

OLYMPIC DAY TOOLKIT



Olympic Day is a day when the world comes to celebrate sport, health, and being together!

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



HISTORY

Olympic Day is celebrated on 23 June every year to commemorate the founding of the International Olympic Committee in the year 1894 by Pierre de Coubertin.

FACTS 2023

157

 PARTICIPATING NOCS /206

OVER 15 MILLION PARTICIPANTS DID PHYSICAL ACTIVITY ON OLYMPIC DAY

1948

FIRST EDITION OF OLYMPIC DAY



Mexico, 2023

1987

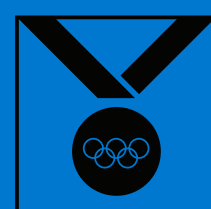
FIRST OLYMPIC DAY RUN



Brazil, 2023

76%

INCLUDED OLYMPIANS/ATHLETES



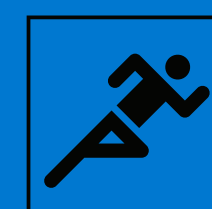
98%

ORGANISED MULTISPORTS ACTIVITIES



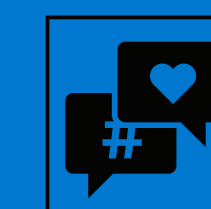
64%

ORGANISED AN OLYMPIC DAY RUN



86%

ENGAGED WITH SOCIAL NETWORKS



FOREWORD

President of
the International
Olympic Committee



Dear Olympic friends,

On Olympic Day we celebrate the creation of the Olympic Movement by our founder Pierre de Coubertin. This year's Olympic Day is a very special one, taking place just ahead of the Olympic Games Paris 2024. With the excitement building, the athletes, the fans, the entire Olympic community around the world – all of us – we are all looking forward to a new era of Olympic Games: younger, more inclusive, more urban, more sustainable. The very first Olympic Games with full gender parity. The very first Olympic Games fully in line with our Olympic Agenda.

In Paris, the athletes will inspire us with their achievements – they will inspire the world by living our Olympic motto: Faster, Higher, Stronger – Together.

The Olympic Games always build bridges and bring people together in peace and solidarity. This is the beauty of sport: it inspires us to move, it brings out the best in us, it keeps us healthy, and it brings us all together – as friends and as a community, wherever we are and whichever way we choose to move.

On this very special Olympic Day, let us celebrate the joy that only sport can give us.

In this true Olympic spirit, enjoy this Olympic Day. Together with all of you, I look forward to the Olympic Games Paris 2024 for an unforgettable celebration of the joy of sport, for a celebration of our shared humanity – for a celebration of peace!

Let's move and celebrate!

Thomas Bach
IOC President

Director of Olympic
Solidarity, NOC Relations
and Olympism365



“In 2024, Olympic Day will once more be the unique celebration of sport and why it is so essential for our societies, more than ever! No matter your level of fitness and the time you have available, let's move invites us all to get active!

The NOCs will once more play their role of promoting access to sport for all and an active society, making sure as many people as possible enjoy that special day. Just a month later, the world's greatest athletes will inspire us at the Paris 2024 Olympic Games – I have no doubt that the Olympic motto Faster, Higher, Stronger – Together will resonate even more within the minds of all Olympic Day participants!”

James Macleod

Olympic Day 2024 Toolkit – Key updates



This Olympic Day 2024 Toolkit includes several updates, big and small, so make sure to go through the whole document.

Major updates include the following points:

- Financial guidelines
- Additional guidelines
- Contact email

Financial guidelines

Financial assistance remains unchanged, with Olympic Day projects funded USD 5,000 per NOC. To receive this reimbursement, the following deadlines must be followed strictly:

- **31 March 2024**
Submission of the application on RELAY for your planned NOC event
- **30 September 2024**
Submission of the reports

NOCs must submit their applications on RELAY for their planned event by 31 March 2024. Please note that should you not have sent your reports or requested an additional deadline by 30 September 2024, you will not have the right to receive the subsidy.

Additional guidelines

As of this year, we have added some guidelines to make sure that the expenses covered by the IOC financial assistance are as sustainable and relevant as possible.

→ Please go to [page 29](#) for more details →

Contact email

Please note that to ease communication, the noc.olympicday@olympic.org address is no longer in use.

For any question regarding Olympic Day, please use our general address nocnet@olympic.org.

INTRODUCTION

Olympic Day Reporting

Any weather, any venue

Testimonies
Case studies

OLYMPIC DAY

Move

Inspire
Experiment

Together, for a better world

ORGANISATION

Organising an event

Promotion

Financial guidelines
Task Deadline

BRANDING

Use of the Olympic Day logo

Goodies, medals, diplomas

Social media
Online resources

READY, STEADY, GET SET TO CELEBRATE OLYMPIC DAY!



[Olympic Day Reporting](#)

[Any weather, any venue](#)

[Testimonies](#)

[Case studies](#)

OLYMPIC DAY REPORTING

All NOCs organising Olympic Day events must submit their subsequent Technical and Financial Reports on the RELAY platform upon completion of the event, in order to receive the allocated funding.

The financial and the technical reports should be sent as soon as possible and in all cases no later than **30 September 2024**.

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

NOCs must submit their applications on RELAY for their planned event by **31 March 2024**. Please note that should you not have sent your reports or requested an additional deadline by 30 September 2024, you will not have the right to receive the subsidy.

The IOC wishes to remind the NOCs that no video will be accepted as a substitute or any of the reports, and that no bound reports or invoices should be sent to us.

If your NOC is not in a position to respect the above deadline, please inform the IOC NOC Relations Department at nocnet@olympic.org to discuss if an alternative date would be possible.

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



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 other IOC and affiliates' platforms and in our print publications. Photos that are perforated, stapled or of insufficient quality will not be used.

You will find **guidelines for submitting photos on NOCnet** [→](#).

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.


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

IOC NOC Relations Department
International Olympic Committee
Maison Olympique, 1007 Lausanne, Switzerland

+41 21 621 6966
nocnet@olympic.org



ANY WEATHER, ANY VENUE

Click on any image to
discover the venues 

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

This is the beauty of sport: it inspires the world to move, and it brings us all together – as friends and as a community, no matter where we are or how we choose to move.



SEE SOME SELECTED CASE STUDIES HERE TO HELP INSPIRE YOUR PLANNING!



JAPAN

Include Olympians in your activities

CROATIA

Develop educational activities for school

BOTSWANA

Traditional values and local partners

TUVALU

Organise a small Olympic Day

BELIZE

How to include NFs in your Olympic Day event

AZERBAIJAN

Celebrate Olympic Day with people at home

SAO TOMÉ ET PRINCIPE

Collaborate with a centre for Olympic Day

KAZAKHSTAN

Online across a country with children

NEW ZEALAND

An Olympic Day with Olympians

BERMUDA

Promote the event online

CHINESE TAIPEI

Online sessions with Olympians

BARBADOS

Sustainability – Tree-Planting Activity

GERMANY

Digital Olympic Day Run

FIDJI

Use of Social Media

MALI

Workshop on preventing doping in sport

CHILE

Joining the IOC #MoveForPeace

KAZAKHSTAN

Social media contest

KIRIBATI

Olympic Day across an island

ZIMBABWE

Event at a Refugee Camp

AUSTRIA

Event with students in an Olympic Centre

HOW WILL THE OLYMPIC VALUES BRING PEOPLE TOGETHER?



Move

Inspire

Experiment

Together, for
a better world

Theme 2024
Let's Move &
Celebrate



Move, inspire, experiment — Together, for a better world: pillars of Olympic Day

Olympic Day is much more than just a sporting event, it is a time to connect across five continents and an opportunity to encourage people to get together, be active, learn about the Olympic values and discover new sports.

On Olympic Day, NOCs invite athletes and Olympians to share experiences and sporting activities, develop new websites to promote their NOC activities, and organise concerts and exhibitions.

Schools use NOCs' educational resources to incorporate Olympic Day into the curriculum, connecting the Olympic values with school values and well-being.

In recent years, NOCs have been engaging people around the globe with online events such as quizzes and workouts, uniting communities through sport to stay fit, positive and together.

MOVE

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




DO YOU NEED TO KNOW A LITTLE MORE?

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

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 prominently feature 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 make some simple changes to be more physically active on Olympic Day: e.g. walking rather than taking the car, or using the stairs rather than the lift. Every little step counts!

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. (Don’t forget though that the materials on which the Olympic Day logo is used need to be non-commercial).

Check out the **Online Resources** .

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.



INSPIRE

Promoting the role of sport in society and the importance of the Olympic values!

Olympic Day is a great opportunity to highlight the role physical activity and sport play in improving social conditions that can affect communities. Values-based education through sport has an important role to play 365 days of the year: by contributing to topics on health promotion, gender equality, education and livelihoods, environmental protection and peace building, it helps create community cohesiveness and to promote positive social values.



DO YOU WANT TO DO MORE?

Look at the **Olympism365** pages advice and **sustainability** page for more details.

Download **OVEP Activity Sheets** and the **OVEP Toolkit**.

The **OVEP Toolkit**, available in multiple languages, comprises a set of free resources designed to enrich any educational curriculum by incorporating Olympic-themed materials, activities and easily adaptable teaching strategies.

Activities highlighting Olympic values can also be organised on Olympic Day. Introduce participants to the values of excellence, respect and friendship and provide them with examples of how they can be applied on and off the field of play.

OLYMPIC VALUES EDUCATION PROGRAMME

NOCs can also offer programmes to teachers and educators who can then implement the **Olympic Values Education Programme (OVEP)** in their classrooms.

OVEP facilitates values-based teaching and learning opportunities by providing a learning experience that encourages moral and social responsibility, pro-social behaviours and respect for others. OVEP focuses on educational processes for experiencing the Olympic values. Five educational themes can be explored: experiencing the joy of effort, practising fair play, demonstrating respect, pursuing excellence, and striking a balance between body, will and mind. The programme can be adapted to the local context, various audiences and to the experience of the participants.

For more info on the OVEP programme: **Olympic Values Education Programme** or contact ovep@olympic.org

OLYMPIC VALUES: EXCELLENCE, RESPECT AND FRIENDSHIP

Excellence

Means doing the best we can, on the field of play or in our professional life. The important thing is not winning, but taking part, making progress and enjoying the healthy combination of using body, will and mind.

Respect

Includes respect for yourself and your body, for other people, for rules and regulations, for sport and for the environment.

