

OLYMPIC DAY

TOOLKIT



Olympic Day is a worldwide event celebrated on the five continents.

This Olympic Day Toolkit is meant to help anyone in the local sports community to organise an unforgettable event.



NOCs

International
FederationsTOP
Partners

OLYMPIC DAY

Map

Facts

History

Values

Testimonies

Any weather, any venues

ORGANISATION

Case studies

Organising an event

Promotion

Olympic Day
reporting

BRANDING

Use of the Olympic Day logo

ONLINE RESOURCES

IOC President's
video message

Activity sheets

Olympic Day logo
& holding shapes

Diplomas

Additional videos



FOREWORD

by James Macleod, Director
of Olympic Solidarity and
NOC Relations



“Congratulations and thanks to all of you for celebrating the Olympic spirit and sharing the values of the Olympic Movement in your territory.”

WHAT HAPPENS ON AN OLYMPIC DAY?

Map

Facts

History

Values

Testimonies

Any weather,
any venues



170 NOCS ORGANISED AN OLYMPIC DAY. DID YOU?



2020

2019

2018

Click on each point to discover
what happens on Olympic Day
around the world.

40 NOCS ORGANISED
AN OLYMPIC DAY RUN

37 NOCS
ORGANISED
DISCOVERY ACTIVITIES

134,715,742
PARTICIPANTS

A CHANGE TO MAKE
THE OLYMPIC
VALUES KNOWN
TO ALL

96 PARTICIPATING
NOCS

71 NOCS
ORGANISED
ONLINE
ACTIVITIES

90 NOCS ENGAGING
WITH SOCIAL
NETWORKS

23 JUNE, A DAY FOR THE WORLD TO GET ACTIVE!

The first World
Olympic Day

23 June 1948

The first Olympic
Day Run

23 June 1987

Many NOCs
celebrated the
60th anniversary

23 June 2008

96 NOCs helped
to engage their
audiences with the
Olympic values in
every corner of
the world

23 June 2020



Luxembourg, 1990



Tonga, 1995



South Africa, 1995



Japan, 1997



Brazil, 1991



Turkey, 2020

Move, learn and discover: the three pillars of Olympic Day.

Olympic Day is much more than just a sports event, it is a day for the world to get active, learn about Olympic values and discover new sports. Based on the three pillars move, learn and discover, National Olympic Committees are organising sports, cultural and educational activities throughout the world.

Some countries have incorporated the event into the school curriculum and, in recent years, many NOCs have added concerts and exhibitions to the celebration. Recent NOC activities have included meetings for children and young people with top athletes and Olympians, and the development of new websites directing people to programmes in their neighbourhood. This makes it easier to reach a wider audience to take part in Olympic Day activities.

MOVE

Encourage people to get active on Olympic Day. “Move” can refer to all sorts of physical activity for people of all ages and abilities.

Look at the World Health Organisation (WHO) recommendations [🌐](#) for more details on physical activity for different age groups.



**ARE YOU LOOKING FOR
INSPIRATION?**

Have a glimpse at our
Case studies.

The Olympic Day Run

The Olympic Day Run can be considered as the core activity of Olympic Day. It is also a manageable and cost-effective way to hold a mass participation event at grassroots level nationwide.

In order to maximise the impact of the Run and avoid it being just another run – as there are so many in the world – the Olympic Day Run needs to have a strong implementation of the **Olympic Day logos** [➔](#).

Move beyond the Olympic Day Run

In addition to the Olympic Day Run, fun activities can be organised to get people out and active. How about a tug-of-war competition, a beach volleyball match, a cycling race or even a tango class? People can also be encouraged to undertake some simple actions to be more physically active on Olympic Day: for example, to walk rather than take the car or to use the stairs rather than the lift. Every bit counts!

Physical inactivity is one of the leading risk factors for global mortality and has many implications for the prevalence of non-communicable diseases (such as diabetes, cardiovascular problems, cancers, etc.) and the general health of the population worldwide.

Use the Olympic Day logo!

Use the Olympic Day logo on your promotional material such as posters, banners and t-shirts. Other assets such as IOC messages, e.g. the President’s message, the participation diploma, etc., should be used as much as possible too.

Check out the **Online Resources** [➔](#).

LEARN

Educate and learn about the role of sport in society and the Olympic values!

Olympic Day is a great opportunity to look at the contribution of sport to global social issues that can affect your community, such as education, health promotion, HIV prevention, women's and girls' empowerment, environmental protection, peace building and local community development. Being a responsible citizen is also part of the philosophy of Olympism!

Look at the [promotion of Olympism in society](#) and [sustainability](#) page for more details.



**ARE YOU LOOKING FOR
INSPIRATION?**

Have a glimpse at our
Case studies.

Olympic values activities can also be organised on Olympic Day. Teach people about the values of excellence, respect and friendship and how they can be applied on and off the field of play. NOCs can also offer programmes likely to interest teachers and educators who can then take them into their classrooms to reach children and adolescents.

The Olympic Values Educational Programme (OVEP) can help create an environment that promotes the Olympic Values through learner-centric activities which are: fun, creative, physical, relevant and stimulating.

These individual and team-oriented activities help to instil positive behaviour and resilience in young people to help them face and overcome challenges in their local and cultural contexts.

TIPS

The second edition of the **OVEP educational resource materials** are available.

Please contact noc.olympicday@olympic.org for more information on the OVEP resources.

OLYMPIC VALUES: EXCELLENCE, RESPECT AND FRIENDSHIP

Striving for Excellence

Stands for giving our best, on the field of play or in the professional arena. It is not only about winning, but also about participating, making progress towards personal goals, striving to be and to do our best in our daily lives and benefiting from the healthy combination of a strong body, mind and will.

Demonstrating Respect

This value incorporates respect for oneself, for one's body, for others, for the rules and regulations, and for sport and the environment. Related to sport, respect stands for fair play and for the fight against doping and any unethical behaviour.

Celebrating Friendship

This encourages us to consider sport as a tool for mutual understanding among individuals and people from around the world. Olympism inspire humanity to overcome political, economic, gender, racial and religious differences and forge friendships in spite of those differences.

DISCOVER

Discover is all about people trying new sports and activities they have never done before.



**ARE YOU LOOKING FOR
INSPIRATION?**

Have a glimpse at our
Case studies.

There are many ways to do this. You could invite Olympians to do a demonstration of their sport or a workshop in which participants can try the sport under the Olympian's guidance.

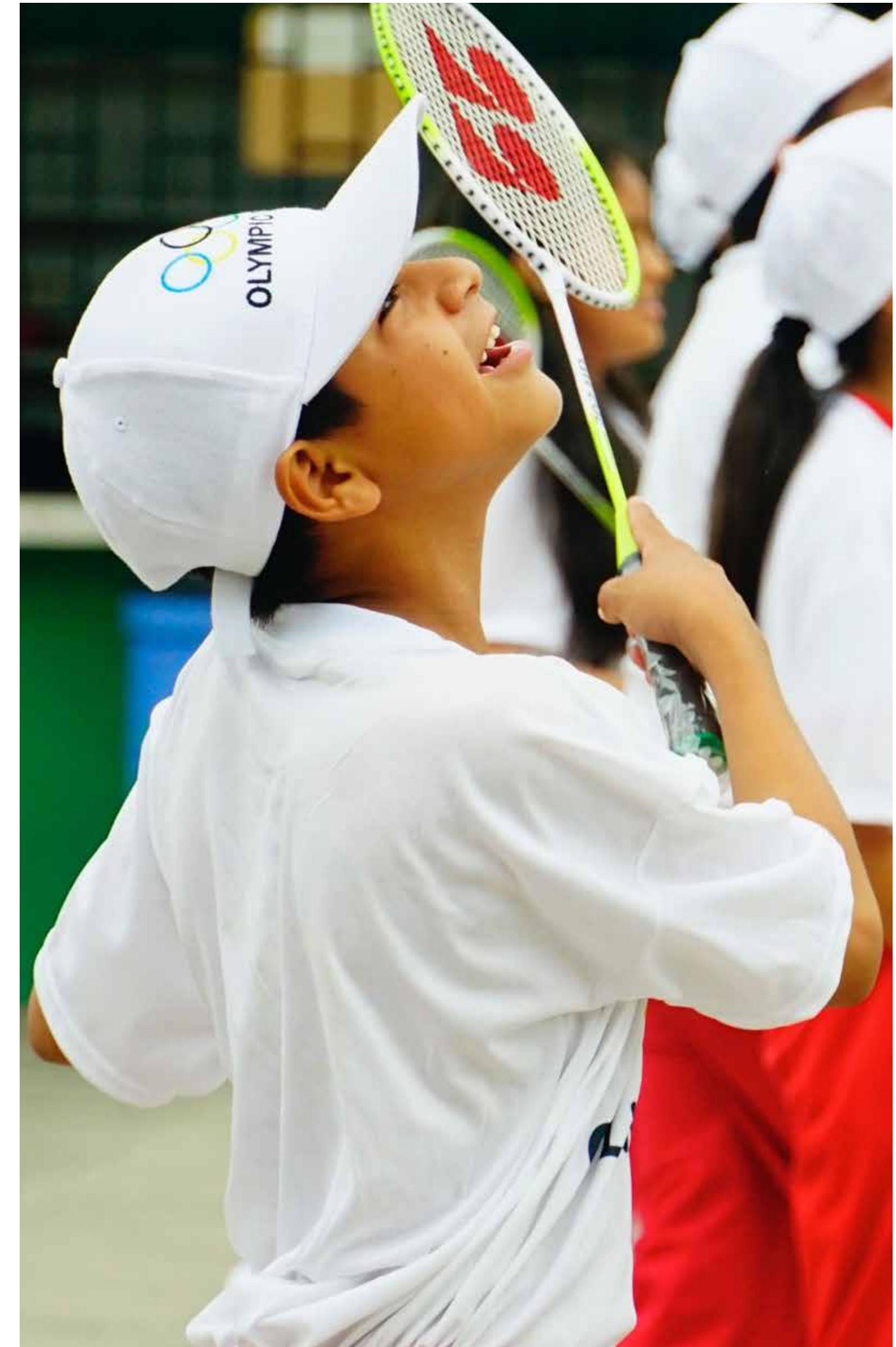
You could work with local clubs and their members to showcase their sport and allow the general public to try it under their guidance.

Olympic Day is an opportunity for everyone to benefit from the experience of sports coaches and supervisors, meet high-level athletes, even active or retired Olympic champions, and to learn about, and try, their sports.

TIPS

As organisers of the yearly "Olympic Week" in Lausanne, Switzerland, which gathers 3,000 children over 5 days, The Olympic Museum has extensive experience in organising multi-sports try-out events coupled with a cultural and educational approach.

This is done in collaboration with local sports clubs and with the help of volunteers. This know-how is shared in the activity sheets on RELAY. You will also find a checklist with practical information on all that needs to be done (and when) to organise such events.



ANY WEATHER, ANY VENUES

Click on any image to
discover the venues

ORGANISATION

Case studies

Organising an event

Promotion

Olympic Day reporting



Be inspired by stories of Olympic Day from the 5 continents.

Azerbaijan
Sao Tomé-et-Principe
Kazakhstan
New Zealand
Bermuda



**ARE YOU LOOKING FOR
INSPIRATION?**

Have a glimpse at our
2019 Case studies.

AZERBAIJAN

1/5

How to celebrate Olympic Day while being at home

This year, because of the COVID-19 global lockdown and as all sport venues, schools, universities and other workplaces were closed, the Azerbaijan NOC could not organise Olympic Day like it had in previous years and instead found a creative alternative.

As it was recommended that the participants stay at home, the NOC organised activities where Olympians and entertainment groups performed for residents in their local area, which allowed people to watch and participate from their balconies.

The NOC selected a building to perform, contacted the families living in that building to explain the concept and, on Olympic Day, created a festival atmosphere in that area, featuring music, athletes performing their sport, and entertainment, and all the residents flew Olympic Day flags from their window.

In addition to this activity, some online activities also took place with the engagement of athletes from Azerbaijan, such as an online workout, live video chat, online classes about the Olympic values and the history of the Olympic Games, online quizzes with prizes distributed to the winners. Through these activities, everyone was able to join in and practise sport together with the Olympic athletes and learn about the Olympic values.

To promote the events, the NOC of Azerbaijan mainly used social media platforms, TV channels and newspapers. Thanks to the activities organised by the NOC, people were able to get engaged online and from their balcony, and it increased the motivation and morale of people of all ages during this challenging/difficult time, as well as strengthening the Olympic spirit among young people throughout these events.



Contact person at the AZE NOC:
Vagif Aliyev
+994 12 465 13 23
vagif_sport@mail.ru

SAO TOMÉ-ET-PRINCIPE

2/5

How to collaborate with a centre for Olympic Day

The main activity in the celebration of Olympic Day took place at the Olympafrica Centre in Folha Fede. Twenty children from the centre – both boys and girls, between the ages of 7 and 14 – planted around 100 fruit trees, thus associating the day with the preservation of the environment.

The Head of Government, several ministers, Olympians, and members of the NOC took part in the activities carried out at the centre and emphasised the importance of sport for society. The Olympic Day activities at the centre made it possible to raise the centre's profile, with various athletes using it more frequently. Since the event, the number of children attending the centre has increased, as has the number of children interested in participating in the centre's activities. There are currently 180 children in the centre, 70 girls and 110 boys.

