



INTERNATIONAL
OLYMPIC
COMMITTEE

Executive Office of the President

Dr Tivadar Tulassay M.D., D.Sc.
Rector
Semmelweis University
Üllői street 26
1085 Budapest
Hungary

Lausanne, 24 September 2009
Ref. No 10504/2009/qcw
By email: rekhiv@rekhiv.sote.hu

10th edition of “The Way of Knowledge, Half Marathon Europe” – Open University Cup and “Academic Six” 6 km Run – 8 November 2009

Dear Dr Tulassay,

Thank you for your fax dated 7 September, requesting the IOC patronage for the above-mentioned competitions scheduled on 8 November 2009.

On behalf of the IOC President, I am pleased to confirm that the International Olympic Committee accepts to give its patronage to this event, as has always been the tradition. Please find enclosed the guidelines relating to the public relations, advertising and sponsorship of events receiving the patronage of the IOC.

Taking this opportunity to express my best wishes for the successful organization of this manifestation, I remain,

Yours sincerely,

Christophe De Kepper
Chief of Staff

Cc: Mr Pál SCHMITT, President, Hungarian Olympic Committee

Encl.

Guidelines relating to the public relations, advertising and sponsorship
of events receiving the patronage of the IOC

1. Publications and printed matter (relating to an event receiving the patronage of the IOC) may carry a statement that the event is run under the "patronage" of the IOC. Such statement must be completely separated from any sponsor or corporate references and shall be positioned in such a way that no association between the IOC and any sponsor or corporation could be created in the mind of the public. In case of any doubt that a satisfactory separation has been achieved, proposed lay-outs should be submitted to the IOC.
2. The official programme may carry a "message" from the IOC President. Such message may contain a graphic reference to the Olympic symbol (i.e. the Olympic rings), subject to IOC written approval. No advertising or other publicity may appear on either the page carrying the "message" or on the facing page.
3. Under no circumstances can the Olympic symbol be incorporated into the mark (i.e. logo) identifying the event, nor can such mark contain a design that is, in the IOC's sole opinion, in any way confusingly similar to the Olympic symbol.
4. The word "Olympic", or similar, cannot be referred to in the title of the event.
5. The Olympic flag may be flown during the running of the event. No flag carrying the name of a sponsor or corporation can be flown next to or in close proximity to the IOC flag.
6. No use may be made of the Olympic flag, Olympic symbol, or the word "Olympic" (or similar) except as expressly provided for above.
7. An award may be presented at the event by a representative of the IOC.
8. The IOC reserves the right, at all times, to request that the reference to IOC patronage or to the Olympic symbol be altered, should the IOC feel that the usage being made thereof affects the rights of the IOC, the Organizing Committees for the Olympic Games or the National Olympic Committees.

It is expressly understood that a request for IOC patronage includes agreement to observe these guidelines.

Should you have any doubt with respect to the interpretation of the above-mentioned guidelines, please do not hesitate to contact the IOC.