



ParalympicsGB



User Guide: Guidelines for Paralympic athlete endorsements

March 2021



I am proud that the BPA's Athletes' Commission has played such a significant role in producing these guidelines, providing insight and feedback on initial proposals which put athletes at the heart of every decision, whilst ensuring that the BPA's commercial sustainability was protected.



It is important to note that these guidelines have relaxed previous restrictions on athletes wishing to trade on their personal image rights during the Paralympic Games. However, certain properties must remain protected in order to maintain a commercial value for the BPA. It is vital that the BPA's ability to take the whole team to the Games is protected, regardless of athletes' personal funding.

Helene Raynsford, Chair, British Paralympic Association Athlete Commission

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

The British Paralympic Association (BPA) and all ParalympicsGB members have a responsibility to protect investment in, and the longevity of, the Paralympic movement, so that all athletes may enjoy opportunities to compete regardless of profile, sport or personal funding. In benefitting from the proposed relaxations, it is vital that athletes respect the rights of the BPA and its sponsors who fund ParalympicsGB's participation at the Games. Athletes must avoid entering into any concerted ambush marketing campaigns which are likely to undermine the BPA's ability to raise the necessary funds for present and future Paralympians.



What are the protected Paralympic Properties?

Paralympic Properties

- Paralympic terminology, which includes the words **Paralympic** and **Paralympian**
- **Paralympic symbols**, including official logos belonging to the IPC and BPA, be that stand alone, or printed on medals or team kit
- any other mark or symbol belonging to a Paralympic organisation, including “**ParalympicsGB**” and “**British Paralympic Association**”
- The official **ParalympicsGB team uniform** from past or present Games
- The official **Tokyo 2020** or **Beijing 2022** Games wording, emblem or mascot
- Any content from the Paralympic Games such as film, music, artwork, designs or graphics



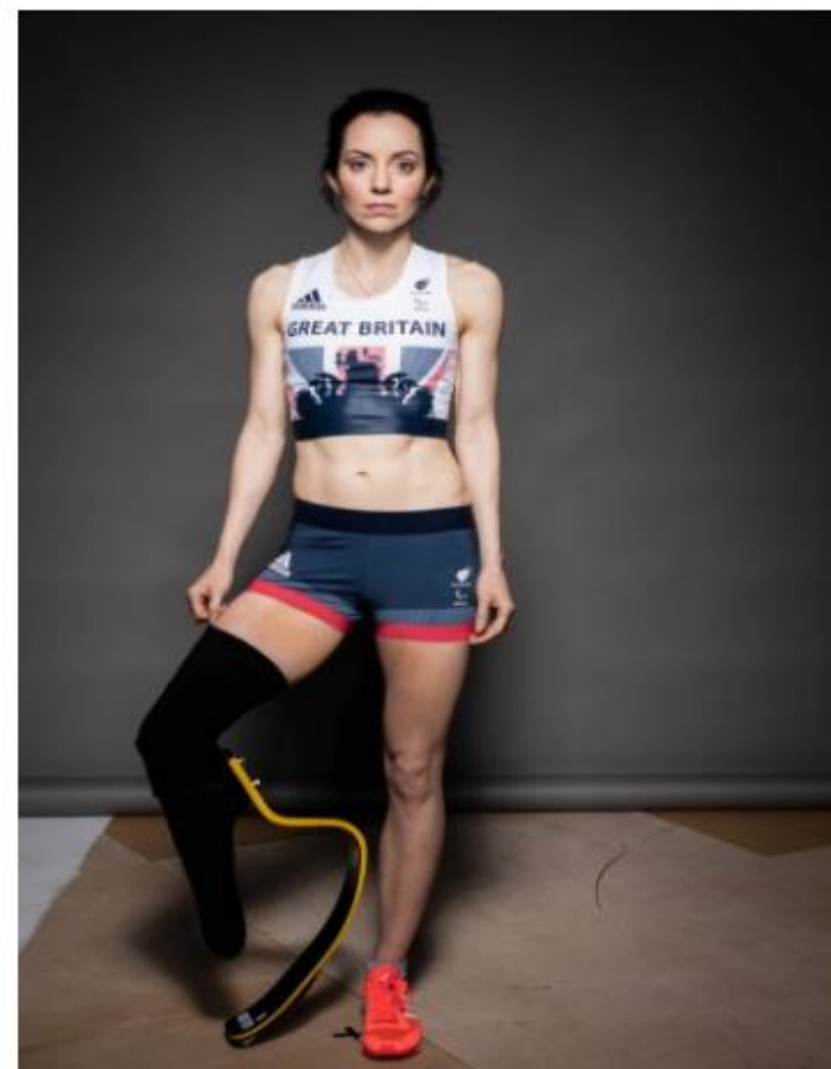
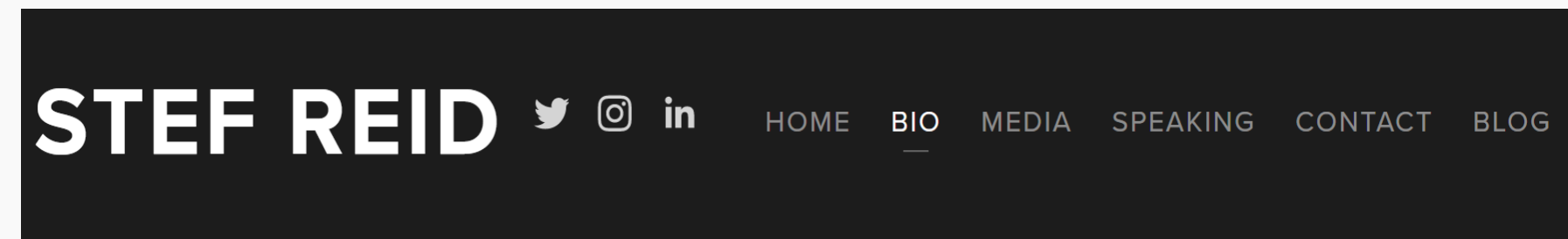
Section 1: As an athlete, what can I do?

