



OLYMPIC COUNCIL OF ASIA

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MARKETING GUIDELINES

General Standard

Governing all OCA commercial and marketing activities

Confidential

Issued under OCA Constitution Articles 7 & 8

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1. Preamble

OCA Ownership of Rights

The Olympic Council of Asia (OCA) is the sole and exclusive owner of all rights of all different games, events and programmes, wherever and by whomever they are staged.

These rights include, without limitation: all brands, names, logos, emblems, symbols, mascots, designations, slogans, designs and other intellectual property (IP); all marketing, sponsorship, licensing, broadcasting, media, digital, data and other commercial rights; and any other rights, whether existing now or created in the future.

Any right granted by the OCA, under these Guidelines or any agreement, is a license only. No grant transfers ownership. All rights not expressly granted are reserved to the OCA. No license granted by the OCA may be transferred or assigned to any third party.

The categories, segments and rights described in these Guidelines are not exhaustive. The OCA may open, create, divide, merge or restrict any category at its discretion.

The OCA has the final decision on all matters relating to these rights.

The OCA Marketing Guidelines (“the Guidelines”) are issued by the Olympic Council of Asia (“OCA”) and constitute the general standard governing all commercial and marketing activities conducted under the OCA’s authority. They apply to all OCA-sanctioned events - including the Asian Games, Asian Indoor and Martial Arts Games, Asian Beach Games, and the Asian Youth Games. - as well as the OCA’s Marketing commercial programme as a standalone programme.

The OCA Marketing Guidelines include the best practices adopted by international sports organisations and are designed to protect the commercial integrity of OCA events, safeguard the rights of Official Partners, and establish a professional, transparent framework for the commercialisation of OCA properties.

The OCA Marketing Guidelines bind the OCA, any Asian Games Organising Committee (“AGOC”) appointed to stage an OCA event, all Marketing Agents, all Official Partners, Licensees, National Olympic Committees (“NOCs”), athletes, team officials, and any party granted commercial rights by the OCA. To be eligible for participation in any OCA events and games, athletes, NOCs and Asian/International Federations must comply with these Guidelines.

The OCA Marketing Guidelines supersede all prior versions. The OCA reserves the right to amend them with a minimum of 30 days’ written notice. Event-specific supplements may be issued for individual editions of the Asian Games or other OCA events; in the event of any conflict between a supplement and these Guidelines, the supplement shall prevail for the relevant event, provided that no supplement, Host City Contract term or agreement shall limit or override the OCA Ownership of Rights set out in this Preamble, unless the OCA approves or consents in writing. Queries should be directed to info@oca.asia.

These guidelines are an integral part of the Host City contract and OCA has the right to amend it periodically.

2. Definitions

The following definitions apply throughout these Guidelines. Additional event-specific terms may be defined in event supplements issued by the OCA.

Term	Definition
OCA	The Olympic Council of Asia, the continental Olympic organisation governing the Olympic movement across Asia as per the Olympic Charter.
OCA IP	All trademarks, emblems, logos, mascots, marks, slogans, designs, and other identifiers owned or controlled by the OCA, including the OCA Logo and any event-specific marks.
Event/Games IP	All emblems, logos, mascots, marks, and identifiers specifically associated with a particular edition of an OCA event/games, as registered and maintained by the OCA.
AGOC	The Asian Games Organising Committee appointed as per the OCA rules and guidelines to stage a specific OCA event.
OCA Marketing Agent	The entity appointed by the OCA to manage and execute any aspect of the OCA's commercial programme.
Official Partner	Any entity granted commercial rights by the OCA or a AGOC under a valid sponsorship or licensing agreement.
VIK	Value-In-Kind: products or services provided by a Partner in lieu of or in addition to cash consideration.
Ambush Marketing	Any activity by a non-authorised party that creates or implies an unauthorised commercial association with the OCA, its events, games or programmes.
Licensee	Any entity granted rights to produce and distribute products bearing OCA IP under an OCA Licensing Agreement.
Games Period	The full duration of an OCA events/games decided by the OCA.
Games Digital Period	The full duration of OCA digital events/games decided by the OCA.
Clean Zone	A defined commercial exclusion perimeter around each event venue, active from 7 days before through 48 hours after each event at that venue.
Official Sites	All competition venues, training venues, the Media Centre, International Broadcast Centre, official interview areas, official hotels, athletes' village, and any other OCA-designated areas.
NOC	A National Olympic Committee recognised by the OCA.
Athletes/Officials	Athletes/Officials whom participated in OCA events/games.
Media	Media whom participated in OCA events/games.
Asian Federation	The Asian Federation participating in OCA events/games.
International Federation	The International Federation participating in OCA events/games.
Product Category	A class of products or services in which the OCA grants commercial rights, as determined by the OCA.
Category Segment	A defined part of a Product Category that the OCA may grant separately, with exclusivity within that segment only.
Automobile Category	The Product Category covering motor vehicles and related mobility solutions, divided into the Category Segments set out in Section 4.7.

