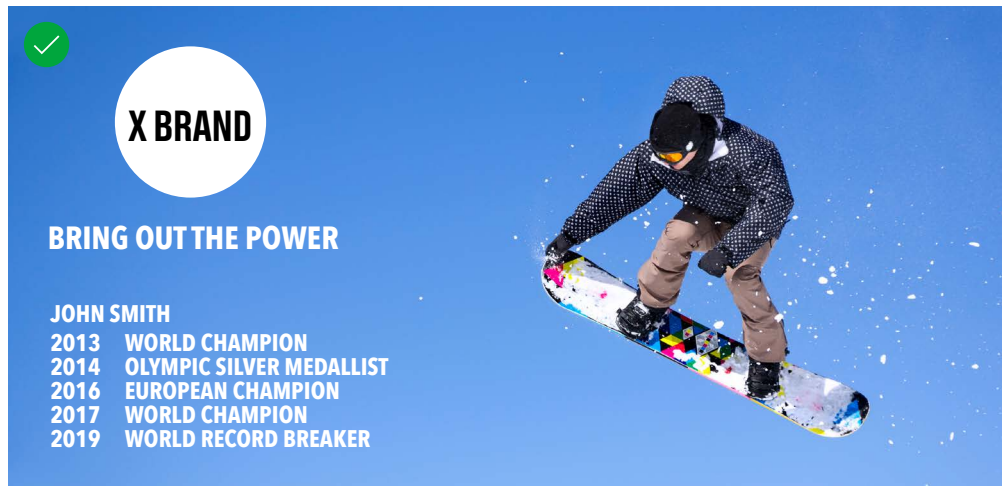
1. the only connection between, on the one hand, the Olympic Movement (i.e. Milano Cortina 2026, the IOC, the Milano Cortina 2026 Organising Committee, an NOC or an NOC’s Olympic team) and, on the other hand, the relevant advertising activity, is the fact that the advertising uses a Participant’s Image,
2. the advertising must have been **in the market for at least 90 days** prior to the Games Period (i.e. before 29 October 2025), and
3. the advertising must be planned to run **consistently** and **not be materially escalated** during the Games Period.

Criteria 2 and 3 will be applied flexibly, where possible, to support athletes competing in other competitions and to enable “business-as-usual” campaigns.

Generic Advertising campaigns that are planned for the Games Period must be notified to the IOC (or the relevant NOC in the case of single-territory campaigns, if so required by the relevant NOC guidance). Notified advertising will be reviewed on a case-by-case basis, but the following examples illustrate some advertising methods that would, and would not, be regarded as Generic Advertising.

-  Allowed
-  Not allowed
-  The case or statement is acceptable subject to certain conditions
-  Key Principles

EXAMPLE 1 GENERIC ADVERTISING



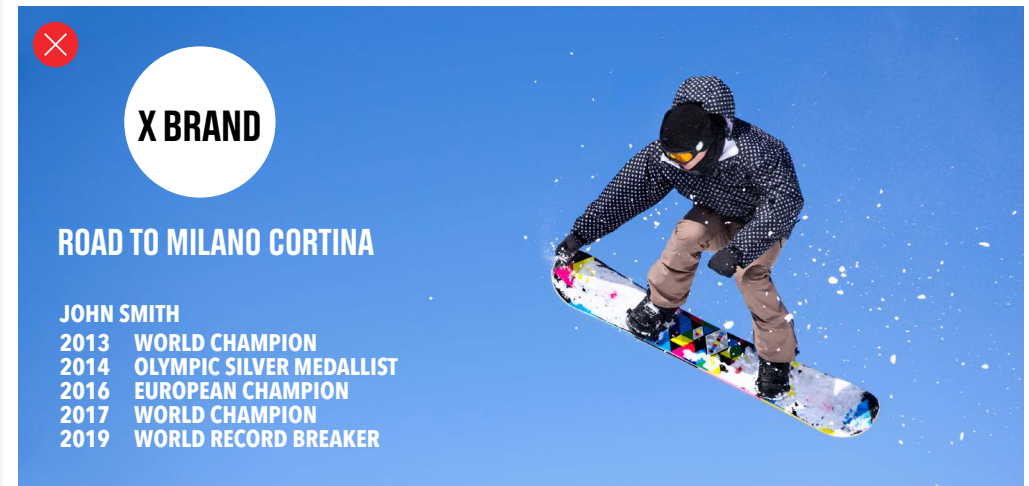
No connection with the Olympic Winter Games other than use of an image of a participant.