At the moment, the centre is operating with three sports activity programmes, namely athletics, footballNet and hand-ball. The training takes place on weekdays and also at the weekend. Due to the pandemic, it was not possible to hold the footballNet tournament or take part in the regional tournament in Togo. On the other hand, it was possible for the meeting with António Menezes to go ahead.

In addition to the activities organised at the Olympafrica Centre, radio contests on Olympic Movement knowledge were held on the two main radio stations in the country from 13 to 23 June. Each category winner received a gift. In addition, a debate took place on national television, where Olympism and the values of sport in society were discussed. Food and health kits were also delivered to the most vulnerable athletes, coaches and officials within the federations. More than 500 baskets were provided to athletes and coaches in need.



KAZAKHSTAN

3/5

How to celebrate Olympic Day online across a country and include children to the activities

The NOC of Kazakhstan prepared an interactive programme for both athletes and sports fans. All events were conducted on digital platforms and the interactive campaigns were mostly aimed at children. During the week, competitions, challenges on social media and Olympic meetings were the main events dedicated to Olympic Day. The NOC believes that the mission of athletes is also to inspire the young generation.

Online interactive marathon

An almost four-hour LIVE show saw prominent athletes from the Kazakhstan Olympic team join the marathon to congratulate spectators on Olympic Day, sharing their sporting stories and telling them about their favourite and effective exercises necessary to keep fit even at home. In addition to their Olympic stories, the athletes also conducted their signature warm-up and then handed out special autographed gifts. Over 200 participants of the event received various prizes from Olympians.

Children's drawing competition

Over 200 works were received from all regions of Kazakhstan. The youngest participant was 4 years old, the oldest: 14. Almost all Olympic disciplines were depicted in the contest about the children's favourite sport. All of the participants received a special certificate for participating in Olympic Day.

#teamKZ Challenge

Famous athletes from Kazakhstan posted on their personal Instagram account a TikTok video in which they repeat the movements of six popular Olympic sports (boxing, karate, archery, fencing, swimming and basketball). In the description of the video athletes call on subscribers to support the initiative. On 23 June, Olympic Day, the NOC of Kazakhstan announced the names of four random participants of the challenge who won.

Olympic mural

The NOC of Kazakhstan conducted a special mural sketch contest. The contest was held across all 18 of Kazakhstan's regions. Each participant prepared a video recording of the process of painting the canvas. The first selection was made by the regions themselves, and only one painting from each region was admitted to the final stage of the competition. The voting was held in real time throughout the online marathon.

"Born on Olympic Day"

On 23 June, the NOC of Kazakhstan congratulated all newborns in the country. Special certificates, congratulatory letters and memorable gifts were given to all the babies born on Olympic Day. Some mothers were personally congratulated by Olympians via video call. The NOC of Kazakhstan draws public attention to the Olympic values, educating the younger generation and the importance of physical culture and sport in the life of every person with this campaign.



NEW ZEALAND

4/5

How to integrate Olympians into Olympic Day

New Zealand team athlete Dylan Schmidt has connected with school students to mark Olympic Day, with the release of an educational video resource to help children overcome challenges and cope with change after lockdown. The Olympic Day video, “Ask an Olympian”, went to all schools in New Zealand. The NOC encouraged schools around New Zealand to organise their own Olympic Run, and provided resources for them to do so and acknowledge students who competed.

The Rio 2016 Olympian visited Auckland’s Sommerville Intermediate School to talk with students and launch the “Ask an Olympian” student resource, as part of the New Zealand Olympic Committee’s Education Programme.

The “Ask an Olympian” video [👉](#) features New Zealand team athletes DJ Forbes, David Liti, Caitlin Ryan and Alexis Pritchard answering questions sent in by local students relating to the challenges New Zealanders have faced during the COVID-19 pandemic.

“COVID-19 has had different impacts for all of us. For many kids they’ve had to deal with family hardship and change,” said trampolinist Schmidt. “It’s been a challenging time, so it’s great to connect with these kids and share some ideas and advice.”

“It was awesome to hear from a real-life Olympian and also get advice from other athletes on the video. It’s made me even more motivated to achieve my goals.”
Jesse Sanders, 12 years old

NZOC Education Manager Rob Page says the video connects the Olympic values with school values and students’ well-being. “This resource teaches students about how to cope with challenges and will inspire them to live to the Olympic values of pride, excellence, respect, leadership and integrity.”

The NZOC’s education resources are used by 7,000 teachers across New Zealand.



Contact person at the NZL NOC:
Lewis Hampton
NZOC Communications and Content Manager
+64 27 451 8090

BERMUDA

5/5

How to make use of your website to promote Olympic Day

The Bermuda Olympic Association (BOA) joined hundreds of National Olympic Committees around the world to mark Olympic Day with online resources to promote physical activity, and shone a spotlight on Bermuda’s Olympians.

The NOC hosts Olympic Day events annually to provide opportunities for the public to get active, learn about the Olympic values and discover new sports, as well as to provide the opportunity for young people to interact with their country’s Olympic athletes. In the midst of the COVID-19 pandemic, all 2020 Olympic Day activities were moved online.

On its website, the NOC hosted a video prepared by the IOC’s Olympic Channel, featuring a 25-minute workout with Olympians from around the world. The workout was available on demand for the full day on 23 June, exclusively through the BOA website in Bermuda. The BOA encouraged all Bermudians to have fun and join in the workout.

The website also provided links to video workouts prepared by Bermuda’s own Olympians, including segments from Micah Franklin, Jessica Lewis, Julian Fletcher, Roy Burch, Tre Houston, Shianne Smith and Erica Hawley. In addition, it included three videos featuring interviews with athletes who have competed for Bermuda at past Olympic Games and who spoke about their experiences competing on the world stage, and what it means to be an Olympian.

BOA Vice-President Brenda Dale said: “While it’s disappointing that we can’t host Olympic Day events in person this year, we’re pleased to join with other National Olympic Committees around the world to connect our communities with Olympians virtually to encourage everyone to stay fit and stay positive during this challenging time.



Organising your event.

Let's go through some of the practical elements required to organise and successfully deliver your Olympic Day event.

In order to mark Olympic Day, promote its universal character and encourage worldwide participation, the event and its related activities should take place on 23 June or during the weekend preceding or following this date.


Olympic Day logo

Your NOC is required to use the Olympic Day appellation and logo as much as possible in order to clearly identify your event as part of the worldwide Olympic Day. See the implementation of the [Olympic Day logo chapter](#) .



DO YOU HAVE QUESTIONS?

In the exceptional case that your NOC would like to hold Olympic Day on a different date, please send your request, with an explanation, to the IOC. The IOC will study any request for a change of dates on a case-by-case basis.

Please contact noc.olympicday@olympic.org  if you would like to request to hold Olympic Day celebrations at a different date.

LOGISTICAL CONSIDERATIONS

Encourage people to get active on Olympic Day. “Move” can refer to all sorts of physical activity for people of all ages and abilities.



**ARE YOU LOOKING FOR
INSPIRATION?**

Have a glimpse at our
Case studies.

Selecting the venues

Organise your Olympic Day event at several locations in the country in order to reach the largest number of people possible.

The right location for your Olympic Day could be a permanent sports facility, green areas, a city centre, indoors or outdoors, in a forest, at the beach, etc.

It needs to:

- be large enough to present and practice several sports and cultural activities and partners’ activation.
- allow access to visitors with reduced mobility or disabilities.
- be easily accessible for visitors (on foot, by public transport) and emergency services.

Encourage using clean transport to access venues as much as possible.

Local authorities can play a key role in identifying possible locations.

Safety, medical assistance and first aid

As an event organiser, NOC must look after the participants’ well-being. Depending on the safety and medical rules applicable in your country, there may be a series of requirements for organising an event such as Olympic Day in terms of security (e.g. closing of streets or neighbourhoods).

Governments, town councils and police forces should be of great help to your organisation.

Food and beverages

The NOC may contact local partners, as long as they do not contravene the agreements concluded with the TOP Partners to obtain drinks and food for their event. See **Worldwide and local partners chapter** → for further information. For any questions, please contact us at noc.olympicday@olympic.org ✉.

SPONSORSHIP WITH WORLDWIDE OLYMPIC PARTNERS AND LOCAL PARTNERS

The Olympic Movement benefits from partnerships with some of the world's leading companies through the IOC's TOP Programme. Our relationship with the Worldwide Olympic Partners (i.e. TOP Partners) is more than a commercial relationship, it is a partnership. Their contributions, be it through products, technology or expertise are crucial for the staging of the Olympic Games. Their global reach and consumer understanding help us communicate and promote the Olympic values to people around the world.

In recent years, successful cooperation has been witnessed all over the world between our TOP Partners, NOC local sponsors and NOCs, who have collaborated to produce fantastic programmes for Olympic Day and provide the general public with inspirational experiences. As Olympic Day is a key event of the Olympic Movement, NOCs are encouraged to engage with their local community to celebrate this special day for the Olympic Movement. Should you plan to seek sponsorship, please keep in mind that this can only be done exclusively in partnership with TOP Partners and NOC local sponsors for Olympic Day.

Should NOCs require any products or services to promote the Olympic Day, please observe the following principles:

- NOCs to use best efforts to engage with TOP Partners in a timely and collaborative manner to source products and services falling into their Olympic-related product category.
- In the event that a NOC and a specific TOP Partner do not reach an agreement, third-parties might be approached, however, NOCs may not grant marketing nor communication rights to third-parties in connection with an Olympic-related product category (i.e. belonging to one of our TOP Partners) – please find more about these Olympic-related product categories on this **NOCnet section** →

Please feel free to reach out to TOP Partners on a local level in order to explore potential partnership and supply opportunities. Should you not have any TOP Partner contact locally yet, please find on this **NOCnet section** →, the list of TOP Partners' primary contacts who will provide you with the appropriate TOP Partner contact in your country or region to explore such opportunities.

Please copy nocmarketing@olympic.org ✉ in your communications to TOP Partners' primary contacts.

INVOLVE AS MANY LOCAL PARTNERS AND SUPPLIERS AS POSSIBLE





ARE YOU LOOKING FOR INSPIRATION?

Have a glimpse at our **Case studies.**

Non-Governmental Organisations (NGOs)

Non-Governmental Organisations (NGOs) and other local associations generally have the human and technical resources to guarantee services such as health and safety. You are encouraged to collaborate actively with these organisations as it might also be the occasion to raise awareness around the themes of sport and health thanks to information sessions, and to attract volunteers on a long-term basis.

Benefit from the support of Olympians


Olympians play an important role in inspiring and motivating communities to take part in Olympic Day events. NOCs can engage Olympians to support Olympic Day events with help from your Athletes' Commissions and National Olympians Associations (NOAs). The World Olympians Association (WOA) is encouraging all NOAs to support their NOC with Olympic Day events. To contact your NOA please use the WOA NOA directory or email info@thewoa.org . Find examples of NOCs working with Olympians and NOAs in the "Olympic Day count down stories" on the [WOA website](https://www.thewoa.org)  around the themes of sport and health thanks to information sessions, and to attract volunteers on a long-term basis.

Other partners who you can encourage to be involved in your Olympic Day celebrations include:

Youth Olympic Games (YOG) IOC Young Leaders

IOC Young Leaders who have already helped you to promote the Youth Olympic Games can also be useful to many NOCs to promote Olympic Day. They will have useful resources and ideas to help you to organise and promote your event.

National Sports Federations

Contact your national sports federations to explore the possibilities of holding discovery workshops for different sports at your event. This can range from organising mass participation activities to demonstrating individual sports. If you have any questions on these potential partners or would like to find out more information, please contact noc.olympicday@olympic.org .

PROMOTE THE OLYMPIC VALUES AND SHARE THE SPIRIT OF OLYMPIC DAY

Your Olympic Day must be attractive for everyone, from young to older participants, whether active, sporty or not. It must be a celebration of sport, well-being, culture, education and the Olympic values around your country.

In addition to the Olympic Day Run and sports activities, we encourage you to include many other activities as:

- Discussion sessions with Olympians
- Meetings and interviews with Olympians
- Olympic poster contests for schools
- Workshops on Olympism and the Olympic values
- Traditional games demonstrations

Workshops for teachers and educators

They are opportunities for them to obtain information and material to help them further spread the values of Olympism.

- Ensure that the tools put in place are properly adapted to the targets: relevance of language used, messages conveyed, support material available; quality of activity leaders (experience, command of content); user-friendliness.



New Zealand



Australia



ARE YOU LOOKING FOR INSPIRATION?

Have a glimpse at our Case studies.

ACTIVITIES SHEETS

Discover some tips and suggestions for your educational activities.



**ARE YOU LOOKING FOR
INSPIRATION?**

Have a glimpse at our
Case studies.

How to plan educational activities?

Identify target groups.

Who are these activities aimed at?

- Activities for youngsters (announce the ages)
- Activities for teachers and educators

Formulate learning objectives

What messages or ideas should the participants take away with them? What are the aims of the activities offered?

Experiment

Allow participants to experience the different dimensions of sport. For example, how sport was practised at the Ancient Games. Emphasis can be placed on the evolution of sporting equipment and its impact on the athlete's performance. For example, the evolution in pole vaulting from a bamboo pole to today's fibreglass poles.

The Olympic Museum have also created additional activity sheets on various topics. Check out the [Online Resources](#) → .

