



ATHLETE ADVERTISING WAIVER SYSTEM

CANADIAN OLYMPIC COMMITTEE

USER GUIDE



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ATHLETE ADVERTISING WAIVER SYSTEM



INTRODUCTION

Thank you for using the COC's Athlete Advertising Waiver System. This system has been designed to accommodate the requests of non-Olympic sponsors to continue to feature their sponsored athletes in generic, in-market advertising campaigns during the upcoming PyeongChang 2018 Games. While Rule 40 of the Olympic Charter restricts the use of athletes in advertising during the Games, this system allows non-Olympic sponsors to submit their advertising campaigns for COC approval and exemption from Rule 40 in Canada.

Prior to submitting a campaign, please carefully review the COC's Athlete Advertising Guidelines for PyeongChang 2018 to ensure that your campaign materials comply with the Guidelines. For a full copy of the Guidelines, please visit: <http://athletewaiver.olympic.ca/>.

In order to start submitting a campaign, you will need the following information:

- The name(s) of the athlete(s) who will be featured in your advertising campaign;
- Details of your campaign (including campaign name, theme/overview, start/end dates, key messaging, creative elements and media schedules for each creative element);
- If you do not have creative elements and media schedules ready for submission, you can submit them into the system at a later date. (Please note, however, that all creative elements must be submitted to COC by September 1, 2017).

This User Guide provides step-by-step instructions for users of the COC's Athlete Advertising Waiver System. If you have any questions or experience any difficulties using the system, please contact branduse@olympic.ca.

ATHLETE ADVERTISING WAIVER SYSTEM



SIGNING UP

Step 1: Enter the following URL in your web browser: <http://athletewaiver.olympic.ca/>

Step 2: Select your language

Step 3: Click “Sign Up” in the top right corner of the webpage.



WELCOME TO THE CANADIAN OLYMPIC COMMITTEE'S (COC) ATHLETE ADVERTISING WAIVER SYSTEM

[Click here to view the COC's Athlete Advertising Guidelines for Rio 2016](#)

[Click here to view the User Guide for the COC's Athlete Advertising Waiver System](#)

ATHLETE ADVERTISING WAIVER SYSTEM



SIGNING UP

Step 4: Fill in the “Registration” form:

- Enter your Name, Phone Number and Email address.
- Create your User Login Name and Password.
- Select your designation from the drop down menu:
 - Athlete / Coach / Official
 - Sponsor
 - Agent
 - Advertising / Media Agency
 - National Sport Federation
 - Other
- If you select a designation other than “Athlete / Coach / Official”, you will need to enter the name(s) of the athlete(s) who will be featured in your advertising campaigns. Click “Add Athletes” and a new pop-up window will appear (see next page for instructions).
- Enter the name of the Company and Brand(s) you represent.



COC Athlete Advertising Waiver System

Home Sign Up Sign In en fr

Registration

First Name	Last Name
Phone Number	User Login Name
Password	Confirm Password
I Am A Sponsor	Email
Company	Add Athletes
	Brand(s) Represented
Verification Code	Terms and conditions.

First Name	Last Name	Country	Sport	Brand	Represent
Showing 0 to 0 of 0 entries					

← Previous Next →

Submit

Upon submitting your registration, you will receive a verification email from the COC.



SIGNING UP – ADD ATHLETES

Step 4 (continued): Add User Athlete

- Type the athlete's first or last name into the designated field. The athlete's name will likely appear after you begin typing the first few letters of either the first or last name. Upon selecting the appropriate athlete, the other fields will pre-populate.
- If the athlete's name does not automatically generate, please manually enter the athlete's information.
- Enter the brand(s) the athlete represents.
- If you are submitting this request on the athlete's behalf, click the applicable box.
- Once you have entered all the required information for an athlete, click the "Add" button. This will add the athlete to your profile.
- You can then continue to enter other athletes you will be featuring.
- Once you are done adding athletes, click "Save" and the pop-up window will close and take you back to the "Registration" screen.

Add User Athlete

First Name Last Name

Country Sport

Brand(s) Represented

check this box if you represent this athlete

Add

First Name	Last Name	Country	Sport	Brand	Represent

Showing 0 to 0 of 0 entries

← Previous Next →

Close **Save**

Submit

Upon submitting your registration, you will receive a verification email from the COC.



ATHLETE ADVERTISING WAIVER SYSTEM

SIGNING UP - TERMS AND CONDITIONS

Step 4 (continued): Terms and Conditions

- Click on “Terms and Conditions”. A pop-up window will appear. Please carefully read the Terms. If you agree to the Terms, please select “I Agree” and enter your name. Then press “Submit”.

