

Appendix 1: Request for Proposal for the Design of the Medal of the Beijing 2008 Olympic Games

Section 1 Preface

The Games of the XXIX Olympiad, i.e., the Beijing 2008 Olympic Games (hereinafter, "Beijing Olympic Games"), will be staged in Beijing, P.R.C. in August of 2008.

During Beijing Olympic Games, athletes and officials, journalists and reporters from numerous countries and regions will gather in Beijing to witness this grand global event. Billions of viewers across the world will experience the grand celebration on site or via television. With the highlights of our "one world, one dream" and "Green Olympics, High-tech Olympics and People's Olympics", the Beijing Olympic Games will be remembered in history as an high-level sports event with distinct features and will leave China as well as the world a valuable cultural and sports legacy.

The Medal of the Beijing Olympic Games (hereinafter, the "Medal"), which will be serving as a window of China to the world, should be a great artistic and cultural work widely acceptable by the world and be proud of by the athletes and the countrywide people, representing the dominant culture of China and created by widely adopting creative inspirations, wisdoms and advices from the public.

In order to integrate the wisdoms and inspirations of professionals from all over the country and to demonstrate the creativity of the Chinese people, Beijing Organizing Committee for the Games of the XXIX Olympiad (hereinafter, "BOCOG") hereby openly invites creative proposals from the public for the Medal of Beijing Olympic Games (hereinafter, "Selection Process").

This Selection Process is targeted to mobilize and call for the active participation of the excellent professionals in designing the Medal of the Beijing Olympic Games, encourage the creative passion of the professionals from the country, and gather the splendid creative proposals, so as to provide elicitation and reference for the design of the Medal of the Beijing Olympic Games.

To realize our goal of making the Beijing Olympic Games an outstanding sports event with distinct features, BOCOG sincerely welcomes and invites excellent individuals, legal entities and other organizations who are willing to participate in this Selection Process (hereinafter, the "Candidates") to contribute their wisdom to the Medal of the Beijing Olympic Games.

Section 2 Instructions to Candidates

2.1 General

2.1.1 The objective of this Selection Process is to invite Candidates from the public, who show interests in the design of the Medal of the Beijing 2008 Olympic Games and have appropriate

capabilities to produce and submit qualified proposals for the Medal (hereinafter, the “Proposal”) to BOCOG, in accordance with the requirements set forth in this Request for Proposal.

This Selection Process is intended to assist BOCOG to determine the final design of the Medal, or obtain inspirations or indications for the design of the Medal of the Beijing Olympic Games. BOCOG will select the best one(s) from the Proposals that perfectly reflects the features of the Beijing Olympic Games, and that may serve as the best base for further development, and that can guide and encourage the final Medal design team or may provide guidance and inspirations for the design of the Medal.

2.1.2 BOCOG will select from the Proposals the best one(s) that perfectly reflects the features of the Beijing Olympic Games and indicates the creative potential of the creation team. The key members of the creation team of the selected Proposal(s) may be serving as members of the creation team of the Medal.

BOCOG reserves the right to come up with a final design of the Medal in light of the ideas of all submitted Proposals, and to determine the members of the creation team.

2.1.3 In addition to the Candidates who voluntarily participate in this Selection Process, BOCOG will also invite some qualified candidates to participate in this Selection Process.

2.2 Background Information

2.2.1 The International Olympic Committee (hereinafter, the “IOC”), governs the Olympic Movement, and has the final power to make decisions on the important activities concerning Beijing Olympic Games. The Proposal for the Medal of Beijing Olympic Games shall be subject to the final approval of the IOC.

2.2.2 On July 13th, 2001, during the 110th IOC Session held in Moscow, the IOC authorized the City of Beijing as the host city of the Games of the XXIX Olympiad. In order to prepare Beijing Olympic Games, Beijing Municipal Government and the Chinese Olympic Committee jointly established BOCOG to promote, organize, manage and prepare the Beijing Olympic Games. BOCOG must comply with the provisions of the Olympic Charter and the Host City Contract and organize and prepare the Beijing Olympic Games pursuant to the relevant requirements.

2.2.3 The Beijing Olympic Games will be held from Aug 8th to Aug 24th 2008 in Beijing. On the occasion, there will be thousands of athletes and officials, journalists and reporters from more than 200 countries and regions to participate in the Games.