Identify the right tools

**How can you convey the identified messages?
What can the participants be asked to do?**

**Here are some ideas on how to get
your message across:**

Moderated discussions or meetings with professionals from the world of sport. Being an athlete is not the only career in sport! "Climb into the Skin" of sports professionals: journalists, photographers, film-makers, coaches, dieticians, physiotherapists, etc. Speak with representatives of these careers and find out what they do.

Visit an exhibition, for example a tour of an Olympic museum, accompanied by a curator or educational manager.

Different kinds of games, an Olympic quiz and other fun activities are simple ways to improve one's knowledge of Olympism and sport.

Workshops and hands-on activities for young people in which they can create art or designs inspired by Olympic patrimony, such as torches, posters, pictograms, mascots or medals. Invite artists or designers to attend or conduct the workshops.

FINANCIAL ASSISTANCE

To be sure you do not to forget anything, check out the [Task Deadlines](#)

The IOC will grant a subsidy, financed by Olympic Solidarity and the International Olympic Committee, to each NOC that organises Olympic Day upon receipt of a complete report.

We are pleased to announce that the amount of the Olympic Day subsidy has been increased for all NOCs for up to USD 5,000 per year, depending on the justifi-

cations reported within the financial report. Additionally, the subsidy will be granted to all NOCs, regardless the number of participants.

The NOCs which have announced their intention to organise an event by **March 2021**, but which have not sent their report or requested an additional deadline by **30 September**, will not have the right to a subsidy.

TASK DEADLINES

Beside are the important stages to follow to organise Olympic Day on 23 June 2021.

To include these dates on your computer's calendar, please click on this link:

[TaskDeadlines.ics](#) 

March 2021

Receipt of the online Olympic Day Toolkit

March – June 2021

Plan logistics of your event

March 2021

Return the “2021 Olympic Day Application” to the IOC NOC Relations Department via Relay

May – June 2021

Communicate about your Olympic Day

23 June 2021

Stage Olympic Day

July – September 2021

Send the “2021 Olympic Day Report” to the IOC NOC Relations Department via Relay

Receive financial allocation

Promotion.

Promote your Olympic Day to ensure its success and get involved with your audience.

A

STRUCTURE YOUR PROMOTIONAL ACTIVITIES AROUND THE FOLLOWING THREE PHASES:

1. Promotion in the run-up to the event
2. Promotion during the event
3. Communication after the event

B

CHOOSE DIFFERENT COMMUNICATIONS CHANNELS AND KEY MESSAGES TO ENGAGE WITH A LARGE AUDIENCE.



BE INSPIRED

Remember to implement sustainable practices at your event and find the right balance regarding the type and amount of promotional materials to produce for your event.



PROMOTION IN THE RUN-UP TO THE EVENT

Once you have some content and know what you are planning, share your Olympic Day activities with the IOC ahead of the event so they can be promoted on our website.

Where and how you market your Olympic Day will depend on your budget, human resources, the location(s) and activities in order to engage with your audiences. Your partners, local sports environment, local media, schools and former participants are a great sources of promotion, too.

We encourage you to promote your Olympic Day events on social media channels such as Facebook, Twitter and Instagram (or an equivalent popular social media platform in your country). Social media allows you to connect instantly with your audience for example by asking your followers what activities they would like you to organise or how will they will be getting active for Olympic Day. In addition, it is a great tool to collect quick feedback and original content from your followers in order to create engagement with your audience for the future.



Slovakia

Traditional ways of promoting an event among the general public include displaying posters and distributing brochures in your local community such as schools, sports clubs and shopping centres, or engaging with the local press, radio and other media outlets to announce your event. Olympic Day-related articles in your NOC newsletter, your website and/or those of your partners are also of added value.

A dedicated one-page Olympic Day website would be an economical and sustainable asset.



PROMOTION DURING THE EVENT

To join the global digital discussion on and around Olympic Day particularly throughout the month of June, demonstrate how your NOC is getting people active and promote your event on social media using the hashtag #OlympicDay.

Communicating on the day of your event will enable you to showcase on-going activities you have organised in a timely manner as well as promote the meaning of Olympic Day and the Olympic values.

Examples include arranging radio, TV, or press interviews with participants, Young Leaders and Olympic or Youth Olympic athletes; inviting local media to film highlights of the day and report on the activities; organising interviews between the print journalists and NOC officials to convey the Olympic Day message; and inviting youngsters to share their Olympic Day experience on social media.



Saint Kitts and Nevis

COMMUNICATION AFTER THE EVENT

Producing and publishing communication post-event is valuable as this gives you the opportunity to report on the success of this year's edition.

For instance, by summarizing the activities and participant engagement in a wrap-up news for your website or NOC newsletter by contributing an article to youth, women's or sports journals and magazines with images of your activities; and/or by collecting audio/video statements from this year's participants, which you can promote with still and moving images on different platforms such as your website, social media accounts, etc.



**ARE YOU LOOKING FOR
INSPIRATION?**

Have a glimpse at our
Case studies.



Turkmenistan



Yemen



Federated States of Micronesia

DEPENDING ON YOUR RESOURCES AND AVAILABILITY, YOU MAY CHOOSE DIFFERENT COMMUNICATION CHANNELS TO PUSH YOUR EVENT(S) AND KEY MESSAGES TO DIFFERENT AUDIENCES.

Media Relations

- Target audience: media; general public
- Examples for action: invite journalists ahead of, or during, the event to meet key actors; send a press release including photos or videos, to national press agencies, local newspapers, radio and/or TV stations to promote your event; arrange interviews with famous athletes, high-ranking NOC representatives, politicians and participants who are supporting or taking part in your Olympic Day activities.

NOC websites

- Target audience: Olympic and Sports Movement; general public.
- Examples for action: publicise your activities on your NOC website and on the websites of other partners who support the event; create and publish an Olympic Day quiz; feature stories and interviews with previous Olympic Day participants on their experiences and impressions of Olympic Day; showcase how your event is engaging with the local community and inspiring people to get active and lead healthy lifestyles.

Social Media

- Target audience: general public with a strong focus on young people.
- Examples for action: promote your event and Olympic Day content using **#OlympicDay** on all your social media accounts (**Facebook, Twitter, Instagram, Flickr, YouTube, VK, Sina Weibo**, etc.); use Youth Olympic athletes, Young Leaders, Olympians and other influencers to motivate young people via your social media accounts to get active on Olympic Day; have a call-to-action and set up competitions or quizzes rewarding winners with prizes (e.g. what new sport will you discover on Olympic Day? How will you give your best on Olympic Day? did you know...?); post pictures of Olympic Day on **Flickr**.

Social Media



Print Publications

- Target audience: Olympic and Sports Movement, general public.
- Examples for action: produce brochures and posters to spread awareness of Olympic Day activities in your communities; alert the Olympic family through the NOC newsletter.

Marketing Communications

- Target audience: general public.
- Examples for action: use the channels of your commercial partners.

Share good-quality film and photos of your activities with the IOC as soon as possible to help demonstrate how Olympic Day is celebrated across the globe.

Supporting material

- On RELAY, you will find a range of material to support you in your promotional efforts and communications activities throughout the three phases mentioned above, including:
 - promotional videos on the Olympic Games that your NOC can display on the occasion of Olympic Day;
 - an electronic version of the Olympic Day diploma;
 - Olympic Day logo and holding shapes.

IOC Channels

Remember to share with the IOC high resolution photos or video material of your activities as well as editorial content about your Olympic Day event as soon as possible after the event. In addition to your own promotional activities, this will enable us to help disseminate your content through IOC communication channels and demonstrate how the Olympic Movement is celebrating Olympic Day and the Olympic values across the globe.

Please send this information via RELAY 



Kazakhstan

COLLABORATE WITH INTERNATIONAL AND NATIONAL FEDERATION

International and National Federations (IFs and NFs) can play an important role in inspiring and motivating sports clubs and communities to take part in your Olympic Day events, and engage local communities to participate in sports and physical activity.

Collect ideas about how IFs and NFs can be engaged and promote your Olympic Day, such as contributing to an Olympic Day Run, organising sports initiation activities, meet-and-greet for Olympians in schools, etc.

Your National Federations will have a wide network of fans and supporters in their respective territory, and will be able to help you promote your initiative and create engagement with your audience.



Island



Tuvalu

Olympic Day Reporting.

The IOC would like to hear how Olympic Day was run in your territory in order to ensure the future success for the event.



2021 Olympic Day Report

All NOCs organising Olympic Day events must send a detailed report to the IOC NOC Relations Department in order to receive financial support.

This should be sent as soon as possible and in all cases no later than 30 September 2021.

This dedicated form is found online on **RELAY** 🌐. If you have any questions on this process, please contact **noc.olympicday@olympic.org** ✉️.

Upon receipt of a complete report, the IOC will grant NOCs a subsidy to cover part of the organisational costs.

Those NOCs which have already announced their intention to hold the event by March 2021, but do not send a report or alternative deadline request by 30 September, will not be entitled to any subsidies.


The IOC wishes to remind the NOCs that no video (video cassette or DVD) will be accepted as a substitute for the report, and that no bound reports or invoices should be sent to us.

If your NOC is not in a position to respect this deadline, please inform the IOC NOC Relations Department at **noc.olympicday@olympic.org** ✉️ to confirm an alternative date.

IOC NOC Relations and Olympic Solidarity have made the reporting process more simple and easier for NOCs to complete. You will be able to find the Application, Technical Report and Financial Report in one place on **RELAY** 🌐.

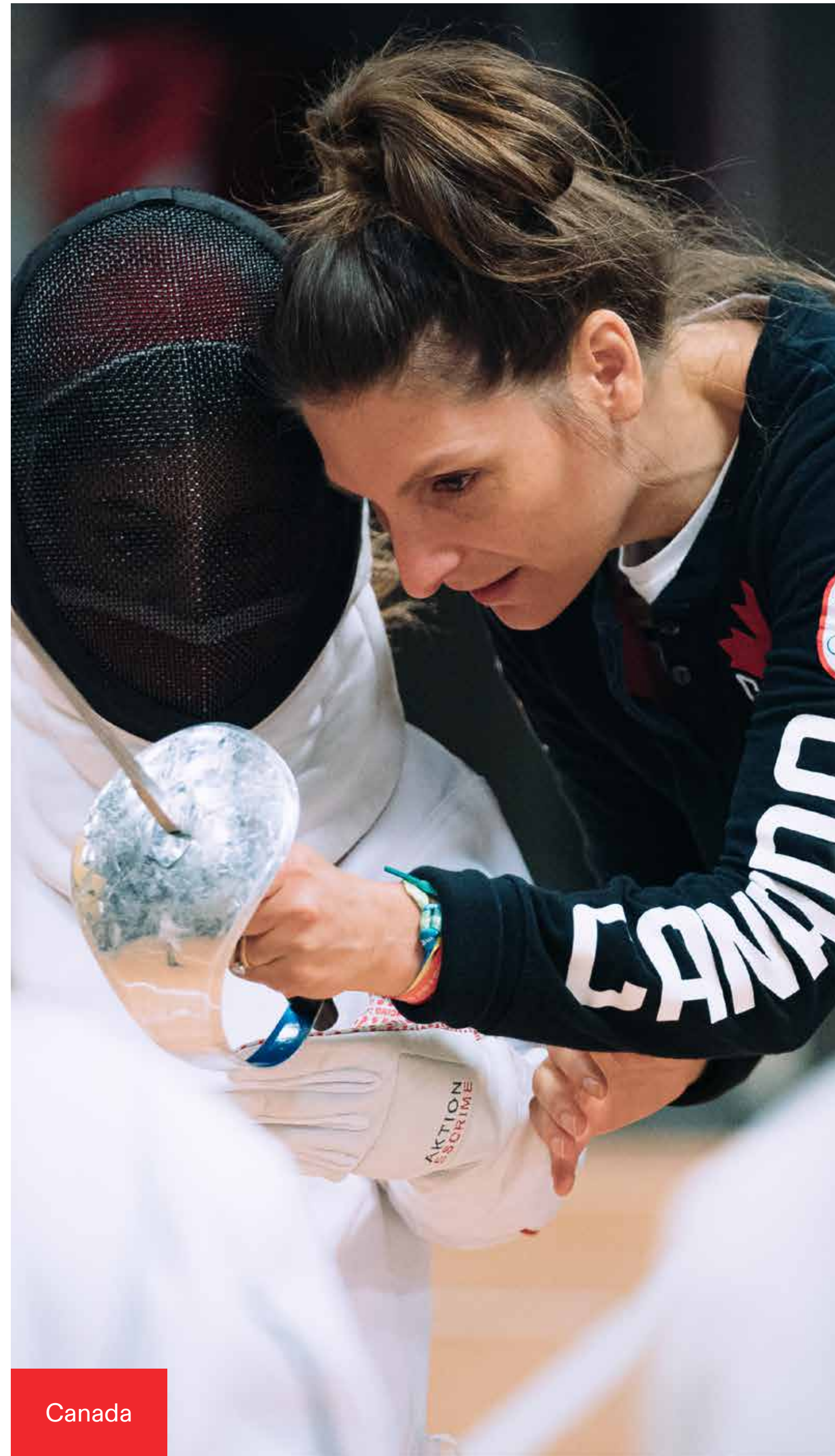
If your NOC has any problems completing the forms, please contact **noc.olympicday@olympic.org** ✉️.

Imagery

Please send your photos (at the highest resolution possible) and videos via **RELAY**  when you complete your technical report.

