



**ParalympicsGB**



# **ParalympicsGB Advertising Guidelines**

v. January 2024

# Contents

- 01 [Context and key principles](#)
- 02 [Athlete personal channels](#)
- 03 [Permitted advertising](#)
- 04 [Thankyou messages](#)
- 05 [Further guidance and examples](#)





01

# Context



**“ We work with ParalympicsGB’s commercial team to develop these guidelines with athletes in mind. Our aim is to give clear, accessible guidance, that enables athletes to work with their personal sponsors with confidence, making the most of the opportunities that come with performing at the highest level, whilst protecting the funding that is essential for the team as a whole.**

**We know that protecting the ParalympicsGB brand, and giving Paralympic partners exclusive access and recognition, is vital to fund the whole team’s preparation, travel and participation in the Games. This funding also supports ParalympicsGB’s work, through sport, to inspire a better world for disabled people.**



Helene Raynsford, Chair,  
Athlete Commission



# Background

At ParalympicsGB we understand first-hand the important contribution that funding partners and sponsors make to sporting success; providing critical support for athletes' training, enabling world class team preparation, and helping to maximise the impact of the Paralympic movement here in the UK.

We also understand that the Paralympic Games is the pinnacle moment in an athlete's career, and the natural time to give recognition to all supporters, large and small, who have contributed on their personal journey to the Games. Therefore, it is important that there is a balance in how the athletes can acknowledge individual support, alongside the role played by commercial partners who directly invest in ParalympicsGB.

These guidelines have been developed to enable us to find such a balance in the UK. These guidelines are written to help ParalympicsGB athletes understand how they may benefit from personal sponsorship opportunities, whilst also clarifying what such sponsors, brands and commercial companies may and may not do when promoting their support for Para athletes.



# Key principles

All ParalympicsGB members have a responsibility to protect investment in the Paralympic movement, so that all athletes may enjoy opportunities to compete regardless of their profile, sport or personal funding.

All team members agree to respect the rights of ParalympicsGB and its sponsors who fund ParalympicsGB's participation at the Games.

All ParalympicsGB members are encouraged to embrace opportunities of personal sponsorship, providing these guidelines are followed.



# Paralympic properties

The following are all considered Paralympic properties which can only be used in UK activity with permission from ParalympicsGB:

- Paralympic terminology, which includes the words **Paralympic** and **Paralympian**
- **Paralympic symbols**, including official logos either stand alone, or printed on items such as medals or team kit
- any other mark or symbol belonging to a Paralympic organisation, including “**ParalympicsGB**”
- The **ParalympicsGB team uniform** (past or present)
- The official **Paris 2024** or other Games host city wording, and the official emblem or mascot
- Any content from the Paralympic Games such as videos, music, artwork, or graphics



# When do these rules apply?

Paralympic properties and rights of association are protected at all times. These guidelines should be followed throughout the year, in all athlete advertising and personal sponsorship deals.

There are some additional criteria that must be followed for any advertising to continue to run during the Paralympics Games period (21 August – 10 Sept 2024). This includes a deadline by which ParalympicsGB must be notified of the advertising, and a requirement to demonstrate that the advertising has been in market at the same level for a minimum of 3 months prior to the Games period (i.e. it is not targeting that time). These rules are detailed later in this document.





02

# Athlete personal channels

A photograph of four male sprinters competing in a race on a red track. The runner on the far left is wearing a yellow singlet with 'LEMONS RIVAS' and 'TOYOTA' on it. The runner in the center is wearing a white singlet with 'GREAT BRITAIN' and 'YOUNG' on it. The runner on the far right is wearing a green singlet with 'MEXICO' and 'CHESSANI GARCIA' on it. The runner in the middle-right is wearing a green singlet with 'SOUTH AFRICA' on it. The background shows the track lanes and a blurred stadium.

# Personal channels

Within personal channels, and providing it is not shown alongside sponsor advertising or recognition, athletes may:

- ☑ include a description and images of their Paralympic achievements as part of a balanced biography of their personal and sporting achievements.
- ☑ blog or post about their personal experience of the Paralympic Games


This is permitted at all times including during the Games.

