



Torino 2006 Olympic Sponsorship



Sponsorship of the XX Olympic Winter Games offered companies a chance to present their products and services to a diverse global audience, making it possible to create an emotional connection with billions of people around the world. It was an opportunity for a company to achieve its business objectives by aligning with an event that has captured imaginations and stirred emotions for more than a century – a tradition founded on timeless, universal values that make it the most powerful sports and cultural property in the world.

The TOP Sponsors: Worldwide Olympic Partners

The Torino 2006 Olympic Winter Games marked a great success for the Worldwide Olympic Partners, providing them with powerful opportunities to maximise their association with the world's greatest sporting and cultural event.

The Olympic Partnership, known as TOP, is the worldwide sponsorship programme that provides a foundation of continual global support for the Olympic Movement. The TOP sponsors – or Worldwide Olympic Partners – provide substantial year-round contributions of products, services, technology, expertise and financial resources to the Olympic Movement over a four-year term. These contributions support the International Olympic Committee, the Organising Committees for the Olympic Games and every National Olympic Committee in the world.



TOP Sponsors



Main Sponsors



Founded in 1985 and currently in its sixth generation, the TOP programme is now stronger than it has ever been.

- Torino 2006 was the most “international” Olympic Winter Games in history, as a record 80 Olympic teams participated and television viewers in more countries than ever before shared in the experience. Likewise, the sixth generation of the TOP Programme is the most globally inclusive ever. The TOP VI sponsors are headquartered in seven countries across three continents – demonstrating global participation in the programme that mirrors the worldwide nature of the Olympic Movement.
- Because the staging of the Olympic Games is a complex endeavour, sponsor support and expertise is vital to success. The TOP Partners made contributions that impacted all aspects of Torino 2006 operations. In doing so, they involved more areas of their businesses in the Olympic project and maximised the benefits of Olympic association in new and more integrated ways.

The TOP Partners made essential contributions of products, services, technology, expertise and financial resources to the successful staging of the XX Olympic Winter Games, developed innovative programmes to support the athletes, shared the spirit of the Games with billions of people, promoted the universal ideals of Olympism and left an enduring Olympic Winter Games legacy for Italy. This chapter is a testament to the contributions they made to the Olympic Movement and to the benefits they earned through their investment in the Olympic dream.

Domestic Sponsorship: Torino 2006 Olympic Winter Games Sponsors

The Torino 2006 domestic sponsorship programme was an extraordinary success in the Italian market.





torino 2006™



Passion lives here





Managed by the Torino Organising Committee, the programme provided significant support for the staging of the XX Olympic Winter Games, offered Italian companies a rare opportunity to enhance their brands and demonstrate their capabilities on the global stage, and boldly charted a new course for sports marketing in the Italian market.

The Torino Organising Committee took two major steps towards creating the most successful sponsorship programme in Italian history:

- Understanding Needs – By performing diligent internal analysis to understand the needs of all the Organising Committee’s functional areas, the TOROC marketing department was able to strategically analyse the marketplace and approach potential sponsors that could fulfil those needs through the contribution of products and services.
- Repositioning Sponsorship – In an Italian sports market dominated by football and motor racing and defined largely by venue signage, developing a sponsorship programme for the Olympic Games – with long-term agreements for a global event that prohibits venue signage – was a distinct challenge. The Torino Organising Committee succeeded in repositioning the notion of sponsorship by promoting the benefits of a four-year Olympic sponsorship, by effectively packaging the Games’ brand values and core assets, and by creating a product that would be highly visible in the Italian market.

TOROC’s great success is clear:

- Torino 2006 stands as the most lucrative and successful sponsorship programme in Italian history, generating €269.8 million
- The programme reached 35 million people in Italy in terms of interest and awareness, surpassing the reach of sponsorships in football (€27 million) and motor racing (€24 million)
- Torino 2006 accounted for 6.14% of the total sponsorship spending in the market, significantly higher than previous Olympic Winter Games sponsorship programmes
- The programme accounted for nearly 1% of the total advertising spend in the Italian market, 35 times greater than that of Salt Lake 2002
- The average contribution from a Torino 2006 Main Sponsor was €40 million, in a market where companies typically pay approximately €700,000 to sponsor a football team

- Torino 2006 altered the face of sports sponsorship in Italy by redefining the measure of success from signage and recognition to business benefits and economic impact.

The Torino 2006 Olympic Winter Games sponsorship programme included 57 companies and 63 brands across three tiers: Main Sponsors, Official Sponsors and Official Suppliers.

Objectives of the Olympic Sponsorship

Olympic sponsorship is a multidimensional marketing investment. In the highly competitive sponsorship market, partnership with the Olympic Movement provides a compelling marketing platform that helps a company achieve its business objectives in a variety of meaningful ways.

Enhance Brand Image

Olympic sponsorship has the power to significantly enhance a corporation's brand image. The strong, universal attributes of the Olympic image and the high global appeal and awareness of the Olympic Games form an unrivalled brand marketing platform for sponsors. Olympic sponsorship links the values of individual brands with the values of the Olympic Games – creating a powerful association. The core values and drivers of interest that differentiate the Olympic Games from all other sporting and cultural events are transferred to the brands of the Olympic sponsors, resulting in an enhanced image.

Positive Brand Attributes – The Olympic Image combines the strongest attributes of sport and the ideals of global community with universal human values. The Olympic brand's core attributes of striving for success, celebration of community and positive human values offer strong alignment opportunities for Olympic sponsors. The global community ideals of celebration, friendship, unity, patriotism, participation and fair play can position an Olympic sponsor in a highly favourable light. Finally, the positive human values of respect, inspiration and optimism are ideals to which all people aspire. It is the combination of all three pillars that provide relevance and resonance for an Olympic sponsor's brand in the minds of consumers.

High Appeal & Awareness – Global research demonstrates that the Olympic symbol is one of the most recognised icons in the world and that consumers overwhelmingly associate the Olympic rings with the positive attributes of the Olympic image.





Contributions on a World Stage – The Olympic Games are a complex event that commands the world’s attention. When sponsors contribute to the staging of the Games, they enhance their brand image by demonstrating the quality of their products, services and capabilities in the global spotlight, under the most stringent requirements and the firmest deadlines.

“It is really to build up even more this incredible relationship between a unique sporting event – the most unique and prestigious sporting event – and our brand.”

Stephen Urquhart, President, Omega Ltd.

“We believe in everything about the Games and about the spirit of the Games.... We think their values are just so universal and so important for the world.”

Neville Isdell, Chairman and Chief Executive Officer, The Coca-Cola Company

“It allows us to connect to our customers in a relevant way. We appreciate the values of the Olympic Movement, particularly teamwork, excellence and being the best. Our customers expect us to support the Games, and we do.”

Nick Marrone, Senior Director Global Sports, McDonald’s Corporation

Increase Sales

The Olympic Games sponsorship is a partnership that helps drive sales. The Games are watched in more than 200 countries by billions of people, offering the opportunity to promote a brand domestically and worldwide. The Olympic rings are one of the most recognised symbols in the world and can be used to give sales efforts a competitive edge, to help attract consumer attention and to create positive feelings about a brand.

With each Games, sponsors develop new and innovative ways to maximise the market potential and capitalise on opportunities to generate consumer purchases – and because Olympic sponsorship is based on the strictly protected principle of product category exclusivity.



Consumer Promotions – Olympic sponsors develop attractive Olympic-themed promotions in association with their products and services that encourage consumer sales.

Customer Incentives – Sponsors use their Olympic association to motivate customers, retailers, distributors and other partners to achieve sales goals.