Friendship

Is at the heart of the Olympic Movement. It encourages us to see sport as an instrument for mutual understanding between individuals, and between people all over the world.

Olympic Day provides an opportunity to contribute to community cohesion and promote positive social values.

OLYMPISM 365

Olympism365 is the IOC's strategy to champion social impact initiatives that contribute to sustainable development through sport, every day, everywhere.

This is the focus of Recommendation 10 of Olympic Agenda 2020+5.



DO YOU NEED KNOWLEDGE OR MORE INSPIRATION?

Look at the [Olympism365 webpage](#) and [YouTube page](#) for more details.

Using a coordinated and collaborative approach, Olympism365 brings together diverse organisations to enhance people's lives and communities through sport and physical activity in the areas of:

- Education and livelihoods
- Equality and inclusive communities
- Health and active communities
- Peace and safe communities
- Urban sport and social good
- Esport and social good
- Innovation for scale and sustainability.

These benefits are delivered through community-level programmes; training of people and institutions; policy advocacy and technical guidance, and; knowledge exchange and learning networks. The key principles of solidarity, safeguarding, inclusion, sustainability and human rights underpin all Olympism365 activities.

IMPROVING HEALTH AND CREATING ACTIVE COMMUNITIES

Encouraging people and communities to get active 365 days of the year, starting with Olympic Day, is an important step towards improving health and creating active communities, especially when we know that:

- **4 out of every 5 adolescents are not sufficiently physically active.**
→ Check out the global trends based on surveys with 1.6 million participants →
- **The health cost of physical inactivity between 2020 and 2030 will be USD 300 billion.**
→ Check out the high cost of physical inactivity highlighted by WHO in first-ever global report →
- **The WHO recommends 60 minutes of moderate to high intensity physical activity per day for adolescents, and between 150 to 300 minutes per week for adults.**
→ Check out the WHO physical activity key facts and recommendations →

EXPERIMENT

Why not offer people to try sports and activities they have never done before.



**DO YOU NEED KNOWLEDGE
OR MORE INSPIRATION?**

Download OVEP Activity Sheets.

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.

TEAM UP WITH OLYMPIANS

You could invite Olympians to give a demonstration of their sport or a workshop in which participants can try the sport under the Olympian's guidance.

INVOLVE LOCAL CLUBS

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

EVENT TIPS

As organisers of the yearly “Olympic Week” in Lausanne, Switzerland, which is attended by 3,000 children over five 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.

You will find activity sheets and a checklist with practical information on all that needs to be done (and when) to organise such events on **NOCnet** →.



Chinese Taipei



Japan

TOGETHER, FOR A BETTER WORLD

Olympic Day is a great opportunity for NOCs to celebrate by bringing people together for a better world using the Olympic values of excellence, respect and friendship.

#LetsMove



**DO YOU NEED
MORE INSPIRATION?**

Download the IOC
President's message.

Make Olympic Day a global moment of activity and connection, and get people active together! With your friends, family, partner, parents, children, neighbours, colleagues and the community, encourage people to move, learn and discover sport.

23 June provides an opportunity to celebrate Olympic Day simultaneously, in multiple locations around the world. Through this global event, let's promote sustainability, digital communities, inclusion, solidarity and peace.

Highlight the global link between communities, and the potential of sport to unite and strengthen the feeling of being: Together, for a better world.



“TOGETHER, FOR A BETTER WORLD”

- Involve IOC Young Leaders, refugees and people with disabilities.
- Create links between young and old people.
- Raise awareness of inequalities and the environment.
- Promote the event to non-sports fans.
- Share experiences and connect with other NOCs.
- Integrate virtual sports/esports.
- Organise digital and in-person activities to reach a wider audience.
- Use social media to promote the event and for live celebrations.
- Rally your community to come together and get active behind one unifying message.
- Promote IOC Olympic Day as a great first step towards being active 365 days of the year.
- Raise awareness of the important contribution of sport to building a better world, every day, everywhere.
- Be part of the IOC Olympic Day global activity by using the messaging, visual identity, digital assets and content across your events and online activity.
- Post on social media using these hashtags:
#OlympicDay #LetsMove

2024 THEME

LET'S MOVE & CELEBRATE

The Olympic Games Paris 2024 are coming soon! Feel the magic of sport and celebrate it. Take it to the streets, to the playground, to the parks. Wherever you are, be inspired by sport, feel the Olympic spirit within you. Get out there and move!

#LetsMove



HOW TO INCREASE ENGAGEMENT AND AWARENESS

Have a look for tips on page 63.

Through this year's Let's Move campaign, let's ignite the passion for sport and for the Olympic Games by enabling others to get active, feel connected and included.

We encourage people to kick-start their mental and physical health throughout the month of June and build those healthy habits to keep moving.

Creating a movement with people, digital platforms, stakeholders, organisations, schools, athletes and creators.

All the information about the Let's Move campaign and a list of assets will be provided in April 2024 and will be available on our Olympic Day NOCnet page [➔](#).



Join the global call to action to get the world moving:

- Engage by rallying people to 'warm up' for Paris 2024 throughout the whole month of June and celebrating this joy of sport on Olympic Day.
- Participate through #LetsMove activations and challenges.
- Partner with local and global athletes, creators and people of influence to promote physical activity.
- Mobilise stakeholder networks to inspire audiences to incorporate physical activity into their daily lives, whether 30 minutes or more.

Waken the Olympic spirit in you and enjoy the joy of sport.

It doesn't matter where you are, what level or what you do!

Just move. Every day, everywhere.

#LetsMove

DO YOU NEED NEW IDEAS TO ORGANISE YOUR EVENT?

[Organising an event](#)

[Financial Guidelines](#)

[Promotion](#)

[Task Deadline](#)




Organising your 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.

On 23 June, let's come together, and celebrate Olympic Day.

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 [Use of the Olympic Day logo chapter](#) .



Belize



Malawi



Hong Kong, China



DO YOU HAVE ANY QUESTIONS?

In the exceptional case that your NOC would like to hold your 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 nocnet@olympic.org if you would like to request to hold Olympic Day celebrations on a different date.

LOGISTICAL CONSIDERATIONS



**ARE YOU LOOKING FOR
INSPIRATION?**

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

Selecting the venues

Organise your Olympic Day event at several locations in your 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 area, a city centre, indoors or outdoors, in a forest, at the beach, etc.

It needs to:

- be large enough to be able to present and practise several sports and cultural activities and partners' activation.
- provide 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, an 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.

Other logistical considerations

The NOC may contact TOP Partners and/or domestic partners to support the organisation of the event (such as for food and/or beverages for instance) – always in compliance with the chapter on the Worldwide and domestic partners.

See the chapter on **Sponsorship with Worldwide and domestic partners** chapter → for further information. If you have any questions, please contact us at nocnet@olympic.org.

SPONSORSHIP WITH WORLDWIDE OLYMPIC PARTNERS AND DOMESTIC PARTNERS

Our relationship with the worldwide Olympic Partners, more commonly known as 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 domestic sponsors and NOCs, which 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 bear in mind that only TOP Partner and NOC domestic sponsor partnerships are authorised for Olympic Day.

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

- NOCs must use their best efforts to engage with TOP Partners in a timely and collaborative manner and source products and services falling into the product categories exclusive to each TOP Partner following the established Supply Scheme detailed in their respective NOC TOP Participation Agreements.
- In the event that an 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 a product category belonging to a TOP Partner – 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 **TOP Partner Contact List Updated** →, 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.

COLLABORATE WITH LOCAL ASSOCIATIONS AND SUPPLIERS WHERE 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 provide an opportunity to raise awareness around the themes of sport and health through 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 their 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 info@thewoa.org. Find examples of NOCs working with Olympians and NOAs on the themes of sport and health, through information sessions and attracting volunteers on a long-term basis in the "Olympic Day countdown stories" page on the **WOA website**.

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 need more information, please contact nocnet@olympic.org.

PROMOTE THE OLYMPIC VALUES AND SHARE THE SPIRIT OF OLYMPIC DAY



ARE YOU LOOKING FOR INSPIRATION?

Have a glimpse at our case studies.

Download **OVEP Activity Toolkit**.

Your Olympic Day must be appealing to 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, such 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

Provide opportunities for teachers to obtain information and content that will facilitate the dissemination of the Olympic values:

- ensure that the tools are relevant, available, and translated into the local language;
- provide participants with examples or traditions from their communities and national and cultural backgrounds to help them explore the Olympic values;
- involve experienced activity leaders who have good knowledge of the content to deliver the workshops.



Pakistan



Islamic Republic of Iran

ACTIVITY SHEETS

Discover some tips and suggestions for your educational activities.



ARE YOU LOOKING FOR INSPIRATION?

Do you need any assistance in developing your educational activities, finding further Olympic images or accessing the Olympic Foundation for Culture and Heritage expertise?

The **Culture & Education HUB** is here to help you.

OVEP Activity Sheets: exercises to support Olympic Values Education.

The Olympic Museum has created additional activity sheets on various topics. Check out the **Online Resources**.

Supplementary **educational material**.

How to plan educational activities

1. Identify target groups

Who are these activities for?

- Young people
- Teachers, educators, trainers, parents.

2. Formulate learning objectives

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

3. Experiment

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

Identify the right tools

What is the best way to convey the key messages? How can participants experience the values of Olympism?

- Moderate discussions or meetings with professionals from the world of sport. Being an athlete is not the only career in sport!
- Step into the shoes 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 do a tour of an Olympic Museum accompanied by a curator or educational manager.
- Different kinds of games, an Olympic quiz or 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 arts or designs inspired by Olympic patrimony, such as torches, posters, pictograms, mascots or medals. Invite artists or designers to attend or host the workshops.

FINANCIAL GUIDELINES

Olympic Solidarity will grant a subsidy to each NOC which organises Olympic Day and submits an application detailing their project on RELAY by 31 March 2024.

To make sure you do not forget anything, check out:

[TaskDeadlines.ics](#) 📅

The amount of the Olympic Day subsidy totals USD 5,000 per year for all NOCs, depending on the supporting documentation contained in the financial report.

No advance payments will be made for this funding opportunity. The funding will be released upon receipt and approval of a completed technical report and a completed financial report in RELAY after the realisation of the project.

The subsidy will be granted to all NOCs, regardless of the number of participants taking part in the organised events.

