



NZ TEAM

COMMERCIAL GUIDELINES

Leading into Glasgow 2026 Commonwealth Games

VERSION 2 – FEB 2026

Versions subject to change upon information release from
Commonwealth Sport.

INTRODUCTION

NZ TEAM COMMERCIAL GUIDELINES – GLASGOW 2026



The use of Commonwealth Games and New Zealand Team Rights in New Zealand is reserved only for Commonwealth Sport, the New Zealand Olympic Committee (NZOC) and their commercial partners. Unauthorised use of these rights (including logos and protected words) is illegal, with fines up to \$150,000.

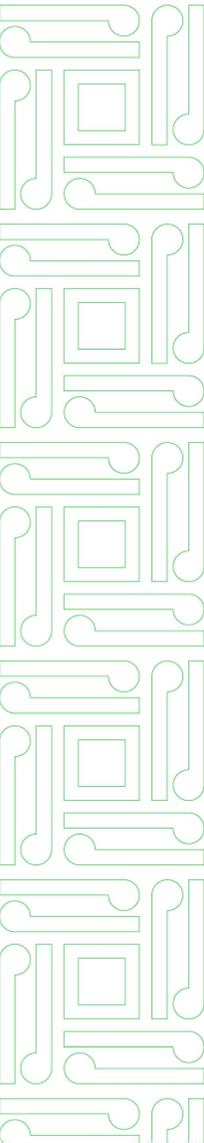
Without the financial support of commercial partners, the NZOC would be unable to send New Zealand athletes to the Commonwealth Games. These partners make a substantial investment for the ability to use protected words, logos and talk about the New Zealand Team. For this reason, the NZOC takes rights protection very seriously.

Under the Major Events Management Act 2007, there are certain Commonwealth emblems / logos or words / terms that can only be used with the approval of the NZOC. This means your sponsors (providing they're not also NZ Team / IOC sponsors) are not able to use protected words such as: **Commonwealth Games, Glasgow 2026, Earn the Fern** and more. They're also **unable to use any Commonwealth Games imagery** in their promotions, including images of you in the Games environment and/or in uniform. Any activation that implies a sponsor has a connection to the Games or the NZ Team is also prohibited.

Therefore: Athlete sponsors must not reference the Commonwealth Games in any of their activations.

And athletes must not reference sponsors in relation to any Games-specific activity or training.

This document is a summary of the NZOC's brand protection approach. More detail can be found in the NZOC Advertising, Promotion and Social Media Guidelines found at this [link](#).



GAMES TIME V ALL TIMES

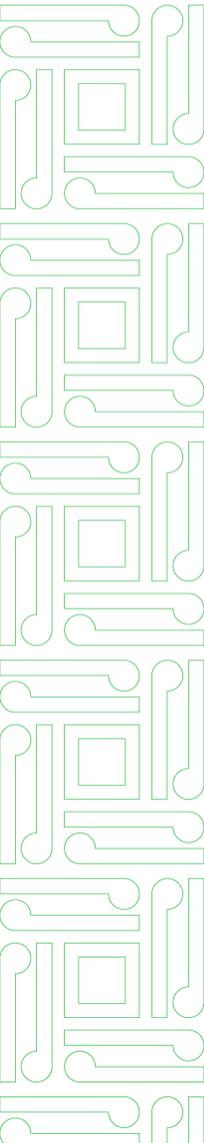
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Restrictions mentioned on the previous page around use of Commonwealth Games & NZ Team rights apply at **all times**, not only during Games time.

During Games time, an additional layer of protection is in place – the ‘protected period’ provides regulations around use of an athletes’ name or face by a brand in any marketing material (including social media).

The NZOC runs an exemption programme for these restrictions – if the NZOC has deemed a sponsors marketing ‘generic advertising’ and formally granted a commercial waiver.

These restrictions do not apply to NZ Team commercial partners, Commonwealth Sport partners or National Sports Organisations (for editorial, non-commercial storytelling. Any NSO commercial activity would require a waiver).



TWO KEY RESTRICTIONS

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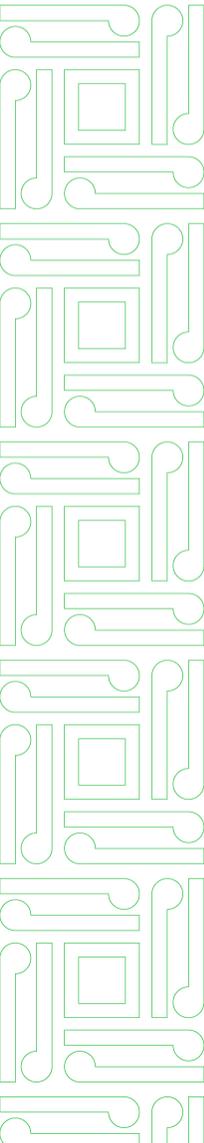
At all times

No commercial brand use of Commonwealth Games logos, related words, or Commonwealth Games imagery.