The design of the Medal of the Beijing Olympic Games shall conform to Article 70 of the Olympic Charter, Article 36 and Article 41 of the Host City Contract and other relevant provisions of the IOC.

2.2.4 Medal

The Olympic Medal is not only an important component of relevant design to the event of the Olympic Games, but also one of the focuses with athletes and public attention throughout the

world. The Medal of the Beijing Olympic Games undertakes the task of promoting the Beijing Olympic Games to the world and demonstrating the long history, brilliant culture and Zeitgeist of China, and is of great and special significance to the staging of an high-level Olympic Games with distinct features.

2.3 Target Candidates

All individuals, legal entities and other organizations that are interested in the design of the Medal of the Beijing Olympic Games and in conformity with the requirements of this Request for Proposal are invited to participate in this Selection Process.

2.4 Contents and Requirements of Proposals

2.4.1 Contents of Proposals

A complete creative proposal of the Medal of the Beijing Olympic Games shall include the images of the obverse and the reverse of the Medal, and three auxiliary designs, namely, the ribbon, the presentation box and the diploma.

2.4.2 Requirement of Proposals

A Proposal for the Medal of the Beijing 2008 Olympic Games shall highlight its theme, have distinct characteristics and be meaningful. It has to reflect civilizations and Zeitgeist of China, embody the strength of "victory" and "glory", promote the "Three Concepts" of Beijing Olympic Games, strengthen the ethical pride and honor, promote a better understanding of China to the world, build up the friendships between Chinese and the people from all over the world and to spread the Olympic Spirits.

A Proposal shall be artistically creative and fancy so as to make the Medal of the Beijing Olympic Games a great carrier to expend the Olympic spirits, spread the Chinese culture as well as the concept of the Beijing Olympic Games, and will leave to the Olympic Movements a valuable legacy.

(1) Each Candidate shall submit only one Proposal. Those who submit two or more Proposals for selection shall be deemed to have given up the qualification to participate in this Selection Process and all the Proposals submitted shall be deemed as disqualified and will not be submitted for review. BOCOG will determine the final proposal in accordance with the judgments of the evaluation committee and decide the final design of the Medal of the Beijing Olympic Games.

(2) The Proposal shall be composed of the following parts:

- (i) the image of the obverse of the Medal (relief model);
- (ii) the image of the reverse of the Medal (relief model);
- (iii) the Medal ribbon, including ribbons for gold medal, silver medal and bronze medal respectively;
- (iv) the Medal presentation box, including presentation boxes for gold medal, silver medal and bronze medal respectively;

(v) Diplomas.

(3) The Proposal submitted by the Candidate shall conform with the following specifications:

(i) The Candidate shall submit a complete set of Proposal of the Medal (including the images of the obverse and the reverse of the Medal, the ribbon, the presentation box and the diploma). The Proposal shall be presented in plane design and three-dimensional design including chromatic and monochrome design drawings; especially, the effect drawings of the relief model of the images of the obverse and the reverse of the Medal in actual size shall be provided, the Medal shall be no less than 60 mm in diameter and no less than 3 mm thick.

(ii) The image of the obverse of the Medal (the image of the obverse of the Medal of the Olympic Games shall use the uniform image determined by the IOC. The image features the winged depiction of standing Goddess of Victory and the panorama of Greek Panathinaiko Stadium. The wording on the obverse of the Medal is, refer to the medal of Athens 2004 Olympic Games, XXIX OLYMPIAD BEIJING 2008);

(iii) The image of the reverse of the Medal shall be unique in concept and vivid in style, perfectly reflect the features of the Olympic Games and characteristics of China, stay compatible with the image of the obverse of the Medal and conform with the requirements of the metal crafts work.