3. OCA Brand Identity & Intellectual Property

All OCA IP and Event/Games IP is owned exclusively by the OCA. This applies whether the IP is created by the OCA, an AGOC, a Marketing Agent or any third party. Any use is permitted only under a written authorisation from the OCA.

3.1 OCA Symbol & Logo

The OCA Symbol (the bright red sun with sixteen rays and a white centre ring) is the exclusive property of the OCA and may not be used without prior written consent. It is governed by Article 7 of the OCA Constitution. The OCA Logo (the Symbol encircled by the Asian Dragon and Falcon, with the Olympic Rings beneath and the text ‘Olympic Council of Asia’) is a registered trademark governed by Article 8 of the OCA Constitution and may not be used, reproduced, or modified without prior written authorisation from the OCA and in accordance with applicable IOC directives concerning the Olympic Rings.

Three approved logo variants exist: the Brand Logo (Symbol + Rings + wordtype), the Secondary Logo (Symbol and Dragon/Falcon only), and the Alternate Variant Logo (compact version with Rings + wordtype). All variants are available from the OCA Marketing Division in approved digital file formats.

3.2 Logo Usage Rules

- The OCA Logo must never be scaled below 200px wide by 100px tall in any digital application.
- A mandatory clear space (‘exclusion area’) equal to the width of the Symbol must be maintained on all sides of the Logo. No other graphic element or copy may appear within this exclusion area.
- The full-colour Logo may not be placed on black, coloured, photographic, or patterned backgrounds. The reverse version may only be used on clean solid backgrounds.
- The Logo may not be distorted, stretched, rotated, skewed, recoloured, or recreated from scratch.
- Event-specific emblems and mascots are the exclusive property of the OCA and may only be used by NOCs or any third parties in a strictly sporting or editorial context, never in connection with NOC sponsors or any commercial context.
- NOCs and any third parties shall not alter, amend, or grant licences in respect of any OCA or Event IP. They must use these marks exactly as provided by the OCA.
- The OCA have the right to grant permissions and exceptions on case by case basis.
- Host Parties and the Organizing Committee (AGOC) may request incorporation of local design elements into an event’s visual identity, but such adaptations must not alter, dilute, or override the OCA Symbol or Logo. All adaptations require prior written OCA approval.

3.3 Official Colour Palette

All OCA commercial and marketing materials must reflect the core OCA colour palette derived from the OCA Symbol and Logo. Primary colours should be used boldly with large areas of white as a neutral backdrop. Only headline text may appear in colour on white backgrounds; body copy must always be black or white.

Colour	Hex / RGB	Usage
Red (Primary)	#FF0000 RGB 255, 0, 0	Primary brand colour. Key brand elements, covers, venue dressing.
Orange	#FA5B27 RGB 250, 91, 39	Secondary colour. Accent elements and dynamic visual applications.
Yellow	#FFCF2F RGB 255, 207, 47	Supporting colour. Used with Red and Orange in the OCA emblem gradient.
Gold	#FFB114 RGB 255, 177, 20	Accent colour. Premium elements, wordmarks, partner designations.

3.4 Typography

The OCA's official typefaces are TT Hoves Pro (primary - headlines, titles, display text) and Poppins (secondary - body copy, captions, digital interfaces). Most typography should be black or white. Headlines may appear in an OCA primary colour on white backgrounds only. Body copy and captions must never appear in colour. Approved font files are available from the OCA Marketing Division upon execution of a relevant agreement.

3.5 Digital Composition Standards

Official Partners or any third parties producing co-branded digital content must comply with the OCA's platform-specific size standards. Images should be full bleed where possible. The OCA Logo must be locked to a corner of the layout grid. Headline type should be left-aligned and locked to an edge of the grid. Full specifications are set out in the OCA Look and Feel - Event Guidelines, available from the OCA Marketing Division.

