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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 X), from the Olympic Games of 1988 through to the Olympic Games of 2024.

> PROGRAMME EDITIONS

TOP X

Years Covered	2021-2024
Games Covered	XXIV Olympic Winter Games Beijing 2022 Games of the XXXIII Olympiad Paris 2024
Total Number of Worldwide Partners	13/14
Names of Worldwide Partners	Airbnb, Alibaba Group, Allianz, Atos, Bridgestone, Coca-Cola/Mengniu, Deloitte*, Intel, Omega, Panasonic, P&G (Procter & Gamble), Samsung, Toyota, Visa <i>*Note: Deloitte did not join the TOP programme until April 2022 and as such it was not a partner for the XXIV Olympic Winter Games.</i>

TOP IX

Years Covered	2017-2020/2021* <i>*Note the Games of the XXXII Olympiad were postponed to 2021.</i>
Games Covered	XXIII Olympic Winter Games PyeongChang 2018 Games of the XXXII Olympiad Tokyo 2020
Total Number of Worldwide Partners	14/15
Names of Worldwide Partners	Airbnb*, Alibaba Group, Allianz, Atos, Bridgestone, Coca-Cola/Mengniu, Dow, GE, Intel, Omega, Panasonic, P&G (Procter & Gamble), Samsung, Toyota, Visa <i>*Note: As Airbnb did not join the TOP programme in 2019 it was not a partner for the XXIII Olympic Winter Games. ** Allianz's TOP partnership as well as Coca-Cola/Mengniu's joint partnership began in 2021, but due to the rescheduling of the Games of the XXXII Olympiad to 2021, certain limited marketing rights were extended to these TOP partners for this specific edition of the Games.</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, P&G (Procter & Gamble), Samsung, Visa, Bridgestone*, Toyota* <i>*Note: For the Games of the XXXI Olympiad, but 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>
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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, P&G (Procter & Gamble)* <i>*Note: Dow and Procter & 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 & Johnson was a TOP partner for the Games of the XXIX Olympiad but 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

**Note: Swatch was a TOP partner for the Games of the XXVIII Olympiad but not for the XIX Olympic Winter Games.*

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 but 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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