

The Events Surrounding The Events at the Games of The XXIIIrd Olympiad

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It is often in the social settings where peoples of differnt geographical regions, ethnic groups and native tongues meet, that the true spirit of the Olympic Games is revealed. Such was the case for the Los Angeles Games of 1984. The events in this paper were chosen because it was thought they best represented the true happenings of what many called either the Wall Street Olympics or the Madison Avenue Games.

Four major capitalistic/entrepreneurial concepts are examined.

1. Set a positive upbeat atmosphere/make the customer feel good.
2. Associate the corporation's product with feeling good.
3. Associate the client with success, i.e., gold medals.
4. Provide a service which the customer needs, i.e., Olympic tickets, Olympic access/Olympic transport/entertainment.

From Malibu to Mission Viejo, through all of the Southland, Californians rolled out the red, white and blue carpet to the whole world for the Games of the XXIIIrd Olympiad. Clients of corporations consumed everything from veal oscar to chuckwagon beef, on the Love Boat, in balloons, gardens and museums.

The California Museum of Science and Industry, situated next to the Coliseum, was used by United Airlines, Annheuser Busch, American Broadcasting Company, and others as hospitality centers for their achieving employees or favored clients.

University of Southern California sorority houses were used by Occidental Petroleum and IBM as entertainment headquarters for their clients.

Southern Pacific Transportaion brought product and client in even closer association when they positioned their railcar hospitality suites next to the Coliseum.

Southland Corporation chartered the Love Boat and Bob Hope for the enjoyment of its clients.

Not to be outdone, *Sports Illustrated* took over the cruise ship Sagafjord for 2,400 of its advertisers.

Limousine transportation, prime seating at Venue Sites, lavish parties and appropriate souvenirs for clients became expected dimensions of the entrepreneurial side of corporate sponsorship of the Olympics.

The athletes were also recipients of corporate appreciation. Nike held a beach party for 2,000 athletes who loyally displayed its insignia. Coca-Cola hosted eleven such parties and Hertz used O.J. Simpson's house for its appreciation soiree.

From the Chinese American Olympic Association to the Arab American Cultural Athletic Committee, ethnic groups celebrated their heritage and the athletes who represented them.

Los Angeles restaurants showed their entrepreneurial savvy by creating Olympic dishes. Olympic onion rings, Olympic Gold (a baked potato), sour cream and Golden American caviar) la cote de veau des jeux, cinq abelli (fiverings antipasto) to the Flaming Torch Drink were the celebrated menus of the day.

McDonalds, through a nationwide gamescard promotion, awarded lucky customers with Big Macs, french fries and free cokes when Americans won a gold, silver or bronze medal, respectively.

The Olympic Arts Festival provided entertainers from all parts of the world who shared their artistry with corporate clients and art lovers alike.

Publishers provided forty-eight Olympic associated books for the enjoyment of Olympic consumers.

Millions of dollars changed hands during those sixteen exciting days of the 1984 Olympic Games, yet more importantly, Americans shared with the world the joys of success in a capitalist system.