We remind you that photos of your event need to be of good quality so that they can be used on the IOC website and in our print publications. Photos which are perforated, stapled or of insufficient quality will not be used.

The NOCs must ensure that they obtain all the necessary rights from the concerned authors, photographer(s), videographer(s) and participants (including copyright and image rights) in and to the still and moving images and editorial text (“Content”) to allow the IOC & Affiliates (meaning any entities existing or to be created, owned or directly or indirectly controlled by the IOC from time to time, including the Olympic Foundation for Culture and Heritage, IOC Television & Marketing Services S.A., Olympic Channel Services S.A., Olympic Channel Services S.L., and Olympic Broadcasting Services S.A.) to use and authorise the use by third parties (including members of the Olympic family) of the Content created by or on behalf of the NOC on a worldwide, royalty-free, non-revocable and perpetual basis, without limitation of time, territory, format, media or technology, whether known or to be known, including without limitation for its reproduction, distribution, publication, alteration, transformation or adaptation, exhibition, broadcast, communication to the public or making available for Institutional Purposes, meaning any use for the promotion of the Olympic values and the Olympic Movement, which does not (i) directly endorse any third-party product or service or (ii) intend to generate any direct or indirect commercial benefits except if such commercial benefits are generated to cover the costs associated with such institutional use.



Canada

You will find guidelines for delivering digital and paper photos on **RELAY** .

Should you require further information, please do not hesitate to contact us.

IOC NOC Relations Department

**International Olympic Committee
Château de Vidy, 1007 Lausanne Switzerland**

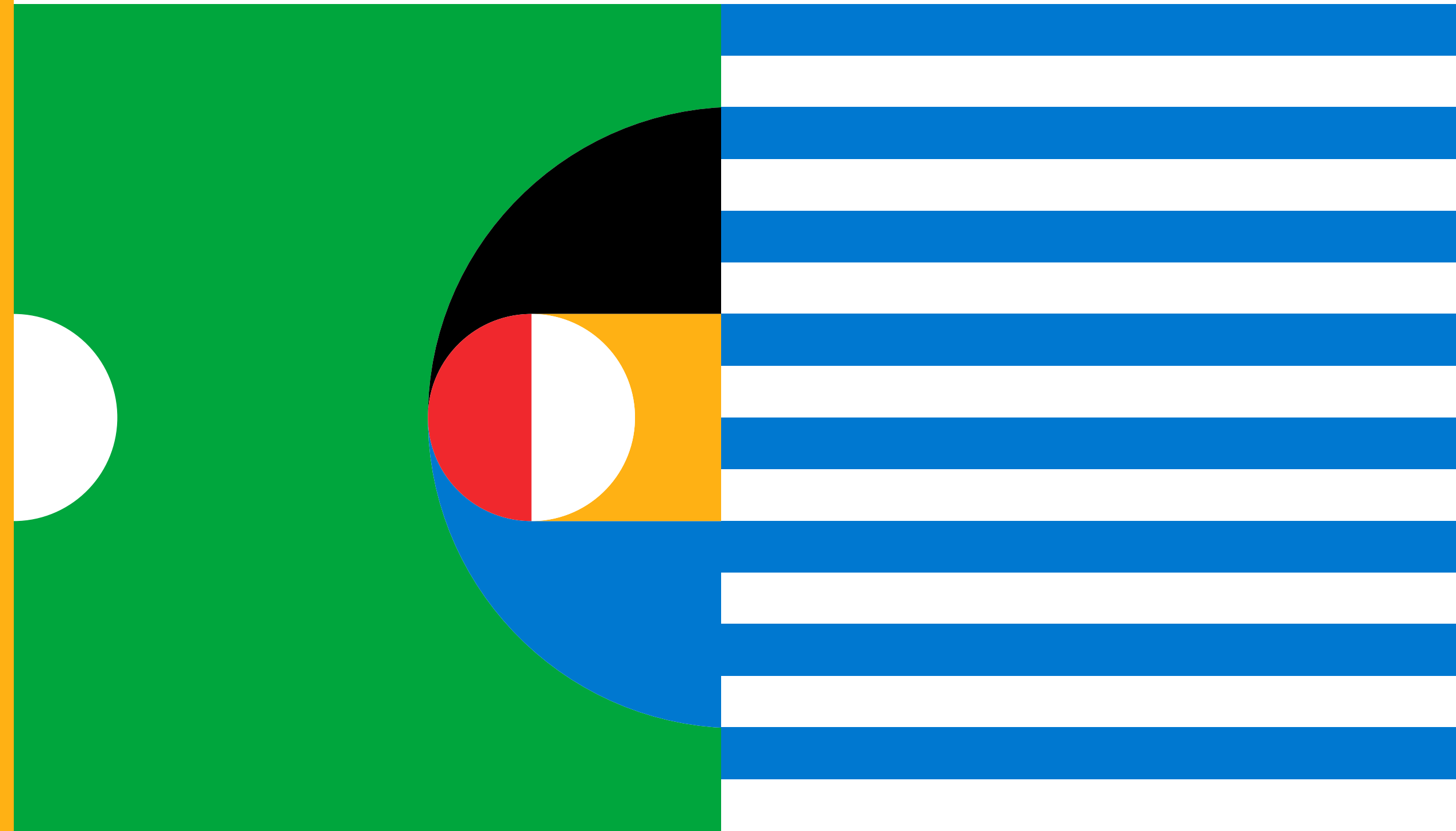
+41 21 621 6964

+41 21 621 6966

noc.olympicday@olympic.org

BRANDING

Use of Olympic Day logo and its implementation



The branding plays a significant role in the success of your Olympic Day events, as it fosters recognition from one year to the next and from one place to the other, before, during and after the event.

The branding leverages the Olympic Day logo, which is composed of the “Olympic Day” designation and the Olympic rings, one of the most famous and meaningful symbols in the world.

By using the logo consistently throughout the years and throughout the world, the awareness of Olympic Day has increased and the Olympic values are better promoted to the general public, thus benefiting the whole Olympic Movement.

Activate the logo in accordance with the files and principles provided in the toolkit.

**THE OLYMPIC DAY
LOGO SERVES
AS A GRAPHIC
REPRESENTATION
FOR ALL YOUR
ACTIVITIES AND
INITIATIVES THAT
MAKES UP THE
OLYMPIC DAY.**

The Olympic Day logo is made up of the Olympic symbol and of the designation “Olympic Day” in black.

In order to allow maximum flexibility of uses, three lockup compositions of the logo are available:

- Horizontal lockup
- Vertical lockup
- Horizontal one-line lockup*

* This version is to be chosen mainly for printing on large display media or small goodies.

The following general principles apply to any uses of the Olympic Day logo:

- The Olympic Day logo may not be incorporated into or combined with the NOC emblem or other references or marks, such as sponsors’, to form a composite logo.
- All applications must comply with the graphic rules detailed in this chapter. The Olympic Day logo must be used as provided and not altered or distorted in any way.

Horizontal lockup



Vertical lockup



Horizontal one-line lockup



Full colour version

In order to enhance the symbolic value of the Olympic rings, the full colour version of the logo must always be considered first.

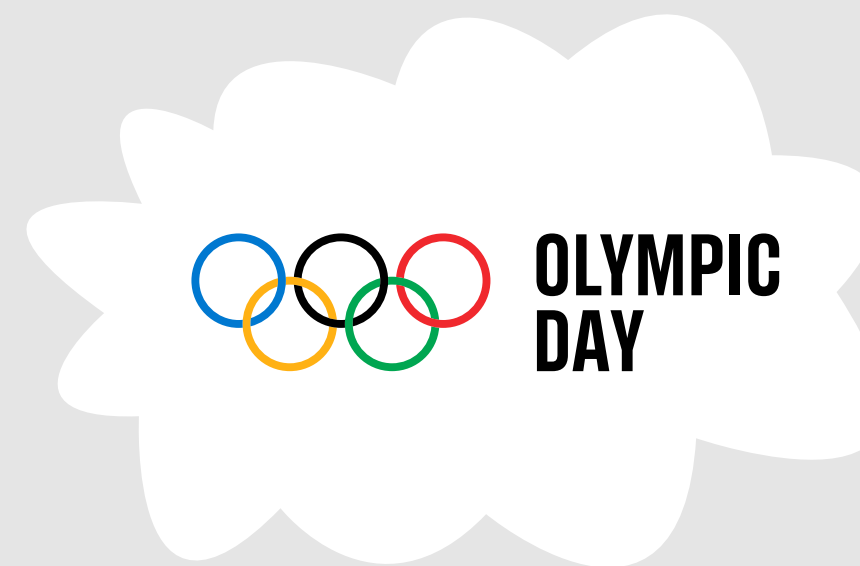
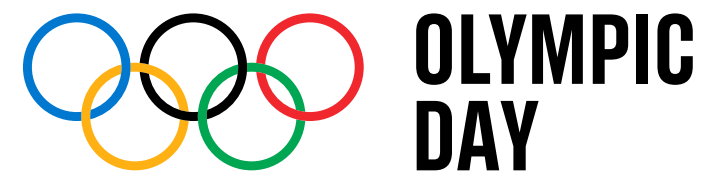
To respect the integrity of the Olympic symbol, the full colour Olympic Day logo must always be used on a white background.

If the use of a white background is not possible, the full colour Olympic Day logo can be positioned on a white holding shape.

Holding shapes

3 holding shapes examples are supplied on RELAY, but NOCs are free to create additional holding shapes according to their needs.

However, they must have meaning in terms of values and respect the visual identity of Olympic Day.



Monochrome versions

Monochrome versions of the Olympic Day logo are available in black or white. The use of these versions should be considered as a second option, only if the full colour can not be used.

The monochrome Olympic Day logo may appear in black or white on any colour background, as long as there is enough contrast.

To enhance the connection with the wider Olympic brand, it is recommended to use an Olympic colour as background behind the monochrome white or monochrome black versions of the Olympic Day logo.



Pantone 3005 C

Pantone 137 C

Pantone 426 C

Pantone 355 C

Pantone 192 C



Isolation area

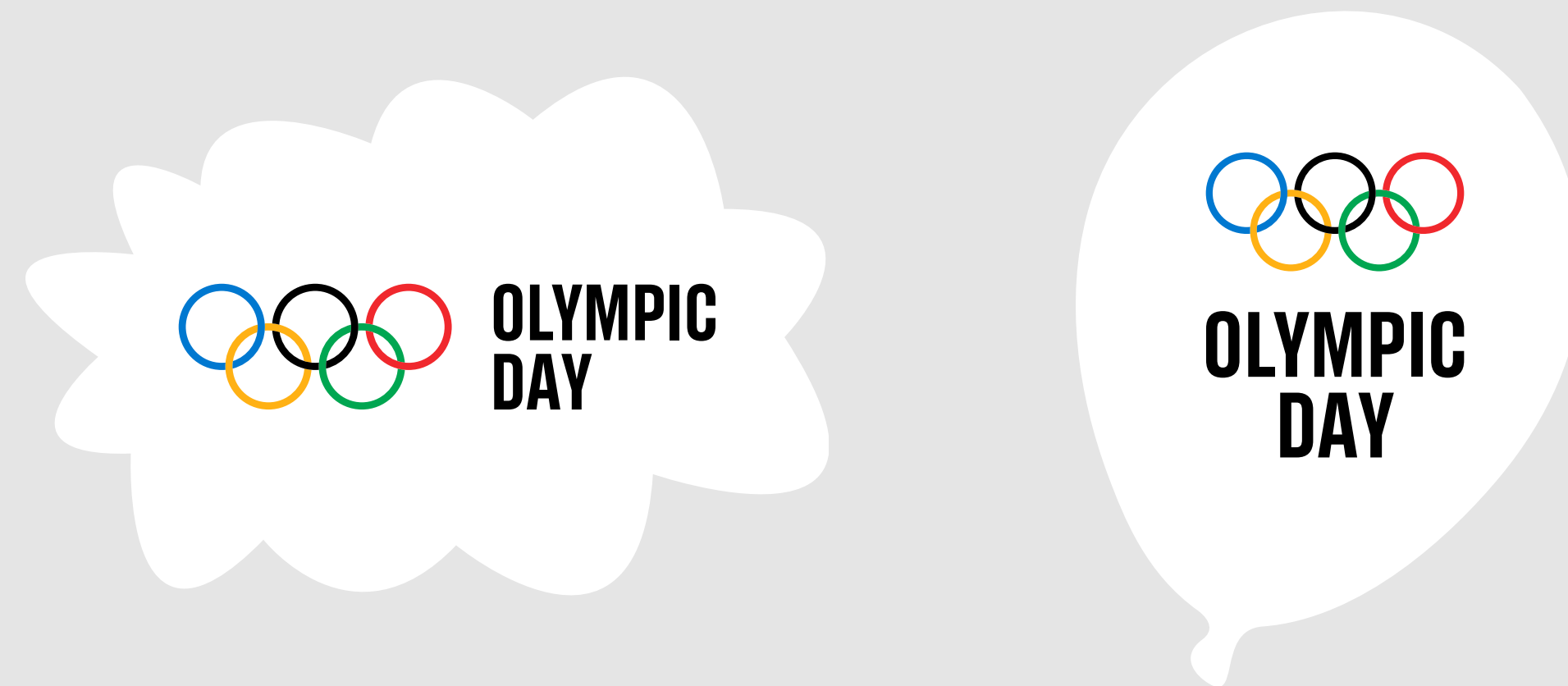
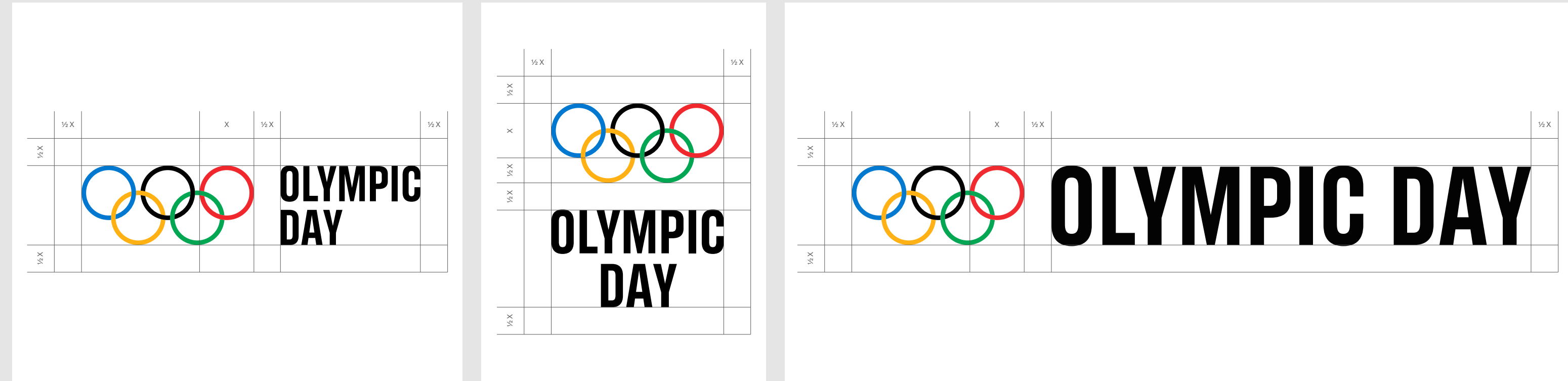
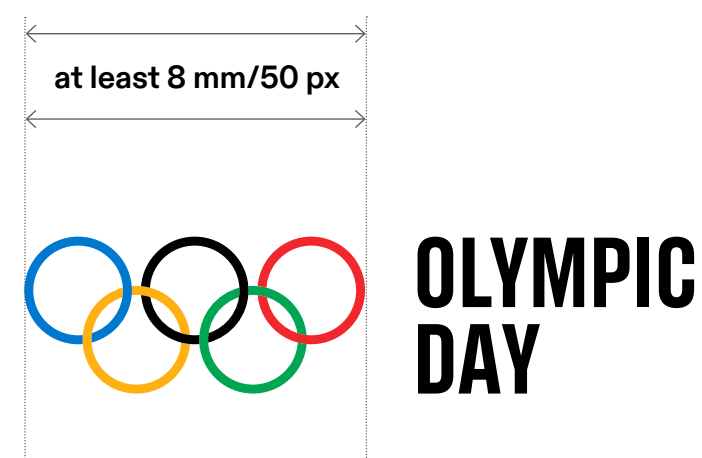
Isolation of the logo is important to ensure visibility and to preserve its integrity.

