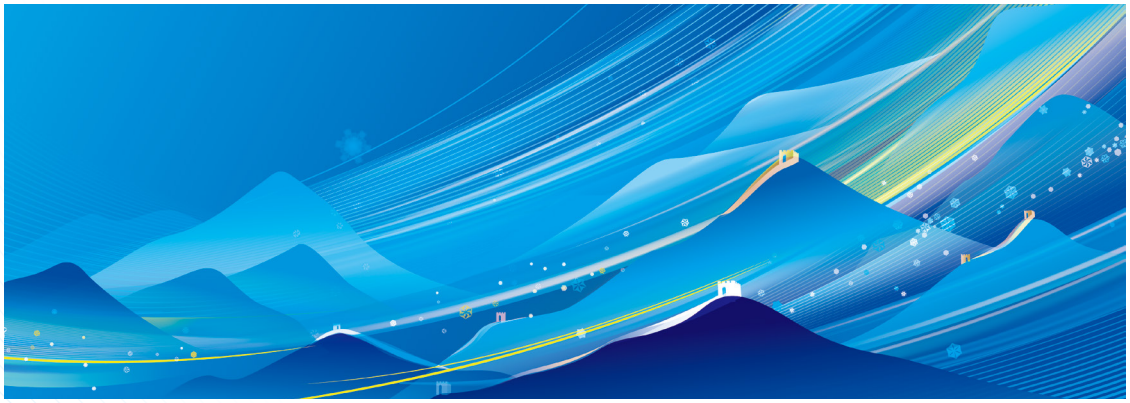
北京 2022 年冬奥会和冬残奥会
权益保护指南



国家（地区）残奥委会

2021 年 7 月

目　录

引 言 —— 03

一、权益保护工作的意义 —— 04

二、北京冬奥会有关标志的使用 —— 05

（一）在代表团制服上的使用 —— 06

（二）在徽章上的使用 —— 07

三、清洁场馆 —— 08

（一）清洁场馆的通用规则 —— 08

（二）关于颁奖仪式场地及媒体采访区的特殊要求 —— 09

（三）关于开闭幕式入场仪式的特殊要求 —— 09

（四）关于赠品的特殊要求 —— 09

（五）国家（地区）残奥委会的告知义务 —— 09

四、国家（地区）残奥委会赞助企业 —— 10

五、NPC 之家 —— 11

（一）NPC 之家的标志展示规则 —— 11

（二）NPC 之家宣传活动的限制 —— 11

六、国家（地区）残奥委会用车 —— 12

（一）使用国家（地区）残奥委会徽记和国家（地区）名称的规则 —— 12

（二）车身广告以及标志展示的限制 —— 12

七、北京冬奥会赞助企业 —— 13

鸣 谢 —— 15

引　言

国家（地区）残奥委会是北京 2022 年冬奥会和冬残奥会重要的参与方。为此，我们专门为国家（地区）残奥委会编写了《北京 2022 年冬奥会和冬残奥会权益保护指南—国家（地区）残奥委会分册》（以下简称《指南》），旨在为国家（地区）残奥委会提供有关残奥会权益保护以及北京 2022 年冬奥会和冬残奥会相关标志使用情况的相关信息。

为了更好地了解相关信息，请国家（地区）残奥委会结合北京 2022 年冬奥会和冬残奥会相关《标志使用指南》阅读本《指南》。

本《指南》的内容将根据实际情况定期更新。您可以在北京 2022 年冬奥会和冬残奥会组织委员会官方网站（https://www.beijing2022.cn/）上阅读下载最新版本。

一、权益保护

对残奥知识产权（包括但不限于残奥会有关标志）进行保护，是推动残奥运动持续发展、维护北京冬残奥会赛会形象和声誉的必要条件。在北京冬残奥会筹办、举办期间，北京冬奥组委将和国际残奥委会共同做好残奥知识产权保护工作，及时发现和制止侵权和隐性营销行为。