You may include a description and images of your Paralympic achievements as part of a **balanced biography of your personal and sporting achievements, and blog or post about your personal experience of the Paralympic Games at any time through your **Personal Channels** or website, providing this is not shown alongside overt sponsor Advertising or endorsement.**

Glossary: 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



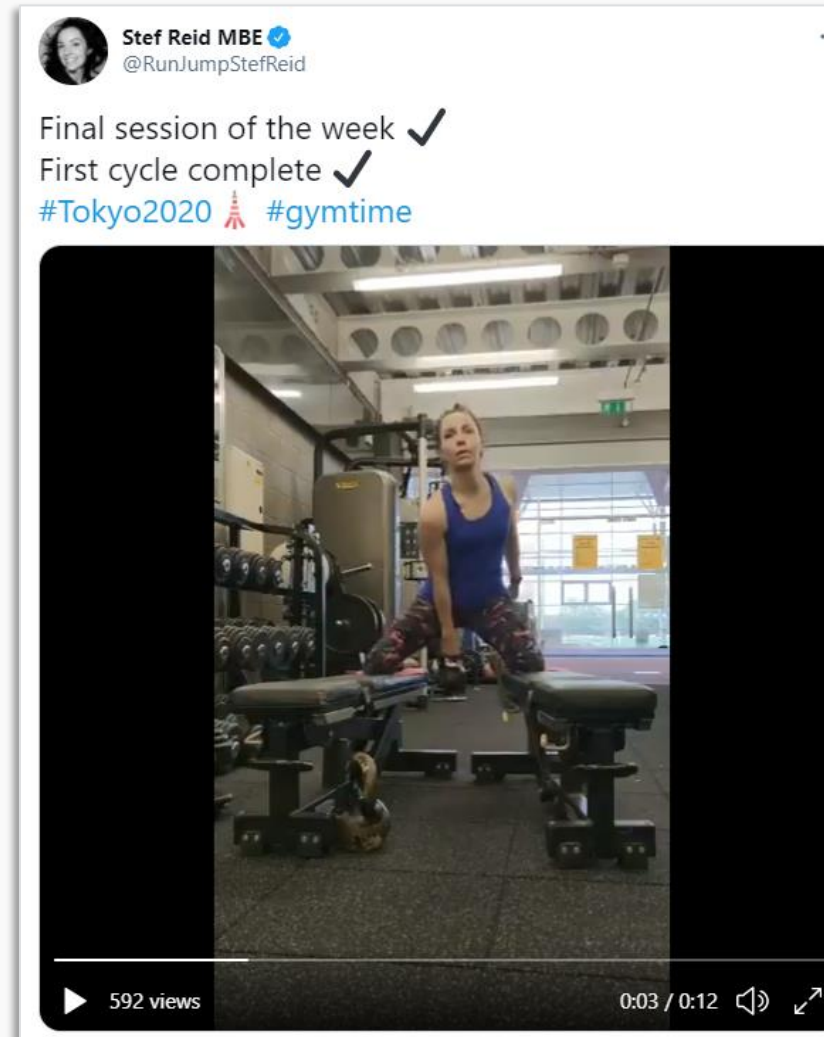
STEF REID.

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.

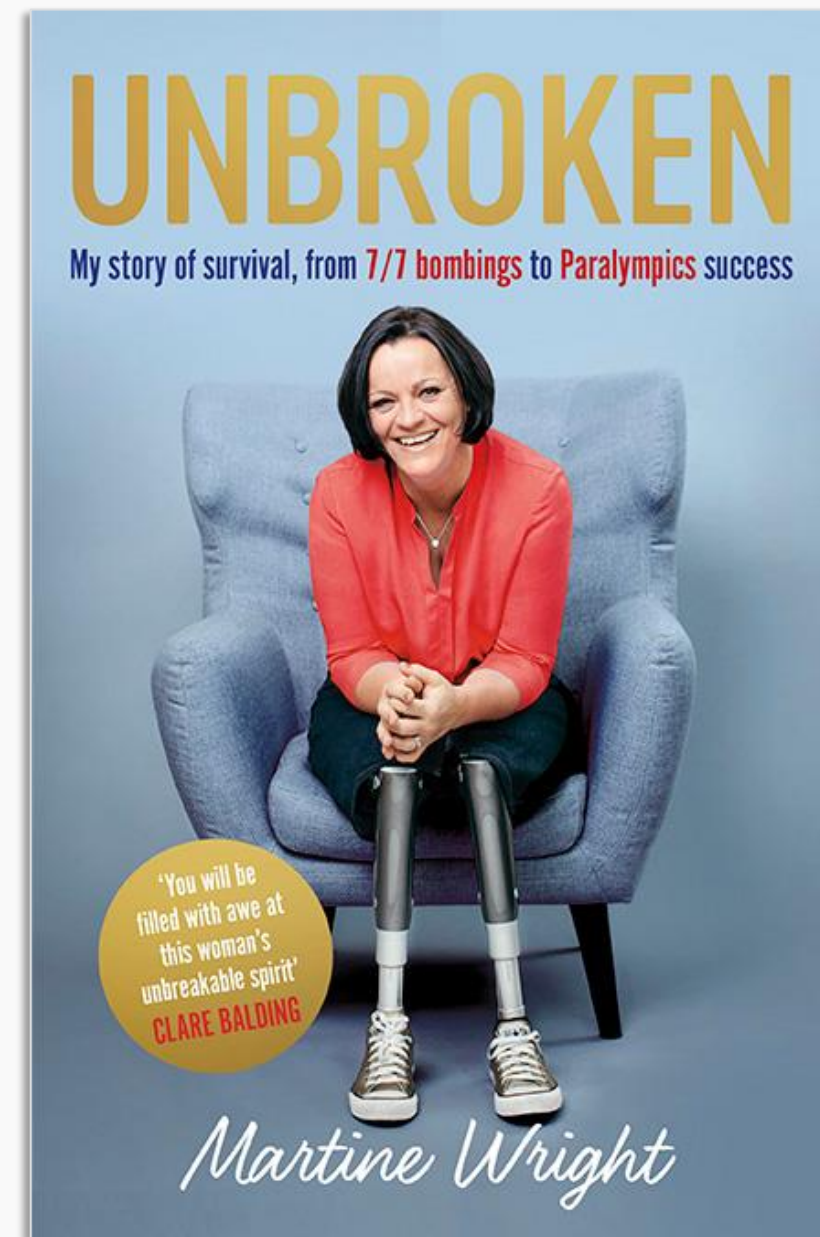


Personal website and social media channels featuring biography, media content, and personal video content.

