



4 THE SALT LAKE 2002 SPONSORSHIP OVERVIEW

The Value of Salt Lake 2002 Olympic Sponsorship

PARTNERSHIP WITH THE OLYMPIC MOVEMENT AND THE OLYMPIC GAMES IS THE MOST powerful corporate marketing opportunity in the world today. The Olympic Image is the world's most esteemed property, and Olympic sponsorship is the best-managed global brand marketing association programme.

The Olympic Family strives to ensure and enhance the value of Olympic sponsorship by diligently managing the partnership programme, protecting the Olympic Image and the rights of Olympic partners, and recognising and communicating to a global audience the vital support that Olympic sponsors provide to the Movement, the Games and the athletes.

Olympic partners have become fully integrated into the Olympic Movement, creating innovative programmes that help to achieve corporate business objectives while supporting the Olympic Games and the Olympic athletes.



*"The 17 days of competition, many of the Olympic sponsors and suppliers say, offer a unique chance to test new products, ideas, concepts and programs."
— The Wall Street Journal*



The success of the 2002 Olympic Winter Games in Salt Lake City is a testament to the strong commitment from the Olympic Family and its sponsors to the Olympic athletes, the future of the Olympic Movement and the staging of the Olympic Games. The sponsorship programmes for Salt Lake 2002 achieved the greatest success in the history of Olympic Winter Games. This overall success is founded in three major achievements:

- ↓ The Salt Lake 2002 sponsorship programmes generated greater support for the staging of these Games than any programme in Olympic Winter Games history.
- ↓ The Olympic Family established a new benchmark in managing the Olympic Games sponsorship to ensure value to the Olympic partners.
- ↓ The Olympic Family collaborated with partners to meet the complex needs of staging the Games while promoting the Olympic ideals.



“The Olympic Games, a celebration of everyone’s aspirations, continues to amaze both as a sporting event and a global marketing platform. Companies that sponsor the Games can not only do something good — help bring the athletes of the world together in peaceful competition — but also be recognised by association with all that the Games stand for. A win-win of Olympic proportions.”
 — Sir Martin Sorrell, Group Chief Executive, WPP

The vast majority of consumers and Olympic athletes around the world understand the importance of Olympic sponsorship.

- ↓ Over 80% of Salt Lake 2002 Olympic athletes agreed that sponsorship contributed greatly to a successful Olympic Games.
- ↓ In an 11-country study on the power of Olympic marketing and sponsorship, 71% of respondents agreed that Olympic sponsors help to support sport development throughout the world.
- ↓ In the 11-country study, 68% of consumers favoured commercial associations with the Olympic Games if it helps to keep the Games viable.

The Foundation: The Worldwide Olympic Partners

The Olympic Partner (TOP) sponsorship programme has established a foundation of continual support for the Olympic Movement, the Olympic Games and all 199 Olympic teams in the world today. The Worldwide Olympic Partners, or TOP Partners, are ten global corporations that provide vital, year-round support to the Olympic Movement, with important contributions of products, services, technology, expertise and financial resources.

Founded in 1985 by the IOC, the TOP programme today includes several original charter partners and many longstanding partners that work everyday to develop innovative programmes that meet the needs of the Olympic Movement, the Games and the athletes. The TOP Partners continued their tradition of support for the Salt Lake 2002 Olympic Winter Games, providing record revenue and broad contributions to the successful staging of the Games.

- ↓ The TOP programme is the only sport-related marketing programme in the world that provides complete product category exclusivity worldwide while encompassing sponsorship of the event, the organising body and all participating teams.



A New Benchmark: The Salt Lake 2002 OPUS Sponsorship Programme

For each Olympic Games, a sponsorship programme is developed to meet the specific needs of the Organising Committee and the staging of the Games. Conducted within the host nation, the Olympic Games sponsorship is modeled after the TOP programme to provide partners with product category exclusivity. To create and manage the Olympic Games sponsorship for Salt Lake 2002, the SLOC and the United States Olympic Committee (USOC) established the Olympic Properties of the United States (OPUS), a joint marketing venture that generated support for the staging of the 2002 Olympic Winter Games and the United States Olympic team. OPUS created a three-tiered sponsorship programme, which included six Partners, 20 Sponsors and 35 Suppliers.