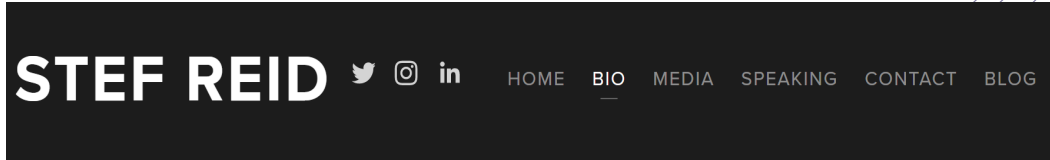
A **balanced biography** means using multiple descriptors in a factual manner, with no undue prominence given to protected terms such as Paralympian or Paralympic. A balanced biography might include sporting descriptions such as cyclist, European Champion or World Record holder, or personal attributes such as university student, doctor, and dog lover.



# Personal channels: Example 1

Personal website and social media channels featuring biography, media content, and personal video content.

**The use of Paralympic Properties (e.g. ParalympicsGB kit, Tokyo 2020 hashtags) is permitted in this context as these are personal channels and there is no overt sponsor Advertising or endorsement.** 



## STEF REID.

Stef is a Paralympic long jumper who competes for Great Britain. Stef is a five-time world record holder, reigning world champion (London 2017 long jump), and triple Paralympic medallist in the long jump (2016, 2012) and 200m sprint (2008). She has an honours degree in biochemistry, and away from the track works as a broadcaster, professional speaker, actor, and model. Stef was also a finalist on *Celebrity MasterChef* 2018!

Stef was born in New Zealand to a Scottish father and English mother, grew up in Toronto, and moved to Dallas, Texas with her Canadian husband all before settling back in the UK in 2010. Stef's talent and passion for sport were spotted early, and at 12 she was already dreaming of playing rugby on the world stage. But at 15, Stef was involved in a boating accident, suffering severe propeller lacerations. Her life was saved but her right foot was amputated.

Stef's focus shifted from her sports to her studies, and she graduated as valedictorian earning a full academic scholarship to Queen's University in Canada to study biochemistry. While at Queen's, Stef joined the university athletics team "just to see how fast she could still run." Upon graduation, Stef decided to put her plans of medical school aside and focus on her childhood dream of being a professional athlete.

Stef trains at Loughborough University alongside her wheelchair racing husband, Brent Lakatos. Brent is also world record holder, seven-time Paralympic medallist, and seven-time world champion. Together the dynamic duo are working hard towards Tokyo 2020.

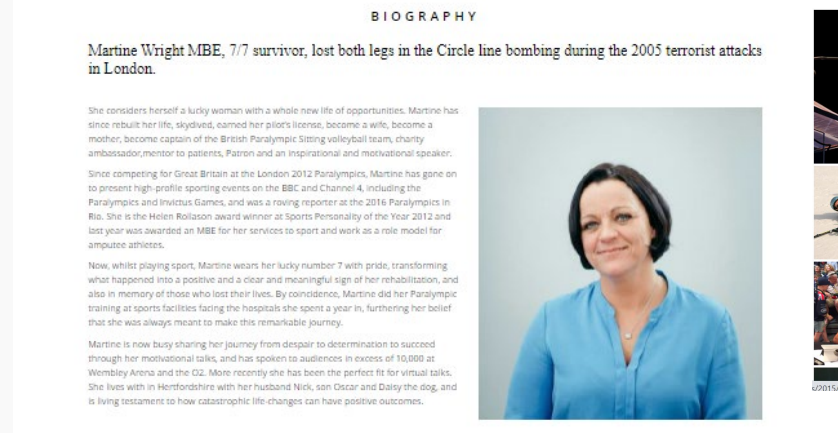
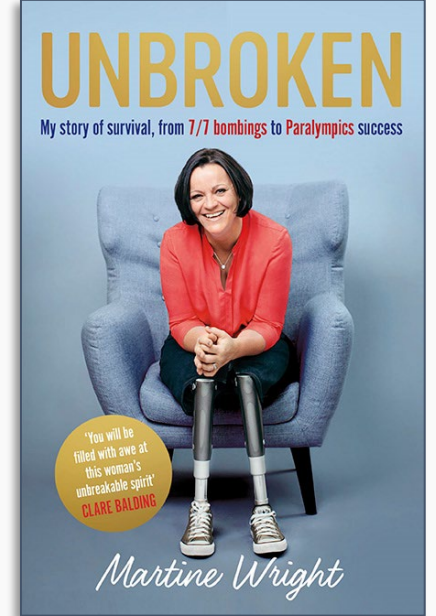