Two key deadlines

31 March 2024

Submission of the application on RELAY for your planned NOC event.

30 September 2024

Submission of the reports on RELAY.

NOCs must submit their applications on RELAY for their planned event by 31 March 2024.

Please note that should you not have sent your reports or requested an additional deadline by 30 September 2024, you will not have the right to receive the subsidy.

Additional Guidelines for 2024

- **No cash rewards to be distributed with the funding.**

If you are awarding prizes, a good alternative would be for example, a voucher for a sports shop or sports equipment.

- **No travel costs outside of your country will be covered with the funding.**

If you must take an internal flight due to the distance to where the event is organised, this must be in economy class and direct routing only. Please be conscious of the environment and only send those who are necessary for the implementation of the project.

- **Please be conscious when printing banners/tee shirts to not put the year or location on it.**

This will allow you to reuse this material for future Olympic Day celebrations, hence leading to a more sustainable event.

- **Please note that you only need to justify the USD 5,000 in the financial report.**

If this subsidy only covers a part of your overall expenses, please note that you don't have to justify all of the expenses relating to the event.

TASK DEADLINES

Here are the important stages to follow to organise Olympic Day on 23 June 2024.

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

[TaskDeadlines.ics](#) 

29 February 2024

Publication of the online Olympic Day Toolkit

February – June 2024

Planning of the logistics for of your event

31 March 2024

“2024 Olympic Day Application” to be submitted via RELAY

April – May 2024

Olympic Day Workshops organised by the IOC

May – June 2024

Communicate about your Olympic Day

23 June 2024

Stage Olympic Day and join the IOC Olympic Day Campaign

June – 30 September 2024

2024 Olympic Day Report to be submitted via RELAY
no later than 30 September 2024

June – November 2024

On receipt, reviewal and approval of the reports,
you will receive your financial allocation.

Promotion

Increase Olympic Day engagement and awareness before, during and after the event. This will unite people around the world, creating a truly global online community, inspired by and able to experience Olympic Day. This in turn will help to create a local digital community and strengthen audience loyalty over the years.



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 content and know what you are planning, share your Olympic Day activities with the IOC prior to the event so that we can promote them on our website and social media.

Where and how you market your Olympic Day will depend on your budget, human resources, venue(s) and activities to reach your various audiences. We encourage you to take advantage of the opportunities offered by digital channels and leverage on your social media handles to promote your event and reach out to a young audience, be local, and find a cost-effective solution.

Create a local online community for Olympic Day

Social media allows you to instantly connect with your audience, before the event:

- Ask your followers what activities they would like you to host.
- Encourage your audience to get active, using the assets available as part of the Let's Move global campaign.
- Engage with your audience: respond to comments on your posts.
- Engage with your fanbase and your ambassadors, and relay the content of their posts as and when appropriate.
- Engage your ambassadors to promote the event for you, as this will help build the community and increase engagement.

Tips on using the main social media platforms:

TikTok – Interactive fan engagement
You can have daily uploads

Instagram – Real stories for the sports community
Daily uploads

YouTube – Deeper, long-form videos
Less frequent uploads

X – Real-time news and highlights
Frequent uploads

Facebook – Mid-length lifestyle videos
Frequent uploads

Other sources of promotion include schools, local sports clubs, local media, radio ads, newsletters and websites, for example.



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 ongoing activities you have organised in a timely manner and promote the meaning of Olympic Day and the Olympic values.

Engage with your Olympic Day online community

- Create engagement on social media.
- Use a # to emphasise the common thread of the event.
- Have volunteers create live content on your behalf during the event.
- Invite young people to share their Olympic Day experience on social media.
- Collect quick feedback and original content from your followers.
- Arrange interviews with participants, Young Leaders, athletes and ambassadors to convey the Olympic Day message.
- Invite local media: radio, TV and online interviews.



Uzbekistan

COMMUNICATION AFTER THE EVENT

Communicating after the event is valuable as this gives you the opportunity to report on the success of this year's edition.

Maintain your Olympic Day online community

- After the event, make sure you keep the digital community engaged and entertained.
- It is important to keep posting on social media, for example, and not forget about Olympic Day until the next event.
- Post at least once a month on social media.
- Summarise activities and participant engagement in a post for your website or social media, with images of your activities.
- Collect audio/video statements from this year's participants, which you can promote with still and moving images on various platforms such as your website or social media.
- It is important to maintain your community to build loyalty, and they will promote the event on your behalf.



**ARE YOU LOOKING FOR
INSPIRATION?**

Have a glimpse at
our case studies.



Lithuania



Senegal



Saudi Arabia

ENGAGE WITH A LARGE AUDIENCE TO PROMOTE YOUR EVENT LOCALLY

Inspire people and enable them to enjoy being part of the Olympic Day experience!



HOW TO INCREASE ENGAGEMENT AND AWARENESS

Have a glimpse at
our **Online Resources**.

Depending on your resources, we suggest you increase your number of communication channels and rely on ambassadors to promote your event to a diverse audience.

NOC Media

- Publicise your activities on your NOC website and on your social media;
- Include stories about and interviews with Olympians, sportspeople and National Federations;
- Showcase how your event is engaging with the local sports community and inspiring people to get active and lead healthy lifestyles.

Local Media

- Invite journalists, bloggers and sports and health influencers to share key messages ahead of or during the event;
- Send out a press release, including photos or videos, to national press agencies, local newspapers, and radio and/or TV stations to promote your event; arrange interviews with famous athletes, high-ranking NOC representatives, politicians and others who are supporting or taking part in your Olympic Day activities;
- Produce brochures and posters to raise awareness of the Olympic Day activities in your communities.

Stick to our values and the topics of your event.
Use engaging, motivational language.
Share useful and bespoke resources.

Social Media

- Build a network of local ambassadors by teaming up with social media personalities, content creators, athletes, Olympians and more;
- Focus your promotion and activations around your community of ambassadors;
- Create bespoke content that will stand out and generate interest amongst your audience;
- Identify potential talking points and interests related to your event to engage with your community;
- Build meaningful connections around a shared passion and an immersive experience for a young audience;
- Encourage your participants to post Lives and stories to share their experience.

Encourage your community to use hashtags such as #OlympicDay and #LetsMove to create as much engagement as possible among athletes, your NOC and team, NF, etc.

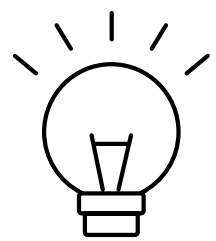
Sprinkle your posts with relevant emojis.

Adapt your tone of voice across your channels to land your message in different ways, but with the same end result.

Provide guidelines to your main ambassadors to share with them your key messages, values, etc.

BE PART OF THE WORLDWIDE OLYMPIC DAY COMMUNITY

Show that we can build a better world through sport by uniting people everywhere, creating a global community that is inspired to live by the Olympic values.



**DO YOU NEED KNOWLEDGE
OR MORE INSPIRATION**

Look at the [Olympism365](#) pages.

Every year, the IOC launches an Olympic Day campaign that celebrates athletes by showcasing them and highlighting how they inspire people around the world.

Olympic Day Media

- Use #LetsMove and #OlympicDay.
- Integrate your communications activities with the Let's Move toolkit, include key visuals, social media filters and digital banners, amplify ideas, and offer tips on how to engage local athletes and influencers.
- Engage with your athletes, influencers, partners and the general public.

The IOC will strive to amplify your content.

One of our key aims is to increase engagement with and awareness of Olympic Day on 23 June and beyond.

Supporting Material

On [NOCnet](#) →, 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 use to mark Olympic Day;
- an electronic version of the Olympic Day diploma;
- the 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.

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

COLLABORATE WITH INTERNATIONAL AND NATIONAL FEDERATIONS

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 sport 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-greets for Olympians in schools, etc.

Your NFs will have a wide network of fans and supporters, and will be able to help you promote your initiative and create engagement with your audience.

IFs and NFs are your ambassadors, so make sure you include them in the celebrations and allow them to share content and take part in the global campaign.



BRAND YOUR ACTIVITIES AND CREATE ENGAGEMENT!

[Olympic Day logo](#)

[Signage, informative materials](#)

[Goodies, medals, diplomas](#)

[Social media](#)

[Online resources](#)



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 over the years and throughout the world, 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 MAKE UP OLYMPIC DAY.

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

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

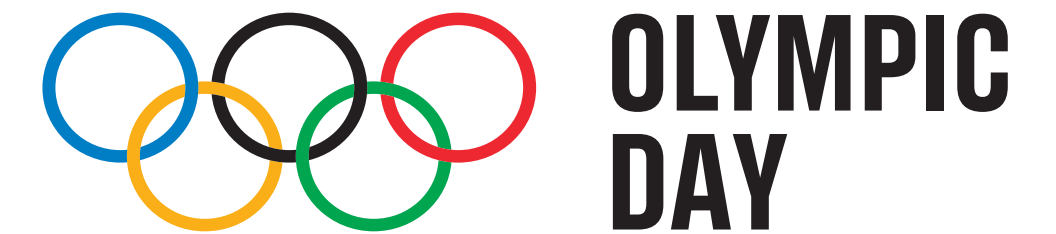
- Horizontal lockup
- Vertical lockup
- Horizontal one-line lockup*

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

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

- The Olympic Day logo may not be displayed in the immediate proximity of, or incorporated into a composite logo, or combined with an NOC emblem or other reference or marks, such as those of a sponsor.
- 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.