Terms and Conditions

c. Changes to these Terms. We may change these Terms at any time, and we will inform you through the Platform when we do. Using the Platform after the changes become effective means you agree to the new terms. If you do not agree to the new terms, you must stop using the Platform and close your Account.

d. Force Majeure. COC will not be liable for any delay or default in the performance of its obligations if such delay or default is caused by conditions beyond its reasonable control, including fire, flood, accident, earthquakes, telecommunications line failures, electrical outages, network failures or acts of God (collectively, “Force Majeure”).

e. No Assignment. These Terms or any approvals granted via the Platform may not be sold, assigned, or transferred to a third party without first obtaining the written consent of the COC. Any sale, assignment or transfer prohibited hereunder shall be null and void.

f. No Waiver. Failure of COC to enforce any of the provisions herein shall not be construed as a general relinquishment or waiver as to that or any other provision.

g. Entire Agreement. These Terms contain the entire agreement between the parties relating to the subject matter hereof, and no change or modification of any of its provisions shall be effective unless made in writing and signed by both parties.

h. No Joint Venture. Nothing in these Terms shall constitute a partnership, joint venture or agency between the parties.

i. Survival. Any provision of these Terms that expressly or by implication is intended to come into or remain in force on or after termination will continue in full force and effect notwithstanding any such termination.

Last Updated: November 1, 2015.

I Agree Jane Doe

Submit

Upon submitting your registration, you will receive a verification email from the COC.

Registration

Jane Doe

123-456-7890

.....

I Am A Sponsor

XYZ Company

.....

.....

jane.doe@xyzcompany.com

Add Athletes

XYZ x Brand(s) Represented

J6Q36

Terms and conditions.

First Name	Last Name	Country	Sport	Brand	Represent	
John	Doe	Canada	Swimming	1. XYZ	Yes	X

Submit

Upon submitting your registration, you will receive a verification email from the COC.

ATHLETE ADVERTISING WAIVER SYSTEM



SIGNING UP – SUBMIT REGISTRATION

Step 5: Enter the verification code and click “Submit”.

- Upon submitting your registration request, you will receive a verification email from the COC indicating that your request is being processed.
- You will then receive a follow-up email from the COC indicating whether your request has been approved or denied.*
- If approved, the email will provide a link to the system, allowing you to access the system.
- If denied, please contact branduse@olympic.ca.

*Please note that automatic emails from the COC can be mistaken for spam in some systems. Please check your spam/junk mailbox accordingly.

Registration

<input type="text" value="Jane"/>	<input type="text" value="Doe"/>
<input type="text" value="123-456-7890"/>	<input type="text" value="Janedoe"/>
<input type="text" value="....."/>	<input type="text" value="....."/>
<input type="text" value="I Am A Sponsor"/>	<input type="text" value="jane.doe@xyzcompany.com"/>
<input type="text" value="XYZ Company"/>	<input type="button" value="Add Athletes"/>
	<input type="text" value="XYZ x Brand(s) Represented"/>
<input type="text" value="j6Q36"/>	<input type="text" value="Terms and conditions."/>

First Name	Last Name	Country	Sport	Brand	Represent	
John	Doe	Canada	Swimming	1. XYZ	Yes	<input type="button" value="x"/>

Upon submitting your registration, you will receive a verification email from the COC.

ATHLETE ADVERTISING WAIVER SYSTEM



LOGGING IN

Step 1: Enter the following URL in your web browser:

<http://athletewaiver.olympic.ca/>

Step 2: Click “Sign In” in the top right hand corner of the webpage. Enter your User Name and Password.

Step 3: Click on the “Login” button.

COC Athlete Advertising Waiver System

Home Sign Up Sign In en fr

User Name or Email

Password

Forgot password ?

Remember me ?

Login

WELCOME TO THE CANADIAN OLYMPIC COMMITTEE'S (COC) ATHLETE ADVERTISING WAIVER SYSTEM

[Click here to view the COC's Athlete Advertising Guidelines for Rio 2016](#)


[Click here to view the User Guide for the COC's Athlete Advertising Waiver System](#)