On-site Sales – The Olympic environment experiences a massive influx of consumers during the Games, with hundreds of thousands of visitors descending upon the host city each day. Olympic sponsors enjoy a strong presence and the rights to leverage powerful opportunities to drive incremental sales.

Showcasing – As the Games capture the world's attention, Olympic sponsorship provides a company with an unmatched platform for demonstrating the quality of its products and services.

“It’s going to enable us to penetrate emerging markets. It’s also going to help us fortify existing markets. We think it’s going to help build our business.” **Brian Perkins**, Corporate Vice President, Corporate Affairs, Johnson & Johnson

“Our business is a network business, you need cardholders and you need places you can use your card. So you have to get them both going at the same time. And an event like this kick starts the whole process.” **Chris Rodriguez**, President & Chief Executive Officer, Visa International

Motivate Employees

Olympic sponsorship can engage all company personnel and the entire corporate culture in an important global project. Employees who work for Olympic sponsors take pride and purpose in contributing to this unique event. By enabling company personnel to participate in the Olympic experience, Olympic sponsors can motivate and reward employees and enhance morale.

- Sponsors have developed strong incentive programmes for motivating and rewarding employees who achieve key goals or targets. Working at the Olympic Games can be a once-in-a-lifetime experience. The opportunity to be a part of an Olympic Games project team can provide motivation and inspiration to employees as they demonstrate their professional expertise.





Compeed®

CEROTTI HI-TECH PLASTERS



- Many sponsors work to infuse their corporate culture with the Olympic spirit and many offer their personnel time off to volunteer with the Organising Committee for Olympic Games. In doing so, the company contributes to the success of the event while affording its staff the opportunity to change their routines, gain new perspectives and contribute to a significant endeavour.
- Olympic sponsors conduct motivating internal communications efforts via company websites and other communications, providing all staff with information and updates about the Olympic Games and the company's specific contributions to the success of the event. Olympic sponsors also stage internal events and contests with Olympic themes for staff and their families. Such programmes and activities share the spirit of the Games throughout the company and ensure that the Olympic experience permeates the corporate culture.

By ensuring that company employees are engaged in the Olympic experience in various ways, Olympic sponsors engender loyalty, admiration and inspiration among personnel.

“All the employees of Reale Mutua have all been able to participate in the Olympic experience.” **Stefano Rosato**, Director of Marketing and Communications, Reale Mutua

“We drive [the Olympic sponsorship] down internally with our employees with significant employee communications as well as externally with our field force.”

Donna Driscoll, Senior Vice President, Brand Management and Corporate Communications, Manulife

Connect with Communities & Create Legacies

As the one global event that touches the hearts and minds of billions of people, the Olympic Games provide sponsors with a powerful consumer connection point. As the event that has the greatest ability to capture the attention and imagination of an entire host country, the Olympic Games provides an unparalleled opportunity to connect with the public, establish a company as an important member of the community, and leave a lasting company legacy in areas where they do business, in or out of the host country.





Many Olympic sponsors capitalise on the Olympic Games as an opportunity to build new connections with communities in the host country. Sponsors leverage this vital opportunity through Olympic activations and programmes directed at local citizens.

The Olympic Games enjoy high global awareness and appeal and Olympic sponsors seek to maximise this opportunity to engage consumers – in countries all over the world – in the Olympic experience. By establishing sustainable programmes in target markets, sponsors bring the Olympic spirit to local communities. In doing so, they connect with and demonstrate their commitment to these communities by providing consumers with rare Olympic-themed experiences.

Olympic sponsors demonstrate their commitment to the host region through their support for the Olympic Games. Such opportunities are especially valuable to sponsors, as they work to establish, maintain or strengthen positions of prominence in the host country or city. Contributing to the success of a significant national endeavour like the Olympic Games demonstrates the sponsor's commitment to the local community and positions the company as a business leader in the region.

Legacy is a significant concept in the scope of Olympic sponsorship. Sponsors provide contributions of products, services and financial support and often develop enduring projects for outreach and civic improvement. In these ways, Olympic sponsors leave lasting legacies, ensuring that the value of Olympic sponsorship will resonate in the host city community – and other communities in the world – long after the Olympic flame is extinguished.

“We think we can contribute something to society by partnering with the Olympic Movement.” **Brian Perkins**, *Corporate Vice President, Corporate Affairs, Johnson & Johnson*

Build Customer Relationships

Olympic sponsorship builds new customer relationships and reinforces existing ones, as sponsors engage their constituents in the Olympic experience in a variety of ways:

- 1. Olympic Games Hospitality** – The Olympic Games can represent the invitation of a lifetime and an important opportunity for Olympic sponsors to build and reinforce relationships with customers.

Olympic sponsors often reward their best partners and customers with the opportunity to share in the Olympic experience as sponsor hospitality guests. In this way, Olympic sponsors demonstrate their respect and appreciation for their most valued customers and partners. Olympic sponsors can enhance relationships with new or potential clients and customers by inviting them to experience the Olympic Games and spending quality time with them – demonstrating their on-site contributions or simply enjoying the Olympic ambience.

2. Athlete Inspiration – Sponsors may also share the Olympic spirit with customers and business partners through the inspiring presence of Olympic athletes. Olympic sponsors may invite Olympians to attend and speak at customers' events, or to visit a customer's office or site.

3. Incentives and Programmes – Olympic sponsors may also offer incentives and programmes to customers and partners. Olympic sponsors may develop Olympic-themed programmes to excite a customer's employees, or develop a customised Olympic-themed promotion for a customer, or offer the customer Olympic premiums, merchandise and souvenirs.

“The overall strategy of our Olympic programme is to help build the brand and to build relationships among important constituents – including sales intermediaries, client groups, community groups, and our employees. And ultimately it's all about building sales.” **Rob Friedman**, Assistant Vice President of Sports & Event Marketing, Manulife

Enhance Corporate Reputation

Olympic sponsorship can enhance a company's corporate reputation. Through showcasing opportunities, demonstration of good corporate citizenship and positioning as an elite company, Olympic sponsors effectively leverage the reputation-enhancing opportunities that the Olympic Games provide. It confirms a company's leadership status, enhancing its reputation and differentiating it from its competitors.

● **Showcasing** – The broad-reaching and complex operations of the Olympic Games provide excellent opportunities to showcase corporate capabilities. No event captures the world's attention like the Olympic Games. No endeavour engages the population of the host country like the Olympic Games. And no other event requires the peak performance of sponsors' products, services, technology and expertise for successful operations. By demonstrating quality products and expert services and capabilities on the global stage, Olympic sponsors enhance their reputations among customers and consumers alike.





● **Corporate Citizenship** – The global goodwill engendered by the spirit of the Olympic Games transfers the status of good corporate citizens onto Olympic sponsors. No other event captivates the world with such a positive spirit of celebration, community and optimism; and no other endeavour fosters the individual and collective sense of achievement as the successful staging of the Olympic Games. By supporting an extraordinary undertaking, by promoting sport, educational and cultural programmes, by providing services to enhance and preserve the environment and by being an active participant in global goodwill, Olympic sponsors have the powerful opportunity to enhance their corporate reputations.

● **Elite Company** – Olympic sponsors are often considered leaders in their respective fields of business. For a global corporation, Olympic sponsorship solidifies this positioning and affirms the sponsor's top rank among industry leaders. For domestic sponsors, Olympic sponsorship places a company amongst the world's most elite corporations and helps to heighten and enhance its image in the perceptions of its local business partners, customers and consumers.

“Becoming an Olympic sponsor gives us instant credibility and it enables us to show the world what we are capable of.” **Deepak Advani**, Senior Vice President and Chief Marketing Officer, Lenovo

“I think [the Olympic Games] has a broader context....being a good citizen, putting something back to our society and helping the finances of the Olympic community.”