(iv) The image on the diploma shall perfectly reflect the features of the Olympic Games and the characteristics of China, and bear the emblem for the Beijing 2008 Olympic Games and the Chinese and English wording. Specifically, the Chinese wording includes: “1、第29届奥林匹克运动会;2、2008年8月8日-24日;3、姓名;4、运动项目名称(艺术体操);5、运动员所获名次,例如:(金牌获得者);6、国际奥委会主席签名;7、第29届奥林匹克运动会组织委员会主席签名”; the English wording includes: “1, Games of the XXIX Olympiad; 2, 8-24 August 2008; 3, First Name/Surname; 4, Name of the sports (i.e.: Rhythmic Gymnastics); 5, place of the athlete (i.e.: gold medalist); 6, President, International Olympic Committee; 7, President, Beijing Organizing Committee for the Games of XXIX Olympiad”. The diplomas shall include diplomas for gold medal, silver medal, bronze medal and winners in fourth to eighth places. The size of the diploma shall be 210mm X 297mm and be printed in paper;

(v) The ribbon and the presentation box shall be made of appropriate materials, designed with novel structures and simple technology, which shall be convenient for carriage, storage and exhibition. The design of images and the selection of materials shall not only embody the athletic values, prominently reflect the characteristics of China, but also in conformity with BOCOG’s visual system. The production cost for the auxiliary design (the ribbon, the presentation box and the diploma) shall be no more than RMB1,000.

(vi) The creativity explanation of the Medal, ribbon, presentation box and diploma, and the explanations of the material and technology for the ribbon and the presentation box;

(vii) The design proposal of the obverse and reverse of the Medal and the drawings of the ribbon,

the presentation box, the diploma and relevant design explanations shall be printed or drawn on A4-sized paper respectively. Drawings shall be fixed on black hardboard and black edges while a width of 1 cm shall be reserved on the four sides of the drawings. The Proposal of the Medal may either be horizontal or vertical.

2.5 Procedure and Time Schedule

2.5.1 This Request for Proposal is released by BOCOG on 11 January 2006. The Candidates may download this Request for Proposal from the official website of BOCOG at www.beijing2008.com.

2.5.2 Candidates shall prepare Proposals in conformity with the requirements of this Request for Proposal and deliver the same in person or by mail no later than Beijing time 16:00, 26 March 2006 (hereinafter, "Submission Deadline") to the following address. Please note that the time of service shall be the time when BOCOG acknowledges the receipt of the Proposal after the above documents are delivered in person or by mail.

Submission (Mail) address: Room 813, No.24, Dongsì Shítiao, Dongcheng District, Beijing,

Post code: 100007

Addressee: Culture and Ceremonies Department of Beijing Organizing Committee for the Games of the XXIX Olympiad

Any change to the above address will be published on the official website of BOCOG in a timely manner. The Candidate should pay attention to the update information when making the submission.

2.5.3 Upon the receipt of Proposals, BOCOG shall carry out a formal review. Any Proposal that is not in conformity with the formal requirements set forth in this Request for Proposal shall be deemed as invalid. See Article 2.8 of this Request for Proposal for detailed formal requirements for Proposals.

2.5.4 BOCOG will establish an evaluation committee to evaluate all the Proposals that have passed the formal review. Eight Proposals will be selected as primary Proposals for a second review. The Proposals for the second review shall be accompanied with the model of the Medal on the basis of plane design proposal. Three Proposals will be selected as final Proposals from the second review, which will be subject to the evaluation of relevant departments of BOCOG, the representative of athletes and relevant delegates. The final selected Proposal will be subjected to the approval of BOCOG.

2.5.5 Besides the legal documents specified in this Request for Proposal, Candidates shall also follow the instructions of BOCOG, and sign relevant agreements regarding the related terms and conditions about the possible subsequent cooperation during and after the Selection Process.

2.6 Requirements of Candidates

2.6.1 Candidates shall bear all the cost and expenses incurred in the participation in this Selection Process. Neither BOCOG nor the IOC shall be liable for any of the above cost or expenses.

2.6.2 The Candidate shall sign an agreement concerning the terms and conditions of the subsequent cooperation with BOCOG within 30 days upon receipting of notice of the selection from BOCOG. In the event that the Candidate fails to reach and sign an agreement concerning the subsequent cooperation with BOCOG within 30 days upon receipting the notice of the selection, the Candidate will be deemed to give up its rights to cooperate with BOCOG. BOCOG shall have the right to decide, at its own discretion, with whom and how to cooperate, and to make further use of the selected Proposal.

2.6.3 Candidates shall abide by Chinese laws and regulations as well as relevant regulations of the IOC and BOCOG including but not limited to the Olympic Charter.

