

THANKS FOR THE HAND



Strong support for the Olympic Movement : the twelve TOP partners.

“Sponsoring, Licensing, Marketing...” The international Olympic Movement had not accustomed us to the pragmatic language of commerce and marketing. In the past, its leaders were more willing to evoke the grand ideals of modern Olympism: nobility of spirit, extolling the athlete as an individual, disseminating the ideals of peace and fraternity...

But one does not stop the other ! On the contrary...Today, to make oneself heard over a deafening media chorus and to continue to defend with fervour the ideals of Olympism, one has to obtain the help of the top professionals in communications and industry. The TOP Programme, developed by ISL for the IOC, has enabled it to join in all this modern activity, to diffuse its secular philosophy.

In order to measure the ground covered, a short look behind is needed,

towards the situation that prevailed at the beginning of the eighties... “Less than ten years ago, you can say the IOC lived from day to day, without any major financial resources,” remembers Richard W. Pound, IOC member in Canada. “The members had to pay their travel expenses whenever they attended sessions and even the Olympic Games. It was only in 1981, at the first session presided by Juan Antonio Samaranch, that the organization was in a position to reimburse partially its members’ expenses.” This was in Baden-Baden, a

SPONSORING

congress that was, moreover, to be very important for the IOC's future policy. For at the time there were worries that the major part of revenues (over 90%) generated by the Olympic Movement came from television rights. Single-source revenues carried the risk that the movement might lose its independence - and thus its unity. And, as President Samaranch stressed at the time, "unity is the IOC's main strength".

Indeed, the Olympic Movement has always been proud of not being subject to any power, be it political, financial, religious... In order to maintain this independence, it was absolutely necessary to diversify and increase its sources of income. In Baden-Baden in 1981, the decision was taken to find other sources of finance. But where ?

The reply came three years later with the organization of the Games in Los Angeles. For the first time, indeed - and thanks to the efficient management of the OCOG - these Games produced a several hundred million dollar profit, which was then distributed amongst the Olympic family and the OCOG. This commercial success - the result to a large extent of close collaboration with the most successful and dynamic companies in the country - encouraged the IOC to invite sponsorship. But the IOC's internal organization (which, we emphasize, depended mainly on volunteers) meant it could not take on the increased workload. Rather than creating its own marketing service, the IOC decided to resort to ISL, one of the main marketing agencies, whose purpose is to obtain sponsors for international sports federations.

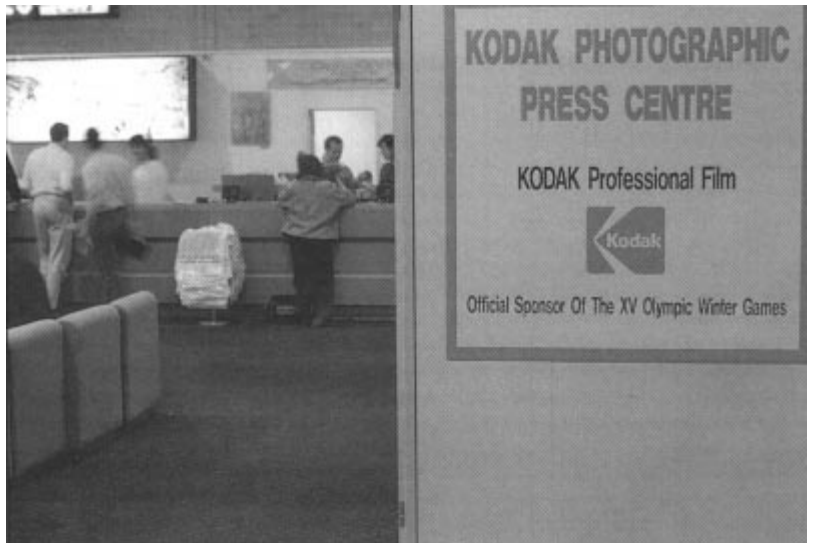
As from 1st July 1985, ISL became the IOC's exclusive marketing agency. From the beginning, ISL and the IOC's New Sources of Financing Commission chose to favour long-term partnership contracts, so that the Olympic Movement could evolve and progress as a whole.

TOP COMMUNICATION

From 1985 onwards, ISL made the necessary contacts with a certain number of

major companies and proposed that they associate the values of the Olympic Movement to their communication strategy. Perfectly logically, this was called the Olympic Programme, very quickly known by its initials TOP. TOP is already considered by many observers as the most ambitious and innovative programme of its kind. What are the principles behind it?