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.



Personal Channels



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.



BIOGRAPHY


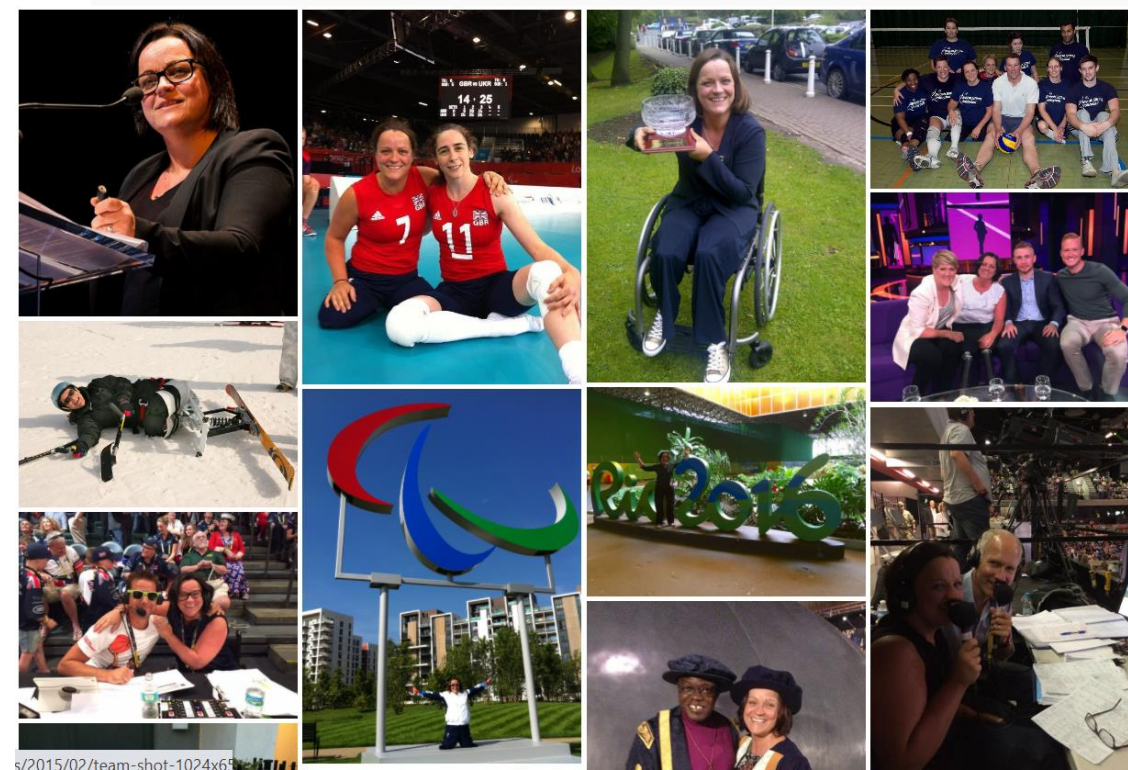
Martine Wright MBE, 7/7 survivor, lost both legs in the Circle line bombing during the 2005 terrorist attacks in London.

She considers herself a lucky woman with a whole new life of opportunities. Martine has since rebuilt her life, skydived, earned her pilot's license, become a wife, become a mother, become captain of the British Paralympic Sitting volleyball team, charity ambassador, mentor to patients, Patron and an inspirational and motivational speaker.


Since competing for Great Britain at the London 2012 Paralympics, Martine has gone on to present high-profile sporting events on the BBC and Channel 4, including the Paralympics and Invictus Games, and was a roving reporter at the 2016 Paralympics in Rio. She is the Helen Rollason award winner at Sports Personality of the Year 2012 and last year was awarded an MBE for her services to sport and work as a role model for amputee athletes.


Now, whilst playing sport, Martine wears her lucky number 7 with pride, transforming what happened into a positive and a clear and meaningful sign of her rehabilitation, and also in memory of those who lost their lives. By coincidence, Martine did her Paralympic training at sports facilities facing the hospitals she spent a year in, furthering her belief that she was always meant to make this remarkable journey.

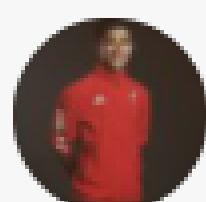
Martine is now busy sharing her journey from despair to determination to succeed through her motivational talks, and has spoken to audiences in excess of 10,000 at Wembley Arena and the O2. More recently she has been the perfect fit for virtual talks. She lives with in Hertfordshire with her husband Nick, son Oscar and Daisy the dog, and is living testament to how catastrophic life-changes can have positive outcomes.

Personal Channels

 **Sophie Carrigill** ✓
@sophcaz
GB Wheelchair Basketballer. Paralympian. World & European Silver Medalist. MSc Sports Psychology. Motivational Speaker. Passionate about inclusion. [Follow](#)

 **Jade Hall** ✓
@JadeJones11
Paratriathlete| 2018 Commonwealth Champion, World silver medalist| Marathoner| Law student| 2x Paralympian. [Follow](#)

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

 **Matt Skelhon** ✓
@mattskelhon
3 time Paralympic medalist- Beijing gold, current European and World Champion. I hold 2 world records. Also a keen angler! [Follow](#)

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.



Personal Channels

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

The BPA Commercial team can be contacted by email: brand@paralympics.org.uk and are happy to assist.

