

112TH CONGRESS
2D SESSION

S. RES. 487

Expressing the sense of the Senate that ambush marketing adversely affects Team USA and the Olympic and Paralympic Movements and should not be condoned.

IN THE SENATE OF THE UNITED STATES

JUNE 7, 2012

Mr. BEGICH (for himself, Mr. BENNET, Mr. BOOZMAN, and Mr. ISAKSON) submitted the following resolution; which was referred to the Committee on Commerce, Science, and Transportation

RESOLUTION

Expressing the sense of the Senate that ambush marketing adversely affects Team USA and the Olympic and Paralympic Movements and should not be condoned.

Whereas the London 2012 Olympic and Paralympic Games will occur on July 27 through August 12 and August 29 through September 9, respectively;

Whereas more than 10,500 athletes from 204 nations will compete in 26 Olympic sports, while 4,200 Paralympic athletes will compete in 20 sports;

Whereas Team USA athletes have spent countless days, months, and years training in hopes of earning a spot on the United States Olympic or Paralympic teams;

Whereas the Ted Stevens Olympic and Amateur Sports Act (36 U.S.C. 220501 et seq.)—

(1) made the United States Olympic Committee the coordinating body for all Olympic-related and Paralympic-related athletic activity in the United States; and

(2) gave the United States Olympic Committee the exclusive right in the United States to name, seals, emblems, and badges;

Whereas Congress also authorized the Committee to allow companies to use any trademark, symbol, insignia, or emblem of the International Olympic Committee, International Paralympic Committee, the Pan American Sports Organization, or the United States Olympic Committee in furtherance of the United States Olympic efforts;

Whereas Team USA is significantly funded by 35 sponsors who assure that the United States has the best team competing for the Nation;

Whereas, in recent years, a number of entities have engaged in ambush marketing as a marketing strategy, affiliating themselves with the Olympic and Paralympic Games without becoming sponsors of Team USA;

Whereas ambush marketing harms the Olympic and Paralympic Movements, undermines sponsorship activities, and allows competing companies an unfair and unethical advantage over companies who are officially sponsoring Team USA and providing funding for the elite athletes of the United States; and

Whereas efforts to prevent ambush marketing have enjoyed limited success as the strategies ambush marketers use continue to multiply: Now, therefore, be it

1 *Resolved*, That it is the sense of the Senate that—

2 (1) ambush marketing should not be condoned,
3 especially those marketing efforts that adversely af-
4 fect the ability of Team USA to attract and retain
5 the necessary sponsorships to be successful at the
6 2012 Olympic and Paralympic Games in London,
7 England; and

8 (2) corporations in the United States should be
9 encouraged to cease all ambush marketing efforts,
10 particularly related to the Olympic and Paralympic
11 Movements.

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