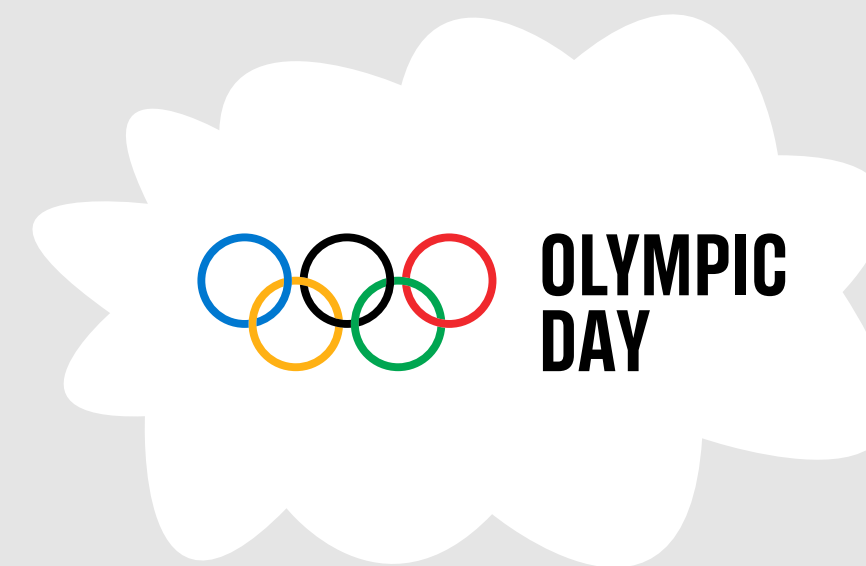
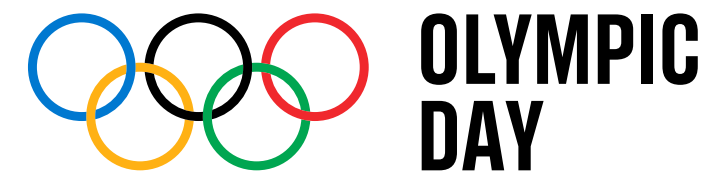
To respect the integrity of the Olympic symbol, the full-colour Olympic Day logo must always be used on a white background.

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

Three 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.

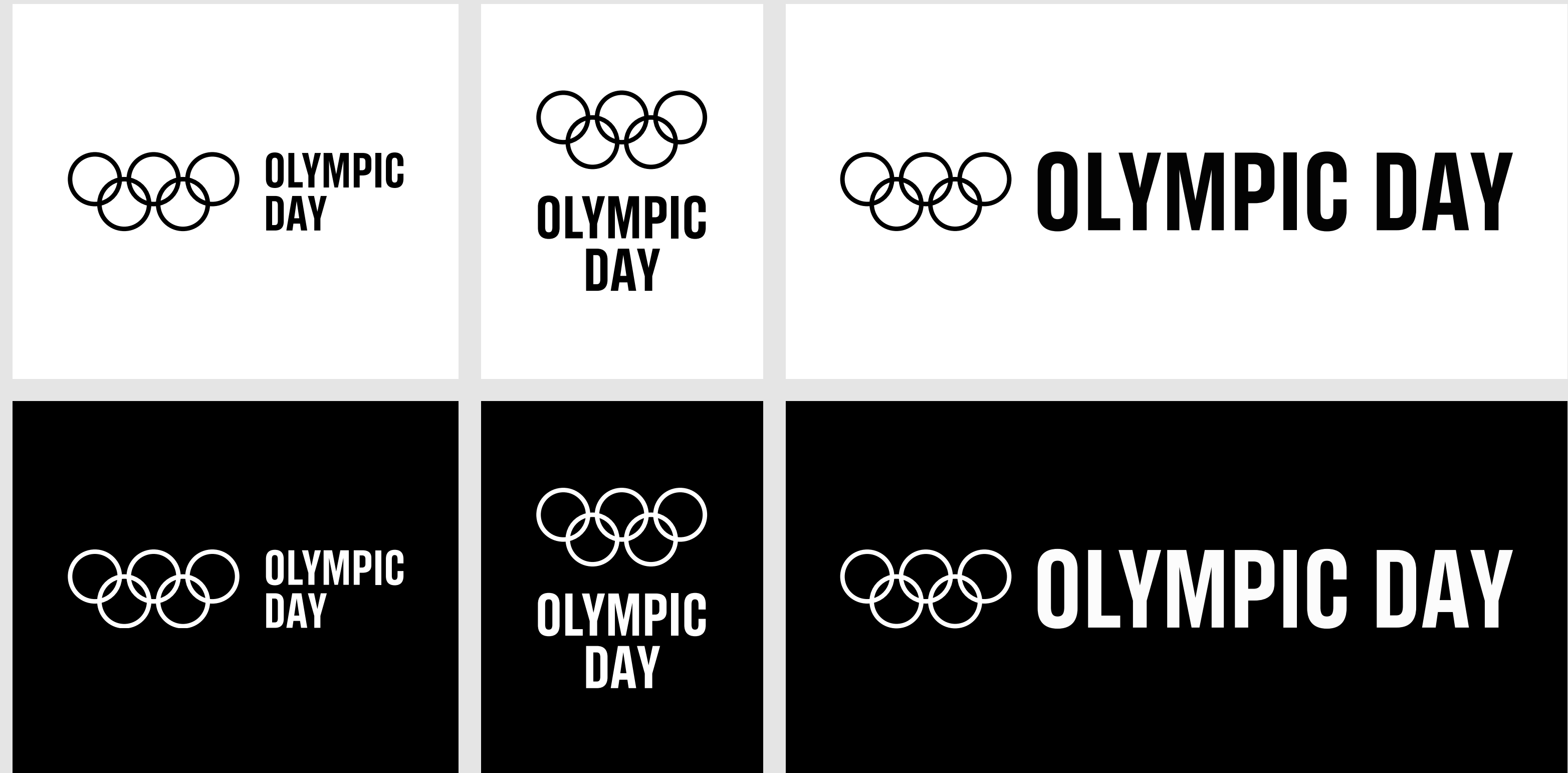


Monochrome versions

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 cannot 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 that an Olympic colour is used as a 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

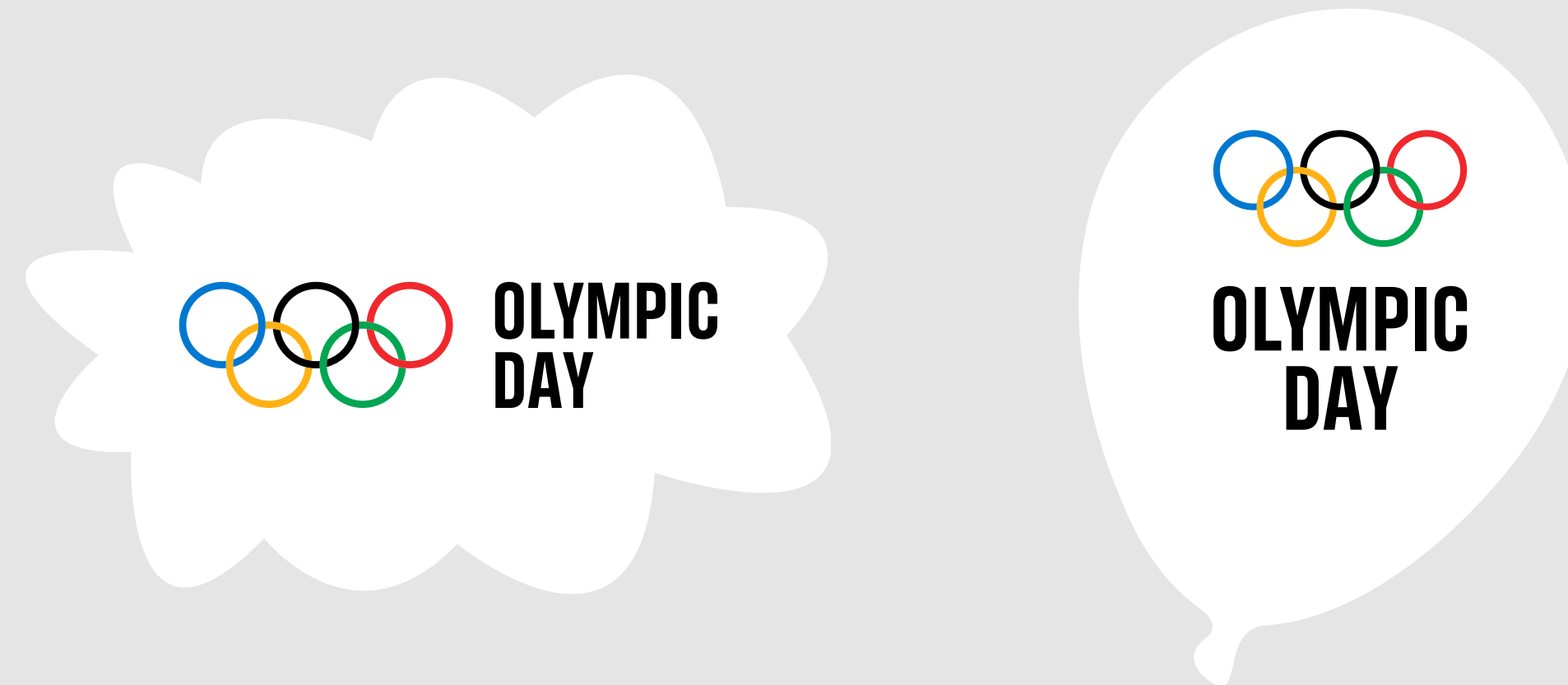
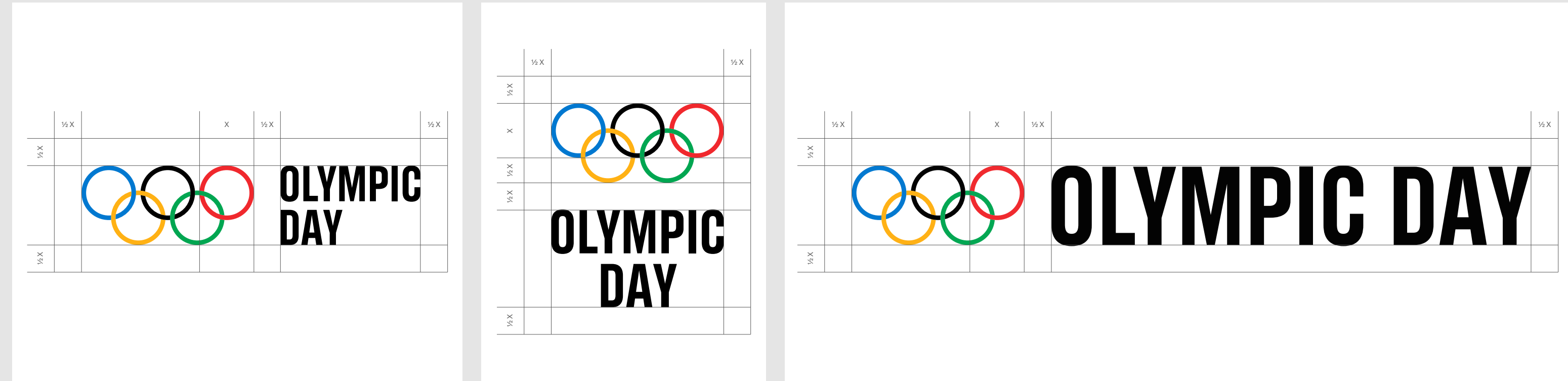
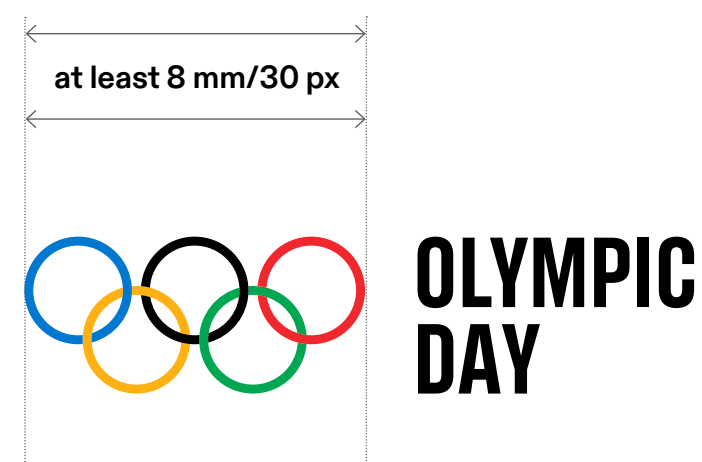
Isolation of the logo is important to ensure visibility and to preserve its integrity.

