



6 THE IMPACT OF OLYMPIC SPONSORSHIP

THE BREADTH AND SCOPE OF OLYMPIC PARTNERSHIP HAS A PROFOUND IMPACT ON sponsors' success in achieving specific business objectives. Olympic sponsorship generates measurable results through brand enhancement, product and service showcasing, boosting corporate spirit and increasing sales and market awareness on the global and local scale. No event touches individuals throughout the world so intimately while providing a consistent marketing platform that successfully transcends cultural boundaries and speaks effectively in all languages.

Partnership with the Olympic Movement is a business investment that requires strategic planning and activation to achieve corporate business objectives and generate positive returns. Sponsors participate in the Olympic Movement for a multitude of reasons, develop varied programmes to capitalise on the Olympic association, and ultimately generate results and positive investment returns that are seen in many aspects of their businesses.


This chapter demonstrates the strength of Olympic sponsorship as a business opportunity and the return that Olympic sponsors derive from their investment in the Olympic Movement.



Brand Enhancement

The Olympic Image possesses a foundation of universal ideals: inspiration, integrity, honour, excellence, determination, achievement, peace and global unity. The Olympic Games and the athletes embody attributes that communicate a positive message to the world: dignified, worldly, modern, multicultural and dynamic.


As Olympic sponsors share or strive to share many of these universal ideals, the Olympic Games provide sponsors with a powerful and tangible experience that helps sponsors to communicate core brand messages in a cohesive and universal way.

 *“Our goal is to look for innovative ways to evolve the utilisation of the property and give our member banks the full benefits that this sponsorship platform provides. Brand equity transfer is significant and important. Equities such as leadership and trust, ubiquity, excellence and the local and global nature of the Games are all shared equities of Visa and the Olympic Games.”*
— Scot Smythe, Senior Vice President, Global Sponsorships, Visa International


Consumers around the world hold the Olympic Games in very high esteem, agreeing that the Games are the pinnacle of sporting excellence and that the significance of the Games transcends sport. In an 11-country study on the power of the Olympic Image conducted after the 2002 Olympic Winter Games:

 78% of respondents stated that the Olympic Games represent the very best of sport.


 74% of respondents stated that the Olympic Games create a feeling of harmony and peace.


 *“The Olympic Games stand for excellence in human achievement. The Kodak brand stands for trust, reliability, and quality. In Salt Lake we’re pleased to record the history of all these achievements.”*
— Carl Gustin, Chief Marketing Officer and Senior Vice President, Eastman Kodak Company


Through partnership with the Olympic Movement, sponsors substantially enhance their brand perception, successfully elevate their corporate image and effectively communicate vital brand messages to consumers in global and local markets.

 *“The Olympic rings help John Hancock reinforce certain essential things about our brand over and over, in every line of business and in every market: that we’re willing to support something our customers consider a good cause and that we are a big player. In truth, the rings suggest that we are a much bigger player than we actually are, given the company they put us in. The 10 other TOP Olympic sponsors include corporations ... whose market capitalization dwarfs ours.... However, the Olympic Games offer us much more than just a logo. They offer us a platform for all our marketing efforts.”*
— David D’Alessandro, CEO, John Hancock, from his book *Brand Warfare*


Consumers worldwide believe that the Olympic Games possess the ability to reach across cultural and linguistic boundaries, profoundly impacting all people, enjoying universal global appeal and acting as a singular unifying force worldwide. In an 11-country study on the power of the Olympic Image conducted after the 2002 Olympic Winter Games:

 72% of respondents stated that there is something for everyone in the Olympic Games.

 66% of respondents stated that there’s nothing that brings the world together like the Olympic Games.

 *“Samsung sponsors the Olympic Games because the Games represent the same values that we have as a company — peace, humanism, courage and challenge. Samsung wants to help people stay connected, and our Olympic-themed programmes — Share the Moment calls, Samsung Athlete Family Homestay and the Olympic Rendezvous @ Samsung — all reinforce the message that Samsung brings people and families together.”*
— Il-Hyung Chang, Senior Vice President & Head of Olympic Projects, Samsung

The 2002 Olympic Winter Games carried an image that was at once ancient in its traditions and youthful in its vitality, which proved to be an appealing blend of attributes that created a profound impact on consumers and a powerful brand association for Olympic sponsors.