2.6.4 Candidates shall submit qualification and credential certificates and other documents to BOCOG according to the provisions in this Request for Proposal and any further possible requirements of BOCOG.

2.6.5 Candidates confirm that BOCOG and the IOC are entitled to use Proposals submitted and the information provided by Candidates for free during the Selection Process for the purpose of organizing the design of the Medal of the Beijing Olympic Games. However, BOCOG and the IOC shall not disclose such information to any third parties other than BOCOG, the IOC, the creation team or any producers designated by them.

2.6.6 The design fees for the primary Proposal (including the production costs for the model of the Medal, the ribbon, the presentation box and the diploma in the actual size) will be RMB 20,000, and the bonus for the final selected Proposal will be RMB 30,000.

2.7 Explanations on the Request for Proposal

2.7.1 This Request for Proposal is made in both Chinese and English.

2.7.2 The relevant component parts of this Request for Proposal shall be regarded as mutually explanatory. In case that any contradiction or ambiguity arises in the above parts, BOCOG has the right to make any necessary instruction or clarification at its discretion to resolve such contradiction or ambiguity.

2.7.3 Modification or Withdrawal of the Request for Proposal

(1) Up to 10 days before the Submission Deadline of the Proposal, BOCOG may at its sole discretion, for whatever reason, modify or withdraw this Request for Proposal. BOCOG and the IOC will not undertake any liability to Candidates for the above action.

(2) Any modification to this Request for Proposal, which shall be used as the basis for Candidates to prepare their Proposals, shall be announced by BOCOG through the way of public information.

(3) BOCOC shall withdraw this Request for Proposal through public ways.

2.7.4 Date and Time of the Request for Proposal and the Proposals

The days mentioned in this Request for Proposal and all its appendices, Proposals and other relevant documents are calendar days, and all specific time mentioned therein are Beijing time.

2.8 Compilation of Proposal

2.8.1 Language of Proposal

(1) Proposals shall be prepared in Chinese or in English. If the qualification credentials or certificates documents provided are prepared in other languages other than Chinese or English, the original language shall prevail; their Chinese translations should be submitted correspondingly.

(2) Candidates may choose either Chinese or English in communications or correspondence with BOCOG before the Submission Deadline of the Proposal.

2.8.2 Composition of Proposal

Proposals shall be integrally composed of the following two parts: "Part I-Qualification, Credential Certificates and Legal Documents" , and "Part II-Proposal" . Specifically,

"Part I – Qualification, Credential Certificates and Legal Documents" shall include Candidates' general information, qualification, credential certificates and relevant explanations, relevant legal documents, relevant experiences and witnesses, exemplary statement of past activities or achievements and supporting documents.

"Part II – Proposal" shall include a complete Proposal and a design explanation for the Proposal.

2.8.3 Part I and Part II of the Proposal shall be packed separately and bound with seal.

(1) Candidates shall prepare their Proposals in accordance with the requirements on content and format as specified in this Request for Proposal and keep the same in permanent binding. A Proposal shall be prepared in two copies with one original and one duplicate with the cover page bearing the word "Original" or "Duplicate" respectively. Should there be any discrepancy between the Original and Duplicate, the Original shall prevail.

(2) Candidates shall place in separate sealed envelopes the original and duplicate of the Proposal. The envelopes shall have two layers, with the outer layer bearing the label "Original" or "Duplicate" . The Proposals without being sealed will not be accepted.

(3) The outer and inner layers of the envelopes shall be marked with the following:

Name of BOCOG: Beijing Organizing Committee for the Games of the XXIX Olympiad

Address: Room 813, No.24, Dongsi Shitiao, Dongcheng District, Beijing

Post code: 100007

File Name: Proposal for the Design of the Medal of the Beijing Olympic Games

Any change to the above address will be published on the official website of BOCOG in a timely manner. The Candidate shall pay attention to the update information when making the submission.

(4) A Candidate shall also submit two sets of electronic version of the Proposal stored in CD-ROM. The electronic version of the Proposal shall present the Proposal in plane and three-dimensional design in jpg and tiff format.