ATHLETE ADVERTISING WAIVER SYSTEM



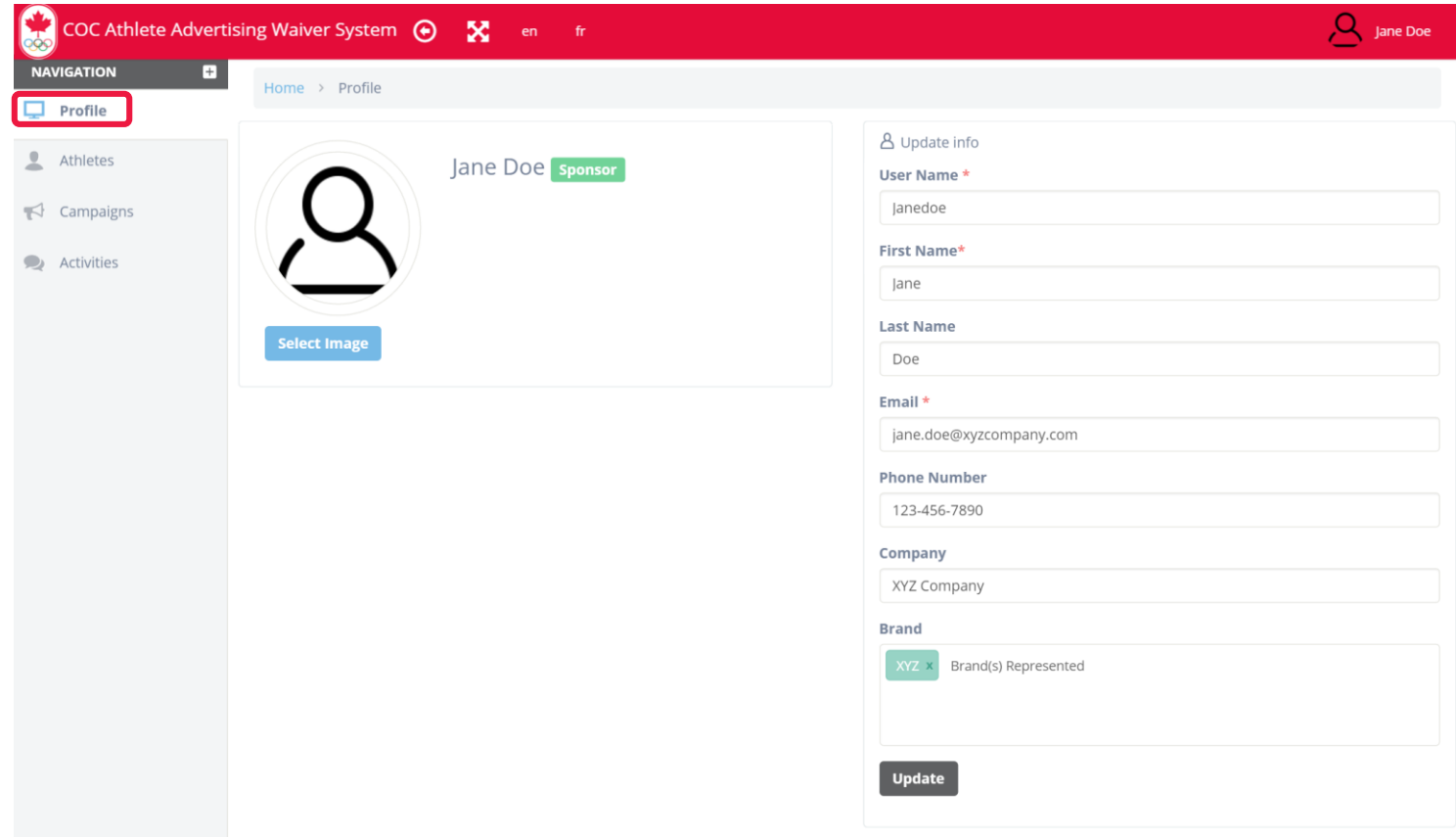
USER DASHBOARD – PROFILE

Once logged-in to the system, you will notice the “Navigation” bar on the left hand side of the user dashboard.

You can hide the Navigation bar by selecting the hide navigation icon .

You can make the dashboard full screen by selecting the full screen icon .

Under the “Profile” tab, you can update your information, add brands and change your password.



The screenshot displays the user dashboard for Jane Doe. The top navigation bar is red and contains the system name, language options (en, fr), and a user profile icon. The left sidebar shows navigation options: Athletes, Campaigns, and Activities. The main content area is titled "Profile" and features a user profile card for Jane Doe, labeled as a "Sponsor". Below the profile card is a "Select Image" button. To the right of the profile card is a form for updating user information, including fields for User Name, First Name, Last Name, Email, Phone Number, Company, and Brand. The Brand field is currently set to "XYZ" and is labeled "Brand(s) Represented". An "Update" button is located at the bottom of the form.

ATHLETE ADVERTISING WAIVER SYSTEM



USER DASHBOARD – ATHLETES

Select the “Athletes” tab on the left navigation bar to view the athletes already added to your profile.

You can also add additional athletes:

- Enter the athlete’s first/last name.
- Enter the country the athlete represents.
- Enter the athlete’s sport.
- Enter the brand(s) the athlete represents.
- Select the “Represent” box to indicate that you are submitting a waiver request on the athlete’s behalf.
- Select “Submit” to add the athlete to your profile.