 *“The Salt Lake City Olympics did show an exciting, more youthful face for advertisers.”*
— Financial Times

A Global Marketing Platform



“The marketplace has become so fragmented that very few platforms can talk to such a mass audience,” says Peter Stern, president of Strategic Sports Group, a New York sports-marketing firm. ‘The Olympics borrows from the attributes marketers want: continuity, patriotism, wholesomeness, loyalty, rooting for your country.’”

— *The Wall Street Journal*

The Olympic Games are globally renowned, and the Olympic Image has universal meaning and power throughout the world. Because Olympic Games imagery and values communicate unequivocally across national, linguistic and cultural boundaries, Olympic sponsors achieved great success in using Salt Lake 2002 as the vehicle for communicating consistent and cohesive corporate messages to consumers. For many sponsors, the Olympic Games become the cornerstone of all corporate marketing initiatives — from corporate promotions, to marketing communications, to advertising — either on a continual basis or as a special activation in the lead-up to the Games.



“When John Hancock became an Olympic sponsor in 1993, it did more profound things than we had even hoped. In a certain sense, it gave us an identity... The advantages for our brand were enormous. For the first time, there was a discernable consistency and style in all our communications, and it was easier for consumers to figure out who we were.”

— *David D’Alessandro, CEO, John Hancock, from his book Brand Warfare*

Bank of America, an OPUS Partner, used Salt Lake 2002 as its brand platform for all communications for six full months spanning the final quarter of 2001 and the first quarter of 2002, including print and television advertising. Bank of America’s television advertising campaign featured bank personnel attempting — and fumbling at — such challenging Olympic Winter sports as bobsleigh and short track speedskating. The comedic displays were supported with narration on the bank’s great desire to participate in the Olympic Winter Games, and how they finally decided to “support the real athletes instead.” The memorable campaign affirmed Bank of America’s support for Olympic athletes in the minds of viewers.

A television advertising campaign for McDonald’s featured crew members from around the world speaking in their respective native languages about how they would, in their own performances, emulate the Olympic athletes. “No one will be faster ... No one will work harder.” With these statements, the young McDonald’s employees in this inspirational campaign voiced pride in giving their best. McDonald’s conducted Olympic promotions in 85% of its 29,000 restaurants worldwide.

Xerox, a Worldwide Olympic Partner in the TOP Programme, developed the Colors of Excellence campaign from the Olympic marketing platform, borrowing from the five colours and interlocking rings of the Olympic symbol. Centered around five core values — vision, endurance, performance, value and support — the Colors of Excellence platform was integrated over a two-year period into trade shows, incentive programmes, promotions, personnel motivation programmes, local events and sales materials. Xerox also introduced a new brand campaign during the Salt Lake 2002 Games, with extensive print and television advertising. Xerox’s new brand campaign aired 130 spots in prime time during the Olympic broadcast on NBC in the U.S.



“Wherever the Games are staged, we’re reaching our customers.”

— *Nancy Weise, Director of Worldwide Marketing Communications, Xerox*

Visa International’s Olympic sponsorship programmes were activated worldwide to enhance the company’s goal of maintaining a position of leadership, ubiquity and achievement. With the slogan, “You’ve Got What it Takes,” Visa emphasises that the company’s services can help anyone in the world achieve their goals.



Visa Olympic sponsorship programmes were activated by member banks that represent more than 90% of Visa’s global business.



Salt Lake 2002 marked the first time that all six of Visa’s regions worldwide promoted, leveraged and marketed the Olympic Winter Games in the company’s 16-year association with the Olympic Movement.



“The Olympics are the most popular and most balanced demographic property that is available in the world today, and we certainly are able to make the Olympics appeal to our audience locally, nationally and globally.”

— *Tom Shepard, Executive Vice President, Global Marketing, Partnerships and Sponsorships, Visa International*



“During 16 years as a worldwide Olympic sponsor ... from Seoul to Nagano and on to Sydney, the Visa team has worked more or less non-stop in a series of interlocking project cycles; continually innovating, executing, reviewing and then innovating some more to deliver value to its members and their customers. Throughout the world, thousands of member banks are running marketing programs which utilize Olympic branding messages.”