国际残奥委会及北京冬奥组委的知识产权受《中华人民共和国商标法》《中华人民共和国专利法》《中华人民共和国著作权法》《中华人民共和国反不正当竞争法》《奥林匹克标志保护条例》《特殊标志保护条例》以及中国其他法律法规的保护。

未经北京冬奥组委或国际残奥委会许可，擅自使用残奥知识产权的行为将构成侵权。

二、北京冬残奥会有关标志的使用

国家（地区）残奥委会经北京冬奥组委许可，可以不以营利为目的，在非商业活动中使用北京冬残奥会会徽、吉祥物、体育图标、会徽印鉴（以下简称北京冬残奥会有关标志）。

会 徽	吉祥物	会徽印鉴
BEIJING 2022		BEIJING 2022
体育图标		
残奥高山滑雪　残奥冬季两项　残奥越野滑雪　残奥单板滑雪　残奥冰球　轮椅冰壶		

各国家（地区）残奥委会使用北京冬残奥会有关标志，应当遵守《北京 2022 年冬残奥会会徽规范管理手册》《国际残奥委会授权标识指南》及其他标志使用手册的要求，严格执行有关标志格式、字体和颜色等方面的规定。上述文件、要求和规定等可在北京冬奥组委官网（https://www.beijing2022.cn/）、国际残奥委会官网（https://www.paralympic.org/）获取。

办理前述有关非商业使用许可或者在标志使用中遇到任何问题，请与北京冬奥组委国家（地区）残奥委会服务团队联系。

（一）北京冬残奥会有关标志在代表团制服上的使用

在遵守《国际残奥委会手册》和下列规定的前提下，在代表团制服上可以使用北京冬残奥会会徽以及 / 或者会徽印鉴：

- **在代表团制服上使用的北京冬残奥会会徽以及 / 或者会徽印鉴，不得近距离置于制造商标识旁；**
- **在每件制服上使用的北京冬残奥会会徽以及 / 或者会徽印鉴，仅能出现一次，最大尺寸为 30cm²，最小宽度为 13mm；**
- **印有北京冬奥会会徽或会徽印鉴的各国家（地区）残奥委会代表团制服，不得用于销售；**
- **北京冬残奥会会徽不得与包括国家（地区）残奥委会徽记等在内的任何标志合并使用，北京冬残奥会会徽印鉴可以与国家（地区）残奥委会徽记合并使用，但应当遵守如下规定：**

  应当将北京冬残奥会会徽印鉴置于国家（地区）残奥委会徽记下方，且北京冬残奥会会徽印鉴与国家（地区）残奥委会徽记之间应两者间应当保留明显间隔，或使用分割线隔开；

  如将北京冬残奥会会徽印鉴与各国家（地区）残奥委会徽记此合并使用，此组合不得被认为构成一个新的徽记，不得用于替代北京冬残奥会会徽在网络上使用，也不得用于实施任何影响北京冬残奥会有关标识标志独立性、完整性的行为。

- **根据《北京 2022 年冬残奥会会徽规范管理手册》的要求，北京 2022 年冬残奥会会徽印鉴仅能以图形形态整体使用，不得使用常规字体。**

特别提示：

国家（地区）残奥委会负责确保其运动员和代表团官员佩戴或使用的所有物品均符合《国际残奥委会手册》和国际残奥委会的《国际残奥委会授权标识指南》中的相关规定。

国际残奥委会已建立相应的审查程序。

（二）北京冬残奥会有关标志在徽章上的使用

在遵守《国际残奥委会手册》和下列规定的前提下，在徽章上可以使用北京冬残奥会会徽、体育图标或者吉祥物：

- **使用北京冬残奥会有关标志制作的徽章不可销售，只能被用作赠品；**
- **每一国家（地区）残奥委会使用北京冬残奥会有关标志制作的徽章不能超过 1500 枚。**