4. Sponsorship Framework

4.1 Tiered Sponsorship Structure

The OCA operates a tiered sponsorship framework for its events. Category exclusivity is guaranteed within each tier. Sponsors may only exercise rights applicable to their designated tier. The OCA and any applicable AGOC shall maintain a joint Sponsorship Registry listing all active sponsors by tier and category.

Tier	Designation	Key Rights
1	Prestige Partner	Full Event IP rights across all marks, emblems, and mascots. Global and pan-Asia activation rights. Priority venue signage. Maximum ticket and hospitality allocation. Exclusive category rights. Digital partner badge. VIK supply designation. Full post-event evaluation report.
2	Partner	Event marks usage within licensed category. Regional activation rights. Standard venue signage. Standard ticket and hospitality package. Category exclusivity. Digital partner badge. VIK participation eligible.
3	Official Sponsor	During the period of the events/games, they receive designated rights.
4	Official Supplier	Designated product/service category rights. Functional venue presence for product supply and display. Limited marks usage tied to supply role. Basic hospitality allocation. Supplier designation in official publications.
5	OCA Sponsor Club	Designated product/service category rights. Functional venue is the OCA Headquarters and website.
6	Regional/National Supplier	Designated product/service category rights at a Regional/National level. Functional venue is at a Regional/National scale.

- Category conflicts shall be resolved by the OCA in consultation with the AGOC. No two sponsors in the same tier may operate in the same commercial category or, where a category is segmented under Section 4.7, in the same Category Segment. Exclusivity applies at segment level.

4.2 Revenue Allocation

- The OCA exclusively owns and manages all the OCA events/games marketing programme revenues, including Media, Digital and VIKs.
- In accordance with OCA's constitution, rules, regulations and different OCA body decisions, the OCA may decide a percentage of revenue generated from OCA events/games to the AGOC and any third parties.
- A Marketing Programme Participation Subsidy for OCA events/games shall be reserved by the AGOC/third parties for OCA. The OCA exclusively decides the amount of participating subsidies for the participating NOCs. AGOC and third parties must adhere by OCA's decision.

4.3 Advertising, Branding & Venue Signage

- Sponsor advertising boards take precedence over all decorative city and venue dressing and event Look materials during OCA games and events.
- The AGOC shall report and obtain OCA approval for the event 'Look' to the OCA no fewer than 90 days before implementation.
- Board signage plans (position, size, content, attribution) shall be submitted to the OCA no fewer than 60 days before each event.
- No commercial signage other than that of Official Partners shall be displayed at any event venue during the Clean Zone period.
- Bibs, finish-line tape, and press conference backdrops shall be designed by the AGOC in consultation with the OCA Marketing Agent and with final approval by OCA.

4.4 Products, Services & Value-In-Kind

- VIK supply agreements must be executed no later than 18 months prior to the Opening Ceremony of the relevant event/games.
- If supply terms are not agreed within this timeframe, the AGOC may source from third parties. Such third parties shall not be permitted to use OCA IP or Event IP or claim any event association.
- The AGOC shall provide Partners supplying products or services with adequate space, storage, and utilities at relevant venues at no charge.

4.5 Hospitality & Ticketing

Minimum hospitality entitlements per tier are confirmed in individual Sponsorship Agreements and event supplements. The AGOC shall offer Official Partners priority hospitality access ahead of all non-OCA/AGOC parties. The AGOC will make the complete package (including hospitality and ticketing), as requested, available to the OCA Marketing Agents. Official Partners, Sponsors, and Broadcasters shall receive ticket allocations in accordance with their respective agreements.

4.6 Use of NOCs Official Sponsors

Only Official Partners and Sponsors of OCA events/games may use the term "Official" in any relevant designation relating to the events/games. NOC-appointed sponsors must not be granted any rights associating such sponsors with the OCA, the event/games, or the AGOC. NOC sponsors should only be granted rights with respect to the NOC itself -

for example, “Official Sponsor/Supplier of the [Country Name] NOC.” NOC sponsors may only use such designation within the respective country/region of that NOC.

4.7 Category Segmentation - Automobile Category

4.7.1 Principle. The OCA may divide any Product Category into Category Segments. Each segment may be granted to a separate Official Partner. Exclusivity applies within the segment granted.