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

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 clearly 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 8mm or 30 pixels wide.



Integrity

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

- The full-colour version of the logo may be used only 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.

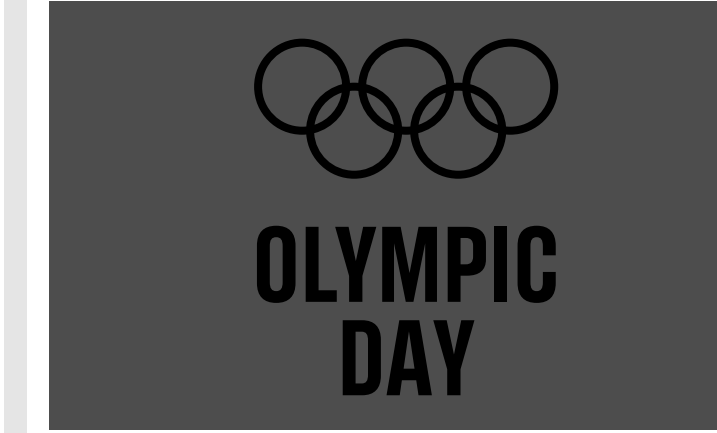
Do not place the full-colour logo on a photographic background unless it is on a solid white portion. Use the white holding shape instead.



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 create a monochrome version of the Olympic Day logo, other than black or white.



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 the colour, size or placement of the designation.



Do not modify the typeface.



Do not place any elements over the rings.



You may use the Olympic Day wording in your language only, and not in another language in the same logoo.

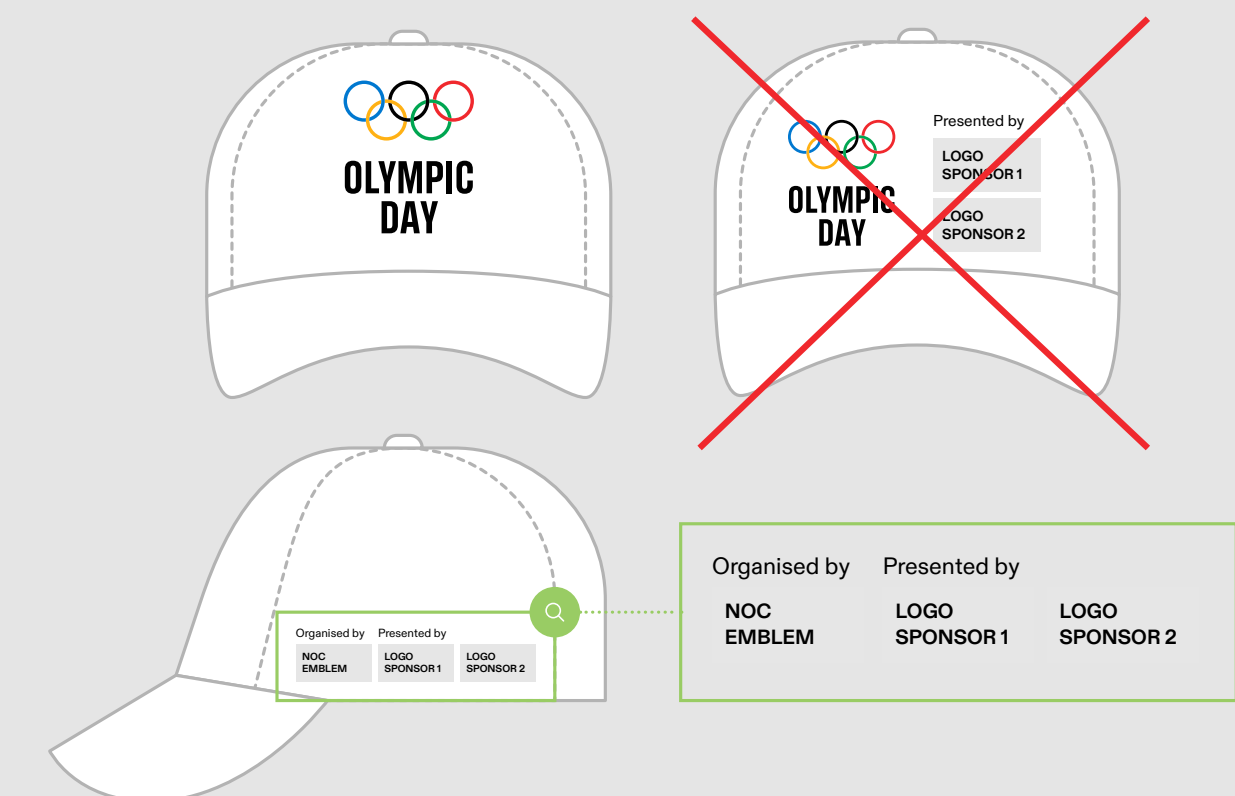
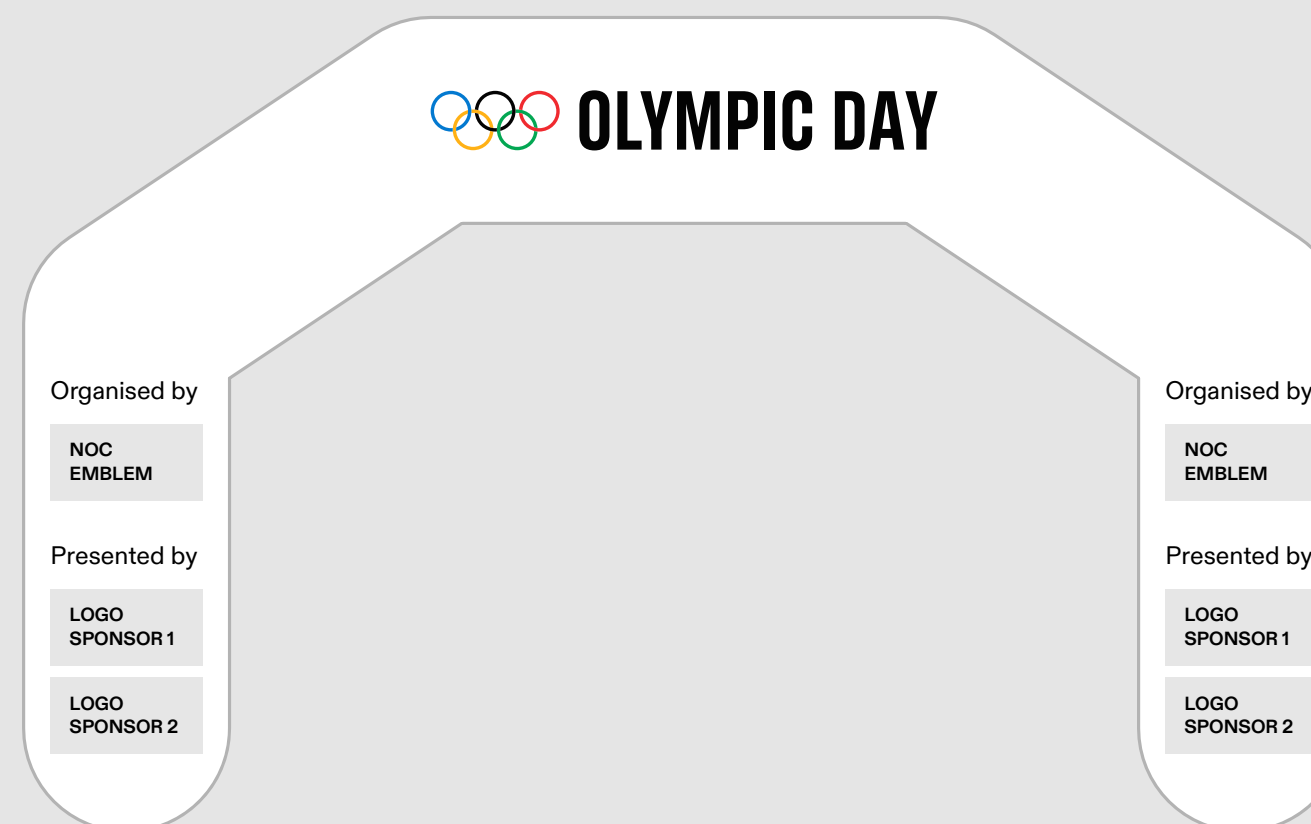
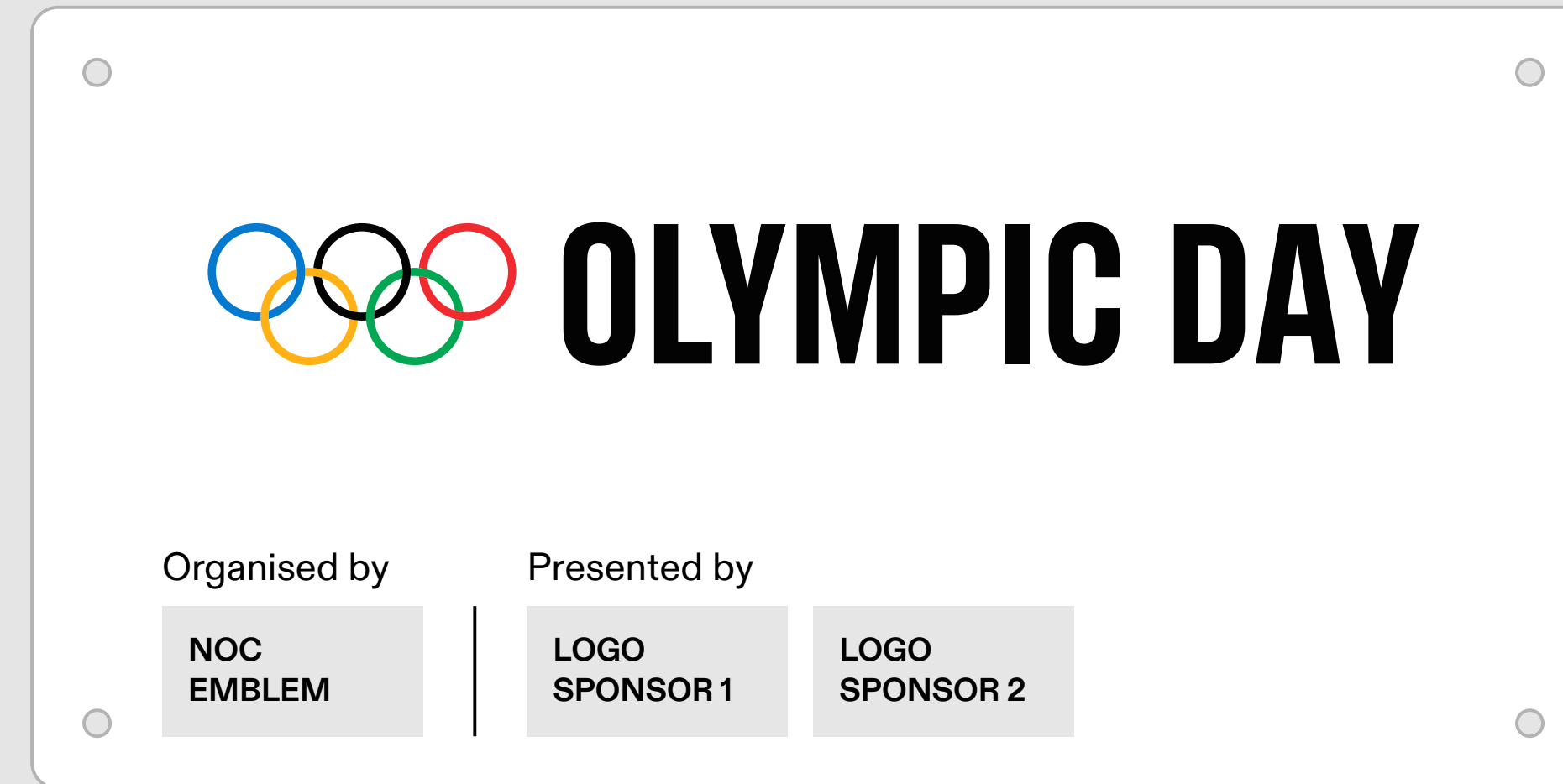