The screenshot shows the user dashboard for the COC Athlete Advertising Waiver System. The top navigation bar is red and contains the system name, language options (en, fr), and the user's name (Jane Doe). The left navigation bar has four tabs: Profile, Athletes (highlighted with a red box), Campaigns, and Activities. The main content area is titled "Athletes" and contains a form for adding a new athlete. The form has fields for First Name, Last Name, Country, and Sport. There is also a text area for Brand(s) Represented and a checkbox labeled "Represent". At the bottom right of the form are "Cancel" and "Submit" buttons. Below the form is a table listing the athletes currently added to the profile. The table has columns for First Name, Last Name, Country, Sport, Brand, Status, and Represent. One athlete, John Doe, is listed with the status "Approved" and the "Represent" checkbox checked. The table footer indicates "Showing 1 to 1 of 1 entries".

First Name	Last Name	Country	Sport	Brand	Status	Represent
John	Doe	Canada	Swimming	1. XYZ	Approved	<input checked="" type="checkbox"/>

ATHLETE ADVERTISING WAIVER SYSTEM



USER DASHBOARD - CAMPAIGNS

Select the “Campaigns” tab on the left navigation bar to view your submitted campaigns or add a new campaign. To view all your submitted campaigns, select “All” from the dropdown menu. For instructions on how to add a new campaign, please refer to page 14.

The screenshot displays the user dashboard for the COC Athlete Advertising Waiver System. The top navigation bar is red and contains the system logo, language options (en, fr), and the user's name (Jane Doe). The left sidebar shows a navigation menu with options: Profile, Athletes, Campaigns (highlighted with a red box), and Activities. The main content area shows the 'Campaigns' page with a breadcrumb trail 'Home > Campaigns'. Below the breadcrumb, there is an 'Add a Campaign' button, a dropdown menu for 'records per page' set to 50, a status filter dropdown menu set to 'Pending' (highlighted with a red box), and a search input field. A table lists the campaigns with columns: Campaign Name, Submitter Name, Start Date, End Date, Games, Status, Creative, Submitted Date, and Archive. The table contains one entry: 'Fuel Like a Champion' by 'Janedoe XYZ Company', with a status of 'Pending Review' and a submitted date of '11/16/2015'. At the bottom of the table, it says 'Showing 1 to 1 of 1 entries' and includes pagination controls for 'Previous', '1', and 'Next'.

Campaign Name	Submitter Name	Start Date	End Date	Games	Status	Creative	Submitted Date	Archive
Fuel Like a Champion No Creative	Janedoe XYZ Company	02/16/2016	09/16/2016	Rio 2016	Pending Review		11/16/2015	<input type="checkbox"/> Submit

ATHLETE ADVERTISING WAIVER SYSTEM



USER DASHBOARD - ACTIVITIES

Select the “Activities” tab on the left navigation bar to view a history of all conversations between you and the COC pertaining to your campaigns.

The screenshot displays the user dashboard for the COC Athlete Advertising Waiver System. The top navigation bar is red and contains the system logo, name, language options (en, fr), and the user's name (Jane Doe). The left sidebar, titled "NAVIGATION", lists "Profile", "Athletes", "Campaigns", and "Activities", with "Activities" highlighted in a red box. The main content area shows a breadcrumb "Home > Activities" and a list of three activity messages from Jane Doe, each with a "Comment" button and a timestamp.

Activity	Message	Timestamp
Jane Doe	Will upload and submit once available. Fuel Like a Champion (02/16/2016 - 09/16/2016) - Submitted by JaneDoe on 11/16/2015	less than a minute ago
Jane Doe	We're expecting to receive creative for the campaign within the next 2-3 weeks Fuel Like a Champion (02/16/2016 - 09/16/2016) - Submitted by JaneDoe on 11/16/2015	less than a minute ago
Jane Doe	Did you receive my campaign? Fuel Like a Champion (02/16/2016 - 09/16/2016) - Submitted by JaneDoe on 11/16/2015	about a minute ago



ADDING CAMPAIGNS – NO CREATIVE YET

If you are submitting a campaign but have not yet developed any creative elements, please follow these steps:

Step 1: Select the “Campaigns” tab on the left navigation bar.

Step 2: Click “Add a Campaign” and fill out the required fields:

- **Campaign Name:** Enter the name of the campaign.
- **Games:** Select “Pyongyang 2018” from the dropdown menu.
- **Start Date:** Enter the start date of the campaign.
- **End Date:** Enter the end date of the campaign.
- **Overview:** Provide a brief overview of what the campaign is all about.
- **Key Message:** Provide the key messaging or tagline of the campaign.

