



Guidelines for Image Usage by Official Partners

2022 Special Olympics USA Games

(June, 2022)

The 2022 Special Olympics USA Games will take place in and around Orlando, Florida June 5-12, 2022. To assist the Official Partners of the 2022 USA Games, the following guidelines are being provided regarding the use of Special Olympics delegation members' images in conjunction with the USA Games. Delegation members include: athletes, Unified partners, coaches, heads of delegation (HOD), assistant heads of delegation (AHOD), additional delegates (medical, coaches, caddies, health, youth leadership experience (YLE)).

For additional information or questions regarding these guidelines, please submit an inquiry to: SOUSAGamesPress@uproar.com.

1. Athlete imagery use from Special Olympics events

The use by Special Olympics and/or USA Games organizing committee-authorized commercial Partners ("Games Partners") of Special Olympics athlete likenesses from the USA Games is controlled by sec. 2.03 of the Special Olympics amended [General Rules \(2015-8-17\)](#) ("Rule 2.03" on page 25) as shown here:



Section 2.03

Use of Athletes' Names and Likenesses

2.03 (a)

Permissible Uses; Required Consents

No Accredited Program or GOC, corporate sponsor or other organizational supporter or donor of any Accredited Program or GOC, or any other party acting under authority of an Accredited Program or GOC, may use, display, broadcast, reproduce or publish the name or likeness of any Special Olympics athlete for any purpose whatsoever, except those expressly authorized in the Athlete Release Form (pursuant to Section 2.02 (d)) signed by or on behalf of that athlete at the time of his/her initial registration with Special Olympics, without obtaining a separate additional written consent from that athlete, or from the parent or guardian of a minor athlete. If such a separate consent is required because the proposed use of an athlete's name or likeness will go beyond the purposes permitted by the Athlete Release Form, that separate consent shall clearly identify when, where and how the athlete's name and likeness will be used, the nature and purpose of the activity in connection with which that use will occur, including whether the activity involves the marketing or sale of commercial products or services, and what monetary benefit, if any, the Accredited Program or GOC expects to receive as a result of that activity. SOI reserves the right to prohibit an Accredited Program or GOC from using an athlete's name or likeness in ways which go beyond the purposes permitted by the Athlete Release Form, if SOI determines that the proposed use is contrary to the best interests of Special Olympics. No Accredited Program shall knowingly permit the name or likeness of any Special Olympics athlete to be exploited for commercial purposes. The publicity release contained in the Athlete Release Form is intentionally limited by SOI to authorization for the use of an athlete's name, likeness, voice and words for the purpose of promoting and publicizing the purpose of Special Olympics and/or applying for or raising funds for the support of Special Olympics programs, and does not include commercial activities or the marketing or endorsement of commercial products or services.

2.03 (b)

Manner of Use

An Accredited Program must ensure that any athlete's name, likeness, voice or words, when used by the Accredited Program or by any of its sponsors or other supporters in ways that conform to the permissions granted in the Athlete Release Form, will also be used at all times in a manner that respects the dignity of the athlete and preserves the public image of Special Olympics. Accredited Programs shall require, wherever possible, that an athlete's name be published along with his or her photograph if the photograph contains a discernible likeness of that athlete, and if the publication or display of both the athlete's name and likeness are otherwise permitted by that athlete's executed Athlete Release Form.

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The following guidelines are offered as further detail to this base rule for the use of Special Olympics athlete likenesses, which has been extended to include all members of the delegation (see page 1 for all participant types).

2. Delegation member image usage types and permissions at the 2022 USA Games

2.1 The requirement for individual Special Olympics athlete releases in Rule 2.03 is designed for the protection of both the athletes and the commercial partner. That rule has been extended to include all delegation members. Some delegation members (and their families) do not want their likenesses used outside of use by Special Olympics. Moreover, a release allows the USA Games partner to confirm other details, including agreement on payment (or lack thereof), formats in which usage is allowed, or to avoid conflicts (such as the use of an image of a delegation member who has a relationship with a competitor of the potential commercial user).

2.2 All delegation members were given the opportunity to sign an OPTIONAL “Likeness Release for Sponsors” form. Anyone who signed this form has given permission to Special Olympics USA Games and its sponsors and partners to use their photo, video, name, voice and words in all forms of media for the purpose of promoting the 2022 USA Games. Partner use of likenesses and USA Games marks concludes simultaneous to the conclusion date of the LOC – partner agreement (typically, December 31, 2022).

This excludes the use of their likeness to endorse commercial products or services. If someone did **NOT** sign this form, individual permissions will need to be obtained by each individual sponsor. **USA Games partners are not permitted to add logos or other branding elements to images without obtaining individual permissions first.**

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2.3 In the context of the 2022 USA Games, the requirement for individual permissions applies only to uses which are commercial or promotional and are deemed to be “external” to the USA Games. This includes uses of images from the USA Games which appear:

- (1) In Commercial Partner print advertisements, promotional items or brochures;
- (2) In Commercial Partner audio or radio advertisements (using an athlete’s voice);
- (3) In Commercial Partner television advertisements;
- (4) On Commercial Partner websites;
- (5) Other mediums which are available to be seen or acquired outside of the USA Games.

2.4 USA Games Partner usage of images which are internal to the USA Games, such as an on-venue program in which the USA Games Partner is taking images for use only at USA Games venues, no release would be required. Example: a photo booth where a USA Games Partner allows athletes to make personalized trading cards as a souvenir of the event.

