



6 September 2018

Dear NOC Friends,

Re: Ticket Sales Agreement (TSA) for the Olympic Games Tokyo 2020

Tokyo 2020 is delighted to share with you the enclosed Olympic Games Tokyo 2020 Ticket Sales Agreement (TSA). Shortly, NOCs will also receive the Business Plan Template and Ticket Sales Guide. These are important documents that all NOCs must read carefully and understand, as they contain the principles and rules of the Tokyo 2020 Ticketing Programme for the Olympic Games. Tokyo 2020 truly believes that these Games will be extraordinary but needs your help to make that happen.

In order to support the IOC and Tokyo 2020's common goal of ensuring the integrity of the programme, the IOC has developed a Code of Conduct (COC) which states the core programme principles to which all participants must adhere. After agreeing and signing the IOC Code of Conduct, NOCs are required to sign and return the TSA to Tokyo 2020 by 30 November 2020 along with the minimum requirement documents indicated on Exhibit D and their Business Plan to be submitted.

The TSA establishes a binding relationship between Tokyo 2020, the IOC, the NOC and its Authorised Ticket Reseller (ATR) for the promotion, sale and distribution of tickets in the NOC's territory.

Tokyo 2020 has made some important changes in the TSA, notably:

- ✓ Ticket return: no restrictions to the demand classification or type of tickets and the right to return up to 15% of tickets with respect to the Confirmed Initial Allocation;
- ✓ Ticket sales in the Territory in 2020: Tokyo 2020 will directly sell the remaining inventory globally in 2020 and provide 50% of the ticket mark-up as commission for sales made in the Territory back to the NOC and/or ATR;



- ✓ Pre-order communications: whereby an ATR (once officially approved) is allowed to start engaging the Territory Public by collecting expression of interests; and
- ✓ Last stage and Games-time spectator communication: Tokyo 2020 will provide comprehensive information to improve the overseas spectator experience during the Olympic Games Tokyo 2020.

NOC/ATR APPOINTMENT, SUBJECT TO EVALUATION AND APPROVAL

Assignment of third party company or the NOC as the ATR: Your NOC is requested to propose their ATR candidate for their territory, if applicable. An ATR can also appoint, through the TSA, other organisations (Sub-Distributors) that will also promote and sell Tickets in your Territory. Alternatively, your NOC may prefer to do your own promotion and servicing for your local General Public, and consequently, be your own ATR.

Option to separate service provider for NOC Family and the Territory Public: An external company may be an ATR for both the NOC Family and Territory Public, or it can be the ATR just for the Public, with the NOC servicing its own NOC Family.

Tokyo 2020 Evaluation Process: Should your NOC decide to appoint an ATR, the candidate ATR will be evaluated by Tokyo 2020 for its ability to manage tickets on behalf of your NOC based on requirements indicated in Exhibit D, the business plan answers, its past Games participation (if applicable) and for its intent to comply with the requirements, rules and restrictions set out in the TSA.

The evaluation will be based on the following criteria:

- ✓ ability and plans to proactively promote the Games in the Territory;
- ✓ capability and intent to follow programme rules and implement key principles;
- ✓ commitment to provide quality services to spectators and conduct business ethically and with integrity;
- ✓ stability of the company/organisation based on with successful experience in past high-profile events; and



- ✓ past infringements or enforcement actions considerations against the company/organisation at previous Games or other events.

The evaluation process will begin when the first signed TSAs and business plans are received and will continue until 30 November 2018. Throughout the process, Tokyo 2020 will communicate directly with the NOCs and/or ATRs, if deemed necessary.

Tokyo 2020 Approval and IOC Confirmation: An ATR will only be considered an official Tokyo 2020 Authorised Ticket Reseller after the Tokyo 2020 Ticket Sales Agreement has been signed by all parties, including the NOC, the ATR, Tokyo 2020 and the IOC, but not before Tokyo 2020 has completed the evaluation process and has approved the proposed ATR.

Before the official approval communication letter is received, the ATR is considered only as an appointed candidate and is not allowed, under any circumstances, to communicate nor suggest any association with the Olympic Games Tokyo 2020 or its Ticketing Programme.

TSA COMPLETION INSTRUCTIONS

1. **Sign all required TSA sections and all required copies:** Please carefully read the TSA (available only in English), and sign it, assuring all the necessary fields are completed.
 - **Not appointing an ATR:** should your NOC decide to be its own ATR (whether servicing your local public or not) and not appoint another organisation, the NOC shall:
 - sign **one (1) original TSA hardcopy**;
 - ensure that all the required boxes on Exhibit A are ticked; and
 - upload additional documents requested by TSA through an online channel soon to be confirmed by Tokyo 2020
 - **Appointing an ATR:** should your NOC appoint an organisation to manage and sell tickets in your Territory as an ATR, the NOC and ATR shall:
 - sign **one (1) original TSA hardcopy**;
 - ensure that all the required boxes on Exhibit A, Exhibit C and Exhibit F (if a Sub-Distributor or Sub-Distributors is/are also appointed) are ticked; and



- upload additional documents requested by TSA through an online channel soon to be confirmed by Tokyo 2020; and
- provide an ATR signed copy of the IOC Code of Conduct (Exhibit G).