You may also feature in Advertising for your sponsors, whether through your personal web/social media channels, personal appearances or licensing your image rights, provided that the activity does not suggest there is any association between the Athlete Sponsor and the Paralympics and complies to all of these guidelines.

Glossary: Advertising

This 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.

Permitted Advertising

- ☑ has the consent of the athlete
- ☑ is clean of Paralympic Properties
- ☑ is in market before 30th July 2021
- ☑ may continue during the Games Period (17th August 2021 to 8th September 2021) providing that:
 - there is no material change to the content, messaging, frequency or places of publication
 - the BPA are notified of the Advertising before 30th July 2021, by email to brand@paralympics.org.uk

Examples of Advertising and Paralympic Properties are included later in this document

You may also give recognition to your supporters during the Paralympic Games Period by posting one **Message of Thanks** that references your sponsor, providing:

- it does not imply that the sponsor and its products or services enhanced your 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;
- you thank no more than three Athlete Sponsors, plus two Adaptive Equipment Providers (a maximum of five messages of thanks during the Games Period)

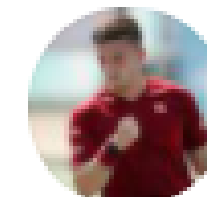
Messages of Thanks

Examples of permitted wording:



Jack Hunter-Spivey ✓ @jackhstt · Aug 26

Thank you to my sponsor @*nameofcompany* for all of your amazing support this year!



Gordon Reid ✓ @GordonReid91 Sep 4

Proud to be an ambassador for @*adaptiveequipment* thank you so much for all of your support.



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

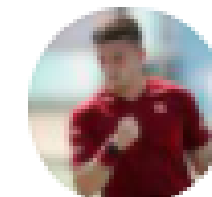
Messages of Thanks

Examples of wording that is not permitted:



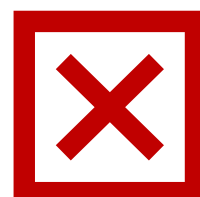
Jack Hunter-Spivey ✓ @jackhstt · Aug 26

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

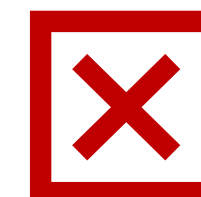


Gordon Reid ✓ @GordonReid91 Sep 4

Thank you @*adaptiveequipment* for making my Tokyo 2020 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

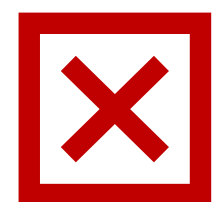


This would not be permitted as it suggests that there is an association between the Athlete Sponsor and the Paralympics

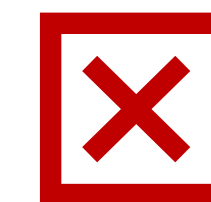
These are example posts for illustration purposes only

Messages of Thanks

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

Preparing for the Games Period

The BPA's objective is to protect the ParalympicsGB team and ensure they are best prepared. The step of notifying the BPA of Athlete Sponsor advertising has been put in place as a safeguard to minimise any potential distractions for Athletes during the Games Period itself.

We encourage all athletes to plan ahead for this period by:

- Sharing the full BPA's Guidelines for Athlete Endorsement with their personal sponsors ensuring they are aware of the Games Period and the notification process for Advertising
- Prepare and schedule any sponsor Messages of Thanks in advance
- Discuss your plans with the BPA Commercial Team who are here to help and can answers any questions you may have: brand@paralympics.org.uk

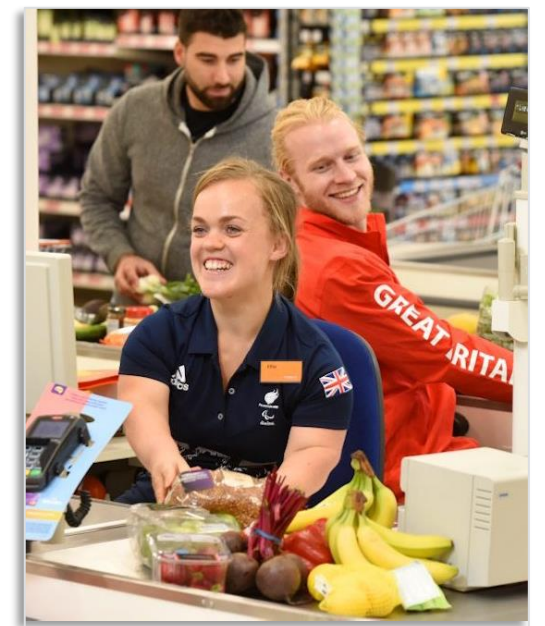
Working with Paralympic Partners

Athlete Sponsors who are also Paralympic Partners may have additional rights which allow them to use Paralympic Properties, and some of the restrictions in these guidelines will not apply.

Whenever working with a Paralympic Partner, for example taking part in a personal appearance or featuring in advertising content alongside Paralympic properties, it is important to remember that athletes are representing the ParalympicsGB team. This means wearing ParalympicsGB kit and refraining from referencing any third parties, including other personal sponsors, at this time.

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 the BPA's commercial team who will be able to help clarify this for you: brand@paralympics.org.uk

Current BPA partners are listed on our website: paralympics.org.uk





Section 2: What can athlete sponsors do?

Athlete Sponsors are encouraged to form partnerships with ParalympicsGB athletes and activate their rights, provided that the activity does not suggest there is any association between the Athlete Sponsor and the Paralympics and complies to all of the guidelines for Permitted Advertising.

Advertising includes any form of commercial advertising, marketing campaigns or events designed to promote the goods and/or services of a company or brand, including social media, paid-for advertising (such as press adverts, billboards and television and radio adverts), direct advertising, PR, product promotion, on-product and in-store promotions.