4.7.2 Automobile Category Segments. With effect from this version of the Guidelines, the Automobile Category is divided into the following segments:

Segment	Scope
Luxury Cars	Premium and luxury passenger cars.
Sedan Cars	Standard passenger sedans and saloons.
4x4 Vehicles	Four-wheel-drive and sport utility vehicles.
Vans	Passenger and utility vans.
Buses	Buses and coaches, including transport for athletes, officials, media and spectators.
Electric Vehicles	Battery-electric passenger and commercial vehicles.
Autonomous (Driverless) Vehicles	Autonomous (driverless) vehicles and related mobility solutions.

4.7.3 Multiple segments. One partner may hold more than one segment, subject to OCA approval.

4.7.4 Overlap. Where a vehicle falls into more than one segment (for example, an electric 4x4), the OCA decides the applicable segment. The OCA decision is final.

4.7.5 Designation. A segment partner may only use the designation of its segment, for example “Official Bus Partner” of the relevant games.

4.7.6 Games fleet. Each segment partner may supply vehicles as VIK within its segment only. The AGOC shall source Games fleet vehicles from the relevant segment partner first.

4.7.7 Ownership and review. All rights in each segment remain owned by the OCA. The OCA may add, merge or amend segments for any edition.

5. Commercial Guidelines: Clothing & Equipment

The following regulations govern the appearance of manufacturer identification, commercial publicity, and branding on all clothing and equipment used at OCA events/games. During OCA events/games, these regulations take precedence over NOCs and International/Asian Sport Federations regulations relating to commercial branding, unless otherwise approved by the OCA. Any identification in violation of these criteria shall be removed or covered in accordance with the instructions given by the OCA to the AGOC, the relevant NOCs and International/Asian Sport Federations. If the NOCs and International/Asian Sport Federations do not comply with these rules and terms, the NOCs and the IFs/AFs shall be disqualified from OCA events/games.

5.1 General Principles

1. The NOC logo must appear on the chest area of all team uniforms.
2. No trademark, logo, or any form of publicity or propaganda - commercial or otherwise - may appear on sportswear, accessories, clothing, or equipment worn or used by athletes or other participants, except for authorised manufacturer identification as detailed in section 5.2.
3. No trademark, logo, or publicity shall appear on the body or person of any athlete or participant, and no oral or visual representations relating to the same shall be made by athletes or participants during an OCA event.
4. The identification of the manufacturer shall not appear more than once on any single item of clothing or equipment.
5. Competition Management (OCA, AGOC and AFs/IFs) will inspect athlete and team official uniforms, tracksuits, and equipment before entry onto the field of play and before any medal ceremony. NOCs will be requested to remove or cover inappropriate logos or signage.

5.2 Accessories

Unless otherwise specified below, any manufacturer's identification on an accessory exceeding 6cm² shall be deemed unauthorised.

Item	Maximum Identifications	Maximum Size
Socks	One per item	10 cm ²
Headgear (hats, helmets, etc.)	One at 10 cm ² , or two at 5 cm ² each (placed above each ear)	10 cm ² total
Eyewear	As generally used on retail products sold 6+ months prior to the event; lens engravings permitted if not conspicuous	Per retail standard
Armbands	One per item	6 cm ²
Gloves	One per item	8 cm ²
Bags	One per item, not greater than 10% of surface area	60 cm ² maximum

5.3 Clothing

Clothing items (including t-shirts, shorts, sweatshirts, sweatpants, formal attire, and team uniforms) may bear one manufacturer's identification not exceeding 30cm². One additional identification, strictly limited to Product Technology Identifications, is permitted per clothing item and shall not exceed 10cm². Where one-piece body suits are used, identifications are permitted once above and once below the waist. Manufacturer identification on zippers and buttons must appear tone-on-tone and not be conspicuous.

5.4 Footwear

All footwear items may carry manufacturer identification as generally used on products sold through retail trade during the 6 months prior to the event, provided such identification is not conspicuous. Athletes' names are not permitted on footwear unless listed as a technical requirement in a sport-specific supplement or found on retail consumer products 6 months prior to the event. Personalised shoes are not deemed general retail identification.

5.5 Sports and Office Equipment

For any sports and Office equipment, the size of a manufacturer's identification shall not exceed 10% of the surface area of the item, to a maximum of 60cm².