— *Sport Business International*



Partnership on the World's Stage

The Olympic Games is the world's premier event, observed by the global business community, the media, consumers at the Games and television viewers around the world. The Games is the world's most complex event, staged upon a vast infrastructure. The Olympic Games is also the world's greatest corporate showcase, providing visibility worldwide and within the host region during the 17 days of the Olympic Games.

 *"To corporations, the Olympics represent a mini-test-market."*
— *The Wall Street Journal*

The principle of product category exclusivity is essential to the success of Olympic marketing. At the Olympic Games and around the world, the Olympic Movement protects this principle to ensure that the rights of Olympic partners are upheld. Olympic partners are free of competition in the execution of Olympic marketing programmes and in communicating to Olympic audiences. Partners such as Coca-Cola and McDonald's capitalise on Olympic marketing's principle of exclusivity to achieve great success in placing their products in the hands of tens of thousands of consumers at the Games.

↓ Coca-Cola served more than 3.5 million beverages on-site during the Salt Lake 2002 Games.

↓ Approximately 107,000 guests were served at McDonald's restaurants in the Olympic Village and the Main Media Centre.


↓ McDonald's was highly popular with the Salt Lake 2002 Olympic athletes. Over 84% of athletes surveyed had meals at McDonald's during their stay in the Olympic Village, enjoying 10,156 Big Mac sandwiches, 20,660 hamburgers and cheeseburgers, and more than 1.9 million french fries.

↓ 87% of Salt Lake 2002 athletes who visited McDonald's rated the facilities good or excellent.

↓ McDonald's presence at Salt Lake 2002 generated 125 million media impressions.

The consortium of Olympic partners that provided the technology solutions for the Olympic Games showcased their technology, teamwork and expertise, and contributed to the glitch-free 2002 Olympic Winter Games systems. The media, Olympic spectators, global and local business leaders, and consumers around the world witnessed the achievement.



 *"There are no second chances for the athletes or the IT consortium when it comes to the Olympic Games. For a few short days in February, the world's eyes will be focused on the Olympic Games. The Games give SchlumbergerSema the opportunity to showcase the tremendous amount of trust that the IOC and SLOC have put into our capability to deliver this incredibly complex IT project on time, to budget and to specification. Potential customers esteem such trust as a priceless commodity. The business-to-business market clearly understands the importance and sheer magnitude of integrating all of the IT services for the Olympic Games."*
— *Irwin Pfister, CEO, SchlumbergerSema*


Xerox contributed thousands of pieces of equipment to document the 2002 Olympic Winter Games and, to support the SLOC, operated the largest reprographic producing centre in the state of Utah for months leading up to the Games. The Xerox team published Olympic results books within hours of each competition's completion.

↓ Xerox contributed more than 2,800 pieces of equipment to Salt Lake 2002.

↓ More than 120 Xerox technicians supported operations on-site at the Olympic Winter Games.

 *"As a showcase for talent, teamwork and excellence, the Olympic Games serve as a competitive benchmark."*
— *Anne Mulcahy, President & CEO, Xerox*







Kodak provided accreditation services for the SLOC, digital health imaging services for Olympic athletes and coaches, image processing services for the world's media, and interactive photo services for Olympic visitors. In doing so, Kodak leveraged an unparalleled business opportunity by demonstrating the quality of the company's imaging technology to every conceivable target audience — photojournalists, businesses, medical professionals and individual consumers.

 *"For Salt Lake, over 250 people representing virtually all of Kodak's business units were required to ensure the success of our accreditation services, our polyclinic operations, and the Kodak Image Center. There is no other partnership that provides for and requires the vast array of products and services from so many of our business units. The Salt Lake Olympic Winter Games provided Kodak a natural platform to showcase these great products to the world, including our valued customers and partners who attended as our guests."*
— *Bud Denker, Director and Vice President, Brand and Market Development, Eastman Kodak Company*



The festival atmosphere of the Olympic Games in Salt Lake Olympic Square and on Main Street in Park City provided on-site opportunities for sponsors to display their brand identities and to put their new innovations, products and technology into the hands of consumers.