Tony Ponturo, VP of Global Media & Sports Marketing, Anheuser Busch

“The XX Winter Games will take place in Turin, which is our home. That's the reason for our sponsoring, and Sanpaolo has decided to sponsor the Games because we maintained that the Games themselves could be a very important opportunity for development of this region. We think that through the sponsorship the value of the company has risen.” **Giancarlo Ferraris**, General Manager, Sanpaolo IMI





Sponsor contributions to the Olympic Movement

Olympic sponsors provide a wide array of essential contributions to the Olympic Movement, the Games and the athletes. By aligning their support with their business objectives and by making financial and other important contributions that demonstrate their products, services and capabilities, they support and sustain the Olympic Movement.

Providing Financial Support

The vast majority of the Worldwide Olympic Partners' financial contributions are dedicated to ensuring the successful staging of the Games*. The TOP sponsors provide financial support as well as goods and services to the Organising Committees for Olympic Games preparations and operations. In addition, almost all National Olympic Committees receive financial support from the TOP programme that is vital to developing Olympic teams and sending athletes to participate in the Games. The IOC retains only 10% of TOP revenue to support its work in governing the Olympic Movement.

The Torino 2006 domestic sponsors, participating in the most successful sponsorship programme in Italy's history, provided 100% of their financial support, as well as goods and services, directly to the Organising Committee and the Italian Olympic team.

Staging the Games

The staging of the 2006 Olympic Winter Games was seven years in the making, requiring the development of large-scale operations and the creation of a seamless and integrated infrastructure of complex systems. By devoting years to providing the highest quality products, services, technology and expertise, the Olympic sponsors helped to make Torino 2006 possible. By contributing to the success of the XX Olympic Winter Games, Olympic sponsors demonstrated their capabilities on the global stage. The technology sponsors for Torino 2006 supplied a vast network of 4,700 computing devices, 450 servers, 1,800 results system terminals and 700 printers that not only delivered the timing and scoring results to the world in less than a second, but also contributed to all aspects of Olympic Games operations and management.

* The TOP programme operates on a four-year cycle, providing support for the staging of the Olympic Winter Games and the Games of the Olympiad in each quadrennium. The TOP VI programme provides support for Torino 2006 and Beijing 2008.





ATOS Origin

For the Torino 2006 Olympic Winter Games, Atos Origin coordinated with the other technology partners and suppliers and managed an IT team of 1,200 staff including 400 volunteers working across 28 competition and non-competition venues to relay results from 84 sporting events to more than 10,000 journalists. At the core of Atos Origin's contribution was the mission to design, build and operate a seamless IT infrastructure. This Worldwide Olympic Sponsor was responsible for designing a complex and secure high quality IT infrastructure on time, to specification and within budget and then implementing IT security measures to protect against physical and digital attacks on the IT network infrastructure.

Atos Origin designed and built two main IT systems to run the Games: Games Management Systems provided accreditation, transport and accommodation schedules, medical encounter reports, sports qualifications and protocol information; the Information Diffusion System relayed competition results and other vital information during the Turin Games. Applying its "one team" approach, Atos Origin ensured that an intricate network of IT partners and suppliers, employees and volunteers worked together to deliver the best possible service and support to the XX Olympic Winter Games.

"The Olympic Games is a great showcase for our clients. If you can do it at the Games, there is not a project that you cannot do." **Bernard Bourigeaud**, Chief Executive Officer & Chairman of the Management Board, Atos Origin

Lenovo

Using the Games as a platform for launching Lenovo as a global brand, this Worldwide Olympic Partner provided an array of computing equipment to Torino 2006, supplying systems to all Olympic venues. With this major contribution to the information technology infrastructure, Lenovo helped to ensure the success of the XX Olympic Winter Games while also fulfilling its main objective of launching the Lenovo brand on a global scale. Lenovo also created Internet cafes known as Lenovo iLounges in seven locations across the three Olympic Villages and the Main Press Centre. These lounges provided athletes with the opportunity to use computers and connect with family, friends and fans via the Internet through a total of 195 workstations that featured Lenovo's ThinkCentre Desktops, ThinkVision Monitors, ThinkPad Notebooks and Lenovo Printers. For Torino 2006-related activities, Lenovo provided:



- 350 servers
- 5,300 desktop PCs
- 1,000 notebook PCs
- 5,800 PC monitors
- 700 desktop printers

“Lenovo right now is in the process of establishing a global brand, and there is really no better way of doing that than with the Olympics.”

Deepak Advani, Senior Vice President and Chief Marketing Officer, Lenovo

OMEGA

Omega’s contribution to the staging of the 2006 Olympic Winter Games was essential to competitions, as this Worldwide Olympic Sponsor created and managed the systems for timing and measuring performances and delivered on-venue results from each of the 19 competition venues at the Games. To make the contribution, Omega deployed 220 tons of advanced equipment and 206 sports timekeeping specialists to Turin. (For the 1936 Olympic Winter Games in Garmish Partenkirchen seven decades earlier, the company deployed 38 chronographs and one watchmaker).

Omega’s technological expertise is also Olympic sports expertise, as each sport and discipline on the Olympic programme requires its own highly specialised method of timing and measuring performances, as well as delivering specialised information and official results. Before, during and after each event at Torino 2006, Omega delivered competition details and results in record time through on-site scoreboards and displays for judges, participants, coaches and the public.





Supporting Olympic Teams & Athletes

Olympic sponsors provide support for National Olympic Committees, Olympic teams and Olympic athletes as they strive to achieve their dreams. Supporting the Olympic dream is one of the most effective means of communicating an Olympic association, as programmes that support Olympic athletes and hopefuls have great resonance with consumers. By supporting Olympic athletes, sponsors also demonstrate a commitment to the Olympic values, convey good corporate citizenship and communicate a dedication to excellence.

Through the TOP programme, the Worldwide Olympic Partners contribute to almost every NOC and Olympic team in the world. Through the Torino 2006 Olympic Games domestic sponsorship programme, domestic sponsors supported the Italian Olympic team. In addition to this kind of programme support, many Olympic sponsors made further contributions to – and built strong connections with – NOCs, Olympic teams and individual Olympic athletes.

“We nominated Alberto Tomba as our Samsung ambassador because we believe he has a very strong image and a very good record in the Olympic Games. Like Alberto Tomba we would like to be number one in the electronic industry and we believe Tomba’s image coincides with the image of Samsung.”

Kwon Gye-hyun, VP and Head of Sports Marketing, Samsung

The FIAT Group

The Fiat Group, a Main Sponsor of the Torino 2006 Olympic Winter Games, took a unique approach to supporting Olympic athletes and teams that proved suitable to a multibrand corporation. Linking its various automobile brands and models – Fiat, Lancia, Iveco, and Alfa Romeo – with brand-relevant sports disciplines and Olympic teams in Italy and elsewhere, the companies of the Fiat Group communicated strong messages about the image of each brand.

Lancia, the luxury model, sponsored the Italian figure skating team and figure skater Carolina Kostner. Alfa Romeo, known for performance, sponsored a ski racing team made up of the best of the Italian Alpine ski team. Fiat Veicoli Commerciali supported the Italian men’s and women’s ice hockey teams. Iveco linked its brand to various disciplines, including speed skating, cross-country skiing, biathlon, ski jumping and Nordic combined.

Fiat, the flagship brand of the Fiat Group, sponsored the Fiat freestyle ski team and also reached outside the host nation's borders to support the famed Jamaican bobsleigh team.

