



SYDNEY 2000  
SPONSORS OR SHIP

# Olympic Sponsorship Overview

*"Take away sponsorship and commercialism from sport today and what is left? A large, sophisticated, finely-tuned engine developed over a period of 100 years – with no fuel."*

– Richard W. Pound, Q.C., Chairman, IOC Marketing Commission

CORPORATE SPONSORSHIP WITH THE OLYMPIC MOVEMENT EXISTS ON SEVERAL LEVELS, FROM GLOBAL SPONSORSHIP, TO LOCAL sponsorship of an Olympic Games Organising Committee, to national sponsorship of National Olympic Committees and Olympic teams.

## **Worldwide Olympic Partnership and Sydney 2000**

The worldwide Olympic sponsorship known as The Olympic Partner programme (TOP) directly benefits the entire Olympic Movement. TOP Partners have worldwide Olympic marketing rights and are official sponsors of the Olympic Games, the International Olympic Committee, the Organising Committees, and the 199 National Olympic Committees and Olympic teams. TOP is the only sport marketing programme in the world to provide complete product-category exclusivity worldwide while encompassing sponsorship of the event, of all participating teams, and of the Organising Committee.

The TOP programme, managed by the IOC, operates on four-year cycles that coincide with the Olympic quadrennium. The TOP programme recently completed its fourth generation, known as TOP IV, which encompassed the 1998 Nagano Olympic Winter Games and the Sydney 2000 Olympic Games.

*"If a company that's global wants to be associated with the absolute best, the crown jewel, in the sports world, the Olympics is what it is."*

– Mark McCormack, Chairman, IMG

Eleven Worldwide Olympic Partners participated in Sydney 2000, the culmination of the fourth generation of the TOP programme and a four-year partnership with the Olympic Movement. The TOP programme generated more than US\$550 million in revenue and technology support, distributed between the Sydney and Nagano Organising Committees, the 199 National Olympic Committees and the IOC. TOP directly contributed more than US\$200 million in revenue and technology support to the Sydney Organising Committee to stage the 2000 Olympic Games.

The strength of the TOP sponsorship programme is evident in that the programme enjoys one of the highest sponsorship renewal rates of any sports property. Many of the TOP Partners have participated in the programme since its inception in 1985. In the lead up to the Sydney 2000 Olympic Games, nine partners renewed their commitment to the Olympic Movement on a long-term basis.



THE TOP PROGRAMME GENERATED MORE THAN US\$550 MILLION IN REVENUE AND TECHNOLOGY SUPPORT FOR THE OLYMPIC MOVEMENT.



## **National Olympic Partnership**

In addition to the TOP programme, several of the 199 National Olympic Committees throughout the world have developed sponsorship programmes, in non-competing product categories, to aid in the training and development of their Olympic athletes.



DURING THE 1997 – 2000 OLYMPIC QUADRENNIUM, THE IOC'S OLYMPIC SOLIDARITY AND TOP PROGRAMMES PROVIDED MORE THAN US\$200 MILLION IN SUPPORT OF THE 196 NATIONAL OLYMPIC COMMITTEES AROUND THE WORLD. [THIS DOES NOT INCLUDE PAYMENTS TO THE NOCs OF JAPAN (HOST COUNTRY 1998), AUSTRALIA (HOST COUNTRY 2000) OR THE UNITED STATES.]

## **Host Country Partnership**

The Olympic Games sponsorship is targeted within the host country and focused directly on supporting the staging of the Olympic Games. Partners in this tier of sponsorship are granted marketing rights exclusively within the Olympic Games host country or territory, in product categories that do not compete with TOP categories.

Sydney managed a three-tiered sponsorship programme to support the 2000 Olympic Games: the Team Millennium Olympic Partners, the Sydney 2000 Supporters and the Sydney 2000 Providers. Olympic sponsors at all levels of the Sydney programme worked for several years, helping to promote Olympism throughout Australia and making significant daily contributions of technology, products and services to support the operations of the Sydney Organising Committee and the staging of Sydney 2000.

Sydney broke new ground in developing partnerships in product categories such as newspaper, radio, cinema, and retail shopping centres — designed to enhance the promotion of the Sydney 2000 Olympic Games. These partners and many others were instrumental in helping Sydney achieve its goal of reaching out to the public, keeping people informed about the Games, involving Australia's children, and sharing the spirit of the Games with all of Australia.

The Sydney Olympic sponsorship programme generated approximately US\$492 million in revenue. This more than doubled the revenue target projected at the time of Sydney's Olympic Games candidacy.



80% of Sydney 2000 spectators agreed that without sponsorship, the Games could not be held these days.



75% of Sydney 2000 spectators agreed that they welcomed sponsor support of the Olympic Games if it helps keep them viable.



*Sponsors of the Sydney 2000 Olympic Games jointly sponsored the Australian Olympic team. Through this single marketing programme, sponsors had the dual benefit of participating in the world's greatest sporting event while also riding the national pride of the host country.*

*"As the greatest event in the world and as the largest event in the world, frankly it just would not be possible to stage the Games without the support of the business community."*

*— Michael Payne, IOC Marketing Director*



## The Scope of Olympic Sponsorship

OLYMPIC SPONSORSHIP OFFERS VAST OPPORTUNITIES FOR INVOLVEMENT WITH THE Olympic Movement, which possess a varied and rich pool of emotional and intellectual attributes on which to found a partnership plan. Sponsors are integral to the Games and to the accompanying cultural, educational and environmental elements of the Olympic festival. Sponsors enhance the Olympic experience and bring the Games to the people of the world. Sponsors share the Olympic spirit by aligning their brands with the Olympic Image, by communicating the Olympic messages of hope, inspiration and participation, and by promoting the Olympic ideals of friendship, fair play, unity and peace.

The breadth of Olympic sponsorship rights, benefits and opportunities provides partners with great flexibility and range in integrating the Olympic association throughout the corporate philosophy and into all aspects of corporate strategy.

Olympic sponsorship is effective on both the global and the local scale. No other sponsorship programme offers a global marketing platform, while at the same time targeting local markets. No other programme offers companies worldwide marketing rights as well as the right to associate with national teams — supporting the home athletes and effectively riding the national pride of target local markets.