Use provided checklist: Refer to the attached checklist for all the pages and areas requiring signatures or information to be filled out.

Original is mandatory: An original completed and signed hardcopy must be submitted. A photocopy is not permitted.

2. **Complete Business Plan:** Using the provided template indicated on the Business Plan guide, please answer all the questions. Clear answers are extremely important in the evaluation approval process, as they will allow Tokyo 2020 to understand your plans for tickets, the clients you will be servicing with your NOC Family account and how your appointed ATR is planning on servicing your Territory Public (if applicable).
3. **Submit scanned TSA and all documents to Tokyo 2020:** Once you have signed the TSA, compiled the additionally required documents required and completed the Business Plan, please scan the TSA and upload all the documents through an online channel soon to be confirmed. Refer to the attached checklist for the complete list of required documents. Whilst the evaluation process will begin upon receipt of the scanned documents, Tokyo 2020 requires the original signed TSA hardcopy to be mailed via courier to Tokyo 2020.
4. **Courier the original document to Tokyo 2020:** The original printed and signed copy of the TSA should be sent preferably by traceable courier post to the following address by 30 November 2018 to the attention of:

The Tokyo Organising Committee of the Olympic and Paralympic Games
NOC Relations – (name of your NOC Relations representative)
29th Floor, Harumi Island Triton Square – Office Tower Z
1-8-16 Harumi, Chuo-ku, Tokyo
104-0053 Japan

Please note that incomplete TSA submissions will cause delays. In the case that your TSA has any information missing, the TSA will be returned to the NOC and the approval process will

The Tokyo Organising Committee of the Olympic and Paralympic Games
29th Floor, Harumi Island Triton Square, Office Tower Z, 1-8-16 Harumi, Chuo-ku,
Tokyo, 104-0053 JAPAN



be delayed.

LIST OF TSA CHANGES

Tokyo 2020's Ticketing Programme is implementing some changes in comparison to previous Games. To assist in clearly understanding the programme's enhancements, Tokyo 2020 has listed below the key new and updated clauses:

Clause	Topic
3.2	Phase 1 and Phase 2 - Territory's Ticket sales
3.3	Territories not servicing the local public
3.4	Difference between IVH packages and Tickets
4.8	Tokyo 2020 sales at Phase 2
5.1.(b)	Tokyo 2020 Ticketing Programme's Fundamental Rules
5.2.1	Commission for sales by Tokyo 2020 during Phase 2
6.8	Sales information and periodic reports
8.5	Right to return Tickets prior to 12 December 2019
10.5	Ticket collection
13.8	Spectator Interest Collection
13.9	Spectator Experience Information about Games-time
13.10.(d) and 13.10.(e)	Notice of re-sale and promotion prohibitions

UPCOMING TICKETING PROGRAMME DATES

Date	Topic
September 2018	Tokyo 2020 ATR evaluation process begins for submitted TSAs and Business Plans
mid-September 2018	Ticket Sales Guide version 1 distribution*
30 October 2018	Client Ticket Portal (CTP) launches**



Date	Topic
	Initial Request Phase starts
early November 2018	Ticket Sales Guide version 2 distribution (with full graphics layout)
early November 2018	1 st NOC/ATR Workshop – Webinar edition (date to be confirmed)
30 November 2018	Deadline for the NOC (and ATR if applicable) to return the completed TSA, required documents and Business Plan to Tokyo 2020
18 January 2019	Initial Request submission deadline

**Competition schedule and prices not included.*

***Competition schedule and prices published.*

CHECKLIST

Before returning any documents, please use the attached checklist to make sure you have completed every required step of the process and submitted all required documentation. Please refer to the version that applies to your situation: Territories not appointing an ATR or Territories appointing an ATR.

ASSISTANCE

For any questions about the Olympic Games Tokyo 2020 Ticketing Programme or the TSA, please contact your NOC Relations representative at noc.svc@tokyo2020.jp.

Yours faithfully,

Toru KOBAYASHI

Head of NOC Services and Relations

The Tokyo Organising Committee of the Olympic and Paralympic Games

Hidenori SUZUKI

Senior Director of Ticketing

Cc International Olympic Committee

The Tokyo Organising Committee of the Olympic and Paralympic Games
 29th Floor, Harumi Island Triton Square, Office Tower Z, 1-8-16 Harumi, Chuo-ku,
 Tokyo, 104-0053 JAPAN