



5 THE SCOPE OF OLYMPIC SPONSORSHIP

THE OLYMPIC GAMES OFFER OLYMPIC SPONSORS AN UNRIVALLED MARKETING PLATFORM from which to maximise the power of the Olympic Image. Sponsorship of the Olympic Movement is more than a two-week investment in a sporting event within a single host country. The value of the Olympic investment lies in the full scope of Olympic sponsorship — the breadth of opportunity that only a partnership with the Olympic Movement provides globally, year on year, and beyond the realm of sport.






↓ Olympic sponsorship is an involvement far beyond 17 days. Sponsors continue to support the Olympic Movement with contributions to Olympic teams and athletes, to the staging of the Games, and to Olympic cultural, youth and sport programmes worldwide throughout the year

↓ Olympic sponsorship extends far beyond the territory of the Olympic Games host nation. Partners often leverage their investments in each of the 199 countries that participate in the Olympic Games.


↓ Transcending sport, the Olympic Games celebrate universal human ideals and demonstrate a commitment to culture, education and the environment — providing sponsors with powerful opportunities to reach consumers in a multitude of ways.



The scope of Olympic sponsorship for Salt Lake 2002 provided sponsors with meaningful points of connection with consumers for several years leading up to the Games.

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 The TOP Partners provided support for each of the 77 Olympic teams that competed in Salt Lake 2002, while OPUS Partners, Sponsors and Suppliers provided support for the U.S. Olympic team.
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 Sponsors at all levels contributed to the staging of the Games as integral players in several years of planning and development.
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 Core Olympic properties such as the 2002 Olympic Torch Relay extended marketing programmes for sponsors beyond the host city.
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 Salt Lake 2002 offered sponsors rich and varied opportunities for involvement in year-round cultural, educational, environmental and youth-oriented Olympic programmes.
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 Olympic sponsors developed programmes that shared the spirit of Olympism and the excitement of Salt Lake 2002 with consumers, globally and locally, in the lead-up to the Games.

This chapter demonstrates the scope of partnership with the Olympic Movement and illustrates the innovative programmes that sponsors created to maximise the 2002 Olympic Winter Games marketing opportunities and achieve business objectives.


“Sponsors have created incredible support for the Games and for those athletes who really need it. These are probably the two most significant results of corporate involvement with the Olympic Movement.”
 — Johann Olav Koss, two-time Olympian and four-time Olympic gold medalist



Supporting the Olympic Athletes

The fundamental goal of the Olympic Movement’s marketing endeavours is to support the Olympic athletes. Support for the athletes is one of the most effective means of communicating an Olympic association. Athlete support programmes have the greatest resonance with the public and engender the most powerful emotional ties between corporations and consumers. By supporting Olympic athletes, sponsors also demonstrate a commitment to noble and enduring values, convey good corporate citizenship and communicate a dedication to success, excellence and goodwill.



“I think the Olympic sponsorship investment brightens human society. Today we have the opportunity through sponsors’ financial support to create really great programmes. We can develop sport in poorer countries, we can organise financial support for National Olympic Committees and International Sports Federations, and we can educate athletes and coaches.”
 — Sergey Bubka, three-time Olympian and 1992 Olympic gold medalist, IOC Executive Board Member, Chairman of IOC Athletes Commission

The 2002 Olympic Winter Games elevated the sponsors’ commitment to supporting the dreams of the Olympic athletes into the spotlight.

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 75% of the world’s media surveyed at Salt Lake 2002 agreed that sponsorship support has helped to make it possible for national Olympic teams to attend the Games.
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 88% of Salt Lake 2002 spectators surveyed agreed that sponsorship support is essential to helping national Olympic teams attend the Games.

Sponsors provide Olympic athletes with vital support, from products to financial resources. Olympic sponsors contribute essential resources for athletic development, for travel and accommodations during training and competition, for an improved quality of daily life and for a positive Olympic Games experience.