Protected Period 13 July – 4 August

Restrictions around use of an athletes' name or face by a brand in any marketing material (including social media).

The NZOC runs an exemption programme – if the NZOC has deemed a sponsors marketing 'generic advertising' and formally granted a commercial waiver.



COMMERCIAL WAIVERS

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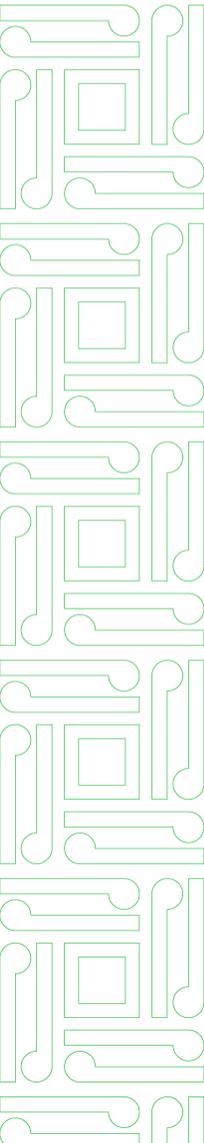
In agreeing to participate in the Games, an athlete's commercial rights are limited and subject to a number of rules and conditions. One of these rules is during the 'Protected Period', athletes' names and images may only be used for advertising purposes in accordance with the principles determined by Commonwealth Sport .

Athlete personal sponsors may apply for a commercial waiver which would allow them to continue to run generic advertising during this time.

Athletes, athlete managers and sponsors can all apply for a Games Commercial Waiver using the supplied application form.

- Protected Period Commences: Monday 13 July 2026
- Games: Thursday 23 July – Sunday 2 August 2026
- Protected Period ends: 11.59pm Tuesday 4 August 2026
- The protected period is therefore **13 July – 4 August 2024 inclusive**
- The deadline for applications is **Friday 6 March 2026**.

Please note – there are restrictions on the minimum time for a campaign to be in market prior – outlined on the following page - which may bring certain deadlines earlier. Applications are encouraged, monitored and reviewed at all times.



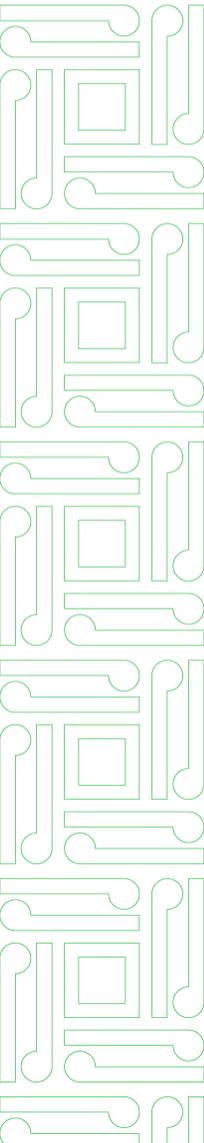
GENERIC ADVERTISING

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The concept of Generic Advertising is an important one for sponsors who are not also NZ Team Partners. These brands can continue to run Generic Advertising featuring athlete identities during the **Protected Period** (13 July – 4 August 2024 inclusive) if:

- they have athlete permission,
- they have applied for and been granted a commercial waiver by the NZOC,
- no Commonwealth Games / NZ Team Properties or references (direct or indirect) are used in the advertising,
- the advertising has been **in the market for**:
 - 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 advertising has run **consistently** and **has not materially escalated** during the Games Period.



WAIVER APPROVALS

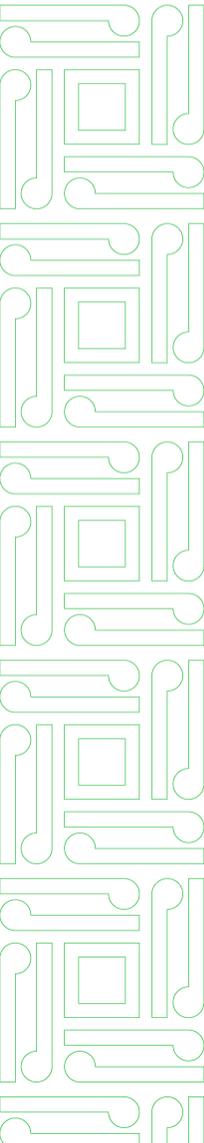
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The NZOC will consider all applications for a Commercial Waiver in good faith and will provide approval unless it considers (acting reasonably) that the advertising, activities or campaign:

- proposes to use Commonwealth Games / NZ Team properties; or
- creates an association with the NZOC, Commonwealth Sport, the Games or the Team; or
- brings the NZOC, Commonwealth Sport, the Games or the Team into disrepute; or
- has or is likely to have undue impact on the operations within the wider NZ Team.