The Olympic Rendezvous @ Samsung in Salt Lake Olympic Square showcased its products as bold, fashionable, new, stylish and on the leading edge of technological advancement. With the themed zones of Style, Speed, Agility and Color, the Olympic Rendezvous @ Samsung presented this image to consumers. Olympic visitors also participated in the Samsung Share The Moment programme, which allowed athletes and spectators to experience Samsung's digital mobile technology by making a free three-minute phone call.



-  Olympic Rendezvous @ Samsung welcomed more than 240,000 visitors during the Games, including an average of 250 Olympic athletes per day.
-  Olympic visitors made more than 4,680 free phone calls, for approximately 12,870 minutes, through the Samsung Share The Moment programme.
-  70.5% of visitors to Olympic Rendezvous @ Samsung stated that the facility strongly influenced their opinion toward Samsung.
-  74% percent of visitors to Olympic Rendezvous @ Samsung developed a better image of Samsung because of the facility.
-  76% of visitors to Olympic Rendezvous @ Samsung stated that the facility influenced their willingness to buy Samsung wireless products.
-  73% of visitors surveyed rated their Olympic Rendezvous @ Samsung experience as either good or very good.

Monster.com transformed a two-story shop in Park City into a hub of activity where Olympic visitors on the city's Main Street were able to learn more about Monster.com's on-line employment services and the company's support for the Olympic Winter Games.



"The Olympic Movement is not about every four years, it's about every day. Our role as a sponsor is to communicate to the public the benefits of health and nutrition, about injury prevention and performance enhancement naturally."
 — Hank McKinnell, Chairman and CEO, Pfizer

Pfizer — a partner of the IOC Medical Commission and a Supporter of Salt Lake 2002, the U.S. Olympic team and the 2002 Olympic Torch Relay — brought to the Torch Relay and to Salt Lake Olympic Square the Health IQ Van to offer the public health screenings for serious medical conditions. Pfizer's ability to leverage opportunities on the Torch Relay and in Olympic Square has helped the corporation reach cardiologists, physician's assistants, consumers and Pfizer employees.

-  Pfizer provided more than 1.1 million Olympic visitors with the opportunity to test their Health IQ in Salt Lake Olympic Square during the 2002 Olympic Winter Games
-  The Pfizer Health IQ Van reached a combined total of 1.42 million consumers during the 2002 Olympic Torch Relay and the Olympic Winter Games.



"Even pharmaceutical companies are in the Olympic new marketing spirit. Pfizer Inc. has set up a health IQ van in the Olympic Village to test for cardiovascular disease, heart disease and diabetes. The point: to encourage people to go see their doctors."
 — The Wall Street Journal

The Corporate Olympic Spirit


The Olympic Games have the power to captivate and inspire the human spirit. Olympic sponsors demonstrated during Salt Lake 2002 the power of the Olympic investment to enhance the focus and purpose of corporate life, to add a cohesive and identifying element to corporate culture, and to inspire personnel, management and members of the board.

Several Olympic sponsors demonstrated this by making the 2002 Olympic Winter Games the focal point of important corporate events, summits and meetings. The Coca-Cola Company held a meeting of the board of directors in Salt Lake City during the 2002 Olympic Winter Games. It was not only the first such event in the company's history to take place at the Games, but the first to take place at any of Coca-Cola's global partnership events.


Many Olympic sponsors capitalised on the power of their partnership with Salt Lake 2002 to inspire corporate morale and to motivate personnel to work together toward achieving business goals. In the months before the Olympic Games, Olympic sponsors rewarded top employees with the opportunity for involvement in Olympic Games programmes.

Bank of America awarded 84 associates with positions on the company's Team Salt Lake to serve the banking centres at the Olympic Village and the Main Media Centre during the Games.

More than 5,000 Coca-Cola associates celebrated at the event that launched the 2002 Olympic Torch Relay in Atlanta, and Coca-Cola received 900 torchbearer nominations from employees, as interest in carrying a 2002 Olympic torch was widespread throughout the Coca-Cola system.

