

Collective Use

Spirit & Intent

1. The COC is positioned as an athlete centered organization
2. The COC & athletes are partners
3. Create mutually beneficial relationship between the COC, athletes and COC partners.
4. Enable COC to extend values to partners while protecting athletes' rights and ability to build value

Collective Use

Collective image use/group creative refers only to Team Canada as a collective - to be defined as imagery where a minimum of 15 athletes from 5 sports are depicted ("Collective Image").

	PARAMETERS FOR COLLECTIVE USE ACTIVATIONS	
TYPE OF COLLECTIVE IMAGE	Team images E.g. Opening and Closing Ceremony imagery, other 'Team' imagery from COC events (Team Canada Celebration, Team Send-Off, etc.)	Creative where Team Canada depicted as a collective
SCOPE	Minimum of 15 athletes from 5 sports depicted No undue focus on any particular athlete or sport (with the exception of flag bearer in Opening/Closing Ceremony imagery)	
COMMUNICATION	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Athletes informed of proposed image use
OPT-OUT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Opportunity to opt-out within 5 days of being informed of image use if sponsor conflict exists
PERIOD OF IMAGE USE	3 Olympic Games Cycles (12 years)	3 Olympic Games Cycles (12 years)

*Note - Any use of athlete likeness, outside of Collective Image use, by a COC partner to be negotiated directly between COC partner and the athlete and/or the athlete's representative, at then-current market rates.