

# **FREQUENTLY ASKED QUESTIONS COMMERCIAL OPPORTUNITIES FOR PARTICIPANTS AT THE OLYMPIC WINTER GAMES MILANO CORTINA 2026**

June 2025



In June 2025, the IOC approved the “Commercial Opportunities for Participants during the Olympic Winter Games Milano Cortina 2026” (also known as Key Principles) on the basis of Rule 40 of the Olympic Charter.

This FAQ document is intended to assist with the practical implications of the Key Principles.

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## WHAT DO I NEED TO KNOW?

Building on past practice, **the IOC continues to provide opportunities and flexibility for you** to benefit from commercial opportunities during and around the Olympic Winter Games Milano Cortina 2026.

The overall importance of personal sponsorships for athletes (which includes appearing in advertising for those sponsors) to generate income is acknowledged. Based on the Key Principles, this advertising can continue to appear during and around the Olympic Winter Games if it meets certain criteria.



It is important to ensure that you inform yourself, your agents (if any) and your personal sponsors about the current Rule 40 framework, and that you make sure the rules are respected. These rules can be found in the [Key Principles](#), with more practical information in the [Illustrative Guidance](#).

Please note that your National Olympic Committee (NOC) will oversee advertising targeted at your country and may also have some specific rules, so please check whether such rules exist and ensure you comply with them as a member of the NOC team.

## WHO DO THE KEY PRINCIPLES APPLY TO?

The Key Principles apply to **all competitors, team members, coaches, trainers and officials participating in the Olympic Winter Games**. When we refer to “athletes” in this FAQ document, it means all of these participants.

“**Olympic Partners**” are the brands or companies that have sponsorship or official merchandise licensing contracts with the IOC, the Milano Cortina 2026 Organising Committee or NOCs, and the official Olympic broadcasters which the IOC has granted rights to broadcast the Olympic Winter Games Milano Cortina 2026.

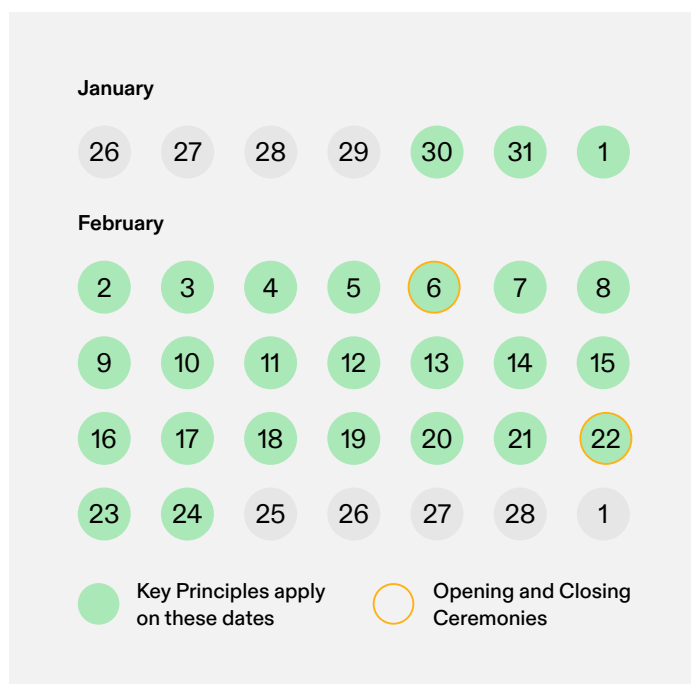
All other brands or, companies or organisations are “**Non-Olympic Partners**”.

## HOW DO THESE KEY PRINCIPLES APPLY TO ME?

The Key Principles apply to **all forms of commercial promotion that you may be involved in**. This includes social media and social network posts and promotions (whether paid-for or not); traditional advertising in paid-for space (including press, billboards, TV, radio, online and instore advertising); PR (including personal appearances and press releases); lending or gifting of products to athletes; and on-product and in-store promotions.

## WHEN DO THESE KEY PRINCIPLES APPLY?

The Key Principles apply during the **Games Period, which begins on 30 January** (when the Olympic Village opens) **and ends on 24 February 2026** (two days after the Closing Ceremony), inclusive.



## WHAT COMMERCIAL ACTIVITY CAN I ENGAGE IN AROUND THE OLYMPIC WINTER GAMES?

### 1 — Enter into personal sponsorship and endorsement contracts

You can enter into contracts with personal sponsors at any time before, during or after the Olympic Winter Games Milano Cortina 2026. If you are currently looking for a personal sponsor, the IOC provides you with [support and advice](#) on developing a personal brand through Athlete365.

