

# THE TOP PROGRAMME TWELVE OLYMPIC PARTNERS



*The IOC President with Messrs Didier Forterre, Nelson Paillou, Jean-Claude Killy, Michel Barnier, François Carrard, Raymond Gafner, Michael Payne, and Miss Michèle Verdier present the TOP II Programme to the press.*

The sponsors of the IOC's worldwide marketing programme TOP were officially presented to the French sporting and business press at a special marketing conference staged by ISL in Lausanne on 17th January.

**T**he conference, which was attended by the IOC President, as well as the Co-Presidents of the Albertville COJO, Messrs Jean-Claude Killy and Michel Barnier, French NOC President Nelson Paillou and

IOC Director-General François Carrard, was designed to explain the role of the sponsors in the staging of the Games and the valuable support that they provide for the Olympic Movement.

The TOP Programme, which in just a few years has grown into one of the world's foremost sports sponsoring programmes, was launched in 1985 in response to the wish by President Samaranch to diversify the revenues of the IOC and the Olympic Movement, avoiding the dangers of being too dependent on a single source of income.

TOP I, which was developed by the IOC with its marketing agent ISL, attracted the support of nine international companies. An indication of the original success of the programme is the fact that eight of the original nine sponsors automatically renewed for TOP II.

The programme has now been completed with the signing of the twelve sponsors - Bausch and Lomb, EMS, Mars and Ricoh, joining the charter eight sponsors, Coca-Cola, Brother, Kodak, 3M, National/Panasonic, Philips, Time and Visa.

As sponsors of the TOP the twelve companies enjoy worldwide product exclusivity, supporting the IOC, the Albertville Winter Olympic Games, the Barcelona Olympic Summer Games and the 160 NOCs which have signed up for the programme.

During the course of the press conference, President Samaranch went on to explain the role that the TOP sponsors play in supporting and promoting the Olympic Movement, in particular the provision of technical services and expertise to the OCOGs to help in the staging of the Games. The TOP Programme has been established without compromising some of the fundamental principles of IOC policy, namely that sport must run sport and not be dictated to by commercial interests. "The Olympic Games are the only major sporting event with mass media coverage which does not sell advertising space at the various competition venues", commented the IOC President.

In answer to journalists' questions, the President described how the revenue obtained is divided up. Just over half the

revenues, targeted for TOP II to exceed US\$ 175 million, will go to Organizing Committees (a third to Albertville and two thirds to Barcelona), with the other half distributed among the NOCs and the IOC, the IOC taking overall less than 7 %. Defending this marketing policy, Mr Samaranch said that sport needed finance for its own survival. Noting that a study is under way of how to reduce the number of sports disciplines and check the worrying increase in the number of athletes at the Games, he stressed, however, that providing financial aid to the NOCs did not mean encouraging Olympic tourism : "The Games must remain a high-level competition."

## TECHNICAL SUPPORT FOR THE GAMES

Much of the value of the TOP Programme to the OCOGs is the technical expertise and support that the sponsors bring to the logistics of the Games.

*Representatives of the twelve official sponsors of the TOP2 programme.*



This support ranges from the key technical role played by Kodak with the Games accreditation systems and photoprocessing for the 1,200 accredited photographers in Albertville and Barcelona, to the food and beverage support that will be provided to athletes, officials and spectators by Coca-Cola and Mars.

Much of the technical support is focused on the media and broadcast operations. From Brother, with its typewriter service to the journalists, to the audio and video and broadcasting facilities to be provided in Barcelona by Philips, Panasonic and 3M.

Ricoh will be expanding its special Olympic fax network to support on-site operations in Barcelona, and Time will be using its publishing expertise to help the COOB produce the official programme - having gained by the experience of its previous work with the official programmes for Calgary and Los Angeles.

A first in 1992 will be the special optical and dental health care clinics that Bausch and Lomb is planning to set up in the Olympic Village. Visa will be continuing to provide its special financial services at the Games, facilitating payment of various Games services. The NOCs will have been a direct recipient of the services of EMS, when during the course of February, the invitations for Albertville were couriered around the world from the IOC headquarters.

## ALBERTVILLE '92

### TICKETS OFF TO A GOOD START

Since ticket sales began on 18th December 1990, over 100,000 have already been ordered. A total of 800,000 tickets are available for all the sports disciplines as well as the opening and closing ceremonies of the Games. At least 50 % of the

tickets are being sold to the general public, with 40% of these selling for 140 French francs or less.

Reserving your tickets is a simple matter. Go to a branch of Credit Lyonnais, the banking partner of the Games, or to a Renault car sales office and pick up the 24-page brochure which presents the ten Olympic venues, explains what to do and contains the order form to send off once you have made your choice. 100,000 of the 400,000 tickets on sale have already been reserved, a result which has delighted the COJO. Half the reservations, not be confused with firm orders, have so far come from the Rhône-Alps region, 20 % from the Parisian region and 30 % from the rest of the country. In other countries one should contact the NOC, which generally entrusts the sale of its share of tickets to a travel agency.

### UNTIL 15TH MARCH

The biggest seller so far is the JO (Olympic Games) Pass which combines two to five tickets sold together in various combinations. In addition, as these tickets are not issued in someone's name they can easily be exchanged. As expected, the Espace Killy combination of men's downhill and freestyle skiing at 240FF is proving the most popular. Trois Vallées is offering the women's downhill and Nordic combined ski jumping and cross country for 240 FF. In a different price category (1640 FF), the Passion combination includes the opening ceremony, ski jumping, freestyle, women's combined downhill and figure skating. But skating lovers will choose the Glace (ice) 2 package at 1480 FF which offers the most complete selection : ice dance, figure skating and speed skating. The JO Schuss (GO) package offers a different kind of stay, enabling visitors to participate actively in the Games by skiing themselves, thanks to a six-day package which combines tickets for various competitions with a six-day ski pass. This pre-reservation phase will continue until 15th March, after which you will have to wait until May in order to buy the remaining tickets individually. You can find out further information by telephoning the Games ticket office on (33.79) 92 92 92.