## Sponsorship: Participating in More than Sport

The Olympic Games is about more than sport. The Games is a celebration of humanity, providing Olympic sponsors with a rich array of opportunities for involvement in the Olympic Movement and the Games. Olympic sponsors have traditionally expressed their Olympic association with programmes that touch on the range of human experience and all Olympic principles — from sport to culture, from education to the environment.

The Olympic celebration also includes more than the Games themselves. Integral to the festival are elements and events that complement the Games, that deepen the Olympic experience, and that further express the Olympic ideals. In Sydney, the Olympic Torch Relay, the Olympic Arts Festival, the Olympic Youth Camp, and the environmental and educational agenda offered partners manifold opportunities to participate in the Olympic celebration.

*“The breadth and scope of humanity...the Olympics communicate that to everyone. The Olympics are special. They are about much more than sport — they are about human values. These values are critical. With the Olympics, there’s something loftier than other sports properties. The heritage and traditions, the ceremonies, the icons, all add up to make it unique. It’s stays fresh due to the changing cities, but at the same time it’s timeless.”*

— Chuck Fruit, Vice President and Marketing Chief of Staff, The Coca-Cola Company, on what differentiates the Olympic Games from other sports properties

### **The Fundamental Principles of Olympism**

The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practised without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair-play.

— The Olympic Charter





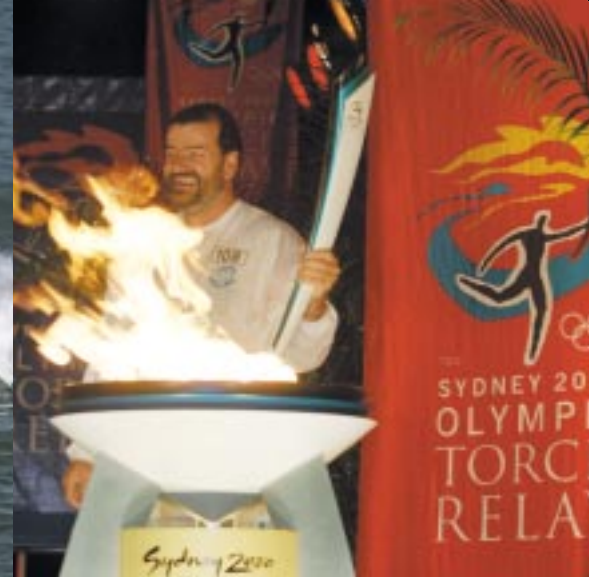
## The Torch Relay

The Olympic Games Torch Relay possesses some of the most powerful Olympic imagery and is one of the most emotionally charged Olympic programmes. The Torch Relay, which heralds the countdown to the arrival of the Olympic Games, provides Olympic partners with the opportunity to associate with this potent imagery and to showcase their commitment to local communities along the Relay route.

AMP maintains a position of strength in the corporate world of Australia as an insurance and financial leader. AMP's presentation of the Sydney 2000 Torch Relay especially helped the company to reach out to communities across the wide continent of Australia as the Olympic flame made its journey from Uluru to Sydney. AMP staged community celebrations in many communities throughout the Relay, bringing the people of Australia closer to the excitement of the Games.

*"The ability of the Olympics to generate excitement and passion in everyone — not just sports fans — makes it unique. We saw this time and time again in the Torch Relay. It was one of the most incredible things I'd ever seen: People all over Australia coming out at all times of the day and night just to be a part of it. I don't think there is anything like it at all."*

— Paul Bachelor, Chief Executive Officer, AMP Ltd.



The Sydney 2000 Olympic Torch Relay provided Olympic partners with the opportunity to showcase their products, services and technology while also exhibiting their commitment to local communities throughout Australia. Olympic transportation partners supported the Torch Relay by ensuring that Relay officials, Torch runners and the Olympic flame successfully reached their checkpoints and destinations along the relay route. Ansett carried the Olympic flame overseas to Australia, and Holden and Harley Davidson supplied vehicles on the mainland.





*Energy Australia provided the Olympic Cauldron, as well as all of Stadium Australia and other venues, with 100% renewable energy. Olex Cables, a Sydney 2000 Supporter, worked with Energy Australia to place all power underground.*

## **The Environment**





Environmental conservation has become an increasingly important part of the Olympic agenda, and Sydney 2000 accepted the challenge of hosting the “Green Games”. The staging of the Olympic Games became a showcase for environmental efforts and for the ways in which the technology and innovation of Olympic sponsors can further the environmental agenda.

Olympic sponsors made individual efforts and collaborated on joint initiatives to make the Sydney 2000 Olympic Games the most environmentally friendly large event in the world. Supporting the Olympic Movement’s emphasis on environmentalism and Australia’s commitment to natural conservation, Olympic sponsors worked with the Organising Committee to find the most environmentally responsible solutions for staging the Games.

Sponsors took a proactive approach to the environmental agenda, concentrating not only on the collection, removal and disposal of waste from Olympic areas, but also focussing on the materials that would be brought into Olympic areas in the first place. Sponsors brought ingenuity to the Sydney 2000 environmental effort, providing such necessary resources as energy, furniture and food service items that were made from recycled material and biodegradable sources.

To meet the power demands of Sydney 2000, Energy Australia undertook the largest electrical infrastructure project ever in Australia. In the spirit of the “Green Games”, Energy Australia brought environmentally sound solutions to the staging of the Games, providing Stadium Australia and the Olympic Cauldron with 100-percent renewable solar, hydro, landfill and wind energy. This effort was estimated to have saved more than 12,500 tons of carbon dioxide from being released into the atmosphere from coal-burning operations each year.

Nearly every Olympic partner employed innovative means to contribute to the “Green Games”.

-  Xerox took every measure to preserve natural resources through the use of recycled “Green Paper” for Olympic documents.
-  Mizuno provided clothing and other equipment made from recycled material.
-  Olex Cables worked with Energy Australia to ensure that all power resources would be located underground.
-  Visy, CleanEvent, Waste Services NSW and Pacific Waste Management provided staff and recycling equipment to keep the Olympic environment clean.