- Fiat sponsored the 2005 Sports Events in Turin as well as the Jamaican Bobsleigh Team's participation in the eventemail
- Fiat developed a campaign of four advertisements for television and cinema, showing the Jamaican Bobsleigh Team engaged in adventures on the mountains
- Fiat created a dedicated website www.whynot.fiat.com, which offered behind-the-scenes glimpses of the filming of the advertisements, as well as information about the history and style of the Jamaican Bobsleigh Team
- Fiat also created and staged events at "Casa Jamaica" at Sestriere's Grand Hotel

"Our main goal as a sponsor of the Olympics was to work on a young target. We think that the Olympics was the right target at the right moment."

Dario DeStefanis, Olympic Project Manager, Fiat

VISA

For 20 years, Visa's commitment to National Olympic Committees and Olympic athletes has been important to the success of the Games. For Torino 2006, the Team Visa programme sponsored 61 athletes and mentors in 17 countries – Austria, Canada, China, Croatia, Czech Republic, Finland, Iceland, Italy, Japan, Norway, Russia, Sweden, Switzerland, Turkey, Ukraine, Portugal and the USA. Team Visa provided support for Olympians competing in the Torino 2006 Games, with Team Visa Mentors – famous retired Olympians – offering guidance to today's athletes on training, managing their success and maximising opportunities. Visa hosted a workshop in Italy a few months prior to the Games, where athletes exchanged tips and information.

Visa also created and sponsored the Visa Olympians Reunion Centre, an on-site venue created in conjunction with the World Olympians Association that is considered by many to be the most exclusive club in the world. Dedicated to Olympians from past Games, the Olympians Reunion Centre is a place for athletes to gather and reunite. It is Visa's way of thanking them for their undaunted spirit, their devotion to teamwork and to the Olympic ideals, as well as the many great moments in sport they have provided.





VISSA OLYMPIANS REUNION CENTER



Olympic Games Expertise: The Sponsors' Experience

The Worldwide Olympic Partners are some of the leading experts on Olympic Games operations in the world today. Many have participated in the TOP programme since its inception more than two decades ago, and the experience, knowledge and contributions of these companies and their specialists are invaluable to the success of each Games.

Through their experience, these sponsors have gained a comprehensive understanding of event operations. With their technological excellence and innovation, they provide turnkey solutions at Games-time, while also continually working year after year between editions of the Games to improve and enhance operational efficiencies. Their results save time, effort and costs for the Organising Committee and ensure that each edition of the Games will mark a significant improvement over the last.

Panasonic

Panasonic provided 200 DVCPRO VTRs (videotape recorders), 100 cameras and camcorders, and 500 LCD monitors to ensure the success of Torino 2006 broadcast operations. With two decades of experience in Olympic Games broadcasting, Panasonic understood the needs of the Torino Olympic Broadcasting Organisation and the Olympic broadcast partners to provide the technology and expertise necessary to share the passion of the Games with the world via television.

Panasonic continually builds upon its experience and knowledge, blending its understanding of Olympic broadcast operations and its technological innovations to ensure a successful broadcast. As the official supplier of standard and high definition recording equipment, Panasonic provided the technology to make Torino 2006 the first all-digital, high-definition Olympic Winter Games broadcast in history. The company's digital broadcast equipment boasts high resolution and is capable of withstanding severe weather – a very important factor, especially in periods of driving snow during the Torino 2006 Olympic Winter Games.

“We are happy to contribute to the world community the highest level of audio visuals, because as the Olympics requires the highest levels of sports skills, so also the Games must be provided with the highest levels of audio visuals.”

Masa Fukata, Leader, Marketing Team, Panasonic





Kodak

Kodak's experience and imaging technology impacted every athlete, coach, journalist, volunteer and staff member at the Torino 2006 Olympic Winter Games in their effort to help ensure the safety and security of the Games, by producing the more than 300,000 accreditation badges and 60,000 visa credentials needed by the Organising Committee.

While Kodak Easyshare digital cameras photographed the Games participants, Kodak Digital Science Colour Scanners 3590C digitised up to 80 forms of personal information per minute. Data and images were then merged to create electronic records and accreditation badges were issued via Kodak printers – all in nine seconds. From Games to Games, Kodak technology continually improves to increase the efficiency of operations.

Promoting the Olympic Games & the Olympic Ideals

To maximise the power of their investments in the Olympic Movement, sponsors work to promote the Olympic Games and the Olympic brand within the host country and worldwide. Such efforts are especially important, as Olympic sponsors possess the resources and capabilities to share the Olympic spirit with the world in ways that the Olympic Movement could not do alone.

Coca-Cola

For the first time in Coca-Cola's long history as an Olympic sponsor, the company developed a single platform to promote the Olympic spirit and ideals around the world: "Live Olympic." The platform suggests that just as the Olympic Games bring out the best in athletic achievement, each moment in one's daily life presents an opportunity to bring out the best in the human spirit by living according to the Olympic ideals.

The Coca-Cola Company brought "Live Olympic" to life in various countries – from celebrations of the Olympic Torch Relay in each city along the Italian route, to a "virtual cheer" mobile phone programme in Russia, to consumer promotions such as "Win Your Olympic Dream" in Austria and "Drink. Watch. Cheer. Win." in the United States. Furthermore, during the Games, Coca-Cola honoured people from around the world who epitomise the "Live Olympic" spirit in their everyday lives with presentations of special awards made daily at the Coca-Cola "Live Olympic" stage in Piazza Solferino.



VISA
WORLDWIDE
PARTNER



SANPAOLO
Sponsor Principale





Sanpaolo & VISA

The Sanpaolo IMI Group, a Torino 2006 Main Sponsor, created a large-scale Olympic roadshow called “Una Citta con I Fiocchi” to help raise the profile of the XX Olympic Winter Games, consolidate the bank’s reputation and make direct contact with consumers. During the 23 stages of the roadshow across Italy, more than 31,000 attendees were recorded at special dance performances and more than 28,000 children entered the Art&Sport competition – all of whom were exposed to the Olympic ideals through Sanpaolo’s activities.

The young winners of Sanpaolo’s Art&Sport competition ultimately participated in the “Visa Olympics of the Imagination”, a longstanding global art competition established by Visa, a TOP Partner, that teaches children about the values and ideals of the Olympic Movement through art. The programme for Torino 2006 was conducted in 13 countries – Canada, China, Croatia, Czech Republic Italy, Japan, Norway, Poland, Romania, Russia, Switzerland, Ukraine and the United Kingdom – from which 23 winners were selected to attend the XX Olympic Winter Games as guests of Visa.

“The Olympic Games provide a unique marketing platform for our financial institution and merchant partners – an opportunity to activate in virtually every place that VISA does business.” **Scot Smythe**, Senior Vice President, Global Sponsorship, VISA International

Enhancing the Spectator Experience

Olympic sponsors developed programmes and contributed products not only to help to make the Games happen, but also to ensure that spectators and visitors enjoyed the Olympic experience. By providing products and technology, sponsors of Torino 2006 brought the spectators closer to the action while demonstrating their capabilities. By staging events and interactive experiences, sponsors entertained visitors and engaged consumers.

Panasonic

Panasonic provided 25 Astrovision giant video screens, ranging in size from seven square metres to a massive 64 square metres, at 14 Olympic venues. With viewing angles of more than 130 degrees, spectators all around the venues were brought closer to the action – even in direct sunlight.



Panasonic also provided an Astrovision giant video screen at Piazza Solferino, ensuring that the visitors who gathered to celebrate the Games in the city centre would be able to enjoy the competitions.

