



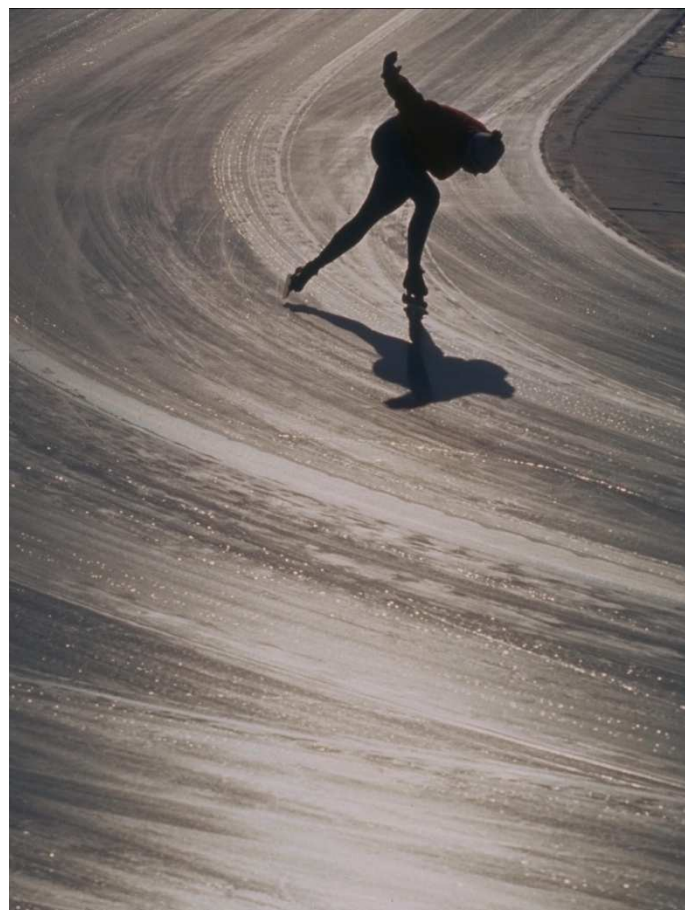
INTERNATIONAL
OLYMPIC
COMMITTEE

Historical Archives
Olympic Studies Centre

XVI Olympic Winter Games, Albertville, 1992

Fonds list

Overview of the content of the Archives concerning the preparation, organisation and running of the Games.



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Albertville 1992 – XVI Olympic Winter Games

Reference: CH CIO-AH C-J02-1992

Dates: 1986-2002

Level of description: Series

Extent and medium: 7.7 linear metres of text documents

Name of creator(s)

International Olympic Committee (IOC).

Administrative / Biographical history

Candidate cities

Albertville was chosen to host the 1992 Olympic Winter Games on 17 October 1986 during the 91st IOC Session in Lausanne. It was selected over candidate cities Anchorage (USA), Berchtesgaden (Germany), Cortina d'Ampezzo (Italy), Falun (Sweden), Lillehammer (Norway) and Sofia (Bulgaria). Albertville was elected in the fourth round, winning over Sofia, Falun and Lillehammer¹.

Organising Committee for the Olympic Games (OCOG)

The Organising Committee for the XVI Olympic Winter Games was created on 24 February 1987². In English, the OCOG is frequently referred to as simply "COJO"—Comité d'organisation des Jeux Olympiques—with no "the" preceding it. During the bidding process, Michel Barnier was President of the Bid Committee and Jean-Claude Killy was Vice-President. After Albertville was selected as host city, the two men became Co-Presidents of the OCOG³.

Date and number of athletes

The XVI Olympic Winter Games were held from 8 to 23 February 1992. Some 1,801 athletes (488 women and 1,313 men) from 64 National Olympic Committees participated in 57 events. More information on the Games can be found on the IOC website⁴.

Immediate source of acquisition or transfer

The fonds was transferred to the Historical Archives in 2012 as part of a periodic transfer of operational archives.

