



OLYMPIC TRIALS AND QUALIFYING EVENTS: THE OLYMPIC BRAND AND YOU

NSF ENHANCEMENT INITIATIVE WEBINAR

MARCH 7, 2019

CANADA

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A dark, high-angle photograph of a busy Japanese street, likely in a city like Tokyo. The street is filled with a dense crowd of people, and the buildings are covered in numerous vertical signs and advertisements in Japanese. The overall scene is very busy and urban. The text "1. BACKGROUND INFORMATION" is overlaid in large, white, bold letters across the center of the image.

1. BACKGROUND INFORMATION



1.1 THE OLYMPIC BRAND COC'S ROLE

COC manages use of the Olympic brand in Canada, under the direction of the IOC.

COC's Commercial Affairs team strives to work with all stakeholders involved with the Olympic Movement in Canada, including managing how these stakeholders use and associate with the brand.

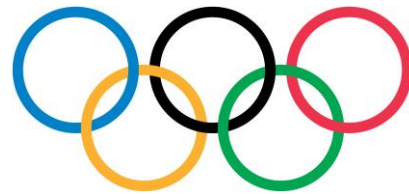




1.2 THE OLYMPIC BRAND

Examples of the Olympic brand include, but are not limited to:

- The Olympic Rings
- NOC emblems (e.g. COC logo)
- Olympic Games logos & wordmarks (e.g. “Olympic,” “Olympic Games,” “Tokyo 2020,” “Beijing 2022”)
- Olympic imagery/footage



Please note: the use of certain Olympic properties including the Olympic Rings and Games emblems are restricted by the IOC.

1.3 OLYMPIC PARTNERS



PREMIER NATIONAL PARTNERS | GRANDS PARTENAIRES NATIONAUX



NATIONAL PARTNERS | PARTENAIRES NATIONAUX



OFFICIAL SUPPORTERS | SUPPORTEURS OFFICIELS



OFFICIAL SUPPLIERS | FOURNISSEURS OFFICIELS



MEDIA PARTNERS | PARTENAIRES MÉDIAS



WORLDWIDE OLYMPIC PARTNERS | PARTENAIRES OLYMPIQUES MONDIAUX



1.4 NSF SPORT PARTNERS



NSFs, as valued members of the Olympic family in Canada, have the ability to promote their association with the Olympic Movement in a non-commercial context.

In a commercial context, only Olympic Partners have the ability to use or associate with the Olympic brand.



SPORT PARTNER
PARTENAIRE SPORTIF



1.5 OLYMPIC TRIALS

Depending on the sport, an NSF may elect to host a trials or qualification event to identify and nominate athletes for the Canadian Olympic Team.

Given the nature of these events, and the potential for commercialization, there are certain restrictions in place as it relates to use of the Olympic brand.



PLEASE NOTE: COC APPROVAL IS REQUIRED FOR ALL OLYMPIC TRIALS AND QUALIFICATION EVENTS.

1.6 CAN I HOST AN OLYMPIC TRIALS? THE BASICS



PLEASE NOTE: COC APPROVAL IS REQUIRED FOR ALL OLYMPIC TRIALS AND QUALIFICATION EVENTS.

A dark, high-angle photograph of a crowded Japanese street, likely in a city like Tokyo. The street is filled with people, and the buildings are covered in numerous vertical signs and billboards in Japanese. The overall scene is busy and urban. The text "2. TRIALS ARE NOT SPONSORED" is overlaid in large, white, bold, sans-serif font across the center of the image.