The first great advantage of the TOP Programme lies in "one-stop-shopping". This means quite simply that by joining the TOP Programme a commercial company does not only become an official sponsor of the organization of the Winter and Summer Olympic Games, but also the exclusive official sponsor of the IOC and of each



Signing up for the TOP Programme gives the coveted right to become an official partner of the Olympic Games. Here, Kodak in Seoul.

National Olympic Committee in 172 countries.

This enables companies to benefit worldwide from all the programme's opportunities :

1984
1988
1992

 **brother**
Worldwide Sponsor of the 1992 Olympic Games

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Sales Office in: 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

- to be able to use the Olympic symbols (the Rings, which are probably the most well-known logo in the world) ;
- to advertise their relationship to the IOC (...under the denomination "official IOC sponsor" or to any NOC (e.g. "official sponsor of the French Olympic team") ;
- to affirm their support of the Organizing Committee of the Games (...with the designation "official sponsor of the Games in Albertville/Barcelona") ;
- to have at their disposal installations for advertising, distributing and selling their products at the Games ;
- to have access to tickets for competitions and to accommodation ;
- to have priority for the best advertising opportunities in the written press and audiovisual media ;
- to have the right to chose to take part in the next TOP programme ;
- to have access to IOC archives in order to find material that can be used for promotional purposes ;
- to create collector's items that will preserve the memory of the Games and the sponsor.

And, of course, all these benefits are covered by a guarantee of exclusivity which includes entire sectors of the market (for instance, TV and audio equipment, a payment system, typewriters, non-alcoholic drinks, etc.) in order that a brand's support of the IOC is not undermined by similar activities by its competitors !

AN EQUITABLE SHARE

The TOP programme was attractive and in 1985, nine multinational companies agreed to support the IOC up to the Games in 1988 in Calgary and Seoul: this was the TOP1 Programme, which made about 100 million dollars.

In 1988, eight of the first nine members renewed their contracts at the launch of TOP2, which terminates at the end of 1992. Increased awareness of the TOP programme's commercial partners, and the fact that they chose to remain loyal to the Olympic administrators made these certain that their marketing policy was sound...

The contribution of these twelve sponsors came to over 170 million dollars, which were then carefully distributed between the components of the Olympic family :

- The Organizing Committees of the Games benefit from over 50% of the revenue from the TOP Programme.
- The IOC keeps a maximum of 7% of the sum in order to fulfil its educational mission, disseminate the Olympic ideals, collaborate with all the federations, organizations and associations linked to sport.
- Finally, the NOCs benefit from the rest of the budget (over 40%), which is mainly to support the training of athletes and their travel expenses.

A RELATIONSHIP OF TRUST

But the TOP Programme has another ambition besides making dollars: to go beyond the formal framework of a sponsoring agreement and create a real spirit of collaboration and partnership. This too has been successful. In a thousand and one different ways, the IOC partners work today so that the Olympic message and the success of the Games endure. This is doubtless what makes marketing activity at Olympic level unique: establishing a relationship of trust based on certain qualities: (...ones that are also affirmed by the world of sport) : daring, imagination, integrity, respect !

Here, in alphabetical order, are the twelve members of this family and what they will be doing to contribute to the success of the Games in Albertville and Barcelona.

BAUSCH & LOMB, leader in the world of optics, will provide an Olympic Vision Centre during the Games which will have the most sophisticated techniques. Every athlete will be able to test his eyesight, an essential factor in performance. Bausch & Lomb will also offer them a pair of its famous Ray Ban glasses, so these will also be part of the official uniform of all the NOCs. In addition, every medallist will

receive a pair of gold, silver or bronze glasses bearing the Olympic symbol.

BROTHER typewriters will equip the press centres and administrative services of the Olympic Sites. Journalists will have at their disposal, 24 hours a day, over 2500 machines (500 in Albertville and 2,000 in Barcelona), adapted to twenty different languages, as well as an efficient technical service.