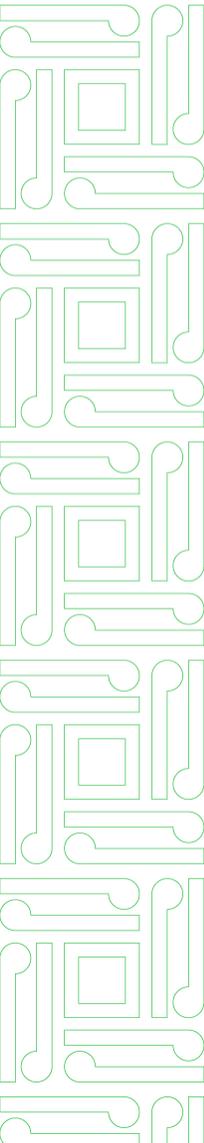
The NZOC will not withhold commercial waiver approval without offering solutions to make the application compliant.



ACCEPTABLE BRANDED CONTENT

NZ TEAM COMMERCIAL GUIDELINES

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 **Company X**
@companyx
1 July 2026

Good luck, **Athlete Example!**





ACCEPTABLE EXAMPLE

No direct Commonwealth Games association is being made. As this is posted before the Protected Period this would also be acceptable.

 **Athlete Example**
@Athlete_Example_NZ
1 July 2026

Thanks **Sample NZ Team Partner Company** for this awesome gear which is helping me train for Glasgow.





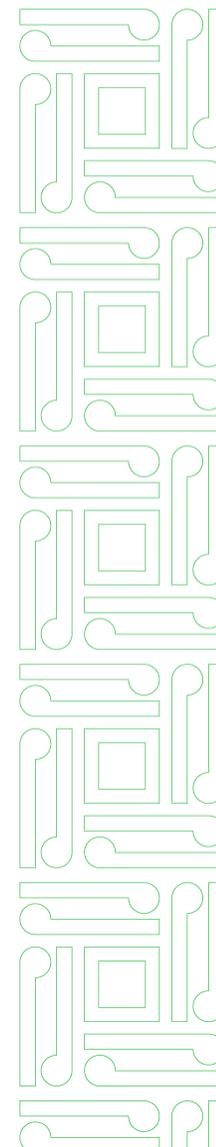
ACCEPTABLE EXAMPLE

Athlete Example is permitted to create a connection between an NZ Team Partner brand and the Games themselves.

ACCEPTABLE BRANDED CONTENT

NZ TEAM COMMERCIAL GUIDELINES

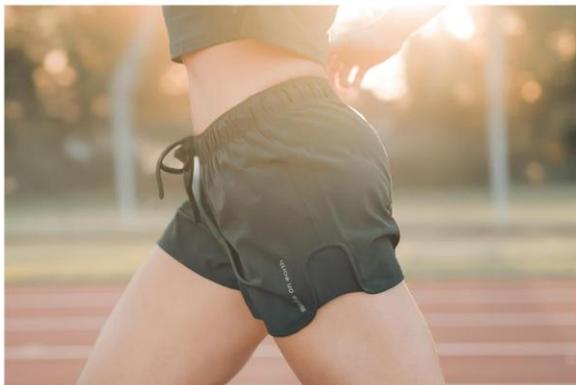
- GLASGOW 2026



Athlete Example

@Athlete_Example_NZ
1 July 2026

Thank you to **Company X** for always supplying top quality equipment. Can't wait to hit the track with this gear in 2026!



ACCEPTABLE EXAMPLE

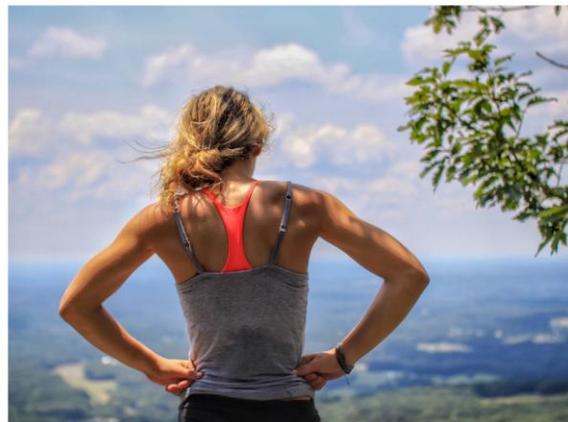
Although Company X is not a Commonwealth Games Partner, this post is made before the Protected Period and includes no Commonwealth Games reference.