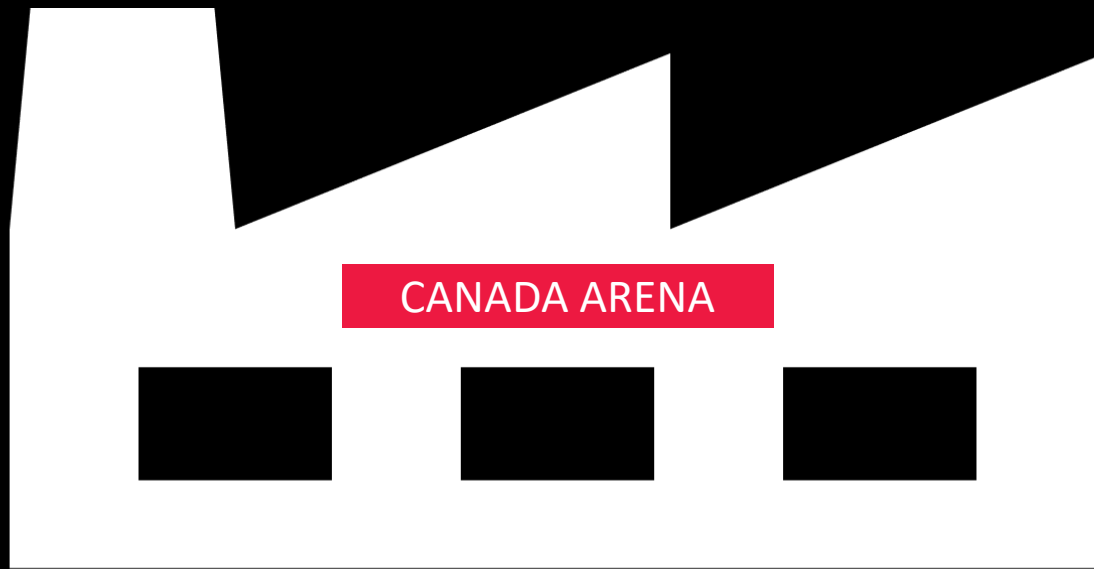
2. TRIALS ARE NOT SPONSORED



2.1 EVENT TITLE NON-SPONSORED TRIALS

IF THE TRIALS ARE NOT SPONSORED,

you may use Olympic properties in the title of the event.





2.2 REFERENCING VENUES NON-SPONSORED TRIALS

IF THE TRIALS ARE HELD AT A VENUE SPONSORED BY A NON-OLYMPIC PARTNER,

you may still host an Olympic trials event,
however, the venue may only be referenced in a
factual manner.



2.3 ADVERTISING BY NSF NON-SPONSORED TRIALS



IF THE TRIALS ARE NOT SPONSORED,

you may advertise and promote the trials as an Olympic event.

volleyballNSO
University Athletic Centre

**CANADIAN
OLYMPIC
VOLLEYBALL
TRIALS**

volleyballNSO Volleyball NSO's Olympic hopefuls will compete for a spot on the 2020 Canadian Olympic Team on Sat June 22 @UniAthletic. Tickets are available at volleyballnso.ca. #trialevent #roadtotokyo

**VOLLEYBALL
NSO**

**2019 CANADIAN OLYMPIC
VOLLEYBALL TRIALS**

Come cheer on Canada's Olympic
Volleyball Team hopefuls on the road
to Tokyo 2020!

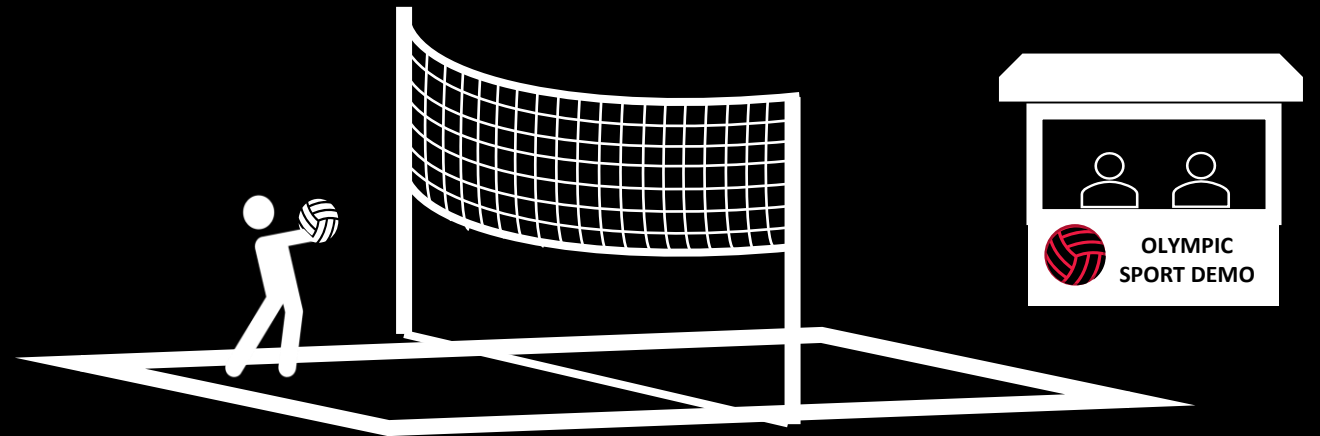
**JUNE 22 - 2:00 PM
UNIVERSITY ATHLETIC CENTRE**



