

EXCLUSIVE SUPPORTERS' CLUB



Thanks to Club Coubertin '92, the provisional target of 1.7 billion FF in commercial funding which the Albertville and Savoy Olympic Games Organizing Committee is aiming to raise looks set to be achieved by the end of the first quarter of this year. Many of the major French companies have been competing for the honour of sponsoring the greatest sporting occasion in the world. Only a dozen of them will be part of this select circle, membership of which will, in exchange for a financial contribution, give a firm the right to use the coveted title of "Exclusive partner of the XVIth Olympic Winter Games". But in addition to the club, its main source of funds, the OCOG will have access to other sizeable sources of income for which in some cases, arrangements have already been made.

The Club Coubertin '92 was set up in September last year. The total number of firms within the Club should not be more than 12, and six have already been chosen, mainly for the quality of their image. In return for provision of both finance and services, each of these sponsors making a sizeable contribution to the preparations for the XVIth Olympic Winter Games obtains exclusivity of rights and services within its product category. This distinction will naturally be reflected in their marketing and promotional strategies, with emphasis being placed on their active and willing support of the Olympic project.

FIRST CHOICES : BANKING AND COMPUTING

The first members of Club Coubertin '92 were IBM France and the bank Credit Lyonnais, who signed the largest sponsorship contracts ever seen in France. After a study involving around 12 data processing equipment manufacturers, from both within

France and abroad, IBM was chosen as the official equipment supplier. Its contribution, which comprises the loan of equipment and provision of services, is valued at 200 million FF.

Within the financial sector, it was Credit Lyonnais which, after an apparently difficult choice, was selected as the official bank of the Games. Its engineering and financial advisory services are valued at 110 million FF.

The third firm to join the club was "BIS", one of the largest French agencies specializing in temporary employment. This represents a kind of reunion, since in 1968 it was BIS which was chosen as the official partner of the Winter Games in Grenoble. The firm's contribution will be of two kinds, mainly through a payment of 65 million FF and also by making available qualified personnel and a network of logistical services covering the whole of France as well as its know-how in management of the staff necessary in running the Games.



ALBERTVILLE '92



Well-known companies supporting the Games.

For its vehicle fleet, the OCOG has chosen the national car firm Renault which will be responsible for inter-venue transport of the athletes, the Olympic family, VIPs and spectators by means of private cars, commercial and industrial vehicles, coaches and buses. AGF, Assurances Generales de France, was the first company to support Albertville's candidature in 1986 and is reinforcing its support through a contribution of 50 million FF, part of which will be services in kind. In so doing AGF will become the fifth member of the prestigious club.

"There will definitely be a major air carrier, a rail carrier and a major company from the chemical industry", explained Mr. Michel Barnier, Co-President of the Organizing Committee of the Winter Games, when the Club was created and a flood of applications came in from firms wishing to contribute and thereby gain part of the prestige which this occasion brings with it world-wide. As for the railway, the choice

was probably not a difficult one. The SNCF (French National Railways) was selected for several reasons, primarily because it has no competition where national rail travel is concerned. More important, however, is the fact that the national network has for many years been a particularly active part-



ner as a result of its policy of developing lines in winter sports regions which employ public transport extensively. In December 1988, electrification of the line serving Albertville, Moûtiers and Bourg-Saint-Maurice meant that the heart of the Olympic venues can now be reached from Paris in under 4 h 30 at speeds of up to 270 km/h, thanks to the TGV, the fastest train in the world. Moreover, the SNCF has been involved with sport for many years. In 1982 it was one of the first firms to sign an agreement with the State aimed at promoting top-level sport, thus providing 25 athletes with a professional occupation while financing their training and participation in competitions. This enabled Pascal Boucherit to win the bronze medal in the canoeing at the Games in Los Angeles in 1984, and similarly three SNCF employees took part in the Games in Seoul last year : Isabelle Heberle (shooting), Claude Franclet (archery) and Martial Fesselier (walk). As a transporter, the SNCF has taken part in organizing the Trans-Jura cross-country skiing event and the Tour de France. It has also transported the boats for the Tour de France sailing race, sponsored the French motorcycle championships and several other sports events. Consequently it was to a company prepared to accept a challenge that the OCOG turned. Moreover, its current slogan of "With the SNCF it's possible" is totally in tune with the Olympic spirit.

OTHER RESOURCES

Thanks to its partners the last of whom should be known shortly, the OCOG hopes to obtain a total of several million francs. In addition to this income, its largest source of financing, there will be other revenue-earning potential, for example from the TOP 2 Programme. The marketing contracts included in this programme are managed by the IOC's agent, ISL, and involve the international sponsors for the Games in Albertville and Barcelona. At the national level, around 30 suppliers will make a contribution in specific areas, again on an exclusive basis but on a smaller scale than that of the members of Club Coubertin '92. Finally there will also be the revenue raised

by the marketing of the logo of the Games and their mascot in the form of promotional articles and various souvenirs. The OCOG will again receive a share from the sale of all these products.

The last source of income, and in fact the second largest, warrants another mention although it has already been discussed in these columns, namely television rights. CBS is to pay 243 million US dollars for exclusive broadcasting rights to the Games throughout the USA. The EBU, the European Broadcasting Union, has in turn obtained exclusive rights to broadcast in Europe for 108 million FF. Around two thirds of these sums will go to the OCOG. A public group comprising the French



Claude Franclet and Isabelle Héberle, their training for Seoul paid for by their employers.

public television and radio networks will, as host broadcaster, assume the responsibility for producing the pictures and sound from the XVth Olympic Winter Games. Antenne 2, FR3 and Radio France have signed a contract for 280 million francs for this.