5.6 Competition Numbers & Bibs

Competition numbers and bibs will be provided by the AGOC. Bibs must be worn so that they are wholly visible and must not be cut, folded, or altered in any way. Bibs must be approved by the OCA.

5.7 Victory Ceremonies & Interviews

No sports equipment or accessories may be brought to victory ceremonies. This also applies to interviews, with the exception of the mixed zone when used as an exit from the competition area. No personal accessories - including mobile phones, watches, water bottles, headsets or point-of-view camera devices - are permitted on podiums. Athletes participating in victory ceremonies must wear appropriate NOC uniform.

5.8 Vehicles & Recording Devices

If an NOC and AF/IF rents vehicles for use during an OCA event/games and such vehicles enter any Official Sites, they must be unbranded except for the manufacturer's usual identification. Vehicles operated by the AGOC within Official Sites shall be supplied by the Official Partner of the relevant Automobile Category segment (Section 4.7), where one is appointed. Athletes and participants shall not use any devices capable of recording audio, visual, or audio-visual material for any purposes other than their own private use.

6. Digital & Social Media

6.1 Games Digital Period

The Games Digital Period is decided by the OCA. Enhanced restrictions apply to commercial use of OCA IP and Event IP on all digital platforms. All Official Partners planning digital campaigns during this period must submit materials to the OCA Marketing Agent for pre-clearance no fewer than 21 days in advance.

6.2 Digital Rights by Party

Party	Permissions & Restrictions
Official Partners (Tier 1 & 2)	May use Event marks in digital content. May feature athletes with consent. May run event-themed campaigns during the Games Digital Period. May publish congratulatory content. Must pre-clear materials with OCA Marketing Agent 21 days in advance.
Suppliers & Regional Supporters (Tier 3 & 4)	May reference official designation online. May use marks within agreement scope. May not run event-themed advertising. May not imply broader association than designated role.
Athletes & NOC Accounts	May post personal non-commercial content from venues and the Athletes' Village. May acknowledge personal sponsors once per sponsor. May not use Event marks commercially. May not post from restricted zones (mixed zone, podium, doping control).
Non-Sponsors & Third Parties	May not use OCA IP or Event IP commercially. May cover the event editorially. May not create commercial association by implication. Violations subject to OCA Brand Protection enforcement.

6.3 Official Partner Digital Activations

- All content using OCA or Event/Games IP must conform to the OCA's Digital Asset Guidelines and Graphic Standards Manual.
- Athlete images may only be used with written consent from the athlete and their NOC.
- Official Partners must clearly identify their official status in all digital content.
- Congratulatory advertising acknowledging athlete achievements is permitted, provided it does not imply product performance enhancement or personal endorsement.
- User-generated content campaigns must be pre-approved by the OCA.

7. Anti-Ambush Marketing & Brand Protection

7.1 Clean Zone Policy

- Clean Zones are active from 7 days before each venue's first event through 48 hours after its last event.
- Only authorised Official Partner commercial activity is permitted within the Clean Zone. All existing venue naming rights and third-party branding must be suspended or concealed.
- Clean Zone perimeters shall be jointly defined by the OCA and AGOC before the event and communicated to venue operators and local authorities.
- All existing venue naming rights, permanent commercial signage, franchise branding, and third-party advertising within Clean Zones must be professionally removed or concealed for the duration of the Clean Zone period. The venue must reflect the high standard and prestige of the OCA event/games at all times.

7.2 Brand Protection Programme

7.2.1 Prevention

- The OCA shall publish public IP Usage Guidelines together with the AGOC, conduct awareness campaigns targeting businesses, media, and ticket-holders.
- The OCA and AGOC shall run a trademark watch programme from 24 months before the event/games. The AGOC shall complete all Event IP registrations in the name of the OCA, or shall assign them to the OCA, before it is officially launched to the public, the period will be decided by the OCA.

7.2.2 Monitoring

- Daily digital monitoring of social and e-commerce platforms during the Games Digital Period.
- Daily on-ground Clean Zone monitoring at all event/games venues.
- Customs authority engagement to intercept counterfeit merchandise.

7.2.3 Enforcement Escalation Pathway

Step	Stage	Action
1	Detection	OCA Brand Protection team identifies unauthorised use via digital monitoring, venue inspection, or partner report.
2	Assessment	OCA Legal assesses severity: (a) inadvertent/minor, (b) commercial association, (c) deliberate ambush.