*Waste management and recycling partners – Visy, CleanEvent, Waste Services NSW and Pacific Waste Management – helped to make Sydney 2000 a remarkable environmental success.*



*The Visa Olympics of the Imagination programme received hundreds of thousands of applications from around the world. Contest winners from 25 countries earned a trip to Sydney for the Olympic Games.*

## **Education**

*"Why did I restore the Olympic Games? To strengthen and ennoble sports, to ensure their independence and duration, and thus to enable them to better fulfill the educational role incumbent upon them in the modern world."*

*– Baron Pierre de Coubertin*

Education is intrinsic to the Olympic Movement. SOCOG and the AOC developed one of the most innovative Olympic education programmes ever, managing to touch every school child in Australia. Olympic sponsors provided great support for Olympic educational programmes, teaching Olympic values and heritage while demonstrating their corporate commitment to youth and society.

Visa Olympics of the Imagination challenged school children to create original artwork that interpreted the Olympic motto, "Citius, Altius, Fortius". Visa Olympics of the Imagination attracted more than 400,000 applications from children worldwide and enabled 36 contest winners from 25 countries to attend the Sydney 2000 Olympic Games.

Coca-Cola Olympic Club Sydney & the POWERaDE Training Camp offered 300 teenagers from around the world the opportunity to experience the Olympic Games.

McDonald's brought more than 400 children from around the world to Sydney for the International Olympic Youth Camp. These 400 McDonald's Olympic Achievers were selected based on their exceptional records in school, sports and community service. McDonald's restaurants in 96 countries participated in the Olympic Achievers programme.

The Westpac Real Ideals programme invited more than 3 million Australian students to undertake projects that demonstrated the Olympic ideals of teamwork, goal-setting and achievement. Grand-prize-winning teams won trips to the Sydney 2000 Olympic Games. Westpac also was the presenting sponsor of such youth-oriented programmes as the 2000 National Olympic Education Programme and the 2000 Pacific School Games.

Fairfax produced three issues of *O-News*, an educational Olympic publication that was delivered to 3.5 million school children throughout Australia as part of the Olympic Educational Programme.

The Olympic Movement has also pioneered sports medicine research, and since 1996 has awarded the Olympic Prize for Sport Science, endowed by Pfizer, one of the world's leading pharmaceutical companies. At Sydney 2000, the Olympic Prize was awarded to John O. Holloszy, M.D., of the Washington University in St. Louis, Missouri (USA), for his contributions to the science of enhanced athletic performance.



*McDonald's brought 400 children to Sydney from around the world to participate in the International Olympic Youth Camp.*

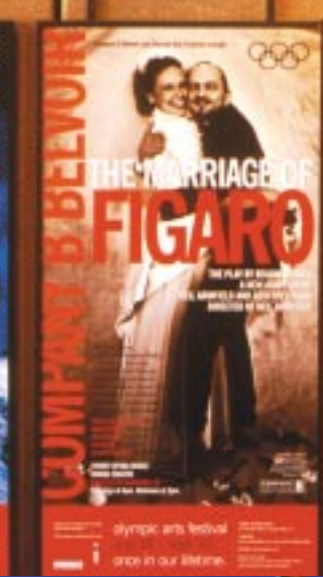


### **The Olympic Arts Festival**

In addition to the Olympic sponsors' association with the world's greatest sporting event, the Olympic Games provide companies with the opportunity for involvement in one of the world's foremost arts festivals. The cultural dimension of the Olympic programme has grown considerably in recent years, providing Olympic sponsors with hospitality and other promotional opportunities in the art world throughout the four-year lead up to the Games.

A traditional part of the Olympic celebration, the Olympic Arts Festival in Sydney was a four-year cultural phenomenon, with a series of four themed programmes: *The Festival of the Dreaming* in 1997, *A Sea Change* in 1998, *Reaching the World* in 1999 and *Harbour of Life* in 2000. Each programme and each year featured cultural events, both indigenous and worldly, that encompassed all art forms.

Fairfax supported the Olympic Arts Festival with promotional announcements and advertisements in the *Sydney Morning Herald*. Fairfax also published souvenir programmes for the wide array of cultural events that were held over the period of four years leading up to Sydney 2000.







*"All areas of execution during the Games have been outstanding — and this goes hand-in-hand with the wonderful friendliness and efficiency of the Sydney 2000 volunteers."*

*— Susan Rosenberg, Public Relations Manager,  
UPS*

## **Volunteer 2000**

Heralded as one of the greatest successes of Sydney 2000, or any Olympic Games in history, the Volunteer 2000 programme was supported by Olympic partners who helped to increase awareness of the programme, to build the spirit of volunteerism and to provide necessities to the corps more of than 45,000 volunteers.

Volunteers outfitted in Bonds apparel took on a hero-like status during the Games, as the athletes and spectators came to know and recognise the volunteers' commitment to the success of the Games. The Bonds volunteer outfitting programme was acknowledged to be Australia's largest-ever peacetime outfitting effort. Fairfax provided volunteer recruiting and promotional announcements in *The Sun-Herald*. Swatch provided the Sydney 2000 Volunteers with commemorative Olympic watches.

Many Olympic sponsors, through their human resources departments, developed internal programmes to assemble and provide Sydney 2000 volunteers, providing the Games with critical support staff from the ranks of their own personnel.

## Supporting the Olympic Dream

Sydney set out to stage “The Athletes’ Games”, and in turn challenged the Olympic sponsors to enhance the athletes’ Olympic experience. The Sydney 2000 Olympic Games provided Olympic partners at all levels with the opportunity to demonstrate their commitment to sport and society by providing assistance for Olympic athletes and hopefuls.

Samsung helped athletes share the Olympic experience. The Athletes Family Host 2000 programme enabled nearly 1,500 athlete family members from 123 countries to travel to Sydney and stay with local host families. The “Share the Moment Call” programme allowed athletes to phone friends and family anywhere in the world during the Games.

Ansett Australia and the Official Olympic Airline team helped Olympic athletes from around the world reach the Sydney 2000 Olympic Games — by flying them to Australia. Ansett provided passage to Sydney for thousands of Olympic athletes, coaches and officials.