Through their contribution to the Olympic Movement as a whole, the Olympic Partners provide indirect support to hundreds of athletes around the world, in many different sports disciplines. In addition, any Olympic Partner may enter into a contract with you to become your personal sponsor.

You may also enter into contracts with brands other than Olympic Partners. Please check any requirements your NOC might have relating to the kinds of entities which can sponsor their athletes (for example, under your team agreement, if you have one).

### 2 — How can I thank my sponsors?



You can recognise the support provided by your personal sponsors to help you on your journey to sporting success.



During the Games Period, you may provide one simple “thank-you” message to each of your Non-Olympic Partner personal sponsors.

A single thank-you message can be posted on multiple platforms (which means posting a single identical message on multiple platforms is allowed, but must take place at the same time). Some NOCs may permit athletes to post additional “thank-you” messages: please check with your NOC for further details.

**Before or after the Games Period**, there are no limits on the number of “thank-you” messages that you may provide to your Non-Olympic Partner personal sponsors.



The “thank-you” messages permitted under the Key Principles are intended to enable you to recognise long-term support from personal sponsors, rather than to enable “pay-per-post” or similar deals focused on promoting a sponsor brand.

“Thank-you” messages for Non-Olympic Partners should not:

- 1 – contain any Olympic Properties (such as the Olympic symbol, or other Olympic images, mottos or phrases, such as Milano Cortina 2026, and other properties listed in the Key Principles);
- 2 – contain photographs or videos from Olympic venues or Olympic medal ceremonies;
- 3 – feature your official Olympic team uniform or any Olympic medal;
- 4 – include any personal endorsement of a product or service; or
- 5 – suggest that a product or service helped your sporting performance.

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

You do not need to notify the IOC or your NOC before posting thank-you messages, but please ask your NOC if you have any doubts about whether these comply with the Key Principles.

If your thank-you message is to an **Olympic Partner**, you can use photographs including Olympic Properties, from Olympic venues or Olympic medal ceremonies, or featuring your official Olympic team uniform or Olympic medals.

However, “thank-you” messages for Olympic Partners should not:

- 1 – contain videos from Olympic venues or Olympic medal ceremonies;
- 2 – include any personal endorsement of a product or service; or
- 3 – suggest that a product or service helped your sporting performance.

There are no limits on the number of thank-you messages to Olympic Partners at any time.

### 3 – Can I participate in advertising campaigns conducted by sponsors?

You can be included in advertising campaigns and other commercial activities run by your personal sponsors, **including during the Games Period**, in accordance with the Key Principles. The main rules are summarised below.

Personal sponsors must obtain your consent to use your name or image in advertising.

Any campaigns running during the Games Period by Non-Olympic Partners must not use Olympic Properties, must respect IOC and NOC policies, and must be generic. This means that they must:

- 1 – not make any connection with the Olympic Winter Games (other than by featuring you as an Olympic athlete);
- 2 – be regularly in market at least 90 days before the Games Period; and
- 3 – be run consistently and not escalated during the Games Period.

Requirements 2 and 3 will be applied flexibly to support athletes who may be selected for the Olympic Winter Games at a late stage.

Illustrative guidance on what would be considered “generic” advertising is available from NOCs and online, to help you and your personal sponsors comply with these requirements.

These campaigns or activities are, however, subject to notification to the IOC (and/or NOC, as per the applicable rules), as described in the next section.

Olympic Partners can run advertising campaigns which include Olympic Properties, and make other connections to the Olympic Games, in accordance with their contracts with the IOC, NOC or Olympic Games Organising Committee.

# SPONSORS

## WHAT SHOULD MY SPONSORS DO IF THEY WANT TO USE MY NAME OR IMAGE DURING THE GAMES PERIOD?

If your personal sponsor plans to feature you in advertising on a **multi-territory basis** (meaning in more than one country), it is important that such advertising complies with the IOC Key Principles.

If your personal sponsor plans to feature you in advertising in **only one country**, it should consult with your NOC to understand the rules that apply in that country.



**Your personal sponsor must notify the IOC of any multi-territory advertising plans by 19 December 2025** through the simple IOC Advertising Notification Portal available at [rule40.olympic.org](https://rule40.olympic.org). The purpose of this notification is to provide personal sponsors and athletes with certainty, by enabling the IOC to check advertising before it is distributed. Later notification is possible for advertising featuring athletes who are selected for the Olympic Winter Games after 19 December 2025.

If the IOC has any feedback on notified advertising, it will be provided to you/your sponsor **within 10 days**.



Olympic Partners can run compliant advertising and notify at any time.

With regard to social media advertising, personal sponsors do not need to provide advance notice for each individual post, but details of the sponsor's social media advertising plan, including the nature and planned content of the posts, should be included in the sponsor's online notification.

