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20th Asian Games
Aichi-Nagoya 2026

20th Asian Games Aichi-Nagoya 2026
2nd Equipment Provider Guidelines
[Complimentary/Discounted Contribution]

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20th Asian Games
Aichi-Nagoya
2026

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1. Introduction

The 20th Asian Games (2026 / Aichi-Nagoya) (hereinafter, “AICHI-NAGOYA 2026”), Asia’s largest celebration of sports, will be held in Aichi-Nagoya in 2026.

This guideline explains to companies participating in the program what are the outline of the **Equipment Provider Program** (hereinafter, “EP Program”), rights, and rules regarding marketing and promotion.

An **Equipment Provider** (hereinafter, “EP”) refers to a company that **provides** (including lending, etc. The same applies hereinafter) the necessary **competition equipment** (including service provision, etc. The same applies hereinafter) for AICHI-NAGOYA 2026. EPs are not sponsors, but unlike other suppliers providing goods or services, they are granted special rights.

We are seeking companies to join us in ensuring the success of AICHI-NAGOYA 2026 and creating a legacy beyond the Games.

This is the **second call for Equipment Providers**, inviting companies to provide competition equipment either complimentary (free of charge) or discounted contribution (half the cost or less will be charged).

Please note that, as a change point from the first call, the ticket-related rights are not included in this round.

Definition of Terms

Free Equipment Provider (Free EP):

A company that provides complimentary competition equipment (free of charge).

Paid Equipment Provider (Paid EP):

A company that provides competition equipment with discounted contribution (for a discount of 50% or less of the retail price).

2. Applicable Competition Equipment

The EP Program applies not to all the competition equipment but is limited to competition equipment officially approved or designated by the International Federation (hereinafter, "IF") or Asian Federation (hereinafter, "AF").

Please note that, in principle, one EP will be selected for each type of equipment.

3. Conditions and Rights for Free & Paid EP

3.1 Free Equipment Provider (Free EP)

- Rights under sections 3.3–3.6 are granted if competition equipment is provided free of charge.

3.2 Paid Equipment Provider (Paid EP)

- Rights under section 3.3 are granted if competition equipment is provided at 50% or less of retail price.

3.3 Logo Display on Competition Equipment [Free EP & Paid EP]

- EP's logos may be displayed on provided equipment.
- Logo size: up to 10% of surface area (up to 60 cm²), one location for each item (in case of equipment consisting of multiple items, only one location).
- If an existing logo exceeds this size, it will be covered up by masking tape or stickers, etc. that displays the logo within the above-mentioned size (unless masking affects the competition in any way).

3.4 Display of Company Name at Competition Venues [Free EP]

- The company name and provided equipment description may be displayed on boards in two locations outside the competition area, such as Pedestrian Screening Area (PSA) in the area dedicated for games related parties, warm-up area, athlete lounge, etc.



3.5 Statement of Equipment Provision to AICHI-NAGOYA 2026 [Free EP]

- Statement of Equipment Provision to AICHI-NAGOYA 2026 may be mentioned in materials such as customer lists, event lists, financial reports, company brochures, websites, catalogs, etc.
- For more information on the detailed rules, please refer to '*5. Rules on Marketing and Promotion*'.

3.6 Company Name on Official Website [Free EP]

- The company name and provided equipment description will be listed on the official AICHI-NAGOYA 2026 website.

【Reference】Comparison Table at a Glance

| Item | Free EP | Paid EP |
|---|---------------------------|---------------------------|
| IF or AF Approval | Required | Required |
| Costs for Transport, Installation, Maintenance and Removal | Reimbursable upon request | Reimbursable upon request |
| Logo Display on Equipment | Allowed | Allowed |
| Company Name Display at Games Venue | Allowed | Not Allowed |
| Statement of Provision to AICHI-NAGOYA 2026 | Allowed | Not Allowed |
| Posting company name on Official Website of AICHI-NAGOYA 2026 | Allowed | Not Allowed |

4. Application and Decision Process

4.1 Specification Disclosure

Specifications for competition equipment will be posted on the official website of Aichi-Nagoya Asian Games and Asian Para Games Organizing Committee (hereinafter, "AINAGOC").