Athlete Example

@Athlete_Example_NZ
26 July 2026

Having an awesome time in Glasgow!
#KoTatouKatoa



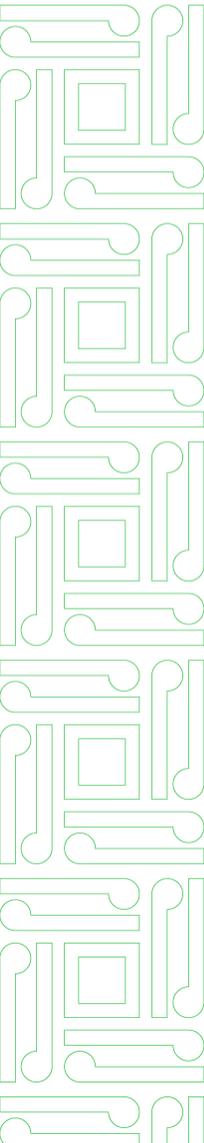
ACCEPTABLE EXAMPLE

Athlete Example is in the Games environment and is not referencing any personal sponsors.

ACCEPTABLE BRANDED CONTENT

NZ TEAM COMMERCIAL GUIDELINES

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Company X

@companyx
1 July 2026

We sponsor **Athlete Example** who is competing this year at the World Championships, the International Series and in Glasgow.



ACCEPTABLE EXAMPLE

This follows the rule of three without focusing on the Commonwealth Games. It also does not use any MEMA protected words and is posted before the protected period.



Athlete Example

@Athlete_Example_NZ
1 July 2026

Doing the mahi AND getting the treats!
#KoTatouKatoa #Glasgow2026



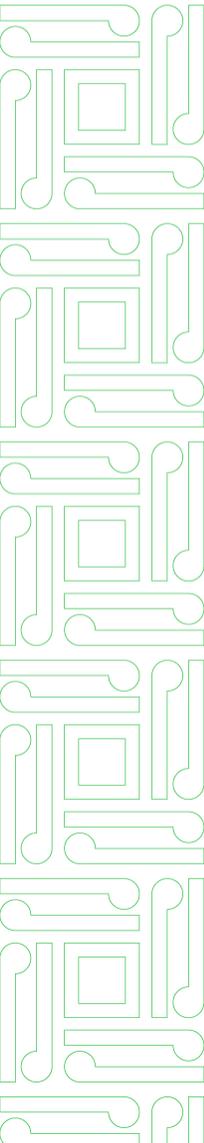
ACCEPTABLE EXAMPLE

Athlete Example has the ability to use protected words provided there is no connection with their personal sponsor.

ACCEPTABLE BRANDED CONTENT

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Sample NZ Team Partner.

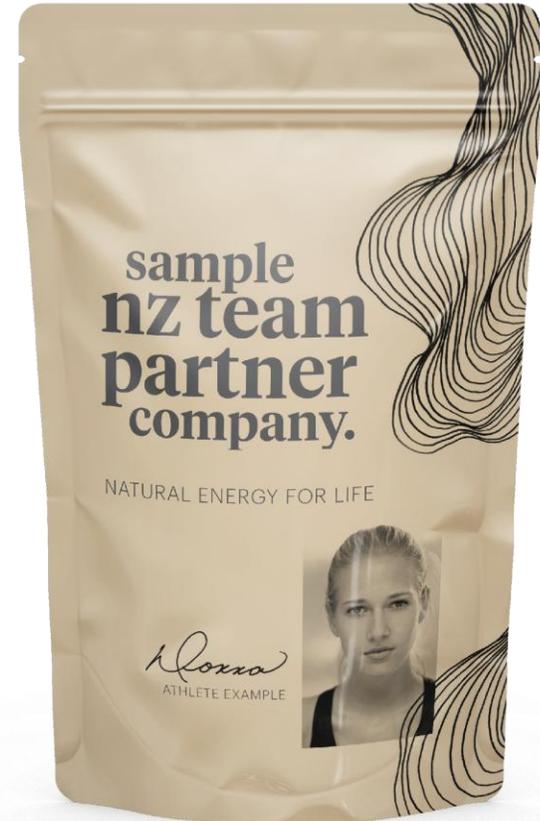
@SampleNZTeamPartnerCompany
1 August 2026

Another gold medal for New Zealand at the Glasgow 2026 Commonwealth Games!



ACCEPTABLE EXAMPLE

A NZ Team partner has the right to these protected words, and to communicate this during the Protected Period. The congratulatory message is in the context of congratulating the Team.