84% of Sydney 2000 spectators agreed that sponsorship does help make it possible for national teams to attend the Olympic Games.



*“Our aim was to support athletes and their families as well as provide ... entertaining and memorable Olympic experiences. We are delighted we have been able to contribute to the spirit and enjoyment of the Sydney 2000 Millennium Games.”*

*— Il-Hyung Chang, Vice President & Head of Olympic Projects, Samsung Electronics*

*“Without business involvement in sport and the promotion that comes with that, we’d all still be playing in our backyards.”*

*— Richard W. Pound, Q.C., Chairman, IOC Marketing Commission*



*Monique Hennigan: Olympic gold medalist and UPS employee*

*Westpac proudly supported the Olympic dreams of Susie O'Neill and several other Olympic medal hopefuls.*

Olympic sponsors around the world develop job opportunity and career development programmes to assist Olympic athletes in their lives off the field of play. Athletes find the support and time that they need to train for the Olympic Games as well as the opportunity to develop skills and abilities outside of sport. Sponsors often find these programmes have a substantial positive impact on staff morale.

Westpac employed more than 50 Olympic and Paralympic hopefuls, assisting them in their quest to become part of Australia's Olympic team by enabling them to balance their career development with the demands of training and competition.

Monique Hennigan, a UPS employee from the United States, won gold in Sydney as part of the U.S. Women's 4 x 400-metre relay team. Through the UPS Athlete Training Assistance Programme, qualified UPS employees received time off and financial assistance to pursue their Olympic dreams. Thirty-one UPS employees received assistance throughout the programme's history.



Two out of every three Olympic athletes at Sydney 2000 indicated that Olympic marketing was their sole source of financial support for training and development.



Since 1997 the IOC has worked with members of the World Federation of Sporting Goods Industries in expanding support for athletes throughout the world and actively promoting the Olympic ideals. In Sydney, Nike stepped forward to provide the most technologically advanced sporting apparel and equipment for the Australia Olympic team and others.



THE OLYMPIC GAMES ARE THE WORLD'S PREMIER SHOWCASE FOR THE SPORTING GOODS INDUSTRY.

The Foster's Sports Foundation was established and is underwritten by Carlton and United Breweries, a Sydney 2000 sponsor and a supporter of Australia's Olympic efforts for half a century. The Foundation contributes exclusively to Olympic athletes who have never won medals before and who have no sponsorship support of their own, providing necessary funding to assist Australian Olympic hopefuls.

Cause-related marketing was a strong platform for Sydney 2000 Olympic sponsors. Bonlac and Pacific Dunlop each ran highly successful programmes where the sale of goods resulted in direct financial support for the Australian Olympic team.



## Making the Olympic Games Happen

Olympic partners today bring far more than financial support to the Olympic Games. Their involvement through technology, expertise, products and personnel is fundamental to the actual staging of the Games.

Building and managing the technology infrastructure for the Sydney Games was the “largest, most complex information technology challenge in the world”, according to Tom Furey, IBM General Manager, Worldwide Olympic Technology.

- IBM wrote and tested more than 13 million lines of software code before the Games began.
- Nearly 6,000 IBM personnel provided technology support for the highly complex Games infrastructure.

Swatch Timing marked the moments that would be recorded in the annals of sport to the thousandth of a second.

- Swatch brought to Australia more than 250 timekeeping specialists and technicians.
- Swatch brought more than 300 tons of timekeeping equipment, including scoreboards, computers, cameras, photocells and starting blocks.





Kodak's technology and products provided essential services for the world's media and vital support for the medical needs of Olympic athletes. The company built and maintained the world's largest photolab in Sydney Olympic Park. Kodak also contributed its latest health imaging equipment to x-ray and diagnose athletes' injuries, allowing each athlete's personal physician to provide instant advice and care from anywhere in the world.



Kodak Health Imaging medical equipment was used to perform 1,948 diagnostic exams for 1,410 athletes. The Kodak Imaging Center in the Main Press Centre processed 6.3 million pictures for more than 1,000 accredited photographers at Sydney 2000.

Physio Sport, a Unilever brand developed in conjunction with the IOC and its Medical Commission, provided a massage centre in the Olympic Village offering sports services for athletes. Physio Sport is the first-ever line of bodycare products developed exclusively to meet the needs of world-class athletes. Royalties from the sale of Physio Sport products contribute to the Olympic Movement's efforts in the field of sports medicine.

Matsushita brought people closer to Olympic action by providing Panasonic large screens for Stadium Australia and nine other competition venues, as well as for six Olympic Live sites throughout the city of Sydney.



The Telstra Millennium Network consisted of more than 4,800 kilometres of optical fibre and provided approximately 30,000 new phone and fax lines for the Olympic Village and Media Centre. It also had the capacity for more than 15,000 mobile phones for Olympic media and officials, 280 video links, 3,200 audio links, 250 data links for timing and scorekeeping, and 60 private cable TV channels that provided live feeds to the IBC and the Olympic venues.

BHP provided more than 130,000 tons of steel for the construction of Sydney 2000 Olympic Games venues, facilities and infrastructure. BHP's Cannington Mine also provided more than a ton of silver for the Games.



86% of Olympic athletes at Sydney 2000 believed that sponsorship contributes greatly to the staging of the Olympic Games. 80% of Sydney 2000 spectators believed that sponsorship contributes greatly to the staging of a successful Olympic Games.

*"Milestones in technology are falling like world records during the 2000 Olympic Games. Cutting-edge advances in Internet publishing, telecommunications, material sciences and medicine all are on display in Sydney, allowing the Games themselves to go higher, faster and stronger than ever before. Advance technology is so embedded in Olympic culture, in fact, that the event would die without it."*

— *The Salt Lake Tribune (United States)*

## Bringing the Olympic Games to the World

Olympic sponsors play a critical role in promoting the Games around the world, bringing people closer to the Olympic experience and assisting the Olympic Movement in communicating its core messages. Through programmes, events and promotions, Olympic sponsors help to enhance the Olympic experience for people around the world.

At Sydney 2000, Olympic sponsors shared the spirit of Olympism and brought the Olympic Games to the people of the world through innovative and exciting programmes.

