

APPENDIX 11B

IOC CANDIDATURE PROCESS OLYMPIC GAMES 2024

Candidature Process Olympic Games 2024

16 September 2015



Contents

1. Preamble	3	8. Other Meetings/Events	38
2. Introduction	5	8.1 Evaluation Commission Working Visits	39
3. Procedural Principles	7	8.2 Candidate City Debrief	40
4. Rules of Conduct	10	8.3 Winter Youth Olympic Games Lillehammer	40
5. From Invitation to Election	12	9. International Federation Engagement	41
5.1 Invitation Phase	13	9.1 Invitation Phase	42
5.2 Candidature Process Olympic Games 2024—Overview	13	9.2 Stage 1: Vision, Games Concept and Strategy	42
5.3 Stage 1: Vision, Games Concept and Strategy	15	9.3 Stage 2: Governance, Legal and Venue Funding	43
5.4 Stage 2: Governance, Legal and Venue Funding	16	9.4 Stage 3: Games Delivery, Experience and Venue Legacy	43
5.5 Stage 3: Games Delivery, Experience and Venue Legacy	17	9.5 Visit Parameters	44
6. IOC Assistance and Services provided	18	9.6 Reporting	44
6.1 Olympic Games Candidature Coordination (OGCC)	19	10. Financial, Legal and Commercial Matters	45
6.2 Candidate City Workshops	20	10.1 Candidature Service Fee	46
6.3 The Olympic Games Rio 2016 Observer Programme	21	10.2 Audit	46
6.4 The Official Debriefing of the Olympic Games Rio 2016	22	10.3 Protection of the wordmark “[City] 2024”	47
6.5 Support from IOC Sponsors	23	10.4 Candidature Commitments	47
6.6 Dedicated Candidate City on-line platform (“shaRing”)	23	10.5 Intellectual Property Matters	48
6.7 The Olympic Multimedia Library (TOML)	24	11. Acceptance of Candidature Process Olympic Games 2024	49
6.8 Protection of the wordmark “[City] 2024”	24		
7. Promotion	25		
7.1 Creation and use of a Logo, Emblem and Slogan	26		
7.2 Promotion at Olympic Meetings/Events	32		
7.3 Communications	37		

1. Preamble



Purpose of this document	<p>To provide an overview of the Candidature Process Olympic Games 2024 from the outset of the process on 15 September 2015 to the election of the host city by the IOC Session in September 2017 in Lima, Peru, including the procedural principles and deadlines to be respected.</p> <p>The Candidature Process Olympic Games 2024 describes the rules and principles applying to, as well as the procedural requirements to be fulfilled by, each city participating in the Candidature Process (the “Candidate City”). It applies to each Candidate City, either acting directly through the competent municipal authorities (the “City”) or being represented by a Candidature Committee (the “Candidature Committee”), as well as to the National Olympic Committee of the country of each Candidate City (the “NOC”) and all persons, individually or acting within an organisation, participating in the Candidature Process, on behalf of a Candidate City or supporting it.</p>
Summary	<p>The 2024 process is the first process launched by the IOC since the adoption of Olympic Agenda 2020 in December 2014. The IOC has created the framework for a Candidature Process which promotes ongoing dialogue with Candidate Cities. The process is based on the following principles:</p> <ul style="list-style-type: none"> • Fair and equitable treatment; • Non-discrimination; • Transparency.
Transparency	<p>In line with the IOC’s commitment to good governance and transparency, all documentation relating to the Candidature Process Olympic Games 2024 can be found on the IOC’s website (www.olympic.org).</p> <p>Further information can be found in the IOC Annual Report 2014 – Credibility, Sustainability and Youth.</p>
Key documents	<ul style="list-style-type: none"> • Olympic Agenda 2020 • Olympic Charter • Olympic Games Framework • Candidature Questionnaire Olympic Games 2024 • Host City Contract Principles • Host City Contract Operational Requirements
Date of publication	<p>This document is published on 16 September 2015.</p> <p>The IOC has endeavoured to provide as comprehensive information as possible to assist Candidate Cities in their planning. With the ongoing implementation of Olympic Agenda 2020 and the significant re-engineering of the Candidature Process, the IOC reserves the right to issue a limited number of updates as the process and documentation are refined.</p>

2. Introduction

The Candidature Process Olympic Games 2024 has been shaped by Olympic Agenda 2020, the IOC's strategic roadmap for the future of the Olympic Movement. 2024 is the first Candidature Process launched since its adoption.



Following an initial Invitation Phase during which interested cities had the opportunity to learn more about how to plan Games that meet community needs, cities that decided to submit a candidature for the Olympic Games 2024 entered the Candidature Process. This spans a period from 15 September 2015 to September 2017 when the IOC Session elects the Host City 2024.

Olympic Agenda 2020 highlights the need for the Candidature Process to accommodate different solutions to meet Games needs within different cities' contexts. To enable this, the IOC has further developed the Candidature Process to allow greater dialogue between the IOC and Candidate Cities with a heightened emphasis on sustainability and legacy.

This ongoing dialogue and progressive information exchange (allowing course correction by cities) will be underpinned by periodic opportunities for collaboration. The IOC has also carried out a thorough review of Games' needs in order to reinforce alignment between a city's long-term development plans and the Games, enabling cities to pursue the promotion of sustainable Games solutions.

The Candidature Process comprises three stages, outlined below:

- **Stage 1:** Vision, Games Concept and Strategy
- **Stage 2:** Governance, Legal and Venue Funding
- **Stage 3:** Games Delivery, Experience and Venue Legacy

Aligned with the above stages, three submissions by Candidate Cities form a single integrated process which allows work to mature at an appropriate rate. These filings to the IOC are mapped logically to the stages, followed by the analysis by the IOC. Each stage will address different elements of the cities' proposals in the context of the inherent nature of each country, region and city. After each submission, the IOC Executive Board will confirm the transition of the Candidate Cities to the next stage.

The Candidature Process Olympic Games 2024 is based upon principles from the Competitive Dialogue process used in large complex procurements while retaining the unique feature of the Candidature Process.

Through the adoption of Olympic Agenda 2020 the IOC and the Olympic Movement have confirmed openness to different Games value propositions that will deliver great Games for athletes whilst also meeting a city's/region's vision and goals. The new process provides flexibility for the layout of a candidature with regard to legacy and sustainability.

3. Procedural Principles



The interactive nature and progressive information sharing which defines the process requires clear principles which inform transparent procedures applying equally to all Candidate Cities.

Overarching Objective

Through all stages of the Candidature Process Olympic Games 2024 Candidate Cities have confidence in the process because:

- Each city is treated equally and without discrimination
- The entire process is transparent

Clarity of procedures and the process

Briefings will be conducted with all Candidate Cities with the same information delivered to all cities.

During the dialogue and information exchange, Candidate Cities will also be able to seek procedural clarifications where needed. All procedural clarifications will be communicated to all cities.

All procedural documentation will be provided at the same time to all Candidate Cities electronically.

Clarity of dialogue timing

Dialogue and collaboration between the Candidate Cities and the IOC will occur from 16 September 2015 until the third and final Candidature File submission (February 2017). After this, interaction with the IOC will focus on the final evaluation of all Candidate City proposals.