“The OPUS sponsorship programme is the most successful in the history of the Games. From fewer partnerships, the OPUS programme generated greater support than each of the sponsorship programmes for the much larger-scaled Olympic Games in 2000 Sydney and 1996 Atlanta. That’s strong evidence of the increasing value of a partnership with the Games, and it’s a testament to the corporate world’s growing commitment to the Olympic Movement.”
 — Mark Lewis, President and Chief Executive Officer, OPUS; Vice President, Marketing and Licensing, SLOC; Managing Director, Sales and Corporate Sponsorships, USOC

Managing the Olympic Sponsorship

The Olympic Family manages the Olympic sponsorship with a twofold mission: to provide the opportunity for each partner to derive the greatest value from its Olympic association, and to ensure that Olympic sponsorship supports the Games and the athletes in a manner that promotes the Olympic ideals and enhances the Olympic Image. The Olympic Family provides comprehensive services and resources to the Olympic sponsors to ensure that Olympic sponsorship remains the most valuable corporate marketing opportunity in the world. For Salt Lake 2002, sponsors benefited from the experience, collaboration and innovation of the IOC, the SLOC and the USOC.

Dedicated Support

Olympic sponsors received full daily support for their Olympic marketing programmes. The IOC and the SLOC account management teams provided assistance in activation, resolution of issues and support for maximising showcasing, hospitality and on-site operations at the 2002 Olympic Winter Games.

Services and Resources

The IOC provides vital resources and services for Olympic partners. These are established to enhance and strengthen the partners' abilities to understand, communicate and activate Olympic partnership opportunities.

- ↓ The Olympic Marketing Extranet – an interactive on-line communication resource for Olympic partners, with a comprehensive research database, daily operational updates and one of the most technologically advanced on-line approval systems in sport sponsorship.
- ↓ Olympic Market Research – a continuing programme that strives to understand and interpret consumer perceptions of the Olympic Games, the Olympic Image and the value of Olympic sponsorship.
- ↓ The Olympic Museum in Lausanne, Switzerland – a facility that brings partners in touch with the Olympic Games by providing Olympic information and venue facilities for board meetings, product launches and global marketing conferences.
- ↓ The Olympic Television Archive Bureau and the Olympic Photographic Archive Bureau provide Olympic partners with access to more than 40,000 hours of historical moving images from the Olympic Games and more than 6 million still images dating back to the first modern Olympic Games in 1896.
- ↓ Olympic partners benefit from additional informational tools to assist in leveraging the Olympic partnership investment and to ensure the value of the Olympic association. The IOC has developed manuals and guidebooks for Olympic marketing programme activation, organised workshops for the Olympic Family and partners, and conducted comprehensive Olympic market research programmes. All of these resources are designed to support the partners in understanding and activating Olympic partnership opportunities.

Olympic Partner Recognition

Salt Lake 2002 established a new benchmark in partner recognition programmes, enhancing the value of Olympic sponsorship by raising consumer and media awareness of sponsors and their contributions to the Games.

A Comprehensive Recognition Programme

The Salt Lake 2002 Olympic partner recognition programme was comprehensive, incorporated into various initiatives that promote the Olympic Games, and conducted through many Olympic Family communications, media vehicles and advertising campaigns.