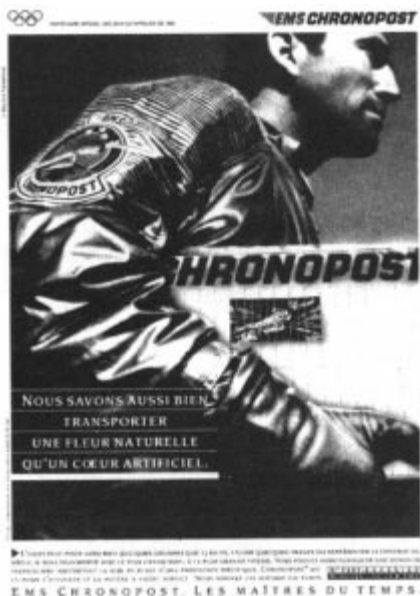
COCA-COLA is one of the oldest Olympic sponsors, having supported the organization of the Games continuously since Amsterdam in 1928. Of course, in Albertville and Barcelona, Coca-Cola will be there to refresh spectators, athletes, officials and the media. But the company will also organize a huge Pin Trading Centre, which has become an Olympic tradition. Faithful to the spirit of the Games, it wants this centre to be above all a place for meetings and friendly exchanges for the public, avoiding the overly commercial character that often exists in this domain.

EXPRESS MAIL SERVICE (EMS), whose sponsorship was started, conceived and

directed by the United States Postal Services, was in charge of the distribution of the invitations to the Games to the 172 NOCs. At the last count, everyone had safely received them...and given a positive reply. This special relationship with postal services throughout the world only heightens the importance of Olympic Philately, which is ever popular.



An additional attraction that has already become a tradition at the Games : Coca-Cola's Olympic Pin Trading Center.



Eastman KODAK was already present at the first Olympic Games of the Modern Era in 1896 in Athens. There, Kodak advertised in the official book of results. A century later, as the official Games consultant in photography, the company is organizing developing services and press centres for hundreds of accredited journalists. Over 200,000 rolls of film will be developed during the Games! Not to mention the screening of documentary films, participation in the medical field (blood testing systems and X-rays) and, lastly, in producing the 235,000 identity photos for the accreditation of the athletes, coaches, and staff at the Games...

SPONSORING



From Mars Bars and chocolate to 3M's "Post It", with other services along the way, TOP partners keep the Games going.

MARS, the "Official Snack Food Sponsor" will not only supply the Olympic Village with food (chocolate and Uncle Ben's rice). The firm wanted, through many kinds of research and conferences, to help progress in the areas of sport and nutrition. All this led to the development of an Olympic nutrition programme, aimed at athletes and coaches, and a large-scale campaign on the role of food in sports performance.

PANASONIC, which is part of the MATSHUSHITA ELECTRIC group, will, of course, supply the Olympic family with the latest video equipment to cover the Games. But, in accordance with its philosophy of "human technology", the firm is also collaborating with sports federations and NOCs by placing at their disposal video equipment designed to get the most out of individual training programmes.

PHILIPS has always played a great part in the infrastructure of the Games through its technology of image, sound and lighting in the stadiums, equipping them with mobile communication systems which include thousands of TV monitors and many wide-screen video systems. Philips will also participate in setting up a unique system of satellite broadcasts, by bringing its latest developments in the new generation of "high definition" broadcasting.

RICOH has been interested in world sport for a long time. But, for the first time, the firm has carried out a technological feat for the Olympic family : linking it by means of a fax network. This has strengthened the relationship between the IFs, the NOCs and the IOC members. It is thanks to Ricoh that information will be transferred during the 1992 Games. The firm will set up its fax machines at all the Olympic sites to facilitate the work of officials and journalists.



3M, which has a range of 60,000 products in the industrial, electronic and health markets, will supply a good part of the material necessary to the infrastructure of the Games: from construction material (such as non-inflammable flooring) to computer or tape-recording equipment,



Visa will financial services during the Games.

through the signs on vehicles and information boards to the famous "Post-it", 3M products will be everywhere throughout the Games. Besides its important contribution to the preparation of athletes and teams (fencing in France, bob in Great Britain, luge in the USA), the company has enlisted the support of the jumper Dick Fosbury and Sonja Henie, sporting legends who revolutionized their disciplines.

The **TIME** publishing group (which notably includes the famous titles 'Time' and 'Sports Illustrated', will take charge of a series of publications dealing with the Games, Olympism and sport. But TIME also intends to take part in the Centennial of the Games of the Modern Era. For this prestigious anniversary, the group has organized a big competition, open to advertising agencies round the world. The aim is to encourage, through the creative work of professionals, public participation and support for the event, and in so doing, to promote not only 100 years of the

history of the Games but also 100 years of the Olympic spirit...

Finally, **VISA** will take care of financial services during the Games, from general information to practical assistance : from the replacement of a lost or stolen credit card to cashing traveller's cheques. VISA will have a 24 hour service dealing with the needs of officials and spectators. But, even before the Games, VISA organized fundraising operations in many countries to help the largest Olympic delegations attend.

Thanks for the hand. No mere formula, a frame of mind.