三、清洁场馆

为确保残奥运动不过度商业化、维护相关权益人的权益、保持残奥会的独特性和完整性，各国家（地区）残奥委会应当严格遵守《国际残奥委会手册》的规定，并执行如下规则。

（一）清洁场馆的通用规则

1. 关于各国家（地区）残奥委会代表团成员的服装和配件的要求

- **服装：每件可标有一处制造商标志，大小不超过 30cm²；**
- **袜子：每只可标有一处制造商标志，大小不超过 10cm²；**
- **帽子：可标有两处制造商标志，置于双耳上方，单个标志不超过 5 cm²，总和大小不超过 10cm²；**
- **眼镜：可带有与不晚于冬奥会开幕式前 6 个月以公开渠道销售的产品相同的制造商标志，镜片上的制造商标志必须与镜片为同一色系，且镌刻在镜片上；**
- **袖标：每件可标有一处制造商标志，大小不超过 6cm²；**
- **手套：每只可标有一处制造商标志，大小不超过 8cm²；**
- **包 / 袋：每件可标有一处制造商标志，大小不超过其表面面积的十分之一，上限为 60cm²；**
- **其他配件的制造商标志大小不能超过 6cm²。**

2. 关于技术装备、设施和其他器械的要求

除服装和配件以外，参与人员使用的技术装备、设施和其他器械上展示的标志在任何情况下都不得大于该设备、设施或者器械高度的十分之一，且不得高于 10cm。

（二）关于颁奖仪式场地及媒体采访区的特殊要求

在颁奖仪式场地及媒体采访区（如竞赛区出口的混合采访区除外），运动员不得携带技术装备、设施和其他器械（如滑雪板等）。

（三）关于开闭幕式入场仪式的特殊要求

参加开闭幕式的国家（地区）残奥委会代表团成员不得使用智能手机拍照或者录像，其服装、配件以及携带的器材不得用于商业宣传。

（四）关于赠品的特殊要求

国家（地区）残奥委会以及代表团成员在场馆内可以馈赠物品，但该物品上的商业标志不得过于显著。

（五）国家（地区）残奥委会的告知义务

各国家（地区）残奥委会应当告知代表团成员遵守上述清洁场馆规定。

四、国家（地区）残奥委会赞助企业

北京冬奥组委感谢国家（地区）残奥委会赞助企业对国家（地区）残奥委会代表团的支持，但为避免隐性营销，各国家（地区）残奥委会赞助企业不得在中国境内实施以下行为，除非其同时是国际残奥委会或者北京冬残奥会赞助企业：

- **在商业营销活动中提及国家（地区）残奥委会或者北京冬残奥会；**
- **在北京冬残奥会场馆以及周边区域或者其他残奥会场所进行商业展示，或者允许代表团成员或者赞助企业工作人员在该等区域穿着带有显著赞助企业标志的服装。**

五、NPC 之家及冬残奥村

（一）NPC之家的标志展示规则

- 经国际残奥委会批准，各国家（地区）残奥委会可在 NPC 之家内部以及该建筑上展示其国家（地区）残奥委会徽记；
- 各国家（地区）残奥委会只能在 NPC 之家内展示国家（地区）残奥委会赞助企业，不允许在 NPC 之家外出现任何商业品牌；
- 对设立在场馆及场馆周边区域内的 NPC 之家，其运行方案（包括设计效果、运营设备、员工制服式样等）应当事前报北京冬奥组委以及国际残奥委会批准。

（二）NPC之家宣传活动的限制

- NPC 之家的名称（含网站、网页以及社交媒体账号名称等）不得包含任何企业、产品、服务的名称或者标志，如“赞助企业名称 + 国家（地区）残奥委会名称 +HOUSE”；
- 在中国境内宣传推广其 NPC 之家时，不得涉及任何与商业相关的内容。如提及北京冬残奥会，仅限与国家（地区）残奥委会参加北京冬残奥会有关的事实陈述，且不得在北京冬残奥会和国家（地区）残奥委会赞助企业之间建立任何商业联系；
- 除在 NPC 之家内部，各国家（地区）残奥委会不得允许其赞助企业以该国家（地区）残奥委会名义单独或者联合进行宣传活动；
- 在 NPC 之家内部进行宣传活动，应当遵守以下规定：