 *"It's amazing to see how good our people feel that a company like ours is helping the Olympic Movement, contributing to the athletes and to people's ability to participate. It just inspires them."*
— Stephen Jones, Chief Marketing Officer, Coca-Cola


McDonald's brought hundreds of its best restaurant crew members to Salt Lake 2002 to serve the Olympic athletes, officials and media. The McDonald's World Champion Crew — a crew of 400, selected from 25 countries and five continents based on their achievements in employee competitions and their qualifications in service, speed, accuracy, personality and teamwork — attended Salt Lake 2002 Olympic competitions and special recreational activities. McDonald's acknowledged and honoured its crew in many ways throughout the Winter Games, even printing the names of the crew members on McDonald's tray liners for all customers to see.

 *"Being selected as a member of the crew that will serve the best athletes in the world is a real honour. I look forward to making my country proud at the Olympic Winter Games."*
— Lad Hudac, McDonald's World Champion Crew

Xerox harnessed the Olympic spirit of its employees in the faces that formed the Xerox "Unity" mosaic, displayed on the facade of a building in the Salt Lake City skyline. The mosaic, which pictures hands joined in raising the Olympic torch, demonstrates how the Olympic partnership pervades the corporate atmosphere throughout the Xerox system worldwide.

The Xerox "Unity" mosaic was formed from images of the faces of 17,000 Xerox employees from 59 nations.

25% of Xerox's worldwide employee base was represented in the "Unity" mosaic.

 *"Xerox used the creation of the mosaic, entitled Unity, as a mechanism for employees to regain their winning spirit. As one employee wrote about the mosaic, 'Being invited to be part of the big picture banner is one of the best feelings I have had in sometime. Thanks for putting that great feeling of being a Xerox employee back in my heart.'"*
— Terry Dillman, Olympic Marketing Manager, Xerox



Olympic Business Results

Olympic partnerships deliver clear and measurable business results. Sponsors derived positive returns on their investments in Salt Lake 2002 through enhanced business-to-business opportunities, direct contact with consumers, as well as increases in market activity and brand awareness.

Xerox demonstrated that Olympic sponsorship can generate measurable business results every day in the years leading up to the Games. The Xerox Colors of Excellence campaign enhanced the company's presence at trade shows in 2001, and the Xerox Bringing the Olympics Home programme of local sales events was highly effective.

Xerox used its Colors of Excellence imagery at U.S. and international trade shows such as Print01 and PC Expo. Xerox generated US\$27 million in sales and related qualified leads from Print01 alone.

127 local Xerox Bringing the Olympics Home events in North America reached more than 10,000 customers and generated sales of US\$15.2 million in the first 60 days of the programme.

Xerox market research at Salt Lake 2002 showed that 43% of respondents had increased confidence in Xerox products resulting from the company's Olympic sponsorship.

Market research found that consumers are eight times more likely to use Xerox products as a result of the company's Olympic sponsorship.



"The great Olympic promotion helped boost sales morale and excitement. The customer feedback was unanimously favorable. But more importantly, we have several commitments for business."

— Nancy Nam, Marketing Manager, Mid-Atlantic Public Sector Operations, Xerox, in a response to Xerox headquarters about the success of Bringing the Olympics Home in the Mid-Atlantic region of the U.S.

"Xerox Corp.'s decision to activate its TOP V sponsorship throughout the entire company has paid dividends. Case in point: Xerox generated a 20-to-1 return in new business from an activation program pegged to the Salt Lake Games dubbed Bringing the Olympics Home."

— IEG Sponsorship Report

Olympic sponsorship can and does generate measurable business results, including increased sales. 42% of Salt Lake 2002 spectators surveyed stated positively that they were more likely to buy a company's products and services because it is involved with the Olympic Games.

An enhanced Visa presence in Salt Lake City started several years ago when Visa strengthened working relationships with local merchants and offered unique Olympic marketing programmes to drive their sales. By offering cross-promotions and Olympic point-of-sale materials to local businesses, Visa enabled area merchants to tap into the 2002 Olympic Winter Games. Visa reported business results that mark Salt Lake 2002 as the most successful Olympic Winter Games sponsorship ever for Visa, on par with the much larger-scaled Sydney 2000 Olympic Games.

Consumer spending on Visa cards in Salt Lake City for February 1 – 24 was up 30% over the same period in 2001, with more than US\$172.7 million charged on Visa cards at local merchants.