2.5 Commercial Partner usage of images are permitted, without individual permissions, for content on social media platforms operated by official USA Games Partners, specific to the Partner’s support of the USA Games. These include:

- (1) USA Games Partner Facebook pages
- (2) USA Games Partner Instagram pages
- (3) USA Games Partner Twitter accounts
- (4) USA Games Partner Snapchat accounts
- (5) USA Games Partner TikTok accounts
- (6) Other, similar social media platforms

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For example, a congratulatory message using an athlete's name and identifying delegation (examples: Washington, New Jersey, Minnesota) requires no consent. Similarly, social media posts that underscore the USA Games Partner's support of the USA Games, and includes a delegation member image, requires no consent.

Examples of Allowable Post:

- “We’re proud to cheer on the athletes of @2022USAGames, including Joe Smith of @SONewJersey who had a personal best today! #ShineAsOne” (insert athlete/team/crowd photo)
- “We are proud to support the @2022USAGames and celebrate the athletes of Special Olympics! #ShineAsOne” (insert athlete/team/crowd photo)

Examples of Non-Allowable Post:

- “Check out how fast Joe Smith from New Jersey is. Must be the @CompanyName shoes!”
- “The athletes of @2022USAGames are powered by Product Name”

Commercial Partners are not permitted to add logos or other branding elements to images without obtaining individual permissions first.

3. USA Games Partner likeness-gathering access at the USA Games

3.1 Official Partners of the 2022 USA Games do not have specific access rights to reserved areas of the competition and other venues of the USA Games for the purpose of image-gathering. In support of the needs of the USA Games Partners, however, limited access to the reserved photo/video shooting positions for news media has been arranged under the direction of the Media Operations department of the 2022 USA Games.

3.2 USA Games Partners have been asked to request media credentials in advance for the USA Games Organizing Committee to review and approve or deny applications. Additional applications may be accepted upon arrival to Orlando

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but are subject to review. The Special Olympics USA Games Organizing Committee will issue credentials and vests for media to cover the USA Games. Media credentials (badges) and vests are personalized and **not** transferable. If a transfer is discovered, credentials and vests can be permanently revoked.

3.3 There are specific Media Guidelines for both photography and videography, which pertain also to Corporate Partners and Sponsors of Special Olympics and 2022 USA Games. Please see the Media Guidelines for specifics on how photography and videography is impacted depending on what content is being captured and where. Please direct any questions to SOUSAGamesPress@uproar.com.

3.4 News media access (including for USA Games Partners with news media credentials) to the Opening Ceremony is limited due to space, therefore, we cannot guarantee positions to all Games Partners. If you require access to Opening Ceremony, please contact SOUSAGamesPress@uproar.com. Not all entities requesting access can be accommodated, and access will be granted in the following order: (1) ESPN and its licensed broadcasters, (2) Special Olympics official photo and video teams, (3) international and/or national news agencies, (4) news media from the host-city area of Orlando, (5) other properly credentialed news media, (6) Official Games Partners. Still photography is allowed; video content capture is not allowed. ESPN and the LOC will provide video content for use, which is subject to ESPN's Exclusivity Guidelines, and will need to be cleared for use through ESPN's Rights and Clearances department. Please see the Media Guidelines for details.

3.5 Reserved photo/video shooting positions (media zones) arranged at the competition venues are available only to credentialed news media (including those submitted by USA Games Partners). ESPN and Special Olympics official photographers and videographers who are also wearing 2022 USA Games-issued credentials and vests will have additional access including limited field of play access. Media are not allowed to be inside the actual playing field, court or in team areas in the competition venues, but must stay either in public areas or in the

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designated media zones. Moreover, media are not allowed in competition support areas including, but not limited to, athlete and awards staging areas, dressing and locker rooms, Guest Services facilities, officials' areas and 2022 USA Games workforce or administration areas. Media will be asked to leave these areas, subject to the revocation of credentials.

3.6 Access for interviews at the USA Games is at the discretion of the participants and/or their coach and are most likely to occur after training, divisioning and competition at all competition venues. Venue Media Managers will be assigned to each sport venue, and specific questions can be directed to them or the Media Resource Center located at ESPN Wide World of Sports.

3.7 Access to Healthy Athletes will need to be pre-arranged. Please request a media tour by inquiring at the Media Resource Center at ESPN Wide World of Sports or contacting SOUAGamesPress@uproar.com. Access to the USA Games Fan Zone is open to the public. Closing Ceremony has limited capacity, so a reserved media zone for video and still photography will be available.

3.8 No access whatsoever is available to the Delegation housing areas. News media access to other restricted areas may be available only by pre-approved appointment. Those interested are requested to inquire at the Media Resource Center at ESPN Wide World of Sports or contacting SOUAGamesPress@uproar.com.

4. Limitation on Rights Conferred

4.1 Access for media to the 2022 USA Games provided by the USA Games Organizing Committee is for the purpose of news coverage / promotion of the USA Games only.

4.2 USA Games access conferred by the 2022 USA Games Organizing Committee through the issuance of media credentials is for newsgathering and

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USA Games promotion purposes only. No commercial, endorsement or other use rights beyond news coverage are granted by 2022 USA Games Organizing Committee.

4.3 Any use beyond promotion of 2022 Special Olympics USA Games needs to be approved by Special Olympics, Inc. Please contact Rachel McQuiston rmcquiston@specialolympics.org.

5. Questions?

Please direct any additional questions concerning image usage by USA Games Partners to:
SOUAGamesPress@uproar.com.

Questions regarding news media access at the USA Games can be directed to the appropriate 2022 USA Games account executive for discussion with the 2022 USA Games Media Operations team

