



U.S. OLYMPIC & PARALYMPIC TRIALS

PARTICIPANT RULES – COMMERCIAL MARKINGS

FREQUENTLY ASKED QUESTIONS

General Inquiries

Q: What is the purpose of the USOPC's Trials Participant Rules – Commercial Markings?

These rules outline the use or display of commercial marks at the U.S. Olympic & Paralympic Trials to:

- Ensure that the priority of sport remains central to the Trials events,
- Uphold the important connection between USOPC sponsors and the athlete opportunities they support.

Q: How were the USOPC's Trials Commercial Rules developed?

The rules were developed in collaboration with NGB and athlete representatives.

Q: To whom does the USOPC's Trials Commercial Rules apply?

Any athletes, staff, coaches, team personnel, officials, volunteers or other participants at the Trials venue.

Q: Will these same guidelines also apply to the Olympic or Paralympic Games?

The International Olympic Committee regulates commercial markings at the Olympic Games under Rule 50. Similarly, the International Paralympic Committee regulates commercial markings at the Paralympic Games under Rule 2.2. The Trials Commercial Rules rooted in both Rule 50 and Rule 2.2, however, now there is no sizing restriction on the one manufacturer logo which may be displayed on each article of an athlete's uniforms and warmups which worn in field of play for competition.

Q: This is my first time at the Trials. What can I expect regarding commercial rules?

USOPC and NGB representatives will be on site reviewing uniforms and equipment for commercial rules compliance. If a participant has a commercial mark that does not adhere to the policy, they will be asked to cover the mark up with tape or otherwise conceal it during the competition. Athletes will still be able to compete.

Q: Where can I find my International Federation's guidelines on manufacturer logos and placement?

Please reach out to your NGB to get further guidance on the International Federation (IF) guidelines and any other uniform policies that apply to the Trials.

Markings Inquiries

Q: Can I have a logo on my uniform that has my own company's name on it?

No, your uniform may not display any personal company branding.

Q: What if I have a tattoo or other body marking that contains commercial marks?

Body markings with commercial marks that are not permitted under Commercial Rule must be covered with apparel or other concealment.

Q: I have a personal commercial sponsor who supported my training to get to Trials. Can I



wear their clothing or represent their brand?

No item of a participant's clothing, footwear, accessories and sports equipment at the Trials may be marked conspicuously or for advertising purposes.

Q: What about an organization that I am trying to raise money for? Can I wear its logo?

No, however, the USOPC is evaluating an opportunity for athletes to visibly support a cause-related campaign(s) designated by the USOPC either in its stand-alone capacity or in partnership with USOPC sponsor(s). Such programs, if any, will be offered to Trials Athletes for their opt-in through the USOPC's Athlete Marketing Platform (AMP) or similar portal.

Approval and Submission Inquiries

Q: My uniform was not approved before the Trials. Can I still compete?

Yes, but your uniform and equipment may be subject to mark concealment at the Trials (e.g., having the mark covered by tape).

Q: What if I don't get my uniform/equipment pre-approved?

Any logo that is not pre-approved by the USOPC may be subject to mark concealment at the Trials, but an athlete will still be permitted to use the item. The USOPC reserves the right to withhold approving a club logo if the club name is deemed to be used conspicuously for advertising purposes.

Q: When is the timeline to submit my uniform for approval?

Uniforms should be submitted to your NGB as soon as possible for approval and each NGB may have different timelines, so please check with your NGB representative. If a uniform was submitted last minute, or on the day of the Trials, and has not been approved, it may be subject to concealment at the event if it is not compliant with the Commercial Marks Rules (such as more than 1 logo on an article will be taped).

Q: Who do I submit it to?

You must submit your uniform and/or sport logo to your NGB. Contact your NGB to find the appropriate representative.

Sport Club Logo Inquiries

Q: What about my school? Can I wear its logo?

Your school may only be displayed if it is approved as a sport club logo.

Q: Can my sport club logo be on my equipment and my uniform?

Yes, an athlete can have one logo on each article of their uniform and one logo on their equipment (e.g. a boat).

Q: Where can I send my sport club logo to be approved?

Coordinate with your NGB to get your sport club logo approved.

Zone Inquiries

Q: Do these commercial rules apply on the podium?

Yes, commercial rules must be followed while on the podium and at all locations within the Trials venue.

Q: Does this apply in media zones or interviews?

Yes, commercial rules must be followed in media zones or interviews and at all locations within the Trials venue.

Equipment Inquiries

Q: What is considered "Specialized Equipment"?

Items of apparel and equipment, approved by the USOPC, used by the athlete in the competition that



may have a material effect on the performance of the athlete due to the specialized characteristics of the item are considered Specialized Equipment. A list of approved Specialized Equipment can be found in Section E “Specialized Equipment” of the Guidelines found [here](#).

Q: Is “Specialized Equipment” different than “Personal Performance Gear”?

No, they are the same in the rules.

Q: What if I have a personal sponsor that usually has logo placement on my uniform?