Step	Stage	Action
3	Warning Notice	OCA issues written cease-and-desist demanding removal within 48 hours (digital) or 24 hours (venue-based).
4	AGOC Escalation	If no compliance, OCA notifies AGOC and NOCs to engage host-country authorities and invoke event-protection legislation and disqualify the infringing party.
5	Legal Action	OCA and/or AGOC/NOCs initiates civil or criminal proceedings under applicable IP and event-protection laws.

Enforcement is proportionate and guided by reason. The primary goal is swift removal of unauthorised commercial associations. Legal action is reserved for deliberate or high-impact ambush campaigns.

7.3 Prohibited Activities

- Distributing promotional materials or branded items within event/games venues or Clean Zones without authorisation.
- Aerial advertising (banners, blimps, drones) over any events/games venue during the Clean Zone period without OCA permission.
- Purchasing paid search or social advertising placements using OCA IP or Event IP or event-specific terms without OCA permission.
- Creating digital assets impersonating or implying affiliation with the OCA, AGOC, or the events/games.
- NOC sponsors undertaking any form of commercial or promotional activity at competition venues or any other Official Sites without OCA permission.
- Using OCA event tickets for promotional purposes, prize draws, contests, sweepstakes, lotteries, or commercial incentives without express written authorisation from the OCA. Tickets may not be offered as prizes or awards in any commercial promotion without authorization from the OCA.
- Using official OCA hashtags, event-specific hashtags, or OCA social media content (including reposting from official OCA accounts) in any commercial or sponsored context without prior OCA approval.

8. Brand Licensing & Merchandise

8.1 OCA Licensing Programme

The OCA operates a brand licensing programme allowing authorised third parties to produce and distribute products bearing OCA marks within approved categories and territories. All licensing arrangements must be formalised under a signed OCA Licensing Agreement before any licensed product is produced, marketed, or distributed.

The Product Categories and their following Licensing Conditions are listed below.

Product Category	Licensing Conditions
Sports Equipment and Apparel and Sportswear	Sportswear, Sports Equipment, Formal Wear, Apparel and Accessories, Jerseys, tracksuits, caps, footwear bearing OCA marks. Requires quality approval. Minimum royalty rate applies. Approval from OCA.
Collectibles & Memorabilia	Pins, coins, figurines, framed artwork. Limited edition series require OCA approval of print run and design.

Product Category	Licensing Conditions
Stationery & Publications	Notebooks, calendars, official programmes. Must follow OCA Graphic Standards Manual.
Digital & NFT Products	Digital collectibles, branded filters, avatar items. Requires OCA Digital Licensing Agreement. No resale on unauthorised platforms.
Food & Beverage	Packaged goods bearing OCA marks. Includes, but is not limited to items such as Beer, Dairy Products, Food/Catering Services, Tea and Wine. Generally restricted to non-alcoholic products unless OCA grants specific exception. Alcoholic beverages should not exceed 20% of alcohol level.
Corporate Gifts & Premiums	Branded gifts for B2B use. Not for retail sale without separate retail licensing agreement.
Home, Appliances and Electronics	All sorts of furniture and equipment, Audio/Visual, Furniture and Electronics, Kitchen Appliances, Smartphones, Consumer Electronics, Computers/PCs, Servers, Storage, IoT Devices, White Goods / Home Appliance Ecosystem, Home Furnishings. Requires approval from OCA.
Daily Chemicals and Personal Care	All sorts of products which revolve around Household and Personal Care and Daily Chemicals. Requires approval from OCA.
IT Solutions (Technology and Digital)	AI, Devices, Technical Services, Cybersecurity, IT Integrations & Cloud Services and more. Requires approval from OCA.
Finance and Insurance	Banking, Insurance and Financial services. Requires approval from OCA.
Automotive and Transportation/Logistics	Automobiles, Mobility Security Platforms, Air Passenger Transport, Logistic Services. Requires approval from OCA.
Energy and Industrial	Power Generation and Supply, Petrochemicals. Requires approval from OCA.
Pharmaceutical and Health	Pharmaceuticals, Air Purification, Health Goods. Requires approval from OCA.
Professional Services	Include but not limited to: Management Consulting, Professional services, IT Products and services, Cybersecurity services. Requires approval from OCA.
Culture, Tourism and Experience	Accommodation, Travel agency and related services, Tourism hospitality, Hotels, Cosmetics, Aromatherapy, Hospitality programs and reception services. Requires approval from OCA.
AND OTHERS	Any items that are not listed above should have approval from OCA and must follow the Licensing Programme.

