



NEW ZEALAND OLYMPIC COMMITTEE COMMERCIAL WAIVER APPLICATION

Hello!

A Commercial Waiver will help ensure long-standing personal athlete sponsors can continue to support their athlete during the short Games period.

The Waiver may be granted by the New Zealand Olympic Committee for any generic, long standing advertising featuring an athlete identity during the Olympic and Commonwealth Games and the few days around it (known as the 'Protected Period').

Effectively, a Commercial Waiver is a system the NZOC have developed for NZ Team athletes to allow certain exemptions to the IOC and CGF's restrictions.

Athletes should complete a Commercial Waiver application for each potential advertising campaign or promotional activity that may run during the Protected Period. More information about the Commercial Waiver and conditions of use can be found [here](#).

KEY DATES:

The Protected Period for the Milano Cortina Games is:

- Protected Period Commences: Tuesday 27 January 2026
- Games: Friday 6 February – Sunday 22 February 2026
- Protected Period ends: 11.59pm Tuesday 24 February 2026

The protected period is therefore **27 January - 24 February 2026** inclusive.

In order to be granted a commercial waiver, any activation must be in market by:

- Above the line advertising (including digital video): **at least four months** prior to the Games Period
- Static social media: **at least 1 month** prior to the Games period. (ie similar static social content featuring the same athlete/s)

The application deadline is **18 September 2025**. Applications are encouraged, monitored and reviewed at all times.

SECTION 1 - LET'S GET STARTED

1A. Are you an Athlete, Team or a Sponsor:

1B. Your name:

1C. If you're a sponsor:

Name of the athlete / Team this application is for:

Name of your brand:

Your job title:

1D. If you're an athlete / Team:

Name of the brand that this application is for:

Name and email address of your main contact at the brand:

Their job title:

1E. Which Olympic or Commonwealth Games are you / the athlete or Team currently training for?

1F. Athlete's / Team's Sport & Discipline:

1G. Your email address:

SECTION 2 - SPONSOR ACTIVATION

The next section focusses on plans to use the athletes name and/or image during the protected period.

Generally the NZOC considers and in most cases allows sponsors to do so, provided that:

- Such use clearly does not create, directly or indirectly, the impression of a commercial association between the brand and the Olympic/Commonwealth Games, the IOC and CGF, the Olympic Movement, NZOC, the NZ Team or any Athlete's participation in these Games;
- Such use commenced in market on or before the deadlines stated on page 1.
- The application has been submitted, in full, to the NZOC by the deadline stated.

2A. Sponsor's Campaign Name or Short Description (ie 'Start Your Impossible'):

2B. Campaign Channels (the media currently planned for the campaign – check all that apply):

☐ TV	☐ TikTok
☐ Billboards	☐ Car decals
☐ Website	☐ PR campaign
☐ Instagram	☐ Radio
☐ Facebook	☐ Events
☐ Twitter	☐ Any others – please specify

2C. Campaign Material: When emailing this form, please attach the intended campaign material, including all key visuals and supporting text.

2D. Email Advisory: Should the finalised campaign material not be available at this time, please outline the intended activation in your application email. **To consider the material, the NZOC would need a description of key visuals and description of intended supporting text.**

2E. Is this campaign already live, if so approximately which month and year did it launch?

2F. When will the campaign stop appearing in market?

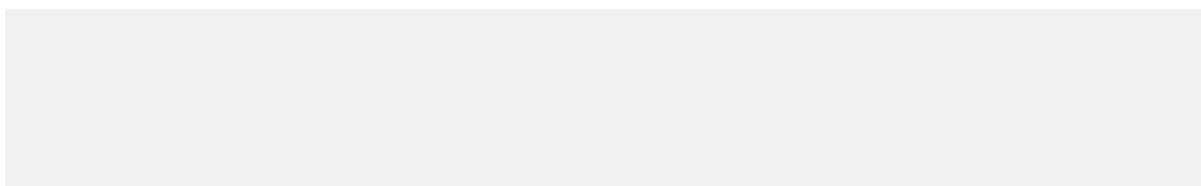
SECTION 3 - ACKNOWLEDGEMENTS

You acknowledge that:

- Brands that are not Olympic or Commonwealth Games Commercial Partners are able to run generic advertising featuring Games Participants during the protected period stated so long as there is no commercial association with the Games, and only with the prior written consent of the NZOC.
- The athlete has duly authorised the use of their name, likeness or other resemblance.

(E-Signature):

Please sign here to complete your application



TIME TO HIT SEND

Please send this completed form, along with the campaign material or explanatory letter to **brand@olympic.org.nz**

Thanks, and chat soon.