(5) An original Proposal shall be printed out or handwritten in black or blue unfading ink, and shall be signed by the Candidate. If the Candidate is an individual, the Proposal shall be signed by the individual or his authorized representative (if any). If the Candidate is a legal entity or other organization, the Proposal shall be signed by the legal representative, the head or the authorized representative of the legal entity or other organization and affixed thereupon with corporate seal. The individual Candidate or the legal representative, the head or the authorized representative of the legal entity or other organization shall sign his surname or initials of surname on each page of the original Proposal. The duplicates may be the photocopies of the original.

(6) Proposal shall avoid alternation or interpolation. Should it be inevitable for the purpose of error correction (except those modifications as per written request by BOCOG), the individual Candidate or the legal representative, the head or the authorized representative of the legal entity or other organization shall sign on or the company seal shall be affixed at the altered part for confirmation.

2.8.4 Any omission of any parts in the Proposals will be regarded as failure to comply with the provisions of this Request for Proposal in material aspect and will thus directly affect the evaluation of the Candidates. BOCOG is entitled to exercise relevant rights as provided in this Request for Proposal.

2.8.5 The Proposal shall remain valid and binding on Candidates for 180 days upon the expiration of the Submission Deadline (hereinafter, the "Term of Validity").

2.9 Submission of Proposal

2.9.1 Submission of Proposal

(1) A sealed Proposal shall be delivered by an authorized representative of the Candidate to BOCOG in person or by mail on or before the Submission Deadline. BOCOG shall not be liable for the failure of the Proposals' arrival.

(2) Deadline and Venue of Submission of Proposal:

Deadline: Beijing time 16:00, 26 March 2006

Address: Room 813, No.24, Dongsì Shítiao, Dongcheng District, Beijing.

Addressee: Culture and Ceremonies Department of Beijing Organizing Committee for the Games of the XXIX Olympiad

Post Code: 100007

Any change to the above address will be published on the official website of BOCOG in a timely manner. The candidate shall pay attention to the update information when making the submission.

(3) No Proposal received by BOCOG after the expiration of the Submission Deadline will be accepted. In any event, BOCOG shall commence the formal review of all Proposals on 27 March 2006.

(4) In case BOCOG decides to extend the Submission Deadline, it shall give the written notice at least 10 days before the original Submission Deadline to all Candidates who have obtained this Request for Proposal. Under such circumstance, the adjusted Submission Deadline shall be binding on the rights and obligations of both BOCOG and the Candidates.

2.9.2 Withdrawal of Proposal

(1) Candidate who has submitted his/her Proposal may withdraw the Proposal before the Submission Deadline, provided that he/she has notified BOCOG of the withdrawal in writing with the signature of the individual Candidate, or the legal representative, head or authorized representatives of legal entity or other organization.

(2) Upon expiration of the Submission Deadline, Candidates may not modify or withdraw their Proposals.

2.10 Evaluation and Determination of Proposal

2.10.1 BOCOG will carry out a formal review of the Proposals pursuant to the requirement of Article 2.8 and Section 3 of this Request for Proposal.

BOCOG will firstly carry out the formal review of the Proposals. The Proposals, where Part I and Part II are not packed or sealed separately, will be regarded as invalid retrospectively. Any Proposal not in conformity with the formal requirements set forth in this Request for Proposal will be deemed as invalid. BOCOG will not return any Proposal submitted.

2.10.2 The Candidate shall discuss with BOCOG at the request of BOCOG on subsequent cooperation and relevant legal documents shall be signed accordingly. In case the two parties determine to make further cooperation, the Candidate shall, together with BOCOG, make relevant adjustments to the Proposal. Subject to the approval of BOCOG and the IOC, the final selected Proposal for the Medal will become the official design of the Medal.

2.11 Reserved Rights by BOCOG

2.11.1 BOCOG has the right to withdraw and modify this Request for Proposal according to this Request for Proposal.

2.11.2 BOCOG has the right to postpone or change the time schedule of this Selection Process.

2.11.3 Any time prior to its decision on the selected Proposal, BOCOG has the right to reject any or

all Proposals or declare nullity of the Selection Process, and, neither BOCOG nor the IOC shall be held liable therefore.