Coca-Cola Redfest brought 90,000 spectators throughout Australia closer to the action at the Sydney 2000 Opening Ceremony, as the company hosted public gatherings in all five Australian state capitals to commemorate the event. Coca-Cola Radio helped to bring the Games to thousands of listeners in 13 countries.

Telstra's Hero-Fax programme was immensely popular during Sydney 2000, allowing fans to send faxes of congratulations and support to their favourite Australian Olympic athletes.



*"We are pleased that our programmes — from Coca-Cola Radio, with 58 participating stations from 13 countries, to the Coca-Cola Olympic Pin Trading Center ... continue to resonate with consumers and enrich their Olympic Games experiences."*

*— Peter Franklin, Director of Olympic Management, The Coca-Cola Company*





IBM FanMail enabled fans from 199 countries to send more than 371,000 messages of congratulations to their favourite Olympic athletes and teams. At the IBM Surf Shack at Darling Harbour, more than 78,000 visitors and Olympic fans surfed the Internet and browsed through 4,237 home pages created by Olympic athletes with help from IBM.

Launched in June 1997 and spanning more than twenty Australian cities in six months, the Olympic Journey was a travelling museum of Olympic Games history and memorabilia. The Olympic Journey was presented by Team Millennium Olympic Partners Westfield and Westpac, and supported by AMP, IBM, Coca-Cola and others. The Olympic Journey attracted fifteen to twenty thousand visitors to each parade and exhibition.

Westfield Shoppingtowns located throughout Australia provided local communities with opportunities to share in the spirit of the Olympic Games, with special Torch Relay changeover events in five states. Westfield also provided communities with Sydney 2000 information desks and trained its own customer service representatives to provide news regarding the Games.



Kodak brought their latest digital imaging technology to the Games, allowing sports fans, athletes and media to transmit photographic images around the world. Kodak Picture Planet in Sydney Olympic Park attracted thousands of spectators and allowed them to send electronic postcards and to experience the latest imaging technology firsthand.

# The Business of Olympic Sponsorship

*"At the end of the day, what sponsors receive from an official affiliation depends on how well they leverage it."*

— *New York Times (United States)*

THE OLYMPIC GAMES IS THE WORLD'S GREATEST MARKETING PLATFORM, OFFERING UNMATCHED OPPORTUNITIES FOR corporate enhancement. There are innumerable opportunities for companies to participate in the Olympic Games, to connect with the people of the world, and to align their brands with the Olympic Image. An opportunity, however, is nothing unless it is fulfilled.

Partnership with the Olympic Movement is ultimately a business investment. Olympic sponsors have many diverse reasons for investing in the Olympic Movement, but Olympic partnership is only a sound business decision if sponsors meet their corporate objectives.

Sydney 2000 was an exercise in sport sponsorship at its best. The full scope of sponsorship was engaged, and the business of sponsorship thrived. From the TOP Partners to the domestic Sydney 2000 sponsors, from corporate world leaders to growing Australian companies, Olympic partners built upon the Olympic Games platform to ensure that the partnership delivered a strong return on the investment.

*"We leverage our Olympic sponsorship in lots of different ways that differentiate and enhance our brand. We use it in a way that helps us build relationships with key clients and people who sell our products. We use it in a way to motivate our people to sell product, and we use it in a way that motivates and makes our employees feel better about the company. For all those reasons and all those ways we use it — we get a return on our investment."*

— *Steve Burgay, Senior Vice President, Corporate Communications, John Hancock*



## Brand Enhancement

The Olympic values of honour, integrity, determination and commitment to excellence are qualities that many sponsors share with the Olympic Movement. The Games also possess attributes that reflect well upon Olympic sponsors and project a positive image to the world: dignified, worldly, global, modern, multicultural, dynamic. The Olympic Games give voice to sponsors who seek to communicate these values more effectively.

*"There is not a person on our planet that cannot identify with the Olympic Games and what it stands for. The Olympic Games is the celebration of what life is truly supposed to be about — a celebration of humanity. There is not a company in the world that does not want to identify its very character and products in that light."*

— Mark Dowley, President, Marketing Communications Group of Companies, McCann Erickson WorldGroup

*"We're now looking very seriously at taking the Bonds brand to be an international brand as a result of being in the Olympics."*

— Kelvin Aldred, Corporate Manager, Marketing & Olympic Programmes, Pacific Dunlop

*"We use the Olympics across our entire marketing mix. We're a company that markets very heavily the brand — we are able to borrow the Olympic brand's attributes. We're a company that is global in nature. We're worldwide, yet we're local — and that's what the Olympics brings."*

— Tom Shepherd, Senior Vice President, Marketing Partnerships & Sponsorship, Visa International

*"As [Senior Vice President, Corporate Communications, Steve] Burgay of John Hancock puts it, 'People love to touch the magic of the Olympic rings'."*

— The Chicago Tribune

## Showcasing Products and Services: Partnership on the World's Stage

The Olympic Games is staged upon an immense and complex infrastructure, and as such the Games present an unrivaled business opportunity. The greatest event in the world is staged under the watchful eyes of the entire business community, thousands of media, millions of consumers on-site and billions more around the world.

The Olympic Games is unmatched in its showcasing opportunities. There is no better platform on which a company can demonstrate its products, services, expertise, know-how and personnel. By delivering products and services under the most testing of circumstances in the global spotlight, each Sydney 2000 sponsor proved it could deliver and generated new opportunities to grow its business.

IBM demonstrated its global technology leadership at the Sydney 2000 Olympic Games by building and managing the Games' information technology infrastructure. More than 78,000 people also explored IBM's involvement and support for Sydney 2000 through IBM's Olympic technology showcase the IBM Surf Shack in Darling Harbour, and another 40,000 people experienced the travelling IBM technology showcase that followed the Torch Relay throughout Australia.