Clarity of roles

IOC role:

- To establish procedures
- To define and explain requirements
- To provide examples of how Games needs have been met in the past
- To provide transfer of knowledge and learning tools
- To guide cities to ensure they have considered all Games needs at an appropriate level of detail for this stage of the project
- To evaluate cities' propositions for:
 - Capacity
 - Governance
 - Technical merit
 - Financing
 - Sustainability
 - Alignment with city/region development goals
 - Legacy
 - Quality of the Games experience with a focus on athletes
- The evaluation will focus on an opportunity/risk analysis methodology with a strong focus on sustainability and legacy. The IOC's role does not include giving advice to Candidate Cities about their proposed solutions. However, the IOC may indicate to cities when certain Games requirements and delivery solutions need special attention. The IOC may also appoint third-party experts (at the cost of the IOC and managed directly by the IOC) to give general guidance to the cities on an equal and transparent basis about the implications of such Games requirements and delivery solutions.

Candidate City role:

- To interpret Games requirements.
- To develop Games delivery solutions which meet Games needs and are aligned with local long-term plans and priorities.
- To develop feasible and sustainable solutions.
- To identify risks and their mitigation and opportunities and the strategies and concepts to maximise these opportunities.

Equal treatment for all cities and handling of confidential information

There must be an honest and fair process for all Candidate Cities, exempt from any external influence, with equal conditions and opportunities for each candidature and without any risk of conflicts or interests.

The IOC will ensure equality of treatment amongst cities and, specifically:

- Will not provide information in a discriminatory manner which may give a city an advantage over others.
- Will not reveal to the other participating cities proposals made by cities or any confidential information communicated by a city in the dialogue.



4. Rules of Conduct



In February 2015, the IOC Executive Board approved the [Rules of Conduct for the Candidature Process Olympic Games 2024](#), as an implementation of the IOC Code of Ethics. These Rules of Conduct provided that non-compliance with the Candidature Process will constitute a breach of the Rules of Conduct.

The purpose of these Rules of Conduct is to ensure an honest and fair procedure for all the Candidate Cities, exempt from any external influence, with equal conditions and opportunities for each candidature and the absence of any risk of conflicts of interests (Article 2).

All persons involved in the candidature, including third parties, must be aware of and abide by these Rules. The National Olympic Committee (NOC) in the country submitting a candidature is responsible for ensuring that the Rules of Conduct and the Candidature Process are respected.

The Rules of Conduct for the Candidature Process 2024 (Article 5) introduce the registration of consultants in order to ensure that all consultants agree to abide by the IOC's Code of Ethics and Rules of Conduct. The rules for the Register of Consultants participating in the Candidature Process Olympic Games 2024, including the online registration mechanism, can be found [here](#).

As detailed in the Rules of Conduct, it is the responsibility of the NOC and/or the Candidate City to ensure all consultants are entered in the register on the list for the city concerned. This is a prerequisite for the provision of any service and/or the signature of any service contract by the NOC and/or the Candidate City.

A consultant is considered to be any individual or company who is not linked by an employment contract to the NOC, the City or the Candidature Committee, and who participates in or supports a candidature by providing consultancy or similar services in any way and at any time.

Registration in the IOC's Register of Consultants does not constitute any form of endorsement by the IOC and is not an official acknowledgement by the IOC of the quality of the consultant's work.

5. From Invitation to Election



5.1

Invitation Phase: March—September 2015

The aim of this phase, where there is no formal commitment to bid, is to provide an ongoing dialogue with targeted information tailored to meet the cities' specific needs and to assist cities, their NOCs and potential Games stakeholders to better understand Games' needs and how these can be aligned with their own specific context and long-term development plans.

Cities are assisted to better shape their value propositions, discussing proposals and potential solutions that deliver excellent Games, without compromising the field of play for the athletes whilst also meeting the needs of the city and region to ensure the Games leave a positive, long-term and sustainable legacy.

Should the NOC and city decide to submit a candidature for the Games in question, both entities must confirm this in writing to the IOC before the deadline set by the IOC. For the Olympic Games 2024 the deadline is 15 September 2015.

The NOC and Candidate City then commence the official Candidature Process.

5.2

Candidature Process Olympic Games 2024—Overview One Process—Three Stages

Stage	Dates	Candidature File Submission*
1. Vision, Games Concept and Strategy	15 September 2015—June 2016 (Executive Board date to be confirmed)	Candidature File Part 1 17 February 2016
2. Governance, Legal and Venue Funding	June—December 2016 (Executive Board date to be confirmed)	Candidature File Part 2 7 October 2016
3. Games Delivery, Experience and Venue Legacy	December 2016—September 2017 Election by IOC Session	Candidature File Part 3 3 February 2017

*Submissions to the IOC:

Stage 1, 2 and 3 submissions to be provided in English and French and in electronic format only. Guarantees: signed original document to be provided as well as a copy in English (hard and soft copy).

Candidature Service Fee 2024

A Candidature Service fee of USD 250,000 is payable in three instalments, aligned with the three stages of the Candidature Process:

Stage 1: USD 50,000 **Stage 2:** USD 50,000 **Stage 3:** USD 150,000

Please refer to section [10.1](#) for further details.

Opinion Polls

The IOC will mandate an independent market research company to conduct an Opinion Poll in all Candidate Cities simultaneously following the same methodology.

In Stage 1, an opinion poll will be conducted in each Candidate City.

A further opinion poll will be conducted in each Candidate City, its region and its country at a later stage.

The results as well as the research methodology will be provided to the Candidate Cities at the end of Stage 1 and during the Evaluation Commission visit.

Visits to the Candidate City

An IOC Evaluation Commission appointed by the IOC President will carry out a visit to each Candidate City during Stage 3.

The IOC may consider it necessary to mandate visits by one or more IOC advisors at its discretion during the Candidature Process. Any such visit(s) would be coordinated by Olympic Games Candidature Coordination with the respective Candidate City.

5.3

Stage 1: Vision, Games Concept and Strategy

During this stage, Candidate Cities formulate their vision, Games concept and strategy plans. As well as developing firm foundations and putting together a solid concept that meets the long term development and legacy plans for the city and region, with a strong emphasis on sustainability, it is of the utmost importance that Candidate Cities build national support from all stakeholders involved in the project and the general public.

*A specific recommendation may be made by the Evaluation Commission Working Group to defer a city's candidature to a later campaign. Such cities would leave the Candidature Process 2024 and all rights would cease for those not selected. In such cases, a debrief between the IOC and the Candidate City/Cities/NOC(s) concerned would take place to further assist them/define future goals. Ongoing support would be provided by the IOC.

STAGE 1 — Vision, Games Concept and Strategy

15 September 2015—June 2016

NOC and city inform the IOC of the name of a Candidate City	15 September 2015
IOC provides all Olympic Candidature Process documentation to Candidate Cities and their NOCs	16 September 2015
Candidature Process kick-off meeting with each Candidate City & NOC (by video conference)	23–25 September 2015
Signature of the Candidature Process 2024 by City and NOC	16 October 2015
Payment of instalment 1 of the Candidature Fee (USD 50,000)	16 October 2015
Individual workshops in Lausanne	Week of 16 November 2015 TBC
Official drawing of lots to determine the order of the Candidate Cities throughout the process by the IOC Executive Board	8–10 December 2015
Candidate Cities to ensure protection of the wordmark “(City) 2024” in their respective country	6 January 2016
Deadline for the submission by Candidate Cities of: Candidature File Part 1: Vision, Games Concept and Strategy	17 February 2016
IOC-appointed Evaluation Commission Working Group to analyse documentation and provide a dashboard report to the IOC Executive Board	February—May 2016
IOC Executive Board confirmation of Candidate Cities that transition to the next stage*	June 2016 (date TBC)

5.4

Stage 2: Governance, Legal and Venue Funding

During this stage, Candidate Cities develop the legal and financial mechanisms to support the project. The IOC-appointed Evaluation Commission Working Group will focus on reviewing proposed governance structures, legal elements and political, private and public support for the project in order to determine the opportunities and challenges related to each project.