Scope and content

The fonds deals with IOC activities linked to the preparation, organisation and running of the Albertville Games and in particular the IOC's relationship with the OCOG. Correspondence between the IOC and the OCOG covers topics including accreditation, tickets, security, education, transport and a variety of other subjects. Certain subjects are addressed in greater detail.

The largest section of the fonds deals with the marketing of the Albertville Games, which is broken into partner categories:

- The TOP programme: created for the 1988 Olympic Games in Calgary and Seoul, the programme was then carried over for four years to the 1992 Games in Albertville and Barcelona. Companies signed contracts with the IOC, COJO, the Barcelona Organising Committee (COOB) and the NOC of the country in which the company was based. The average contribution was USD 15 million, which was then divided between the IOC, OCOGs and NOCs⁵. TOP sponsors were the only category allowed to use the five Olympic rings — companies in other categories, which did not sign a contract with the IOC, were limited to using the logo of the XVI Olympic Winter Games. Files on the TOP programme contain mainly

¹ Source: IOC Historical Archives / Sessions – 91st Session in Lausanne – Minutes – 1992

² Source: IOC Historical Archives / XVI Olympic Winter Games – OCOG – Statutes

³ Source: *Official Report of the XVI Olympic Winter Games*, p. 33

⁴ Source Website of the International Olympic Committee: <http://www.olympic.org/albertville-1992-winter-olympics>

⁵ Source: *Official Report of the XVI Olympic Winter Games*, p. 251



correspondence (the contracts are in the series Marketing J-TOP) as well as information on press conferences and publicity.

- The Club Coubertin 1992: an Olympic first, the Club Coubertin brought together 12 companies to sponsor the OCOG. The membership fee was fixed at 50 million French francs (roughly USD 9 million in January 1992), for which Club Coubertin sponsors were given special marketing rights⁶. Club Coubertin files include correspondence, publicity and contracts.
- Official suppliers: 25 companies were official suppliers of the XVI Olympic Winter Games. With an entry fee of 10 million French francs (about USD 1.8 million in January 1992), the title of Official Supplier offered more restricted marketing rights than either the Club Coubertin or the TOP programme⁷. The fonds has one file per official supplier, each containing correspondence and contracts.
- Authorised dealers: the nine authorised dealers were responsible for making and selling branded products, including clothes and accessories, postcards, coins and medals, knives, lighters and raclette sets. Certain sponsors from other categories (TOP, Club Coubertin, etc.) were also part of the authorised dealers group⁸. The fonds contains one file per authorised dealer, containing correspondence and contracts.

Ambush marketing and misuse of the logo by companies not affiliated with the OCOG or the IOC were major concerns during the Albertville Games. The OCOG put in place a system of strict enforcement of the use of the logo⁹. Individual cases are dealt with in the correspondence, usually after they were brought to the attention of the IOC or the OCOG by companies that felt their rights were being infringed upon¹⁰. Other information in the marketing section of the fonds includes correspondence and contracts with airports, contracts between the OCOG, NOCs and commercial partners, and reports and manuals. With 120 files, the section on marketing accounts for over a quarter of the fonds.

Another major subject covered in the fonds is that of media at the Albertville Games. Television coverage of the Albertville Games was extensive, with 3,623 accredited journalists at the Games¹¹. The fonds contains a large collection of press releases prepared by the OCOG on each sport as well as on the NOCs, International Sports Federations, life in the Olympic Village and the various sites during the Games. In addition, there is a wealth of correspondence on television rights during the Games and an extensive report on media coverage in individual countries.