*"The Olympic Games have been an unmatched marketing platform for showcasing IBM technology on a global stage."*

*— Eli Primrose-Smith, Vice President,  
Worldwide Olympic and Sports  
Sponsorships, IBM*



*"[The Olympic Games] gives Xerox a chance to showcase our technology in front of a world body, and it also gives us a chance to showcase our people and our services and the solutions that we can bring to the world's premier sporting event."*

*— Terry Dillman, Manager, Worldwide Olympic Marketing, Xerox*

Olympic Rendezvous @ Samsung in Sydney Olympic Park played host to approximately 1.1 million visitors who came to enjoy the entertainment and to experience Samsung's mobile digital showcase. Athletes and visitors also made more than 42,000 free telephone calls to friends and family through the Samsung "Share The Moment Call" programme.



63% of corporate guests at Sydney 2000 believed that the Olympic Games is a good place to showcase sponsor products and technology.

*"Sponsorship of the Sydney 2000 Olympic Games as Worldwide Partner has proved to be a powerful marketing tool for Samsung. Through our programmes we demonstrated our leadership in wireless communications technology globally, and leveraged our key business strategies for the twenty-first century."*

*— Il-Hyung Chang, Vice President & Head of Olympic Projects, Samsung Electronics*

## The Corporate Olympic Spirit

Olympic partnership provides a powerful platform for motivating personnel and inspiring corporate morale.

John Hancock's worldwide Olympic sponsorship offers the company's 200,000 selling partners a chance to feel the excitement of the Games and to bring the Olympic spirit to their communities. John Hancock has developed a tradition of grass-roots, community-oriented initiatives, such as hosting appearances and speaking engagements with Olympic athletes. Through such initiatives, John Hancock works with the company's most effective selling partners and is able to enhance the image of John Hancock within local communities.

McDonald's rewarded top personnel with the opportunity to represent the company at the Olympic Games. Nineteen countries representing close to 63 percent of McDonald's restaurants sent 600 international crew members to Australia to work at the Games. The programme set goals for McDonald's employees, enhanced corporate morale and helped to affirm McDonald's association with the Games within the minds of the local public throughout Australia.





Westpac selected 400 employees as volunteers for the Sydney 2000 Olympic Games, based on those employees' strong track records of volunteering in their local communities. Another 250 employees worked at special Olympic branch offices of Westpac.

Telstra created Olympic advertisements that focused on the efforts and achievements of its personnel in providing telecommunications for the Sydney 2000 Olympic Games.

*"We have shared in the pursuit of excellence, the joy of competition, the realisation of dreams and above all the celebration of life ... I am proud of the role that Telstra has played."*

— Ziggy Switkowski, Chief Executive Officer, Telstra

One of the major objectives of Adecco's Olympic Games sponsorship was to increase pride within their corporate staff by involving all employees in Olympic business. The staffing services agency used the Olympic Games to enhance corporate morale and share the spirit of the Games through the 100 Day Countdown programme, an on-line daily countdown that provided Torch Relay updates, news about Adecco Olympic activities, as well as interactive Olympic-related contests and trivia quizzes.

*"It galvanises the morale of the company, gives us something to pull together as a team."*

— Terry Dillman, Manager, Worldwide Olympic Marketing, Xerox

## Olympic Business Results

*"We increased the valuable customer base by something like 25 percent over that period. We worked on various customer groups and saw the penetration of that customer group with products increased by 40 percent."*

– Paul Batchelor, Chief Executive Officer, AMP Ltd.

Olympic partnership provides clear business results through enhanced business-to-business opportunities, making direct contact with consumers and increasing activity in the marketplace.

Olympic sponsorship has been a highly effective vehicle for companies that seek to target and tap into a particular market in a specific geographical locale. Domestic Olympic Games sponsors used the Sydney 2000 to establish or reaffirm their positions of prominence within their home country of Australia. Worldwide sponsors maximised this unmatched opportunity to push products and services into key local markets around the world.

Xerox has announced 20 percent growth in Australia in 2000 as a result of Olympic sponsorship, double the company's normal business growth in the country.



*In Sydney Olympic Park, McDonald's high customer volume during the time of the Games resulted in an average serving time of 30 seconds per customer. Over an 18-day period, 1.2 million McDonald's meals were served at venues in Sydney Olympic Park alone.*

*"McDonald's is one of the truly global brands and I think people expect us to be there ... On top of that, what company would not want to be associated with the Olympic ideals of fair play, integrity and purity?"*

– James Cantalupo, President and Vice Chairman, McDonald's





*Coca-Cola sold more than 10 million drinks on-site at the Sydney 2000 Olympic Games.*

*"There are a number of benchmarks that we use to gauge the success of our involvement in the Olympic Games. Everything from the number of local countries that develop and execute Olympic-related marketing programmes, to the results that we see on our business sheets. Have sales gone up? Are we getting extra marketplace activity? Those are really the key indicators of success."*

*— Chuck Fruit, Vice President and Marketing Chief of Staff, The Coca-Cola Company*

Samsung's Olympic sponsorship garnered the company a 5 percent increase in unaided awareness of the company's wireless telecommunications business; a 3 percent increase in positive consumer opinion of the Samsung brand; and a significant increase in wireless sales.

Southcorp Wines used the Olympic Games build the brand at home and abroad, and to open new international markets. Southcorp announced that the Lindemans brand grew 32 percent in Australia and 74 percent worldwide as a result of Olympic sponsorship. The Lindemans Olympic Road Show hit every major city in Australia, communicating how retailers could reap benefits from Lindemans' Olympic partnership. The Lindemans Wine Bar in Sydney Olympic Park enhanced the Lindemans brand, generated sales and sparked media interest.

At Sydney 2000, Visa International achieved new highs in its 14-year Olympic partnership, with record volumes of card payments of nearly US\$14 million at Olympic venues from 294,610 transactions in 17 days.

*"Through our Bonds business we will generate in excess of 50 million dollars worth of incremental business."*

*— Kelvin Aldred, Corporate Manager, Marketing & Olympic Programmes, Pacific Dunlop*

## A Global Marketing Platform

As an event that commands the focus of the media and the attention of the entire world for 17 consecutive days, the Olympic Games are the most effective international corporate marketing platform in the world, reaching billions of people in more than 220 countries throughout the world. The Olympic Games imagery and values communicate unequivocally across national, linguistic and cultural borders. As an integral part of the Games, an Olympic sponsor is granted the unparalleled opportunity of assuming a prominent position on the global Olympic platform, sharing the spotlight and speaking to every corner of the globe.