Visa sales volume at specialty and apparel merchants for February 2002 increased 77% over February 2001 in Salt Lake City, with total sales of US\$49.2 million. Visa sales volume at restaurants in February 2002 was up 57% over February 2001, with a total of US\$15 million in transactions.

At the Salt Lake 2002 Olympic venues, more than US\$16 million in sales was processed through the Visa point-of-sale terminals. The daily spending average at Olympic venues in Salt Lake was approximately 11% higher than the daily spending average at Olympic venues for Sydney 2000.

"The Olympic Games are proven to build business and provide remarkable exposure for host cities, as shown in Sydney and most recently in Salt Lake City. We expect Athens to be no exception, as Visa already gears up to support the 2004 Olympic Games."

— Tom Shepard, Executive Vice President, International Marketing, Partnerships and Sponsorship, Visa International

The Invitation of a Lifetime: Building Olympic Business Relationships

Olympic partnership provides companies with the opportunity to strengthen business relationships and to provide corporate guests with the experience of a lifetime at the world's greatest event.

Olympic sponsor hospitality guests esteem the Olympic Games as a special and significant event.

92% of corporate guests at Salt Lake 2002 agreed that the Olympic Games bring people from different countries and backgrounds together.

91% of corporate guests at Salt Lake 2002 agreed that the Olympic Games are an international celebration of sport and culture.

97% of corporate guests at Salt Lake 2002 agreed that the Olympic Games are special because they do not happen every year.

The Scope of Olympic Hospitality

Olympic Games hospitality is unique in scope. For Salt Lake 2002, the SLOC and the IOC worked together to create the systems by which Olympic partners developed hospitality. As part of the Olympic sponsorship package, the SLOC organised the procurement of hotel accommodations, Olympic Games tickets, ground transportation, and provided venue hospitality facilities, partner signage and recognition.

As the 2002 Olympic Winter Games commanded the attention of the entire world, business leaders from around the world attended Salt Lake 2002 and maximised the opportunity to interact in the international environment. The magnitude and scope of the Olympic hospitality programme conveys the strength and value of the opportunity.

Approximately 30 partners across all levels of sponsorship and suppliership activated Olympic Games hospitality programmes in Salt Lake City.

It is estimated that as many as 52,000 corporate guests of Olympic sponsors attended the 2002 Olympic Winter Games.



Five Sponsor Hospitality Centres accommodated the guests of Olympic sponsors at Olympic venues — at the Snowbasin Ski Area, Deer Valley Resort, Soldier Hollow, Utah Olympic Park and the Salt Lake Ice Center. These shared facilities provided a place for sponsor guests to escape from the cold during competition and enjoy complimentary food and beverage service while watching coverage of the Games on television.

The IOC established a central hospitality club for all Olympic partners in the heart of Salt Lake City, just outside the gates of Salt Lake Olympic Square. The Olympic Partners Club became the corporate meeting place for partners to interact, to entertain key customers, to conduct business meetings and press conferences, and to meet with the Olympic Family. Buffet dining at the Club included cuisine from the current and future Olympic host nations — the U.S., Greece, Italy and China.

The Competitive Difference of Olympic Hospitality

Olympic Games hospitality is singular in the breadth of opportunity that it offers to Olympic sponsors, from sports competitions to cultural events to other key elements of the Olympic Games experience. Olympic Games hospitality rises above other event hospitality in several ways:

- Many Days and Many Events: Salt Lake 2002 featured 78 events across 15 disciplines and 7 sports, as well as nightly ceremonies, over a period of 17 days.
- Sport and Culture: Salt Lake 2002 provided the world's greatest winter sporting competition, complemented with an array of opportunities for cultural enrichment and entertainment in music, dance, film and the visual arts.
- The Olympic Atmosphere: From the Opening Ceremony to the Closing Ceremony, from the competitions to the nightly celebrations at the Olympic Medals Plaza, Salt Lake 2002 was characterised by an exciting and distinct atmosphere that combined the vitality of winter sport and the special spirit of the Olympic Winter Games.
- Olympic Outfitting: The Olympic sponsorship tradition of outfitting corporate hospitality guests in high-quality apparel that bears the sponsor's Olympic identity has proven to be a successful, highly-valued and much-appreciated element of Olympic hospitality programmes.
- The Olympic Future: Olympic Games hospitality provides an opportunity for future Organising Committees, their sponsors and their potential sponsors to experience the power of the Olympic Games in the early stages of their relationships, as companies decide to become Olympic sponsors or confirm plans to continue their sponsorship.