Permitted Advertising

- ☑ has the consent of the athlete
- ☑ is clean of Paralympic Properties
- ☑ is in market before 30th July 2021
- ☑ may continue during the Games Period (17th August 2021 to 8th September 2021) providing that:
 - there is no material change to the content, messaging, frequency or places of publication
 - the BPA are notified of the Advertising before 30th July 2021, by email to brand@paralympics.org.uk

Examples of Advertising and Paralympic Properties are included later in this document

Athlete Sponsors are also permitted to repost, share or like their Athlete's message of thanks 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.

Non-Paralympic partners are not permitted to interact with or share posts from the IPC or ParalympicsGB channels at any time, as this may imply an official association.

To ensure that Advertising is managed in advance, thereby minimizing any distractions for athletes during the Games Period itself, the BPA must be notified of all intended Advertising prior to 30 July 2021.

The BPA will operate a model of deemed consent, meaning notified advertising will be recognised to comply with these guidelines unless the BPA 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 July 30 2021, and Athlete Sponsors should contact the BPA to discuss options.

Paralympic Partners

Athlete Sponsors who are also Paralympic Partners may have additional rights which allow them to use Paralympic Properties, and some of the restrictions in these guidelines will not apply.

When Paralympic Partners are working with athletes for national campaigns and partnership activities, athletes should wear appropriate ParalympicsGB kit, and both Partners and Athletes must refrain from referencing any third party brands, including any personal athlete sponsors.

Use of Paralympic Properties in any national activity must be in accordance with the Partner's sponsorship rights and with the approval of the BPA. This includes all Advertising that shows one or more athletes from ParalympicsGB, or that is targeted to the UK for publication or activity delivery.

For any assistance working with athletes or Paralympic Properties in the UK, please get in touch with the BPA's commercial team who will be able to help: brand@paralympics.org.uk



Examples of Permitted Advertising

Permitted Advertising

'THE WOMAN THAT INSPIRED ME...'

Vitality Relax



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.

Emma Wiggs

'My grandmother May Wiggs worked at Stoke Mandeville when Ludwig Guttman, the founder of the Paralympics, first starting getting people with disabilities into sport. Her love of sport flows through me, from spending our childhood outdoors being active & playing cricket in the garden to watching me now compete in Paracanoe as a Paralympic champion myself. Her energy, her attitude, her resilience and her love of all things active make me who I am today.'



Paracanoeist

Emma Wiggs

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.



Emma Wiggs nutrition tips

Vitality UK
3 December 2020

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?

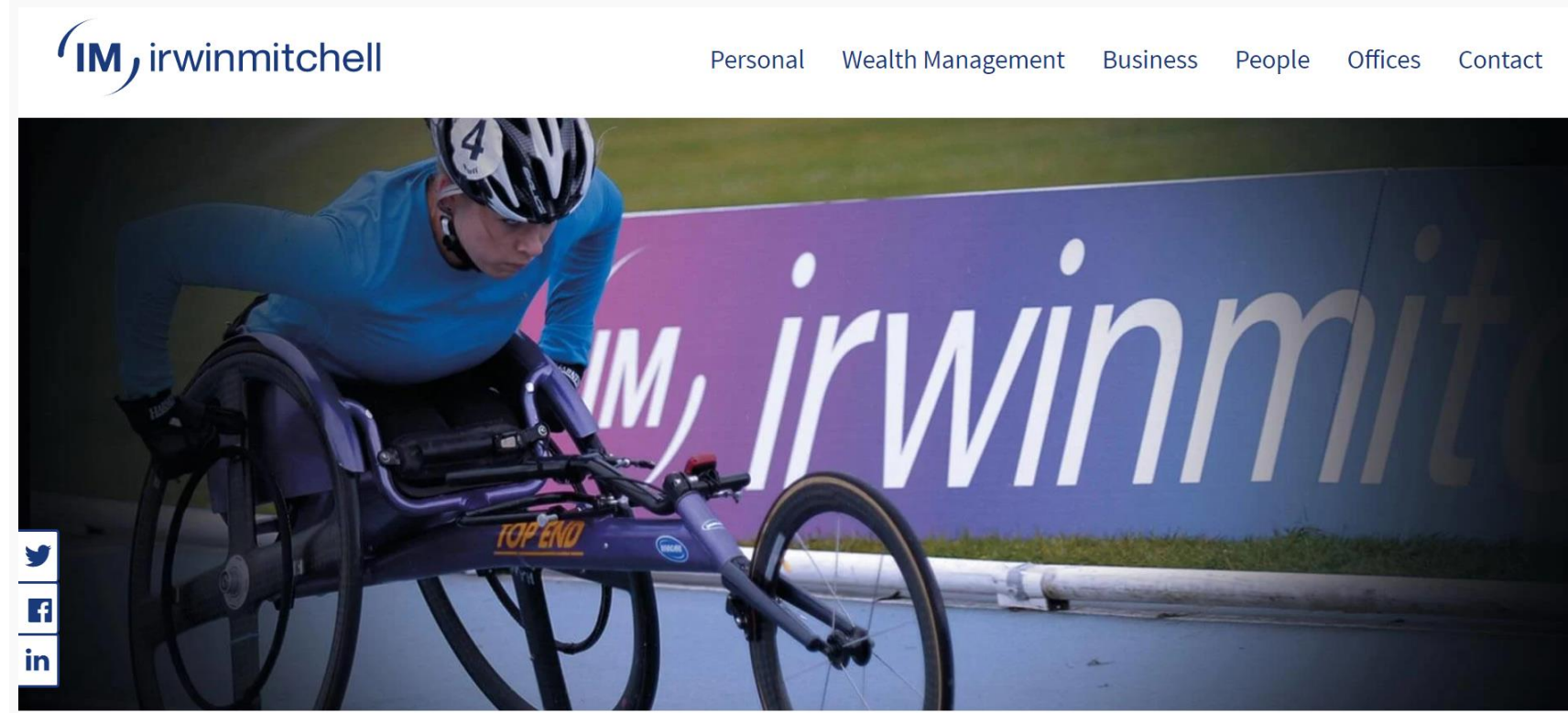
Brand ambassador sponsorship including online video tips, wearing branded clothing, website biography and online magazine content.