# Personal channels: Example 2

Personal website and channels, telling a balanced biographical story. Speaking appearances and autobiography

**The use of Paralympic Properties (e.g. imagery) is permitted in this context as these are personal channels and there is no overt sponsor Advertising or endorsement. Martine's Paralympic achievements are included as part of a balanced biography.**






# Personal channels: Example 3

Social media biographies

**The use of Paralympic Properties, including imagery and references to Paralympic achievements, is permitted as these are personal channels, biographies are balanced, and there is no sponsor Advertising or endorsement.**




**Sophie Carrigill** ✓  
@sophcaz [Follow](#)

GB Wheelchair Basketballer. Paralympian. World & European Silver Medalist. MSc Sports Psychology. Motivational Speaker. Passionate about inclusion.



**Jade Hall** ✓  
@JadeJones11 [Follow](#)

Paratriathlete| 2018 Commonwealth Champion, World silver medalist| Marathoner| Law student| 2x Paralympian.



**Kim Daybell** ✓  
@KimDaybell [Follow](#)

27 year old table tennis player/student doctor at the University of Leeds. 2 time Paralympian with @ParalympicsGB in London and Rio, European Silver Medallist



**Matt Skelhon** ✓  
@mattskelhon [Follow](#)

3 time Paralympic medalist- Beijing gold, current European and World Champion. I hold 2 world records. Also a keen angler!

# Personal channels

We appreciate that there is no 'one size fits all' biography and so would encourage you to speak to the team at ParalympicsGB when you review your personal channels if you have any questions about how to include references to your Paralympic achievements.

The ParalympicsGB Commercial team can be contacted by email: [brand@paralympics.org.uk](mailto:brand@paralympics.org.uk) and are happy to assist.





02

# Permitted Advertising

A photograph of a swimmer in a pool, captured mid-stroke with arms extended forward. The water is splashing around the swimmer's hands. The pool is divided into lanes by yellow and red lane lines. The text 'Permitted Advertising' is overlaid in large white font across the center of the image.

# Permitted advertising with personal sponsors

**Advertising** means any activity designed to promote the goods or services of a company or brand, including **social media, gifting, paid-for advertising such as press adverts, billboards and television and radio adverts, direct advertising, personal appearances, PR, product promotion, on-product or in-store promotions.**

Athletes may feature in advertising for personal sponsors, including on digital or social media channels, through personal appearances at events. or by licensing their image rights, provided it complies with these guidelines. These guidelines are put in place to make sure that the activity does not suggest there is any association between the athlete sponsor and the Paralympics.

In particular, all advertising with ParalympicsGB athletes must follow the criteria on the next page **at all times.**





# Permitted advertising with personal sponsors:

- ☑ Must have athlete consent at all times
- ☑ Must be clean of Paralympic properties at all times
- ☑ May continue during the Games Period (21 August – 10 Sept 2024) providing that:
  - ParalympicsGB are notified of the Advertising by 4th July 2024, by email to [brand@paralympics.org.uk](mailto:brand@paralympics.org.uk)
  - it has been demonstrably live in-market for a minimum of 3 months before the Games period (before 31 May 2024)
  - there is no material change or escalation to the content, messaging, frequency or places of publication

**Examples of Permitted Advertising are included later in this document**

# Global, TOP or National Governing Body sponsors

Some businesses that athletes work with will also have sponsorship deals with the International Paralympic Committee, International Olympic Committee, Team GB, a National Governing Body or International Federation for a sport.

