



OPTIONAL ATHLETE LIKENESS RELEASE FOR SPONSORS INSTRUCTIONS FOR SPECIAL OLYMPICS STAFF

The ATHLETE LIKENESS RELEASE FOR SPONSORS is an optional form that can be signed during general or event registration.

Please observe the following guidelines for athlete likenesses:

- **The general ATHLETE RELEASE FORM does not permit likeness use in connection with sponsors.** The general ATHLETE RELEASE FORM is required for general participation and Regional and World Games. It gives Special Olympics permission to use an athlete's likeness only "to promote Special Olympics and raise funds for Special Olympics." This form deliberately does not allow likenesses to be used by sponsors or to acknowledge sponsors. This is designed to allow athletes to choose whether they want to have their likenesses used in connection with sponsors. See General Rules Section 2.03.
- **Athletes have two ways to allow use of their likenesses in connection with sponsors:**
 1. **Sign the optional ATHLETE LIKENESS RELEASE FOR SPONSORS.** This gives Special Olympics permission to use the athlete's likeness in connection with any sponsor. This is for athletes who are comfortable being published and do not want to be asked for each specific use.
 2. **Sign a release for each specific use.** An athlete may give permission for a specific sponsor-related use by signing a specific release. The Special Olympics International Legal Department can provide a template for such releases.
- **Even if an athlete has given permission, please remember:**
 - **Special Olympics does not promote commercial products or services.** Product placements and any suggestions of endorsement should be avoided.
 - **Sponsors should be required to get approval from Special Olympics for each proposed use of an athlete's likeness.** Such uses should be reviewed by staff with sufficient knowledge of Special Olympics policies to ensure appropriate use by the sponsor. (SOI sponsor uses should be reviewed by the SOI Legal Department.)
 - **A specific likeness release should be signed for:** (1) any use that is part of cause related marketing (e.g., "10% of each sale will be donated to Special Olympics") or (2) any use where there is any doubt about whether the athlete would be happy with the proposed use. This applies even if the ATHLETE LIKENESS RELEASE FOR SPONSORS has already been signed.
- **Tracking and Coordinating.** Staff are encouraged to develop systems for tracking which athletes have signed the ATHLETE LIKENESS RELEASE FOR SPONSORS and sharing this information among Special Olympics organizations. Copies of signed forms should be maintained in hard copy or digital form by the Special Olympics organization responsible for collecting the forms.

Questions? Contact Steve Keener, SOI Corporate Counsel, at skeener@specialolympics.org.