

Notification Form Rule 40 Bye-Law 3 for Switzerland

This notification form is for the use of non-Olympic sponsors and companies to give notification of advertising and communication campaigns carried out exclusively in Switzerland with Swiss participants in Olympic Games. The campaigns must have been launched at least one month before the period of the Olympic Games, so that they can be continued during the period of the Olympic Games. In addition, it is important to note that the design and wording of such campaigns must be neutral and, accordingly, must not include any protected Olympic word or figurative marks. Furthermore, the intensity of the campaign communication must not be increased during the period of the Olympic Games.

For campaigns which, as well as in Switzerland, will also be launched in at least one additional country, it is essential for authorisation to be obtained from the IOC (www.olympic.org/athlete365/rule-40). In that case, the IOC guidelines apply, not the specific interpretation of Rule 40 Bye-Law 3 for Switzerland.

The guidelines currently valid for campaigns in Switzerland can be found in the brochure entitled “Advertising and Communication in connection with Olympic Themes”, published by Swiss Olympic in three languages: [DE](#) | [FR](#) | [EN](#)

For any questions or clarifications, please contact Cyrill Woodtli (cyrill.woodtli@swissolympic.ch/ +41 31 359 71 49)

To give notification of an advertising or communication campaign in Switzerland, please complete the following fields.

* = Mandatory field

Campaign with the following Olympic participant*		
Surname:	First name:	E-mail:
Contact person management (if available)		
Surname:	First name:	E-mail:
Sponsor/company*		
Contact person sponsor/company*		
Surname:	First name:	E-mail:
Description of the campaign. It is essential that no protected Olympic word or figurative marks are used in it (p.8 in the brochure).		
Period of the campaign*	Start	End
Communication channels used for the campaign*	<input type="checkbox"/> Social media <input type="checkbox"/> Website/Digital <input type="checkbox"/> Advertising poster/Print <input type="checkbox"/> TV <input type="checkbox"/> Newspaper/Magazine advertisement <input type="checkbox"/> Radio <input type="checkbox"/> Other:	
Confirmation regarding reach*	<input type="checkbox"/> I hereby confirm that the campaign will be publicized exclusively in Switzerland and aimed at the Swiss population.	
Confirmation that intensity of campaign communication will remain the same*	<input type="checkbox"/> I hereby confirm that the intensity of the campaign communication will not be increased during the period of the Olympic Games.	

Please send the completed and signed form to rule40@swissolympic.ch. You will then receive an acknowledgement of receipt.

Please note: following examination of the form, the feedback will also be forwarded, for information, to the respective national sports federation to which the Olympic participant belongs.

Many thanks and best regards
Partnerships Team
Swiss Olympic