However, **unless the sponsor also has a direct relationship with ParalympicsGB, any national campaign that highlights British or Northern Irish athletes will be subject to the same restrictions as athletes' other personal sponsors,** including on the use of Paralympic properties, the ParalympicsGB name, logo, team kit, and following all guidance for permitted advertising with athletes in the UK.

To ensure compliance with all guidelines, athletes and sponsors involved in these campaigns should contact ParalympicsGB Commercial Team to discuss their plans.

# Permitted Advertising with ParalympicsGB Partners

ParalympicsGB's official partners are allowed to reference Paralympic properties and run advertising activity during the Games Period. Their advertising will be approved by ParalympicsGB to ensure that it complies with any terms in their partnership agreement, as well as partnership activation guidelines which ParalympicsGB provide.

Whenever athletes work with a ParalympicsGB partner, for example for an appearance, or in advertising content alongside Paralympic properties, it is important to remember that athletes are representing the ParalympicsGB team. This means **wearing ParalympicsGB attire**, and **refraining from referencing any third parties**, including personal sponsors.



# ParalympicsGB Partners

**For advice on whether a sponsor has a Paralympic partnership, or whether athletes are permitted to appear in a certain context, please get in touch with ParalympicsGB's commercial team who will be able to help clarify this for you: [brand@paralympics.org.uk](mailto:brand@paralympics.org.uk)**

Current ParalympicsGB partners are listed on our website: [paralympics.org.uk](http://paralympics.org.uk)





04

# Thankyou messages



# Thank you messages

As well as permitted advertising, athletes may give recognition to personal sponsors during the Games Period by sharing a single, simple thank you message, providing:

- ☑ It does not imply that the sponsor and its products or services enhanced performance;
- ☑ It does not imply any association between the athlete sponsor and the Paralympics;
- ☑ Any image is clean of Paralympic properties including ParalympicsGB team kit;
- ☑ It doesn't contain, or link to, any advertising, including hashtags, pre-rolls or other similar functionality, and should not have any promoted (paid) spend behind it;
- ☑ Athletes thank no more than three sponsors, plus a maximum of two adaptive equipment providers during the Games Period (i.e. max. of five messages)

The message may be posted across multiple platforms (e.g. on both X and Instagram) providing posts are identical and happen at the same time.





# Liking and sharing


- Athlete sponsors are permitted to repost, share or like an athlete thank you message once during the Paralympic Games Period. This is provided they do not alter or add to the original thank you message.
- Sponsors may not otherwise issue any congratulatory messaging or new advertising that features an athlete during the Paralympic Games Period.
- Personal sponsors are not permitted to interact with or share posts from the International Paralympic Committee or ParalympicsGB channels at any time, as this may imply an official association.




# Thankyou message: Example 1

## Examples of permitted wording:



 This will be permitted as it is a generic message of thanks for the Athlete Sponsor's support. (providing you only thank a total of three Athlete Sponsors during the Games Period)

 This will be permitted as it is a generic message of thanks for the adaptive equipment provider's support (providing you only thank a total of two adaptive equipment providers during the Games Period)

**These are example posts for illustration purposes only**



## Thankyou message: Example 2

### Examples of wording that is not permitted:



**Jack Hunter-Spivey** ✓ @jackhstt · Aug 26

Thank you @*nameofcompany* for the amazing breakfast keeping me going during that match #energy #stamina



**Gordon Reid** ✓ @GordonReid91 Sep 4

Thank you @*adaptiveequipment* for making my Paris 2024 dreams come true.



This would not be permitted as it gives the impression that the sponsor and/or its products or services enhanced your performance



This would not be permitted as it suggests that there is an association between the Athlete Sponsor and the Paralympics

**These are example posts for illustration purposes only**

# Thankyou message: Example 3

## Examples of wording that is not permitted:



This would not be permitted as it links to the company's Advertising through the use of a campaign hashtag



This would not be permitted as it the image is not clean of Paralympic Properties; it features the ParalympicsGB kit and also the Rio 2016 Paralympic medal

**These are example posts for illustration purposes only**

05

# Further guidance

# Key dates for 2024

<b>31 May 2024</b>	the date that advertising should be ‘in market’ to continue to run during the Games Period
<b>4 July 2024</b>	the date for ParalympicsGB to be notified of advertising to run during the Games Period*
<b>21 August to 10 Sept 2024</b>	Paris 2024 Paralympic Games Period

\*ParalympicsGB will operate a model of deemed consent, meaning notified advertising will be recognised to comply with these guidelines unless ParalympicsGB ask for any specific details or changes. **Early notification is encouraged to avoid possible issues and to minimize any distraction for athletes as we approach Games time.** There will be some leniency granted for athletes who are selected after this deadline, and athletes or athlete sponsors should contact ParalympicsGB to discuss options.