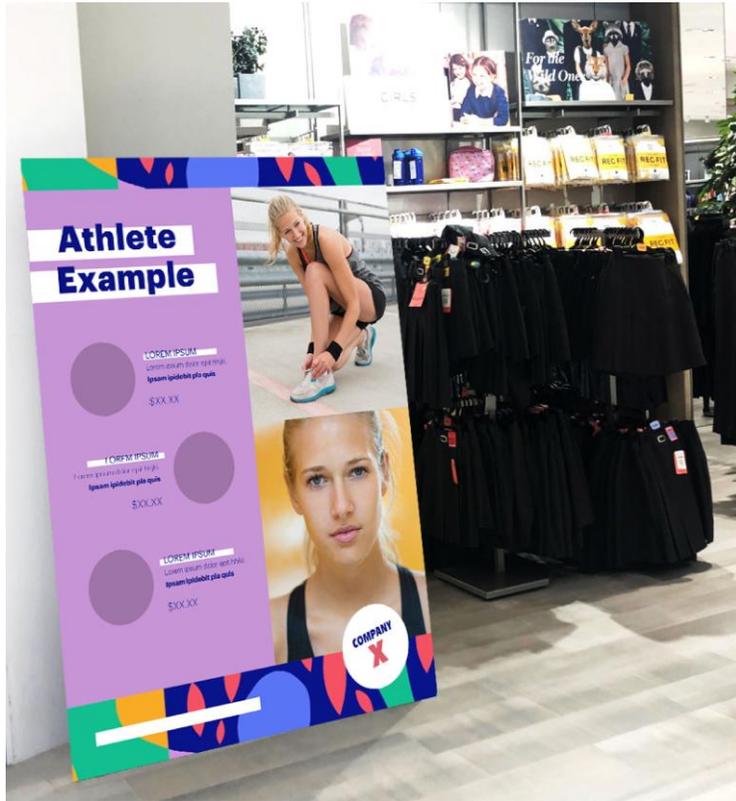
ACCEPTABLE EXAMPLE

A NZ Team partner has the right to continue to use athlete imagery on packaging year-round. Personal sponsors who are not Commonwealth Games partners would need to apply for a commercial waiver to continue this branding throughout the Protected Period.

ACCEPTABLE BRANDING

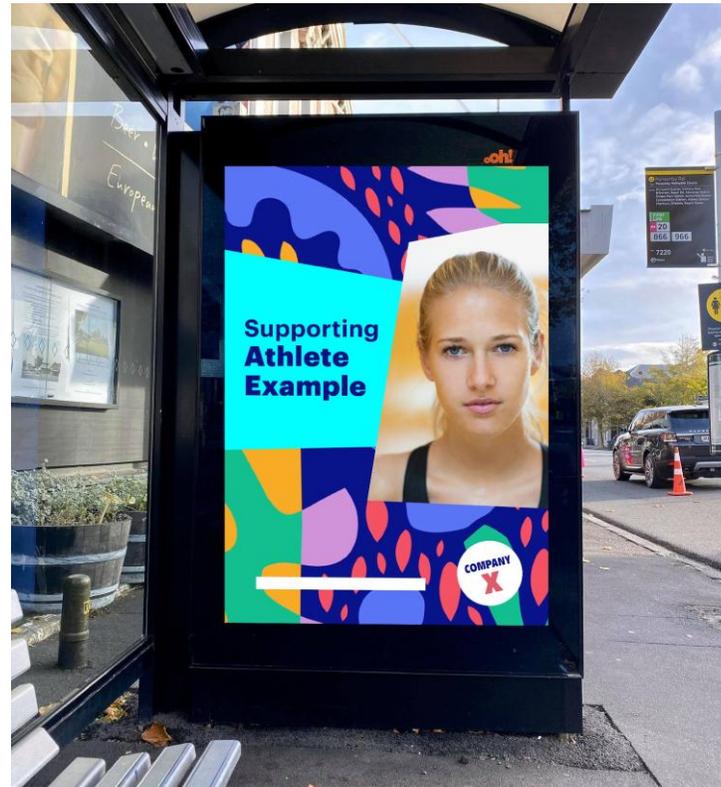
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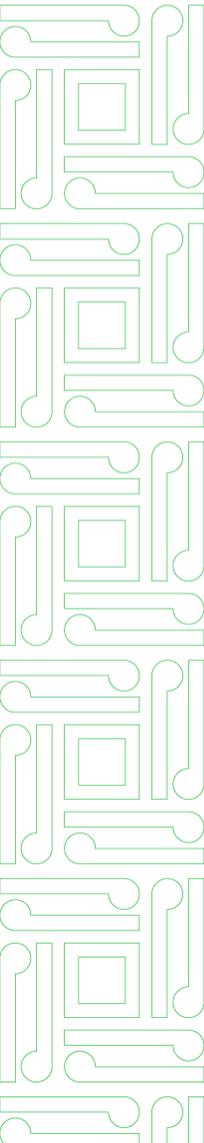
ACCEPTABLE EXAMPLE

This in store promotion has no Commonwealth Games references. It would require a commercial waiver to run through the Protected Period.



