

TOP II PROGRAMME MOMENTUM CONTINUES

Mr Donn Barr, editor of 'Sports Illustrated', celebrates the signing of the contract joining Time Inc. to the TOP II Programme, with a silver Cobi, the Barcelona mascot. From left to right : Messrs José Maria Vila, Director-General of the COOB'92, Richard Pound, the IOC's 2nd Vice-President and Jean-Albert Corrand, Director-General of the Albertville/Savoy 92 OCOG.



A further three companies joined the IOC World-Wide Marketing Programme — TOP II — in November, bringing the total number of sponsors to eight.

The International Publishing Group — Time Magazine Inc. — re-signed for TOP, and was joined by newcomer Mars Inc., the snack-food and confectionery company, and EMS, the courier express package service division of the world postal authorities.

Time and its sister publication, *Sports Illustrated*, will again be working closely with the Olympic Family on a number of different publishing opportunities, including souvenir programmes for the Games as well as official books. It is also hoped to continue the very successful "Time Olympic Challenge" promotion, whereby the

world's leading agencies designed advertisements promoting the Olympic Movement.

Mars has been involved with Olympic Sponsorship before, both as a sponsor of the Los Angeles Olympics and of various NOCs, but never on a world-wide basis. Mars, whose products are sold throughout the world, will be launching a wide range of promotions through retail outlets in support of the Olympic Movement.

The courier category for TOP II will be taken up by EMS, led by the United States Postal Service — USPS. The rights are being

syndicated around the world to the individual national postal authorities, who will also be planning an expansion of their Olympic philatelic programmes. The sponsorship was announced at the recent World Postal Union Conference in Washington, attended by over 170 Postal Unions from around the world.

The IOC's 2nd Vice-President, Richard Pound, who represented the IOC at the recent signing ceremonies in the US, commented: "TOP has clearly become the

world's foremost sports marketing programme in terms of forming a true partnership between companies and sport. The Olympic Movement is now beginning to reap the benefits of this partnership — not just in financial terms, but in technical and promotional areas as well. With eight sponsors now on board, and several more at the stage of final negotiation, we are looking forward with ISL to a very successful programme that is going to help everybody — the Olympic athletes, the NOCs, the Organizing Committees and the IOC".



Mr Franck, Post Master General for the USA, with employees who are former Olympians, celebrating the signature of the TOP II Programme.