

No Marketing Rights Protocol

SUPPLIER GUIDANCE



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This document sets out some guidelines about what organisations can and can't do with regards to their involvement as suppliers, sub-suppliers, consultants, contractors or sub-contractors of, or in relation to, the Commonwealth Games to be held in and around Birmingham in 2022 ("Birmingham 2022"). This document should be viewed in conjunction with the contracts entered into by those suppliers, sub-suppliers, consultants, contractors or sub-contractors.

In all instances, usage should be agreed in advance, via email, to marketing@birmingham2022.com

Who does the Protocol apply to?

This Protocol applies to all suppliers, sub-suppliers, consultants, contractors and sub-contractors, working on or in relation to Birmingham 2022 and/or who are providing goods and/or services for, or in relation to, Birmingham 2022 (hereinafter referred to collectively as the "Suppliers"). This Protocol is not a contract, nor does it override any part of any agreement already in place between Suppliers and the Birmingham Organising Committee for the 2022 Commonwealth Games Ltd (the "OC") or any of its Games delivery partners.

Why are there restrictions?

A major benefit of staging the Games is a boost to the economy and the generation of thousands of business opportunities. We want suppliers to be proud of the contribution that they are making. However, to preserve the funding needed to stage Birmingham 2022, we must ensure that suppliers do not promote their involvement in a way which undermines the rights granted to official partners of Birmingham 2022 and the commercial investment they make.

What can suppliers say and do?

This Protocol is intended to allow businesses to properly benefit from the experience they gain from working on Birmingham 2022 whilst ensuring that the funding for Birmingham 2022 is protected. In essence, this Protocol allows – with written approval - Suppliers to make proportionate, factual statements, but not to undertake PR or marketing activities that promote their business in relation to Birmingham 2022 and/or the Games. Please ask your client contact to liaise with the OC for further information before undertaking any of the activities described.

Key

! ASK – Suppliers must discuss with the OC and seek written approval before undertaking any of these actions

✗ NOT PERMITTED – Suppliers must not do this

Note: Supplier confidentiality provisions must always be considered and will override this Protocol.

Requests and enquiries should be directed, as appropriate to: marketing@birmingham2022.com

Thank you for respecting this Protocol.

!	Client Lists	<p>The name of the client but not the logo plus a short description (no more than 20 words) of the nature of the work undertaken for the OC/Birmingham 2022 may be included in a Supplier's standard client list (e.g. on a website), provided it is given no special emphasis or prominence and is not emboldened or highlighted. Reference must be in same text size, font, in alphabetical order on the list; and the names of at least 5 other clients are required to be listed alongside the reference to the OC/Birmingham 2022 on the list.</p> <p>This approval is subject to the client list only being included in publications where it would be standard practice to include a client list and not as an advert on the Supplier's home page of a website or other promotional or marketing material. If permitted, the full and correct name should be used i.e. "Birmingham Organising Committee for the Birmingham 2022 Commonwealth Games Ltd".</p>
!	Pitch / Tender Documents	<p>An accurate factual statement or editorial commentary about a Supplier's involvement in Birmingham 2022 may be used in a pitch/ tender document or presentation in response to specific invitation to tender which focuses only on work undertaken in relation to Birmingham 2022 and/or which relates specifically to that work, provided it is not made available beyond the group of people to whom the pitch/ tender is submitted. However, the information included about work for Birmingham 2022 is required to be included alongside similar information about other work or clients of the supplier, with no specific emphasis on Birmingham 2022.</p> <p>No images, video screen grabs or other graphics relating to Birmingham 2022 are permitted to be used in any pitch or tender documents without the prior written approval of the OC.</p>
!	Annual Reports	<p>An accurate factual statement as necessary to meet relevant obligations may be included in annual reports. Such referencing is only permitted in order to meet any statutory or legal obligations, and any statements must be factual, accurate and not exaggerated.</p>
!	Internal Communications	<p>Internal communications can be made as necessary, but communications to staff should be subject to any confidentiality restrictions in their contracts and should be factual, proportionate, and not conflict with the spirit of this Protocol (i.e. PR/Marketing communications to staff would be inappropriate).</p>
!	Recruitment Advertising	<p>Suppliers who wish to issue job advertisements in relation to goods and/ or services for Birmingham 2022 are only permitted to do so with the prior written consent of the OC and provided the proposed job advertisement does not use any of the Birmingham 2022 brands or refer to the job as being a "Commonwealth Games job." Instead, reference to Birmingham 2022 is only be permitted where a factual statement is made e.g. "Builders required to work on Commonwealth Games venue".</p>
!	Verbal Responses	<p>Suppliers may talk about the work they are undertaking on Birmingham 2022 in an informal business context, subject to any confidentiality restrictions in their contracts.</p> <p>This permission does not apply however where "talking" is more akin to a marketing and promotions activity. Suppliers should not talk</p>