2.4 ACTIVATIONS NON-SPONSORED TRIALS

**IF THE TRIALS ARE NOT
SPONSORED,**

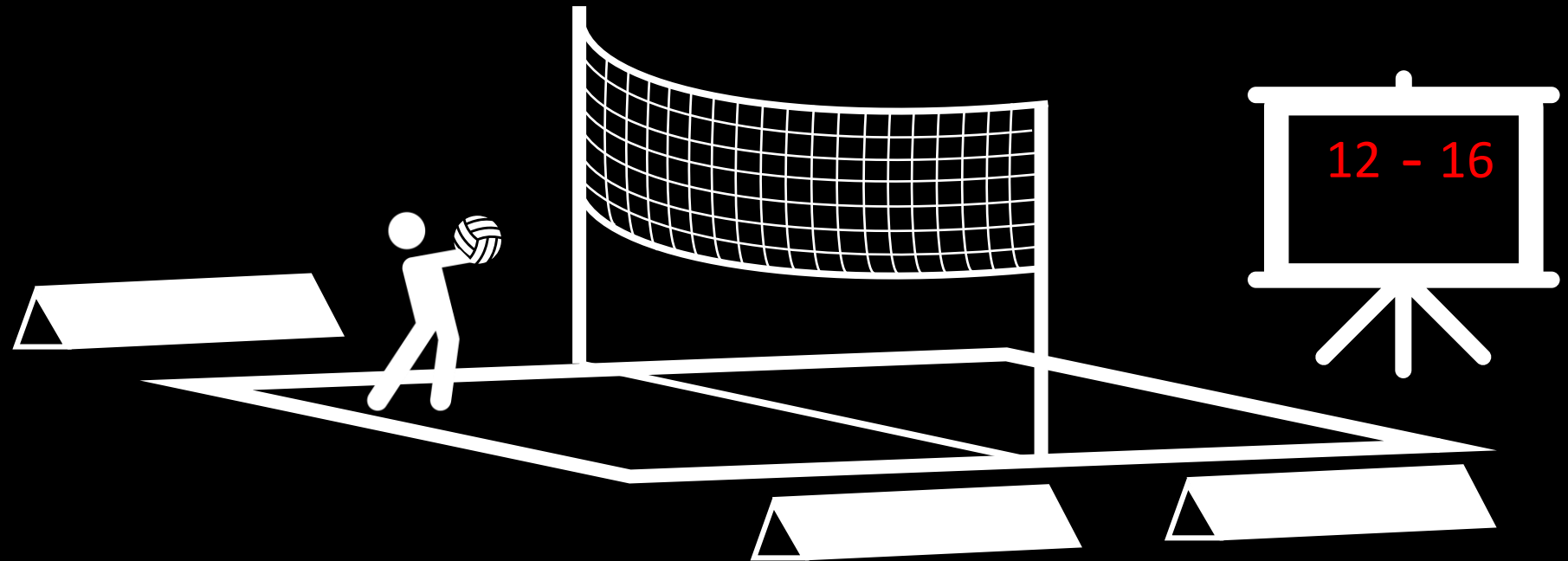
you can host Olympic-themed
activations.



2.5 FIELD OF PLAY ADVERTISING NON-SPONSORED TRIALS



The field of play must be clean of advertising.





**3. TRIALS ARE
SPONSORED ONLY BY
OLYMPIC PARTNERS**



3.1 SPONSORSHIP

OLYMPIC PARTNERS ONLY

In order to host an Olympic trials, EVERY sponsor associated with the event must be an Olympic partner.