ACCEPTABLE EXAMPLE

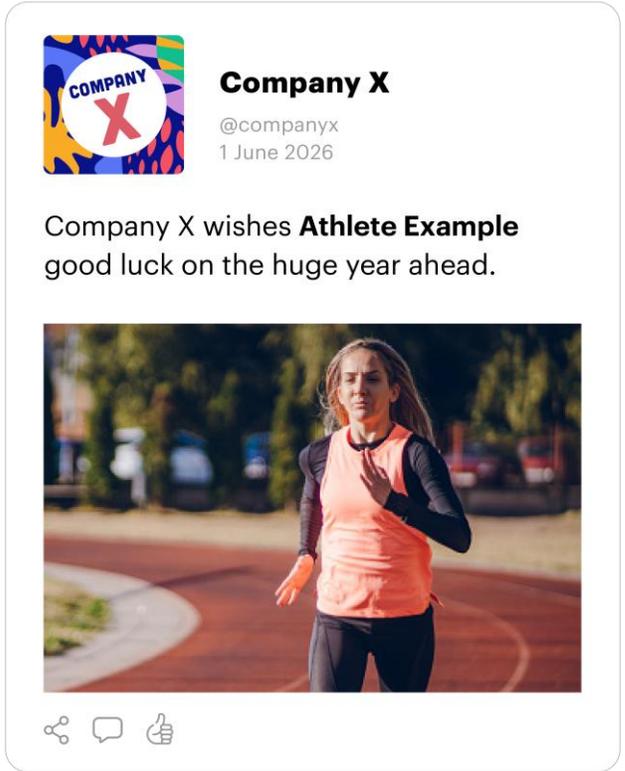
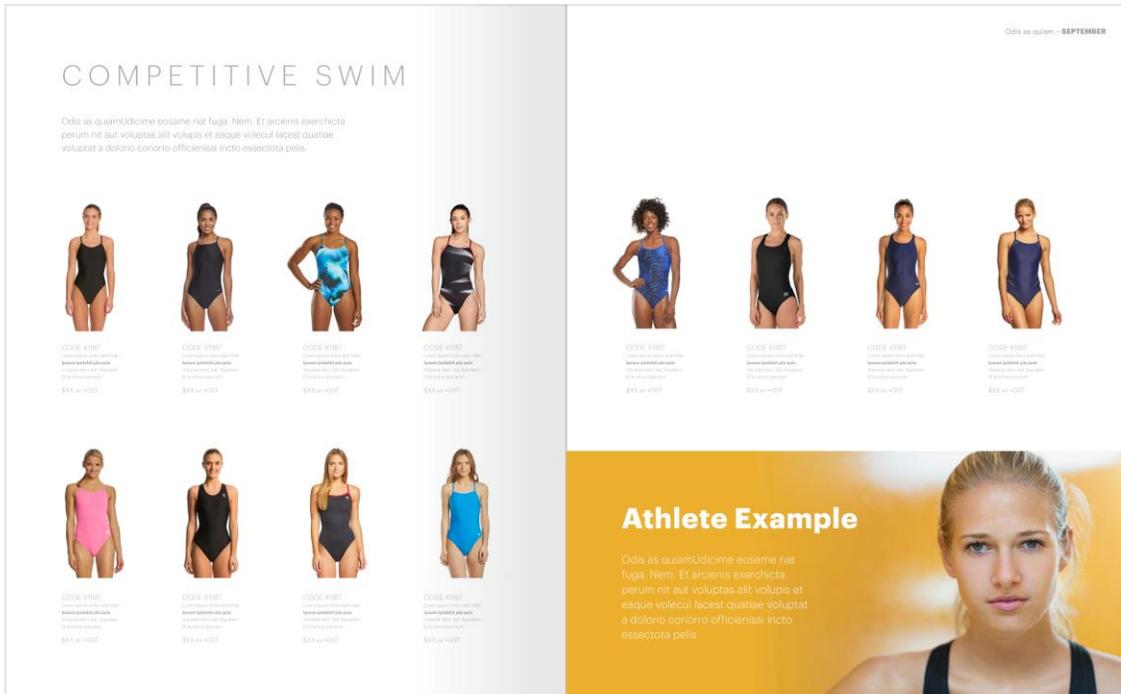
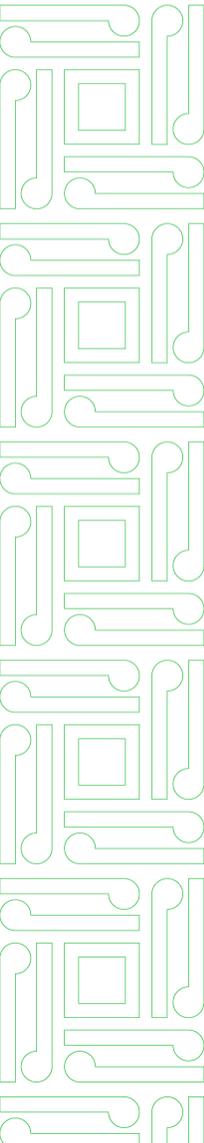
This adshel has no Commonwealth Games references. It would require a commercial waiver to run through the Protected Period.