Personal sponsors are not permitted on uniforms at the U.S. Olympic & Paralympic Trials.

Q: Am I permitted to wear non-commercial markings?

Non-commercial markings, such as ribbons or patches, are not permitted. The only exception to this rule is markings related to a Race and Social Justice Demonstration, which must comply with the USOPC’s Trials Participant Rules – Demonstrations.

Conduct and Grievance Inquiries

Q: Who can report a violation?

Any individual may report an alleged commercial rules violation to a USOPC representative on site at the Trials.

Q: Who enforces the Commercial Rules at a Trials Event?

USOPC staff will be on-site at each Trials to help enforce the requirements set forth in these Rules for all Participants and to proactively mitigate any violations. This includes conducting an examination and regular monitoring of all clothing, footwear, accessories of all Participants and the sport equipment used by Athletes for competition. For any marking that does not comply with these Rules, the USOPC will have items (such as tape) on-hand to conceal the markings.

Q: What happens if I do not follow the commercial rules?

USOPC staff will provide a clear and concise warning notice orally to a Participant who appears to be in violation of these Rules at Trials¹. The warning notice will be delivered in front of a witness and the warning will be made, if possible, during a break in the competition, where applicable. This first warning notice should:

- 1) Confirm to the Participant that these Rules for Trials are applicable and any Participant who chooses not to comply with the Rules may face a possible sanction.
- 2) Where the Participant is an Athlete, inform the Athlete that they will be allowed to participate in their event, but that they may face a possible sanction (including but not limited to their results being disqualified) if they continue to fail to comply with these Rules.
- 3) Indicate that any violation of these Rules will be reviewed and handled by the USOPC Rules Application Panel in accordance with the USOPC Dispute Resolution Policy which can be found [here](#).

Q: Will I be allowed to compete if I refuse to cover a commercial mark?

Where the Participant is an Athlete, inform the Athlete that they will be allowed to participate in their event, but that they may face a possible sanction (including but not limited to their results being disqualified) if they continue to fail to comply with these Rules.

Q: What are the consequences for not complying with the commercial rules?

A participant who violates these Rules may be sanctioned by the USOPC Rules Application

¹ With respect to Athletes, the USOPC acknowledges that, in certain circumstances, the tape or other items used to conceal commercial markings on Athlete Clothing may become displaced unintentionally during competition. This warning will be delivered without regard to the intent of the Athlete to ensure that all Athletes are provided the same warnings and the same opportunity to comply with these Rules.



Panel for such violation. Possible consequences of violating these Rules include, but are not limited to:

- (a) Expulsion from Trials;
- (b) Disqualification of results at Trials, which may impact selection to the Olympic or Paralympic Games;
- (c) Recommendation to the NGB and the USOPC of the loss of the privilege to participate in future Olympic, Paralympic, Pan American, Parapan American and Youth Olympic Games, as well as other USOPC-sponsored events;
- (d) Denial of funding from the USOPC athlete support programs or other USOPC-sponsored programs for which the team member may be eligible; or
- (e) Performance of a specified task or tasks, such as a formal written and/or oral apology.

Q: What happens if I cover my mark as requested but it becomes uncovered while I am competing?

The USOPC acknowledges that, in certain circumstances, the tape or other items used to conceal commercial markings may become displaced unintentionally during competition. Participants will have to cover the markings as soon as reasonable. Should you not comply, the Rules Application Panel will take this matter under consideration and recommend a sanction.

Q: What happens if I dispute the sanction proposed by the USOPC Rules Application Panel?

If an informal solution with the USOPC cannot be reached and you still wish to challenge the sanction, then you may request a hearing in front of the Trials Hearing Panel in accordance with the [USOPC Dispute Resolution Hearing Procedures](#).

Q: How do I request a hearing with the Trials Hearing Panel?

To request a hearing, please email the Dispute Resolution Unit (DRU) at DRU@usopc.org.

Q: What is the hearing process with the Trials Hearing Panel?

As soon as DRU receives the request for a hearing, they will convene the Trials Hearing Panel to hear evidence from the USOPC, the NGB and the participant related to the violation. The proceeding will be held via videoconference or by telephone. The Trials Hearing Panel will render a decision based on the majority. The Trials Hearing Panel has the authority to impose any consequence, including the decision to uphold the bar on participation in the Trials. The consequence will be in effect immediately after a decision is made, unless stated otherwise.

Q: Who is on the Trials Hearing Panel?

The Trials Hearing Panel is comprised of the following individuals:

- USOPC Board Chair
- National Governing Body Council Chair
- Team USA Athletes' Commission Chair

Q: What are my rights if I request a hearing with the Trials Hearing Panel? Participants may have the right to have counsel present at any point during the hearing at their own expense. The Office of the Athlete Ombuds is available to provide cost-free, confidential, and independent advice to Athletes regarding their rights, resources, and options under this process and to assist athletes in resolving disputes or concerns. Athletes may contact the Athlete Ombuds at ombudsman@usathlete.org or 719-866-5000.