The isolation area must remain free of any typography, text, graphic and/or photographic elements. It is defined by drawing a rectangle around the edges of the Olympic Day logo as illustrated besides.

The minimum distance between the rectangle and any element is a distance of $\frac{1}{2} X$ (X being the diameter of a ring).

Minimum size

To ensure the rings remain distinctively visible and the text is legible, the minimum size of the Olympic Day logo, measured by the width of the Olympic symbol, must be at least 8 mm or 50 pixels wide.



Integrity

To respect the integrity of the Olympic brand, the following rules must always be respected:

- Full colour version of the logo can only be used on a white background
- Monochrome versions of the logo may appear in black or white on any colour background, as long as there is enough contrast (at least 50% in value).
- Use only the three official lockup compositions provided. Any other composition or separate usage is not allowed.
- The Olympic Day logo must always be visible in its entirety, and must never be stretched, distorted, rotated or modified in any way.
- The Olympic Day logo must not be used as a background or decorative element. No elements must be placed in front of, through or behind the Olympic Day logo.

Do not place the full colour logo on a photographic background unless it is on a solid white portion. Use the white holding shape instead.



Do not place the full colour logo on a non-white background. Use the white holding shape instead.



Do not place the black logo on a dark coloured background. Allow for sufficient level of contrast—at least 50% in value.



Do not modify colour of the designation to match with the color of the logo.



Do not change the relationship or the organisation of the elements.



Do not crop the logo in any way.



Do not stretch or distort the logo.



Do not rotate the logo.



Do not modify colour, size or placement of the designation.



Do not modify the typeface.



Do not place any elements over the rings.



You can only use the Olympic Day logo in your language, but not with another language in the same logo.

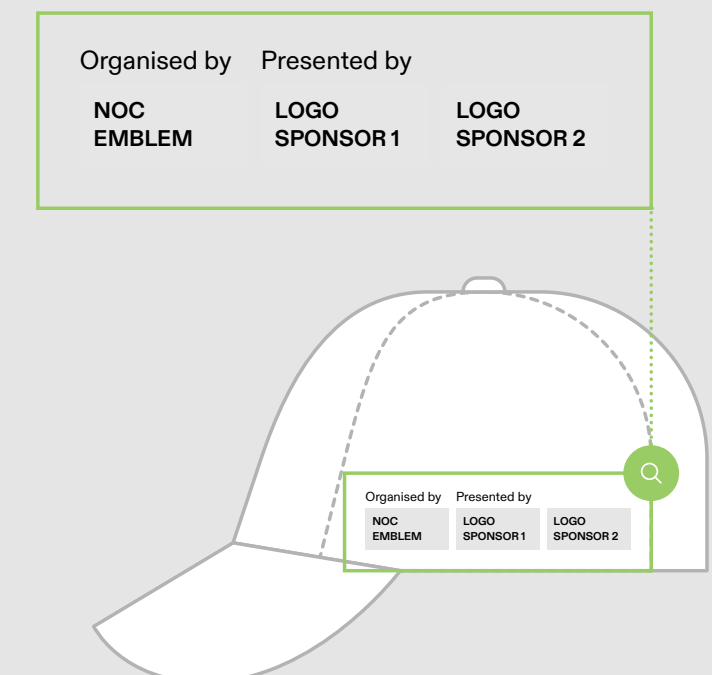
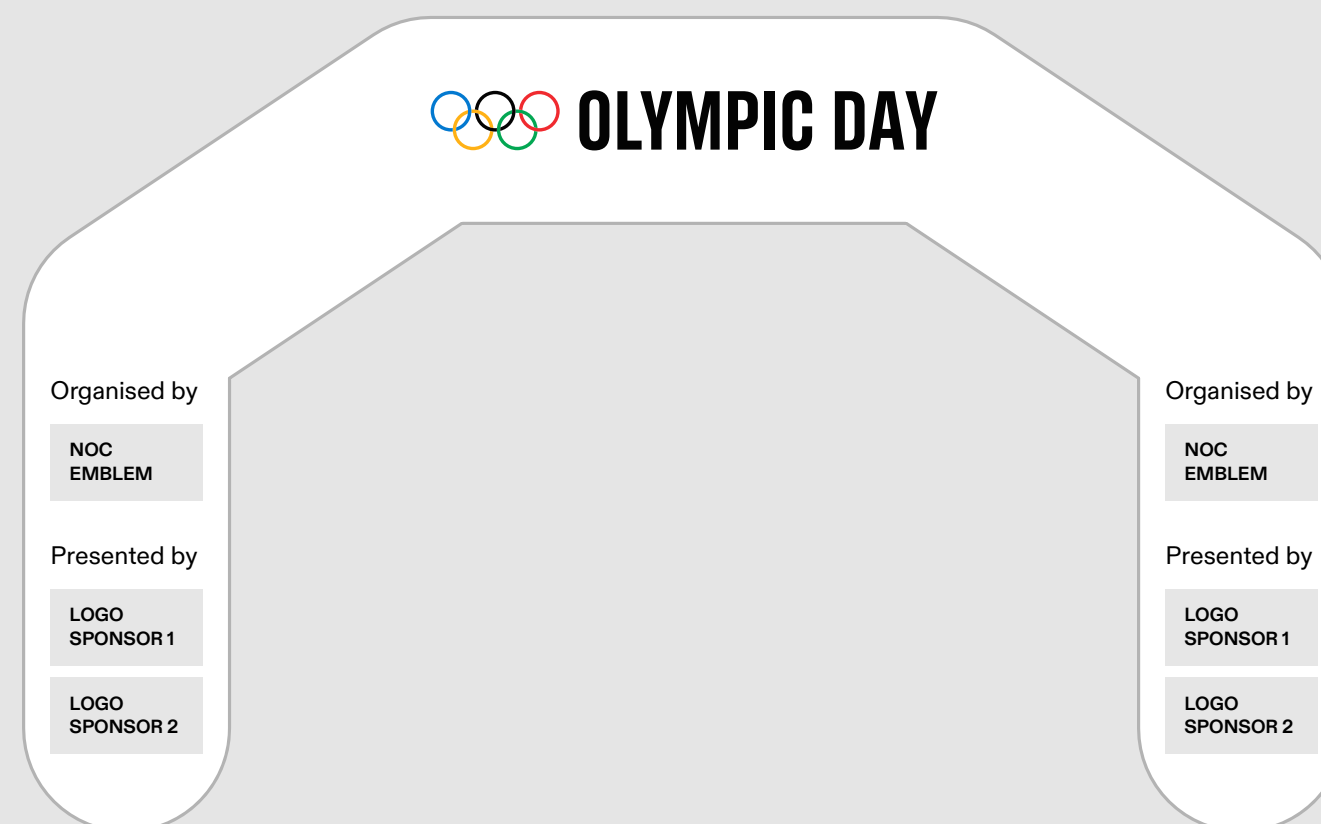


Visual recognition of organiser and partnerships

The Olympic Day logo may not be incorporated into or combined with the NOC emblem or other references or marks, such as sponsors', to form a composite logo.

However, these elements may be present within the visual identity, at close distance from the Olympic Day logo or in an appropriate separate sequence, if requested by the support.

- The NOC emblem should always be part of the event visual identity under an appropriate qualifier, e.g. "Organised by".
- Logos of sponsors, be it TOP or NOC sponsors, may appear on the same visual plane as the Olympic Day logo, under an appropriate designation, e.g. "Presented by". Their logos should be placed next to the NOC emblem.
- TOP Partners' logos should be placed so as to guarantee prominent visibility to the Olympic Day logo.



Olympic Day logo translations

Should the NOC wish to create an Olympic Day logo in another language than English, French and Spanish (see artworks available on NOCnet), the NOC can use the Olympic Headline font for Latin languages.

For non-Latin languages, the following fonts are recommended:

