

Euro 2024 and Olympic Games – An advertising quick guide

TaylorWessing

Official partners

Businesses are granted (exclusive) rights for their advertising campaigns

Sponsor

(Team)
supplier

Licencee

Organiser
(UEFA/OC)

Ambush marketing

Advertising is allowed, but rules must be observed

Trade mark law

Restricts use of:

- protected logos, images (like the trophy), etc
- event name, location/year, team names, etc
- Olympic symbols.

Unfair competition law

Restricts:

- misleading indications about sponsorship status
- exploitation/impairment of reputation or goodwill
- targeted obstruction.

Advertising/consumer protection laws

Restricts:

- misleading adverts
- misleading/aggressive commercial practices.

Design rights

Restricts use of protected designs, eg:

- appearance of team kits, equipment, medals/cups/trophies, and logos.

Copyright

Restricts use of:

- official photos of stadiums
- UEFA match schedule
- logos, sports articles, kit, mascots, etc.

Specific legislation

Restricts:

- advertising in stadiums (and airspace above)
- advertising in specific designated areas
- suggestions of association between goods/services and the event (France)
- activities within Olympic Charter (including Rule 40).

Players'/athletes' rights

Restricts:

- advertising with the name or image of athletes
- false endorsement.

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Unfair competition	No law prohibiting unfair competition – but, law of passing off prohibits: <ul style="list-style-type: none">■ use of trade marks with a goodwill (whether registered or not)■ false endorsement.	German Act Against Unfair Competition (UWG) prohibits: <ul style="list-style-type: none">■ exploitation or impairment of the reputation or goodwill of a third party in an unfair manner■ creation of a misleading impression that there is official connection/sponsorship.	French tort law (parasitic act) – article 1240 French Civil Code prohibits: <ul style="list-style-type: none">■ abusive use of terms such as ‚sponsor‘ and ‚official partner‘■ use of trade marks, expressions and symbols relating to the event.
Sui generis property rights	–	–	French Sport Code Grants sports event organizers and federations a specific right to exploit any form of economic activity associated with the events/competitions they organise.
Advertising rules which prohibit: <ul style="list-style-type: none">■ misleading adverts■ misleading commercial practices and various other ‘blacklisted’ practices.	UK CAP/BCAP Codes Consumer Protection from Unfair Trading Regulations 2008 (CPR) → Enforced by ASA and CMA	German Act Against Unfair Competition (UWG) (see above) → Enforced by competitors or consumer protection associations	Guidance on ambush marketing risks (Feb 2024) by ARPP (French self-regulating advertising authority)
Advertising authority	Advertising Standards Authority (ASA)	–	Directorate General for Consumer Affairs, Competition and Fraud Prevention (DGCCRF)
Olympic symbols	Olympic Charter IOC is the owner of all rights in and to the Olympic Games and Olympic properties (Olympic symbol, flag, motto, anthem, identifications, designations, emblems, flame and torches, musical works, audio visual works or other creative works or artefacts) – similar for Paralympics. Permitted use: where the use does not suggest an association with the Olympic/Paralympic Games or movement.		
	Rule 40 of the Olympic Charter Rules that competitors, team officials, etc, must comply with to participate, including how their person, name, picture or sports performances can be used during the games including guidances by the British Olympic Association, the German National Olympics Committee (DOSB) and the French National Olympics committee (CNOSF) – similar for Paralympics.		
	Olympic Symbol etc (Protection) Act 1995 (as amended by the London Olympic Games and Paralympic Games Act 2006)	German Olympic Protection Act	French Sport Code
Specific local legislation	–	UEFA requires host cities to designate several public places exclusively for UEFA Euro sponsors to advertise.	Specific law of 2018 (updated in 2023), related to the organisation of the Paris 2024 Olympics and Paralympics permits outdoor advertising in specific areas; authorisation from authorities is required.
Contractual controls/ticket terms of sale		Terms of sale for Euro 2024 tickets <ul style="list-style-type: none">■ Ticket holder may not perform any activity for advertising or marketing purposes within a stadium.■ Commercial use of tickets reserved exclusively for official sponsors.	Terms of sale for Paris 2024 tickets <ul style="list-style-type: none">■ Prohibit buyers from performing any commercial or promotional activities within Olympics/Paralympics sites without prior authorisation, as well as using any images/sounds captured during the event, except for private and non-commercial purposes.■ No commercial use of tickets.
Our teams	Louise Popple Nick Harrison	Daniel Wiemann Michael Kreuzer	Inès Tribouillet Benjamin Znaty