Volleyball NSO
Olympic Trials Sponsors



✓

Volleyball NSO
Olympic Trials Sponsors

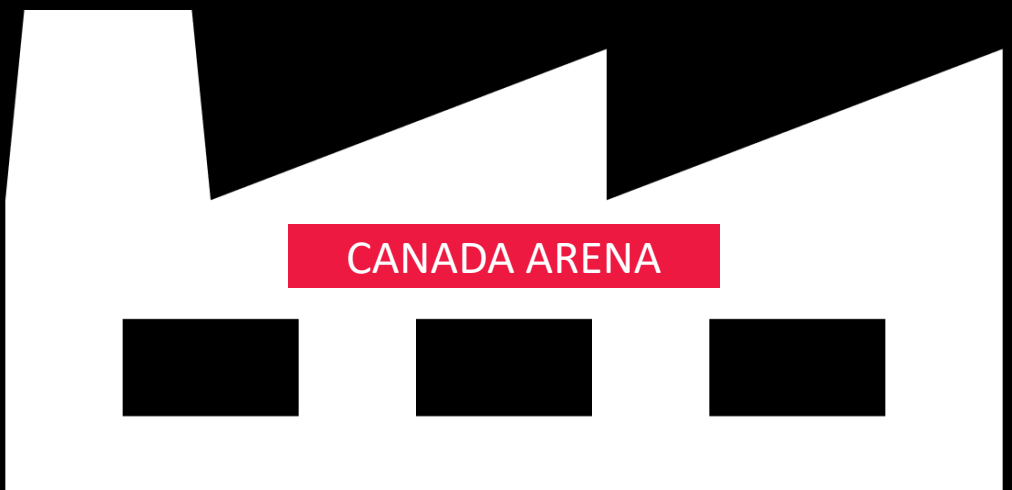


✗



3.2 EVENT TITLE OLYMPIC PARTNERS ONLY

IF THE TRIALS ARE SPONSORED ONLY BY OLYMPIC PARTNERS,
you may use Olympic properties in the title of the event. An Olympic Partner can be featured as a presenting sponsor.





3.3 REFERENCING VENUES OLYMPIC PARTNERS ONLY

IF THE TRIALS ARE HELD AT A VENUE SPONSORED BY A NON-OLYMPIC PARTNER,

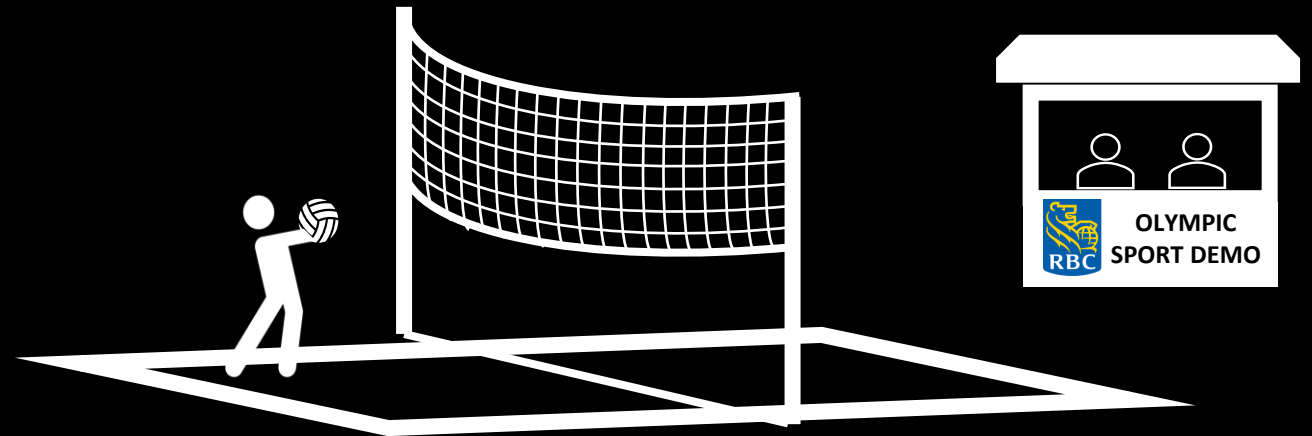
you may still host an Olympic trials event,
however, the venue may only be referenced in a
factual manner.