The screenshot shows the 'Add a Campaign' form in the COC Athlete Advertising Waiver System. The form is titled 'Add a Campaign' and is located under the 'Campaigns' tab in the left navigation bar. The form fields are as follows:

- Campaign Name:** Fuel Like a Champion
- Start Date:** 02/16/2016
- Overview:** We're creating a series of print ads promoting our new line of XYZ energy bars. John is a longstanding ambassador for the brand and our initial campaign concept is to have images of John holding the bars along with the tagline "Fuel Like a Champion". The ads will likely be featured on billboards nationwide and on POS display at select retailers where bars are sold.
- Games:** Rio 2016
- End Date:** 09/16/2016
- Key Message:** "Fuel Like a Champion"
- Comments:** We're also thinking about using the images from the print campaign on our website and Facebook pages.
- No creative at this time:**
- Athlete:** *John Doe
- Medium:** *Print, *In-Store Display, *Digital, *Social Media
- Advertising Market:** National

The 'Submit' button is located at the bottom right of the form.

ATHLETE ADVERTISING WAIVER SYSTEM



ADDING CAMPAIGNS – NO CREATIVE YET

Step 2 (continued):

- **Comments:** Enter any additional details about the campaign that you think are relevant.
- Select the “No creative at this time” box*.
- **Athlete:** Enter the name(s) of the athlete(s) who will be featured in the campaign**.
- **Medium:** Select all the mediums that apply to your campaign. If other, please specify in the comments section.
- **Advertising Market:** Select the market where the campaign will be featured from the drop-down menu.

Home > Campaigns

Add a Campaign

Campaign Name	<input type="text" value="Fuel Like a Champion"/>	Games	<input type="text" value="Rio 2016"/>
Start Date	<input type="text" value="02/16/2016"/>	End Date	<input type="text" value="09/16/2016"/>
Overview	<input type="text" value="We're creating a series of print ads promoting our new line of XYZ energy bars. John is a longstanding ambassador for the brand and our initial campaign concept is to have images of John holding the bars along with the tagline 'Fuel Like a Champion'. The ads will likely be featured on billboards nationwide and on POS display at select retailers where bars are sold."/>		
Comments	<input type="text" value="We're also thinking about using the images from the print campaign on our website and Facebook pages."/>		
<input checked="" type="checkbox"/> No creative at this time			
Athlete	<input type="text" value="* John Doe"/>	Medium	<input type="text" value="* Print * In-Store Display * Digital * Social Media"/>
		Advertising Market	<input type="text" value="National"/>

*Note: all creative elements must be submitted by September 1, 2017.

**Note: you can only add athletes that have already been added to your profile. If you need to add an athlete, please refer to pg. 11 “User Dashboard - Athletes”.



ADDING CAMPAIGNS – NO CREATIVE YET

Step 3: Click “Submit”

- Once you have submitted your campaign, a notification will appear on the screen indicating that your campaign has been submitted for approval.
- Once submitted, you will receive a notification email from the COC confirming your submission. The COC will review your submission and get back to you as soon as possible.
- Please note that all creative elements must be submitted by September 1, 2017 in order to receive a waiver.

Home > Campaigns

Add a Campaign

Campaign Name	<input type="text" value="Fuel Like a Champion"/>	Games	<input type="text" value="Rio 2016"/>		
Start Date	<input type="text" value="02/16/2016"/>	End Date	<input type="text" value="09/16/2016"/>		
Overview	<input type="text" value="We're creating a series of print ads promoting our new line of XYZ energy bars. John is a longstanding ambassador for the brand and our initial campaign concept is to have images of John holding the bars along with the tagline 'Fuel Like a Champion'. The ads will likely be featured on billboards nationwide and on POS display at select retailers where bars are sold."/>		Key Message	<input type="text" value="'Fuel Like a Champion'"/>	
Comments	<input type="text" value="We're also thinking about using the images from the print campaign on our website and Facebook pages."/>				
<input checked="" type="checkbox"/> No creative at this time					
Athlete	<input type="text" value="* John Doe"/>	Medium	<input type="text" value="* Print * In-Store Display * Digital * Social Media"/>	Advertising Market	<input type="text" value="National"/>
<input type="button" value="Submit"/>					

ATHLETE ADVERTISING WAIVER SYSTEM



ADDING CAMPAIGNS - WITH CREATIVE

If you are submitting a campaign and have creative elements to submit, please follow these steps:

Step 1: Select the “Campaigns” tab on the left navigation bar.

Step 2: Click “Add a Campaign” and fill out the required fields:

- **Campaign Name:** Enter the name of the campaign.
- **Games:** Select “PyeongChang 2018” from the Games dropdown. **Start Date:** Enter the start date of the campaign.
- **End Date:** Enter the end date of the campaign.
- **Overview:** Provide a brief overview of what the campaign is all about.
- **Key Message:** Provide the key messaging or tagline of the campaign.