*A specific recommendation may be made by the Evaluation Commission Working Group to defer a city's candidature to a later campaign. Such cities would leave the Candidature Process Olympic Games 2024 and all rights would cease for those not selected. In such cases, a debrief between the IOC and the Candidate City/Cities/NOC(s) concerned would take place to further assist them/define future goals. Ongoing support would be provided by the IOC.

STAGE 2—Governance, Legal and Venue Funding

June—December 2016

Individual workshops for the Candidate Cities and their NOCs (Feedback on Stage 1 submission)	June 2016 (date TBC)
Payment of instalment 2 of the Candidature Service Fee (USD 50,000)	July 2016 (one month after the Executive Board's confirmation of Candidate Cities that transition to the next stage)
Olympic Games Observer Programme—Rio de Janeiro	5–21 August 2016
Governance, Legal and Venue Funding Workshops—Rio de Janeiro	August 2016
Deadline for the submission by Candidate Cities of: Candidature File Part 2: Governance, Legal and Venue Funding	7 October 2016
IOC-appointed Evaluation Commission Working Group to analyse documentation and provide a dashboard report to the IOC Executive Board	October—November 2016
Official Debriefing of the Olympic Games Rio 2016—Tokyo	November 2016
Games Delivery, Experience and Legacy Workshops—Tokyo	November 2016
IOC Executive Board confirmation of Candidate Cities that transition to next stage*	December 2016 (date TBC)

5.5

Stage 3: Games Delivery, Experience and Venue Legacy

During this stage, Candidate Cities develop specific delivery and legacy plans. The IOC-appointed Evaluation Commission will focus on reviewing operational planning to ensure the successful delivery of the Games. It will also review legacy planning and the Games experience for all stakeholders, with a particular focus on the athlete experience, to determine the opportunities and challenges in the above-mentioned areas.

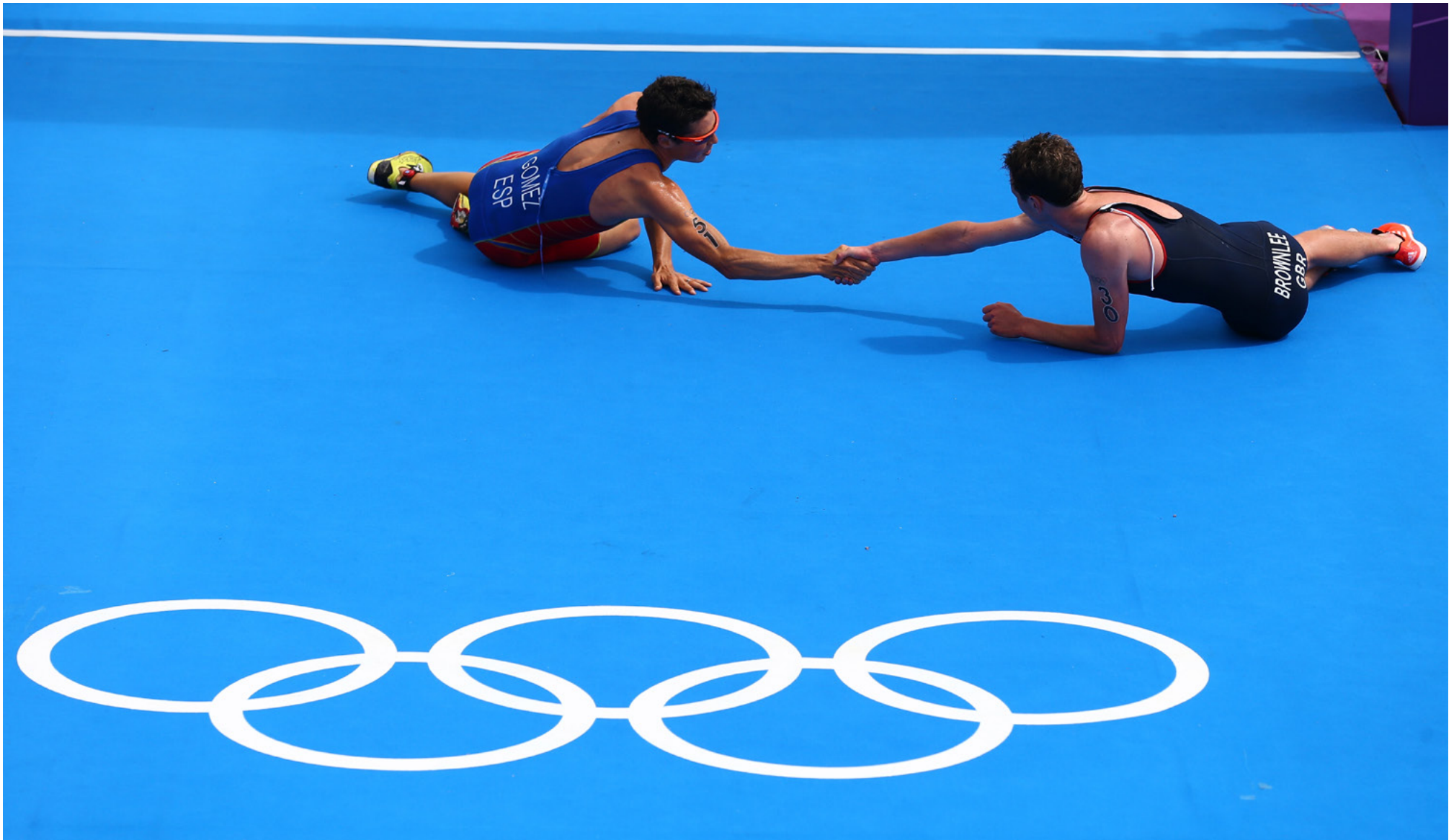
*The IOC-appointed Evaluation Commission will produce a report clearly highlighting the opportunities and challenges of each project. The report will be provided to all IOC members and made public at the time of the 2024 Candidate City Briefing for IOC Members and Summer Olympic International Federations. The report is provided simultaneously to the following in electronic format: Candidate Cities and their NOCs, IOC members, Honorary IOC members, IOC Honour member, each International Summer Olympic Sports Federation, the Association of Summer Olympic International Federations (ASOIF), the Association of National Olympic Committees (ANOC), each of the five NOC Continental Associations (ANOCA, ODEPA, OCA, EOC, ONOC), the International Paralympic Committee (IPC) and the media.