3.4 ACTIVATIONS OLYMPIC PARTNERS ONLY



**IF THE TRIALS ARE SPONSORED
ONLY BY OLYMPIC PARTNERS,**
you can host Olympic-themed
activations.



3.5 ADVERTISING BY NSF OLYMPIC PARTNERS ONLY



**IF THE TRIALS ARE SPONSORED ONLY BY
OLYMPIC PARTNERS,**

you (the NSF) may advertise and promote the trials as an Olympic event.



3.6 ADVERTISING BY SPONSOR

OLYMPIC PARTNERS ONLY



IF THE TRIALS ARE SPONSORED ONLY BY OLYMPIC PARTNERS,

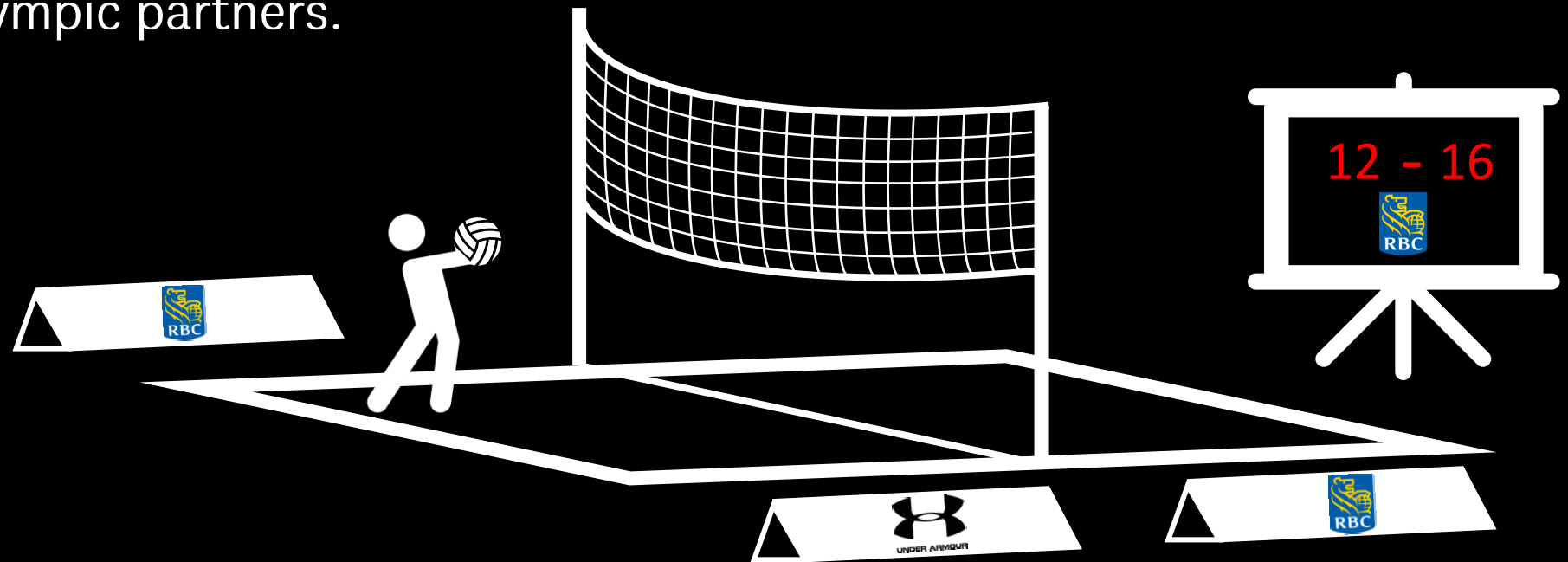
the event sponsors may advertise and promote the trials as an Olympic event.



3.7 FIELD OF PLAY ADVERTISING OLYMPIC PARTNERS ONLY



Advertising on the field of play is restricted to Olympic partners.





**4. TRIALS ARE
SPONSORED BY 1+
NON-OLYMPIC
PARTNERS**



4.1 SPONSORSHIP

NON-OLYMPIC PARTNERS

In order to host an Olympic trials, EVERY sponsor associated with the event must be an Olympic partner.