Visual recognition of organisers and partnerships

The Olympic Day logo may not be displayed in the immediate proximity of or incorporated into a composite logo, or combined with the NOC emblem or other reference or marks, such as those of sponsors.

However, these elements may be present within the visual identity, in an appropriate separate sequence.

- 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 for 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

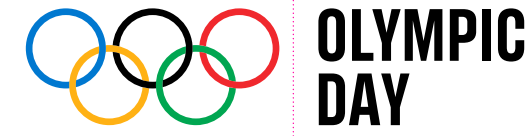
Korean - Noto Sans CJK KR Bold

Japanese - Noto Sans CJK JP Bold

Hindi - Noto Sans Devanagari ExtraCondensed Bold

Arabic - Noto Sans Arabic ExtraCondensed Bold

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



French

JOURNÉE OLYMPIQUE

Spanish

DÍA OLÍMPICO

Russian

ОЛИМПИЙСКИЙ ДЕНЬ

Chinese

奥林匹克日

Korean

올림픽 데이

Japanese

オリンピックデー

Hindi

ओलंपिक दिवस

Arabic

اليوم الأولمبي

SIGNAGE

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



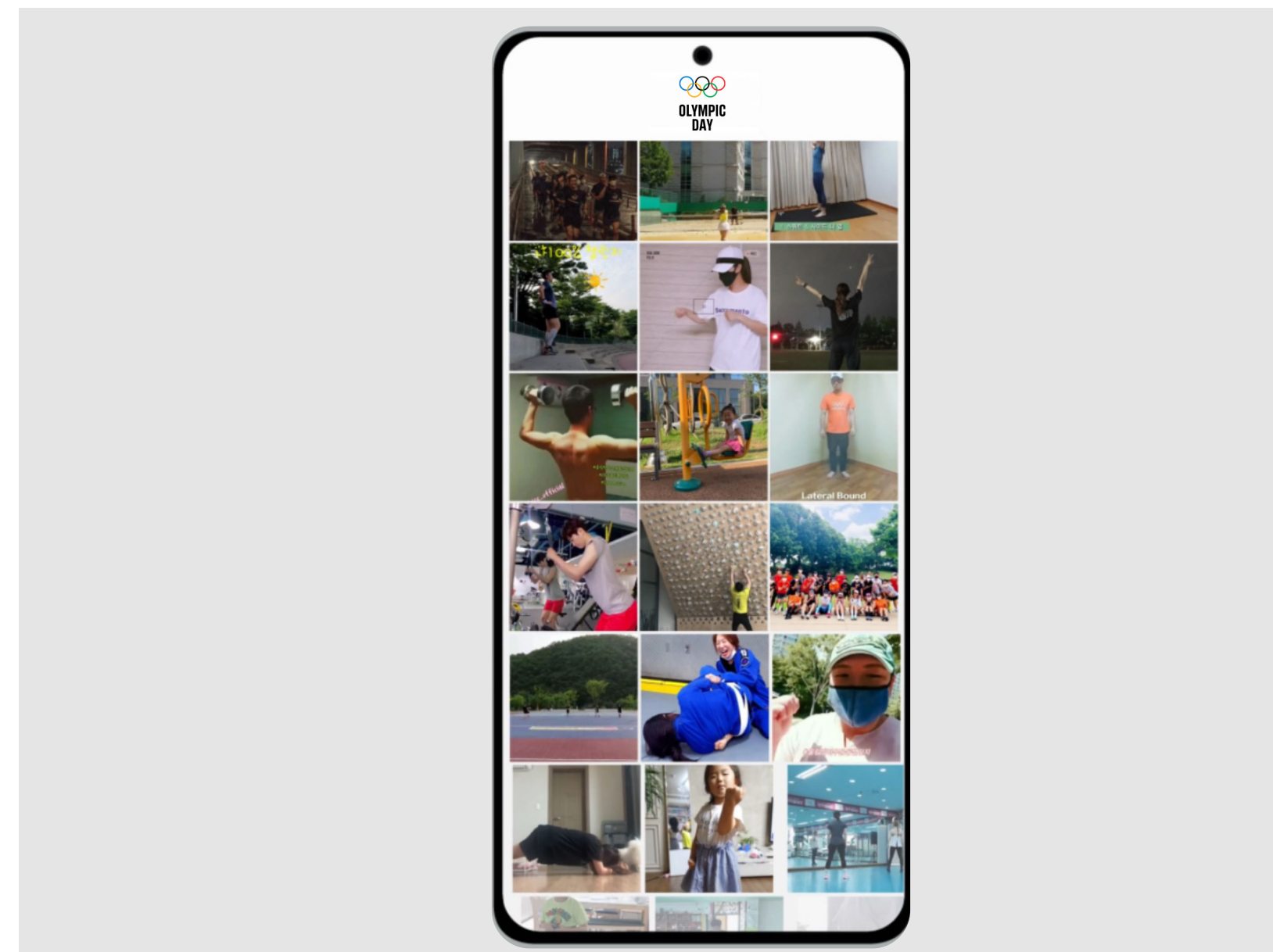
ARE YOU LOOKING FOR SUSTAINABLE IDEAS?

Have a glimpse at our case studies.



INFORMATIVE MATERIAL

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



GOODIES

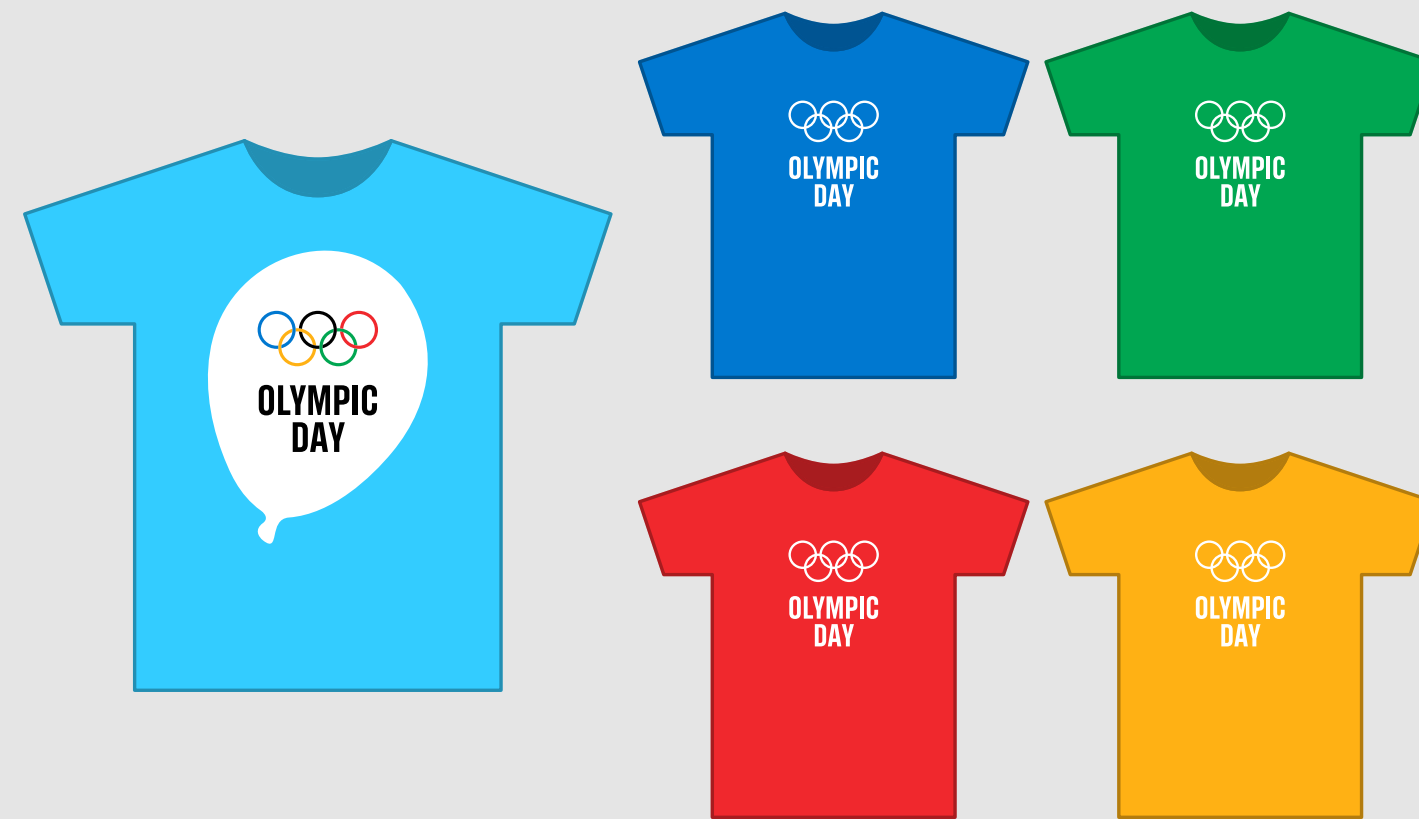
Items offered to participants, such as T-shirts, pens, hats, etc. may also feature the Olympic Day logo.



