



Jacques Rogge

Dr. Jacques Rogge
International Olympic Committee
President

The 2002 Olympic Winter Games in Salt Lake City were an outstanding achievement for the Olympic Movement and a wonderful experience for the world. Through years of planning and dedication, the Olympic Family and the host nation overcame crises and remained steadfast in the commitment to ensure the success of Salt Lake 2002.

It was said in global media coverage that the world needed these Olympic Games. Amidst a difficult time in world events, the 2002 Winter Games in Salt Lake City celebrated the Olympic ideals, demonstrating the depth, relevance and significance of Olympism and sharing with the world a powerful message of friendship, unity and peace.

The message of Salt Lake 2002 reached a greater audience than any previous Olympic Winter Games. Thousands of journalists covered the story of Salt Lake 2002. Billions of television viewers in 160 countries tuned into the Games broadcast. And hundreds of thousands of spectators witnessed in person the achievements of 2,399 athletes from 77 countries over the course 17 memorable days.

The success of Salt Lake 2002 was made possible, in large measure, by the partnership between the Olympic Movement and the international business community. The support and commitment of Olympic partners provide a global stage and opportunity for the world's greatest athletes. This vital partnership also enables the IOC to be a leader in sport and to further promote the Olympic values and ideals throughout the world.

This document testifies to the excellence of the 2002 Olympic Winter Games, to the contributions that the Olympic broadcasters and sponsors have made to the Olympic Movement and the athletes, and to the success that our Olympic partners have enjoyed.





Gerhard Heiberg

Mr. Gerhard Heiberg
IOC Marketing Commission Chairman

The 2002 Olympic Winter Games in Salt Lake City were supported by the most successful Olympic marketing effort in the history of the Olympic Winter Games. Salt Lake 2002 established marketing-related records in broadcast, sponsorship and ticketing; set a new standard for creating a strong platform for the Olympic Games and the Olympic Image; and achieved a balance between the values of the Olympic Image and the commercial agenda that is essential to the staging of the Games today.

The theme of Light the Fire Within anchored the strong image of Salt Lake 2002, created a powerful marketing platform for the Olympic Family and the Olympic partners, and provided inspiration for all. The Olympic sponsors integrated their marketing programmes into the fabric of the Games, complemented the visual presentation of the Games and enriched the Olympic experience for spectators and athletes. The Olympic broadcast partners worked to promote the Olympic ideals and brought the Salt Lake 2002 experience to billions of viewers around the world.

As the Olympic partners provide vast support for the Games and the athletes, the Olympic Movement provides unparalleled returns on the partnership investment. With a marketing platform based on universally shared ideals and values, the Games provide vast business opportunities. These opportunities, in turn, continue to provide Olympic partners with measurable enhancements in brand awareness, sales, corporate morale, business relationships, and contact with both global markets and local communities.

The Olympic Movement is proud to work in partnership with leading companies that help us all realise our Olympic dreams. This report not only demonstrates the power of Olympic marketing, but also expresses our gratitude for the dedication and support of the Olympic broadcast and marketing partners.



Michael Payne

Mr. Michael Payne
IOC Marketing Director

The 2002 Olympic Winter Games in Salt Lake City were an outstanding success, having a profound impact on the Olympic Movement, the Olympic partners and the people of the world.

The great worldwide appeal of the Olympic Games was evident in the success of the Salt Lake 2002 broadcast. Establishing records in global reach, coverage and consumption, an estimated 2.1 billion viewers in 160 countries experienced the Games via television, consuming more than 13 billion viewing hours. Beyond bringing the Olympic action to the world, the Olympic broadcast partners also embraced the spirit of these Games, communicated the Olympic ideals, and aided the success of Salt Lake 2002 with strong promotions and powerful programming.

Salt Lake 2002 spectators also demonstrated the appeal of the Games. An estimated 70,000 people per day visited Salt Lake City during the Games, and more than 1.525 million Olympic Winter Games tickets were sold. This represents 95% of the available total — a record for any Olympic Games, winter or summer.

Salt Lake 2002 demonstrated the power of what is undoubtedly the leading sports sponsorship programme in the world. The Worldwide Olympic Partners continued their tradition of dedication and commitment, providing years of unflinching support to make the Games happen. The OPUS sponsorship programme within the host nation also provided crucial support for the Games, generated record revenue, and established a strong legacy for the future of youth and sport in the host state of Utah.

The Salt Lake 2002 Marketing Report documents the success of Olympic marketing programme and the power of Olympic partnership. The report demonstrates the value of the partners' Olympic investment, and highlights the commitment of the Olympic partners to the athletes, the Games and the Olympic ideals. I thank all of the 2002 Olympic Winter Games partners, sponsors and licensees for their dedication and support.



	section one		
THE 2002 OLYMPIC WINTER GAMES		1	Historic Success for the Olympic Winter Games 1 Olympic Marketing and the Success of Salt Lake 2002 7
	section two		
THE SALT LAKE 2002 VISION		9	Light the Fire Within 10 Contrast, Culture, Courage 11
	section three		
THE SALT LAKE 2002 EXPERIENCE		15	Salt Lake 2002 Olympic Broadcast 15 The World's Press at Salt Lake 2002 25 Salt Lake 2002 Tickets 26 Salt Lake 2002 On-Line 28 Celebrate Humanity. 30
	section four		
SALT LAKE 2002 SPONSORSHIP OVERVIEW		35	The Value of Salt Lake 2002 Olympic Sponsorship 35 Managing the Olympic Sponsorship 38 Olympic Partner Recognition 39 Protecting the Olympic Sponsorship 41
	section five		
THE SCOPE OF OLYMPIC SPONSORSHIP		45	Supporting the Olympic Athletes 47 Olympic Sponsorship and the Environment 50 Olympic Sponsors and Community Outreach 51 The Olympic Torch Relay 52 Sharing the Olympic Spirit 56 Making the Olympic Games Happen 57 Bringing the Olympic Games to the World 60 Enhancing the Olympic Experience 62





Brand Enhancement	68
A Global Marketing Platform	70
Partnership on the World's Stage	72
The Corporate Olympic Spirit	76
Olympic Business Results	77
The Invitation of a Lifetime: Building Olympic Business Relationships	79
Salt Lake 2002 Olympic Licensing Success	86
Salt Lake 2002 Licensing Development and Management	87
Making the Olympic Licensing Investment	88
Leveraging the Olympic Licensing Investment	89
2002 Olympic Revenue Generation	91
2002 Olympic Revenue Distribution	93
Financing the 2002 Olympic Winter Games	94

section six	
67 THE IMPACT OF OLYMPIC SPONSORSHIP	
section seven	
85 SALT LAKE 2002 LICENSING	
section eight	
91 SALT LAKE 2002 MARKETING AND FINANCE	
section nine	
97 ACKNOWLEDGEMENTS	