2.11.4 BOCOG reserves the right of interpreting this Selection Process.

2.11.5 BOCOG has the right to select one or more from the Proposals that perfectly reflect the features of the Beijing Olympic Games .

2.11.6 BOCOG has rights to select from the key creation members of the selected Proposal(s) as the creation team for the design of the Medal of the Beijing Olympic Games.

2.11.7 BOCOG reserves the right to come up with a final design for the Medal in light of all creative ideas of the Proposals, and to determine the operation mode for production and execution of the design of the Medal.

2.11.8 Other rights enjoyed by BOCOG as set forth in this Request for Proposal and Proposals.

2.12 Applicable Law

This Selection Process shall be governed by the laws of the People's Republic of China.

2.13 Confidentiality and Restrictions on Publicity

No matter whether a Proposal submitted by the Candidate is selected finally, the Candidate shall keep confidential all the relevant materials and information concerning the Proposal and not disclose any of the materials and information to any third party before 31 August 2008. Candidates shall not make any commercial publicity regarding whether or not having responded to this Request for Proposal or participated in this Selection Process, or imply any association with the Beijing Olympic Games or BOCOG at any time, any place or in any manner.

Section 3 Qualifications, Credential Certificates and Proposal

Proposals shall be composed of the following two integral parts: <Part I Qualification, Credential Certificates and Legal Documents> and <Part II Proposal>.

3.1 Part I --- Qualifications, Credential Certificates and Legal Documents (See Appendix 4)

3.1.1 General information of Candidates.

3.1.2 Qualification and Credential Documentation and Relevant Explanations.

3.1.3 Relevant legal documents.

3.1.4 Relevant experiences and witnesses, an exemplary statement of past activities or achievements.

3.1.5 Supporting documents.

3.2 Part II --- Proposal

3.2.1 Candidates shall prepare their Proposals in conformity with the requirements of this Request for Proposal. The omission of any of the following contents is likely to be regarded as failure to complete the Proposals and such Proposals will be deemed as invalid. BOCOG may, but is not obligated to, raise subsequent requirements for the Candidates to finish further works or procedures.

3.2.2 Candidates shall submit an original copy of the Proposal and one duplicate thereof. The Proposal and its supporting materials will not be returned.

3.2.3 A Proposal shall consist of the following parts and be organized in the following order: a complete Proposal, the creativity explanation of the Proposal and a material explanation for carrying out the Proposal. Specifically,

(1) The Complete Proposal (the detailed design Proposal of the Medal)

(i) the image of the obverse of the Medal (relief model);

(ii) the image of the reverse of the Medal (relief model);

(iii) the Medal ribbon, including ribbons for gold medal, silver medal and bronze medal respectively;

(iv) the Medal presentation box, including presentation boxes for gold medal, silver medal and bronze medal respectively;

(v) Diplomas.

(2) The Design Explanation of the Proposal

Including the design explanations for the reverse of the Medal, the Medal ribbon, the Medal presentation box and the diploma.

(3) Material and Creation Technology Explanations for Carrying out the Proposal

Including the material and creation technology explanations for the Medal ribbon, the Medal presentation box and the diploma.

Section 4 Relevant Legal Documents

4.1 Legal documents

Candidates shall fill out the following legal documents in accordance with the requirements specified in this Request for Proposal and submit the same to BOCOG as an integrated part of Section 1 of the Proposal. The legal documents include: Power of Attorney, Letter from the Candidate, and the Letter of Undertaking for Assignment of Intellectual Property Rights.

4.2 Supplemental Legal Documents

BOCOG has the right to adjust and supplement relevant legal documents in light of the actual circumstances.

Section 5 Reference and Supporting Materials

5.1 Regulations on the Protection of Olympic Marks

5.2 Beijing Municipal Government Decree on the Protection of Olympic Intellectual Property Rights

5.3 Olympic Charter (English Version)

http://multimedia.olympic.org/pdf/en_report_122.pdf

5.4 Official website of the International Olympic Committee

<http://www.olympic.org>

5.5 Official website of BOCOG

<http://www.beijing2008.com>

5.6 Official website of the Organizing Committee for the Olympic Games Athens 2004 S. A.

<http://www.athens2004.com>

5.7 Official website of the Organizing Committee for the Olympic Games Torino 2006

<http://www.torino2006.org>