"We brought a number of our Olympic broadcast sponsors here to witness first hand the Olympic excitement. It's a chance for us to show our appreciation for their continued sponsorship support of the Olympic Games and a chance for us to get to know them better. It's quite vital in our marketing division because we are very customer-centric in our approach, and by offering Olympic hospitality we are able to get closer to our customers and find out what their real business needs are."

— Pauline Bohne, Senior Manager, Event and Sales Promotions, CBC





Many 2002 Olympic partners employed specialist agencies to help develop Olympic Games hospitality programmes, helping to ensure that sponsors created the best possible experience for their guests and derived the maximum value from their programmes.

 *“Hospitality is one of the strongest marketing tools implemented by sponsors — and the Olympics is the highest echelon of sports hospitality. We try to create an atmosphere in which we bring together our clients and their guests, so that they can break down barriers and develop their relationships.”*
— Jon Hillman, Iluka, a specialist hospitality agency





 *“In Olympic Games hospitality, we try to create an atmosphere for our clients and their guests so that they can relax and enjoy themselves, creating comfort levels so our clients can communicate with their customers — doing business and having fun at the same time. We still get e-mails, phone calls and letters from our guests at Olympic Games years and years ago. They still have great memories.”*
— Steve Skubic, Sportsmark, a specialist hospitality agency

The Value of Olympic Hospitality

Olympic Games hospitality is beneficial to sponsors in two major ways:

-  Hospitality provides sponsors with the opportunity to entertain current and potential customers, building relationships at the world's most prestigious, powerful and exciting event.
-  Hospitality provides sponsors with the opportunity to showcase their contributions to the staging of the Games, thus enhancing their image by communicating to customers and potential customers the quality of their products, services and technology.






Olympic hospitality is valuable to Olympic partners because the Games possess a powerful image that distinguishes an Olympic sponsor as a leader in its field, and because the Games provide a special setting in which sponsors can communicate and build relationships with business associates.

-  91% of corporate guests at Salt Lake 2002 agreed that it is good to be associated with the strong image of the Olympic Games.
-  84% of corporate guests at Salt Lake 2002 agreed that sponsoring the Games and investing in hospitality provides a good opportunity to network.
-  82% of corporate guests at Salt Lake 2002 agreed that attending the Games raised their opinion of the sponsor that invited them — while only 3% disagreed.
-  78% of corporate guests at Salt Lake 2002 agreed that the Olympic Games are a good place to showcase sponsor products, services and technology.



“Our successful participation in the staging of the Games is a proof statement for Xerox's superior technology and solutions. Our ability to host customers and prospects at the Games provides an unprecedented opportunity to build customer relationships. You cannot match the value of spending four days with your top customers and really getting to know them. You can't beat that anywhere on earth.”
— Terry Dillman, Olympic Marketing Manager, Xerox

Xerox demonstrated the strength and benefits of Olympic Games hospitality at Salt Lake 2002.

-  Xerox guests rated their overall satisfaction as 4.875 on a 5-point scale.
-  Xerox guests rated their overall perception of Xerox as a sponsor at 4.975 out of 5.
-  100% of Xerox executive guests had a favourable perception of the hospitality programme, as 91% rated the programme “excellent” and the remaining 9% rated the programme “good”.
-  100% of Xerox executive guests viewed the hospitality programme as a positive opportunity to build relationships, with 85% rating the opportunity “excellent” and the remaining 15% rating the opportunity “good”.
-  Xerox has announced that it is selling all 2,800 pieces of Xerox equipment used at the 2002 Olympic Winter Games to customers who attended the company's Salt Lake 2002 hospitality programme.



“The combination of the sporting events, the cultural events, the entertainment events and the broad demographic appeal that the Olympics bring is not lost on the guests of hospitality programmes. They realise the unique nature of the Olympic Games.”
— Tom Shephard, Executive Vice President, Global Marketing, Partnerships and Sponsorships, Visa International

