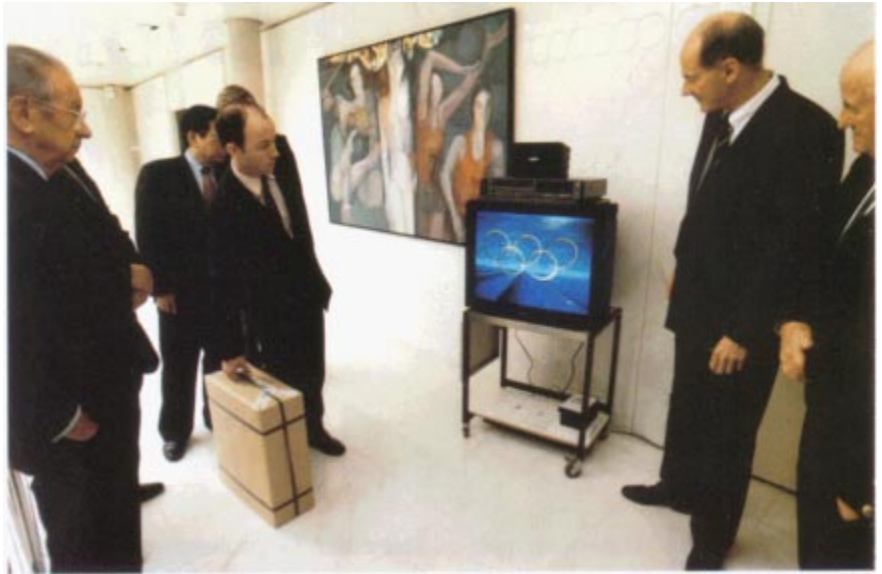


and within the business community in each NOC's country. So, compared to that situation ten to twelve years ago when just ten NOCs benefited from sponsorship, today the vast majority of NOCs enjoy some form of locally generated sponsor revenue. This revenue comes in part from additional local activities by ISL but also as a result of the NOCs' own marketing initiatives, many of which are based on the same marketing disciplines to be found in TOP.

In summary, the IOC's vision under the stewardship of this New Sources of Finance Commission has resulted in greater financial independence for the NOCs, has provided consistent revenue even during the most severe recession since the 1930s, has created a solid base upon which local sponsorship initiatives have been built and has reduced dependence on television rights as a source of revenue. This has to be regarded as a remarkable result to have been achieved in the 10 years of the TOP Programme's life to date.

ANDREW CRAIG
Managing Director, ISL Marketing



A TOP Programme partner, **Matsushita** recently gave the IOC electronic equipment, notably the **Panasonic** televisions in the photo.

THE IOC IS CARRIED AWAY BY LUFTHANSA

The German airline company Lufthansa has been signed up as the official carrier of the International Olympic Committee. Lufthansa will be the number one company in charge of the IOC's air travel arrangements for important events round the world, such as annual sessions, commission meetings and the extensive Solidarity programme.

The airline, whose network serves more than two hundred destinations in ninety-three countries, has made a name for itself in the highly specialized field of sports cargo, which includes the tricky business of transporting horses to competitions. Its expertise in freight operations will be invaluable to the new Olympic Museum in Lausanne, which is now heavily engaged in collecting sports artwork and memorabilia from round the globe and has plans to set up a programme of exhibitions that will be sent out on loan to NOCs.

Lufthansa will also provide a welcome promotional boost to the international Olympic Movement, by featuring it in publications and on in-flight videos.

This comprehensive agreement is an extension of Lufthansa's long-standing support of sport. A partnership that is a welcome new addition to the IOC's supplier programme, which includes John Hancock Insurance and Daimler-Benz.

