



## NZOC Commercial Waiver Intro & Summary Questions

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#### A) Introduction:

The below is a consolidated list of the questions from the two versions of the Games Commercial Waiver Form. As the form must be completed in one session, this document can be used for ongoing reference when preparing your responses.

This is not the NZOC Commercial Waiver Form. The forms can be accessed using the below links:

- [NZOC Commercial Waiver Form – For Athletes](#)
- [NZOC Commercial Waiver Form – For Sponsors](#)

#### B) New Zealand Olympic Committee Commercial Waiver Form – For Athletes – Content of Form:

Why a Commercial Waiver?

A Commercial Waiver will help manage the sponsorship and identity around athletes during the Olympic and Commonwealth Games, protecting a clean field of play and honouring the rights of the games hosts, organisers and sponsors.

It will also help ensure long-standing personal athlete sponsors can continue to support their athlete during the short games period.

The Commercial Waiver may be granted by the New Zealand Olympic Committee for any generic advertising featuring an athlete identity during the Olympic and Commonwealth Games and the few days around it (known as the 'Protected Period').

Athletes should complete a Commercial Waiver application for each potential advertising campaign or promotional activity that may run during the Protected Period.

More information about the Commercial Waiver and conditions of use can be found at [http://www.olympic.org.nz/about-the-nzoc/governance-documents/#Regulations\\_and\\_Guidelines](http://www.olympic.org.nz/about-the-nzoc/governance-documents/#Regulations_and_Guidelines)

The key Commercial Waiver dates for the Tokyo 2020 Olympic Games are:

- Protected Period Commences **15 July 2020**
- Games **24 July – 9 August 2020**
- Protected Period ends **12 August 2020**

The protected period is therefore **15 July – 12 August inclusive 2020.**





In order for your application to be taken into consideration, this form, completed and signed, and the documents requested, should be submitted to the New Zealand Olympic Committee by Friday 15 February 2020 for Tokyo Olympic Games participants at the latest. All applications will be reviewed within ten working days of receipt.

Should you require more information please contact [brand@olympic.org.nz](mailto:brand@olympic.org.nz)

#### Participant (Athlete / Official) Information

1. First Name
2. Last Name
3. Games (*the Games you are training to compete at*)
4. Sport
5. Discipline
6. Email Address
7. Phone Number

#### Sponsor Information and Intended Activation

*The NZOC considers and in most cases, allows Non-Commercial Partners to continue to use a Participant's name/image during the Protected Period for advertising purposes provided that:*

*- Such use clearly does not create, directly or indirectly, the impression of a commercial association between the Non-Olympic/Commonwealth Games Commercial Partner's brand and the Olympic/Commonwealth Games, the IOC and CGF, the Olympic Movement, NZOC, the NZ Olympic Games Team, the NZ Commonwealth Games Team or any Participant's participation in these Games;*

*- Such use commenced in market on or before 15 March 2020*

*- All Protected Period advertising campaign materials and executions (in full), along with a completed Games Commercial Waiver, are submitted to and approved by NZOC's Brand Manager by the specified due date.*

8. Sponsor Brand Name
9. Sponsor Campaign Name / Short Description
10. Campaign Summary (*summary of how the sponsor intends to use an athlete's identity in the protected period*)
11. Campaign Material (*the campaign material planned to be in market during the Protected Period including all key visuals and supporting text*)
12. Explanatory Letter from Sponsor (*should the finalised campaign material not be available at this time, you will need to upload an explanatory letter from your sponsor detailing their intended activation featuring your identity, including description of key visuals and description of supporting text*)
13. Campaign Channels (*the channels in which the sponsor intends to use the athletes identity in within the protected period*)
14. Campaign Channels additional info (*if relevant*)
15. Campaign Live (*if the campaign is already in market please state the approximate month and year it was launched*)





16. Campaign Launch Date *(to be considered for a commercial waiver, the campaign must be in market a minimum of the dates specified above)*
  17. Campaign Finish Date *(when your campaign will stop appearing in market)*
  18. Sponsor Contact Name
  19. Sponsor Contact Position / Title
  20. Sponsor Contact email address
- Sponsor Contact Phone Number

#### Participant Acknowledgements

- *Brands that are not Olympic or Commonwealth Games Commercial Partners are able to run generic advertising featuring Games Participants during the period nine days prior to the opening period through to the end of the third day after the Closing Ceremony (“the Protected Period”) so long as there is no commercial association with the Games, and only with the prior written consent of the NZOC.*
- *he/she has duly authorised the use of his/her name, likeness or other resemblance.*
- *all information provided corresponds, to the best of the Participant’s knowledge at the time of this application, to his/her sponsors who wish to run generic advertising during the Protected Period.*
- *the NZOC may directly contact any of the Participant’s sponsors, in order to receive additional information which may be reasonably required to consider the application.*

#### Signature

*For your commercial waiver to be considered you will need to upload your signature to this form to verify the information given is correct - this can be done by signing a blank piece of paper and uploading an image of your signature.*

#### File Uploads

- Please upload below: - Signature*  
*- Campaign Material OR*  
*- Explanatory Letter from Sponsor*

### **C) New Zealand Olympic Committee Commercial Waiver Form – For Sponsors – Content of Form:**

Why a Commercial Waiver?