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 and the BPA has been notified before 30th July 2021, and there is no material change to the Advertising activity or uplift during the Games Period.

Permitted Advertising



Our Ambassadors

Hannah Cockroft

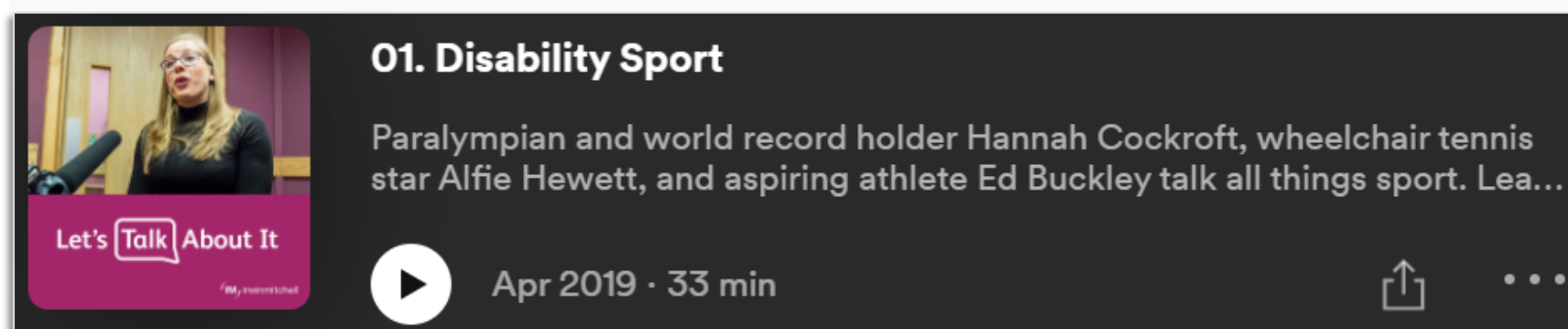
Whilst far too modest to admit it, Hurricane Hannah is an inspiration to people of all ages and abilities and has become a really special, and smiling, role model for everyone involved in disability sport.

Hannah's disability was caused by two cardiac arrests at birth, which left her with patchy brain damage, weak hips, deformed legs and feet and problems with her fine motor skills, mobility and balance.

Despite being told not to take part in sport at school, Hannah refused to be deterred and found her true calling when she began wheelchair racing in 2007.

Fast forward just a few years later and the multiple-times gold medallist is regarded as one of the greatest Paralympians of her generation and has dominated wheelchair racing since she burst onto the scene in world record breaking form in the Olympic Stadium at London 2012.

Hannah was awarded an MBE in the 2013 New Year Honours List for services to athletics.



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 and the BPA has been notified before 30th July 2021, and there is no material change to the Advertising activity or uplift during the Games Period.

Permitted Advertising



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

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.

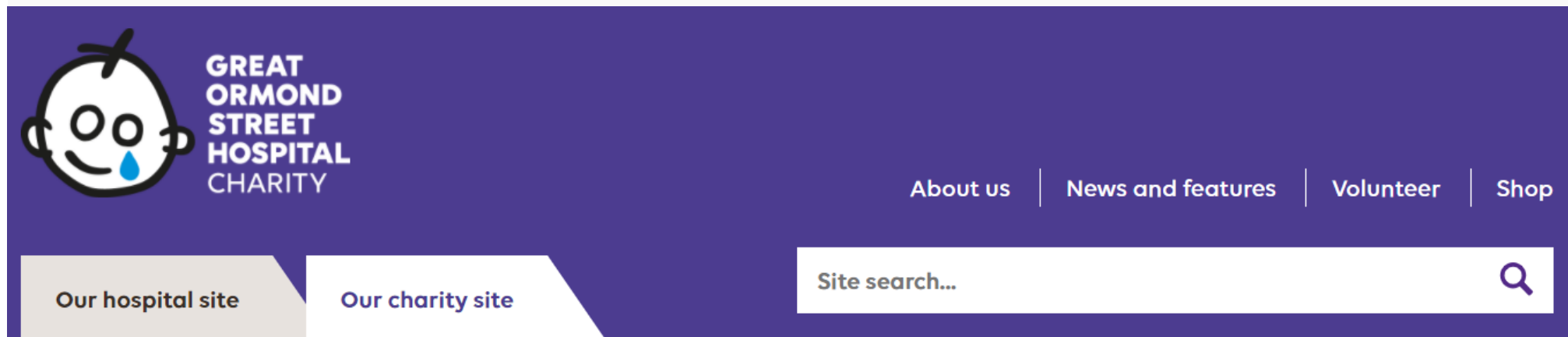


This is clean of Paralympic Properties, and references to Jonnie's Paralympic achievements are balanced and biographical.



This would be allowed to continue during the Games Period providing it is in market and the BPA has been notified before 30th July 2021, and there is no material change to the Advertising activity or uplift during the Games Period.

Permitted Advertising



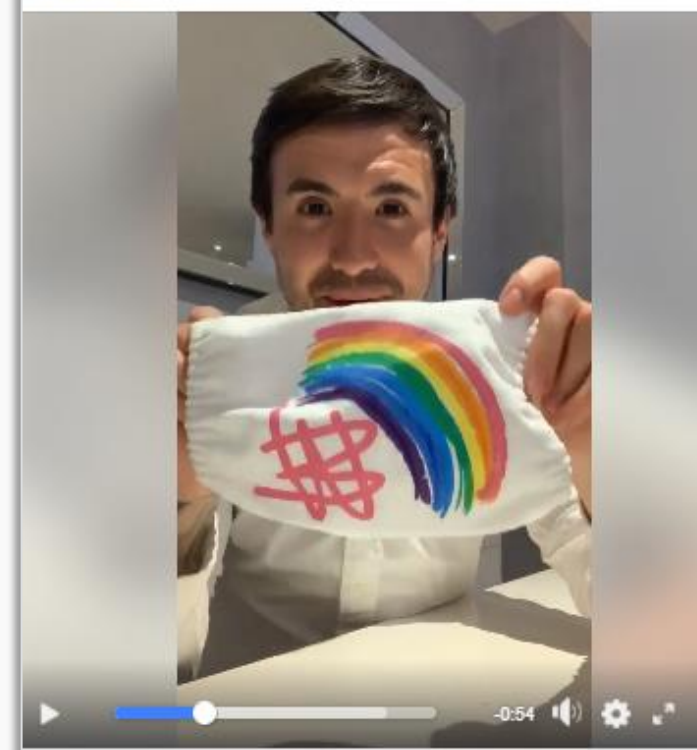
The rise of the rainbow facemasks

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!



