

TOKYO 2020

TEAM USA - RULE 40





WHAT IS RULE 40?



RULE BACKGROUND

Rule 40 of the Olympic Charter is an eligibility rule introduced by the International Olympic Committee in 1991 for the purpose of maintaining the unique and universal competitive environment offered by the Olympic Games. The rule helps ensure global participation at the Games and maintain the long-term health of the Olympic Movement. The value of the IOC's international marketing program and the benefit partners receive to market their association with the Games supports athletes around the world, including all members of Team USA.

The IOC issued its Olympic Games Tokyo 2020 guidance on opportunities for participants on July 4, 2019. There is a similar rule in the International Paralympic Committee's Paralympic Handbook that governs participants in the Paralympic Games. References to Rule 40 in this document are intended to include both the Olympic rule and the Paralympic rule. As of the date of this publication, the IPC has yet to issue its guidance for 2020, however if subsequent IPC guidance conflicts with this information, a supplementary Paralympic guidance will be distributed.

BYE-LAW 40.3 OF THE OLYMPIC CHARTER:

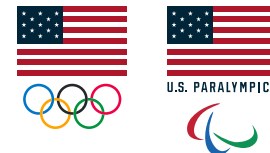
“Competitors, team officials and other team personnel who participate in the Olympic Games may allow their person, name, picture or sports performances to be used for advertising purposes during the Olympic Games in accordance with the principles determined by the IOC Executive Board.”

WHO DOES IT APPLY TO?

Participants in the Olympic or Paralympic Games Tokyo 2020, including current competitors, coaches, trainers and officials. It only applies to participants in the current Games and is not applicable to alumni.

FOR TOKYO 2020, WHEN IS IT?

- Olympic Rule 40 period:
July 14, 2020 - August 11, 2020.
- Paralympic Games period:
TBA by the IPC.



U.S. RULE 40 GUIDANCE FOR TOKYO 2020



NEW APPLICATION PROCESS

Athlete personal sponsors now obtain U.S. Rule 40 permissions through a simple two-step process:

1. An athlete registers his/her personal sponsor(s) in USOPC Rule 40 system
2. Athlete's personal sponsor(s) agrees to terms listed in the USOPC's "Personal Sponsor Commitment"

See full diagram to the right.

This guidance applies to personal sponsors only. Current Team USA partners and official Olympic and Paralympic partners maintain exclusive marketing rights and will continue to follow the normal submissions process they have historically followed.

1 ATHLETE REGISTERS PERSONAL SPONSORS

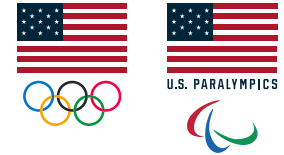


- Athlete registers personal sponsors in USOPC Rule 40 system
- Registration includes contact information (email and phone number) for each sponsor
- After athlete completes registration, the USOPC will instantly send a link to its "Personal Sponsor Commitment" terms agreement to each listed personal sponsor

2 PERSONAL SPONSORS AGREE TO TERMS



- Athlete personal sponsor reads and agrees to terms listed in the USOPC's "Personal Sponsor Commitment"
- Once an athlete's personal sponsor completes "Personal Sponsor Commitment," it is granted a Rule 40 permission
- If personal sponsor violates the agreement, its Rule 40 permission will be revoked and it may face other consequences



KEY U.S. UPDATES FOR TOKYO 2020



TEAM USA ATHLETES GAIN

- Increased opportunity to honor existing and engage new personal sponsors
- Less restrictive timelines for aligning with personal sponsor and creative execution
- Ability to recognize personal sponsors during the Games period
- Ability to be recognized by personal sponsors during the Games period
- Streamlined permissions process with improved clarity on sponsor responsibility and compliance
- Shared responsibility with personal sponsors; previously the responsibility was on the athlete alone

USOPC/IOC PARTNERS GAIN, MAINTAIN

- Exclusivity around Team USA and Games marks and imagery
- Increased ambush protection through the Personal Sponsor Commitment
- Enhanced education and enforcement efforts
- Exemption from registration; continuance of all existing partner benefits related to timing and support of USOPC partner staff
- Ability to include more than one athlete in a single campaign