GE

Throughout the Torino 2006 Olympic Winter Games, GE hosted a number of activities for Olympic fans of all ages at the GE Ice Plaza in Piazza Solferino in the heart of Torino's historic city centre. The GE Ice Plaza was inaugurated in December 2004 and continued to serve as a popular attraction throughout the Games. During the Games, the GE Ice Plaza featured free ice skating, daily live entertainment and the GE simulator, which showcased GE healthcare and jet engine technology. The GE Ice Plaza was also the venue for artistic performances that interpreted and conveyed the Olympic spirit through a mix of sounds, images, and a dramatic laser and light show – thus enhancing the Olympic experience for spectators.

“We built this ice rink...for the city and the city citizens. So we give something back to the city.” **Matthias Hansen**, Global Director, Olympic Marketing, GE

Sponsoring Signature Properties

The Olympic Games are about much more than sport. The full scope of the celebration engages the people of the host country and the world in a wide variety of ways, through an array of programmes and events. By supporting the core assets and signature properties of the Torino 2006 Organising Committee, Olympic sponsors helped the Games transcend sport and brought the spirit of this celebration of humanity to millions of people across Italy through cultural programmes and community events.



The FIAT Group & The Cultural Olympiad

The Fiat Group participated in the Cultural Olympiad with four initiatives that celebrated the arts, honoured Torino's history as a centre of industry and film and aligned well with the Torino 2006 themes of technology, style, and excellence. Fiat supported two major art exhibitions as part of the Cultural Olympiad: *Landscape and View from Poussin to Canatello*, which covered the history of landscape painting with 65 paintings from the 17th and 18th centuries; and *Luci d'Artista*, an open-air art exhibition hosted by the City of Turin. The Fiat Historical Centre hosted *Driving Force*, an exhibition on the theme of mobility and a celebration of Italian style. At the Museo Nazionale del Cinema in Turin, the film *Motore!* highlighted the connections between cinema and engines – both strongly linked to Turin since the beginning of the 20th century.

Coca-Cola, Samsung & The Olympic Torch Relay

Coca-Cola and Samsung, two Worldwide Olympic Partners, presented the Torino 2006 Olympic Torch Relay. Providing extensive promotional and operational support to the Relay, Coca-Cola and Samsung contributed essential support to one of the Olympic Movement's – and the world's – most engaging and inspiring phenomena. By staging community events in most of the 140 cities and 107 provinces that the Torino 2006 Torch Relay passed through, these sponsors helped tens of millions across Italy and neighbouring countries share a first-hand experience of the Olympic spirit.

Sponsor activation for Torino 2006

The Olympic brand is a powerful platform, and Olympic sponsorship is an extraordinarily versatile marketing investment. Olympic sponsors employ all aspects of the marketing mix to create strong programmes and activations that bring their support for the Olympic Games to life – adding depth and visibility to their sponsorship. By leveraging opportunities for high-impact advertising and public relations, appealing targeted promotions, distinctive experiential events, unmatched hospitality experiences and unique programmes for customers, consumers and employees, Olympic sponsors achieve their business objectives and generate strong returns on their investments.

Advertising

The Olympic Games is a multifaceted event, and the Olympic image is a multidimensional brand, offering partners a versatile marketing platform for advertising products and services.

By demonstrating the strong link between their products and consumers' enjoyment of Olympic winter sport and the Olympic values, sponsors created some of the most effective Olympic-themed advertising during Torino 2006.

Johnson & Johnson

An Official sponsor of Torino 2006, Johnson & Johnson creatively linked many of its personal care products to Olympic winter sport.

- Acuvue tagline: "Contact Lenses for Eyes that Thirst for Sport"
- Neutrogena theme: Heals dry skin caused by extreme weather
- Compeed tagline: "Athletes Don't Stop for Blisters"
- Piz Buin theme: Mountain sun care
- Johnson & Johnson Baby products: "Behind every Olympian is a great mum". This emotional and highly appealing slogan strongly linked Johnson & Johnson to the ideal of striving to achieve the Olympic dream.

Panasonic

Panasonic's advertising for Torino 2006 demonstrated that Panasonic technology helps us all share the passion of the Olympic Games. One television spot features a nightclub scene. On the Panasonic television screen behind the bar, in rich colour and with extraordinary clarity, are images of an Olympic Games curling event. The bar scene unfolds in a narrative that mirrors a curling competition, where the bar itself is the curling sheet, cocktail glasses are curling stones and the bartender's rag acts as a curler's broom. By skillfully integrating its product into a humorous advertisement that featured Olympic sport – one that enjoyed high ratings and interest at the 2006 Olympic Winter Games – Panasonic conveyed the fun of the Olympic Games and effectively delivered its core message of "sharing the passion".

Public Relations

More than any other sport or cultural event, the Olympic Games capture the world's attention – much of this attention coming from the media. Approximately 10,000 accredited media personnel worked the Torino 2006 Olympic Winter Games, from the written press, newswires, television and radio. With such opportune access to the media, many Olympic sponsors maximised their Games sponsorship with public relations efforts that delivered key messages to their targeted audiences.





INTRODUCING
VIERA:
A WHOLE
NEW
VISUAL
ERA.



VIERA

ENJOY BEAUTIFUL MOVING
IMAGES IN THIS WIDE LINE-UP
OF PANASONIC 3CCD MODELS.



3CCD

THE NEW 3CCD MODEL
OFFERS UP TO
1080P HD.



1080P
DIGA

THE NEW 3CCD MODEL
OFFERS UP TO
1080P HD.



1080P
DIGA

GE

GE staged a media conference to unveil the latest portable ultrasound technologies that GE Healthcare provided for the care of Olympic athletes at the Torino 2006 polyclinic. The company leveraged its first Games as a Worldwide Olympic Partner to reveal new medical research results and to stage live demonstrations of GE ultrasound systems – both with participation from high-profile Olympic Winter Games athletes. Staged at the Torino 2006 Main Press Centre on Sunday, 19 February, the event attracted strong media attention for GE Healthcare technology and the sponsor's substantial support for Olympic athletes.

McDonald's

In the global spotlight of the Torino 2006 Olympic Winter Games, McDonald's rolled out its world wide Nutrition Information Initiative and new product packaging. The company staged a media event at the McDonald's restaurant in the Torino 2006 Main Press Centre to announce the initiative, and the event was attended by IOC President Jacques Rogge and attracted wide attention from the media. Following the announcement, the event continued with the unveiling of McDonald's "Passport to Play" programme – a grassroots sports programme, recently debuted in the United States, that features games from around the world to help make activity and fitness fun for children.

"We use the Olympic Games to support our important balanced lifestyles initiatives."

Nick Marrone, Senior Director Global Sports, McDonald's Corporation

Staging the Games

Contributing to the staging of the Torino 2006 Olympic Winter Games provided the Olympic sponsors with unparalleled opportunities to display core business solutions to a global audience, to earn distinction as industry leaders, to strengthen business relationships and to enhance brand identity in association with the power of the Olympic image. Customers can see a sponsor's products and services successfully operating in the challenging environment of staging the world's largest sporting and cultural event.





ASICS

Volunteers are an integral part of the successful staging of the Olympic Winter Games. Asics, an Official Supplier of Torino 2006, outfitted as many as 18,000 Torino 2006 volunteers in apparel that both displayed the Look of the Games and protected the volunteers from harsh winter weather conditions. The company also provided uniforms for the Torino Organising Committee staff and the Italian Olympic team.