  应当严格遵守主办国、主办城市以及国际残奥委会、北京冬奥组委关于疫情防控的有关政策和要求；

  经国际残奥委会批准，国家（地区）残奥委会可在 NPC 之家内发放推广品；

  各国家（地区）残奥委会仅可在 NPC 之家内的零售区（面积不得超过 50m^2）销售代表团制服以及其他商品，无需向北京冬奥组委缴纳任何费用，但需保证该销售遵守中国相关法律法规。

六、国家（地区）残奥委会用车

鼓励各国家（地区）残奥委会使用国际残奥委会全球合作伙伴丰田公司的商品或者服务。用车应当遵守以下规定：

（一）使用国家（地区）残奥委会徽记和国家（地区）名称的规则

- **使用丰田汽车的，各国家（地区）残奥委会可以在车身上展示其徽记和国家（地区）名称，不得近距离置于车标旁。**
- **使用非丰田汽车的，国家（地区）残奥委会只能在车身上展示其国家（地区）的名称。**

（二）车身广告以及标志展示的限制

使用赞助企业丰田公司以外的车辆，除在车辆外观展示制造商的标准车标外，不得出现包括制造商在内的任何品牌展示和车身广告。违反本规定的，北京冬奥组委有权要求覆盖违规标志展示，情节严重的，有权要求该车辆驶离场馆及周边区域。

七、北京冬残奥会赞助企业

本指南封底及北京冬奥组委官方网站上附有赞助企业列表。

感谢您的支持！

北京冬奥组委将重点打击针对奥林匹克、残奥会财产或标志的侵权和隐性营销行为。我们将与相关执法部门密切合作，同时也热切希望您能够参与到我们打击侵权和隐性营销行为的行动中来，以实际行动支持北京 2022 年冬奥会和冬残奥会。

1

不从事、不参与任何带有侵权或隐性营销性质的涉奥商业推介活动或广告促销活动。

2

发现侵权或隐性营销线索之后，请尽可能在方便的时候保留证据，如拍下涉嫌侵权或隐性营销的户外广告，保留刊登此类广告的报刊、杂志，并记录案件发生的地点、时间及行为人，与我们取得联系。

鸣　谢

奥林匹克全球合作伙伴

爱彼迎　阿里巴巴　安联　源讯　普利司通　可口可乐

英特尔　欧米茄　松下电器　宝洁　三星　丰田汽车

维萨

北京 2022 年冬奥会和冬残奥会官方合作伙伴

中国银行　中国国航　伊利集团　安踏公司　中国联通　首钢集团

中国石油　中国石化　国家电网　中国人保　中国三峡

北京 2022 年冬奥会和冬残奥会官方赞助商

青岛啤酒　燕京啤酒　金龙鱼　顺鑫农业　文投控股　北奥集团

恒源祥　奇安信　猿辅导　百胜中国　盼盼食品

北京 2022 年冬奥会和冬残奥会官方独家供应商

英孚教育 | 科大讯飞 | 中国邮政 | 华扬联众 | 士力架 | 空港宏远 | 三棵树 | 东 道 良 业 | BOSS 直聘

北京 2022 年冬奥会和冬残奥会官方供应商

普华永道 | 随锐集团 | 金山办公 | 一石科技 | 歌华有线 | 河北广电 | 丰原生物 | 麒盛科技 天坛家具 | 石家庄印钞 | 舒华体育 | 诺贝尔瓷砖 | 东鹏瓷砖