4.2 Submission of Letter of Intent and Quotation

- Submit a "Letter of Intent" for participation in the EP Program.
- Submit certificates or other documentation confirming that the competition equipment provided is officially recognized or designated by IF or AF.
- Submit a quotation based on the specifications provided by AINAGOC.
- Although the quotation may be in any format, be sure to include all items listed in Quotation Sample.
- If multiple companies submit Letters of Intent on the same competition equipment category, AINAGOC will select the company with the most favorable quoted price as the EP.
- If two or more companies submit equally favorable quotations on the same competition equipment category, an employee unrelated to the bidding process will draw lots to determine the EP.
- If AINAGOC determines the quoted price is not reasonable, the contract may not be concluded.

4.3 Contract Conclusion

Selected companies will be notified and will enter into a formal contract specifying the terms of provision.

5. Rules on Marketing and Promotion

To ensure impartial and appropriate activities as EP, the following rules apply:

5.1 Customer Lists, Annual Reports [Free EP]

- AINAGOC may be included in the customer lists or annual reports.
- However, treat AINAGOC as equally as you would any other customer. Refrain from giving it too much emphasis.
- The customer lists should be limited to standard presentations such as regular corporate materials or appropriate website pages. They should not be included in advertisements, homepages, marketing materials, or exhibition panels in a conspicuous manner.

5.2 Product Catalogs, Company Brochures, Websites [Free EP]

- EPs may concisely state facts regarding products provided to AICHI-NAGOYA 2026.
- Contents must be fact-based and must avoid excessive promotion, exaggeration, or advertisement deviating the copy descriptions below, including coordinated campaigns linking the product with other products.
- The wording to be used must be approved in advance. However, prior approval is not required only when using the standard wording below without modification (except for selecting either “AICHI-NAGAYA 2026 GAMES” or “AICHI-NAGOYA 2026,” and accurately inserting the company name, sport name, and equipment name).



- ① “Toward the success of the Aichi-Nagoya 2026 Games (or Aichi-Nagoya 2026), [Company Name] provides our [Equipment Name] for [Sports Name].”
- ② “[Company Name] supports the operation of the Aichi-Nagoya 2026 Games (or Aichi-Nagoya 2026) by providing our [Equipment Name] for the [Sports Name].”

Please note that such statements may be made public only on or after the date when the AINAGOC official website cites the company name and information about the competition equipment provided.

5.3 Media Inquiries

- In responding to inquiries from the media, EPs should avoid providing answers and/or comments regarding the games-related operations.
- EPs should avoid activities to draw media attention too initiatively and to start games-related reporting.

5.4 Important Notes

The following activities are not permitted. Violations may result in the cancellation of EP status:

Advertisements and PR Activities

- It is prohibited for EPs to utilize the fact of equipment provision to AICHI-NAGOYA 2026 for their advertising, marketing, public relations campaigns, and press releases.

Statements at Third-Party Events

- It is prohibited for EPs to make statements related to AICHI-NAGOYA 2026 at any third-party events, especially the public comments about the role as EP.

Websites

- It is prohibited to promote the contents related to AICHI-NAGOYA 2026 on EPs' websites or social media.
- It is prohibited to create dedicated pages for AICHI-NAGOYA 2026 or websites focused on AICHI-NAGOYA 2026, or to use the name or related keywords of AICHI-NAGOYA 2026 in URLs.
- The descriptions, however, are exceptionally permitted which comply with the conditions stated in *Section 5.2*.

Business Cards, Letterheads, Email Headers/Footers

- It is prohibited to mention the fact of providing products related to AICHI-NAGOYA 2026 on materials such as business cards, letterheads, and email headers/footers.
- It is also prohibited to mention about the games in the project names or the department names of EPs.

Use of Logos and Intellectual Property

- It is prohibited to use the logos, emblems, mascots, and/or other intellectual property of AICHI-NAGOYA 2026.
- Additionally, no promotional activities containing designs or expressions that imply AICHI-NAGOYA 2026 and its competitions are also allowed.
- Inappropriate use of intellectual property related to AICHI-NAGOYA 2026 and its competitions may result in legal action.



6. Contact Information

For inquiry:

Aichi-Nagoya Asian Games and Asian Para Games Organizing Committee

Email: ainagoc-kyougi@aichi-nagoya2026.org

7. Guideline Revisions

These guidelines may be revised as necessary. Updates will be promptly communicated to stakeholders.