“Our company is particularly for fashion. For us the Olympic Games represent the most important event for our goods.” **Francesco Aresi**, President, Asics Italia

Telecom Italia Group

The Telecom Italia Group, including Telecom Italia and TIM, supplied all the telecommunications services with fixed and mobile line technologies for Torino 2006 and contributed particularly to the planning and construction of the official web portal. The following figures convey only part of Telecom Italia’s contribution:

- 5,000 standard POTS & ISDN telephone connections
- Mobile communication on Olympic venues and valley roads
- Lines for networks at 10,000 points
- Internet access
- Wi-Fi systems at 18 venues
- Local area networks (LAN) for 40 venue sites
- Cabling along ten ski tracks for timing

“The Olympic Winter Games are a great occasion for Turin and for the entire nation to demonstrate to the whole world Italy’s organisational, innovative and technological capacities. This is why telecommunications takes on strategic importance for its capacity to supply prompt and complete information: both for top level sports, transmitting images, results and information reliably and in real time, and also for all those activities involved in the logistics and organisation of an event like this that attracts thousands of fans to environmental situations where it is not always easy to operate.” **Marco Tronchetti Provera**, Telecom Italia President



Ω OMEGA 
OFFICIAL TIMEKEEPER OF 27 OLYMPIC GAMES

- | | |
|----------------------------|------------------|
| Los Angeles 1932 | Heerlen 1936 |
| Barcelona/Puerto Rico 1936 | Intervale 1938 |
| Berlin 1936 | Montreal 1976 |
| Atlanta 1996 | Los Angeles 1984 |
| London 1948 | Moscow 1980 |
| Nagano 1998 | Sarajevo 1984 |
| Calcutta/Amritsar 1952 | Los Angeles 1984 |
| Melbourne 1956 | Calgary 1988 |
| Rome 1960 | Seoul 1988 |
| Montreal 1976 | Albertville 1992 |
| Seville 1992 | Torino 2006 |





Showcasing

As an event that commands the world's attention and draws hundreds of thousands of visitors to the host region, the Olympic Games place sponsors in an unrivalled position to showcase their products and services. The festival atmosphere of the Torino 2006 Olympic Winter Games provided on-site opportunities for sponsors to display their brand identities and to put their innovations, products and technology into the hands of consumers.

Samsung

The Olympic Rendezvous at Samsung (OR@S) has been the pavilion that serves as the centrepiece of Samsung's on-site Olympic programmes for fans and athletes during the last four Olympic Games. The tradition began at Sydney 2000 and continued through to Torino 2006 at Piazza Solferino. At OR@S, fans enjoyed special exhibits, daily live entertainment and a showcase of Samsung's latest wireless products and mobile phones, including the official Torino 2006 SGH-D600 phone and prototypes of the SGH-D820 and SGH-D800 phones. More than 2.1 million spectators had visited OR@S at Sydney 2000, Salt Lake 2002, and Athens 2004 combined – and Torino 2006 added another 380,000 visitors to the total for this showcasing centrepiece.

Paniere

No other event compares to the Olympic Games in demonstrating the host region's culture and heritage to the world. Paniere, a brand that produces food products typical of the Province of Torino, maximised this opportunity by becoming an Official Supplier of Torino 2006. Paniere showcased local food products by creating snack points and supplying several Olympic competition and non-competition venues. By providing food products for spectators, sponsors, the Olympic Family and the workforce, Paniere gained significant brand exposure, built a strong connection to its home community and developed relationships with potential business partners.

OMEGA Pavilion

The Omega Pavilion at Torino 2006, located in the heart of the city's fashionable shopping district, was an elegant shop and hospitality facility that effectively showcased Omega's special Olympic collections of wristwatches, its limited edition replica pocketwatch from the 1932 Olympic Games and its "Great Moments in Time" campaign celebrating the company's official timekeeper role at 22 Olympic Games.



“The ability to showcase our imaging technologies and to host our best customers from around the world to experience those applications in real time is a major benefit.”

Greg Walker, Director and Divisional Vice President, Brand and Market Development, Eastman Kodak Company

Community & Legacy Programmes

By creating an Olympic legacy of civic improvement, community outreach and support for youth, sponsors enable the Olympic spirit to move the world forward. The impact of Olympic sponsor programmes often resonates long after the flame is extinguished at the Closing Ceremony. Many Olympic sponsors make contributions that reach beyond the 17 days of the Olympic Games by continuing to enhance the host city’s environment and improve the quality of life for its inhabitants. Others create special long-term programmes, make gestures of goodwill, or donate gifts to honour the host city and commemorate the celebration of the Games. Legacy programmes for the 2006 Olympic Winter Games will significantly enhance the sponsors’ ties to Turin for years to come.

McDonald’s

In the spirit of the Olympic Winter Games, McDonald’s created a legacy to honour the host city and to commemorate Torino 2006 with a gift to better the lives of those in need. The McDonald’s Corporation and Ronald McDonald House Charities made a special donation of a family waiting area at Regina Margherita Children’s Hospital in Turin. Donated for use by the hospital’s young patients and their families, the family waiting area was opened on 20 February, during the 2006 Olympic Winter Games. Ronald McDonald House Charities creates, funds and supports programmes that directly improve the health and well-being of children worldwide.





Kodak

Kodak provided its latest digital medical and dental imaging technology to the Torino 2006 Olympic Winter Games, ensuring that athletes had the best available systems for diagnosing injuries and other health concerns during the Games. Kodak installed a broad range of solutions at three polyclinics in the Olympic Games region to capture, view, manage, print and archive patients' medical images. When the XX Olympic Winter Games concluded, Kodak arranged for all this equipment to be transferred to the local health community for the benefit of the local citizens.

Promotions

Sponsors of Torino 2006 developed Olympic-themed promotions that generated the reciprocal benefits of elevating the profile of the XX Olympic Winter Games and using the appeal of the Olympic Games to engage customers and consumers in their brands, products and services and to encourage purchases.

“We can take packaging, we can take displays using the Torino marks and really bring it to the consumer. It builds awareness of our brand. It helps us get into accounts we're not normally in.” **Tony Ponturo**, VP of Global Media & Sports Marketing, Anheuser Busch

VISA

In an effort to extend the Olympic experience to consumers around the world, Visa created the “Visa Championships – Torino 2006” online tournament. In this competition, players from 23 countries competed in three virtual Olympic winter sports to win a trip to the XX Olympic Winter Games to participate in the Global Finals of the game. The programme used online gaming – the fastest growing segment in the entertainment industry – to raise awareness of the Torino 2006 Olympic Winter Games and to increase the company's brand relevance with young adults.

In cooperation with Worldwide Olympic Partners Lenovo and Panasonic, Visa challenged players from around the world to master three Olympic winter disciplines – bobsleigh, giant slalom, and snow board cross – in a competition that progressed from preliminary rounds in local communities to national competitions, to the global finals in Torino. Each of the 23 participating countries was represented by its national winner in Torino, and the finals were televised live on Sky TV in Italy.

Over the course of the competition, nearly 100,000 gamers reviewed the site, and players spent an average 47 minutes playing the game. The promotion received major media attention and hit a key target demographic for the Visa brand.

“For us, it is about building marketing campaigns and programmes to lift the brand and drive our card sales volume and for opportunities to showcase products and services.” **Scot Smythe**, Senior Vice President, Global Sponsorship, VISA International

GE

GE created a total of 43 different Olympic-themed promotions before and during Torino 2006, including internal incentives, consumer sweepstakes and customer incentives. Consumer promotions were particularly successful, raising awareness of the Games while also solidifying GE's identity as a Worldwide Olympic Partner:

- Switch & Win sweepstakes in the US generated significant demand for GE's Reveal light bulb product – the most successful promotion in the past 30 years for GE Lighting.
- In the Brilliant Performance sweepstakes in the UK, promotional packs of halogen light bulbs outsold normal packs by 223%.
- The Switch & Win programme for GE Lighting in China generated a 43% sales increase for the first quarter of 2006.