截至 2021 年 7 月

2021 年 7 月

禁止以标准格式复制本指南中的内容和图示

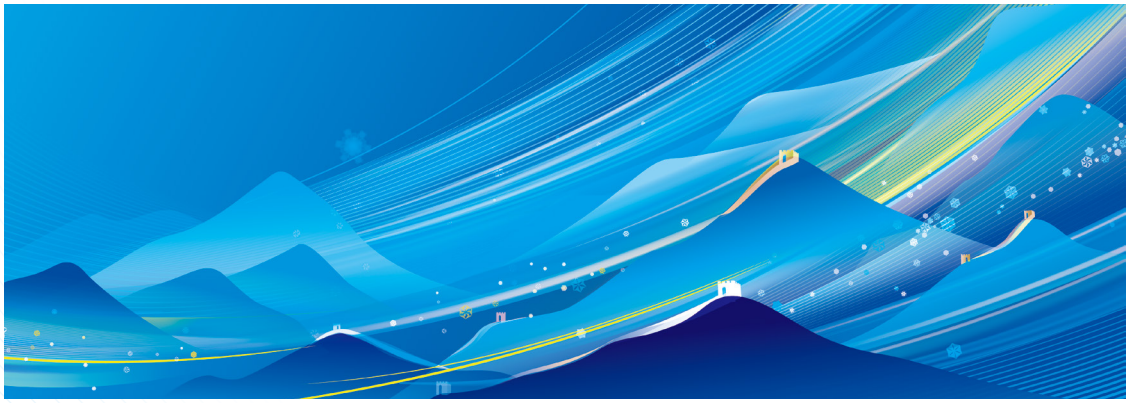
本指南中的标志（包括但不限于会徽、吉祥物等）属于国际奥委会、国际残奥委会、中国奥委会、北京冬奥组委，如需使用，请通过正规途径申请

本指南会根据北京 2022 年冬奥会和冬残奥会筹办工作进展情况进行更新

详情请联系：北京冬奥组委 法律事务部（邮箱 rpp@beijing2022.cn）该电子邮件地址也可用于申请使用奥林匹克财产。

北京冬奥组委官方网站：http://www.beijing2022.cn

Olympic and Paralympic Winter Games Beijing 2022 Rights Protection Guide



National (Regional) Paralympic Committee

July 2021

Contents

Introduction 03

1 Rights Protection 04

2 Use of Beijing 2022 Games Marks 05

2.1 Use of Beijing 2022 Games Marks on Team Uniforms 06

2.2 Use of Beijing 2022 Games Marks on Pins 07

3 Clean Venue 08

3.1 Common Clean Venue Rules 08

3.2 Special Requirements on Victory Ceremony Sites and Press Interview Areas 09

3.3 Special Requirements on the Parade at Opening and Closing Ceremonies 09

3.4 Special Requirements on Give-Away Items 09

3.5 Inform Obligation of NPCs 09

4 NPC Sponsors 10

5 NPC Houses 11

5.1 Display Rules of NPC Houses Marks 11

5.2 Restrictions on Promotional Activities of NPC Houses 12

6 NPC Vehicles 13

6.1 Rules for the Use of the NPC Emblem and National (Region) Name 13

6.2 Restrictions on Vehicle Body Advertising and Brand Display 13

7 Beijing 2022 Games Sponsors 14

Introduction

The Rational (Regional) Paralympic Committee (NPC) is an important stakeholder of Olympic and Paralympic Winter Games Beijing 2022. To this end, we have specially designed this Rights Protection Guide of the Olympic and Paralympic Winter Games Beijing 2022 - NPCs Edition (hereinafter referred to as the "RPP Guide") for the NPCs, which aims to provide the NPCs with relevant information about the Paralympic rights protection and the use of the relevant symbols of the Olympic and Paralympic Winter Games Beijing 2022.

In order to better understand the relevant information, the NPCs are kindly suggested to read this Guide in combination with the Mark Usage Guidelines of Olympic and Paralympic Winter Games Beijing 2022.