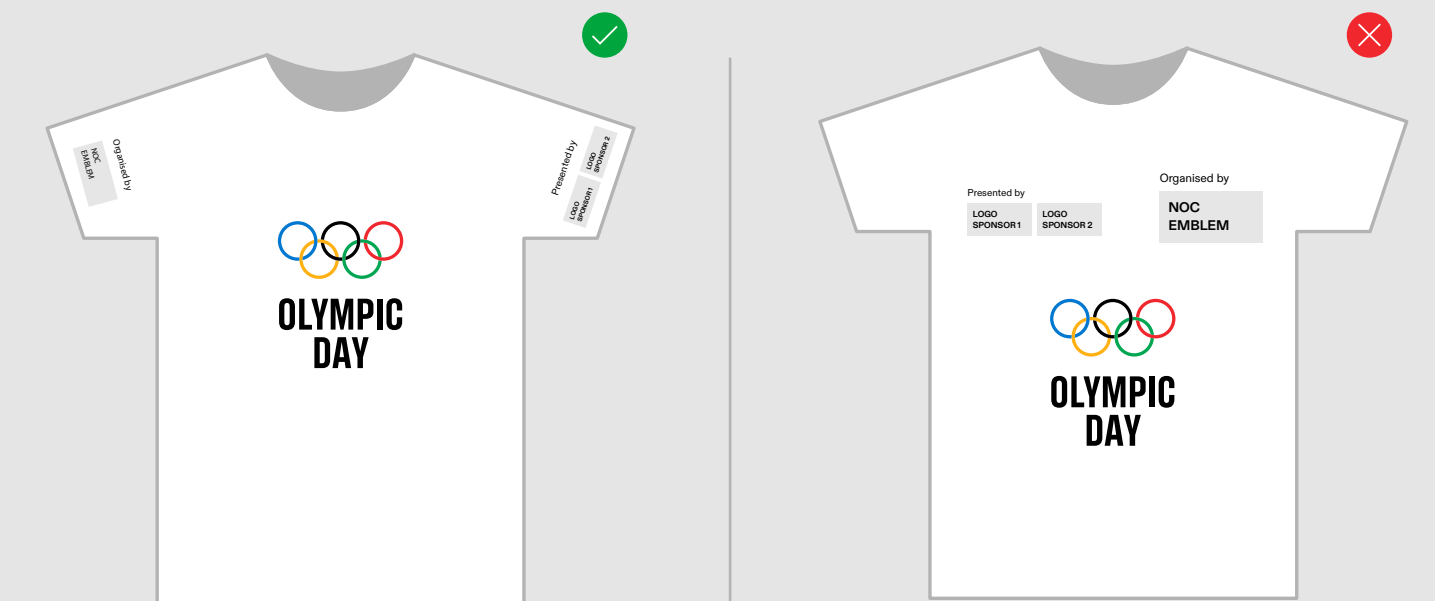
ARE YOU LOOKING FOR SUSTAINABLE IDEAS?

Have a glimpse at our [Online Resources](#).

T-shirts with Olympic Day logo only



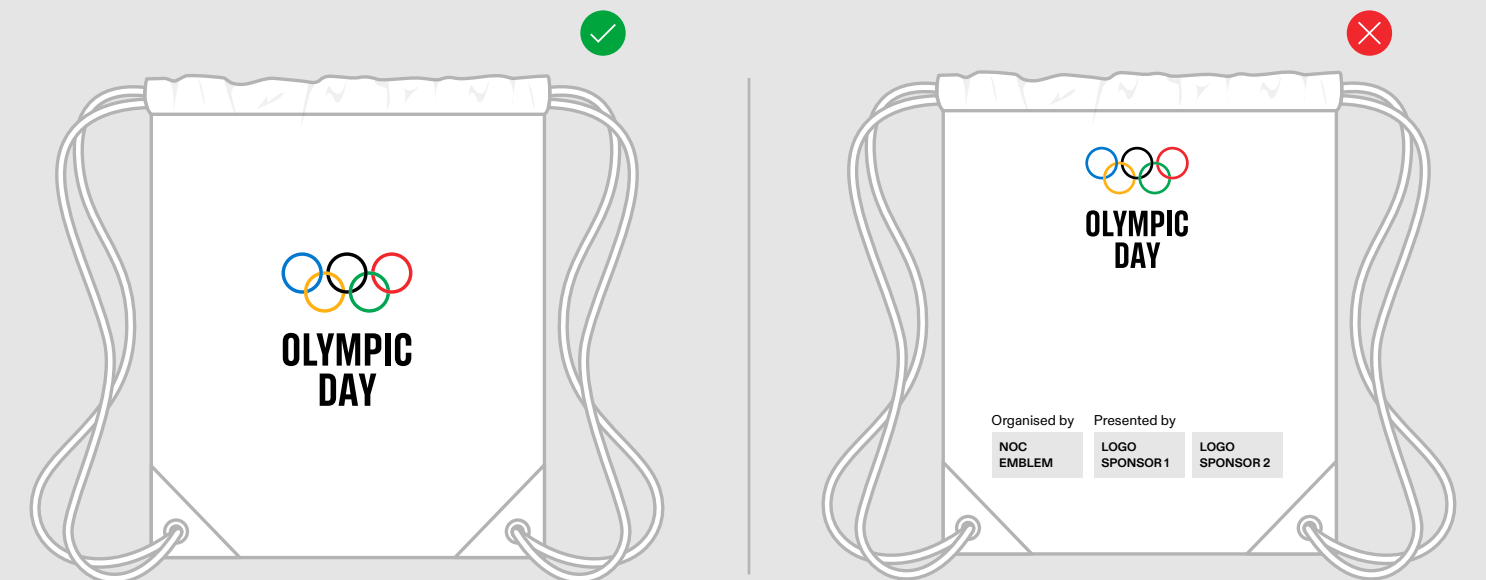
T-shirts with Olympic Day and partners logos



Caps with Olympic Day logo only



Bags with Olympic Day and partners logos



MEDALS

NOCs may produce their own 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 cannot incorporate sponsors' branding or designations.
- 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 IDEAS?

Have a glimpse at our [Online Resources](#).



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 produced, it must be made in the official Pantone colours, and on a white background if the full-colour version is used.