ACCEPTABLE BRANDING

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ACCEPTABLE EXAMPLE

This catalogue has no Commonwealth references. It would require a commercial waiver to run through the Protected Period.



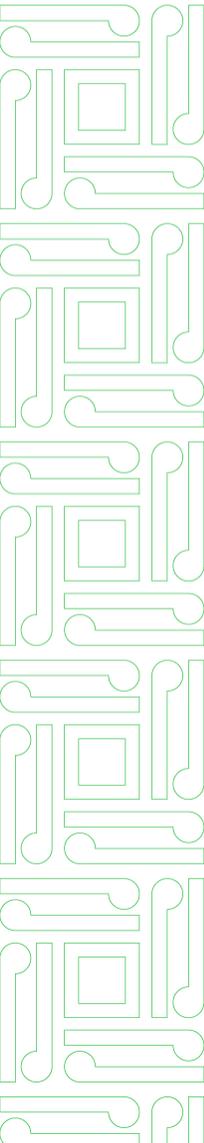
ACCEPTABLE EXAMPLE

This social media post has no Commonwealth Games references. It would have to be posted before the Protected Period.

UNACCEPTABLE BRANDED CONTENT

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Company X
@companyx
1 June 2026

Company X is proud to support **Athlete Example** on their journey to Glasgow 2026.



UNACCEPTABLE EXAMPLE

This is likely to mislead the public to believe Company X (a Non-Commonwealth Games Partner) has a direct association with the Commonwealth Games.



Company X
@companyx
26 July 2026

Going for the win!
#KoTatouKatoa #Glasgow2026



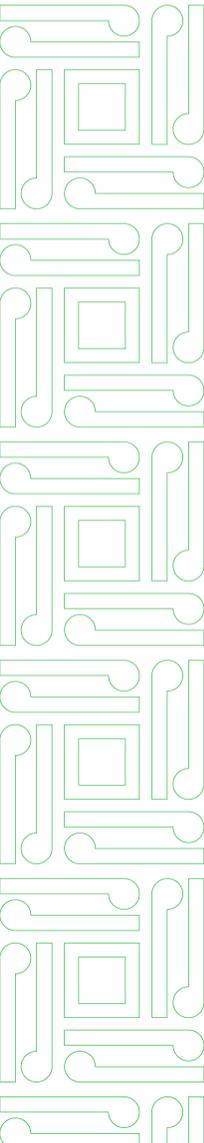
UNACCEPTABLE EXAMPLE

Company X does not have the rights to use Games imagery or protected words, even in the form of hashtags.

UNACCEPTABLE BRANDED CONTENT

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Athlete Example
@Athlete_Example_NZ
1 August 2026

Thank you to **Company X** for all your support.



UNACCEPTABLE EXAMPLE

This is posted during Games time, created a connection with a personal sponsor during the protected period.



Athlete Example
@Athlete_Example_NZ
1 July 2026

Thanks **Company X** for supporting me in my training for #Glasgow2026



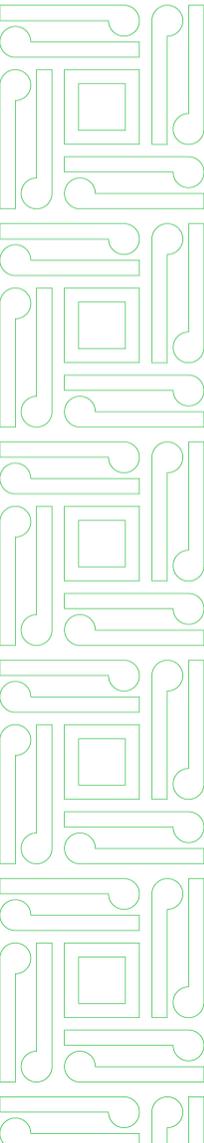
UNACCEPTABLE EXAMPLE

Though the training is the focus of this post, the public could be misled to believe Company X has an association with the Games.