Several Olympic sponsors have developed employment programmes that offer Olympic athletes and hopefuls the means to support themselves and their families while gaining valuable career training. The Home Depot, an OPUS Sponsor, employs U.S. Olympic and Paralympic athletes and hopefuls, paying full-time wages and providing full-time benefits for part-time jobs that allow flexible schedules and time off for training. As the leading employer in the U.S. Olympic Committee's Olympic Job Opportunities Program, the Home Depot has employed Olympic athletes since 1992.

↓ The Home Depot currently employs more than 140 U.S. Olympic and Paralympic athletes and hopefuls, as well as athletes from Canada and Puerto Rico. Fourteen employees of The Home Depot participated in Salt Lake 2002, including Olympic medalists Derek Parra, Tristan Gale, Garrett Hines and Rusty Smith.

↓ The Home Depot has employed more than 280 Olympic athletes and hopefuls since 1992.

 *"If it weren't for this job, I wouldn't be skating. The Home Depot is really supportive. This job has allowed me to focus on skating and not worry about working all night to pay the bills."*
— Derek Parra, U.S. Olympic speedskater, Salt Lake 2002 gold medalist and three-year veteran of The Home Depot employment programme

Monster.com, an OPUS Sponsor, developed TeamUSAnet, the first career-management web site designed to assist U.S. Olympic athletes and hopefuls in leveraging their Olympic experience. The programme, developed with the U.S. Olympic Committee, is an exclusive site that offers a comprehensive resume builder, job search tools, an Olympian-mentoring network and an on-line career fair that connects Olympic athletes and hopefuls with thousands of potential employers.

Samsung, Visa and Kodak — three Worldwide Olympic Partners in the TOP programme — provide strong examples of how Olympic sponsors created innovative programmes to support the athletes competing at the 2002 Olympic Winter Games. From a marketing perspective, these programmes powerfully communicate a commitment to the Olympic athletes, help to bring people together and demonstrate the quality of the sponsors products and services.


Through the Athlete Family Homestay programme sponsored by Samsung, the families of Olympic athletes were given the opportunity to stay with residents of Salt Lake City, to share the experience in person. Samsung Athlete Family Homestay guests received free lodging and breakfast in the homes of Utah residents and, for many participants from overseas, engaged in an enriching cultural exchange.

↓ More than 400 Utah families opened their homes to the families of Salt Lake 2002 Olympic athletes.

↓ More than 1,000 athlete family members from 22 countries participated in the Samsung Athlete Family Homestay.

Samsung's Share the Moment programme — available at Olympic Rendezvous @ Samsung, Olympic competition venues and Olympic Medals Plaza — offered free telephone calls, allowing the athletes the opportunity to share their Olympic experience with family and friends.

Visa International sponsored the Olympians Reunion Centre, where past and present Olympic athletes gathered to renew old acquaintances and build new friendships. More than 1,500 visitors gathered at the Olympians Reunion Centre during the Salt Lake 2002 Olympic Winter Games.

 *"Since the beginnings of its sponsorship, Visa has focused on and supported the dreams and aspirations of the athletes. The Olympians Reunion Centre is a physical manifestation of that support."*
— Scot Smythe, Senior Vice President, Global Sponsorships, Visa International

At Salt Lake 2002, Kodak provided the latest digital medical imaging equipment and technology to Olympic athletes and their trainers. Kodak's contributions to the Olympic Polyclinic allowed medical staff to quickly view digital images, diagnose injuries and immediately consult further medical professionals around the world so that injuries could be treated promptly and the athletes could return to competition. Kodak's contributions to the Olympic Polyclinic included a fully-outfitted digital radiography room and medical diagnostic workstations equipped with Kodak technology.

↓ The Salt Lake 2002 Polyclinic recorded 4,500 visits from Olympic athletes. Kodak performed 390 medical exams at the Polyclinic during the Salt Lake 2002 Games.



"The worlds greatest event provides a unique stage to showcase a company's commitment to the environment."
 — Pal Schmitt, Olympic gold medalist, IOC Environmental Commission Chairman

Olympic Sponsorship and the Environment

The Olympic Family has for years understood the need for a strong commitment to environmental responsibility in staging the Games. Olympic sponsors have provided vital support for the environmental agenda and capitalised on this growing opportunity within the scope of sponsorship. Salt Lake 2002 provided Olympic sponsors with a unique platform to showcase their environmental commitments, display leadership and demonstrated good citizenship to a global audience.