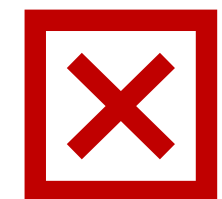
Charity fundraising campaign including a fundraising product, PR, and promotion through social media and personal channels

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

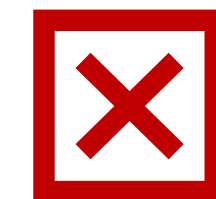
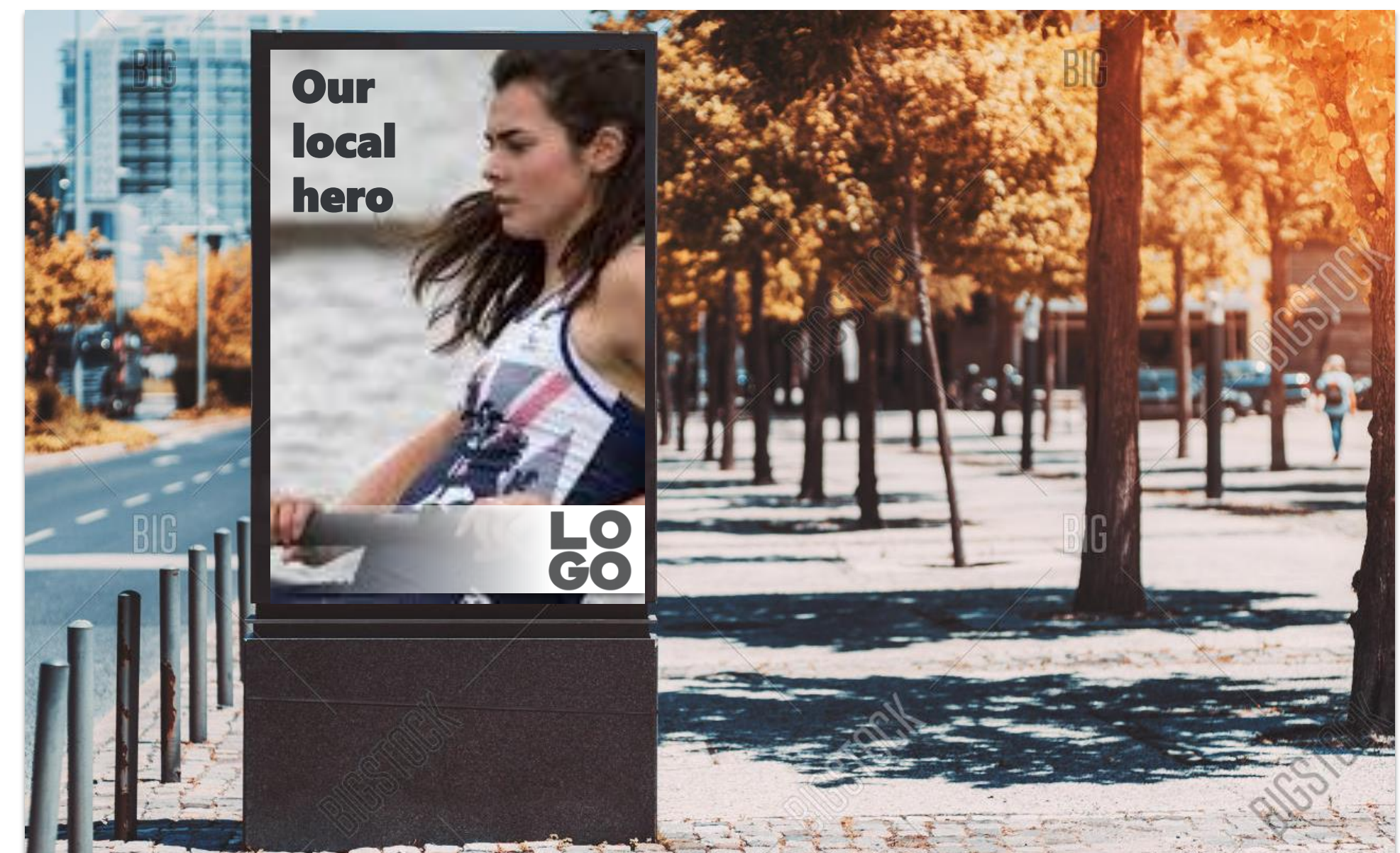


This would be allowed to continue during the Games Period providing it is in market and the BPA has been notified before 30th July 2021, and there is no material change to the Advertising activity or uplift during the Games Period.

Examples of non permitted advertising



This would not be permitted at any time as both 'Tokyo 2020' 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

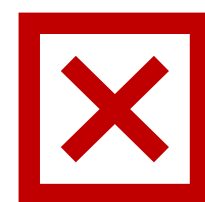
These are example images for illustration purposes only

Examples of non permitted advertising

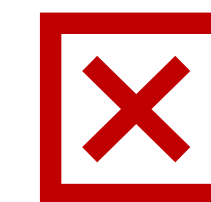


Alice Tai MBE

Proud to partner with @nameofcompany who will be supporting me on my journey to the Paralympic Games!
#Toyko2020 #GoParalympicsGB



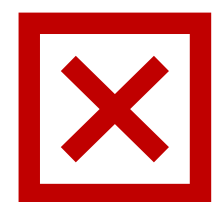
This would not be permitted at any time as it uses protected Paralympic wording which implies that the personal sponsor also has an association with the Paralympic Games.