The brand has demonstrated that the campaign has been in the market before 29 October 2025.

The athlete's Olympic achievements are listed factually and not more prominently than other achievements.

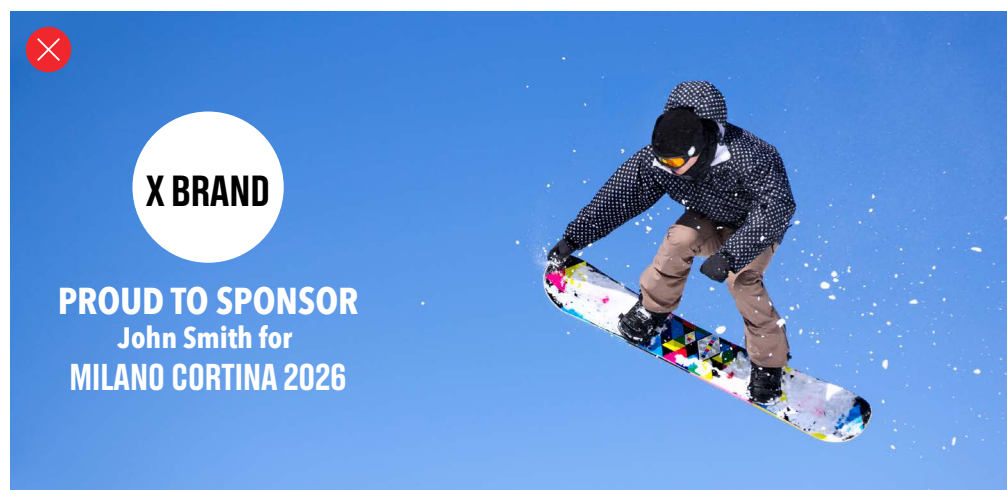
No Olympic Properties are used.

EXAMPLE 2 CONNECTION WITH THE OLYMPIC WINTER GAMES



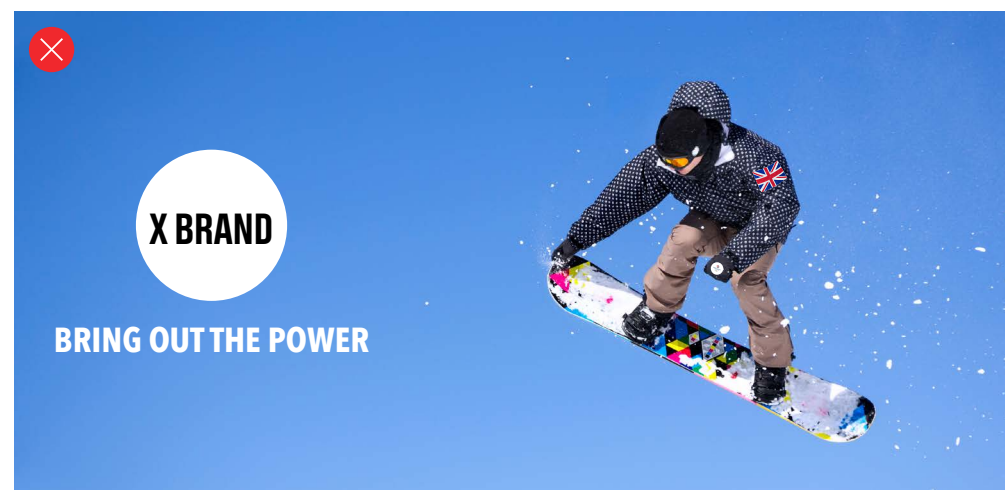
Despite the campaign being in the market for over 90 days, and no Olympic Properties being used, a connection with the Olympic Winter Games is made using the "Road to Milano Cortina" reference.