UNACCEPTABLE BRANDED CONTENT

NZ TEAM COMMERCIAL GUIDELINES

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Company X
@companyx
26 July 2026

Are you watching the Commonwealth Games tonight?



UNACCEPTABLE EXAMPLE

'Commonwealth' and 'Games' in combination are words protected by MEMA. The public may think Company X has a connection with the Commonwealth Games.



Company X
@companyx
26 July 2026

Our **Athlete Example**, going for gold tonight!



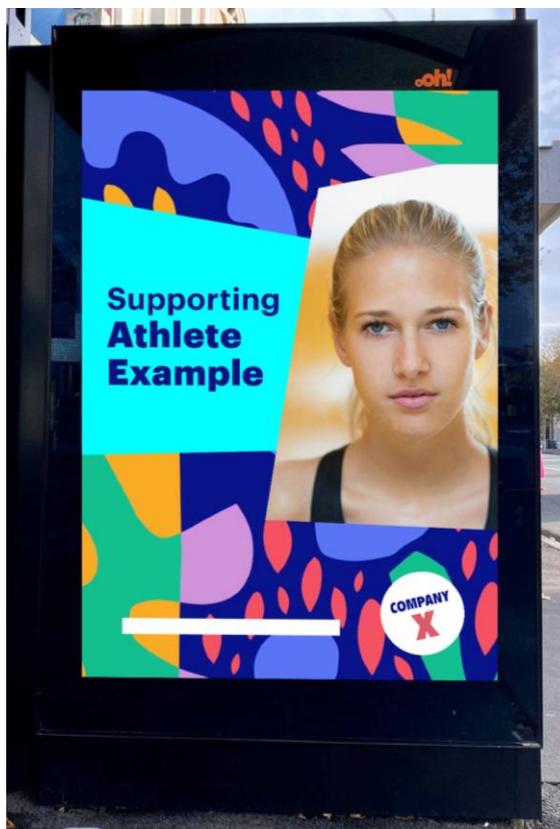
UNACCEPTABLE EXAMPLE

Passing off on the fact that the Commonwealth Games are occurring. A Games Commercial waiver would also not be granted for this (posted during the Protected Period).

ATHLETE DESCRIPTORS

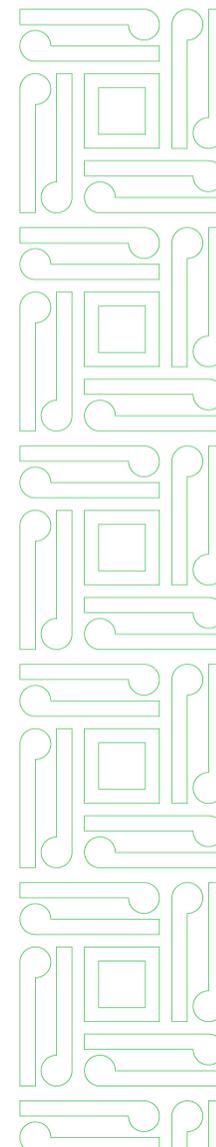
NZ TEAM COMMERCIAL GUIDELINES

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ACCEPTABLE EXAMPLE

No Commonwealth Games reference, though would require a Commercial Waiver to run throughout the Protected Period.



CONGRATULATORY MESSAGING NZ TEAM COMMERCIAL GUIDELINES - GLASGOW 2026



Congratulatory messaging is now reserved for NZ TEAM PARTNERS ONLY:

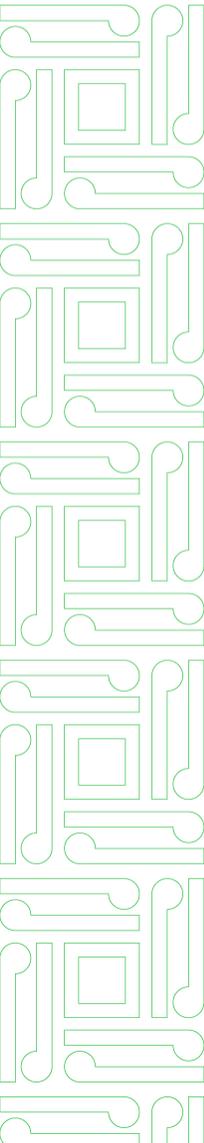
- Historically, athlete personal sponsors have been able to congratulate you on your Games achievements, on the basis that no Games imagery was used, and no direct reference to the Games was made.
- NZ Team partners may congratulate you on both your selection to the Team, and your Games achievements, in the context of a wider team message.
- Personal sponsors can wish an athlete the best outside of the Protected Period provided the focus of the caption is not on the Games.



ACCEPTABLE EXAMPLE



ACCEPTABLE EXAMPLE



QUESTIONS?

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We're here to help!

Please contact brand@olympic.org.nz for further information.

