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TOP  
PROGRAMME  
HISTORY: Lists of  
Partners

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## > INTRODUCTION

Created by the International Olympic Committee (IOC) in 1985, The Olympic Partner (TOP) Programme is designed to develop a diversified revenue base for the Olympic Games and establish long-term corporate partnerships that benefit the Olympic Movement – the IOC, Olympic Games Organising Committees (OCOGs) and National Olympic Committees (NOCs).

Each Programme edition is timed to the period of one Olympic quadrennium with a Partner designated within a specific product or service category.

This reference document lists partners in each TOP Programmes (I through IX), from the Olympic Games of 1988 through to the 2020 Olympic Games.

## > PROGRAMME EDITION

### TOP IX

Years Covered	2017-2020
Games Covered	XXIII Olympic Winter Games PyeongChang 2018 Games of the XXXII Olympiad Tokyo 2020
Total Number of Worldwide Partners	14
Names of Worldwide Partners	Coca-Cola, airbnb*, Alibaba Group, Atos, Bridgestone, Dow, GE, Intel, Omega, Panasonic, Procter & Gamble, Samsung, Toyota, Visa <i>*Note: the Airbnb joined the TOP programme in 2019 and was not a partner for the XXIII Olympic Winter Games PyeongChang 2018</i>

### TOP VIII

Years Covered	2013-2016
Games Covered	XXII Olympic Winter Games Sochi 2014 Games of the XXXI Olympiad Rio de Janeiro 2016
Total Number of Worldwide Partners	12
Names of Worldwide Partners	Coca-Cola, Atos Origin, Dow, GE, McDonald's, Omega, Panasonic, Procter & Gamble, Samsung, Visa, Bridgestone*, Toyota* <i>*Note: For the Games of the XXXI Olympiad, and not the XXII Olympic Winter Games, Bridgestone had marketing rights in Brazil, the Republic of Korea, Japan and the United States until the end of 2016 and Toyota had marketing rights in Japan until the end of 2016.</i>

## TOP VII

Years Covered	2009-2012
Games Covered	XXI Olympic Winter Games Vancouver 2010 Games of the XXX Olympiad London 2012
Total Number of Worldwide Partners	11
Names of Worldwide Partners	Coca-Cola, Acer, Atos Origin, Dow*, GE, McDonald's, Omega, Panasonic, Samsung, Visa, Procter & Gamble* <i>*Note: Dow and Procter &amp; Gamble were TOP partners for the Games of the XXX Olympiad but not for the XXI Olympic Winter Games</i>

## TOP VI

Years Covered	2005-2008
Games Covered	XX Olympic Winter Games Torino 2006 Games of the XXIX Olympiad Beijing 2008
Total Number of Worldwide Partners	12
Names of Worldwide Partners	Coca-Cola, Kodak, Visa, Atos Origin, Samsung, Panasonic, McDonald's, GE, Lenovo, Manulife, Omega, Johnson & Johnson* <i>*Note: Johnson &amp; Johnson was a TOP partner for the Games of the XXIX Olympiad and not for the XX Olympic Winter Games</i>

## TOP V

Years Covered	2001-2004
Games Covered	XIX Olympic Winter Games Salt Lake City 2002 Games of the XXVIII Olympiad Athens 2004
Total Number of Worldwide Partners	11
Names of Worldwide Partners	Coca-Cola, Kodak, Visa, Sports Illustrated / Time, Xerox, SchlumbergerSema / Atos Origin, John Hancock, Swatch*, Samsung, Panasonic, McDonald's <i>*Note: Swatch was a TOP partner for the Games of the XXVIII Olympiad and not for the XIX Olympic Winter Games</i>

## TOP IV

Years Covered	1997-2000
Games Covered	XVIII Olympic Winter Games Nagano 1998 Games of the XXVII Olympiad Sydney 2000
Total Number of Worldwide Partners	11
Names of Worldwide Partners	Coca-Cola, Kodak, Visa, Sports Illustrated / Time, Xerox, IBM, John Hancock, UPS, Samsung, Panasonic (Matsushita), McDonald's

## TOP III

Years Covered	1993-1996
Games Covered	XVII Olympic Winter Games Lillehammer 1994 Games of the XXVI Olympiad Atlanta 1996
Total Number of Worldwide Partners	10
Names of Worldwide Partners	Coca-Cola, Kodak, Visa, Time / Sports Illustrated, Matsushita (Panasonic), Rank Xerox (Xerox), IBM*, John Hancock*, UPS*, Bausch & Lomb <i>* Note: IBM, John Hancock and UPS were TOP partners for the Games of the XXVI Olympiad and not for the XVII Olympic Winter Games.</i>

## TOP II

Years Covered	1989-1992
Games Covered	XVI Olympic Winter Games Albertville 1992 Games of the XXV Olympiad Barcelona 1992
Total Number of Worldwide Partners	12
Names of Worldwide Partners	Coca-Cola, Kodak, Visa, Time / Sports Illustrated, Matsushita (National-Panasonic), Brother, Philips, 3M, EMS (USPS – United States Postal Service), Bausch & Lomb, Mars, Ricoh

## TOP I

Years Covered	1985-1988
Games Covered	XV Olympic Winter Games Calgary 1988 Games of the XXIV Olympiad Seoul 1988
Total Number of Worldwide Partners	9
Names of Worldwide Partners	Coca-Cola, Kodak, Visa, Time-Life, Matsushita (National-Panasonic), Brother, Philips, 3M, Federal Express

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## > CREDITS

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