# Some common mistakes

- ! A sponsor may describe an athlete as 'Paralympic champion' or want to produce content about their journey to Paris 2024. This is only permitted for ParalympicsGB partners. Instead content should focus on the whole biography & personal achievements in a balanced way, without using Paralympic terms.
- ! Athletes may be asked to wear ParalympicsGB attire for their personal sponsors, or bring your Paralympic medal to an event. This is only permitted for ParalympicsGB partners.
- ! Athletes may be asked to wear/show their personal apparel sponsor in all advertising and appearances, this is not allowed for any Paralympic advertising or Paralympic partner activations.

**If you need any support interpreting the guidelines, or providing guidance please reach out to ParalympicsGB commercial team who can support with this.**





# Plan ahead

ParalympicsGB put in place the early notification date in order to manage requests outside of the Games Period, and minimise any distraction to athletes at this key time.

We encourage all athletes and sponsors to plan ahead for the Games Period by:

- ! • Understanding these guidelines and ensure that they are aware of the Games Period and the notification process for advertising
- ! • Plan campaigns appropriately, and prepare and schedule any Thankyou messages in advance
- ! • Discuss your plans with the ParalympicsGB Commercial Team who are here to help and can answers any questions you may have.





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# **Appendix: Further examples of Permitted and Not Permitted Advertising**

# Permitted advertising: Example 1

A brand ambassador sponsorship including online video tips, wearing branded clothing, website biography and online magazine content.

**This is clean of Paralympic Properties, and references to Emma's Paralympic achievements are balanced and biographical.**

This would be allowed to continue during the Games Period providing it is in market well in advance of the Games Period, and there is no material change to the Advertising activity or uplift during the Games Period.



The image shows a screenshot of a Vitality website article and a social media post. The website article is titled "'THE WOMAN THAT INSPIRED ME...'" and features a photo of Emma Wiggs with her grandmother. The article text reads: "From supportive school teachers to trailblazing grannies, our Ambassadors and Performance Champions tell us which women played an inspirational role in their lives. In celebration of International Women's Day on 8 March." Below the text is a photo of Emma Wiggs and her grandmother. The social media post is from Vitality UK, dated 3 December 2020, and features a video of Emma Wiggs holding a bowl of food. The video title is "Emma Wiggs nutrition tips". The post text reads: "Emma Wiggs is the reigning Paralympic, world and European Champion paracanoeist, as well as being a Vitality Performance Champ! We asked her for her top nutrition tips as we head into winter - check them out here! What are your favourite nutrition tips and tricks to ensure you're staying happy and healthy?" Below the social media post is a bio for Emma Wiggs, Paracanoeist, which reads: "Emma is an Olympic and European Champion in the KL2 200m event and the reigning VL2 200m World Champion. Emma grew up in Watford and throughout her schooling was very active, excelling at hockey. She contracted a virus when she was 18 that left her with irreparable damaged nerves in her legs. Emma qualified in her chosen career as a PE teacher in 2004. She represented Great Britain at the 2012 London Paralympic Games in sitting volleyball. She discovered canoeing after these games."

# Permitted advertising: Example 2

A brand partnership including feature on company website, participation in company podcast, digital content and social media posts.

**This is clean of Paralympic Properties, and references to Hannah's Paralympic achievements are balanced and biographical.**

This would be allowed to continue during the Games Period providing it is in market well in advance of the Games Period, and there is no material change to the Advertising activity or uplift during the Games Period.



