



**GUIDELINES AND AUTHORIZATION FORM FOR THE USE OF
THE OFFICIAL LOGO OF THE 2nd EUROPEAN GAMES
MINSK 2019 FOR NATIONAL AND INTERNATIONAL
ENGAGEMENT AND PROMOTIONAL ACTIVITIES
(NON-COMMERCIAL PURPOSES)**

Definitions

“**EOC**” means the European Olympic Committees;

“**IF**” means the International Federation of the sports included in the programme of MINSK 2019;

“**EF**” means the European Federation of the sports included in the programme of MINSK 2019;

“**NF**” means the National Federation of the sports included in the programme of MINSK 2019 and into the cultural programme of MEGOC;

“**LOGO**” means the Official MINSK 2019 Logo as reproduced below;



“**MEGOC**” means the Organising Committee for the European Games 2019 established in accordance with the Decree of the President of the Republic of Belarus dated on 12 May 2017, No. 165;

“**MINSK 2019**” means the 2nd edition of the European Games, which will take place in Minsk, Belarus from 21 to 30 June 2019;

“**NOCs**” means the National Olympic Committees that will participate in MINSK 2019.

Overview and purpose

The purpose of this document is to set out the conditions at which the EOC authorizes EFs, IFs, NFs and NOCs to use the LOGO for non-commercial purposes for national and international campaigns and by MEGOC for campaigns in the territory of Belarus, so as to increase national and international awareness of MINSK 2019.

To apply for said authorization outside the territory of Belarus EFs, IFs, NFs and NOCs must complete and return the authorization form below to EOC at: eoc@eurolympic.org, whilst for authorization within the territory of Belarus the request must be submitted to MEGOC at: brand@minsk2019.by.

Head Office

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Tel +39 06 3685 7828 · Fax +39 06 3685 7666 · eoc@eurolympic.org · www.eurolympic.org

AUTHORIZATION FORM

I the undersigned duly authorized legal representative of

request authorization to use the LOGO for non-commercial use for the following event/s and or activity/ies
(please provide visuals of how the logo will be used if available):

Subject to your authorization, I undertake to use the LOGO at the following terms and conditions:

Terms and Conditions

Use of the LOGO is only allowed for the purpose of promoting MINSK 2019, and may not be used for any commercial purpose whatsoever.

In particular the LOGO:

- May not be used in association with any other logo;
- May not be used to promote or generate interest in any other commercial event, activity, cause or business;
- May not be used drive sales of commercial products and/or services simply by association with MINSK 2019;
- May not be used in association with any other logo in such a way that may be construed to be for commercial purposes;
- May not be used in the context of unethical or discriminatory comments.

Official sponsors of MINSK 2019 may nevertheless activate their rights using the Logo in the manner permitted under their agreement with EOC and/or MEGOC.

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Key principles

- Support materials should not have any association with, reference to, or presence or visibility of, any third-party commercial entity or such entity's products and/or services.
- Third-party branding must be completely distinct from, and positioned separately, from the Logo.
- The authorized entity is responsible for monitoring use of the Logo at such events or activities.

Requirements

Third-party sponsors or supporters of the events/activities must not:

- Associate themselves, their goods or services, with the Logo or MINSK 2019 unless otherwise authorized in writing by the EOC; or
- Represent that they are "official", "selected", "approved", "warranted", "preferred" or "consented to" by EOC or MEGOC, or use any similar endorsement.

Activation opportunities

Sport events (qualification competitions for MINSK 2019 are included)

EF Sports Events

NOC events

Celebration days

Promo campaigns

On-site visibility / presence

On-site presence is permitted so as to engage directly with the general public and drive interest in MINSK 2019, and must always be separate from any commercial activation.

The Logo cannot be visible in field-of-play advertising, concession areas, showcasing and hospitality areas, or in any area that contains third-party logos and advertisements unless otherwise authorized in writing by the EOC.

Name of the entity requesting authorization:

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Signature of duly authorised person

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Date

Authorized on by the EOC Secretary General:

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Signature