



IAAF World Championships London 2017 Advertising Guidelines for Businesses and Brands

Introduction

In August 2017 London will host the premier global athletics event, the IAAF World Championships (“Championships”).

The Championships are taking place at the London Stadium in Queen Elizabeth Olympic Park, where the London 2012 Olympic Games were held. The biggest stars of the sport will be competing and will light up the London Stadium for the biggest global sporting event of the year.

Over 10 magical days, the world’s top athletes will bring the roar back to the iconic stadium that saw Mo Farah, Jessica Ennis-Hill and Usain Bolt race to glory.

The Championships will ignite renewed passion for the sport and we, the IAAF, encourage the public to get involved by attending, watching on tv and engaging with the event and the athletes on social media.

As the international federation which governs the sport of athletics, we must however ensure that this showcase event presents the sport to the world in the best possible light. We also have obligations to preserve the investment which sponsors, broadcasters and other commercial partners of the Championships make. These guidelines have been published to help businesses understand the rules, regulations and laws in place which we will rely upon to ensure that we can protect our brand and the investment of our commercial partners.

Can I promote my business in connection with the IAAF World Championships?

If you are a business but you are not a national or official sponsor of the event, you should not undertake advertising activities in connection with the Championships. This rule applies equally to contractors of the Championships who may only reference the event editorially. Please note:

Any advertising or promotional activity which suggests that your business or brand is a sponsor of the Championships is not permitted.

The display of any advertising within the stadium or along the marathon and race walk courses is strictly controlled.

These guidelines go into more detail on these points. Note that this document does not provide guidance for the media for whom other rules will apply, particularly in relation to editorial references to the Championships.

Our Protected Marks

The following words, images and marks are protected through a variety of legal means, including as registered or unregistered trade marks, copyright works and/or unfair competition laws, such as the law of passing off in England:



IAAF World Championships
LONDON 2017
04-13 AUGUST
QUEEN ELIZABETH OLYMPIC PARK





Please do not use any of the above in commercial communications (including advertisements, on websites, in social media and in promotional or PR activities) to promote your business or brands.

Examples:

- X** the use of the Championship logo in a social media post promoting a business
- X** the use of the Championship mascot, Hero the Hedgehog, in an advert promoting a chain of children's sportswear shops
- X** a social media post which offers an "IAAF WORLD CHAMPIONSHIPS DISCOUNT"

Remember that the use of the names, images and logos of national teams and individual athletes competing at the Championships will also be protected. As a general rule, these should not be used for promotional purposes without their consent.

If you sponsor an athlete or national team, make sure it is clear who you are sponsoring and that there is no implication that you sponsor the IAAF or the Championships.

Use of Images and Video Footage

The IAAF and its official broadcasters and photography agencies control the official images and broadcast video footage taken at the Championships. Together with our marketing partner Dentsu Inc., we also control the footage and imagery from historic IAAF events. These are protected by copyright and cannot be used other than under licence.

Spectators and athletes can take photos and videos while at the Championships for private, non-commercial use. However, these may not be used for commercial purposes, whether you have the permission of the spectator who took the image/video or not.

Examples:

- X** the unlicensed use of footage from the IAAF World Championships Beijing 2015 in an advert promoting a soft drink
- X** the use on your corporate social media sites of a photo of the start of the men's 100m final, which one of your employees took at the Championships

Ticket Promotions

Tickets for the Championships cannot be used for commercial or promotional purposes without our permission. The right to run ticket promotions or competitions is a valuable right which is reserved for our commercial partners only. Any tickets used for such purposes without our consent may be voided and the winners of the tickets could be denied entry. Action may also be taken against the entity running the ticket promotion.

Examples:

- X** running a "win IAAF World Championships London 2017 athletics tickets" promotion
- X** an advertisement which offers "your chance to win tickets to see Usain Bolt run for the final time"



Social Media

All the rules mentioned above apply to social media, as they do for other traditional media. Given the unique nature of social media, please note the following additional points:

- Please feel free to follow the official event social media feeds and 'like' our content!
- Follow the athletes and teams you support.
- Reposting or commenting on official Championship content and/or other content about the event in a way that creates an impression that you are sponsor of the Championships, particularly if you are doing this systematically or for very overt promotional purposes is not allowed.
- The official hashtag of the Championships is #IAAFWorlds and we encourage wide use of this for non-commercial purposes. However it should not be used to associate a business or brand with the Championships. In particular we reserve the right to take action where use of the hashtag implies sponsorship, including if there is systematic use which aims to ensure exposure for a brand when users search for content using the official hashtag.

Advertising In and Around Venues

Advertising within the London Stadium is strictly controlled. No-one entering the Stadium should display any advertising materials or otherwise undertake any activities which may be considered to be promotional in any manner. Spectators will be asked to sacrifice any unauthorised promotional materials upon entering the Stadium and any promotion or advertising in breach of our ticket terms and conditions may result in items being confiscated and/or the responsible person being ejected.

In and around the stadium and along the marathon and race walk routes, advertising and promotional activities such as leafleting, sampling or the distribution of promotional items is controlled in a variety of ways. For example, in the City of London (through which the marathon will be run) the distribution of any type of advertising material for commercial purposes is not permitted.

In London advertising controls under the Town & Country Planning Act 1990 prohibit businesses from flyposting or displaying large banners or advertisements without proper consents.

Examples:

- X** displaying a banner in the stadium which bears your company name
- X** giving out flags or inflatable cheering sticks with your company's logo on them to spectators as they arrive at the stadium

Thank you for taking the time to read these guidelines. We appreciate your support in respecting them.