The contents of this Guide will be updated regularly according to the actual situation. You can visit the official website of the Beijing Organizing Committee for the 2022 Olympic and Paralympic Winter Games (https://www.beijing2022.cn/) to view or download the latest version.

1 Rights Protection

The protection of the Paralympic intellectual property rights (including but not limited to the Paralympic symbol) is a prerequisite to promote the sustainable development of the Paralympic Movement and maintain the image and reputation of the Beijing 2022 Paralympic Winter Games. During the preparations and hosting of the Beijing 2022 Paralympic Winter Games, Beijing 2022 will work together with the IPC to accomplish intellectual rights protection, and timely identifying and stopping infringements and ambush marketing.

The intellectual property rights of the IPC and Beijing 2022 (including but not limited to the Paralympic symbols) are protected by the Trademark Law of the People's Republic of China, the Patent Law of the People's Republic of China, the Regulations on the Protection of Olympic Symbols, the Regulations on the Protection of Special Signs and other Chinese laws and regulations.

Acts that use Paralympic-related intellectual property rights without the permission of Beijing 2022 or the IPC will constitute infringements.

2 Use of Beijing 2022Games Marks

The NPCs may, with the permission of Beijing 2022, use the emblem, mascot, pictogram and signature of the Beijing 2022 Paralympic Winter Games in non-commercial activities for non-profit purposes (hereinafter referred to as Beijing 2022 Games Marks)

Emblem	Mascot	Signature
		BEIJING 2022™
Pictograms		
Para Alpine Skiing	Para Biathlon	Para Cross-Country Skiing
Para Snowboard	Para Ice Hockey	Wheelchair Curling

NPCs must use the Beijing 2022 Games Marks according to the requirements of the Beijing 2022 Games Emblem Standardised Management Manual, IPC Manufacturer Identification Guidelines Beijing 2022 Paralympic Winter Games and other mark usage manuals and in the correct formats, fonts and colours. Listed documents, requirements and regulations are available on the Beijing 2022's official website (https://www.beijing2022.cn/) and the IPC official website (https://www.paralympic.org/).

If there are any challenges encountered in obtaining the non-commercial use license or in the use of the marks, please contact the Beijing 2022 NCS team.

2.1 Use of Beijing 2022 Games Marks on Team Uniforms

Subjecting to compliance with the IPC Handbook and the following rules, the Beijing 2022 Games emblem and/or signature can be used on the uniforms of the NPC delegations:

- The Beijing 2022 Games emblem and/or signature shall not be used on team uniforms close to a manufacturer identification;
- The Beijing 2022 Games emblem and/or signature can only be used once on every garment with a maximum size of 30 cm^2 and a minimum width of 13 mm;
- The uniforms of NPC delegation printed with the Beijing 2022 Games emblem or signature shall not be used for retail.
- The Beijing 2022 Games emblem shall not be used in conjunction with any emblem, including the NPC emblem. The Beijing 2022 Games signature can be used in conjunction with the NPC emblem, but must comply with the following rules:
    - The Beijing 2022 Games signature shall be positioned under the NPC emblem with a distinctive gap or separation between the Beijing 2022 Games signature and the NPC emblem or separated by a dividing line;
    - When the Beijing 2022 Games signature is used in conjunction with an NPC emblem, the combination shall not be considered as a new emblem or used to replace the Beijing 2022 Games emblem for use on the internet or used to implement any behaviour that affects the independence and integrity of the Beijing 2022 Games marks.

2.2 Use of Beijing 2022 Games Marks on Pins

Subjecting to compliance with the IPC Handbook and the following rules, the Beijing 2022 Games emblem, pictogram or the mascot can be used on pins:

- ▹ Pins that include the Beijing 2022 Games marks cannot be retailed and can only be used as give-aways;
- ▹ Pins made by an NPC that include the Beijing 2022 Games marks shall be limited to no more than 1,500 pieces.

