



SPECIAL OLYMPICS  
**USA GAMES**  
SEATTLE 2018



## 2018 Special Olympics USA Games Non-Rightsholder Undertaking

To ensure all media can effectively promote the Games while honoring the rights of ESPN, which is the official broadcast partner for the Games, the following rules must be followed by any media that want to capture video footage during the Games. Please note that there are no restrictions on audio recordings and that a separate document addresses still photography.

By signing below, you acknowledge that you have read and understand this undertaking. Media who do not follow these rules risk having their accreditation withdrawn.

Please note that this undertaking does not apply to corporate partners who are governed by the “Guidelines for Athlete Likeness Usage by Official Games Partners.”

If you have any questions, please contact our Media Operations Department ([media@specialolympicsusagames.org](mailto:media@specialolympicsusagames.org)).

### General Guidelines

- All video captured during the Games is to be used for editorial and promotional purposes of the 2018 USA Games only.
- No videographer, nor any entity that they are working on behalf of, may use or grant rights of use of video or likenesses for any additional purposes, including, but not limited to, commercial gain in any way, even affiliated third parties and sponsors. Additional uses will need prior approval from Special Olympics and separate likeness agreements signed by all subjects in the video.
- Special Olympics prohibits the sale of any likeness (image, likeness, name, voice or words) of a Special Olympics athlete, volunteer, family member, official, staff, or spectator in any manner and at any time without the express prior written consent and terms of Special Olympics and/or the subject themselves.
- Broadcasters and videographers can access designated Filming Positions in all competition venues and select non-competition venues while wearing a VIDEO bib.
- VIDEO bibs will be provided upon acceptance of this undertaking.
- VIDEO bibs allow access to general Filming Positions only. They do NOT allow access to the Field of Play or back-of-house athlete or operational areas.
- In addition, media can film in public (spectator) areas as long as they do not disturb spectators.



## Competition Venues

- News media can record post-produced content limited to customary news use following the conclusion of ESPN's coverage on that particular day.
- Special Olympics Programs can record competition for post-produced content without restriction.
- Live broadcast of sport competition for social media or media websites is only allowed up to 10 secs. (:10).

## I-Zones

- Every competition venue will have an I-Zone (interview area) located close the athlete exit from the Field of Play.
- News media and Special Olympics Programs can record or conduct live athlete interviews without restriction for use on social media or media websites. Live interviews must be coordinated with the Venue Media Manager.

## Non-competition Venues

- News media can record non-competition venue action for post-produced content without restriction to use on social media or media websites. Live broadcast of non-competition venues up to 1 minute (1:00) is allowed. Longer broadcasts require approval in advance from the Media Operations Department.
- Special Olympics Programs can record or film live non-competition venue action without restriction to use on social media or websites.

## Opening Ceremony

- ESPN has the exclusive rights to broadcast and film the Opening Ceremony. No other broadcasting equipment will be allowed in the stadium.

## Closing Ceremony

- News media can record the Closing Ceremony for post-produced content limited to customary news use following the conclusion of ESPN's coverage on that day.
- Special Olympics Programs can record the Closing Ceremony for post-produced content without restrictions.
- Live broadcast of the ceremony for social media or media websites is only allowed up to 10 secs. (:10).



<b>Non-rightsholder Summary of Coverage Allowed</b>				
	<b>News Media (e.g., newspaper, internet, or TV station)</b>		<b>Special Olympics Program</b>	
	<b>Recorded</b>	<b>Live Broadcast</b>	<b>Recorded</b>	<b>Live Broadcast</b>
<b>Competition Venue</b>	✓ News use only following ESPN's day-of coverage	✓ Up to :10 only	✓ without restrictions	✓ Up to :10 only
<b>I-Zone</b>	✓ without restrictions	✓ without restrictions	✓ without restrictions	✓ without restrictions
<b>Non-Competition Venue</b>	✓ without restrictions	✓ Up to 1:00 only	✓ without restrictions	✓ without restrictions
<b>Opening Ceremony</b>	Not allowed	Not allowed	Not allowed	Not allowed
<b>Closing Ceremony</b>	✓ News use only following ESPN's day-of coverage	✓ Up to :10 only	✓ without restrictions	✓ Up to :10 only



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**BIB NUMBER**

By signing this document, I acknowledge that I have read and understand the Non-rightsholder Undertaking.

Failure to follow to this undertaking could result in the removal of accreditation.

<b>Name</b>	
<b>Organization</b>	
<b>Accreditation Number</b>	
<b>Signature</b>	
<b>Date</b>	