Utah Power, an OPUS Sponsor, donated and planted trees at the Olympic Village and in neighbouring communities. In addition, Utah Power's Blue Sky wind energy programme offered customers a chance to contribute to the energy conservation goals of Salt Lake 2002. Customers were given the opportunity to purchase 100 kilowatt-hour blocks of pollution-free wind energy to donate to Olympic venues for use during the Games.

Anheuser-Bush, an OPUS Partner, funded the Budweiser Green Team, which helped to maintain a litter-free environment over the course of the Olympic Games at special events in Salt Lake City and Park City.

Coca-Cola, a Worldwide Olympic Partner and a charter member of the TOP programme, purchased 100,000 pounds of plastic from beverage containers recycled at Olympic Games venues to ensure that all plastic would be recycled into new bottles in the company's North American system. Coca-Cola contributed \$300,000 to support Salt Lake 2002 recycling and composting programmes, and piloted its first 100% biodegradable cold drink cup at the Games.

"During the Games, Coke will dispense drinks into cups that are 100% biodegradable, a feat never previously achieved at the company. Beyond the Games, Coke will continue to test the environmentally friendly cups in municipalities that run composting programs and possibly with other customers like college campuses and national and city parks, which strive to be green."
 — The Wall Street Journal

Olympic Sponsors and Community Outreach

No global event touches local communities more intimately than the Olympic Games. The scope of Olympic sponsorship includes powerful opportunities to support Olympic-related community outreach programmes, to demonstrate the Olympic values at work every day and to connect with individual consumers at a grassroots level.

In the global spotlight of the 2002 Olympic Winter Games, Olympic Winter athletes Mike Eruzione and Johann Olav Koss were invited to join the McDonald's World Champion Crew to dedicate a new Ronald McDonald House in Salt Lake City, the 215th to open in the world. The new facility features private apartments to address the needs of families whose children are immune-compromised and require long-term care. To help ease their financial burden, families stay at the House virtually free of charge. Ronald McDonald House Charities creates, finds and supports programmes that directly improve the health and well-being of children worldwide.

Delta Air Lines, an OPUS Sponsor, exclusively presented the Street to Sports programme in Utah, which offered opportunities for more than 55,000 underprivileged youth to participate in Olympic winter sports. The programme offered hands-on winter sport simulations, opportunities to attend pre-Games sporting events, use of sports equipment and enrollment in other SLOC youth programmes.

Utah Power helped to bring communities together as the official sponsor of Light the Fire Within: The Governor's Music and Education Program. The programme taught school children the Olympic values and ideals through music. The programme was entirely funded by Utah Power and a grant from the Utah Power Fund of the PacifiCorp Foundation.

More than 100,000 Utah school children participated in the Music and Education Program.

More than 250 musical performances were given in schools, at the Utah state capital and at the Salt Lake City airport to welcome Olympic visitors.

Schools in 36 additional U.S. states and in three additional countries participated in the Music and Education Program.

Coca-Cola created the Community Canvas Art Project as part of the Salt Lake 2002 Torch Relay, tapping into local communities across 46 U.S. states as local children created artwork that interpreted the project's theme of *Inspiration*. Coca-Cola commissioned world-renowned artist Peter Max to paint a mosaic mural at the 2002 Olympic Winter Games featuring the artwork collected from children around the U.S. Coca-Cola's Community Canvas Art Project was organised through more than 120 Boys & Girls Clubs throughout the U.S.




The Olympic Torch Relay

The Olympic Torch Relay has unmatched power to inspire individuals throughout the host country. The 2002 Olympic Torch Relay possessed the singular power to unify many communities and an entire nation. The Torch Relay also provided a significant opportunity for Olympic sponsors to leverage their investments in many communities throughout the U.S.

- ↓ The Salt Lake 2002 Olympic Torch Relay was the largest relay in Olympic Winter Games history.
- ↓ The Torch Relay covered 13,500 miles during a span of 65 days.
- ↓ 11,500 torchbearers carried the Olympic flame.
- ↓ Salt Lake 2002 torchbearers ranged in age from 12 to 102.
- ↓ More than 100 individuals were given the opportunity to carry an Olympic torch in honour of their sacrifices in the September 11 tragedy.

