

# The properties of the Tokyo Marathon 2019

The properties of the Tokyo Marathon 2019 is as follows:

## 1. The Name “Tokyo Marathon” as used in text.

\*1: The year shall be written in ASCII single-byte characters only.

\*2: In principle, the name shall be written in all-caps. However, this rule does not necessarily apply when used in text or when it is written together with other event names.

•Official Event Name	(Japanese)	東京マラソン2019 *1
	(English)	TOKYO MARATHON 2019 *1 *2
•Abbreviated Event Name	(Japanese)	東京マラソン
	(English)	TOKYO MARATHON *2
•Event Concept	(Japanese)	東京がひとつになる日。
	(English)	The Day We Unite.

## 2. Tokyo Marathon-related photography and video

•The following apply to all photographs and video related to the Tokyo Marathon:

- 1) Imagery in which the Tokyo Marathon event name appears in whole or in part.
- 2) Imagery in which the Tokyo Marathon event logo appears in whole or in part.
- 3) Imagery containing characters of the Tokyo Marathon.
- 4) Imagery in which participants in the event, people involved in the event (including volunteers) or installed objects such as official partners’ billboards appear.
- 5) Imagery in which programs, pamphlets, leaflets and other handouts of the event appear.

\* Please note that all photographs and video supplied by the Foundation, as well as photographs and video taken after having received the Foundation’s prior approval are also regarded as imagery.

•When using such photographic or video imagery, the following credit must appear:

“© TOKYO MARATHON FOUNDATION” When displaying these credits, assure that a sufficient amount of time is provided to allow for recognition and confirmation.

## 3. Imagery used as design elements, such as the Tokyo Marathon logo

\*The year “20XX” is updated annually.

<p>Logo (combined logo included)</p>	
<p>Logotype</p>	
<p>Course Plan View Course Elevation Chart</p>	

## 4. In addition to the above designs, phrases, symbol images and other imagery suggestive of the Tokyo Marathon.

# Property Use Approval Review 1

## Tokyo Marathon Property Use Application

There are three different application procedures, depending on the specifics of the use of the property. The required documents must be submitted to the specified window before the property may be used. After receipt of the application, the applicant will be informed as to whether or not approval has been granted.

Property use may not be approved if any of the following "Prestrinctions involving Property use" apply.

### Prestrinctions involing Property Use

- (1) Cases in which use cannot be regarded as contributing to the development and success of the Tokyo Marathon.
- (2) Cases in which use could damage the Tokyo Marathon's dignity or prevent correct understanding of the Tokyo Marathon.
- (3) Cases in which the property could be utilized for purposes related to specific political, ideological or religious activities.
- (4) Cases in which the property could be utilized for publicity of specific individuals or groups.
- (5) Cases in which the property could be utilized for making unfair profit.
- (6) Cases in which the property could be used in violation of the rules set out in the Property Use Manual.
- (7) Cases in which the Foundation determines that the use does not display a level of quality in keeping with the specified standards, or objective effects in regards to the quality of the presentation (including displayed contents), performance, etc. cannot be expected.
- (8) Cases in which the purpose of use, product sales route or intended recipients of distributed giveaways or submitted advertising are unclear.
- (9) Cases in which use could violate laws, public order or morality.
- (10) Other cases in which the Foundation and License Management Office determine that the use of the property is inadequate.

Submit your application to: Foundation Marketing & Public Relations Department

TEL: 03-5500-6639 FAX: 03-5500-6678 email: [press\\_tm@tokyo42195.org](mailto:press_tm@tokyo42195.org)

\* Please download the Permission Request Form from the official website.

## 1) Use in News Coverage and Event Publicity

If desiring to use properties for the purposes of news coverage or publicity in regards to the outline, purpose or activities of the Tokyo Marathon, an application will be required. Please submit the Permission Request Form (including media name, program name, release date or broadcasting date, etc.) along with proposal documents.

