

THE INTERNATIONAL OLYMPIC COMMITTEE

Sydney 2000



MARKETING REPORT
GAMES OF THE XXVII OLYMPIAD



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JUAN ANTONIO SAMARANCH

IOC President

I BELIEVE THAT EVERY ACT OF SUPPORT FOR THE OLYMPIC MOVEMENT PROMOTES PEACE, FRIENDSHIP AND SOLIDARITY among the youth of the world. Never before has this been seen more clearly than at the Games of the XXVII Olympiad in Sydney in 2000, the best Olympic Games ever, where the athletes from South and North Korea marched together wearing the same uniform behind the flag of the Korean peninsula.

Throughout my Presidency, the Olympic Games have grown to include more sports, more National Olympic Committees and more athletes with an Olympic dream and the joy of participation, in a spirit of goodwill and fair play.

The partnership between the Olympic Movement and the international business community has contributed significantly to these achievements by providing the stage for athletes from all countries to compete in the Olympic Games and by helping to make them the world's greatest event.

This document is testimony to the excellence of the Sydney 2000 Olympiad, to the success that our Olympic partners, sponsors and broadcasters enjoy through their Olympic association, and to the contribution that they have made to the achievements of the Olympic Movement.

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RICHARD W. POUND

Chairman, IOC Marketing Commission

OLYMPIC MARKETING SEEKS TO ENSURE THE FUTURE OF SPORT BY CONTRIBUTING TO OLYMPIC ATHLETES FROM EVERY NATION and by providing for the staging of the Olympic Games. Olympic marketing also seeks to preserve the special character of the Olympic Games, to protect and promote the Olympic ideals throughout the world and to enhance the Olympic Image. Never before have these goals been met more successfully than in the Sydney 2000 Olympic Games.

Throughout its history, the Olympic Movement has depended on partnership with the business community to stage the Olympic Games and to support the Olympic athletes. Today, marketing partners are an intrinsic part of the Olympic Family. Olympic marketing supports each of the ten thousand athletes who compete in the Olympic Games and provides the necessary technology, expertise, logistics and personnel to create the highly complex infrastructure for the staging of the Games.

The Olympic Movement provides unparalleled returns on the partnership investment. The Games provides a marketing platform that is based on ideals and values that are shared by many corporations, and the Games provides unparalleled opportunities for sales, showcasing, internal rewards and community outreach.

From the memorable moments and achievements on the fields of play to the triumph of peace and goodwill, the Sydney 2000 Olympic Games set a course for the future of the Olympic Movement at the dawn of the new millennium. Sydney 2000, the greatest Olympic Games in history, stands now in our collective memory as a tribute the most successful marketing effort that the world has ever seen.

This document records the unprecedented success of the Sydney 2000 marketing effort, which now provides a benchmark for the future of the Olympic Games and the Olympic Movement. On behalf of the Olympic Movement, we would like to express our gratitude to our partners in the business community for making Sydney 2000 such a triumph.

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MICHAEL R. PAYNE

IOC Marketing Director

THE SYDNEY 2000 MARKETING EFFORT ESTABLISHED A NEW STANDARD FOR THE OLYMPIC GAMES.

In 2000, the Olympic Games became the most watched sports event ever, with more than 3.7 billion viewers across 220 countries tuning in to watch more than 3,500 hours of coverage produced by the host broadcaster over the 17 days of competition. Never before have the Olympic venues been so full, with 92.4 percent of all seats being sold as Australian and international sports fans turned out to cheer on 10,651 athletes from 199 countries across 28 sports.

Partners and sponsors provided a new level of support to the Olympic Games, providing their latest technology and expertise to help stage the world's largest and most complex event. Partners rose to the challenge to make Sydney 2000 the Athletes' Games, introducing new programmes to support the Olympic athletes. Partners also established new and innovative programmes to enhance the spectators' experience of the Games. The marketing programmes were presented with a new focus on promoting and enhancing the Olympic spirit, in a commercially controlled, ambush-free environment. The programmes also went on to establish a new reference point for supporting educational initiatives for children as well as support for the natural environment.

The success of the Olympic marketing programmes provided a greater level of support than ever before to the Games and the athletes of the world. For the first time, all National Olympic Committees were provided with free travel and accommodations in the Olympic Village. The Organising Committee more than doubled the target revenue foreseen under its bid budget, and Australian sport received a great legacy to finance future generations of athletes.

This document presents a comprehensive overview of the breadth and quality of the programmes developed by the Olympic partners in support of the Olympic ideal, the partners' reasons for supporting the Olympic ideal, and the return that partners earned on their Olympic investments.

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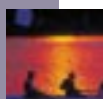
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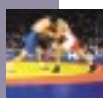
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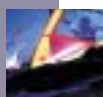
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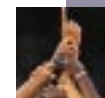
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