Olympic sponsors that supported the 2002 Olympic Torch Relay maximised a highly effective opportunity, both practical and emotional, to bring the excitement and anticipation of the Games to local communities, to foster consumer goodwill and to reach consumers on the street in their hometowns.

 *"Before Olympians hit ice and snow to display inspirational performances at the weekend, Salt Lake City is touching the hearts of people with its ambassadors — torchbearers."*
— *People's Daily [China]*






 *"While my involvement only lasted a few moments, the experience will be etched in my memory forever."*
— *Dan Covey, 2002 Olympic torchbearer from Springboro, Ohio*


 *"All my life I've dreamed of being an Olympian. Today, for a brief moment, I was."*
— *Benjamin Martin, 2002 Olympic torchbearer from Londell, Missouri*


Coca-Cola teamed with Chevrolet, a division of the OPUS Partner General Motors, to present the 2002 Olympic Torch Relay. Coca-Cola and Chevrolet provided essential operational, logistical, technical and promotional support for the event. Nationwide and local promotions encouraged the public to use Coca-Cola and Chevrolet web sites to nominate inspiring individuals from their home communities to carry the Olympic flame on its journey toward the Olympic cauldron.






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 Coca-Cola sought nominations in 127 retail markets through advertising and promotions, and via 8,000 retailers for inspiring individuals to serve as Olympic torchbearers.
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 Coca-Cola received more than 125,000 torchbearer nominations, more than 14 times the number of nominations from the Olympic Torch Relay for the Centennial Olympic Games in 1996.
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 During the 65 days of the Torch Relay, Coca-Cola sponsored daily 30-second vignettes on NBC television that featured the real inspirational story of an Olympic torchbearer.
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 Chevrolet contributed a fleet of more than 150 cars and trucks to the Salt Lake 2002 Olympic Torch Relay for advance operations, torchbearer shuttles, stage production trucks and support equipment.
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 Chevrolet offered its dealerships along the Relay route the opportunity to host local celebrations.



"When we run the Torch Relay, people are not thinking about athletes or competitive imagery. They're thinking about a world come together. Especially today, people need to reach out to other people. People need to feel like a family. By helping to build up traditions like the Torch Relay, with Coke being there at the side of the Olympic flame, I think we add back to the reality of what the Olympic Movement stands for."
 — Stephen Jones, Chief Marketing Officer, Coca-Cola



"I carried the Olympic torch in Philadelphia. It was an experience that I will cherish forever. Thank you SLOC, Coca-Cola and Chevrolet for making this possible. You made dreams come true for a lot of ordinary people."
 — Barbara Boyer, 2002 Olympic torchbearer from Frackville, Pennsylvania



"It was an event that I'll remember for the rest of my life. The honour of carrying the flame that is so significant to the meaning and purpose of the Olympics is immeasurable. Thank you, Coca-Cola."
 — John Stacy, the husband of a 2002 Olympic torchbearer from Olive Branch, Mississippi

Delta Air Lines, an official provider of the 2002 Olympic Torch Relay, transported the Olympic flame from Athens to Atlanta in a ceremonial safety lantern attached to the bulkhead of the Soaring Spirit II, an Olympic-themed Boeing 777 aircraft.

With support from the providers — AT&T, Delta Air Lines, Jet Set Sports, Lucent Technologies, John Hancock, Union Pacific, Bank of America, DCED and Pfizer — the Salt Lake 2002 Olympic Torch Relay brought the Olympic message to millions of people across the nation.


"People always talk about bridges and dividers. Wearing no colors and no name, today I united the world."
 — Omar Sheikh, 2002 Olympic torchbearer from Bloomington Hills, Michigan


"What a wonderful experience! I will never ever forget this moment. My congratulations to the staff, management and sponsors for the most organised function I have ever been involved with. It is because of you that this experience will stay with me for the rest of my life."
 — Mikel Kane, 2002 Olympic torchbearer from Austin, Texas


"One of the most inspiring nights of my life! Seeing others so much more deserving than myself has inspired me to do so much more."
 — Laura Rader, 2002 Olympic torchbearer




"In my artwork, I wanted to express the great joyfulness and excitement present in the atmosphere of the Olympics."