Russian - Bebas Neue Bold

Chinese - Noto Sans CJK CS Bold

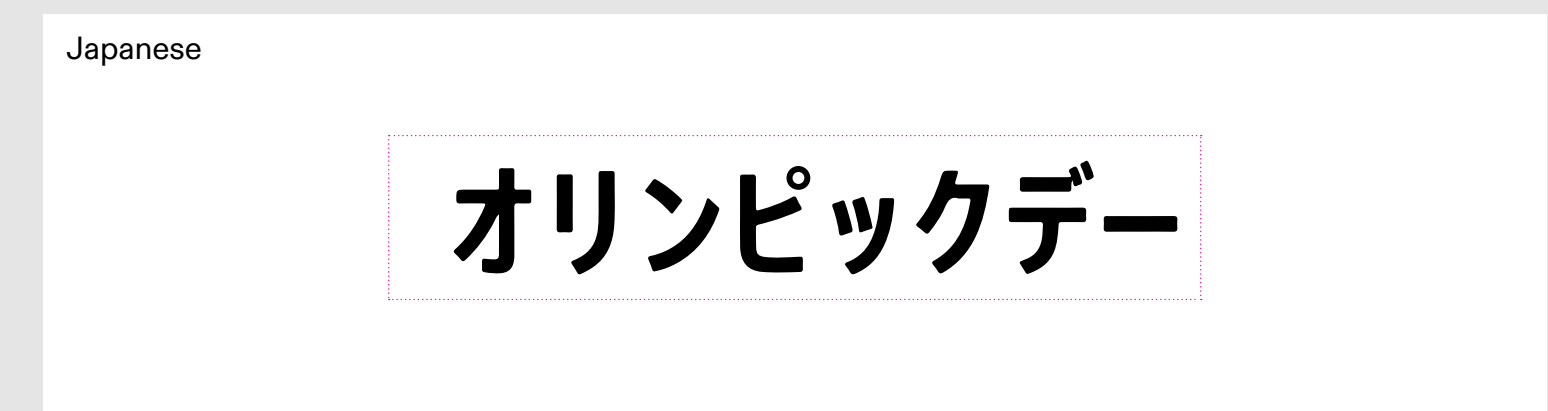
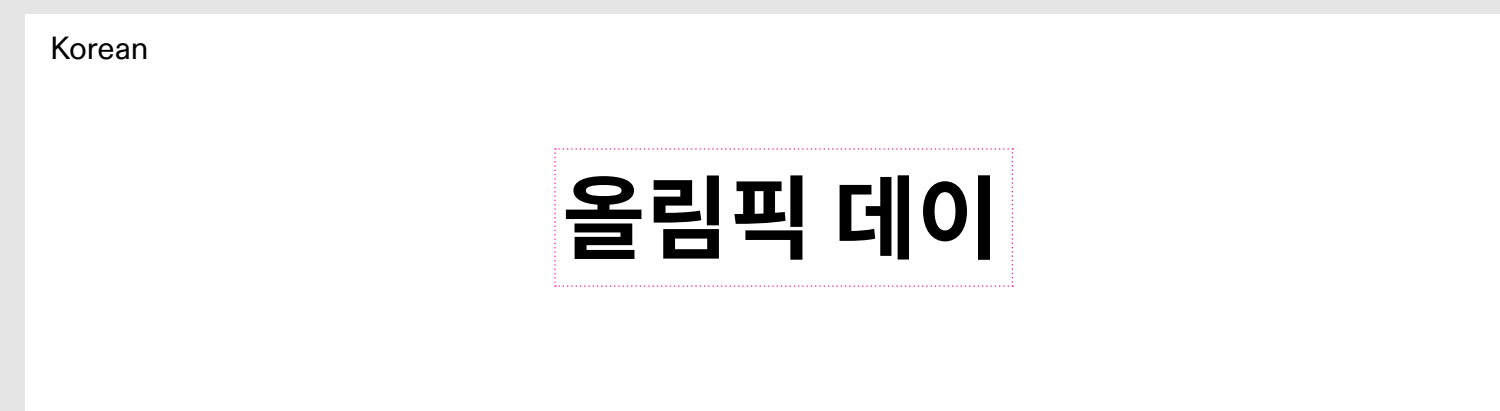
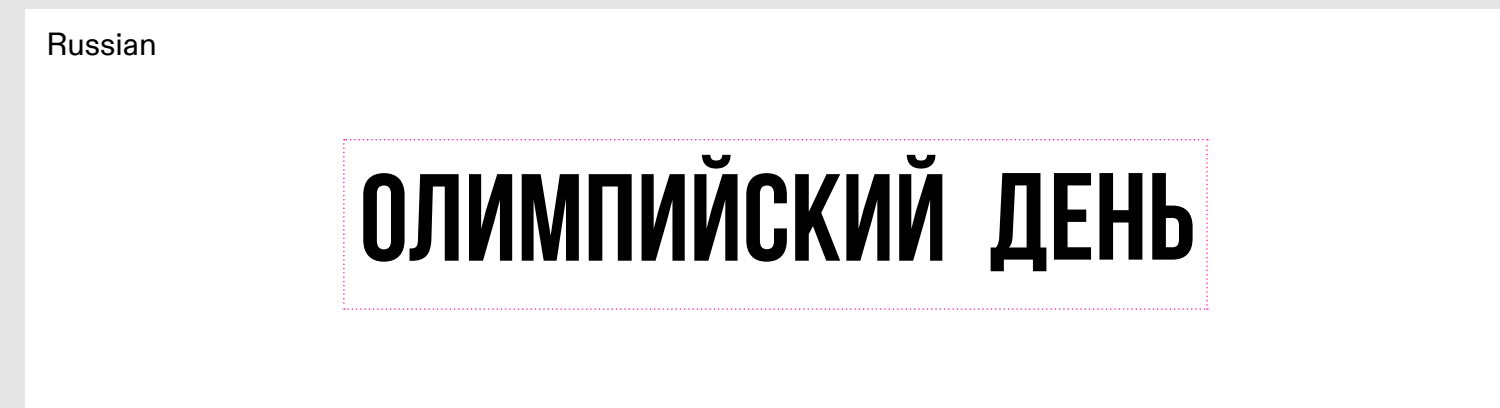
Korean - Noto Sans CJK KR Bold

Japanese - SST Japanese Condensed Bold

Hindi - Noto Sans Devanagari ExtraCondensed Bold

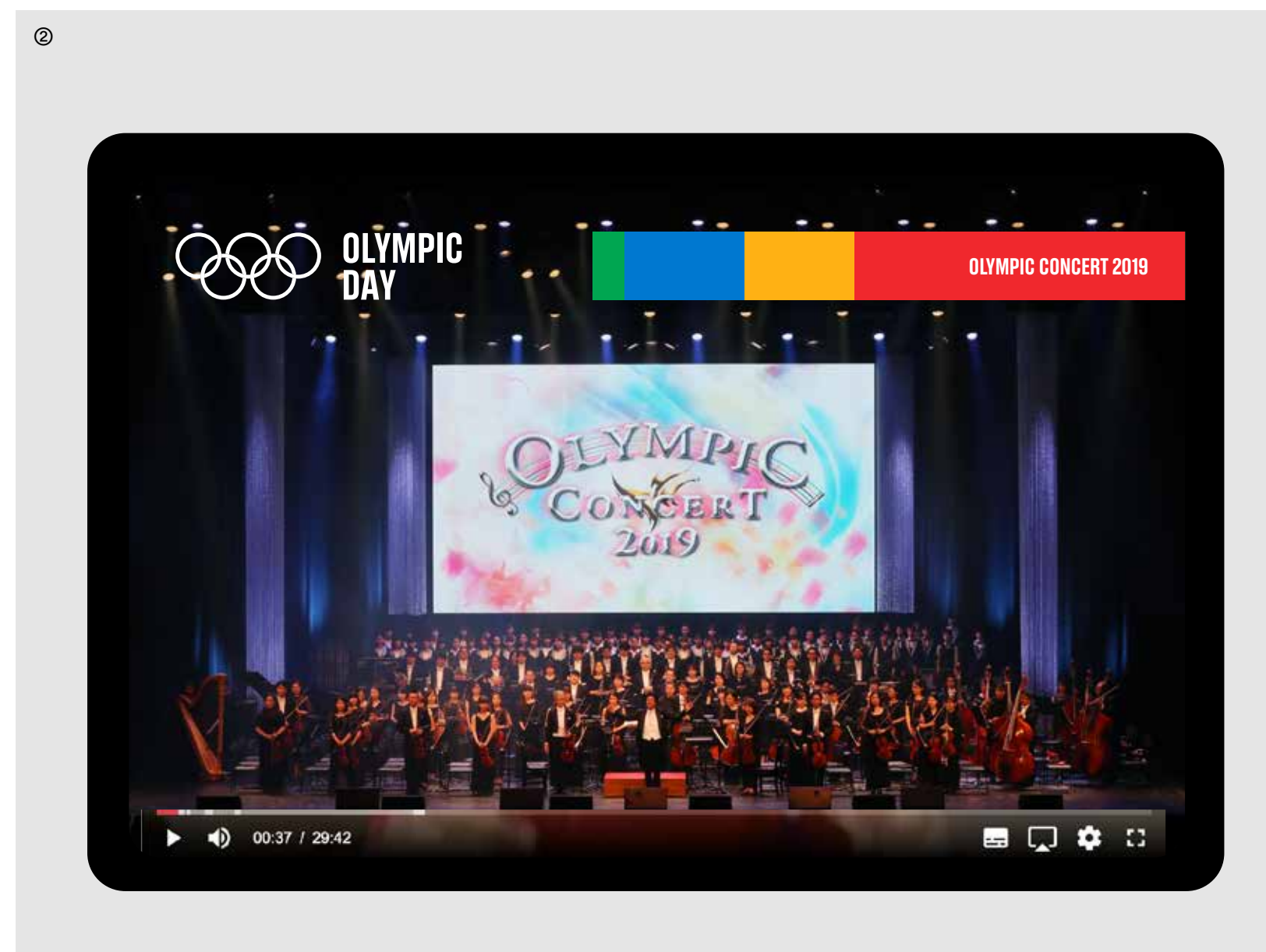
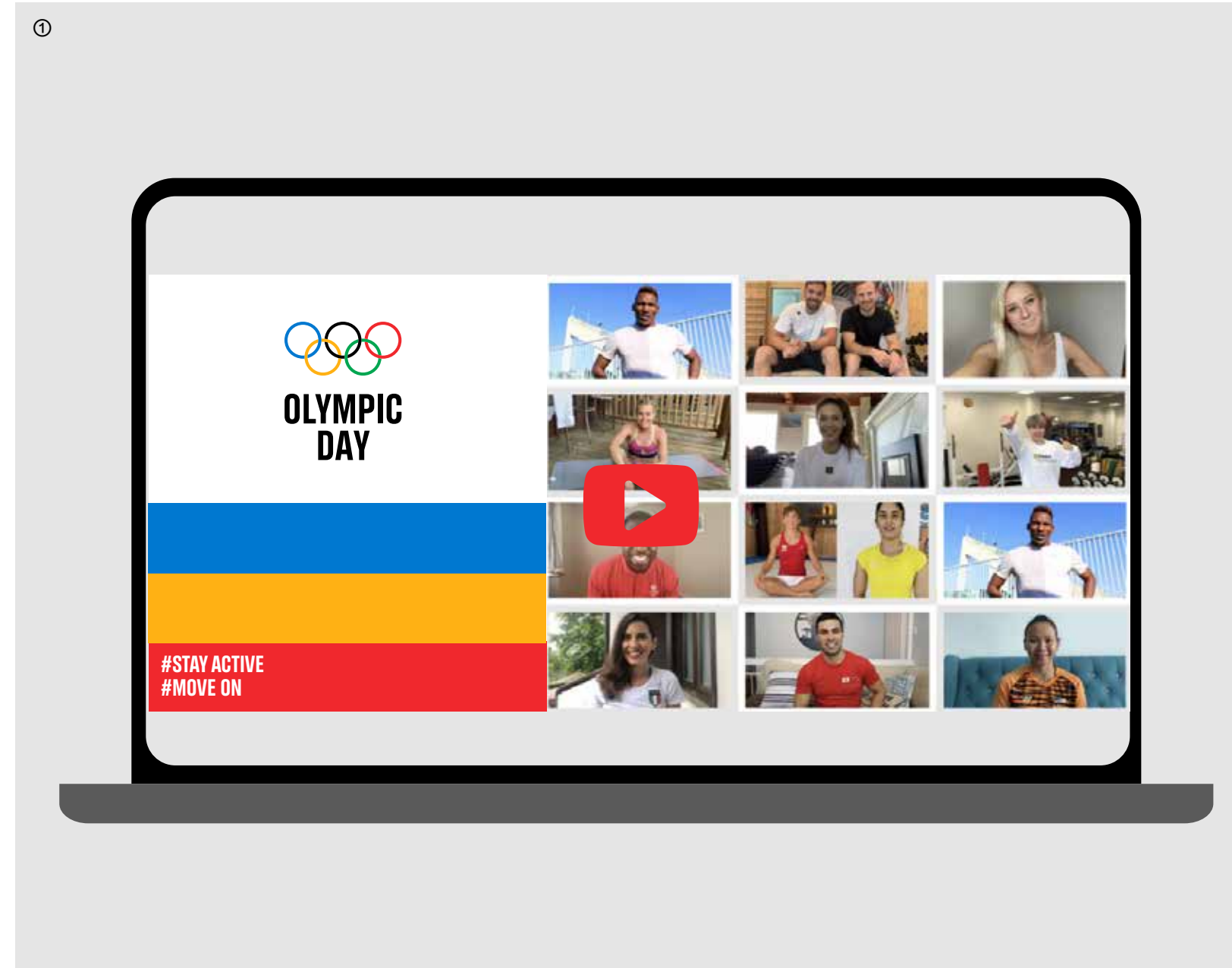
Arabic - Noto Sans Arabic ExtraCondensed Bold

The use of the Olympic Headline font is only allowed as part of an Olympic Day logo and shall not be used for other purposes.



INFORMATIVE MATERIAL

The Olympic Day logo may be used to label all your activities on internet and social network.



