



IPC membership
Via email

17 February 2020

Athlete Sponsorship and Advertising Guidelines

Dear Members, Dear Friends

After an extensive consultation with athletes, including their agents and the Athletes Council, NPCs and other relevant stakeholders, we have completed a thorough review of the IPC's guidance that relates to the use of athletes in sponsorship and advertising campaigns during the Paralympic Games.

The new guidelines are available [here](#) and they apply to the Tokyo Paralympic Games. The guidelines do not override any policy or agreement that NPCs implement in their own country and with their own athletes and we encourage all NPCs to adopt their own guidance on this topic.

The consultation has involved significant dialogue and feedback and, whereas it has taken longer than we anticipated to finalise, we believe the end result represents a fair representation of all interests. Despite this, we would still like to offer our apologies for the delay in this being shared with you.

As these guidelines have an impact on the athlete community, the IPC Athletes' Council was consulted in the development of the guidelines and they have provided valuable feedback throughout the process. We also provided an opportunity for our global network of athlete representatives to discuss the guidelines and ask questions during a recent meeting in February 2020.

As a member-focused, athlete-centred organisation this was a very important process for us to conduct.

Should you have any questions or wish to discuss the guidelines please contact us. We will shortly be issuing additional examples to help explain the key principles, as well as explaining how the IPC will manage notifications regarding international campaigns.

With kind regards from all of us at the IPC.



Andrew Parsons
President
International Paralympic Committee



Chelsey Gotell
Chairperson, IPC Athletes Council
IPC Governing Board