— Monika Repanova, 13, Zilina, Slovak Republic

ideals and history of the Olympic Games. Visa invited contest winners and their guardians to Salt Lake City to attend the 2002 Olympic Winter Games competitions and special events to celebrate their participation and their artistic achievements.

↓ Visa International brought 16 young contest winners and their guardians to Salt Lake 2002. Nearly 750,000 children have participated in the programme since 1994. Visa International has brought more than 130 young artists from 35 countries to the Games since 1994.

McDonald's, a Worldwide Olympic Partner, brought the excitement of the Olympic Winter Games to its customers through Olympic-themed restaurant promotions, advertising and packaging. McDonald's designed each programme to appeal uniquely to the local tastes and interests of each nation. An unprecedented 85% of McDonald's 29,000 restaurants worldwide participated in Olympic activations.

 *"How else does the world come together in such a unique way? This is a very special opportunity for the McDonald's system. In each country we try to bring some of the magic of the Olympics to our customers — just a little something special that you can only get at McDonald's to share in the excitement of the Olympics."*

— Jack Greenberg, Chairman and CEO, McDonald's

The Home Depot staged Olympic Kids Workshops, a series of three free monthly clinics available at The Home Depot stores in anticipation of the 2002 Winter Olympic Games. The workshops carried Olympic Winter Games themes and were designed to teach children basic home-project skills. The Home Depot helped children throughout the U.S. build more than 71,500 items celebrating the Olympic Winter Games such as bobsleds and pin collectors' boards.

Sharing the Olympic Spirit

The Olympic spirit is the world's most universal expression of global friendship, unity and peace. By creating programmes that provide opportunities for people to feel the Olympic spirit, Olympic sponsors intimately communicate their commitment to the Olympic ideals, the Games, the athletes, as well as to enhancing the lives of consumers around the world.

The Visa Olympics of the Imagination programme helps to fulfill a major goal of the Olympic Movement: to promote the participation of children. Visa Olympics of the Imagination is an international art contest that challenges children to create works of art based on an Olympic theme. Visa International designed the programme to teach children about the goals,

Making the Olympic Games Happen

Olympic sponsorship is essential to the complex infrastructure of the Olympic Games. For Salt Lake 2002, Olympic sponsors continued the vital and necessary tradition of providing the vital technology, products, services, expertise and personnel to make the Games possible.


The Olympic Games requires seven years of preparation and planning. Many Olympic sponsors make commensurate commitments. As the Games are the world's greatest event, support for the Games provides Olympic sponsors with the opportunity to display their core business solutions on a world stage. As the Olympic Games are also the world's most complex event, support for the staging of this global celebration often distinguishes Olympic sponsors as leaders in their fields.

The vast majority of media and consumers support Olympic sponsorship and clearly understand the vital role that sponsorship plays in the staging of the Olympic Games.

↓ 75% of the world's media surveyed at Salt Lake 2002 stated that they welcome sponsorship support if it helps the Olympic Games to continue.

↓ 92% of Salt Lake 2002 spectators surveyed agreed that sponsorship support contributes greatly to the staging of a successful Olympic Games.

A consortium of Olympic sponsors and suppliers co-ordinated their efforts to create and manage the complex technology solutions for the 2002 Olympic Winter Games. Returning to the model of technology support that was used prior to the Centennial Olympic Games in Atlanta, the Olympic Movement nurtured a consortium of several partners to deliver the Olympic Games technology solutions, ensuring that leading specialised experts are providing the greatest possible level of expertise in a manner that is the most cost-efficient.