Volleyball NSO
Olympic Trials Sponsors



Volleyball NSO
Olympic Trials Sponsors





4.2 EVENT TITLE NON-OLYMPIC PARTNERS

IF THE TRIALS HAVE NON-OLYMPIC SPONSORS,
you may not use Olympic properties in the title of the event.
Instead, a more all-encompassing title should be used.

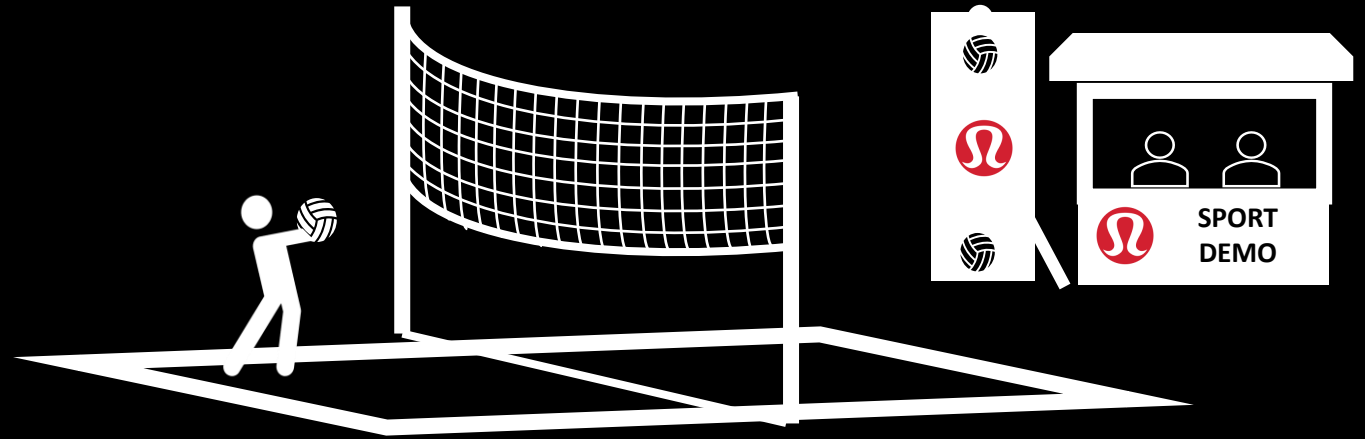




4.3 ACTIVATIONS NON-OLYMPIC PARTNERS

IF THE TRIALS HAVE NON-OLYMPIC SPONSORS,

you cannot host Olympic-themed activations.





4.4 ADVERTISING BY NSF NON-OLYMPIC PARTNERS

IF THE TRIALS HAVE NON-OLYMPIC SPONSORS, you (the NSF) cannot advertise it as an Olympic trials, however, you may still include a factual statement in promotional materials indicating that the event will serve as a qualifier for the Olympic Games.

Factual statements are acceptable provided they are secondary in nature and clearly separated from any reference to non-Olympic partners.

Please note: all factual statements must be approved in advance by the COC.

 **VOLLEYBALL** 
NSO

**2019 CANADIAN VOLLEYBALL
CHAMPIONSHIPS**

**JUNE 17, 2019 - 2:00 PM
CANADA ARENA**

**The Canadian Volleyball Championships will serve as a
qualification event for the Canadian Olympic Volleyball
Team for the Tokyo 2020 Summer Games.**



4.5 ADVERTISING BY SPONSOR NON-OLYMPIC PARTNERS

IF THE TRIALS HAVE NON-OLYMPIC SPONSORS, the event sponsors cannot advertise it as an Olympic event, however, they may still include a factual statement indicating that the event will serve as a qualifier for the Olympic Games.

Factual statements are acceptable provided they are secondary in nature and clearly separated from any reference to non-Olympic partners.

Please note: all factual statements must be approved in advance by the COC.