3 Clean Venue

To ensure that the Paralympic Movement is not over-commercialised, that the interests of stakeholders are protected, and that the uniqueness and integrity of the Paralympic Games are maintained, all NPCs must respect the IPC Handbook, and implement the following rules:

3.1 Common Clean Venue Rules

Limited numbers of commercial facilities and advertising marks are permitted at Paralympic venues, however, all commercial advertising should comply with the IPC Handbook and be approved by the IPC.

The manufacturer's identification must only be used once per item of equipment in the Paralympic Winter Games. A manufacturer's identification can be defined as the normal display of the name, logo or other unique designs of a manufacturer of clothing, equipment, accessories or footwear, however, the display of any manufacturer's identification must comply with the IPC Manufacturer Identification Guidelines Beijing 2022 Paralympic Winter Games.

Special Requirements of Clean Venue Rules on Individual Athletes Who Accept Sponsorship or Serve as a Brand Spokesperson

NPC is responsible for informing all its members of the restrictions on individual athletes who accept sponsorship or serve as a brand spokesperson, which are specifically made by the IPC.

Special Requirements of Clean Venue Rules on the FOP

The manufacturer’s identification can be used only once on the team uniforms, athlete competition clothing, and competition equipment.

3.2 Special Requirements on Victory Ceremony Sites and Press Interview Areas

The manufacturer's identification can be used only for once on the team uniforms in principle on victory ceremony sites and press interview areas.

Athletes may not bring any technology equipment, facilities and other equipment (such as skis) in the victory ceremony sites and media interview areas (The Mixed Zone at the exit of the competition area is excluded).

Please follow the IPC's standards for the specific implementation.

3.3 Special Requirements on the Parade at Opening and Closing Ceremonies

NPC delegation members and athletes who participate in the Opening and Closing Ceremonies shall not use cameras or smart phones to take photos or videos or use any clothing or equipment for commercial promotion.

3.4 Special Requirements on Give-Away Items

The NPCs and delegation members may present give-away items in the venues, but the commercial marks on the give-aways shall not be too visible.

3.5 Inform Obligation of NPCs

NPCs shall inform delegation members to observe the above clean venue rules.

4 NPC Sponsors

Beijing 2022 appreciates the role of sponsors in supporting NPC delegations, but to avoid implicit marketing, unless they are also an IPC sponsor or a sponsor of the Beijing 2022 Paralympic Winter Games, NPC sponsors may not:

- mention any NPC or the Paralympic Winter Games Beijing 2022 in their advertising; or
- mention any NOC or the Olympic Winter Games Beijing 2022
- conduct commercial showcasing at any of the Paralympic Winter Games Beijing 2022 venues or on live sites and in surrounding areas or permit NPC personnel or NPC sponsor staff to wear clothes with the sponsor's identification.

5 NPC Houses

5.1 Display Rules of NPC Houses Marks

- ▹ Subject to IPC approval, NPCs may display their NPC emblems inside and outside of their NPC Houses;
- ▹ NPCs may only present the NPC sponsors inside their NPC Houses, any commercial branding outside the NPC Houses is not allowed;
- ▹ For NPC Houses located inside venues and venue surrounding areas, the operating plan (including designs, operational equipment, and staff uniform style) is required to be reviewed and approved by Beijing 2022 and the IPC.

5.2 Restrictions on Promotional Activities of NPC Houses

- The name of the NPC Houses (including the name of the website, web page and social media account, etc.) shall not contain the name or mark of any corporate product or service, such as "the Sponsor's name+NPC's name+HOUSE";
- No commercial content shall be involved in the promotion of NPC Houses in the territory of China. Any reference to the Beijing 2022 Paralympic Winter Games must be purely factual (i.e. related to the NPC teams participating in the Beijing 2022 Paralympic Winter Games) and not create any commercial association whatsoever between the Beijing 2022 Paralympic Winter Games and the NPC sponsors;
- NPCs shall not allow their sponsors to conduct campaigns on behalf of or in conjunction with the NPC outside their NPC Houses;
- The following rules must be observed when conducting promotional activities within the NPC Houses;
  - The policies and requirements on COVID-19 prevention and control of the host country, the host city, the IPC and Beijing 2022 must be strictly observed;
  - Subject to the IPC's approval, NPCs may distribute promotional items in their NPC Houses;
  - NPCs may only be allowed to sell uniforms and other items in the retail area (no more than 50m2) within their NPC Houses, from which Beijing 2022 will not charge any expense. However, the sales shall comply with related Chinese laws and regulations.