The image shows a collage of content related to Irwin Mitchell's partnership with Hannah Cockcroft. At the top left is the Irwin Mitchell website header with navigation links: Personal, Wealth Management, Business, People, Offices, Contact. Below this is a large image of Hannah Cockcroft in a wheelchair racing on a track, with the Irwin Mitchell logo in the background. To the right of the website header is a Twitter post from Irwin Mitchell (@irwinmitchell) dated Jan 29, 2020, featuring a video of Hannah Cockcroft performing a physical exercise in a wheelchair. Below the website header is a section titled 'Our Ambassadors' featuring Hannah Cockcroft. The text describes her as an inspiration and role model, mentions her disability (caused by two cardiac arrests at birth), and notes her achievements in wheelchair racing, including being a Paralympian and world record holder. At the bottom left is a video player for a podcast episode titled '01. Disability Sport' featuring Hannah Cockcroft, Alfie Hewett, and Ed Buckley. At the bottom right is another Twitter post from Irwin Mitchell dated Nov 25, 2020, celebrating Hannah and another ambassador as shortlisted for Disability Sports Woman of the Year.



## Permitted advertising: Example 3

Event ambassador role including appearing on branded digital assets, in person appearances, wearing branded clothing, and participation in PR and video content.

**This is clean of Paralympic Properties, and references to Jonnie's Paralympic achievements are balanced and biographical.**

This would be allowed to continue during the Games Period providing it is in well in advance of the Games Period, and there is no material change to the Advertising activity or uplift during the Games Period.



### Jonnie Peacock meets competition winners ahead of the Superhero Tri event 2018

TOPICS: Inclusive Interview Jonnie Peacock Sport Superhero Tri

POSTED BY: ENABLE MAGAZINE 1 AUGUST, 2018

Superheroes assemble! Ahead of the upcoming 2018 **Superhero Tri** part of the Superhero Series, Double Paralympic, World and European 100m Champion Jonnie Peacock has thrown a surprise training day for competition winners set to join him on Team nPower.



# Permitted advertising: Example 4

Charity fundraising campaign including a fundraising product, PR, and promotion through social media and personal channels

**This is clean of Paralympic Properties, and references to Will's Paralympic achievements are balanced and biographical.**

This would be allowed to continue during the Games Period providing it is in market well in advance of the Games period, and there is no material change to the Advertising activity or uplift during the Games Period.



**GREAT ORMOND STREET HOSPITAL CHARITY**

About us | News and features | Volunteer | Shop

Our hospital site | Our charity site | Site search...

## The rise of the rainbow facemasks

10 June 2020

We'll all remember rainbows as a symbol of hope during the COVID-19 era but Will Bayley, former GOSH patient, Paralympic gold-medalist and *Strictly Come Dancing* star, has taken that a step further.

Just ahead of the announcement that facemasks will become mandatory on public transport, Will teamed up with *Strictly Come Dancing's* Head Designer, Vicky Gill, friend David Morgan and clothing manufacturer DSI London, to create this fabulous Rainbow Facemask. Not only are they practical, washable and stylish, we're also delighted that all the profits from the sale of the Rainbow Facemasks will be donated to Great Ormond Street Hospital (GOSH) Children's Charity's [COVID-19 Appeal](#). So far they have raised an incredible £20,000!

Will Bayley MBE @WillBayleytt

The reusable Face Masks in aid of @GOSHCharity have raised over £40k so far. There are 6 available, all designed by the amazing @VickyGillDesign @WillBayleytt @TessDaly @ClaudiaWinkle @SophieEB @JackWilshire & @JohnnyVegasReal 🙌🏻👏🏻

Purchase here [dsi-london.com/face-masks.html](https://dsi-london.com/face-masks.html)

