

**<Social Media Usage Guidelines for Tokyo Marathon 2026 Elite and Para Athlete Photos>**

The Tokyo Marathon Foundation understands that finishing the marathon is a moment worth recognizing. The guidelines below outline how companies/brands not officially partnered with the Tokyo Marathon can celebrate the achievements of runners they are affiliated with.

All points must be followed.

In general, posting on corporate websites is prohibited. However, the use on the websites of track and field clubs and teams is subject to confirmation and judgment after we receive a photo usage request.

**Guidelines:**

- Messaging **must be approved by the Tokyo Marathon Foundation in advance**, including exact verbiage, accounts and channels being used. Several sample messages can be submitted to allow for various options depending on finish.

**Photo usage request must be submitted** through the page below:

<https://www.marathon.tokyo/en/media/media-section/>

- Message must congratulate the runner (name or non-branded social handle) on finishing, or recognize their specific achievement (win, 3th place, etc.) and can include finish time.
- Must reference the race using the social media hashtag, #TokyoMarathon as well as the weblink <https://www.marathon.tokyo/>.
- **No use of brand mentions, promotional language, or brand marketing campaign social media hashtags or handles is permitted.**

- As a general rule, please use the photos provided by the Tokyo Marathon Foundation, and credit the photos to ©Tokyo Marathon Foundation.

However, please note that depending on circumstances, official photos may not be provided or may be provided one day after the race day. Upon the receipt of the photo usage request, we will add names of athletes to the list of the official photo provision.

- The photo can only be used once per medium and per account.
- Photos cannot be edited to remove any race branding.
- No rights fee will be charged.

#### **Sample Messaging:**

- Congratulations, [ATHLETE NAME OR HANDLE] on crossing the #TokyoMarathon finish line in [TIME]! (photo ©Tokyo Marathon Foundation)
- [ATHLETE NAME OR HANDLE] took on 26 miles to complete the #TokyoMarathon in [TIME] today!
- We're celebrating [ATHLETE NAME OR HANDLE] on her record [INCLUDE STAT] finish at the #TokyoMarathon. (photo ©Tokyo Marathon Foundation)
- Congratulations [ATHLETE NAME OR HANDLE] on your win at the #TokyoMarathon in [TIME]!

**\*Please note that it is not allowed to use the Tokyo Marathon race photos for the above purposes on the website of the companies/brands not officially partnered with the Tokyo Marathon.**

For approvals and questions, please apply through [here](#) and/or contact [press\\_tm@tokyo42195.org](mailto:press_tm@tokyo42195.org).