6 NPC Vehicles

NPCs are strongly encouraged to use products and services from TOYOTA, the Paralympic Partner of the IPC. When using vehicles, the following regulations must be observed:

6.1 Rules for the Use of the NPC Emblem and National (Region) Name

- ▹ If a TOYOTA vehicle is used, the NPCs may use their emblems and names of their country (territory) on the vehicles, which must not be placed close to the vehicle logo;
- ▹ For all other brands of vehicles, NPCs may only use the names of their country (territory) on the vehicles.

6.2 Restrictions on Vehicle Body Advertising and Brand Display

If a non-TOYOTA vehicle is used, no brand display or vehicle body advertising even of the vehicle manufacturer is allowed, except for its standard vehicle logo. If this provision is violated, Beijing 2022 has the authority to require covering the display of the related identification. If the circumstance is serious, Beijing 2022 has the authority to require the vehicle to leave the venue and surrounding areas.

7 Beijing 2022 Games Sponsors

A list of the sponsors can be found on the back cover of this Guide and Beijing 2022's official website (https://www.beijing2022.cn/).

Thank you for your support!

Beijing 2022 vows to crack down on the infringement upon and ambush marketing against Olympic and Paralympic properties or symbols. We will work closely with law-enforcing departments, and hope that you will join us in the fight against infringement and ambush marketing, and support the Beijing 2022 Games with your concrete actions.

1 Do not engage or participate in any Olympic or Paralympic-related business promotion activities or advertising, promotional activities suspected of infringement or ambush marketing.

2 If you have any clues on infringement or ambush marketing, please collect and save as much evidence as possible, such as photographing suspicious outdoor advertisements, keeping the newspapers and magazines carrying such advertisements, and recording the place and time of the infringement and the infringer, and then contact us.

Recognition

Worldwide Olympic Partners

airbnb | Alibaba | Allianz | ATOS | BRIDGESTONE | CocaCola

Intel | OMEGA | Panasonic | P&G | SAMSUNG | TOYOTA

VISA

Official Partners of Beijing 2022

Bank of China | Air China | YILI | ANTA | China unicom | Shougang Group

CNPC | SINOPEC | SGCC | PICC | CTG

Official Sponsors of Beijing 2022

TSINGTAO BEER | YANJING BEER | Jinlongyu | SHUNXIN | CIH | BEIAO

Hengyuanxiang | Qi An Xin | Yuanfudao | Yum China | PANPAN FOODS

Official Exclusive Suppliers of Beijing 2022

EF Education First | iFLYTEK | CHINA POST | HYLINK | SNICKERS | HONGYUAN GROUP
3trees | Dongdao | LANDSKY | BOSS Zhipin

Official Suppliers of Beijing 2022

PwC | Suirui Group | Kingsoft Office | 1Rock | BGCTV | HBTN | BBCA | KEESON
TINTAN | SJZBP | SHUA | NABEL | DONGPENG

Up to July 2021

July 2021

Reproducing the content printed in this document on standards is prohibited.

The symbols herein (including but not limited to emblems, mascots, etc.) belong to the International Olympic Committee, the International Paralympic Committee, the Chinese Olympic Committee, and Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games. If you need to use them, please file an application through formal channels.

This guide will be updated to reflect the latest progress of the Games preparations.

For details, please contact Beijing 2022's Legal Affairs Department (rpp@beijing2022.cn).

Official website of Beijing 2022: http://www.beijing2022.cn