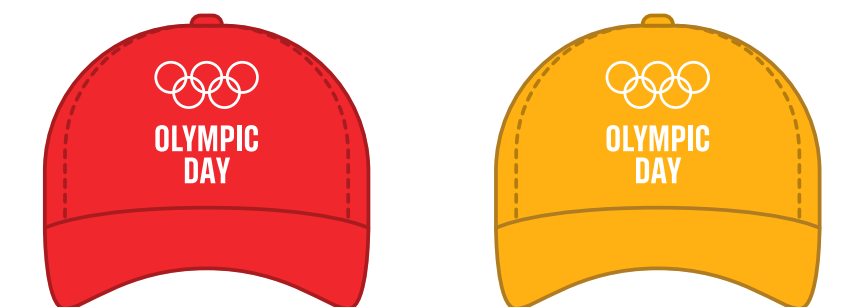
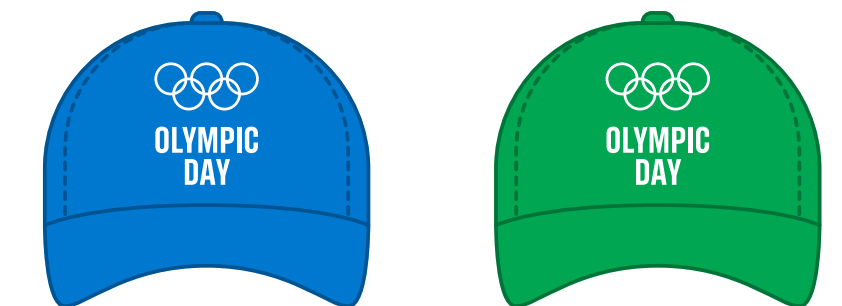
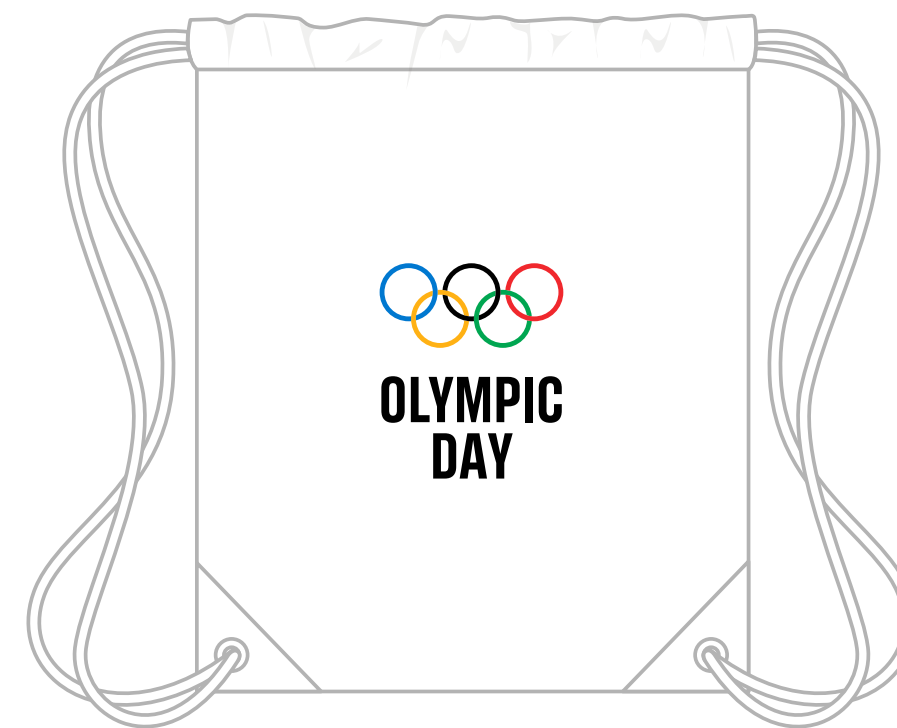
SIGNAGE

Signage design is an important element to brand your Olympic Day event, through identification, wayfinding and informative signs, etc.



GOODIES

Items offered to participants, such as T-shirts, pens, hats, etc. may also feature the Olympic Day logo.



ARE YOU LOOKING FOR SUSTAINABLE IDEAS?

Have a glimpse at page 59.

MEDALS

NOCs may produce their own NOC medals to highlight achievements in connection with sport or Olympism, subject to the following conditions:

- The NOC medal may either be generic or feature the NOC emblem. Check out the Online Resources →.
- The NOC medal and the context in which it is presented should under no circumstances lead to confusion whereby participants believe that they are seeing an official Olympic Games medal.
- The NOC medal may not be a replica of any official Olympic Games medal and should not be made of valuable metal e.g. gold, silver or bronze.



**ARE YOU LOOKING FOR
SUSTAINABLE SOLUTIONS?**

Have a glimpse at page 59.



Front: Pantone Colours

Only the official Olympic Day logo should be used in the production of medals.

If the Olympic Day logo is to be printed, it must be made in the official Pantone colours, and on a white background if the full colour version is used.

DIPLOMAS

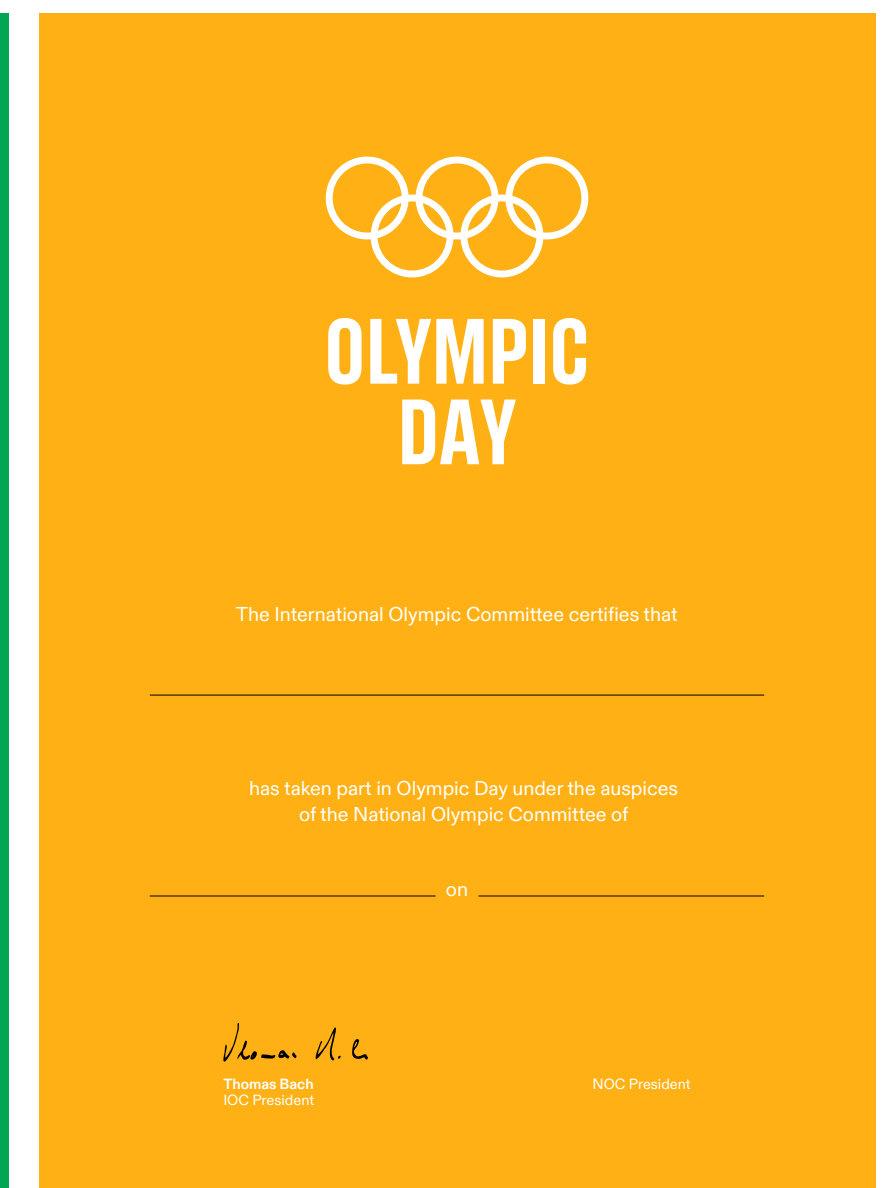
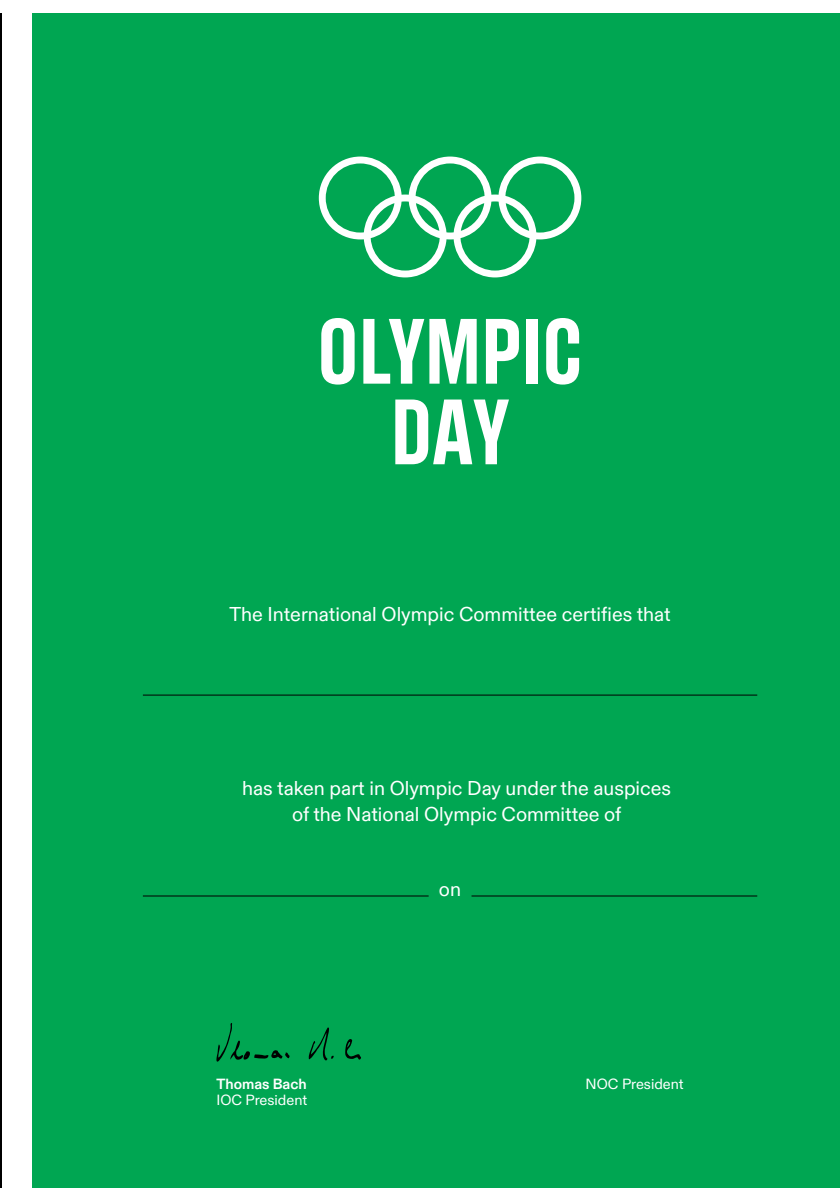
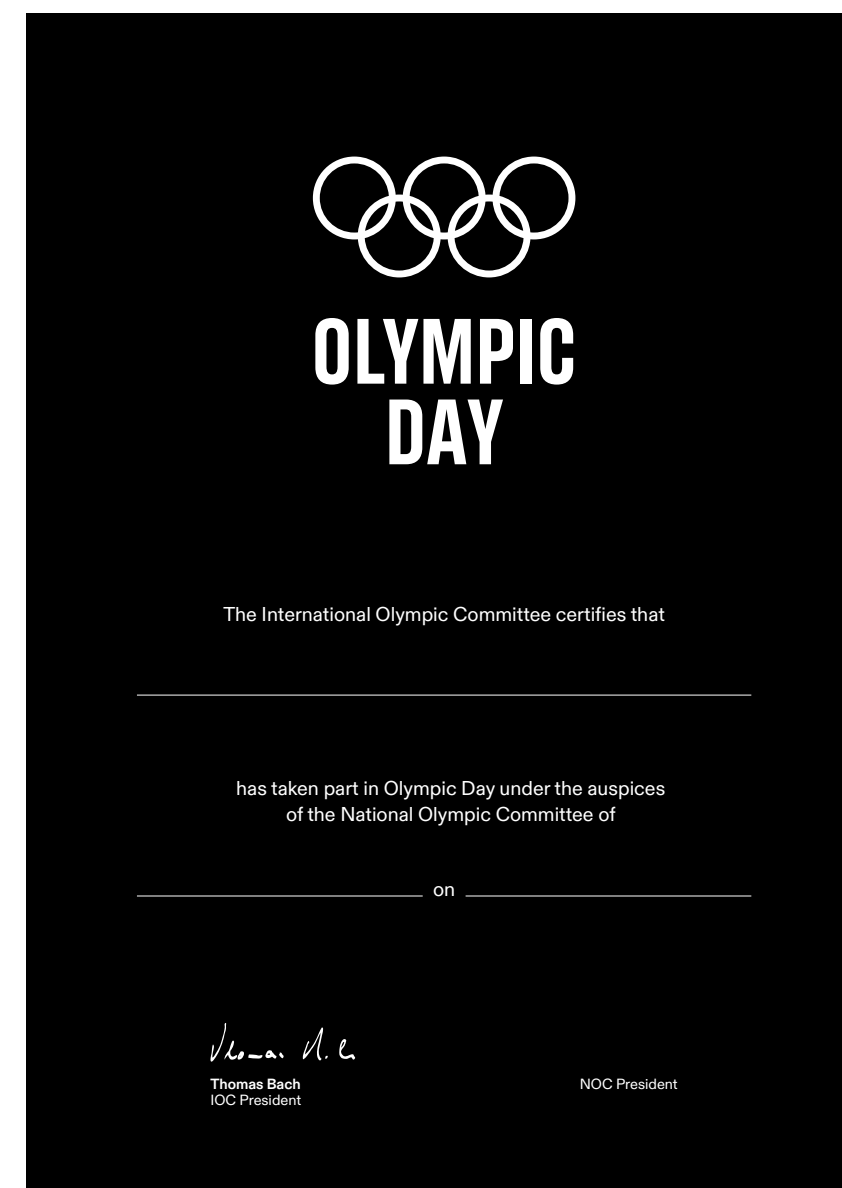
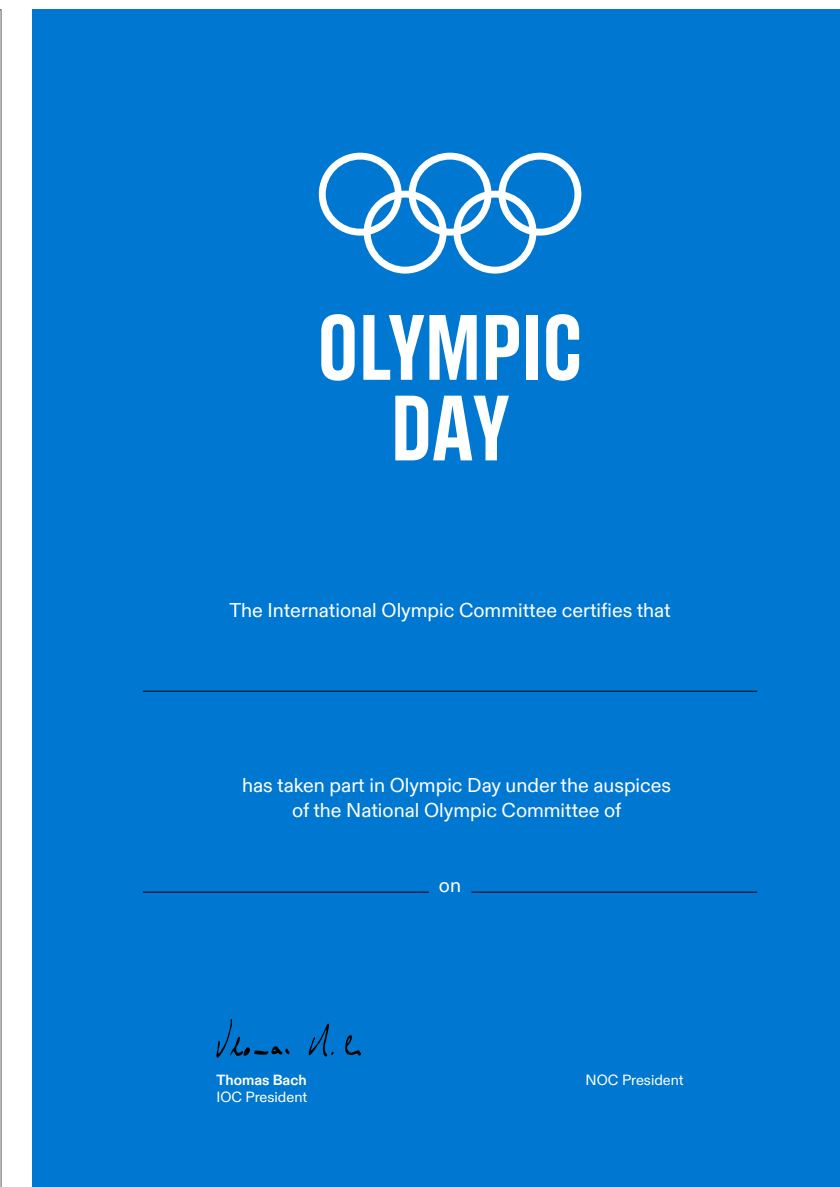
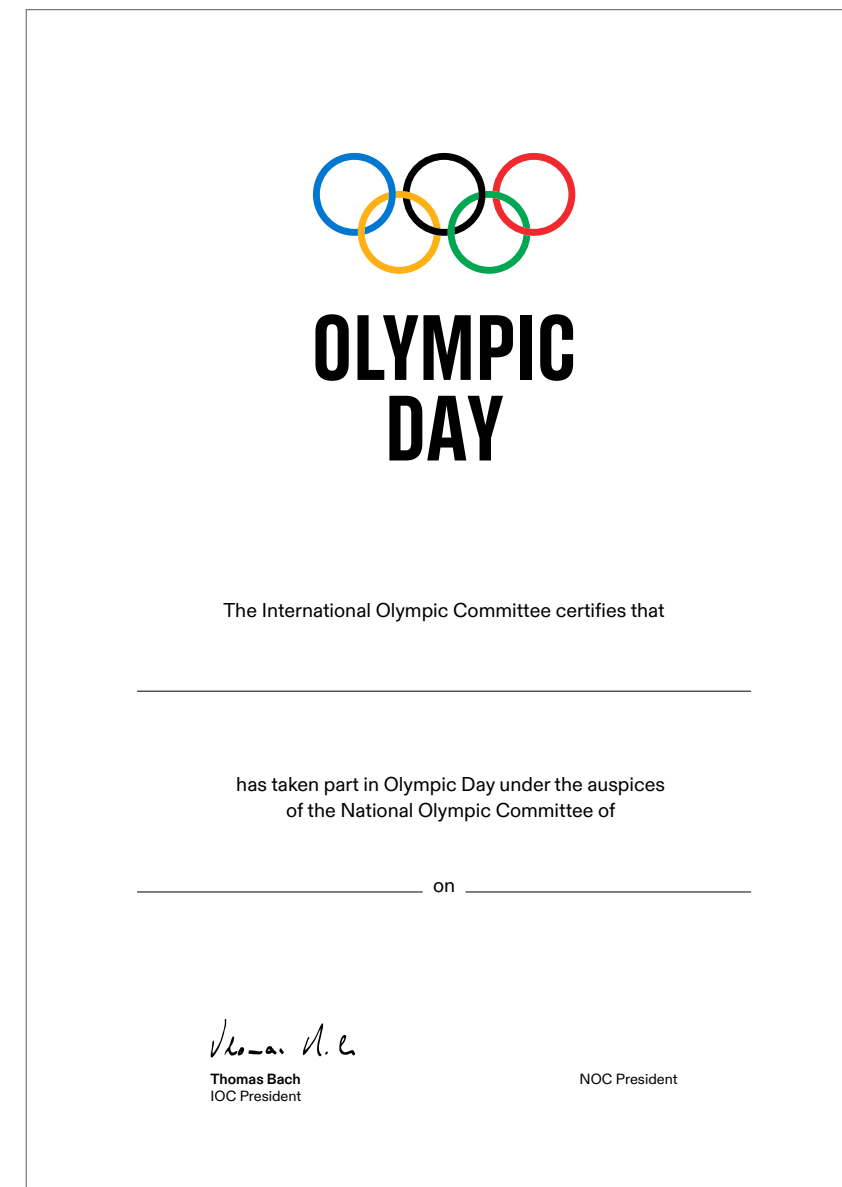
NOCs may distribute Olympic Day diplomas to all the Olympic Day participants.