Visa aggressively promoted Sydney and Australia to a worldwide audience over the past three years, using 'Australia Prefers Visa' as its advertising platform. Overseas Visa cardholder spending in Australia grew 23 percent year on year to a record US\$1.55 billion in 1999, an impressive rebound from the Asian economic crisis.

The media attention generated by the Olympic Games cannot be matched. Samsung has reported that the company's Olympic marketing activity generated a total of 1,642 media stories in print and television throughout the world.

McDonald's restaurants around the world were united by the Olympic spirit in 2000, as the company made significant use of the Games in promotions and advertisements. Over 98 percent of McDonald's restaurants ran Olympic-themed promotions, in-store programmes, brand advertising and programmes co-ordinated with local Olympians. McDonald's restaurants in 24 countries launched image-related brand advertising campaigns to promote McDonald's involvement in the Olympic Games.

Sports Illustrated/Time, Inc. published the official Sydney 2000 Olympic Games souvenir programme and distributed 280,000 copies globally.



## The World's Premier Corporate Hospitality Opportunity

The Sydney 2000 Olympic Games developed the largest corporate hospitality programme ever, which offered unparalleled hospitality and entertainment for Olympic marketing partners. Leaders of most Fortune 500 companies travelled to Sydney in September, comprising part of the 50,000 corporate guests — more than ever before — who were entertained at the Olympic Games.



Hospitality programmes have increasingly become major components of Olympic marketing, as partners use their hospitality resources to maintain or increase revenue, to strengthen customer relationships, or to reward key employees. Olympic sponsors believed the Sydney 2000 Olympic hospitality and entertainment programme to be a great success that yielded substantial return on the partnership investment while providing once-in-a-lifetime opportunities.



Olympic partnership also helps to build mutually beneficial business relationships and alliances. By entering into the Olympic sponsorship family, a company opens doors to networking within the business community where previously no door had even existed, allowing growing brands a chance to place themselves in good company with national and global business leaders.



The IOC's Olympic Marketing Clubs in the Millennium Marquee and at the Quay Restaurant on Sydney Harbour offered distinctive atmospheres, from relaxed to refined. The club was designed as sports club for business leaders to interact.

- 📊 92% of corporate guests stated that Olympic Games sponsorship had a significant positive impact on a company's image.
- 📊 78% of corporate guests stated that Olympic Games sponsorship had a significant positive impact on corporate sales.
- 📊 84% of corporate guests thought that the Olympic Games hospitality provided a valuable opportunity for corporate networking.

*"Our guests have repeatedly described the Sydney 2000 experience as the event of a lifetime."*

— Susan Rosenberg, Public Relations Manager, UPS

*"Australians can now allow themselves the quiet satisfaction of knowing that they have thrown the best party on the planet."*

— Time Magazine

# Olympic Family Support

TO ASSIST OLYMPIC PARTNERS IN ACTIVATING OLYMPIC MARKETING PROGRAMMES, THE IOC AND SYDNEY ORGANISERS developed one of the most comprehensive global marketing support programmes ever established for a sports event.

## **Workshops**

The Olympic Family conducted a series of marketing workshops for Olympic partners in the four years leading up to the Games, dealing with such issues as Olympic Games operations, hospitality, promotions, public relations and market research. Marketing workshops were also staged for NOCs to assist in developing strong partnerships with the corporate world.

## **Dedicated Account Managers**

SOCOG, the IOC and its marketing representative, Meridian Management, established dedicated teams of account managers to service the needs of Olympic sponsors on a year-round, continuing basis, with help in activating Olympic marketing programmes and resolving partnership issues.

## **The Olympic Marketing Extranet**

The Olympic Marketing Extranet is an interactive, on-line communication resource for Olympic marketing partners, with a comprehensive Olympic research database, daily operational updates and the first-ever on-line approvals system for a sports event. The Olympic Marketing Extranet provides partners and their agencies with real-time access to resources that assist in the activation of Olympic marketing initiatives.

## **OTAB**

The Olympic Television Archive Bureau (OTAB) co-ordinates the management of the historical moving image archive of the Olympic Movement and special Olympic broadcast programming. OTAB, managed by Trans World International, makes Olympic Games video material available to Olympic marketing partners for advertising, promotions and internal purposes. With more than 25,000 hours of coverage, the Olympic archive is the most comprehensive sporting library in the world.