 *"We are not organising the Games of Technology. We are using technology to organise the best possible Olympic Games. Integrating the leading, most reliable and best-tested technology solutions to provide the necessary resources day to day over a period of many years is a tremendous commitment that engenders admiration in the minds of customers worldwide."*

— Philippe Verveer, IOC Information Technology Director

The information systems elements of the technology solutions for Salt Lake 2002 included the hardware infrastructure, timing and scoring systems, results and information diffusion systems. SchlumbergerSema, a Worldwide Olympic Partner, integrated the contributions of several Olympic sponsors, including Gateway, Sun Microsystems, Xerox, Seiko and Icano:





More than 300 SchlumbergerSema professionals spent over 100,000 man-hours over three years designing, testing and managing the Games technology system, which included writing 3.5 million lines of code. SchlumbergerSema's on-site staff of 1,350 managed the technology infrastructure during the Games.

Gateway, an OPUS Sponsor, provided more than 5,300 PCs and servers. Gateway technicians worked for two years to customise, integrate and manage the hardware.

Sun Microsystems, an OPUS Supplier, provided 150 industrial-strength servers and storage systems, as well as support services for distribution of competition results and Games information.

Xerox, a Worldwide Olympic Partner, contributed 2,800 pieces of equipment and 120 engineers to conduct results reporting operations at more than 100 Olympic-related venues. Xerox created 4 million impressions and produced approximately 28,000 results books.

Seiko, an OPUS Sponsor, teamed with the SLOC for more than four years to create and provide the most accurate, best-tested and most advanced timing systems available.

Ikano, an OPUS Supplier, provided data communications services for Salt Lake 2002.

"The co-operative spirit of the consortium is outstanding. SchlumbergerSema is both proud and excited about this opportunity to create an IT system that seamlessly weaves together our products and services with those from 14 other industry leading technology companies."
 — Irwin Pfister, CEO, SchlumbergerSema

"You can't stage the world's greatest event without the best technology. The Olympic Games provide sponsors with a unique platform for demonstrating their capabilities. If they're able to do it at the Games — in the most testing of environments, under the global spotlight — they prove that they can do it in any other circumstances for any other company or organisation."
 — Michael Payne, IOC Marketing Director

The Salt Lake 2002 telecommunications effort was executed through a partnership between the SLOC and several Olympic sponsors, including Samsung, AT&T and Lucent and Qwest.

Samsung provided the official mobile phone of the 2002 Olympic Winter Games to more than 20,000 Olympic Family members and staff.

AT&T, an OPUS Partner, provided domestic long-distance cellular phone service and completed 135,000 cellular calls during the Salt Lake 2002 Opening Ceremony alone.

Lucent Technologies, an OPUS Sponsor, provided cabling equipment to support the telecommunications network with 31,000 fiber miles — more than enough to circle the earth at the equator.

Salt Lake 2002 telecommunication staff included 120 SLOC personnel, 865 sponsor operations personnel, 450 sponsor maintenance technicians and 485 volunteers delivering 55,000 hours of on-site maintenance support — working for years to develop, test and manage the systems.

"The key was to integrate SLOC's technology staff and the Olympic sponsors into one single team. Our sponsors were part of our team and vital to our success."
 — Fraser Bullock, Chief Operating Officer, SLOC



The staging of the Olympic Games is far more than a technological showcase. Olympic sponsors that operate in many fields of business provide products and services to the staging of the Olympic Games.

General Motors contributed more than 5,000 vehicles to support the Olympic Games. The vehicles provided transportation solutions for Olympic athletes, coaches, officials, dignitaries and staff to and from Olympic venues, training facilities, lodgings and other key areas. The Olympic fleet included 2002 model year trucks and cars representing seven GM brands — Chevrolet, Pontiac, GMC, Buick, Cadillac, Oldsmobile and Saturn.

Utah Power provided the electrical energy and infrastructure to power the 2002 Olympic Winter Games, supplying energy to eight Olympic competition venues and five non-competition venues during the Games. Utah Power’s on-site service personnel and consultants addressed the power needs of each Olympic venue.

Kodak helped Olympic organisers manage security priorities by co-ordinating the production of more than 70,000 Olympic Winter Games accreditations for Olympic athletes, officials, media, staff, volunteers and sponsors. Identification badges featuring Kodak-engineered photos ensured that all Olympic Winter Games personnel were provided with appropriate access to all Olympic venues and facilities.