 **VOLLEYBALL** 
NSO

**2019 CANADIAN VOLLEYBALL
CHAMPIONSHIPS**
PRESENTED BY LULULEMON

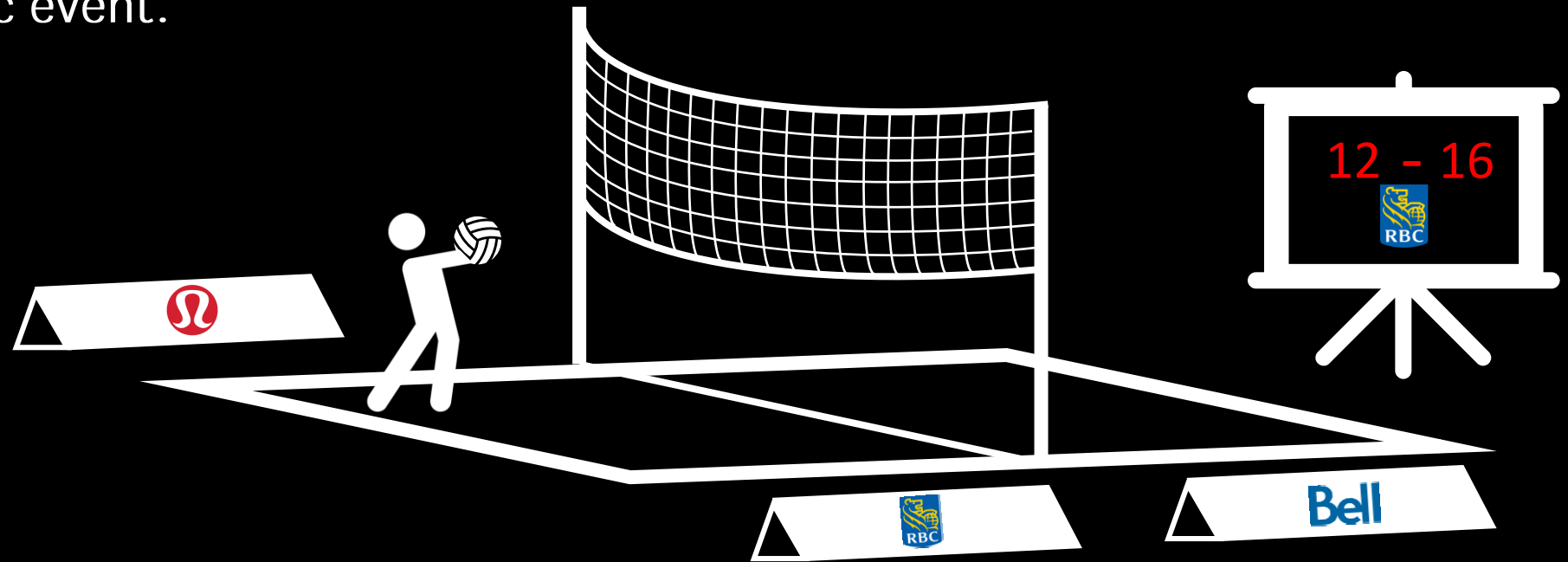
JUNE 17, 2019 - 2:00 PM
CANADA ARENA

The Canadian Volleyball Championships will serve as a qualification event for the Canadian Olympic Volleyball Team for the Tokyo 2020 Summer Games.



4.6 FIELD OF PLAY ADVERTISING NON-OLYMPIC PARTNERS

Advertising on the field of play by any partner is allowed, given it is a non-Olympic event.





5. POST-TRIALS MESSAGING

INTRODUCING THE TEAM & CONGRATULATING ATHLETES

5.1 CONGRATULATORY MESSAGING OLYMPIC TEAM ANNOUNCEMENTS



The COC and NSFs will typically announce Olympic team nominations jointly through their respective channels.



CANADIAN FENCING TEAM NOMINATED FOR RIO 2016

Tuesday, May 24, 2016



On Tuesday, the **Canadian Olympic Committee (COC)** and the **Canadian Fencing Federation (CFF)** named the five athletes nominated to represent Team Canada in fencing at the Rio 2016 Olympic Games from August 5 to 21.

The five athletes selected include: **Maxime Brinck-Croteau** (men's épée), **Eleanor Harvey** (women's foil), **Leonora Mackinnon** (women's épée), **Joseph Polossifakis** (men's sabre) and **Maximilien Van Haaster** (men's foil). The athletes are coached by **Paul ApSimon** (women's foil), **David Howes** (women's épée), **Benjamin Manano** (men's sabre) and **Henri Sassine** (men's foil).