Sanpaolo

Sanpaolo IMI, in cooperation with TOP Partner Visa, launched a series of Olympic-themed cards to generate card usage by its customers and to promote the Torino 2006 Olympic Winter Games. The Soldintasca 2006 Visa Electron, a series of non-rechargeable prepaid cards featuring 12 different designs based on the XX Olympic Winter Games, was one of the most successful Olympic-themed customer programmes. One year after the launch, more than 350,000 cards had been sold.

Fontanafredda

Fontanafredda, an Official Supplier for Torino 2006, is one of the most important producers of Barolo and other wine varietals that are characteristic of the Piedmont region.





Speed

Lighting
Systems for the
Olympic Games

Lighting Fixtures
Systems for the
Olympic Games

Lighting
Systems for the
Olympic Games

The winery created a range of six promotional wines to celebrate the Torino 2006 Olympic Winter Games. The goals were to offer a range of typical wines from the region, with each wine expressing the best of the Piedmontese oenological tradition and to create a collector's range for Barolo and Barbaresco. In addition, elegant Olympic-themed packaging was created to be used by different sales channels and for business-to-business sales to attract consumer attention.

- More than 6,000 litres of Fontanafredda wine were sold through the official Torino 2006 licensing programme. Fontanafredda wines were among the five most requested items in the programme, from a total of more than 1,000 products.

“[The Olympic Games] was an opportunity to make our brand more and more known to the consumer, and also to emphasise the characteristics of our products.”

Giovanni Minetti, Managing Director, Fontanafredda

Experiential Events

Olympic sponsorship offers opportunities to engage consumers – spectators, visitors and fans – as they celebrate the Games. Through special interactive programmes, events, and activities, Torino 2006 sponsors provided consumers with unique Olympic experiences and conveyed powerful messages about their brands.

Coca-Cola

Coca-Cola brought a range of new and traditional experiential programmes to the Torino 2006 Olympic Winter Games:

- Coca-Cola's Official Olympic Pin Trading Centre offered fans the opportunity to engage in a long-standing Olympic tradition
- Coca-Cola's Sports Simulators featured point-of-view simulations of such sports as bobsleigh, snow boarding and giant slalom
- The Coca-Cola Video Game Kiosk provided teen-relevant Olympic sport entertainment
- An ice hockey slapshot experience, sponsored by Powerade, where visitors tried their hand at trying to score goals on an actual ice surface
- A Coca-Cola concert stage entertained visitors in the heart of Turin with live musical acts – from emerging artists to headlining performers – each night during the Games





- Coca-Cola cruisers distributed free samples of Coca-Cola Light, stimulating on-the-go consumption. Coca-Cola estimated that the company's various programmes during the Torch Relay and the Games would have the potential to deliver a strong, active Coca-Cola branded Olympic experience directly to up to one million consumers.

Anheuser-Busch

Anheuser-Busch, an Official Sponsor of Torino 2006, staged four parties at Club Bud, the company's main showcasing operation in Turin. An impressive and distinctively branded venue overlooking the river, Club Bud's atmosphere was filled with music and light. The glass pyramid structure offered fantastic views of the city and a range of environments – from the sports bar to the lounge, and from the dance floor to the hot tub.

The parties generated great attention throughout the city. The ideal setting and the extraordinary atmosphere attracted 1,200 to each party, including top Olympic athletes, media, celebrities, and Bud's target market consumers. Most importantly, Club Bud and the Bud parties helped build awareness of the company's involvement in the Games, enhanced the nightlife surrounding Torino 2006, and effectively delivered a unique event with a powerful branded message to Anheuser-Busch's target market.

Customer Incentives & Rewards

The Olympic Games offer sponsors a wide range of opportunities to generate increased business from established and potential customers. By creating innovative incentives and rewards programmes for their customers in the lead up to 2006, Olympic sponsors leveraged the appeal of the XX Olympic Winter Games as a business platform. Programmes consisted of Olympic-themed incentives with the potential of receiving a trip to the Olympic Games or other Olympic prizes.

GE

GE created a range of customer incentives for distributors, retailers and other customers across a broad range of business units, very effectively leveraging its Olympic association to generate increased sales.



Kodak Kiosk

Stampe Digitali

Kodak Kiosk



Kodak

Kodak Digital Cameras



Stampe digitali in pochi secondi





- The Stay Ahead of the Game sweepstakes for fleet rental offered chances to win trips to the Torino 2006 Olympic Winter Games. The programme increased the daily rate on rental fleet by 9.8% in the third quarter of 2005
- The Seal the Victory incentive for distributors of advanced materials, which offered percentage discounts on volume orders and chances to win prizes, increased sales by 15% year-on-year

Hospitality

Olympic Games hospitality is one of the greatest business network opportunities in the world. Torino 2006 provided sponsors with the opportunity to strengthen business relationships, to recognise top sales-people, to thank key customers, and to develop new partnerships in an unmatched setting at the world's greatest sporting and cultural event.

Reale Mutua

Reale Mutua, an insurance company and an Official Sponsor of Torino 2006, developed a hospitality programme to strengthen relationships with agents and top customers, consumers and the media. With both a daily hospitality programme and four-day hospitality packages, the company targeted these key audiences in various ways. Taking full advantage of the opportunity, Reale Mutua provided guests with hotel stays, event tickets, tickets to the Olympic Medals Plaza and the chance to enjoy other activities. Guest waves were divided by audience: VIPs and Top Agents; Customers winning the "Vinci con Reale" incentive contest; Staff winning the sales contest; and Agents winning the sales contest.

Kodak

Kodak conducted a successful hospitality programme at the XX Olympic Winter Games, offering guests from around the world the chance to see Olympic Games events and to observe the company's Olympic Games contributions at work through tours of the Kodak Image Centre, the Olympic Polyclinic and the accreditation centres. The experience helped the company strengthen business relationships, cultivate new partnerships and demonstrate its corporate vision and capabilities to key customers.

- 100% of Kodak's guests rated their experience at the Olympic Games as very good or excellent
- 98% reported a favourable or very favourable impression of Kodak following Torino 2006

“The return that we get on our hospitality programme is really an opportunity for our Kodak hosts to spend four or five days with a customer that normally they can’t get thirty minutes with, so they’re in an environment that’s conducive to a great discussion, they can talk about business, they can get to know each other, build a relationship with each other. It’s also a great opportunity for our guests to see what Kodak does behind the scenes of the Games. We take a lot of our key customers and also our senior management behind the scenes into our image centre operations, into our accreditation centre operations and our polyclinic operations at the Games so they can see exactly what Kodak does. They can see our products and services in operation.” **Karen Kozak**, Manager, Olympic Marketing, Eastman Kodak Company

Employee Incentives & Rewards

Olympic sponsorship has a profound impact on corporate culture and sponsors have developed strong programmes to engage their employees in the Olympic spirit. Through employee programmes at the Torino 2006 Olympic Winter Games, Olympic sponsors motivated their employees, rewarded top-performing staff members and involved their personnel in an important corporate endeavour while leveraging an opportunity to strengthen morale and build staff loyalty.

Manulife

Manulife, a Worldwide Olympic Partner, conducted on-site hospitality at the 2006 Olympic Winter Games, honouring and rewarding the company’s top selling partners, intermediaries and clients, while showcasing the company’s strong support for the Olympic Movement.

To help manage and operate the company’s Torino 2006 hospitality programme, the company selected a team of top-performing associates as volunteers following a highly selective nomination, selection and training process. At Torino 2006, they enjoyed a once-in-a-lifetime experience while serving as frontline goodwill ambassadors to key constituents and business partners.