A Commercial Waiver will help manage the sponsorship and identity around athletes during the Olympic and Commonwealth Games, protecting a clean field of play and honouring the rights of the Games hosts, organisers and sponsors.

It will also help ensure long-standing personal athlete sponsors can continue to support their athlete during the short games period.





The Commercial Waiver may be granted by the New Zealand Olympic Committee for any generic advertising featuring an athlete identity during the Olympic and Commonwealth Games and the few days around it (known as the 'Protected Period').

Athletes or Sponsors should complete a Commercial Waiver application for each potential advertising campaign or promotional activity that may run during the Protected Period.

More information about the Commercial Waiver and conditions of use can be found at [http://www.olympic.org.nz/about-the-nzoc/governance-documents/#Regulations\\_and\\_Guidelines](http://www.olympic.org.nz/about-the-nzoc/governance-documents/#Regulations_and_Guidelines)

The key Commercial Waiver dates for the Tokyo 2020 Olympic Games are:

- Protected Period Commences **15 July 2020**
- Games **24 July – 9 August 2020**
- Protected Period ends **12 August 2020**

The protected period is therefore **15 July – 12 August inclusive 2020.**

If you are planning to run campaigns featuring multiple athletes during the Protected Period, you will need to complete multiple forms.

In order for your application to be taken into consideration, this form, completed and signed, and the documents requested, should be submitted to the New Zealand Olympic Committee by Monday 6 August 2018 for Buenos Aires Youth Olympic Games participants at the latest. All applications will be reviewed within ten working days of receipt.

Should you require more information please contact [brand@olympic.org.nz](mailto:brand@olympic.org.nz)

#### Sponsor Information

1. Brand Name
2. Contact Name
3. Contact Position / Title
4. Contact email address
5. Contact Phone Number

#### Information on the Participant (Athlete or Official) to feature in your campaign material

6. First Name
7. Last Name
8. Games (*select the Games they are training to compete at*)
9. Sport
10. Discipline

#### Sponsor Intended Activation





The NZOC considers and in most cases, allows Non-Commercial Partners to continue to use a Participant's name/image during the Protected Period for advertising purposes provided that:

- Such use clearly does not create, directly or indirectly, the impression of a commercial association between the Non-Olympic/Commonwealth Games Commercial Partner's brand and the Olympic/Commonwealth Games, the IOC and CGF, the Olympic Movement, NZOC, the NZ Olympic Games Team, the NZ Commonwealth Games Team or any Participant's participation in these Games;
- Such use commenced in market on or before 15 March 2020.
- All Protected Period advertising campaign materials and executions (in full), along with a completed Games Commercial Waiver, are submitted to and approved by NZOC's Brand Manager by the specified due date.

11. Sponsor Campaign Name / Short Description
12. Campaign Summary (summary of how the sponsor intends to use an athlete's identity in the protected period)
13. Campaign Material (the campaign material planned to be in market during the Protected Period including all key visuals and supporting text)
14. Explanatory Letter from Sponsor (should the finalised campaign material not be available at this time, you will need to upload an explanatory letter from your sponsor detailing your intended activation, including description of key visuals and description of supporting text)
15. Campaign Channels (the channels in which you intend to use the athletes identity in within the protected period)
16. Campaign Channels additional info (if relevant)
17. Campaign Live (if the campaign is already in market please state the approximate month and year it was launched)
18. Campaign Launch Date (to be considered for a commercial waiver, the campaign must be in market a minimum of the dates specified above)
19. Campaign Finish Date (when your campaign will stop appearing in market)

#### Sponsor Acknowledgements

The sponsor acknowledges that:

- Brands that are not Olympic or Commonwealth Games Commercial Partners are able to run generic advertising featuring Games Participants during the period nine days prior to the opening period through to the end of the third day after the Closing Ceremony ("the Protected Period") so long as there is no commercial association with the Games, and only with the prior written consent of the NZOC.
- the Participant (Athlete / Official) has duly authorised the use of his/her name, likeness or other resemblance.

#### Signature

For your commercial waiver to be considered you will need to upload your signature to this form to verify the information given is correct - this can be done by signing a blank piece of paper and uploading an image of your signature.





File Uploads

*Please upload below:*

- *Signature*
- *Campaign Material OR*
- *Explanatory Letter*