STAGE 3— Games Delivery, Experience and Venue Legacy

December 2016—September 2017

Payment of instalment 3 of the Candidature Service Fee (USD 150,000)	January 2017 (one month after the Executive Board's confirmation of Candidate Cities that transition to the next stage)
Deadline for the submission by Candidate Cities of: Candidature File Part 3: Games Delivery, Experience and Venue Legacy	3 February 2017
IOC Evaluation Commission analysis including a visit to each Candidate City	February—June 2017
Publication of the Evaluation Commission Report* on www.olympic.org	July 2017 (date TBC)
Cities have right of response following publication of Evaluation Commission Report	July 2017 (date TBC)
2024 Candidate City Briefing for IOC Members and Summer Olympic International Federations	July 2017 (date TBC)
Designation by the IOC Executive Board of Candidate Cities to be submitted to the IOC Session for election, in accordance with bye-law to Rule 33 of the Olympic Charter	September 2017
Election of the Host City 2024, Lima, Peru	September 2017 (date TBC)
First meeting with elected city/NOC to determine the next steps and outline working procedures over the next six months	Day after the election, Lima
Individual debrief meeting with each NOC/Candidate City	6–9 months after the election

6. IOC Assistance and Services provided



6.1

Olympic Games Candidature Coordination (OGCC)

Within the IOC's Olympic Games Department, Olympic Games Candidature Coordination (OGCC) is dedicated to providing the best possible services and assistance to Candidate Cities. It provides the focal point of contact within the IOC for all matters relating to the Candidature Process Olympic Games 2024 and coordinates all services and activities related to the Candidate Cities.

OGCC will ensure that all communications from the IOC are sent to the Candidate City and its NOC.

On the Candidate City side, ensuring an efficient and timely flow of information is critical. As the project evolves and the number of people involved grows, this becomes ever more important.

Each Candidate City is asked to provide the name of one Candidate City Coordinator who will be the main point of contact for the IOC and will be responsible for ensuring that all communication from the IOC is transmitted to all relevant persons. The Candidate City Coordinator will also act as the focal point of contact on the candidature side for the provision of information/documentation or questions to the IOC and ensuring that deadlines are respected.

All communication with the IOC should be in one of the two IOC official languages (French or English).

6.2

Candidate City Workshops

The IOC provides each Candidate City with a series of customised, individual workshops, depending on each city's needs. Each workshop will cover specific themes:

23–25 September 2015	Candidature Process kick-off meeting with each Candidate City & NOC (explanation of Candidature Process, Timelines, Rules etc.). In the interest of cost savings, this will be organised by video conference
Lausanne, week of 16 November 2015 TBC	Vision, Games Concept and Strategy
Lausanne, June 2016	Individual feedback on Stage 1 submission
Rio, August 2016	Governance, Legal and Venue Funding
Tokyo, November 2016	Games Delivery, Experience and Venue Legacy

The workshops are aligned with the Candidate Cities' deliverables at each stage of the process.

IOC advisors and members of the IOC Administration will be available to answer questions from the Candidate Cities and discuss their individual projects.

Participation will vary for each workshop. Where the number of participants is not specified at this time, each delegation (city/candidature committee and NOC together) will not exceed 10 people.

6.3

The Olympic Games Rio 2016 Observer Programme (Rio de Janeiro, August 2016)

The Olympic Games Observer Programme is an essential element of the IOC's Knowledge Transfer Programme and forms part of OCOGs' and Candidate Cities' overall learning strategies. The objectives of the Observer Programme are:

- To provide a tailored-made programme for the future Games organisers and Candidate Cities to observe Games-time operations in an actual Olympic Games environment (successes and challenges equally);
- to focus primarily on operational elements, which can be observed at and around Games-time;
- to provide participating OCOGs with exclusive access to the host OCOG operational staff during the visits.

The Observer Programme focuses primarily on Games-time operations and the learning opportunity is maximised through the OCOG's first-hand experience.

Candidate Cities will have access to approximately 20 visits and round-tables. Each candidature committee may register eight Observers (non-transferable) plus four Executives (transferable once) for the Rio 2016 Olympic Games.



6.4

The Official Debriefing of the Olympic Games Rio 2016 (Tokyo, November 2016)

Forming an integral part of the wider post-Games analysis and information collection, the Debriefing acts as a forum to exchange Games experience and discuss the major conclusions of the latest edition of the Games with the future Olympic Games Organisers.

The objectives of the IOC Debriefing are as follows:

- To act primarily as a learning platform for future Games Organisers and Candidate Cities, providing a constructive evaluation of the way the Games were planned and delivered, the challenges encountered, the lessons learned and an opportunity to ensure the successful continuation of the Games;
- to provide a platform for the IOC to deliver key messages and matters of policy to the Olympic Movement regarding the organisation and management of the Games;
- to maximise opportunities for informal transfer of knowledge by encouraging interaction between all participants.

The Debriefing aims to ‘evaluate’ those operations with the benefit of hindsight as well as analyse the entire preparation and planning phases which have impacted final delivery.

Each delegation (City/candidature committee and NOC together) may register a maximum of five Observers to attend the Official Debriefing of the Olympic Games Rio 2016 in Tokyo.

Attendance at the above events is upon invitation by the IOC only. Candidate Cities will receive information and registration details from the Olympic Games Candidature Coordination team.

6.5

Support from IOC sponsors

The Rules of Conduct for the Candidature Process Olympic Games 2024 underline the principle of neutrality of the TOP Sponsors and other IOC marketing partners vis à vis the Candidature Process and in particular the different candidatures. Whilst recognising the importance of upholding the spirit of integrity and neutrality of the Candidature Process, the IOC nevertheless acknowledges that the Candidate Cities should benefit from the most extensive knowledge, expertise and promotional reach possible during the preparation of their candidature documents. In order to achieve this objective, the IOC intends to create opportunities for the Candidate Cities to engage with the TOP Sponsors and the IOC's rights-holding broadcasters during the Candidature Process 2024 in an IOC-controlled environment. Any and all interaction between the parties will be managed through and facilitated by the IOC, and will be on a transparent and equal basis for all cities.

The IOC will advise the Candidate Cities of all such opportunities throughout the Candidature Process.

6.6

Dedicated Candidate City on-line platform ("shaRing")

The IOC has developed a new online collaborative platform called "shaRing". This collaborative web portal has been built on the vision of strengthening collaboration within the IOC, and between the IOC and its stakeholders.

Within shaRing, there is a dedicated platform for Candidate Cities to provide a "one-stop-shop" with all information relevant to the Candidature Process, including access to the wider Olympic Games Knowledge transfer database.

Each Candidate City will be provided with 10 individual access rights. The registration process will be communicated to the Candidate Cities 2024 on 16 September.

6.7

The Olympic Multimedia Library (TOML)

The Olympic Multimedia Library (TOML) is a database containing 400,000 photos, 33,000 hours of video, 2,000 archive documents, 8,500 hours of sound recordings and 20,000 Olympic Museum objects. Access is granted to University professors, researchers and students undertaking an Olympic and/or sport related academic activity.

The IOC is happy to grant dedicated access to the database to each Candidate City during the Candidature Process to assist cities to express the spirit of the Olympic Games to stakeholders and the general public.

Olympic Games Candidature Coordination will provide each Candidate City with registration instructions and conditions after 16 September 2015.

6.8

Protection of the wordmark “[City] 2024”

While each NOC is responsible for registering the wordmark “[City] + 2024” in its national territory, the IOC will take steps, in consultation with each Candidature Committee and/or NOC, and cover related costs to protect the relevant wordmark “[City] 2024” outside of the relevant national territory. For further information refer to [Section 10—Financial, Legal and Commercial Matters](#).

7. Promotion

National Promotion	National promotion is permitted throughout the process until the election of the host city in Lima in September 2017 (exact date TBC)
International Promotion	International promotion is permitted from 3 February 2017, the deadline for the submission of Candidature File Part 3, until the election of the host city in Lima in September 2017 (exact date TBC)



7.1

Creation and use of a Logo, Emblem and Slogan

Each Candidate City shall be entitled to create a logo, emblem and slogan during the candidature process to support its application to host the Olympic Games 2024. The IOC's rules relating to the creation, approval and use of a Candidate City's logo, emblem and slogan are set out below. The provisions regarding intellectual property matters ([see 10.5](#)) apply to the creation and use of the logo, emblem and slogan.

