

Use of Open Weekend Marketing Toolkit – information and guidance for event organisers

As an Open Weekend event organiser, you will be sent some Open Weekend stickers and postcards. You will also be given a unique user code which will give you access to our Open Weekend Brand Centre. From this a variety of Open Weekend materials can be downloaded. Below is a list of all the Open Weekend materials which will be available to you and how you can use them:

Type of material	Comment/Condition of use
Downloadable empty belly poster/flyers in various sizes	Artwork must be submitted for approval to LOCOG via openweekendapprovals@london2012.com
Downloadable empty belly banner for use at your Event	Artwork must be submitted for approval to LOCOG via openweekendapprovals@london2012.com Only one banner may be produced per Open Weekend event and they should be made from sustainable materials (not PVC)
Downloadable generic (un-editable) Open Weekend posters/flyers in various sizes	
Downloadable generic (un-editable) Open Weekend online banner advert	For use on the organiser's website and/or the Open Weekend event website provided that no commercial logos/messaging/adverts must appear on the same webpage. (Note the banners should not be embedded into emails or used in other electronic or digital media. The web banners will be set up so as to link to a relevant page of london2012.com Web banners should not be linked to any other websites)
Open Weekend stickers (we will send these to you)	To be distributed at your Open Weekend event only
Open Weekend postcards (we will send these to you)	

The 'empty belly' materials are templates with empty spaces into which you can add content about your Open Weekend event. These may only be changed as indicated on the Brand Centre and must all be submitted for approval to us via openweekendapprovals@london2012.com. These must not be used unless you have received prior written approval back from us.

Please respect the following additional conditions in relation to all Open Weekend materials:

- Think sustainably: only print as many copies of posters and flyers as you think are genuinely needed
- No Open Weekend materials can be sold
- All Open Weekend materials should be taken down and/or withdrawn from circulation by no later than 31 July 2010

If you produce your own materials for, or carry out any of your own publicity in relation to, your event, these should not use any London 2012, Olympic or Paralympic logos, designs or other marks.

When referring to your event and the fact that it is participating in the London 2012 Open Weekend, it should be described 'as part of London 2012 Open Weekend'. Although we are happy to embrace your event as part of the London 2012 Open Weekend and will include it as a participating event in our listings, please do not describe your event as an 'Olympic event', 'London 2012 event', 'Cultural Olympiad event' or otherwise suggest that the event is an official London 2012 or Olympic/Paralympic event.

The words 'Olympic', 'Paralympic', 'Olympiad', 'London 2012', and '2012' should not be included within the title of your event unless agreed in writing by LOCOG.