EXAMPLE 3 USE OF OLYMPIC PROPERTIES



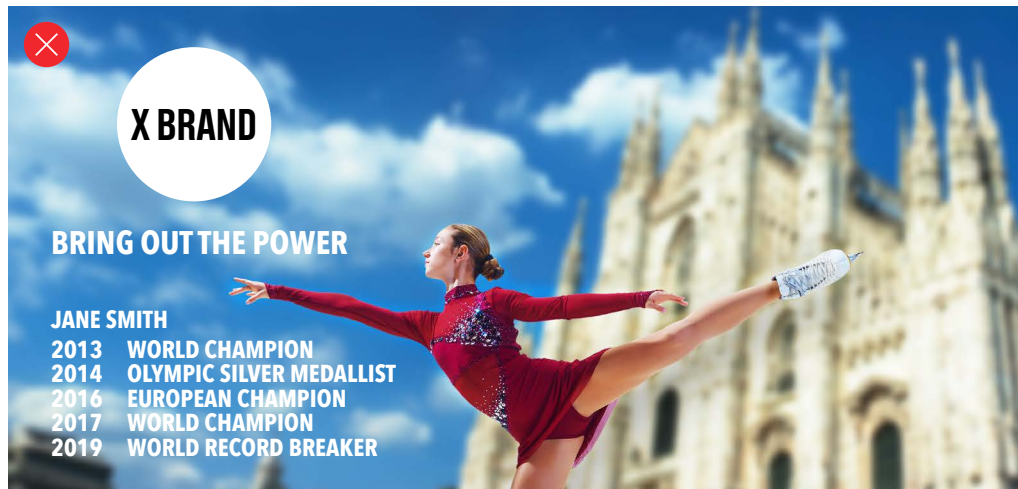
Despite the campaign being in the market for over 90 days, Olympic Properties ("Milano Cortina 2026") are used and make a connection with the Olympic Winter Games.

EXAMPLE 4 USE OF OFFICIAL OLYMPIC TEAM APPAREL



Despite the campaign being in the market for over 90 days, Olympic Properties are used on the athlete's official Olympic team apparel, and the use of the official Olympic apparel creates a connection with the Olympic Winter Games.

EXAMPLE 5 CREATION OF A CONNECTION WITH THE OLYMPIC WINTER GAMES



Use of iconic Italian imagery means that there is a connection with the Olympic Winter Games beyond simply the use of an image of a participant. The campaign therefore does not meet the first criteria of Generic Advertising.

EXAMPLE 6 THE “IN-MARKET” PERIOD AND ESCALATING THE FREQUENCY OF ADVERTISING DURING THE OLYMPIC WINTER GAMES



Despite not using any Olympic Properties or creating any connection with the Olympic Winter Games beyond featuring an image of a participant, the sponsor was not able to show that the advert has been in the market for more than 90 days, so cannot be considered as Generic Advertising.

The Athlete Advertising Notification Portal included a section for sponsors to provide details of "in-market" campaigns.