1. Creation

- 1.1 A **Logo** created by a Candidate City to support its application must consist of a distinctive design element composed of a visual identity, followed by the name of the Candidate City placed directly underneath, and then followed by the designation "Candidate City Olympic Games 2024" placed directly underneath, from top to bottom. The designation may be communicated in the English language and in the national language(s) of the country in which the City is located.

The following restrictions shall apply to the design and creation of the Logo:

- a. it must not contain any component of the NOC emblem or a distorted version thereof;
- b. it must not consist of a design confusingly similar to the NOC emblem;
- c. it must not consist only of the name or abbreviation of the city/region, country or geographical territory in which the City is located;

7.1 continued

- d. it must not contain or be confusingly similar to an image or expression associated with a well-known national, international, universal or commercial connotation or message; and
- e. it must not contain the Olympic Symbol (the five interlaced Olympic rings of equal dimensions, as described in the Olympic Charter), the Olympic motto (the three Latin words, Citius—Altius—Fortius), the Olympic flag, any other Olympic-related imagery (e.g. flame, torch, medal, etc.), slogan, designation or other indicia, or any distorted version thereof or any design confusingly similar thereto.

Logo structure:



Logo example:



- 1.2 An **Emblem** created by a Candidate City to support its application must consist of an integrated design, including the Olympic Symbol and other distinctive design elements to be reflected in the following manner from top to bottom:
- a. the pre-approved Logo; and directly underneath
 - b. the Olympic Symbol, the colour, design and appearance of which must be reproduced fully, accurately and without embellishment in accordance with the IOC's graphic guidelines related to the creation of composite logos. The area covered by the Olympic Symbol must not exceed one third of the total area of the Emblem.

Emblem structure:



Emblem example:



7.1 continued

- 1.3 A **Slogan** created by a Candidate City to support its application must consist of a phrase or motto expressing the aims of the Candidate City, communicated in the English language and/or in the national language(s) of the country in which the City is located. The following restrictions shall apply to the design and creation of a Slogan (if any):
- It must not incorporate any elements of the Logo;
 - It must not incorporate any reference to the name or abbreviation of the Candidate City, or to the region, country or geographical territory in which the Candidate City is located;
 - It must not incorporate any reference to the year of the Games or the word “Olympic”; and
 - It must not contain or be confusingly similar to an expression or statement associated with a well-known national, international, universal or commercial connotation or message.

2. Approval

- Each city shall first submit the **Logo**, the **Emblem** and the Slogan (if any) to the NOC for approval.
- Upon approval of the NOC, the Candidate City shall thereafter submit the **Logo**, the **Emblem** and the **Slogan** (if any) to the IOC for final written approval prior to any use.
- Candidate Cities must reproduce the **Logo**, the **Emblem** and the **Slogan** (if any) in the manner and format as approved by the NOC and the IOC. They shall be reflected in their entirety at all times and no single element thereof may be used separately. The position, proportion and design of each the **Logo**, the **Emblem** and the **Slogan** (if any) must not be altered, distorted or re-drawn in any way whatsoever.
- Once the IOC’s written approval has been obtained, Candidate Cities are requested to provide the logo and emblem to the IOC in the following formats:

For print:


- Complete logo/emblem in vector format – as an Adobe Illustrator file .eps (Encapsulated Postscript)
- One four-colour version (Cyan, Magenta, Yellow and Black)
- One single-colour version

For screen:

- Complete logo/emblem in .jpg or .png format
- One RGB version (1024 x 768 pixels minimum)
- One HEX version – for web (600 x 450 pixels minimum)
- One TGA version (1024 x 768 pixels minimum)

7.1 continued

3. Use

Use	National	International (as from 3rd February 2017)
Candidature Committee Non-commercial	<div>Distinctive element</div> <div>City</div> <div>"Candidate City Olympic Games 2024"</div> 	
Sponsor Institutional association	<div>(Proud) supporter of</div> <div>Distinctive element</div> <div>City</div> <div>(Proud) Partner of</div> <div>"Candidate City Olympic Games 2024"</div> <div>Protecting TOP and NOC categories</div> <div>Subject to approval of NOC</div>	<div>No use permitted*</div> <div>*Exceptions granted for Internet and social media (not geo-blocked but not geo-targeted either)</div>
Sponsor product/service activation	No use permitted	No use permitted

7.1. continued

3.1 Institutional and Promotional Use of the Logo, the Emblem and the Slogan by Candidate Cities:

Candidate Cities may use the **Logo**, the **Emblem** and the **Slogan** to communicate their application to host the Games for their own institutional purposes (e.g. on stationery, candidature documents or official website) or promotional purposes (e.g. in advertising or promotional documents, or on promotional items) on any media or platform.

3.2 Institutional Use of the Logo and the Slogan by Sponsors:

- a. Subject to approval by the corresponding NOC, Candidate Cities may grant rights to sponsors to use the **Logo** and the **Slogan** to communicate their association with the Candidate City on any media or platform within the domestic territory only.
- b. Such association shall be of an institutional nature only, namely supporting the candidature for corporate advertising and public relations purposes (to enhance the image, reputation and name-awareness of the sponsor among the general public or to build goodwill) rather than to promote and drive sales of the specific products and/or services sold by the sponsor. Examples of potential activations will be provided by the IOC in due course.
- c. Candidate Cities may allow their sponsors to activate their association with the candidature on digital media accessible outside of their domestic territory provided, however, that those sponsors focus on the national audience of the country in which the Candidate City is located and do not engage in geo-targeting their content to specific markets.

3.3 Commercial Limitations:

- a. Candidate Cities may grant rights to sponsors to use the **Logo**, but must **not** grant rights to sponsors to use the **Emblem**, to communicate an association with the Candidate City.
- b. Candidate Cities may not grant any rights of commercial association to any competitor of Olympic Marketing Partners (the TOP Partners, the IOC's suppliers and licensees, and the NOC's domestic sponsors, suppliers and licensees), i.e. any entity providing goods and/or services within the product categories of the Olympic Marketing Partners.
- c. Candidate Cities are responsible for approving and controlling the proposed activations of their sponsors and, if so requested by the IOC and/or the NOC, must ensure the immediate termination of any specific commercial activity undertaken by a sponsor.

7.1 continued

4. General

- 4.1 **Olympic Symbol:** Candidate Cities must not use the Olympic Symbol alone for any purpose whatsoever at any time.
- 4.2 **Duration of Use:** If a Candidate City does not transition to the next stage of the Candidature Process or is not elected as the host city of the Games, it must immediately refrain from and discontinue any further use of the Logo, Emblem and/or Slogan.
- 4.3 **Agreements with Third Parties:** Agreements with third parties providing support to the Candidate City must contain provisions to ensure that:
- all rights granted by the Candidate City immediately terminate as from the moment a Candidate City is no longer involved in the Candidature Process (either when the Candidate City does not transition to the next phase or upon selection of the host city, whichever date is earlier);
 - there shall be no automatic or binding residual rights, options or other arrangements of any nature, whether express or implied, with respect to the Games even if the Candidate City is elected by the IOC to host the Games;
 - the IOC may, upon request, review copies of such agreements and any promotional and commercial materials at any time; and
 - the Candidate City shall terminate their agreements with any such third party if reasonably requested by the IOC at any time during the Candidature Process.