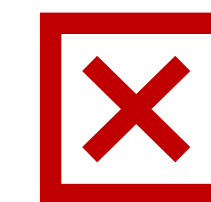
This would not be permitted as personal appearances should have a balanced biographical theme and not use protected Paralympic properties such as the ParalympicsGB kit or Paralympic wording

These are example images for illustration purposes only

Examples of non permitted advertising



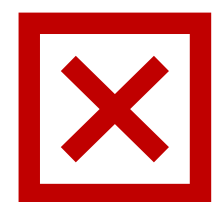
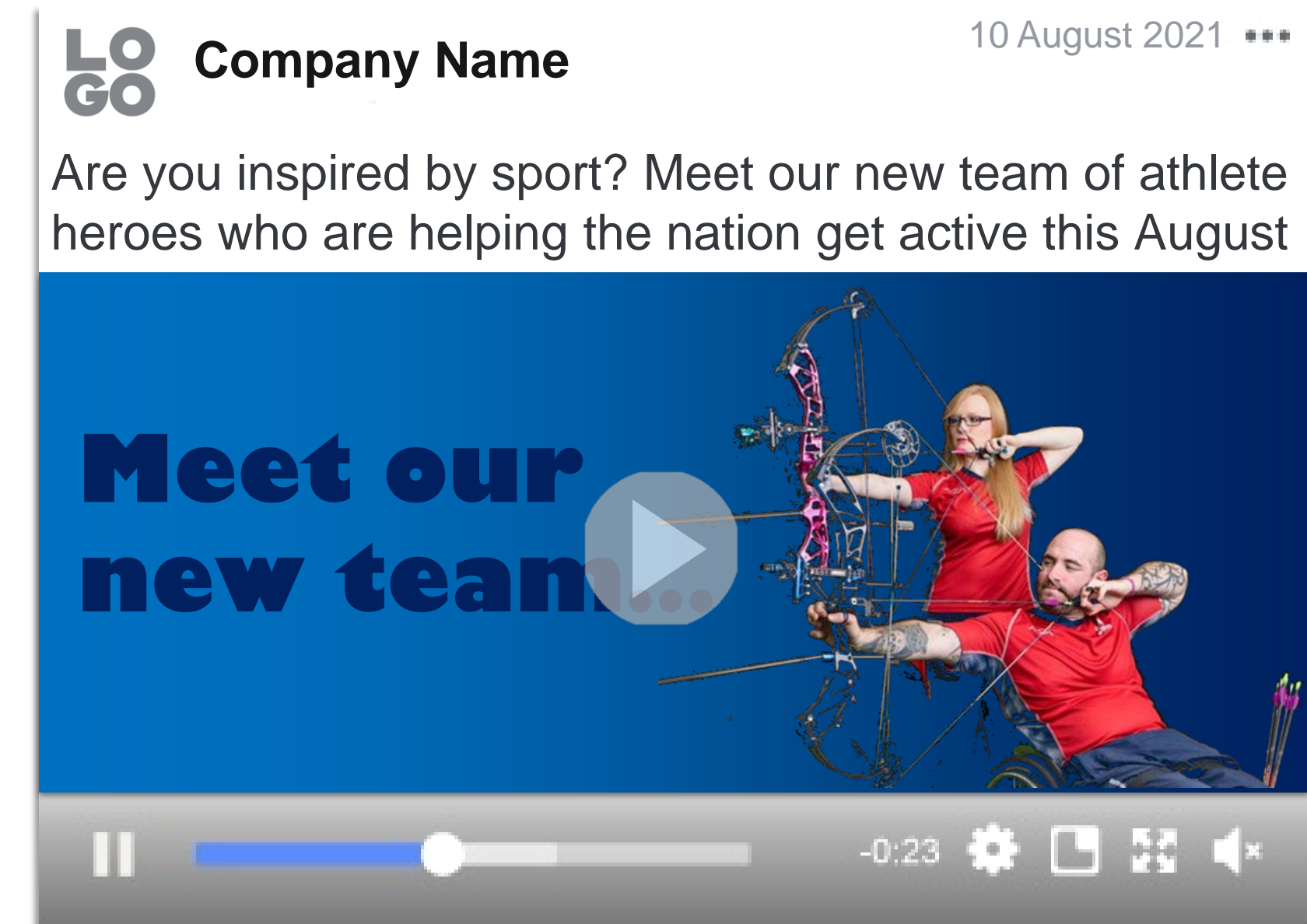
This would not be permitted at any time as it uses the ParalympicsGB logo and kit, which are protected properties which the company would need an official partnership to be able to use.



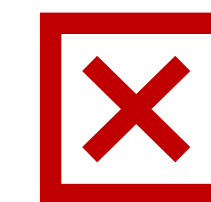
This would not be permitted as even though the image is clean of Paralympic properties, it uses protected Paralympic wording and implies an association with the Paralympic Games

These are example images for illustration purposes only

Examples of non permitted advertising



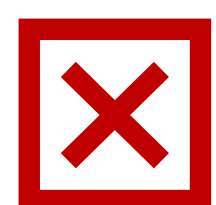
This would not be permitted as it is put out during the Games Period and clearly implies an association with the athletes' performance at the Paralympic Games



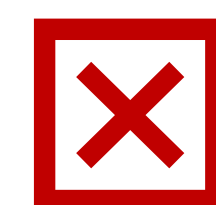
This would not be permitted as whilst there is no use of the protected Paralympic properties, this is new advertising targeted at the Games Period, and it was not in market before 30th July

These are example images for illustration purposes only

Examples of non permitted advertising



Whilst the athlete's Message of Thanks 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.

These are example images for illustration purposes only



For further information

This document summarises the key rules that Paralympic athletes and their supporters should keep in mind when planning sponsorships and Advertising activity in the UK.

For further information please read the full [Guidelines for Paralympic Athlete Endorsements](#) and the British Paralympic Association team are also here to help.

You can get in touch via: brand@paralympics.org.uk