Bringing the Olympic Games to the World

Olympic sponsors help to share the experience of the Olympic Games with consumers in every corner of the globe by contributing technology, products and services that connect people with the sounds and images of the Olympic Games.

- ▾ Sponsors provided operational support for the 2002 Olympic broadcast, seen by 2.1 billion viewers around the world.
- ▾ Sponsors contributed products and services in support of the world’s media, helping journalists and photojournalists send stories and images from the 2002 Olympic Winter Games to people worldwide.
- ▾ Sponsor contributions helped to bring visitors and spectators in Salt Lake City closer to the action of the 2002 Olympic Winter Games.

Sponsor support of this kind achieves mutual goals for the Olympic Movement and for sponsors by helping to share the message of Olympism with as many people in the world as possible, and by providing valuable points of connection and awareness-building opportunities for sponsors.

Matsushita’s Panasonic equipment transmitted the images of the Games by providing Salt Lake 2002 with design and system integrations support and a full range of Panasonic professional broadcast products to make possible thousands of hours of Olympic television programming. Panasonic contributed more than 250 digital VTRs, 50 digital video cameras and more than 900 monitors to Salt Lake 2002 broadcast operations. Panasonic equipment was installed throughout the International Broadcast Centre and at many Olympic venues to transmit images of Salt Lake 2002 to television viewers around the world.

Kodak supported photojournalists responsible for creating and sharing images of Salt Lake 2002. Kodak created the Kodak Image Center, the world’s largest photo lab, in the Main Media Centre in Salt Lake City. The Image Center provided free, high-quality photo processing services to accredited photojournalists, converted photographs to digital images, stored images on Kodak Photo CDs and electronically transmitted Olympic images worldwide.

Kodak offered services to more than 650 accredited photojournalists at Salt Lake 2002 through the Kodak Image Center at the Main Media Centre. The Kodak Image Center became the world’s largest photo lab and provided free, high-quality photo processing services to photojournalists — converting photographs to digital images, storing images on Kodak Photo CDs and electronically transmitting Olympic images worldwide.

Coca-Cola Radio, an Olympic tradition since 1992 Albertville, sent the sounds of the 2002 Olympic Winter Games through the U.S. airwaves. Working from Park City, top disc jockeys and radio personalities entertained their hometown audiences with live interviews and behind-the-scenes accounts of the Olympic festivities. Radio personalities from more than 45 popular U.S. radio stations participated in Coca-Cola Radio at Salt Lake 2002.

Sports Illustrated/Time Inc., a Worldwide Olympic Partner and a charter member of the TOP Programme, brought the 2002 Olympic Winter Games to the people of the world through its many publications.

- ▾ The Official Salt Lake 2002 Souvenir Programme was the top-selling item in the Olympic Superstore in Salt Lake Olympic Square.
- ▾ *The Daily* magazine was read and enjoyed by thousands during the 17 days of the Games.
- ▾ The “Inside the Olympics” column appears in *Sports Illustrated* magazine.
- ▾ The Olympic Viewer’s Guide for Salt Lake 2002 promoted and enhanced the Winter Games broadcast.





To bring the spirit of the Olympic Games to local communities on an ongoing basis, John Hancock, a Worldwide Olympic Partner, hosts special events with Olympic athletes. The John Hancock Champions on Ice tour features legendary Olympic figure skaters from the past two decades.



“Events surrounding these Hancock tours allow our salespeople to reach out to thousands of potential customers.... There is tremendous romance to this kind of grassroots marketing. If you'd like to create the biggest possible halo for your brand, few things beat giving someone who never expected to have a brush with athletic greatness the chance to experience it firsthand.”

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

Enhancing the Olympic Experience

For many, the Olympic Games is an inspiring, emotional, once-in-a-lifetime experience. Many sponsors communicate with consumers through on-site programmes and activities at the Games that enhance the Olympic experience.

Salt Lake 2002 attracted tens of thousands of visitors from around the world to the host region. Through interactive programmes, activities and events, sponsors created opportunities for thousands of visitors who may not have been able to attend competitions to celebrate the Olympic values and to experience the Games. These programmes and activities provided a focal point for communicating corporate messages and demonstrating corporate capabilities to audiences amidst the exciting atmosphere that pervaded the Games.