4.4 Respect of Olympic Marketing Partners:

The Candidate City must collaborate at all times with the IOC and the corresponding NOC (and any other NOCs as relevant) to fully respect any and all contractual commitments undertaken by them towards the Olympic Marketing Partners (the TOP Partners, the IOC's suppliers and licensees and the NOC's domestic sponsors, suppliers and licensees) in the implementation of their candidature.

7.2

Promotion at Olympic Meetings/Events:

In accordance with Olympic Agenda 2020 and in order to assist cities to minimise costs whilst also enabling them to interact with Olympic stakeholders, Candidate Cities may make presentations at the following international events only:

- 2024 Candidate City Briefing for IOC Members and Summer Olympic International Federations, Lausanne, July 2017 (date TBC).
- ANOC General Assembly in the 12 months preceding the election of the host city (date and venue to be confirmed).
- IOC Session in Lima, Peru, in September 2017.

Candidate Cities may participate in other meetings/events as observers only, provided the respective organisers are in agreement.

Information regarding participation in other Olympic meetings/events can be found below:

7.2.1 Olympic Games, Rio De Janeiro 2016

- Candidate Cities may set up an exhibition (maximum size 20m²) within the respective NOC House during the Olympic Games if they so wish. If the NOC does not have an NOC House, a similar exhibition space may be set up at a location to be pre-approved by the IOC.
- Promotional documentation only may be distributed within the NOC House.

- External signage relating to the candidature outside of the NOC House is not permitted.
- NOC invitations must be restricted to NOC/team activities.
- There must be no invitations or publicity by or on behalf of the Candidate City.
- There must be no invitations to IOC Members to any form of reception linked to the candidature, even if organised by third parties (including Embassies or Consulates).
- The IOC will provide each Candidate City with the opportunity to hold a press conference in the Main Press Centre. There must be no reception at the end of any such press conference.

7.2.2 International Federation (IF) World Championships

With the prior agreement of the respective organiser, Candidate Cities may attend IF World Championships for education and networking purposes. In order to ensure the focus of the competition is on the athletes, promotional activities are not permitted, with the exception of the distribution of candidature documentation in the media centre, provided the organiser is in agreement. There should be no press conference or advertising activities. There must be no form of advertising in any IF publication and no promotional stand at IF events.

7.2 continued

7.2.4 2024 Candidate City Briefing for IOC Members and Summer Olympic International Federations in Lausanne

- Two-day meeting in Lausanne following publication of the IOC Evaluation Commission Report.
- Aim: to provide ample opportunity and optimum conditions for an open dialogue between the Candidate Cities, the IOC membership and the Summer IFs.

Day 1	<ul style="list-style-type: none"> • In camera presentations by each Candidate City in the order of drawing of lots • IOC Evaluation Commission answers questions from the IOC members and International Federations • Candidate Cities do not follow each other's presentations or the Evaluation Commission Session • No broadcast outside of the meeting room • No distribution of documentation
Day 2	<ul style="list-style-type: none"> • IOC provides each city with a presentation room in which to further discuss plans and answer any outstanding questions from the previous day • Bi-lingual (French/English) documentation may be distributed in the presentation room

Both days	<ul style="list-style-type: none"> • Candidate City accredited delegation invited to attend lunches and dinners organised by the IOC • IOC will offer each Candidate City the opportunity to hold a press conference • Candidate Cities are not permitted to hire their own premises for promotional activities or to meet with IOC members (e.g. NOC house or Candidate City restaurant etc.) • Embassy/Consulate premises may not be used for any meetings with IOC Members • Candidate Cities may not organise any receptions, other than for members of their own delegation
Accreditations/ Day Passes	<ul style="list-style-type: none"> • Maximum of 8* presenters per delegation • Maximum of 3* technicians per delegation • Maximum of 10* additional day passes for Presentation room on day 2 <p>*Exact number to be confirmed</p>

7.2 continued

Accommodation	<ul style="list-style-type: none"> • IOC to reserve and pay for six rooms per delegation (bed & breakfast) • IOC to facilitate reservation of a number of rooms at specially negotiated rate in the IOC official hotel • IOC to facilitate room reservations at specially negotiated rate for each city in another hotel • No documents may be delivered by the cities or any third party working on their behalf to the IOC Members' hotel rooms
Travel	<ul style="list-style-type: none"> • Candidate Cities responsible for own travel arrangements • IOC to pay for the travel of 6 delegates per Candidate City (return flight, business class)
Technical matters	<ul style="list-style-type: none"> • IOC to establish the technical regulations and provide, at its cost, the audio-visual equipment required for the presentations • The IOC will schedule a technical rehearsal for each Candidate City one to two days before the presentation

7.2.5 General Assembly of the Association of National Olympic Committees (ANOC)

Stage 1: ANOC General Assembly: 29–30 October 2015 in Washington, USA.

The following arrangements have been agreed between the IOC and ANOC.

- Each NOC taking part in the Candidature Process Olympic Games 2024 to be invited by ANOC to participate with a maximum of four delegates (both the NOC and the Candidate City together). No separate or additional observer accreditations will be allocated.
- Candidate City representatives may attend as guests of their NOC (and accredited as NOC as mentioned above). In line with the Rules of Conduct, no form of promotion is permitted.
- Candidate Cities, their NOC or any third party acting on their behalf, may not distribute documentation or organise a press conference or any other event or reception on behalf of the Candidate City.

Stages 2/3: ANOC General Assembly: date and place to be confirmed by ANOC in October 2015.

- Each Candidate City may make a 20 minute maximum presentation (exact length to be confirmed).
- Maximum of six delegates per city in addition to NOC delegation.
- No distribution of documentation.
- No press conferences or any other events or receptions may be organised by or on behalf of the bid.

7.2 continued

7.2.6 Election of the Host City at the IOC Session in Lima, Peru, September 2017

The following information is provided for preliminary planning purposes only and is based on arrangements from the 128th IOC Session in Kuala Lumpur in 2015. As preparations between the Lima 2017 Session Organising Committee and the IOC are still at an early stage, the IOC reserves the right to update and amend the following information as planning progresses.

Accreditations	<ul style="list-style-type: none"> Maximum of 100 per delegation
Accommodation/ Offices and meeting rooms	<ul style="list-style-type: none"> IOC to reserve and pay for 12 rooms per city—bed and breakfast IOC to facilitate reservation of a number of rooms (maximum 12) at specially negotiated rate in the IOC official hotel IOC to facilitate room reservations at specially negotiated rate for each city in other hotels IOC to make available and pay for a room in the official IOC hotel which can be used by the cities to meet with IOC members IOC to make available an office at the Session venue for each city
Travel	<ul style="list-style-type: none"> Candidate Cities responsible for own travel IOC to pay for the travel of 12 delegates (return flight, business class)

Technical matters	<ul style="list-style-type: none"> Each Candidate City will be provided with ample time to rehearse its presentation in election-day conditions and in strict confidentiality IOC to establish the technical regulations and provide at its cost, the audio-visual equipment required for the presentations List of equipment and all of the relevant technical norms and specifications to be provided in advance of the Session There may be a possible technical briefing in advance of the Session at the time of the 2024 Candidate City Briefing in Lausanne
Presentation to the IOC Session	<ul style="list-style-type: none"> Each Candidate City to make a final presentation to the IOC Session—45 minutes maximum, followed by Q+A. The order of presentations is determined by the order of drawing of lots The Candidate City/NOC must ensure that they own the rights to the presentation or are granted an irrevocable, non-exclusive license to use the presentation and any or all of its components (pictures, videos, music, interactive components, etc.) The Candidate City/NOC must allow the IOC to license the presentation, whether live or delayed, worldwide, in perpetuity, royalty free, through any transmission means, including without limitation on the internet, for non-commercial use Following all Candidate City presentations, the IOC Evaluation Commission will make a final report to the IOC Session.