- ↓ The 2002 Olympic Winter Games web site, www.olympics.com, and the Olympic Movement institutional web site, www.olympic.org, included partner recognition messages and extensive information on the official Olympic sponsors.
- ↓ The SLOC incorporated partner recognition in all publications and into the advertisements for the 2002 Volunteer programme, the Olympic Games ticket programme and the Olympic Arts Festival.
- ↓ The SLOC placed more than 15 special partner recognition advertisements on billboards across the Salt Lake region. The SLOC also displayed signage within its headquarters to honour the contributions of Olympic partners. The display was transported to USOC headquarters in Colorado after the Games.
- ↓ The IOC created a special advertorial section for *Fortune* magazine entitled “An Ideal Partnership: Supporting and Leveraging the Olympic Values,” which highlighted the contributions and programmes of the Worldwide Olympic Partners. The article appeared in the U.S. and internationally in the February 18 issue of *Fortune*, supported by a value-in-kind contribution from Sports Illustrated/Time Inc., a Worldwide Olympic Partner. The IOC also created a special partner recognition print advertisement as part of the 2002 Celebrate Humanity campaign.
- ↓ The SLOC hosted special Sponsor Days in the years leading up to the Games, designed as interactive events to acquaint the SLOC staff with the Olympic sponsors and to educate staff on the products and services that Olympic sponsors provide.







Integrating Recognition into the Olympic Games Experience

The Salt Lake 2002 Olympic partner recognition programme was integrated throughout the Olympic Games atmosphere, effectively communicating to consumers, media, athletes, corporate guests and Olympic Family members. The IOC and the SLOC — including the SLOC Marketing, Look of the Games, Venue Design and Event Services departments — worked together to integrate partner recognition into the overall Games design and to determine the most effective location for partner recognition messages to reach the greatest number of people.



-  Partner recognition messages were prominently displayed on giant video screens before and after events at Olympic venues, Salt Lake Olympic Square, Olympic Medals Plaza and public gathering places in Salt Lake City and Park City.
-  Multiple partner recognition banners and tower signs were present at every Olympic competition venue, generating more than 5.5 million consumer impressions.
-  Partner recognition signage was incorporated throughout the Salt Lake region and at Olympic non-competition venues, including the Main Media Centre, the Olympic Village, Salt Lake Olympic Square, the Salt Lake City Airport and the streets of downtown Salt Lake City and Park City.
-  2002 Olympic Winter Games tickets featured partner recognition messages and the logos of the TOP Partners.
-  Partner recognition messages were included in Salt Lake 2002 Games publications such as the Opening Ceremony Programme, the Commemorative Guide, the Media Update, the Official Souvenir Programme and the Closing Ceremony Programme.
-  With the aim of sending partner recognition messages around the world, the IOC created a series of three postcards that commemorated moments from the 2002 Olympic Winter Games and which acknowledged the Worldwide Olympic Partners. The postcards were available to the Olympic athletes, volunteers, media, broadcasters, the Olympic Family, the Olympic partners and their guests.

-  The IOC created a special partner recognition video titled “The Invitation of a Lifetime,” which featured Olympic athletes expressing gratitude for the support of Olympic partners. The IOC made the video available to the Olympic partners for use in hospitality programmes and internal corporate programmes.
-  The IOC created collector envelopes and stamp cancellations that honoured the Olympic partners.











Protecting the Olympic Sponsorship

The value of Olympic sponsorship is found in the integrity and power of the Olympic Image and the partners’ exclusive right to leverage that power. For this reason, the protection of the Olympic Image and the partners’ rights is essential to managing the Olympic sponsorship.

The majority of consumers around the world disapprove of ambush marketing and have distinctly diminished opinions of companies that falsely attempt to portray themselves as supporters of the Olympic Games. In an 11-country study on the power of the Olympic Image conducted after the 2002 Olympic Winter Games:

-  **56% of respondents agreed that only those companies that actually sponsor the Olympic Games should be allowed to use Olympic messages in their advertising.**
-  **55% of respondents agreed that if they saw a company that was not an Olympic sponsor trying to pretend that it supports the Games, their opinion of that company would be lowered.**