- The diploma could be printed and personalised with the participant name or sent online.
- The diploma original file is available in French, English, Spanish, Arabic, Chinese, German and Russian. Check out the Online Resources [→](#).
- The background colour of the diploma can be any of the five Olympic ring colours and white. (It is preferable to use the white background file when sending diplomas online to participants in order to limit ink consumption and background quality if printing at home.)



ARE YOU LOOKING FOR SUSTAINABLE SOLUTIONS?

Have a glimpse at page 59.



IDEAS TO MAKE YOUR NEXT OLYMPIC DAY EVENT EVER MORE SUSTAINABLE AND FRIENDLY FOR EVERYONE.

Olympic Day is a dream opportunity to inspire people, innovate and raise awareness about sustainable development among the public.

- **Make things with materials that are less harmful to the environment** (PVC-free adhesives and canvasses, vegetable inks, pH-neutral glues, cardboard, vegetable cotton, etc.).
- **Recycle your waste by giving it a second life** (transform canvasses, flags/banners and other items into sports bags, bibs, etc.).
- **Encourage the use of digital media to relay information** (websites, social media, partner communications) or limit the quantity of paper used to a strict minimum.
- **Encourage the use of and promote local produce** that is organic, fair trade or eco-friendly with your partners.
- **Raise awareness among all the participants** (public, volunteers, partners, organisers, etc.) about Olympic Day and your activities (encourage the use of public transport, respect the event location's environment, eliminate waste, etc.).



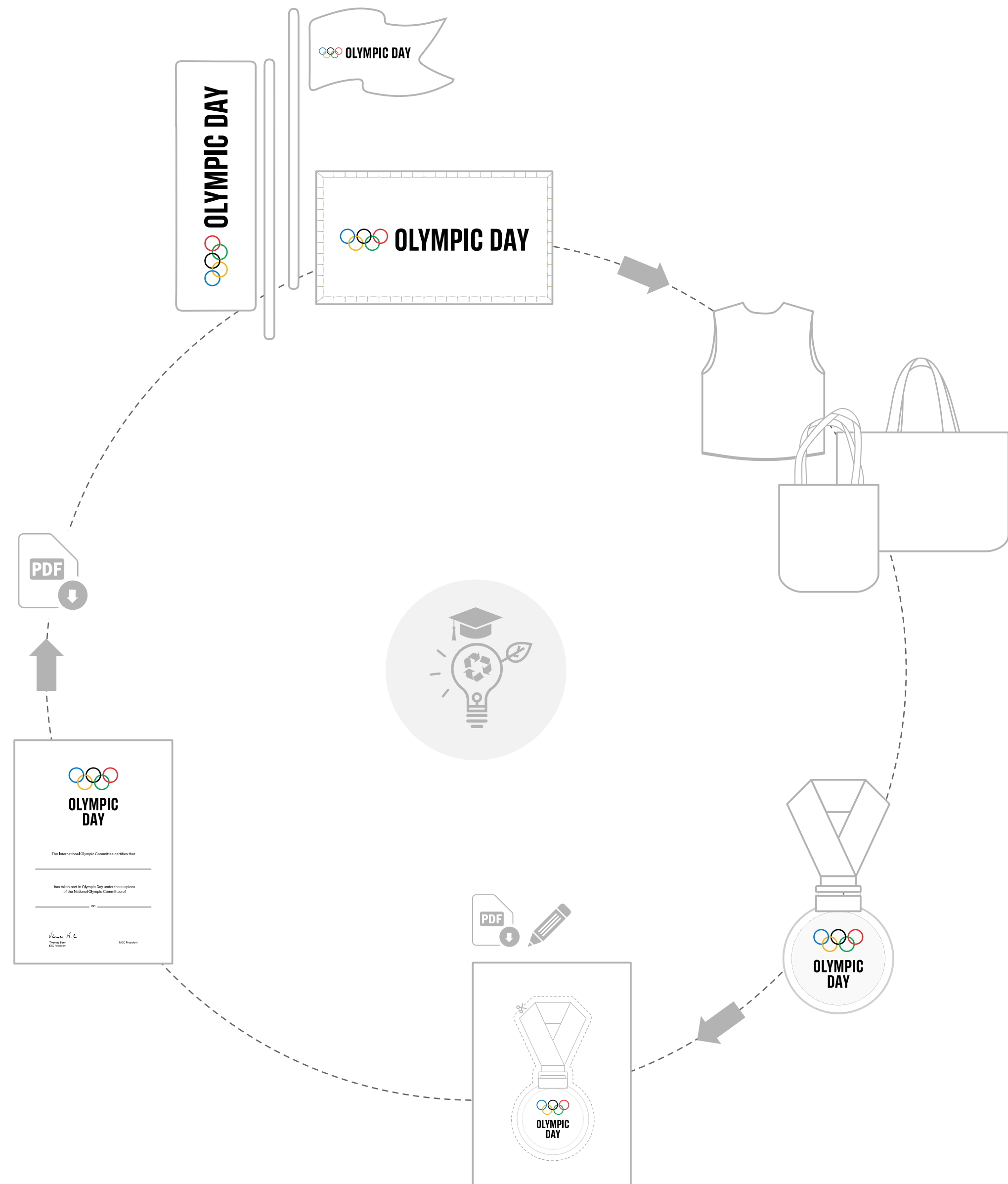
Beach clean-up operation with the population as part of Olympic Day in Djibouti.



Greening campaign in Cape Verde on the behalf of Olympic Day with the youth.

Be creative and innovative in organising your Olympic Day activities.

Get in touch with young, local, innovative businesses, schools and associations, or set a challenge for local youngsters to come up with ideas to reuse materials or find solutions to help you, and test and educate the participants.



ONLINE RESOURCES



ONLINE RESOURCES

Download the resources in the **RELAY Resources section** → or directly on the **Olympic Day page on NOCnet** →.

The text of the IOC President's message

This document contains the text of the IOC President's video message. In the event that the video message cannot be broadcast, we invite you to deliver the President's message to all the participants during Olympic Day.

MessageIOCPresident.zip

The Olympic Day logo & holding shapes

OlympicDayLogoHoldingShapes.zip

Activity sheets

ActivitySheets.zip

The diplomas in various languages

You will find on RELAY the Olympic Day diploma in PDF format in French, English, Spanish, Arabic, Chinese, German and Russian. Please do not hesitate to distribute these diplomas to all the Olympic Day participants.

DiplomasInVariousLanguages.zip

Promotional videos 2020 (New videos 2021 coming soon)

MessageIOCPresident.mov
00:01:28 · 134MB

MessageIOCPresident.zip

Additional Videos

AdditionalVideos.zip

Archive – NOC Short Stories

CaseStudies.zip

Guidelines

ImagesGuidelines.zip

Guidelines.zip

The IOC owns all of the rights in and to the Olympic Properties, and in line with the Olympic Charter, Rule 27, paragraph 7, makes available to the NOCs, images and audio-visual content ("IOC Content"), subject to specific terms determined by the IOC (including formatting), for Institutional Purposes, solely for the purpose of promoting Olympic Day on the NOC's owned and controlled platforms or social media presence. Under no circumstances shall the IOC Content be associated with any third party or third party's products or services in any way that may give the impression that such third party's products or services have an official relationship with the IOC, the Games and/or the Olympic Movement.