7.2 continued

Press conference	<ul style="list-style-type: none"> The IOC will provide each city with the opportunity to hold a press conference at the MPC
Vote and announcement of the Host City	<ul style="list-style-type: none"> IOC Members vote to elect the Host City The ballot will have as many rounds as necessary in order for one city to gain a majority of votes After each round of voting, the city with the least number of votes does not take part in the next round The final result is announced by the IOC President during an Announcement Ceremony, which may be broadcast live on television
Host City Contract	<ul style="list-style-type: none"> The IOC, representatives of the elected city and the NOC concerned then sign the Host City Contract
Joint IOC/ Host City press conference	<ul style="list-style-type: none"> Following the election there will be a joint IOC/Host City press conference
General Matters	<ul style="list-style-type: none"> Candidate Cities may organise activities for their own delegations, in the spirit of moderation. There may be no receptions held by a Candidate City for any persons other than the city's own delegation Candidate Cities or any other third party acting for or on behalf of the candidature will not be permitted to hire their own premises for promotional activities or to meet with IOC Members (e.g. NOC house or Candidate City restaurant etc.)

General Matters continued	<ul style="list-style-type: none"> No IOC members, apart from the IOC members of the countries concerned or officials of the country organising the Session, may be invited to a reception organised by a Candidate City or to any form of diplomatic reception organised by the country of a Candidate City Embassy/Consulate premises may not be used for any meetings with IOC Members Candidate Cities may not carry out any form of international promotion in the country where the Host City election will take place during the three-week period before the election. Interviews and editorials are permitted Candidate Cities may not undertake any form of written advertising in the local (in Peru) or international media during this three-week period (this includes magazines, newspaper wraps, internet and television) There may be no form of "building wrap"/external decoration or any billboard advertising whatsoever relating to any candidature No documents may be delivered by the cities or any third party working on their behalf to the IOC Members' hotel rooms
---------------------------	--

7.3

Communications

7.3.1 Website and Social Media

After 15 September 2015, Candidate Cities may create their own website and their own social media pages for editorial and informative purposes and must inform the IOC of their website/social media accounts. These mediums can be an excellent tool to reach national audiences, especially in reaching out to young people and to communicate the candidature's vision and strategy. It is not necessary to geo-block internet and social media sites (even before international promotion is permitted). However, geo-targeting is not permitted.

7.3.2 Press Releases

Candidate Cities are requested to send a copy of all press releases to candidate.cities@olympic.org

7.3.3 Images

A candidature is an opportunity to showcase the city/region and country's assets and future development plans. As such, and in order to avoid any possible confusion, there should be no use of images from other countries in documentation or presentations which could lead the audience to believe the images represent the Candidate City or country. Generic images of Olympic Games are of course permitted, provided it is clear which Games are depicted.

Candidate Cities may use images of the IOC Member(s) in their country in presentations/films etc. but are not permitted to use images of IOC members in other countries, IOC advisors or the IOC administration in any presentations/videos etc.

As computer generated images provide such realistic results, for each venue/site that does not exist or will undergo significant work, Candidate Cities must provide a photo showing the state of the venue/site today in addition to any rendering of the future venue. This applies to both documentation (including Candidature Files) and videos.

All photographs used in candidature documentation should be clearly identified beneath each photograph.

The IOC reserves the right to establish guidelines regarding the type and duration of video production.

8. Other Meetings/Events



8.1

Evaluation Commission Working Visits

- IOC to determine the order, period and programme of the visits.
- 2–3 day working visit to each Candidate City.
- The IOC may consider it necessary to mandate visits by one or more IOC advisors at its discretion during the Candidature Process. Any such visit(s) would be coordinated by Olympic Games Candidature Coordination with the respective Candidate City, with costs covered by the IOC.
- IOC photographer to visit each city in advance of the Evaluation Commission to provide photos of each competition/non-competition venue/site. Visit will be organised by Olympic Games Candidature Coordination with the Candidate City and costs covered by the IOC.
- Evaluation Commission team: maximum of 20 people.
- IOC to cover all Commission travel, accommodation and food and beverage costs.
- IOC to cover number of other visit-related costs including a basic conference room set-up, which will be the same in each city.
- Detailed information regarding the visits including a detailed outline of the programme to be provided by the IOC in advance of the visits.
- The working language of the Commission is English.



8.2

Candidate City Debrief

- Six to nine months after the election of the Host City the IOC invites each Candidate city/NOC (maximum four people representing both the Candidate City and the NOC) to take part in an individual debrief session.
- This allows the Candidate Cities to discuss their experiences about the Candidature Process 2024 with the IOC and assists the IOC in further improving the Candidature Process.

8.3

Winter Youth Olympic Games Lillehammer

- As these are Winter Games, and in order for the focus of the Games to be fully on the participating athletes, the 2024 Candidate Cities will not be invited to attend this event and their respective NOCs or any other third party may not carry out any promotional activities on behalf of the candidature.

9. International Federation Engagement

Through Olympic Agenda 2020 the role of the International Federations (IFs) in the Candidature Process has been further strengthened, recognising that with greater engagement of IF expertise and experience, the OCOG's operations would be simplified and overall Games risks, duplication of work and costs reduced. The level of involvement of each IF will be dependent on the complexity of the sport, as well as the experience of the Candidate City, and will not necessarily require site visits. Throughout the Candidature Process the Candidate Cities are asked to provide their full cooperation to the IFs.



9.1

Invitation Phase

The Invitation Phase focused on open discussions with potential Candidate Cities on how hosting the Games can fit with and support the city's longer term development strategy. IFs can participate in this process if requested by the IOC or potential Candidate Cities to assist in discussions on how specific sports and venues can be integrated with the wider hosting goals and strategies.

9.2

Stage 1: Vision, Games Concept and Strategy

Beyond being responsible for the control and direction of their sport at the Olympic Games, the IFs will be more engaged by providing key documentation to the cities and working with them on how venues and sports link with the wider Games strategy. Using an IOC template applicable to all sports, a preliminary IF analysis will be conducted, based on opportunities and risks mitigation on the respective concepts including sport specific knowledge in the city/country, sport development opportunities and comments on the venue location.

The stage one template is to be submitted to the IOC by the IFs no later than March 2016.

9.3

Stage 2: Governance, Legal and Venue Funding

No IF submission is required.

9.4

Stage 3: Games Delivery, Experience and Venue Legacy

Building on the findings of the preliminary IF analysis, a more in-depth assessment will be provided by each IF. This is not a sign-off on the venue(s) but rather an opportunity and risk assessment which provides a basis to begin collaboration as soon as the host city is elected. This assessment will focus on the technical aspects of the sport/venue/competition and must be provided by the IFs to the IOC Evaluation Commission before its visit to the Candidate Cities to assist the Commission with its overall assessment, no later than February 2017.