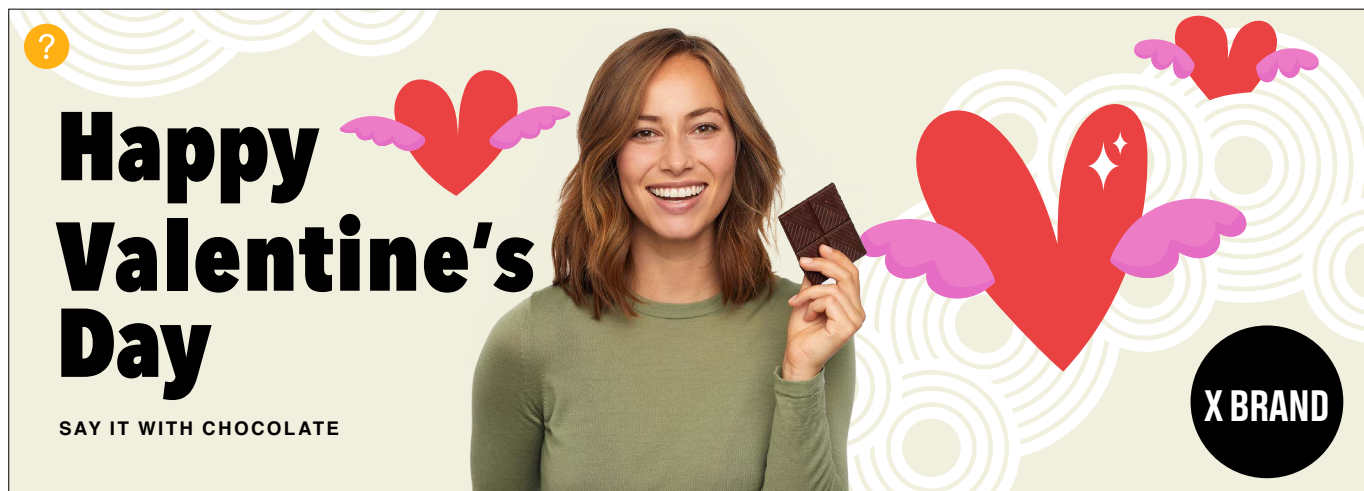
Note also that if an advert significantly increases in distribution of frequency during the Games Period, this would also cause to be regarded as non-generic.



Should be in the market at least 90 days before the Games Period ("in-market" period).

Should run consistently and not be materially escalated during the Games Period.

EXAMPLE 7 “BUSINESS-AS-USUAL” CAMPAIGNS



This campaign was launched during the Games Period, and so does not meet the 90-day “in-market” requirement. However, the sponsor provided information on the online notification platform that shows that it usually runs similar campaigns at the same time in non-Games years as well.



Where sponsors can show that a campaign reflects “business as usual” as part of the notification, it may be exempt from the 90-day “in-market” period requirement.

Please ensure that the appropriate details are provided in your notification.

Note that a “business-as-usual” advert should not contain Olympic Properties or otherwise create a connection with the Olympic Winter Games, other than by using the participant (see examples 1 to 6).

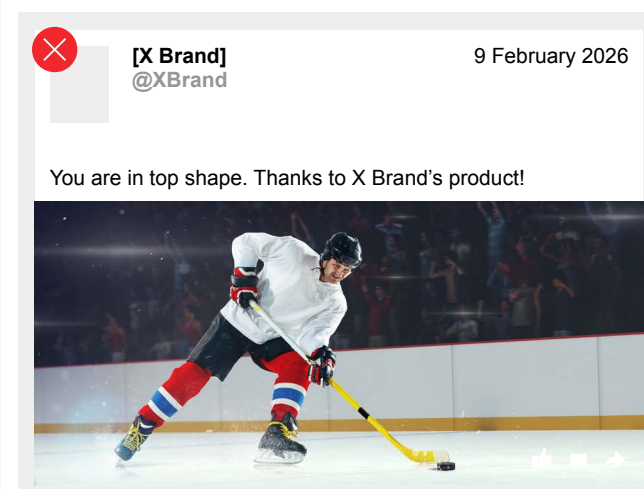
EXAMPLE 8 FLEXIBILITY FOR ATHLETES PARTICIPATING IN OTHER COMPETITIONS



To provide flexibility for athletes participating in other sports competitions shortly before or after the Games Period, exceptions to the 90-day “in-market” requirement are available. Please ensure that supporting information is provided in the online notification.

Note that the advert cannot contain Olympic Properties and must still respect the requirement not to create any connection with the Olympic Winter Games other than by use of the participant (see examples 1 to 6 for guidance regarding this element).

