



2017 Olympic Day FAQs

Conducting an Olympic Day program or activity is a great way for local communities to showcase support for the Olympic Movement. Any proposed Olympic Day program or activity in the United States is subject to the approval of the USOC, as further described in the below guidelines and procedures listed in the following frequently asked questions (FAQs). These FAQs are a tool to answer questions and assist with organizing your Olympic Day activity.

1. What are the goals of Olympic Day and why is it held on June 23 each year?

Olympic Day was introduced in 1948 to commemorate the birth of the modern Olympic Games on 23 June 1894 at the Sorbonne in Paris. The goal of Olympic Day is to promote the Olympic values and participation in sport across the globe regardless of age, gender or athletic ability.

2. What if we want to host an Olympic Day event other than June 23 and outside of the May 30- June 30, 2017 time frame requested by the USOC?

It is preferred that the proposed date and time of your Olympic Day celebration occur no earlier than May 30, 2017 and no later than June 30, 2017. If you want to host an event outside of that window, please contact the Olympic Day Hotline at (719) 866-4535. In most cases, the USOC will work with you to accommodate your schedule.

3. It seems like having an Olympic Day in my community is turn-key and relatively easy – is it?

The USOC has worked hard to make hosting an Olympic Day event as easy as possible. Essentially, if you can find a location and group of youth who have a morning or afternoon to dedicate to an Olympic Day activity, the USOC will provide the rest. The on-line tools and toolkit provided by the USOC will outline all the necessary steps to host a successful Olympic Day event. The USOC will also endeavor to secure an Olympian, Paralympian or hopeful to attend your Olympic Day event, if desired.



4. Who is responsible for what?

Olympic Day Community Host Responsibilities

- The first step will be to determine your desired level of participation in Olympic Day
- Determine audience, date, location and time.
- You will need to register your proposed Olympic Day plans by completing the registration form as thoroughly as possible and submit it to the USOC through the established online registration process.
- Market event to general community and local media outlets.
- Host will be responsible for initiating media coverage of its Olympic Day event.
- The entity that registers the Olympic Day program/event shall be solely liable for all costs and expenses associated with the planning and operation of the program/event, as well as all risks and liabilities associated therewith.
- Be sure to connect with an athlete if you receive notification that they have registered for your event.
- By no later than July 15, 2017, host must submit with a group photo and any video from Olympic Day showing the provided flag, participants and VIPs, via email to OlympicDay@usoc.org.
- Please note that you may not publicly promote your proposed Olympic Day plans until the USOC has approved those plans. If you have not heard from the USOC within 2 weeks of registration, your event is approved.

U.S. Olympic Committee Responsibilities

- The USOC will approve, as a matter of course, educational Olympic Day programs. Upon the USOC's approval of your proposed Olympic Day activities, we will send you a tool kit with materials for your utilization.

U.S. Olympian, Paralympian or Hopeful Responsibilities

- Attend an Olympic Day event and present one of the USOC Olympic Education Topics of Fair play, Perseverance, Respect or Sportsmanship, or another Olympic-themed topic desired by the Olympic Day host.
- Interact with Olympic Day participants take photos and sign autographs as requested.

USOC-created collateral you may use for Olympic Day.

- The USOC will contact you to further discuss any proposed Olympic Day plans that involve a run or other physical activity during the proposed event if they have questions regarding the event.
- Upon the USOC's approval of your proposed Olympic Day activities, we will send you a tool kit with collateral you may use for Olympic Day.
- *Please note: You must register your event within one (1) week of the Olympic Day event to ensure delivery of your Olympic Day toolkit.*



OLYMPIC DAY

5. May I get sponsors to help support Olympic Day efforts in my community?

Olympic Day, a worldwide celebration of the Olympic Movement, is an International Olympic Committee ("IOC") property. The IOC has recognized the United States Olympic Committee (the "USOC") as the National Olympic Committee for the United States.

- Please note that McDonald's is the worldwide sponsor of Olympic Day. While some Olympic Day materials provided by the USOC may bear McDonald's trademarks and logos, you may not contact McDonald's to underwrite or support your program/activity. Instead, the USOC will inform McDonald's as to the cities participating in Olympic Day, and will direct McDonald's to those cities' promotions in which McDonald's expresses interest.
- You may not sell sponsorships or other affiliations to Olympic Day, or otherwise create any commercial affiliation between Olympic Day and any third party.
- You may not use Olympic Day as a fundraiser of any kind.
- You may not create any Olympic Day merchandise, whether for sale or for give-away.
- You may use the USOC's Emblem and the word mark "Olympic Day," in the exact form provided by the USOC, solely on collateral materials promoting a USOC-approved Olympic Day event or program. You may not use these Olympic marks for any other purposes, including but not limited to, on clothing or other merchandise, or in connection with the advertising or promotion of any product, service or company. You may not use third party names or trademarks on any materials bearing these Olympic marks.

6. What support do I receive in hosting an Olympic Day event?

You may use USOC-supplied Olympic Day materials to hold an Olympic Day program at a school assembly or other community gathering as described on the USOC's website: <http://www.teamusa.org/About-the-USOC/In-the-Community/Olympic-Day>

With prior approval from the USOC, you may coordinate with a local community-based organization that has been approved by the USOC to conduct an Olympic Day event, such as a 5k walk/run, host your own Olympic Day 5k walk/run, or conduct your own unique Olympic Day activities.

7. I know of an Olympic Day Event in my community. How do I get involved?

Please call 719-866-4535 or e-mail OlympicDay@usoc.org for assistance.

8. How do I go about getting an Olympian or Paralympian to attend our community Olympic Day event?

Your USOC Account Representative will work with the U.S. Olympians and Paralympians Association and other resources endeavoring to do their best to secure an Olympian, Paralympian or Olympic or Paralympic hopeful to attend your event.