9.5

Visit Parameters

During any given process, one IF working visit per sport (or discipline, if necessary) can be made to each Candidate City. It is up to each respective IF to decide if a visit is necessary and to designate the appropriate person. The IOC does not insist on visits as the cities' plans can be approved by mail/e-mail. If a visit does take place, timing is to be agreed between the IF and the city, but no later than the end of 2016.

Expenses of the designated IF representative are to be covered by the Candidate City. In line with the Rules of Conduct, a sense of moderation must be respected, particularly concerning hospitality and accommodation. The following conditions apply:

- Accommodation: Single room, 4 star, including breakfast;
- Air ticket: Round trip business class for the designated IF Representative (e.g. President, Secretary General, Executive Director, Sports Director);
- Airport pick-up/drop off, ground transportation in the country;
- All meals in the country;
- Cost of visa if required;
- Per diem: USD 100 per day.

9.6

Reporting

The IF templates and visit reports will provide valuable information to the IOC Evaluation Commission and will be taken into consideration by the Commission, as is the case with other third party reports, in its assessment of the cities and the preparation of the Commission's report.

10. Financial, Legal and Commercial Matters



10.1

Candidature Service Fee

As approved by the IOC Executive Board in July 2015, each Candidate City is required to pay a Candidature Service Fee of USD 250,000.

The fee goes towards offsetting the various services provided by the IOC, including a series of workshops, the Rio 2016 Observer Programme, attendance at the official Games Debrief and protection of the wordmark “[City] 2024” outside of each Candidate City’s respective country.

It is payable in three instalments, aligned with the three stages of the Candidature Process:

Stage 1: USD 50,000

Stage 2: USD 50,000

Stage 3: USD 150,000

An invoice will be issued to each Candidate City at the beginning of each stage.

10.2

Audit

In the interest of good governance and transparency, the Candidate Cities are required to submit audited accounts to the IOC.

No later than three months after publication by the IOC of the list of Candidate Cities, an independent expert responsible for auditing the financial management of the candidature is to be appointed, and the IOC informed of the name of the chosen expert.

The NOC/Candidate City undertakes to provide the IOC, at the end of the Candidature Process, with a copy of financial statements prepared to comply with local regulatory or governance requirements and an audited Statement of Income and Expenditure using a template to be provided by the IOC.

10.3

Protection of the wordmark “[City] 2024”

The Candidate City or NOC should promptly file for registration of the wordmark “[City] 2024” (for example “Edinburgh 2024”) in its country in all classes of products and services. This should be done in the official language(s) of the country of the concerned National Olympic Committee, as well as in other languages by which the city would be known (e.g. English).

The IOC will take steps, in consultation with the Candidate Cities/NOCs, to protect their wordmark “[City] 2024” outside of their respective country.

Measures should also be taken by each Candidate City/NOC to register domain names which are of value to the city’s application, such as “[City] 2024” in the extensions .com/.net/.org as well as in the concerned country code.

In summary, each Candidate City is to provide relevant documentation (official registration certificates etc.) no later than 6 January 2016 confirming that appropriate measures have been taken to:

- Protect the wordmark “[City] 2024” within the host territory in all 45 classes of protection; and
- Register domain names that are of value to the candidature such as “[City] 2024” followed by extensions .com .net .org as well as the country code concerned.

10.4

Candidature Commitments

All representations, statements and other commitments contained in official candidature documentation or otherwise made by the NOCs, City or Candidature Committee in the course of the Candidature Process are binding and, in accordance with the Host City Contract, such commitment will constitute obligations for the elected City and the NOC and subsequently the OCOG.

10.5

Intellectual Property Matters

No infringement of third parties' rights

The Candidate City, the NOC and the Candidature Committee must ensure that all elements or creative contents that are produced, developed, devised or commissioned by them for the purpose of the Candidature Process and in particular, for their presentation, Candidature File, submissions or annexes thereto, including graphic, visual, literary, artistic or audio-visual elements contained therein, in addition to logos, emblems or slogans in connection with them (the "Candidature IP"), do not infringe upon the rights of any third parties and that all rights related to them have been obtained. In particular, and with respect to third party materials included in the Candidature IP, the Candidate City, the NOC and the Candidature Committee are solely responsible for obtaining any right or authorizations that may be required for their use and any payment due in connection with them, for their use of the Candidature IP in the context of the Candidature Process Olympic Games 2024.

Assignment/license

All intellectual property rights on the Candidature IP shall be assigned to the IOC should the Candidate City not transition to the next stage or upon election of the host city, whichever date is earlier. For third party materials included in the Candidature IP, the Candidate City, the NOC or the Candidature Committee, shall obtain for the IOC a non-exclusive, worldwide, perpetual, royalty-free, assignable and sub-licensable license to use, distribute, reproduce, broadcast, publicly perform, communicate to the public and make available such content, for editorial purposes and for the promotion of the Olympic Movement, on any format or media known or to be known.

11. Acceptance of the Candidature Process Olympic Games 2024



The Candidature Committee, the City and the NOC (hereinafter collectively referred to as the “Parties”) taking part in the Candidature Process for the Games of the XXXIII Olympiad 2024 undertake to abide, in all aspects, by all provisions of the [Olympic Charter](#), the [Candidature Process Olympic Games 2024](#), the [IOC Code of Ethics, Rules of Conduct for the Candidature Process Olympic Games 2024](#) and all other rules, instructions and conditions which may be established by the IOC Executive Board.

The Parties declare that any dispute arising during the period of the candidature of the city, in connection with the Candidature Process Olympic Games 2024, shall be definitively settled by the Court of Arbitration for Sport in Lausanne, pursuant to the Code of Sports-related Arbitration, to the exclusion of any court of law or other forum. Swiss law shall be applicable to this Undertaking.

The **Candidature Committee** of _____ hereby certifies to have received a copy of the document entitled “Candidature Process Olympic Games 2024” and declares to have duly noted its contents.

Signature:

Name and Function (in block capitals):

The **City** of _____ hereby certifies to have received a copy of the document entitled “Candidature Process Olympic Games 2024” and declares to have duly noted its contents.

Signature:

Name and Function (in block capitals):

The **NOC** of _____ hereby certifies to have received a copy of the document entitled “Candidature Process Olympic Games 2024” and declares to have duly noted its contents.

Signature:

Name and Function (in block capitals):

[Contents](#)[Previous page](#)[Next page](#)

International Olympic Committee,
Château de Vidy, 1007 Lausanne, Switzerland
www.olympic.org

Published by the International Olympic Committee – 16 September 2015
Original version: English
All rights reserved

Photography by IOC and Getty Images®. Cover, page 21 Jamie Squire/
Getty Images; page 3 Julian Finney/Getty Images; page 5, 38 IOC/John Huet;
page 7 Rob Carr/Getty Images; page 9 Jeff J Mitchell/Getty Images;
page 10 IOC/Christopher Furlong; page 12 Ryan Pierse/Getty Images;
page 18 Paul Gilham/Getty Images; page 25, 41 Christian Petersen/Getty
Images; page 39 © Beijing 2022 Bid Committee; page 45 Stu Forster/Getty
Images; page 49 Bryn Lennon/Getty Images.

® All trademarks acknowledged.

[Contents](#)

[Previous page](#)

INTERNATIONAL OLYMPIC COMMITTEE

CHÂTEAU DE VIDY, 1007 LAUSANNE, SWITZERLAND

www.olympic.org