Home > Campaigns

Add a Campaign

Campaign Name Fuel Like a Champion **Games** Rio 2016

Start Date 02/16/2016 **End Date** 09/16/2016

Overview We've created two print ads promoting our new line of XYZ energy bars. John is a longstanding ambassador for the brand and will be featured in the ads holding the energy bar along with the tagline "Fuel Like a Champion."

Key Message "Fuel Like a Champion"

Comments The ads are going to be featured on billboards nationwide and in-store at select retailers where bars are sold. Images will also be used on our website and Facebook page (see schedule below).

No creative at this time

Upload Creative

Athlete	Files	Medium	Advertising Market	Schedule	
* John Doe		* Print * In-Store Display * Digital * Social Media	National		+ X
	Creative1.jpg				Cancel
	Media Schedule.docx				Cancel

Submit

ATHLETE ADVERTISING WAIVER SYSTEM



ADDING CAMPAIGNS - WITH CREATIVE

Step 2 (continued):

- **Comments:** Enter any additional details about the campaign that you think are relevant.
- **Athlete:** Enter the name(s) of the athlete(s) who will be featured in the creative*.
- **Medium:** Select all the mediums that apply to the creative.
- **Advertising Market:** Select the market where the creative will be featured.

Step 3: Click on the “Files” icon to upload creative.

Step 4: Click on the “Schedule” icon to upload the media schedule for the creative.

Note: Max file size is 250MB. Files accepted for upload: JPG, PNG, GIF, PDF, .XLS, .XLSX, .DOC, .DOCX, .PPT, .PPTX, .MOV, .MP3, .MP4, .WMV, .SWF, .BMP, .CSV.

Home > Campaigns

Add a Campaign

Campaign Name Fuel Like a Champion **Games** Rio 2016

Start Date 02/16/2016 **End Date** 09/16/2016

Overview We've created two print ads promoting our new line of XYZ energy bars. John is a longstanding ambassador for the brand and will be featured in the ads holding the energy bar along with the tagline "Fuel Like a Champion."

Key Message "Fuel Like a Champion"

Comments The ads are going to be featured on billboards nationwide and in-store at select retailers where bars are sold. Images will also be used on our website and Facebook page (see schedule below).

No creative at this time

Upload Creative

Athlete John Doe **Files** **Medium** Print, In-Store Display, Digital, Social Media **Advertising Market** National **Schedule**

	Creative1.jpg	156.39 KB	Cancel
	Media Schedule.docx	11.23 KB	Cancel

Submit

ATHLETE ADVERTISING WAIVER SYSTEM



ADDING CAMPAIGNS - MULTIPLE CREATIVE

If your campaign includes multiple creative elements:

Step 5: Click the **+** icon to add additional creative.

For each additional creative:

- Enter the name(s) of the athlete(s) featured in the creative.
- Select all mediums that apply to the creative.
- Select the market where the creative will be featured.
- Click on the “Files” icon to upload the creative.
- Click on the “Schedule” icon to upload the media schedule for the creative.

The screenshot displays the 'Upload Creative' interface. At the top, there are fields for 'Athlete' (John Doe), 'Files' (upload icon), 'Medium' (Print, In-Store Display, Digital, Social Media), 'Advertising Market' (National), 'Schedule' (upload icon), and a '+ X' button. Below this, there are two rows of creative elements. The first row shows 'Creative2.jpg' (8.76 KB) and 'Media Schedule.docx' (11.23 KB). The second row shows 'Creative1.jpg' (156.39 KB) and 'Media Schedule.docx' (11.23 KB). Each row has a 'Cancel' button. At the bottom, there is a 'Submit' button and a scroll-up arrow.



ADDING CAMPAIGNS – WITH CREATIVE

Step 6: Click “Submit”

- Once you have submitted your campaign, a notification will appear on the screen indicating that your campaign has been submitted for approval.
- Once submitted, you will receive a notification email from the COC confirming your submission. The COC will review your submission and get back to you as soon as possible.
- Please note that all creative elements must be submitted by September 1, 2017 in order to receive a waiver.

Home > Campaigns

Add a Campaign

Campaign Name	<input type="text" value="Fuel Like a Champion"/>	Games	<input type="text" value="Rio 2016"/>
Start Date	<input type="text" value="02/16/2016"/>	End Date	<input type="text" value="09/16/2016"/>
Overview	<input type="text" value="We've created two print ads promoting our new line of XYZ energy bars. John is a longstanding ambassador for the brand and will be featured in the ads holding the energy bar along with the tagline 'Fuel Like a Champion.'"/>	Key Message	<input type="text" value="'Fuel Like a Champion'"/>
Comments	<input type="text" value="The ads are going to be featured on billboards nationwide and in-store at select retailers where bars are sold. Images will also be used on our website and Facebook page (see schedule below)."/>		