DIPLOMAS

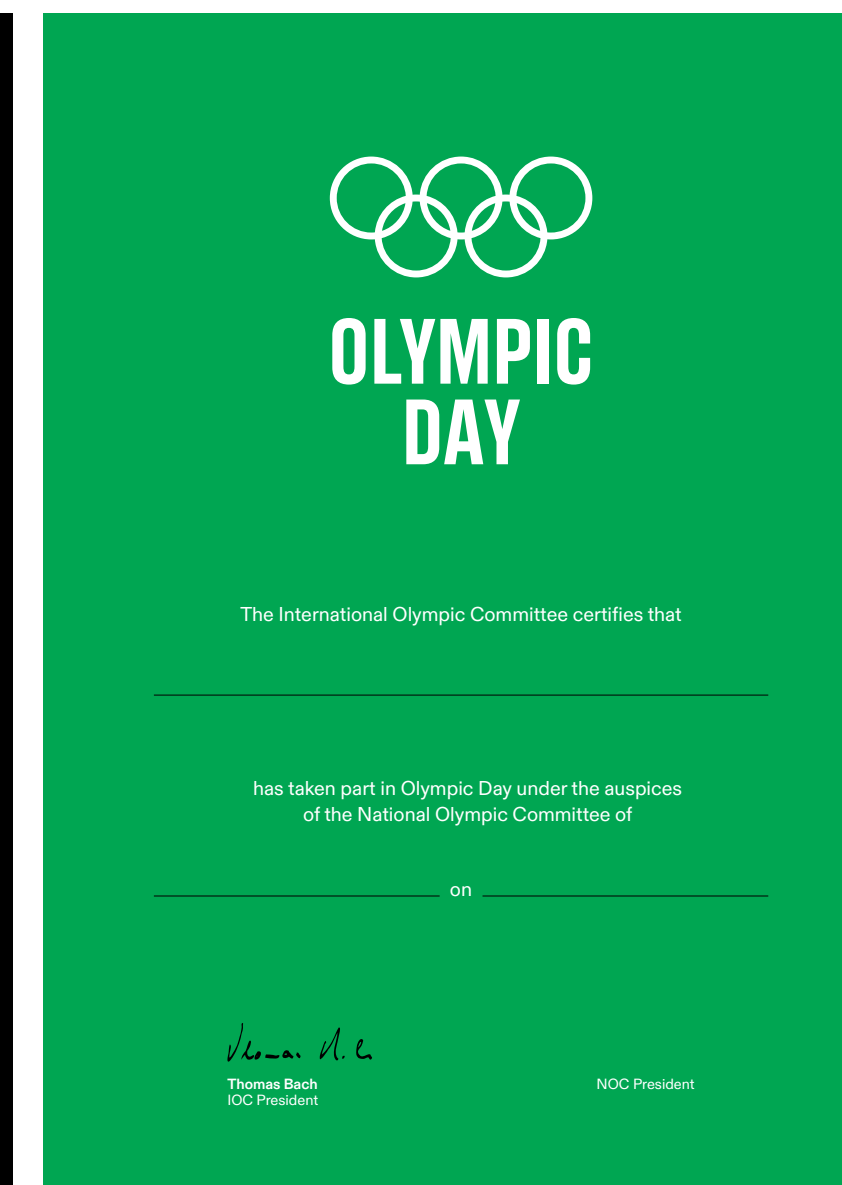
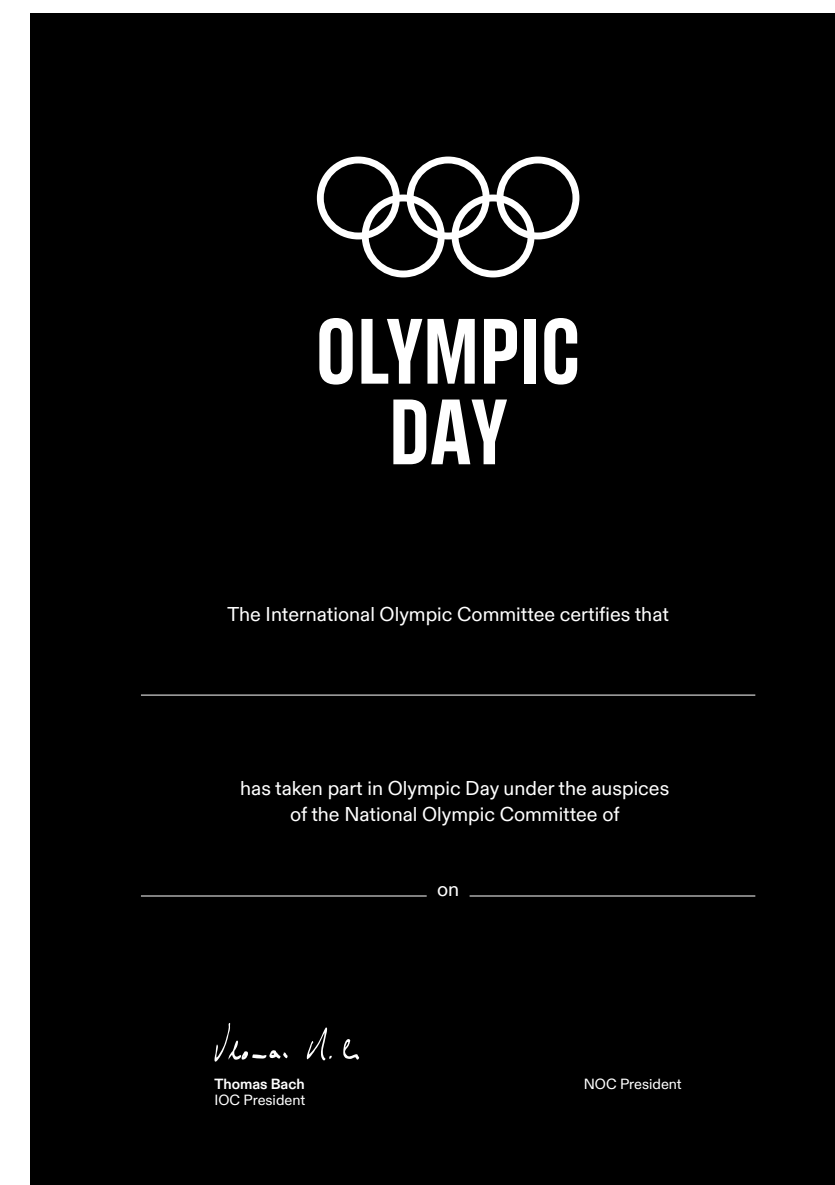
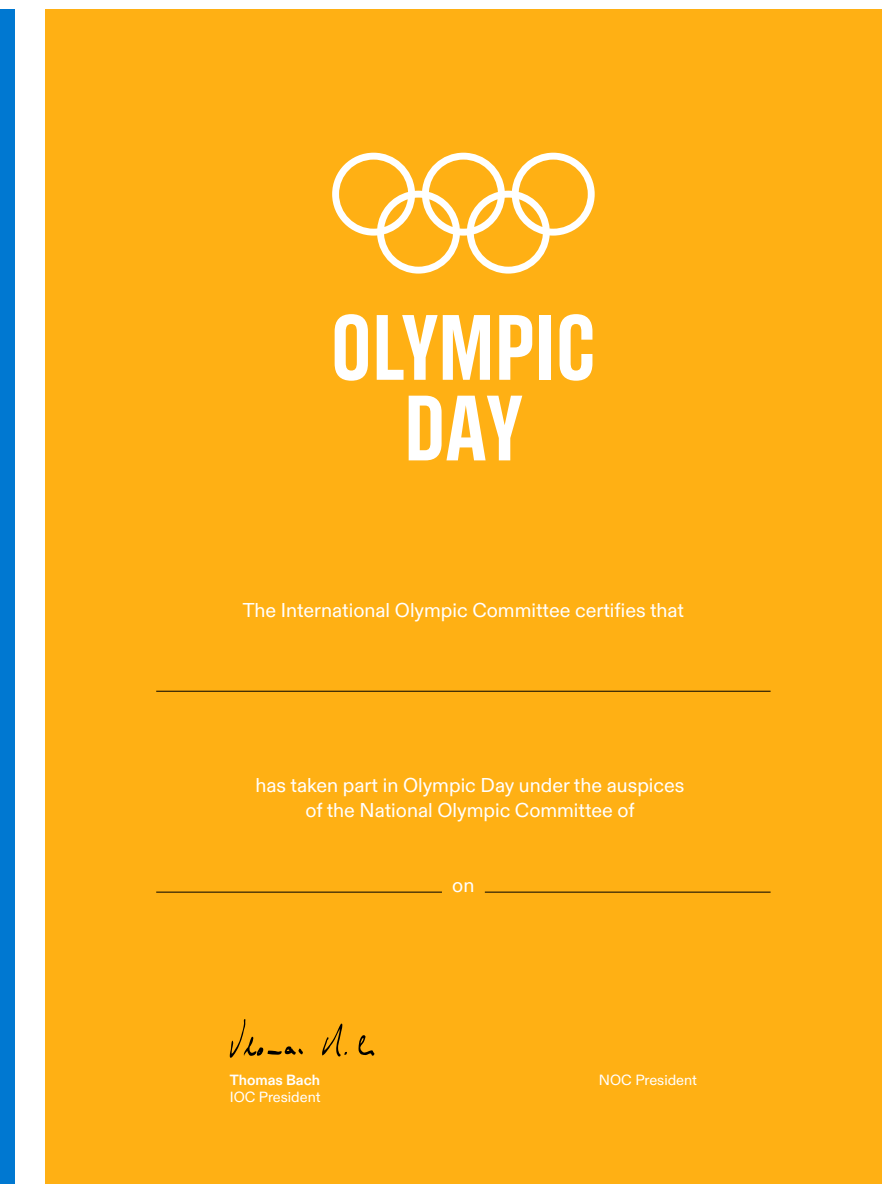
NOCs may distribute Olympic Day diplomas to all the Olympic Day participants.

- The diploma could be printed and personalised with the participant's name or sent online.
- The diploma file is available in English, French, Spanish, Russian, Chinese, Arabic and German. Check out the **Online Resources** [➔](#).
- The background colour of the diploma can be any of the five Olympic ring colours or 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 IDEAS?

Have a glimpse at our **Online Resources**.



HOW TO PROMOTE AND ENGAGE WITH YOUR EVENT ON SOCIAL MEDIA

To increase the reach of your content and improve audience engagement, please find below some tips for communicating effectively on social media:

- Always capitalise the first letter of each word used in hashtags, for example #LetsMove.
- Use no more than three hashtags per post. On X, use a maximum of two hashtags to avoid taking up too many characters.
- If you are using a fact or story, make sure there are always two sources to back it up, and make sure these are reliable sources.
- The shorter and better written the introductory sentence, the more likely you are to get people's attention.
- Do not copy and paste phrases that have been used on other platforms without asking yourself if they work for the one you are posting on. What works on one platform may not appeal to the audience on another.
- Question your text: Before you post, ask yourself questions that will cause you to think critically about your text. Can it be shorter? Are you overdoing it? Is your message clear? Who is your audience? Is it appropriate for your channels?
- Proofread, proofread, proofread – Never forget to proofread your text before you publish it.

Engage with ambassadors to promote the event for you, as this will help build community and increase engagement.

- These do not all have to be famous athletes.
- Social media personalities and content creators can help you amplify your messages or campaigns.
- Olympians and athletes are designated to increase reach and achieve maximum impact. They are credible personalities who embody the Olympic Games through their hard work, dedication and achievements. You can build campaigns and activities around them.
- Social influencers are creative partners with large online followings and communities to increase reach and engagement. They can help promote a campaign to a wide audience.
- Olympians: Approach little-known athletes covering a wide range of Olympic sports, adding authenticity to campaigns and amplifying campaigns by showing their support.

Points to keep in mind to ensure a good fit with your ambassadors:

- Do they match the brand's values?
- Is their story in line with the campaign?
- Does their follower base match our target audience?
- Will they be effective in our key geographic markets?
- If you are using multiple influencers, make sure they are diverse enough to appeal to different audiences.
- Check their video/photo views to see if their engagement rate is consistently high.

ONLINE RESOURCES

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

The Olympic Day logo and holding shapes

OlympicDayLogoHoldingShapes.zip

Diplomas in various languages

DiplomasInVariousLanguages.zip

The text of the IOC President's message

MessageIOCPresident.pdf

Promotional videos

MessageIOCPresident.zip

AdditionalVideos.zip

Archive – NOC Short Stories

CaseStudies.zip

Sheets for inspiration

OVEP Activity Sheets (Olympics.com)

SustainabilitySheets.zip

EducationalMaterial.zip

Guidelines

ImagesGuidelines.zip

Olympic Solidarity 2021-2024

Plan_Olympic Values_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.