Product categories not listed above require specific OCA approval before a licensing agreement can be initiated. The OCA may open or restrict categories at its discretion.

8.2 Licensing Standards & Approvals

- All product designs, packaging, and marketing materials bearing OCA marks must be submitted to the OCA for written approval before production.
- Products must conform to the OCA Graphic Standards Manual in all uses of OCA logos, colours, and typography.
- Licensees must not sublicense, transfer, or assign OCA IP rights to third parties without prior written OCA consent.
- All licensed products must carry an official OCA licensing declaration in a manner approved by the OCA.
- The OCA reserves the right to inspect manufacturing facilities, request samples, and require modification or withdrawal of any product that does not meet quality standards.

8.3 Royalties & Financial Obligations

- Licensees shall pay the OCA a royalty on net sales as specified in the Licensing Agreement. Minimum guaranteed royalties apply regardless of sales performance.
- Licensees must submit quarterly royalty reports with supporting sales data. Annual audits may be conducted by the OCA or its appointed representative.
- Royalty payments are due within 30 days of the end of each quarter. Late payments are subject to interest at the rate specified in the Licensing Agreement.

8.4 Anti-Counterfeiting

The unauthorised production, sale, or distribution of products bearing OCA marks constitutes trademark infringement. The OCA, AGOC and marketing agents actively monitor markets - including online platforms and physical retail - for counterfeit or unlicensed OCA merchandise and will pursue enforcement action as warranted. At OCA-organised events/games, only officially licensed merchandise may be sold within event perimeters. Licensees are encouraged to report suspected counterfeit products to the OCA official email, AGOC official email and marketing agent's official email.

9. NOCs, Athletes & Partners Obligations

9.1 Athletes Obligations

- Athletes may not permit their name, image, or event performance to be used commercially by non-Official Partners in a manner creating event association.
- Personal sponsor campaigns featuring event performance content require prior OCA written approval.
- Campaigns in-market at least 90 days before the event, running consistently, are permitted provided they do not use OCA or Event IP.
- Athletes must wear official event-issued apparel at all official OCA and AGOC functions.
- Athletes may post personal non-commercial content from venues and the Athletes' Village but may acknowledge personal sponsors a maximum of once per sponsor during the Games Period. Such posts must not include Event IP.

9.2 NOCs Obligations

NOCs acknowledge that Official Partners may refer to themselves as Sponsors of National Teams. NOCs shall not appoint sponsors in product categories or Category Segments that conflict with those granted to the Official Partners as notified to such NOCs in OCA events/games. NOCs shall provide every assistance to the OCA in the event that a sponsor of such NOC (or any other relevant entity) undertakes any unauthorised or ambush marketing activity relating to an OCA event/games. NOC may request a permission from OCA for their marketing activities during the event/games.

9.3 Official Partner Obligations

- Adhere to the OCA's Graphic Standards Manual and Digital Asset Guidelines in all uses of OCA or Event IP.
- Submit all advertising materials using OCA or Event IP to the OCA for approval before publication.

- Ensure all agencies, sub-contractors, and activated third parties comply with these Guidelines.
- Participate in a minimum of four OCA/AGOC Partner Workshops during the pre-event period.
- Provide VIK products and services in accordance with the schedule set out in their Sponsorship Agreement.

9.4 AGOC Obligations to Partners

- Provide Official Partners with suitable office space at event venues and official hotels.
- Assist with local staff recruitment, translation, customs clearances, and applicable tax/duty exemptions.
- Provide quarterly written updates to the OCA on all relevant event decisions and operational changes.
- Deliver a post-event Evaluation Report to all Official Partners within 90 days of the Closing Ceremony.

10. OCA Continental Commercial Programme

This section governs all OCA commercial and marketing activities not specifically tied to the staging of a particular event. This includes the OCA's continental sponsorship partnerships, commercial relationships, brand licensing, and merchandise programmes. These activities generate revenue supporting the OCA's mission to develop sport across Asia, fund OCA continental development programme, and support NOCs and Asian sports federations. This section operates independently of any Host City Contract and is not subject to AGOC approval.