An aspect of the fonds that sets it apart is the large collection of files on information technology at the Games. Computers were used for every aspect of the Games, including sports results and medal counts, managing staff and volunteers, accreditation and access to sites, catering, accommodation and ticketing. An electronic mail system was set up during the Games, of which there were 10,000 users and over 100,000 messages¹². Most of the documents, such as system specifications and analyses and user guides, are highly technical; however some of the documents provide a more general overview of the management of resources during the Games, especially the files on accommodation and catering. There are 66 files on information technology for the Albertville Games, compared with just one for 1988 Olympic Winter Games in Calgary, making this collection a unique resource.

The XVI Olympic Winter Games were officially known as the "Games of Albertville and Savoie", a name that was reflected in the use of 10 sites: Albertville, Courchevel-le Praz, La Plagne, Les Arcs, Les Menuires, Les Saisies, Méribel, Pralognan-la-Vanoise, Tignes and Val-d'Isère. The fonds has venue maps of various levels of detail, in addition to master plans for construction and organisation. In addition, there are two files on environmental issues during the Games, which include studies and reports on the impact of the Olympic Winter Games on the region.

⁶ *Official Report*, pp. 246-247

⁷ *Official Report*, p. 249

⁸ *Official Report*, p. 250

⁹ *Official Report*, p. 243

¹⁰ One example of this, the OCOG's lawsuit against Sir Rowland Hill for the sale of unauthorised souvenir medals, can be found under IOC Historical Archives / Olympic Winter Games – 1992 Olympic Winter Games in Albertville – Numismatics (C-J02-1992/280 and 281)

¹¹ *Official Report*, p. 256

¹² *Official Report*, p. 131



Some 8,647 volunteers were recruited to help ensure the Games ran smoothly¹³. Files on personnel at the Games include training manuals for volunteers, correspondence, reports, brochures and job applications. In addition to the volunteers, accreditation was given to journalists and photographers, security personnel, NOC and IF representatives, local and national officials, IOC employees and members, OCOG employees and athletes. In all, 40,000 people were accredited. Files on accreditation contain blank forms for all the different categories and correspondence.

Files on education include two kits about the Games prepared for French schoolchildren, as well as a book of drawings created by primary school children in Chambéry. The book includes drawings of the children's trip to Lausanne to attend an ice hockey game as part of the Albertville bid in October 1986.

Other topics covered by the fonds include: guides for the chefs de mission, correspondence with the NOCs, the Sport and Mountain International Scientific Congress, the Olympic Torch Relay, accommodation of IOC members and sponsors during the Games, medals (both for Olympic events and souvenir medals), the cultural programme, letters of protest (in particular regarding the sealskin uniforms worn by the Danish Olympic team during the Opening Ceremony) and reports on individual visits made to the sites leading up to the Games.

Accruals

No

System of arrangement

The files are classified by subject, by document type or by activity in alphabetical order. The documents in the files are classified in reverse chronological order.

Conditions governing access

The documents are freely accessible, subject to the provisions established by the IOC to this effect.

Language / scripts of material

The documents are primarily in French and English.

Related units of description

- TOP programme contracts can be found in Olympic Marketing (J-TOP).
- Files on Albertville as a candidate city can be found under Candidate Cities for the XVI Olympic Winter Games (C-J05-1992)

Bibliography

- *Official Report of the XVI Olympic Winter Games of Albertville and Savoie*, Organizing Committee of the XVI Olympic Winter Games of Albertville and Savoie, November 1992
- Website of the International Olympic Committee, page on the 1992 Olympic Winter Games in Albertville: <<http://www.olympic.org/albertville-1992-winter-olympics>>, accessed 9 October 2013

Additional sources

- Website of the Departmental Archives of the Savoie region, fonds of the Organizing Committee of the XVI Olympic Winter Games: <<http://www.savoie-archives.fr/1315-fonds-du-comite-d-organisation-des-jeux-olympiques-d-albertville-1992.htm>>, accessed 9 October 2013

Notes

The contents of this fonds, including the Olympic identifications, are the property of the IOC.

Rules or conventions

Description complies with ISAD(G).

Date(s) of descriptions

October 2013

¹³ *Official Report*, p. 35