No creative at this time

Upload Creative

Athlete	<input type="text" value="John Doe"/>	Files	<input type="button" value="Upload"/>	Medium	<input type="text" value="Print"/> <input type="text" value="In-Store Display"/> <input type="text" value="Digital"/> <input type="text" value="Social Media"/>	Advertising Market	<input type="text" value="National"/>	Schedule	<input type="button" value="Upload"/> <input type="button" value="+"/> <input type="button" value="x"/>
	Creative1.jpg	156.39 KB	<input type="button" value="Cancel"/>						
	Media Schedule.docx	11.23 KB	<input type="button" value="Schedule"/> <input type="button" value="Cancel"/>						



ATHLETE ADVERTISING WAIVER SYSTEM

ADDING CREATIVE TO SUBMITTED CAMPAIGNS

If you have already submitted a campaign, but are now ready to submit creative, please follow these steps:

Step 1: Select the “Campaigns” tab on the left navigation bar.

Step 2: Select the campaign you would like to add creative to.

Step 3: Click the “Add More Creative” icon in the top right hand corner and a pop-up window will appear.

Home > Campaigns

Campaign Details

Add More Creative

Name	Fuel Like a Champion	Games	Rio 2016	
Start Date	02-16-2016	End Date	09-16-2016	
Status	Pending Review	Submitted Date	11-16-2015	
Submitter	Jane Doe	Comments	We're also thinking about using the images from the print campaign on our website and Facebook pages.	
Overview	We're creating a series of print ads promoting our new line of XYZ energy bars. John is a longstanding ambassador for the brand and our initial campaign concept is to have images of John holding the bars along with the tagline "Fuel Like a Champion". The ads will likely be featured on billboards nationwide and on POS display at select retailers where bars are sold.		Key Message	"Fuel Like a Champion"
Advertising Market	National	Medium	Digital,Social Media,Print,In-Store Display	
Athlete	John Doe			

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Add More Creative

Athlete	Files	Medium	Advertising Market	Schedule
* John Doe		* Digital * Social Media * Print * In-Store Display	National	

Submit

images of John holding the bars along with the tagline "Fuel

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ADDING CREATIVE TO SUBMITTED CAMPAIGNS

Step 4: Fill out the required fields:

- Enter the name(s) of the athlete(s) featured in the creative.
- Select all mediums that apply to the creative.
- Select the market where the creative will be featured.
- Click on the “Files” icon to upload the creative.
- Click on the “Schedule” icon to upload the media schedule for the creative.

Note: Max file size is 250MB. Files accepted for upload: JPG, PNG, GIF, PDF, .XLS, .XLSX, .DOC, .DOCX, .PPT, .PPTX, .MOV, .MP3, .MP4, .WMV, .SWF, .BMP, .CSV.

Step 5: Click “Submit”

Once submitted, you will receive a notification email from the COC confirming your submission. The COC will review your submission and get back to you as soon as possible.

Home > Campaigns

Campaign Details ? [Add More Creative](#)

Name	Fuel Like a Champion	Games	Rio 2016
Start Date	02-16-2016	End Date	09-16-2016
Status	Pending Review	Submitted Date	11-16-2015
Submitter	Jane Doe	Comments	We're also thinking about using the images from the print campaign on our website and Facebook pages.
Overview	Key Message		"Fuel Like a Champion"
Advertising Market	National	Medium	Digital,Social Media,Print,In-Store Display
Athlete	John Doe		

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Add More Creative ✕

Athlete ✕ John Doe	Files 📁	Medium ✕ Digital ✕ Social Media ✕ Print ✕ In-Store Display	Advertising Market National	Schedule 📅
------------------------------	-------------------	---	---------------------------------------	----------------------

[Submit](#)

images of John holding the bars along with the tagline "Fuel Like a Champion"

ATHLETE ADVERTISING WAIVER SYSTEM



CAMPAIGN FEEDBACK

Upon clicking “Submit”, you will be brought back to the “Campaign Details” screen.

This is where you will receive notification of any comments/questions from the COC relating to your campaign, as well as notification of any approvals or rejections of your creative.

Each creative related to your campaign will be labeled “Pending Review” until reviewed by the COC.

The COC will review and either approve, reject or ask you to revise and resubmit each piece of creative related to your campaign. You will receive an email from the COC notifying you of the above.