Sponsors' highly effective on-site programmes in Salt Lake contributed greatly to visitors' overall enjoyment of the Games.

↓ 54% of Salt Lake 2002 spectators surveyed stated that they had visited a sponsor-developed activity or had attended a sponsor-supported event.

↓ 95% of Salt Lake 2002 spectator survey respondents who had visited an Olympic sponsor's activity stated that this opportunity positively enhanced their Olympic experience.



“Our objectives in Salt Lake were to provide Olympic fans, athletes and their families with entertaining and memorable Olympic experiences. We also were able to showcase our leadership in digital convergence by letting spectators touch and feel products that will soon be unveiled to the U.S. market.”

— Il-Hyung Chang, Senior Vice President and Head of Olympic Projects, Samsung



Hallmark, an OPUS Sponsor, sponsored the free nightly concert series at the Olympic Medals Plaza, contributing to one of the most exciting elements of the Salt Lake 2002 experience. The concerts featured some of the most sought-after talent in the music industry and provided thousands of spectators with a memorable experience each night during the Games.



87% of Salt Lake 2002 Olympic athletes who visited the Olympic Medals Plaza rated the experience good or excellent.



“It is the magnitude of the Olympics that makes it quite special. The Olympics are about emotion, relationships, celebration, commemoration — all things that Hallmark certainly owns as a brand — so it's a perfect fit for us and the great opportunity to highlight those elements.”

— Kylie Watson-Wheeler, Director of Advertising, Hallmark

Coca-Cola enhanced the Salt Lake 2002 Olympic experience by both continuing longstanding traditions and creating innovative new programmes. Coca-Cola offered Pin Trading sites in Salt Lake City and Park City where visitors could participate in one of the most popular spectator activities in Olympic history. Coca-Cola On the Ice, an all-new attraction that allowed Olympic visitors to experience simulations of luge, bobsleigh, hockey and curling, made its debut in Salt Lake Olympic Square. In partnership with Salt Lake City's NBC affiliate KSL 5, Coca-Cola also sent Fan Vans to visit retail outlets in Salt Lake City, delivering Olympic Games tickets to many who otherwise might not have had the chance to experience Olympic competition.



More than 460,000 people visited the three Coca-Cola Pin Trading sites at the Games, which were operated by more than 100 staff representing five continents and speaking more than 20 languages.



Coca-Cola On the Ice attracted more than 476,000 visitors and hosted 165 athlete appearances during the Games.




Through its Panasonic equipment, Matsushita brought Olympic spectators and visitors, inside and outside the venues, closer to the Salt Lake 2002 Olympic action.

- 16 Panasonic Astrovision giant video screens provided images from Olympic competitions to Olympic venues, the Olympic Medals Plaza and public areas in Salt Lake City and Park City.
- Panasonic also provided 35 advanced sound systems to 14 locations, bringing the sounds of the Games to the people.

Many sponsors created kiosks and venues to entertain Olympic visitors, providing the Olympic athletes and the public with opportunities to see and experience the sponsor's latest innovations:

- The Kodak Picture Planet facility in Salt Lake Olympic Square provided photo processing services and enabled Olympic visitors to send digital images from Salt Lake City to friends and family around the world.
- Anheuser-Busch's World of Budweiser in downtown Salt Lake City provided the public with a festive gathering place that featured large video screens, restaurants, bars, an ice skating rink, and a stage for music and entertainment.
- The AT&T Broadband Lounge enabled visitors to surf the Internet and share their Olympic experience with friends and family via email.
- Gateway Cyberspots in the Olympic Village enabled Olympic athletes to communicate with loved ones and family members in every corner of the globe.

 "Anheuser-Busch was proud to serve as an official sponsor of the 2002 Olympic Winter Games. Our sponsorship allowed us to reach millions of Budweiser and Bud Light consumers by activating marketing programs that shared an Olympics theme."
— Tony Ponturo, Vice President, Global Media and Sports Marketing, Anheuser-Busch, Inc.