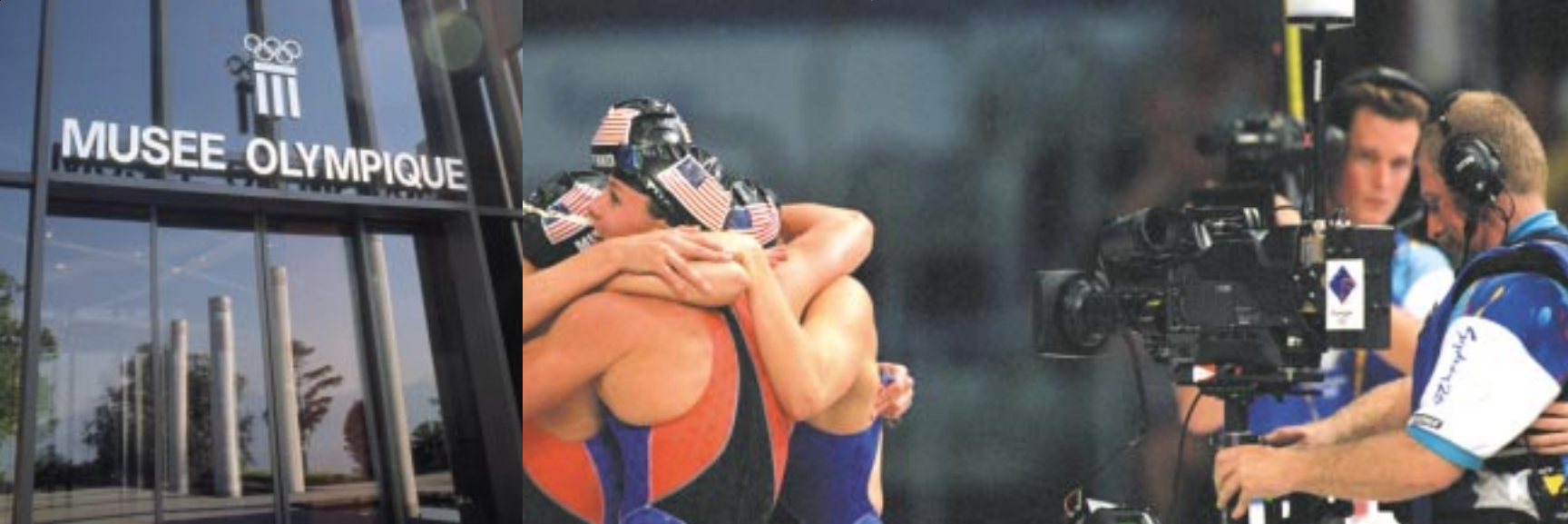
## **Olympic Marketing Manuals**

The IOC Marketing Department has produced a series of operational manuals to provide guidelines and assistance in programme development, and to maintain quality control in Olympic marketing. These manuals include the *IOC Graphic Standards Manual*, the *Olympic Marketing Ambush Prevention & Clean Venue Guidelines*, the *Olympic Broadcast Marketing Handbook*, the *Olympic Marketing Guide for National Olympic Committees*, and the *Olympic Marketing Hospitality Guide*.



## **OPAB**

The Olympic Photographic Archive Bureau, developed and maintained by the IOC in partnership with Allsport, the world's premier sports photography organisation, contains a library of more than 6 million images dating back to the first modern Olympic Games in 1896. The archive is available to Olympic partners for advertising, promotions and internal purposes.



### **The Olympic Museum**

The Olympic Museum in Lausanne is a vital resource for Olympic partners. The facility provides partners with information and venue facilities that can help bring partners in touch with the Olympic Games. Partners have used the Olympic Museum for product launches, global marketing conferences and corporate board meetings.

### **Olympic Games Film Crews**

Through the Sydney Olympic Broadcast Organisation, the host broadcaster, the IOC provided partners with dedicated camera crews that worked on-site at the Olympic Games to document the Olympic partners' participation in and contributions to the staging of the Olympic Games for the creation of in-house and corporate videos.

### **Research**

Since 1984 the IOC has commissioned extensive Olympic marketing research projects on Olympic sponsorship, the Olympic Image, Olympic broadcasting and other marketing-related issues. An extensive database of research results is available to all Olympic marketing partners. The IOC conducted an extensive research programme at Sydney 2000, working with leading research companies Sports Marketing Surveys, Ipsos Reid and Harris Interactive.

# The Sydney 2000 Partner Recognition Programme

THE OLYMPIC FAMILY ESTABLISHED A NEW STANDARD FOR PARTNER RECOGNITION at Sydney 2000, with new initiatives and an increased effort to raise awareness of the contributions made by Olympic partners.

## **Signs of Partnership: Sponsor Presence**

More than 8,000 banners lined the streets of Sydney, adding to the city's festive atmosphere and providing concentrated penetration of partner logos in strategic locations throughout Sydney and in Sydney Olympic Park. The banners featured the logos of TOP Partners and the Team Millennium Olympic Partners, paying tribute to the sponsors that made the Games possible.

Sydney 2000 partner recognition obelisks greeted Olympic spectators, Sydney visitors, Olympic athletes, media and broadcasters at 207 locations in Sydney Olympic Park, the Athletes' Village and the city of Sydney. The structures incorporated the Look of the Sydney 2000 Games, the logos of Olympic partners and a message of appreciation. Video recognition of the contributions of the Olympic partners was shown on large screens in the Sydney 2000 sporting venues before Olympic competitions.





“Every two years the world comes together for an extraordinary event called the Olympic Games. ... These moments belong to us all and are made possible, in part, with the help of our Worldwide Corporate Partners. Not only do these companies understand the importance of the Olympic Movement, but they have provided food, shelter, training facilities and more to the world’s athletes. We thank them for their dedication and ask the world to return the favour by supporting the companies that advance the spirit of the Olympics.”

—From “Celebrate Humanity”

## **Media**

For the first time at the Olympic Games, a Marketing Media Office was established at the Main Press Centre in Sydney to provide the Olympic partners with a facility to maximise media relations and public relations opportunities before and during the Games.

The IOC produced a special advertising section for *Fortune* (International) magazine titled “Olympic Marketing: Striking a balance between business and sport”. The piece focused on the role of marketing in the Olympic Games, the value of Olympic partnership and the financing of the Olympic Movement. The “Celebrate Humanity” creative was extended to identify the TOP Partners and to recognise their contributions to the Olympic Movement.

Sydney undertook an advertising campaign to raise awareness of the Team Millennium Olympic Partners and to encourage the public and the media to support “The Team Behind the Dream”. *The Olympic Report*, a daily Games-time publication of the IOC, recorded and summarised media focus on Olympic sponsorship and marketing issues.

*Sydney 2000 Men's 200-metre gold medalist Michael Johnson was featured on an electronic partner recognition postcard. His message was sent to TOP Partner employees around the world: "The Worldwide Olympic Partners are an important part of every Olympic team. On behalf of Olympic athletes from around the world, I'd like to thank you for your support."*



## **Promotions & Initiatives**

Olympic Good Sports was an interactive promotional programme for the public, the media and the Olympic Family that helped increase awareness of the Olympic partners' contributions to the Games. Good Sports, a first at the Olympic Games, offered chances to win sponsor products via 2.4 million Good Sports prize cards distributed through media partners and throughout Games venues.

Sydney 2000 Olympic Games tickets carried partner recognition.

Electronic postcards featuring memorable images from Sydney 2000 were sent to more than 1 million TOP Partner employees around the world via their corporate e-mail systems. The postcards carried messages from Olympians and other figures central to the Games, expressing appreciation for the employees' daily efforts and contributions to the Games.

The IOC produced 300,000 limited-edition partner recognition postcards. The postcard series depicted special moments from the Sydney 2000 Olympic Games and placed the logos of the Worldwide Olympic Partners in the hands of people all over the world.