

Jonathon Paul  
University of Windsor

**Boom or Bust: An Investigation of the Sponsorship  
and Funding Initiatives for the 1932 Olympic Winter  
Games and the Games of the IX<sup>th</sup> Olympiad**

The Great Depression was a time of international economic collapse that effected the production and effectiveness of most worldwide industries. Farming prices dropped, factories overproduced, and unemployment doubled. In all, the collapse of

big business brought about social and economic reform that ultimately affected the condition of the United States. However, during this time of economic despair, two Olympic Games were delivered, in 1932, with relatively little problems.

Currently, the Olympics are a grandiose event that has expanded beyond the capacity of many international cities, thus limiting the sites which can host the mega event. Given this current state of affairs, it is important to look at the history of the event for the answer to ways of delivering a frugal economic system. The Winter and Summer Games of 1932 provide one answer in this search for an economical delivery system. Previous research on this subject analyzes the Olympics in the context of the Great Depression. This study evaluated the impact of the Great Depression on the financing and sponsorship of the two Olympic Games. Specifically, the study analyzed how (during the height of the depression) such a large event could be hosted.

There are two important reasons for the researcher's methodological choices. The macroeconomic approach limits the study to an analysis of the economic structures of the whole Organizing Committee for the Olympic Games (OCOG). By analyzing the results on a macroeconomic level, analysis becomes general and subsequently comparable between the two events. A microeconomic analysis includes too many other factors which can hinder the generalizability of the results. The researcher explored two different investigations within this study. First, both of the Games are studied individually. This is because the relative differences in hosting the Winter and Summer Games make it impossible to directly contrast the structure and challenges of hosting the types of events. After each of the Games was analyzed, suggestions are made regarding the application to the hosting the Olympic Games in the modern era. The first part of the paper lays the foundation for the research. Previous research is identified and some specific gaps within it are identified. The second part of the paper investigates each of the necessary funding and sponsorship initiatives encountered by the OCOGs of Los Angeles and Lake Placid. The final section highlights the similarities and differences in hosting such a grandiose event during the Depression.

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