		about the work they are undertaking for the OC/Birmingham 2022 when speaking to the media or a group/gathering of potential clients. Mentioning the work being undertaken on Birmingham 2022 when cold-calling or otherwise approaching potential clients is also not acceptable.
×	Branding at Competition Venues	Additional restrictions may apply to Suppliers who are providing goods or services at official Games venues operated by the OC due to “clean venue” obligations which the OC is required to deliver. Further guidance on clean venue obligations will be made available to those Suppliers as appropriate.
×	Media Enquiries	Suppliers should not invite media enquiries about Birmingham 2022, but where contacted should respond by simply confirming they are a supplier and referring the journalist to mediaenquiries@birmingham2022.com as appropriate. The OC may agree that the Supplier can provide a quote or comments, but this will be co-ordinated by the OC.
×	Use of Games Logos, Trademarks, etc.	Suppliers must not use any Birmingham 2022 and/or Games logos, trademarks, emblems, images, videos, screen grabs etc. Nor should they seek to design their own Birmingham 2022/Games related logos.
×	Advertising & Promotions	Suppliers must not run advertising, marketing or PR campaigns around their involvement in Birmingham 2022 (including making factual statements about Birmingham 2022 in such contexts).
×	Social Media	Suppliers must not post any content on social media or on its website homepage which makes reference to their contract or involvement with Birmingham 2022 (including making factual statements about Birmingham 2022 in such contexts). Suppliers must not create a new web page or social media account which relates only or specifically to Birmingham 2022, nor establish a new Birmingham 2022/Games-related website, social media account or use a URL that contains protected Birmingham 2022/Games terms. In addition, Suppliers must not cause anything in relation to their Birmingham 2022 work to be published on any other website, social media account or similar public forum (including by ensuring that their staff do not make statements about the work their employer is undertaking on social media, blogs or online forums etc. Suppliers are responsible for their staff in this regard.
×	Advertorials & Marketing Material	Suppliers must not produce editorial marketing material relating to Birmingham 2022 or the Games. For example, newsletters or corporate magazines should not refer to the Supplier’s involvement in Birmingham 2022. Suppliers shall also not be permitted to supply articles to trade journals.
×	Marketing Events & Exhibitions	Suppliers must not create marketing or other events with a Games-related or Birmingham 2022 related theme or speak about Birmingham 2022 at third party marketing events/exhibitions. No reference to Birmingham 2022 should be made within exhibition stands nor materials produced for distribution which include reference to Birmingham 2022.

×	Press Releases / Announcements / News Stories	Suppliers must not issue any press releases to announce or talk about its work on Birmingham 2022. This includes news stories on a Supplier's website. Suppliers must not seek to initiate any broadcast or media activity about their work in relation to Birmingham 2022.
×	Straplines & Email Footers, etc.	Suppliers should not promote themselves as a 'supplier to/of' or 'official partner of/to' Birmingham 2022 Commonwealth Games etc. nor refer to Birmingham 2022 in straplines or email footers.
×	Statements / Case Studies	Suppliers must not include any statement or case study in corporate literature or on any relevant page of the Supplier's website.
×	Academic Articles	Suppliers must not write an article in a trade or industry journal about its involvement in Birmingham 2022.
×	Award Entry	Suppliers may not include in any business or industry awards any submissions which include reference to the work undertaken for Birmingham 2022.
×	Conferences	Suppliers may not speak at a conference or public event about their involvement in Birmingham 2022. In addition, no sponsorship of any conference or event (or part or section thereof) of which the subject is or relates to Birmingham 2022 and/or the Games is permitted.
×	Job Titles & Group Names	Suppliers must not include any reference to Birmingham 2022 in their job titles or within a name of a group formally established in relation to the work it is undertaking on the Games: e.g. "Birmingham 2022 Coordinator", "Games Manager", "B2022 Unit" or "Comm Games Group" are all not permitted except where this accurately reflects their role and it is clear which party they are working for. This includes use in individual profiles on social media including but not limited to LinkedIn.
×	Branding at Construction Sites	Suppliers must not create special or use increased branding on plant, machinery or equipment to be deployed at Birmingham 2022 construction sites. No branding is permitted on perimeter fencing, hoardings, or scrim, except where specifically licensed to venue owners under a separate contract with the OC. Other branding on on-site buildings, equipment, vehicles, staff uniforms etc should always be reasonable but minimal. Such branding should only be what is necessary for the purpose of identification only, and not for marketing, promotion or advertising purposes. Manufacturers branding, as would normally appear on equipment when purchased, is permitted provided the branding is minimal in size. The OC reserves the right to ask that branding is removed or covered in certain circumstances (e.g. when filming is taking place at a Birmingham 2022 venue construction site).

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