The Olympic parties continue to protect the property of the Olympic Movement and the rights of sponsors worldwide and within the Olympic Games host nation. Employing the most comprehensive measures possible, the 2002 Olympic Winter Games established a new standard in the protection of the Olympic Image and sponsorship rights. To protect the brand value of the Olympic Image and the rights of partners, the Olympic parties led a co-operative effort with the following organisations:

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| <ul style="list-style-type: none">  U.S. Olympic Committee  Olympic Properties of the U.S. (OPUS)  National Olympic Committees  International Sports Federations  U.S. Federal Bureau of Investigation | <ul style="list-style-type: none">  U.S. Customs  Utah Olympic Public Safety Command  Local Police  Sports Marketing Surveys  NetResult |
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The Principles of Protection

The following principles have established Olympic brand protection as the foremost event property protection programme in the world.

Constitution and Legislation

Olympic brand protection finds its basis in the Olympic Charter, which contains provisions for protecting the Olympic brand as well as the rights of the Olympic Family and Olympic partners. In addition, Salt Lake 2002 brand protection benefited from the SLOC's efforts in trademark registration and from a range of U.S. laws that allowed the SLOC to protect Olympic intellectual property.

Education and Prevention

Through a programme that included presentations, handouts, mailings and continued communication with key constituents, the Olympic brand protection message was heard and understood by all audiences. Strong proactive steps were taken early in the SLOC's planning to ensure the brand protection objectives would be met at the time of the Games, especially as it relates to delivering clean Olympic venues.

Integration and Co-operation

The Olympic Family, all the SLOC functions, venue communities and external organisations such as the Federal Bureau of Investigation, U.S. Customs, the Utah Olympic Public Safety Command were knowledgeable of their mission and effective in assisting the fight against ambush marketing. This seamless integration allowed the IOC and the SLOC to tap into a broader pool of resources to strengthen the enforcement efforts.

The Success of Salt Lake 2002 Protection

Olympic brand protection operates three major programmes: broadcast and Internet monitoring, ambush marketing protection and Olympic venue monitoring.

Broadcast and Internet Monitoring

The broadcast monitoring programme, designed to protect the Olympic Image in its global broadcast, identified unauthorised commercial associations with the Olympic Games and the properties of the Olympic Family. The Salt Lake 2002 broadcast monitoring programme achieved great success in the global tracking and confronting of broadcast infringements. The Internet monitoring programme tracked 6,000 web sites on the Internet for breaches of Olympic broadcaster rights and unauthorised uses of Olympic imagery and Olympic Games marks.

Ambush Marketing Protection: Host Territory and International

The brand protection programme protects the value of Olympic sponsorship and the special nature of the Olympic Image by preventing unauthorised associations with the Games and Olympic teams. For Salt Lake 2002, the SLOC established within the U.S. the most successful brand protection programme in Olympic Games history. The IOC managed the brand protection programme at the international level, collaborating with Olympic parties to prevent the unauthorised use of Olympic properties and imagery around the world.



In 2002 the IOC found significantly fewer infringements than in previous protection programmes, indicating that the long-term effort of the Olympic Movement to protect the Olympic Image has achieved lasting success internationally.

Clean Olympic Venues

The Olympic Games is the only major event in the world today that maintains a policy of keeping venues free of commercial messages. Clean venues help to ensure the priority of sport over the commercial agenda and protect the rights of partners and the Image of the Games. Clean venues also eliminate distracting messages from the field of play and differentiate the Games from all other sporting events. This policy allows only strictly limited brand recognition.



In the lead up to the Games, the SLOC scoped the venues and integrated the venue operational planning process more than one year prior to the Opening Ceremony.



More than 80 specialists and trained volunteers were deployed daily during the 2002 Olympic Winter Games to ensure clean venue compliance and to protect the rights of the Olympic partners.



The IOC has worked with sporting goods manufacturers worldwide to establish the Sports Goods Industry Marketing Code, an agreement that establishes a standard of fair marketing practices by sporting goods companies regarding the Olympic Games, Olympic imagery and Olympic athletes.