## CAN MY PERSONAL SPONSOR CONGRATULATE ME ON MY PERFORMANCE AT THE OLYMPIC WINTER GAMES?

**During the Games Period**, only Olympic Partners can engage in congratulatory advertising.

**Before and after the Games Period**, non-Olympic Partners can engage in congratulatory advertising in support of their contracted athletes, but without using any Olympic Properties.

# FURTHER INFORMATION

## WHY ARE THERE LIMITS ON MY COMMERCIAL ACTIVITIES WITH NON-OLYMPIC PARTNERS?

The Olympic Games are unique, with athletes from all countries of the world represented, competing across a huge variety of sports. However, whilst some national Olympic teams receive substantial public funding to go to the Olympic Games, others receive none. These rely completely on funding from private sources, such as sponsorship. But many national Olympic teams, and the majority of Olympic athletes, do not have their own sponsorship income.



To address this difference, the IOC's commercial programmes are structured to help **all Olympic teams and the IOC Refugee Olympic Team**, to compete at the Olympic Games.

All athletes compete at the Olympic Games as part of a National Olympic Committee (NOC) team. These teams are supported by the IOC through the "solidarity" model of Olympic funding.

Athletes also benefit from the support the IOC provides the International Federations (IFs) of the sports represented at the Olympic Games.

A third way of benefiting is through the IOC's contribution to the staging of the Olympic Games. Not only does this cover a big part of the costs of organising the Olympic Games, it also covers travel, accommodation and medical care for athletes and their team officials.

Athletes can also benefit from individual Olympic Solidarity scholarships. These are just some of the examples of how all athletes benefit from the solidarity model of Olympic funding.

This funding model helps athletes from all countries, especially those who do not have any personal sponsors and who could not attend without solidarity funding. Thanks to this funding model, the Olympic Games are the most universal sporting event in the world, and, as an athlete, you compete against the best athletes from all over the world.



In addition to solidarity funding, the Rule 40 Framework helps to support the commercial programmes managed by the Organising Committees for the Olympic Games, so also supports the funding of facilities at the Olympic Games for all athletes and Olympic teams.

In addition, many Olympic Partners also provide direct financial support to thousands of individual athletes around the world, from many different sports through personal sponsorships.

Further, the IOC helps generate awareness of each athlete's achievements worldwide, increasing athletes' value in the eyes of existing and future sponsors by ensuring global broadcast coverage of the Olympic Games.

In her [open letter in 2019](#), Kirsty Coventry, the IOC Athletes' Commission Chair at that time, highlighted the risks if the athlete advertising framework were to lose this balance. This could cause long-term damage to the Olympic funding structure, by:

- 1 — harming the revenue sources that support athletes from all over the world to compete at the Olympic Games;
- 2 — undermining the diversity of the sports disciplines featured at the Olympic Games;
- 3 — negatively impacting the athlete experience during the Olympic Games; and
- 4 — ultimately risking the delivery of the Olympic Games in the future.

The [Athletes' Rights and Responsibilities Declaration](#) recognises the right of athletes to generate personal income, as well as respect for the solidarity funding principles of the Olympic Movement. The IOC has developed the athlete advertising Key Principles for the Olympic Games as a reasonable balance between these two factors.

The athlete advertising Key Principles for the Olympic Winter Games Milano Cortina 2026 apply only for a limited time of 27 days, but still enable athletes to benefit from personal sponsorship and appear in well-planned

advertising during the Olympic Games. At the same time, the Rule 40 Framework maintains the value and appeal of official Olympic sponsorship programmes, to ensure continued **support for all athletes and teams** (particularly those without sponsorship income), and for the Olympic Games themselves.

The limited restrictions for the Games Period enable solidarity, ensuring that, collectively, we support all teams in the Olympic spirit.

Further details of how commercial revenues are distributed are available on [Olympic.org](https://olympic.org).

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## WHO WILL OVERSEE THE KEY PRINCIPLES AND HOW?

The IOC will oversee advertising activity from an **international** perspective, which is why it is important that multi-territory advertising activity is notified to the IOC via the online platform.

**Single-territory** campaigns will be overseen by the relevant NOC. Please always check the specific application of the Key Principles with your NOC.

If the Key Principles are not respected, each situation will be considered on a case-by-case basis. The IOC or your NOC may require the advertising to be withdrawn or amended.

In serious cases, sanctions may be imposed.

The IOC recommends to NOCs that, in principle, monetary measures should be favoured as sanctions rather than sporting sanctions, such as withdrawal from the Olympic Games.

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## WHO SHOULD I CONTACT FOR FURTHER INFORMATION?

Please contact your NOC for more information on these Key Principles and the opportunities they offer you and your sponsors.



# TOP PARTNERS