With Olympic Games tickets, tours of Italy, opportunities to meet Olympic athletes and a stay at a





stunning resort in the beautiful lake region near Turin, Manulife rewarded its top agents and sales intermediaries with a unique experience for their achievements, while also strengthening those relationships, building morale and increasing loyalty through its association with the Games.

“The people that we have coming into our programme are really the best in our business. They’re people that have achieved a great deal. We’re here to recognise their performance.” **Rob Friedman**, Assistant Vice President of Sports & Event Marketing, Manulife

McDonald’s

McDonald’s has developed a strong tradition of sharing the Olympic experience with its top restaurant employees from around the world. McDonald’s brought its Olympic Champion Crew of more than 300 top-performing restaurant employees from 24 countries and five continents to Italy to help serve athletes, coaches, officials and media at McDonald’s restaurants at the Main Press Centre and the Olympic Village.

The crew was selected as “the best of the best” – from the more than 1.6 million McDonald’s employees from 30,000 restaurants in more than 100 countries around the world – in recognition of outstanding job performance based on the Olympic values they share with the athletes: team work, speed, accuracy and excellence. On the day before the Torino 2006 Opening Ceremony, McDonald’s held a special event and ceremony with renowned Olympic athletes and McDonald’s executives to honour and motivate the crew.

The Olympic Champion Crew programme is vital to the corporate culture of McDonald’s, where 20 of the company’s top 50 worldwide management members, 70% of McDonald’s restaurant managers, 40% of McDonald’s franchisees, and the McDonald’s Corporation CEO Jim Skinner began their careers as restaurant crew members.



“Our Olympic Champion Crew programme is an opportunity for our best employees around the world to serve the best athletes in the world.”

Nick Marrone, Senior Director, Global Sports Marketing, McDonald’s

“The Olympic Games provide the ideal forum to recognise and reward these outstanding restaurant employees who truly exemplify the Olympic ideals of teamwork, excellence and being the best.” **Mike Roberts**, Chief Operating Officer, McDonald’s

Sponsorship of the Olympic Torch Relay

The Coca-Cola Company and Samsung presented the Torino 2006 Olympic Torch Relay, sharing the spirit of Olympism with millions of people as the Olympic flame visited 140 cities and 107 provinces in Italy and neighbouring countries. Both Worldwide Olympic Partners contributed not only to the staging of the Torch Relay, but also to building excitement for the event, involving local community heroes as torchbearers and enhancing the experience for consumers.

Coca-Cola

Coca-Cola developed promotions to encourage nominations of inspiring individuals from local communities to participate as torchbearers, ensuring that the majority of torchbearer slots were held by the public. Coca-Cola also helped local residents welcome the Olympic flame in every city along the relay route with city celebrations including fan festivities, engaging interactive elements and live entertainment.

Coca-Cola’s city celebrations offered:

- Sports simulators that provided fans with a point-of-view interactive experience of several Olympic winter sports
- Coca-Cola Cruisers offering samples of Coca-Cola products
- The Torch Pin Kiosk that provided spectators with the opportunity to have their photo taken as they held the Olympic torch, and to have that photo set in a special Olympic pin
- The Video Game Kiosk to engage youth in Olympic sport through their passion for gaming
- A stage for dance and drum routines, singers and performers, and DJ dance parties









Samsung

Samsung helped to generate excitement for the Torino 2006 Olympic Torch Relay and selected torchbearers through a holistic nomination campaign, including:

- Retail Promotions
- Television, Print and Outdoor Advertising
- Public Relations
- Media Partnerships
- Online Promotions
- Off-line Events

The company shared the torchbearer experience with the more than 36 countries around the world and the vast majority of the torchbearers were consumers. The wide range of promotions elevated the Samsung brand image, generated incremental sales, strengthened Samsung's relationships with business partners and retailers, and raised public awareness of Samsung's key role as a Worldwide Olympic Partner.

Samsung also contributed significant operational and logistical support to the relay. For the first time, Samsung provided organisers with its latest flagship handset, the SGH-D600, featuring the state-of-the-art mobile information service Wireless Olympic Works (WOW) to facilitate operations. The system's group messaging capabilities and up-to-the-minute information helped officials manage Torch Relay operations. In cities along the relay route, Samsung engaged in promotional activities including high-tech caravans, celebratory events with Olympic athletes, a New Year's Party in Naples and other festivities.

Managing the Olympic Sponsorship

The Olympic Movement manages the Olympic sponsorship with a twofold mission:

- To enable each partner to derive the value from its Olympic association
- To ensure that Olympic sponsorship supports the Games and the athletes in a manner that promotes the Olympic ideals

The Olympic Movement, including the IOC and the Turin Organising Committee, provided comprehensive services and resources to the Olympic sponsors to ensure that Olympic sponsorship of Torino 2006 was a highly valuable corporate marketing investment.



Dedicated Support

Olympic sponsors at both the worldwide and domestic levels received substantial support for their Olympic marketing programmes. The IOC and the TOROC account management teams provided assistance in activation, resolution of issues, and support for maximising showcasing, hospitality and on-site operations at the 2006 Olympic Winter Games.

The IOC provided its largest sponsorship account management team ever for Torino 2006. IOC Television & Marketing Services, the marketing arm of the IOC, is committed to continuing to grow this division of the organisation in the future to ensure the highest level of service and support for Olympic sponsors.

Services & Resources

The IOC provides vital services and resources for Olympic sponsors to enhance and strengthen the partners' association with the Olympic Games.

Athena – The Olympic Marketing Extranet, known as Athena, is an interactive online communications resource for Olympic partners, with a comprehensive research database, daily operational updates and one of the most technologically advanced online approval systems in the sports industry. The Athena system provides vital resources and information to Olympic partners, and also ensures high efficiency in approvals for successful Olympic sponsorship activations.

Olympic Marketing Research – The IOC conducts global marketing research projects that promote a strong understanding of consumer perceptions of the Olympic Games, the Olympic brand and the value of Olympic sponsorship. Research conducted after each Olympic Games includes a 12-country brand study for Torino 2006 that provided keen insights which enable the IOC and Olympic partners to develop the most successful strategy for Olympic marketing.









The Olympic Museum – Overlooking Lake Geneva in Lausanne, Switzerland, the Olympic Museum is an extraordinary facility dedicated to the history of the Olympic Movement and the Games. The Museum has given Olympic partners a deeper knowledge of and relationship with the Olympic Games by providing information for projects as well as an ideal setting for sponsor board meetings, product launches and global marketing conferences.

OTAB & OPAB – Olympic imagery has unmatched power and appeal worldwide, and can add significant value to an Olympic partner’s marketing initiatives. The Olympic Television Archive Bureau, the Olympic Photographic Archive Bureau and the IOC’s Department of Information 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.

Filming – The IOC documents all aspects of the Olympic Games and Olympic marketing programmes on film and produces powerful videos about the sponsors’ contributions to the Olympic Movement and the Games. Through images, interviews and strong narration, these videos demonstrate the scope of sponsor involvement in the staging of the Games and the value that sponsors bring to the Olympic experience. Available to sponsors, these “Camera of Record” films are useful tools for internal communications.

Marketing Consultation for Strategy & Activation

The team of IOC Television & Marketing Services includes experts in the global and local activation of Olympic sponsorship programmes. Utilising accumulated experience from several Olympic Games and keen insights into market trends, consumer perception and sponsorship marketing, IOC Television & Marketing provides Olympic partners with strategic consultation on the development and execution of sponsorship programmes.