EXAMPLE 9 NO SUGGESTION OF PERFORMANCE ENHANCEMENT

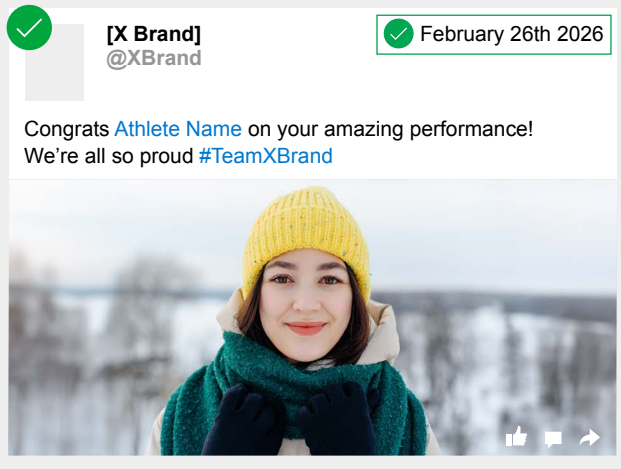


Even if this advert has been in the market for more than 90 days before the Games Period, and does not use Olympic Properties or create a connection with the Olympic Winter Games (other than using a participant), it implies performance enhancement by the sponsor's product or service, so cannot be considered as acceptable Generic Advertising.



Advertising must not include statements, or imply, that a product or service enhanced the athlete's performance.

EXAMPLE 10 CONGRATULATORY ADVERTISING BY NON-OLYMPIC PARTNERS

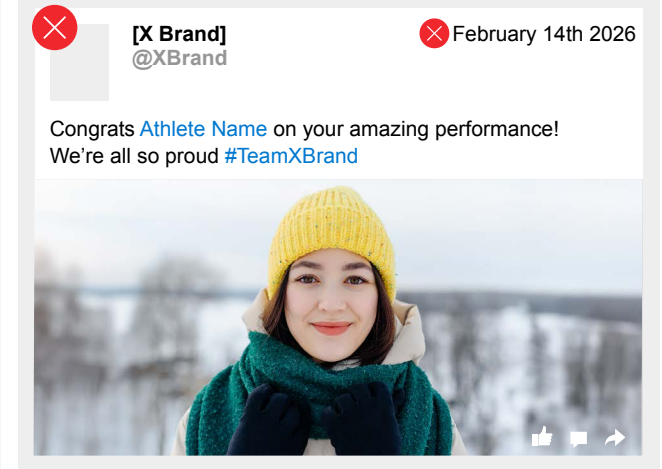


This congratulatory ad from a Non-Olympic Partner is posted after the Games Period, and does not use any Olympic imagery or Olympic Properties.

A similar message of support posted before the Games Period is also possible.



These congratulatory/support ads are posted in the Games Period and use Olympic Imagery and Olympic Properties. They are not in line with the Key Principles.



Non-Olympic Partners cannot publish Congratulatory Advertising during the Games Period. This also covers other messages of support and commiseration for athletes competing at the Olympic Winter Games.

Note that these kinds of messages can be posted by sponsors **before and after the Games Period**, without using Olympic Properties or creating any connection with the Olympic Winter Games.

EXAMPLE 11 ATHLETE THANK-YOU MESSAGES



The accompanying image uses Olympic Properties, official Olympic kit and an Olympic medal.



Thank-you messages to personal Non-Olympic Partners are limited to one per personal Non-Olympic Partner.

Participants may repost or share content from the IOC's, the Milano Cortina 2026 OCOG's, their national Olympic Team's or their NOC's social media accounts. However, such reposts or sharing must not include messages of thanks, or otherwise refer, to Non-Olympic Partners, or their products or services.

A single thank-you message to each personal Non-Olympic Partner during the Games Period can be posted to multiple platforms (posting a single identical message to multiple platforms must take place at the same time).