The screenshot displays two main sections of the user interface. The top section, titled "Campaign Details", is highlighted with a red box around its header. It contains a table with the following information:

Name	Fuel Like a Champion	Games	Rio 2016	
Start Date	02-16-2016	End Date	09-16-2016	
Status	Pending Review	Submitted Date	11-16-2015	
Submitter	Jane Doe	Comments	We're also thinking about using the images from the print campaign on our website and Facebook pages.	
Overview	We're creating a series of print ads promoting our new line of XYZ energy bars. John is a longstanding ambassador for the brand and our initial campaign concept is to have images of John holding the bars along with the tagline "Fuel Like a Champion". The ads will likely be featured on billboards nationwide and on POS display at select retailers where bars are sold.		Key Message	"Fuel Like a Champion"

The bottom section, titled "Creative Details", shows two columns of creative assets. Each column features a thumbnail image of John Doe, a name label "John Doe", and a list of media types: "Digital, Social Media, Print, In-Store Display", "National", and "Pending Review". Below the "Pending Review" label are three icons: a downward arrow, a calendar, and a question mark.

ATHLETE ADVERTISING WAIVER SYSTEM



CAMPAIGN FEEDBACK

To check on the status of your campaign at any time, login to the system and click on the “Campaigns” tab on the left navigation bar and select the relevant campaign.

On the “Campaign Details” screen, you can view the status of your submitted creative:


- If approved, the creative will be labelled “Approved”
- If declined, the creative will be labelled “Declined”
- If the COC has any questions or would like you to resubmit the creative, it will be labelled “Revise and Resubmit”

Home > Campaigns

Campaign Details ? Add More Creative

Name	Fuel Like a Champion	Games	Rio 2016	
Start Date	02-16-2016	End Date	09-16-2016	
Status	Pending Review	Submitted Date	11-16-2015	
Submitter	Jane Doe	Comments	We're also thinking about using the images from the print campaign on our website and Facebook pages.	
Overview	We're creating a series of print ads promoting our new line of XYZ energy bars. John is a longstanding ambassador for the brand and our initial campaign concept is to have images of John holding the bars along with the tagline "Fuel Like a Champion". The ads will likely be featured on billboards nationwide and on POS display at select retailers where bars are sold.		Key Message	"Fuel Like a Champion"

Creative Details Switch to Slide view




John Doe

Digital, Social Media, Print, In-Store Display

National

Click [HERE](#) to see Revise and Resubmit comments

⏪ 📅 ? 📄



John Doe

Digital, Social Media, Print, In-Store Display

National

Approved 👤

⏪ 📅 ? 📄


ATHLETE ADVERTISING WAIVER SYSTEM




CAMPAIGN FEEDBACK – REVISIONS

If the COC has requested revisions to any of your creative:

Step 1: Select the “Click HERE” icon to review the COC’s comments. A “Details” pop-up window with the COC’s comments will appear.

Step 2: If you have any questions for the COC, click the “Questions” icon .

Step 3: Select the “Upload New Version” icon  to upload a new version of the creative.

Step 4: Press “Submit” to resubmit your creative to the COC.

The screenshot illustrates the workflow for handling revisions in the Athlete Advertising Waiver System. It features four main windows:

- Creative Details:** Shows the athlete's name (John Doe), a photo, and media types (Digital, Social Media, Print, In-Store Display, National). A red box highlights the "Click HERE to see Revise and Resubmit comments" link, with a red arrow pointing to the Details window. A red box around the "Questions" icon (a question mark) has a red arrow pointing to the Activities window. A red box around the "Upload New Version" icon (a document with an arrow) has a red arrow pointing to the Upload New Version window.
- Details:** A pop-up window showing the "Final Status" and a table of comments. The table has columns for User, Comments, Status, and Date. A comment from James O'Born is shown: "Please remove the Canadian Olympic Team logo from the image." with a "Revise And Resubmit" button and a date of 11/17/2015.
- Upload New Version:** A form for uploading a new version of the creative. It includes fields for Athlete (John Doe), Files (Creative1.jpg, Media Schedule.docx), Medium (Print, In-Store Display, Digital, Social Media), and Advertising Market (National). A "Submit" button is highlighted with a red box.
- Activities:** A window for entering a message to the COC, with a "Post" button.

ATHLETE ADVERTISING WAIVER SYSTEM



CAMPAIGN FEEDBACK – APPROVALS

If the COC has approved your campaign (including all related creative):


- You will receive an email from the COC confirming the approval;
- The status of your campaign on the “Campaigns” tab will be “Approved”; and
- Each creative element related to the campaign will be labeled “Approved”.

NOTE: The overall campaign and each related creative element must be approved in order to run in market during the Games period.

Campaign Name	Submitter Name	Start Date	End Date	Games	Status	Creative	Submitted Date	Archive
Fuel Like a Champion All Creatives Approved	Janedoe XYZ Company	02/16/2016	09/16/2016	Rio 2016	Approved	2 - JPG	11/16/2015	<input type="checkbox"/>

Showing 1 to 1 of 1 entries


Creative Details








John Doe

Digital, Social Media, Print, In-Store Display

National

Approved 

    3



John Doe

Digital, Social Media, Print, In-Store Display

National

Approved 