10.1 Partnership Categories

Category	Scope & Rights
OCA Premier Continental Partner	Full rights to OCA brand and marks across all OCA events and activities (excluding event-specific IP). Global activation rights. Preferred category exclusivity across all OCA platforms.
OCA Event Partner	Rights tied to a specific OCA events. Category exclusivity within the designated event. Digital and on-site activation rights for the event duration.
OCA Brand Licensee	Rights to produce and distribute licensed merchandise bearing OCA marks within an approved product category and territory. Governed by a separate OCA Licensing Agreement.
OCA Federation Partner	Commercial partnership through an Asian continental sports federation, carrying OCA endorsement. Rights scoped to the federation's sport and events.

OCA Premier Continental Partners and Event Partners hold first-refusal rights over their category for subsequent agreement periods, provided they are in good standing.

10.2 Sport Federations Partnerships

- All federation-level commercial partnerships involving OCA marks or implying OCA endorsement must be submitted to the OCA for written endorsement before execution.
- Federation partners may not represent themselves as partners of the OCA directly; they shall be referred to as partners of the relevant federation.
- The OCA reserves the right to withdraw endorsement if a federation partnership conflicts with the OCA's commercial programme or values.

10.3 Revenue & Reporting

All revenues from the OCA Continental Programme are managed exclusively by the OCA. Partners shall receive an annual written statement confirming rights delivered and fees received. The OCA shall produce an annual Continental Programme Report summarising commercial activities and performance. VIK arrangements shall be documented in a VIK Schedule appended to the relevant agreement.

10.4 OCA Marketing Appointments

OCA may appoint a marketing agent or individual to help and implement OCA Marketing Programme including but not limited to the Asian Games/Events. OCA has the sole right to decide the commission value granted for the appointed marketing agent or the individual.

OCA may appoint marketing agent(s) or individual(s) on a specific territory, region, continent or worldwide within the best interests of the OCA marketing programme.

11. Governance, Enforcement & Dispute Resolution

11.1 Administration

The OCA manages these Guidelines and all associated commercial programmes. It shall maintain a Sponsorship and Licensing Registry (updated quarterly), conduct annual agreement reviews, and respond to partner and licensee enquiries.

11.2 Disqualifications of Partners and Sponsors

The OCA has the right to disqualify and terminate the contract of any partners or sponsors in the following cases:

1. If the partner or sponsor does not fulfil their duties in protecting the interests of OCA.
2. If the partner or sponsor fails to fulfil their duties and responsibilities in accordance to the signed contracts.
3. If the partner or sponsor deliberately deforms OCA's image and reputation.
4. If the partner or sponsor misuses the trust of the OCA by performing acts that violate what was previously agreed upon, whether verbally or written before signing the contract.
5. Unlawful and untrustworthy behaviour was confirmed before, during, and after the signing of the contract.

11.3 Sanctions

Violation of these Guidelines may result in any or all of the following sanctions or disqualification, as determined by OCA: disqualification of an athlete, withdrawal of a delegation official's accreditation, suspension or termination of a sponsorship or licensing agreement, forfeiture of royalties, financial penalties, and/or legal action.

11.4 Dispute Resolution

Disputes between the OCA and a Commercial Programme partner or Licensee shall first be referred to the OCA Director General for mediation. If unresolved within twenty-one (21) days, disputes shall be resolved through arbitration under the rules of the Court of Arbitration for Sport (CAS) or such other mechanism as specified in the relevant agreement.

11.5 Amendments

These Guidelines may be amended by the OCA with a minimum of 30 days' written notice to all affected parties. Event-specific supplements may be issued for individual editions of OCA events and shall be communicated to all relevant stakeholders no fewer than 12 months before the Opening Ceremony of the applicable event.

12. Contacts & Submissions

Contact	Details
OCA Marketing Division	info@oca.asia - Sponsorship enquiries, digital pre-clearance, partnership submissions, general guideline queries.
OCA Legal / Brand Protection	info@oca.asia - IP infringement reports, trademark queries, counterfeit merchandise.
OCA Licensing Programme	info@oca.asia - Licensing applications, royalty reporting, product approval submissions.

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Marketing est. 2006

OCA Symbol & Logo protected under OCA Constitution Articles 7 & 8 and applicable IOC regulations.

www.oca.asia

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