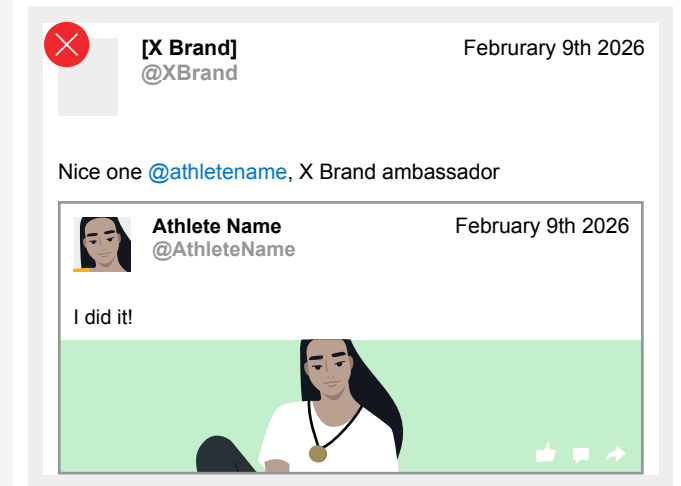
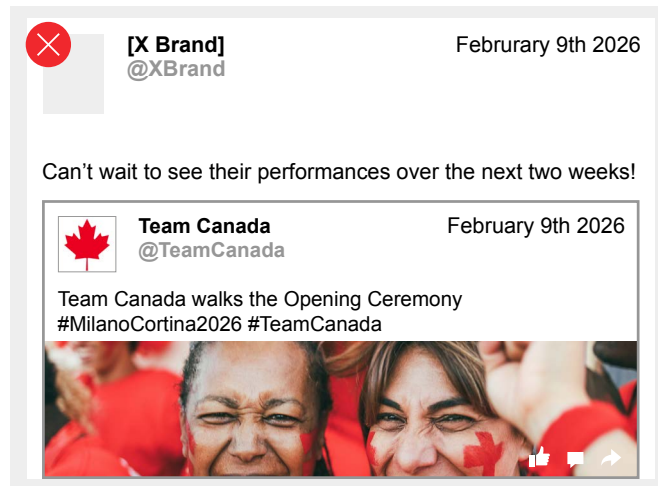
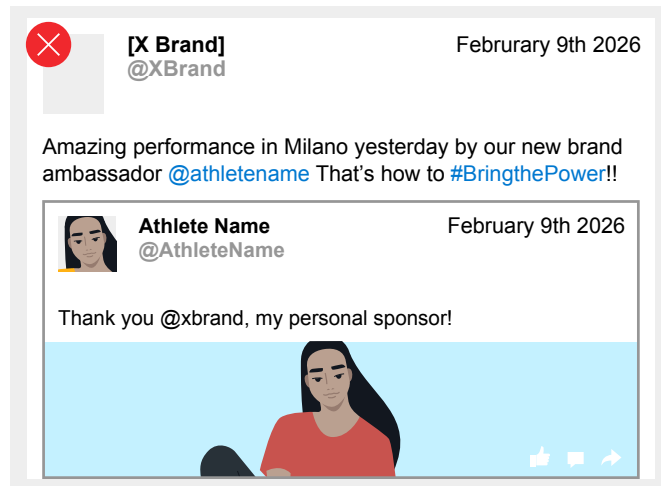


The thank-you message must:

- not include any Olympic Properties or any images or videos of Olympic venues or Olympic medal ceremonies, or feature official Olympic team uniforms or Olympic medals;
- not include any statement or imply that a product or service enhanced the Participant's performance;
- not include a personal endorsement of the relevant product or service;
- not be linked to any activities incompatible with the values of the Olympic Movement (e.g. gambling); and
- not make a connection with the Olympic Winter Games, the IOC, the Olympic Movement, the OCOG, the NOC or the National Olympic Team.

Thank-you messages to Olympic Partners should not be combined with messages to Non-Olympic Partners.

EXAMPLE 12 NON-OLYMPIC PARTNERS SHARING OR REPOSTING CONTENT



Personal Non-Olympic Partners cannot repost Olympic content or Athletes' thank-you messages.



Personal Non-Olympic Partners cannot repost athlete content that includes Olympic stakeholders or Olympic medals.

THE WORLDWIDE OLYMPIC PARTNERS

