

# BACKGROUND



VANOC Backgrounder

March 2, 2007

## **Olympic and Paralympic Brand Protection will be part of a successful Games**

Vancouver - The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) is working to ensure the value of the Olympic and Paralympic Brand is maintained as part of its efforts to stage well-organized and financially successful Games.

Canadian organizations and governments are being asked to make significant financial investments to become official sponsors of the 2010 Winter Games, and, in the case of our corporate sponsors, acquire exclusive right to use the Olympic and Paralympic Brands in their promotional campaigns. These investments will be used to help stage the 2010 Winter Games, support Canadian athletes and provide legacies for the benefit of all Canadians.

### **What constitutes the Olympic Brand?**

The Olympic Brand includes all the names, phrases, marks, logos and designs related to the 2010 Winter Games and the Olympic Movement. For the purpose of this Backgrounder, the 'Olympic Brand' also includes the associated Paralympic Games marks. The use of the Olympic Brand is carefully controlled and may only be used in Canada in the lead up to and during the 2010 Winter Games with the written permission of VANOC.

### **Why is protecting the Olympic Brand important?**

- Appropriate protection of the Olympic Brand will give sponsors assurance their exclusive rights are secure, which will assist VANOC in raising sufficient sponsorship revenue to fund the expected \$1.7 billion operational budget for the 2010 Winter Games.
- If sponsors are assured their investments will be protected and VANOC is therefore able to meet or exceed its financial target, Vancouver and Canada will be able to host spectacular Games, with long-term legacies for sport and future Olympians and Paralympians in Canada.
- Canada has committed to 'owning the podium' in 2010 by finishing first in the world in terms of the total number of medals won by our Canadian athletes. Through their agreements with VANOC, sponsors have agreed to contribute to the Own the Podium - 2010 program to further this goal. Protecting sponsor rights will encourage continued support of Canadian athletes by

**vancouver 2010**™/MC

XXI OLYMPIC WINTER GAMES | X PARALYMPIC WINTER GAMES  
XXI<sup>es</sup> JEUX OLYMPIQUES D'HIVER | X<sup>es</sup> JEUX PARALYMPIQUES D'HIVER

[VANCOUVER2010.COM](http://VANCOUVER2010.COM)

VANCOUVER 778 328 2010 WHISTLER 604 932 2010  
SANS FRAIS 1 877 408 2010 TÉLÉCOPIEUR 778 328 2011

# BACKGROUND



corporate sponsors, and the success of our athletes in 2008, 2010 and beyond.

## **What happens if the Olympic Brand is compromised?**

Under various agreements relating to Vancouver's hosting of the 2010 Winter Games, VANOC is obligated to protect the Olympic Brand against unauthorized use in Canada, including an obligation to protect against ambush marketing, which is the name given to third party activities aimed at profiting from the value and goodwill associated with the Olympic Brand and the Olympic Movement in an unauthorized manner.

When the brand is compromised, so is the ability to raise the necessary funds to stage successful Games and to support Canadian athletes.

## **Occasional exceptions are permitted under limited conditions**

VANOC is sensitive to the fact that some businesses in Canada use the word "Olympic" (or similar terms) in their names and marks and have done so long before January 1998 (when it became widely known the Canadian Olympic Committee had awarded, to Vancouver, the right to make a bid to the International Olympic Committee for the 2010 Winter Games).

In dealing with businesses currently using the word "Olympic" (or similar terms) in their names and marks, VANOC will not require that businesses cease or modify their use of the word "Olympic" (or similar terms) in their names or marks if they began using those marks prior to January 1, 1998. This commitment is subject to some reasonable conditions which are required if VANOC is to meet its commitments to the IOC to protect the Olympic Brand in Canada, most notably:

- (i) apart from the use of the word "Olympic" or a similar protected term in its name or marks, the business is not otherwise creating an association with the Olympic Brand;
- (ii) the use of the protected term by the business is in association with the same wares or services in respect of which it was used (by the business) before January 1, 1998;
- (iii) the business is not directly competing with one of the VANOC or IOC Olympic Games sponsors; or
- (iv) the business is not also using the Olympic Rings, the Olympic Torch or other symbols or expressions commonly associated with the Olympic Movement.

This commitment to 'grandfather' pre-existing use of "Olympic" and similar terms is consistent with the policy VANOC has followed to date and which is set out on the VANOC website.

**vancouver 2010**<sup>TM/MC</sup>

XXI OLYMPIC WINTER GAMES | X PARALYMPIC WINTER GAMES  
XXI<sup>ES</sup> JEUX OLYMPIQUES D'HIVER | X<sup>ES</sup> JEUX PARALYMPIQUES D'HIVER

[vancouver2010.com](http://vancouver2010.com)

VANCOUVER 778 328 2010 WHISTLER 604 932 2010  
SANS FRAIS 1 877 408 2010 TÉLÉCOPIEUR 778 328 2011

# BACKGROUND



In circumstances that do not meet the above noted grandfathering exception, VANOC carefully considers all of the circumstances and assesses each situation on a case-by-case basis, applying a measured process of assessment. This process of assessment will be further detailed in guidelines being developed, which will be available to the public shortly.

-2010-

## Media Contacts

Chris Brumwell  
Vancouver 2010  
778.328.6269

Mary Fraser  
Vancouver 2010  
778.328.3667

**vancouver 2010**<sup>TM/MC</sup>

XXI OLYMPIC WINTER GAMES | X PARALYMPIC WINTER GAMES  
XXI<sup>es</sup> JEUX OLYMPIQUES D'HIVER | X<sup>es</sup> JEUX PARALYMPIQUES D'HIVER

[vancouver2010.com](http://vancouver2010.com)

VANCOUVER 778 328 2010 WHISTLER 604 932 2010  
SANS FRAIS 1 877 408 2010 TÉLÉCOPIEUR 778 328 2011