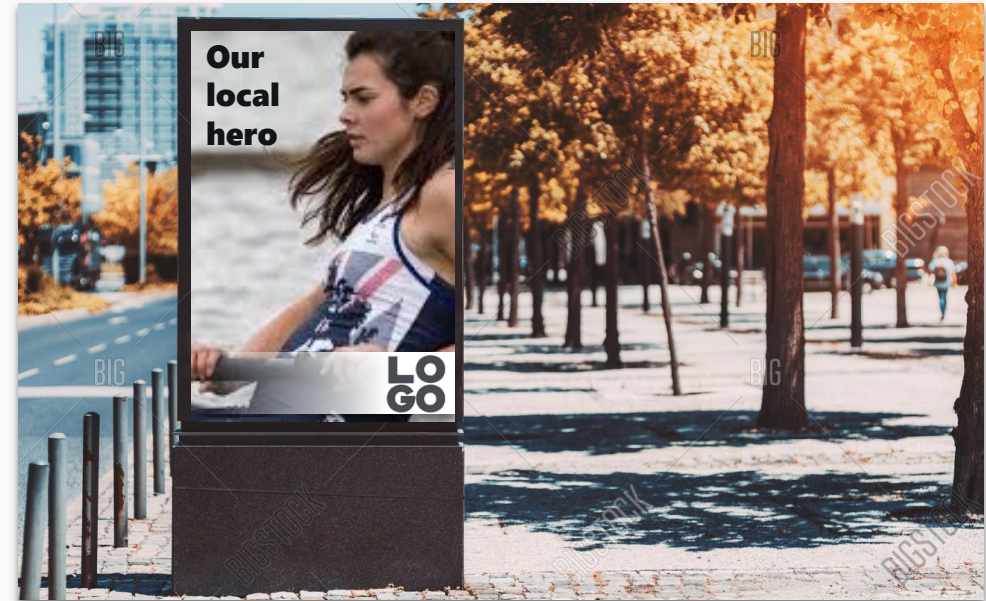
HEY EVERYONE!!! I'm so excited and proud to announce my signature rainbow 🌈 face mask 🙌🏻 is out now! All my life I've felt indebted to Great Ormond Street and I always wanted to help out in anyway possible. I really hope with these fantastic facemasks we can all together raise loads of money for a charity very close to my heart that are in serious need! I spent most of my childhood in GOSH and I had so many amazing memories. It would mean everything to me for you to support this great charity by buying a mask and sharing the news on social media. Let's together create something amazing <https://www.dsi-london.com/will-bayley-signature-rainbow-fa...>



# Advertising that is not permitted: Example 1



This would not be permitted at any time as both 'Paris 2024' and 'Paralympian' are protected Paralympic properties, and this implies that the company has an official Paralympic association



This would not be permitted at any time as it uses an image of ParalympicsGB kit, including the ParalympicsGB logo, which is on the list of protected Paralympic properties

**These are example images for illustration purposes only**

## Advertising that is not permitted: Example 2



**Alice Tai MBE**

Proud to partner with @nameofcompany who will be supporting me on my journey to the Paralympic Games!  
#Paris2024 #GoParalympicsGB



This would not be permitted at any time as it uses protected Paralympic wording which implies that the personal sponsor also has an association with the Paralympic Games.



This would not be permitted as personal appearances should have a balanced biographical theme and not use protected Paralympic properties such as the ParalympicsGB kit or Paralympic wording

**These are example images for illustration purposes only**



# Advertising that is not permitted: Example 3



This would not be permitted at any time as it uses the ParalympicsGB logo and kit, which are protected properties which the company would need an official partnership to be able to use.



This would not be permitted as even though the image is clean of Paralympic properties, it uses protected Paralympic wording and implies an association with the Paralympic Games

**These are example images for illustration purposes only**

## Advertising that is not permitted: Example 4




This would not be permitted as it is put out during the Games Period and clearly implies an association with the athletes' performance at the Paralympic Games




This would not be permitted though the Games period as whilst there is no use of Paralympic properties, this is new advertising which was not in market before the Games Period

# Advertising that is not permitted: Example 5



 Whilst the athlete's Thankyou message post is permitted, the company is only allowed to repost or retweet if they don't add their own copy to it or change it in any other way.



 This would not be permitted as the company is reposting official ParalympicsGB content and this implies an association with ParalympicsGB which they may not have.



ParalympicsGB



**For further assistance working with athletes or Paralympic properties in the UK, please contact ParalympicsGB's commercial team who will be able to help:**

**[brand@paralympics.org.uk](mailto:brand@paralympics.org.uk)**