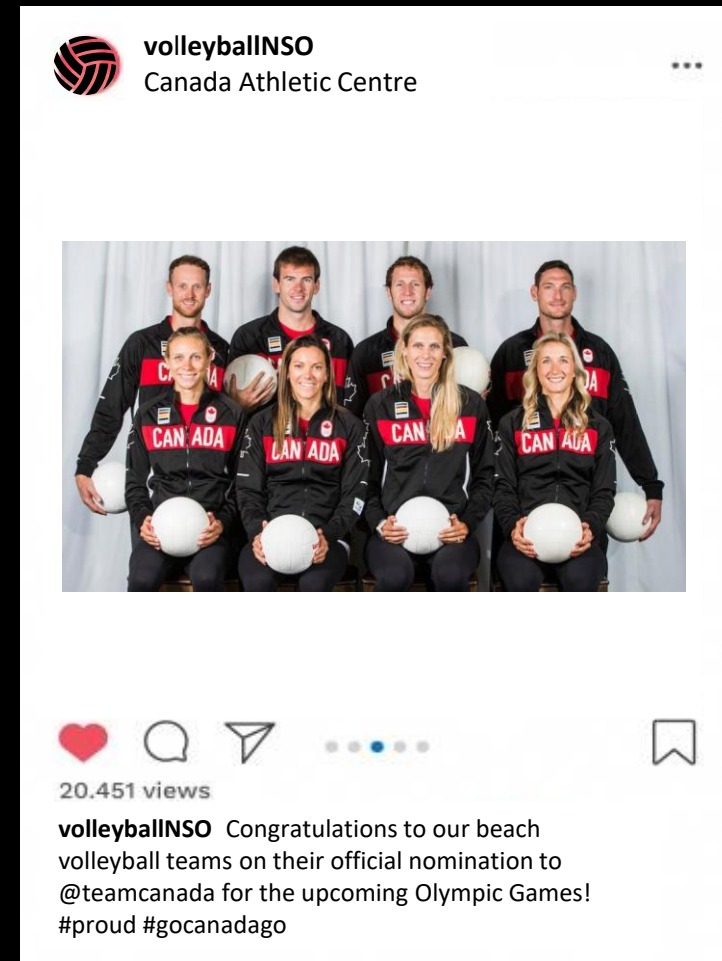
The athletes earned their spots directly through the International Fencing Federation's individual Olympic qualification process, which took into account points earned at World Championships, zonal Championships, Grand Prix events, World Cups and Satellite tournaments from April 3, 2015 to April 4, 2016. All five of the qualified athletes earned one of the top-two Pan American zone berths in their respective disciplines at the end of the qualification period.

5.2 CONGRATULATORY MESSAGING BY THE NSF



NSFs are welcome to congratulate their athletes on their nomination to the Canadian Olympic Team (e.g. social post, press release).

Non-Olympic sponsors (including NSF sponsors) should not be associated with these announcements or congratulatory messaging.



A dark, high-angle photograph of a busy Japanese street, likely in a city like Tokyo. The street is lined with numerous vertical signs and billboards, many of which are in Japanese characters. The signs are densely packed, creating a complex pattern of text. In the foreground, a crowd of people is visible, though they are somewhat blurred, suggesting movement and a busy atmosphere. The overall scene is a dense urban environment.

6. KEY TAKEAWAYS

6.1 CAN I HOST AN OLYMPIC TRIALS?

THE BASICS



PLEASE NOTE: COC APPROVAL IS REQUIRED FOR ALL OLYMPIC TRIALS AND QUALIFICATION EVENTS.



6.2 NEXT STEPS

- 1. Plan your trials event.**
- 2. Determine sponsors, advertising and activations for trials event (if applicable).**
- 3. Contact the COC with any questions and obtain COC approval for hosting an Olympic trials event.**
- 4. Promote your trials event.**
- 5. Execute your trials event.**

QUESTIONS?

EMAIL: BRANDUSE@OLYMPIC.CA





**THANK YOU
MERCI**