User	Usable property	Application Procedure / Stipulations	Fees
News media (including media partners)	Photographs	<ul style="list-style-type: none"> <li>-No property applications are required if used within 8 days of the day of the event.</li> <li>* Applications for news gathering activities on the day of the event are required in advance.</li> <li>-A property application is required if used more than 8 days after the day of the event.</li> <li>* Co-hosting media are exempt.</li> </ul>	<ul style="list-style-type: none"> <li>Free of charge if using images owned by the Foundation.</li> <li>* When using photographs provided by the official image services company, please inquire to the company directly.</li> </ul>
	Pictures	<ul style="list-style-type: none"> <li>O.A. images relayed by the associated TV network. When using, please delete live broadcast imagery and subtitles.</li> <li>-For Sports News Association member programs, confirm the Sports News Association's press release.</li> <li>* Applications for news gathering activities on the date of the event are required in advance.</li> <li>-Sports News Association non-member programs (reports) are provided free of cost for a period of two days, including the day following the date of the event (48 hours), and are charged for after this period has passed.</li> <li>* Property applications are required in advance.</li> </ul>	<ul style="list-style-type: none"> <li>For the fees to be charged, refer to Image Use Fees on the following page.</li> <li>* When using photographs provided by the official image services company, please inquire to the company directly.</li> </ul>

#### Points of Attention

- (1) Photographic and video images relating to the Tokyo Marathon cannot be shot or used without approval of the Foundation.  
\* Please note that permission may also be separately required by the owner or proprietor of specific locations or buildings.
- (2) On the day of the meet, representative clips of the meet compiled from official record photographs taken by the Foundation will be furnished in batch form. If using photographs or images provided by the official photo/image service supply company, usage fees set by the company will be separately charged.
- (3) Secondary use and unauthorized reproduction of Tokyo Marathon photographic and video images are strictly prohibited.
- (4) Photography and video taken by participants (including runners, volunteers and spectators) are approved so far as they are for private use only. Please note that such photographs and video cannot be used outside the range of private use.

## Property Use Approval Review 2

### 2. Use for purposes other than event reports and publicity

#### 2-1. Use by news media for non-commercial purposes

Approval will only be granted if news media (newspaper, publisher or news agency) partially use the property in their publications, websites, TV programs, etc. for non-commercial purposes. This also applies to use of video clips in various media.

#### 2-2. Use for Commercial Purposes

\* Restricted to cases in which use does not conflict with the sponsorship rights of the event's official partners

This refers to use in product production and sales, provision of services, sales promotion (including gifts), etc., which will result in royalties being incurred separately. Whether users are news media, companies or groups is not considered.

[Photograph Usage Fees] Consumption tax not included.

	Cut	half page	full page	double-page spread, back cover	front cover, book jacket, wraparound band
magazine, newspaper, free newspaper, house organ, bulletin	30,000	35,000	50,000	80,000	100,000
book	30,000	35,000	50,000	80,000	100,000
web magazine (use in articles)	30,000				
TV broadcast	30,000	<ul style="list-style-type: none"> <li>•Includes simultaneous retransmissions over multiple channels.</li> <li>•Rebroadcasting of up to two repetitions per year.</li> <li>•Use exceeding the above limits is converted to single clips for calculation purposes.</li> <li>•Provide detailed plan when selling in forms of PPV, download sales or DVD.</li> </ul>			

[Image Usage Fees]

Consumption tax not included (Associated TV network images are exempt).

	Up to 60 seconds	Every second thereafter	Remarks
TV broadcasts (News, information programs, etc.)	60,000	1,000	<ul style="list-style-type: none"> <li>•Includes simultaneous retransmissions over multiple channels.</li> <li>•Up to two rebroadcasts per year.</li> <li>•Each incident of use exceeding the above limit is converted into a single clip for calculation purposes.</li> <li>•Provide detailed plan when selling in forms of PPV, download sales or</li> </ul>
Web magazines (Use in articles)	60,000	1,000	

#### ■ Please Note

In cases of independent use of Tokyo Marathon photographs and video for publications, DVDs, websites, applications, etc. which use the Tokyo Marathon name as a title or subtitle, a separate licensing contract is required, which includes license usage fees (royalties). Please refer to the procedure provided on the following page.