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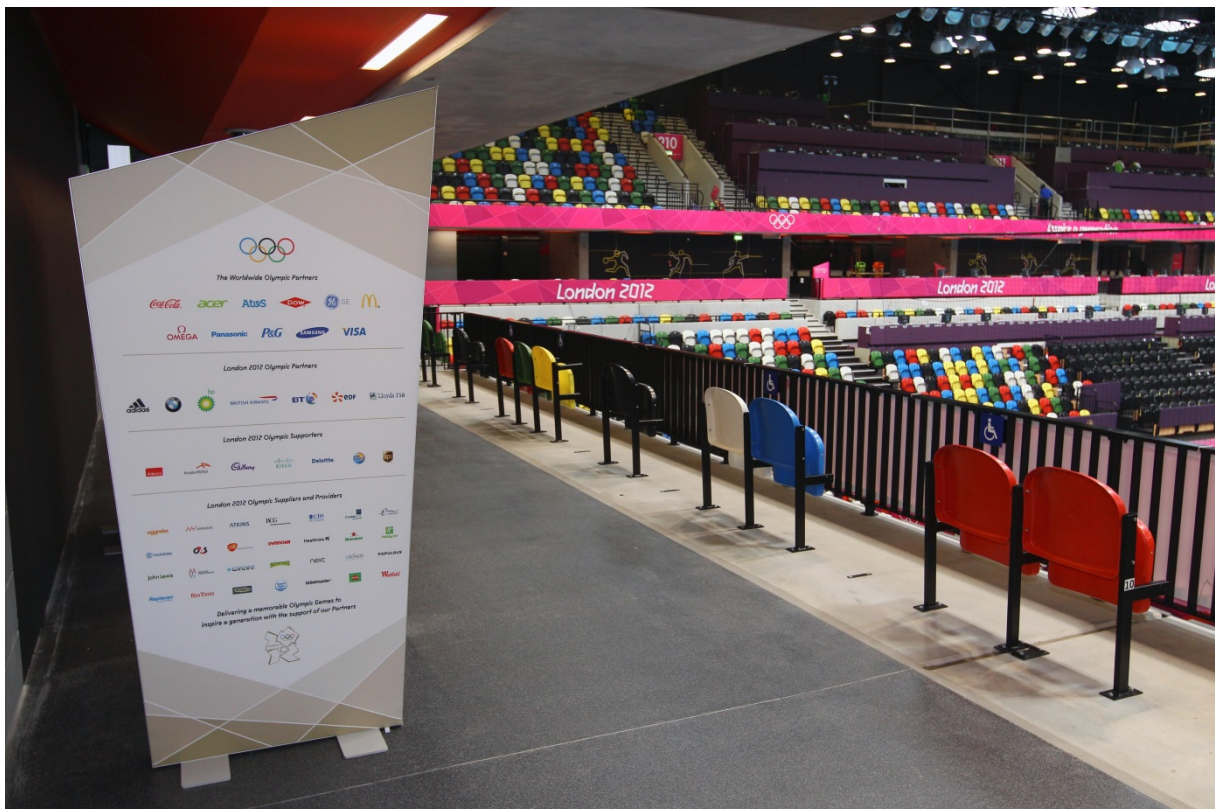
Olympic Studies Centre

Olympic Marketing

Fonds list

Overview of the content of the archives concerning the activities and cooperation with the ISL Marketing Society and the Partner companies linked to marketing and the IOC's worldwide sponsorship programme

July 2015



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ISL Marketing

Reference: CH CIO-AH J-ISL

Dates: 1982-1998

Level of description: series

Extent and medium: 2.20 lm. Text documents

Name of creator

International Olympic Committee (IOC).

Administrative / Biographical history

By the early 1980s, the IOC was facing several challenges linked to financing the Olympic Movement: the importance of ensuring the financial stability and independence of the Movement; the wish to diversify its revenue sources which, at the time, came essentially from television rights; the need to ensure a balanced distribution of revenue within the Olympic family; and the need to control the use of the Olympic marks and prevent the “uncontrolled commercialisation” of the Games¹.

To address these challenges, the IOC approached ISL Marketing AG (International Sports Culture and Leisure). This company, based in Lucerne (Switzerland), had been created in 1982 by Horst Dassler, the son of Adidas founder Adi Dassler². It had considerable experience in the field of marketing and licensing, particularly for sports events³.

Together, the IOC and ISL created a truly international marketing programme covering the whole Olympic Movement: TOP (The Olympic Programme). This programme, coordinated by ISL, was launched to help the National Olympic Committees (NOCs), Organising Committees for the Olympic Games (OCOGs) and the IOC’s worldwide partners with their sponsorship activities linked to the Olympic Movement⁴.

On 28 May 1985 at the Château de Vidy in Lausanne (Switzerland), the IOC President, Juan Antonio Samaranch, signed an agreement with ISL. Through this contract, ISL became the IOC’s sole and exclusive official agent for negotiating and executing agreements with third parties linked to the use of Olympic marks for the IOC⁵. ISL received commission which varied depending on its activities and the body with which each contract was negotiated, i.e. with the IOC or with the OCOGs. The commission rates were in line with the market standards of the time⁶.

ISL was the IOC’s exclusive agent for TOP 1, 2 and 3, and for part of TOP 4. As of March 1996, it was “Meridian Management S.A.”, a new marketing agency partly funded and owned by the IOC, which took charge of the IOC’s marketing programme negotiations⁷. In 2005, the IOC bought out Meridian (since renamed “IOC Television and Marketing Services S.A.”), bringing all the marketing and television rights negotiation functions in house within IOC TMS, which is wholly owned by the IOC⁸. The documents concerning Meridian Management and the end of the IOC’s partnership with ISL have not yet entered the Historical Archives.

Immediate source of acquisition or transfer

The series was received by the IOC Historical Archives in 1993, following the construction of the new Olympic Museum in Ouchy.

¹ Source: “TOP”, in *Olympic Review*, Volume XXV No. 2, April-May 1995

² Source: *Ibid*

³ Source: “The International Olympic Marketing Programme” by Richard Pound, in *Olympic Review*, No. 220, February 1986

⁴ Source: *Ibid*

⁵ Source: IOC Historical Archives / Olympic Marketing – ISL Marketing – Contract between the IOC and ISL - J-ISL/002 – 1983-1985

⁶ Source: *Olympic Review*, No. 220, *op. cit.*

⁷ Source: Martyn, Scott G., “[Marketing In-House: the Erosion and Eventual Rupture of the IOC-ISL Relationship and the Formation of Meridian Management SA.](#)”, *Bridging Three Centuries: Intellectual Crossroads and the Modern Olympic Movement: fifth international symposium for Olympic research*, 2000.

⁸ Source: [Catalyst for Collaboration: IOC Interim Report 2005-2006](#), IOC Communications Department, Lausanne



Scope and content

Generally speaking, the series covers the activities of the IOC and ISL linked to marketing and TOP, the IOC's world-wide sponsorship programme, but also the IOC's relations with ISL.

A large part of the series consists of correspondence, which has been divided into several categories: general correspondence, correspondence linked to the right to use the Olympic marks and images, correspondence concerning the OCOGs and correspondence linked to NOC contracts or emblems.

Contracts also occupy an important place in this series, including those signed between the IOC and ISL and between the USOC and ISL for TOP 1, and those signed between the IOC, ISL, the OCOGs for the 1992 Games and the USOC for TOP 2. The contracts between ISL and each NOC for TOP 1, 2 and 3 are also included.

In addition, the series contains details about the TOP sponsor workshops. These were held to enable the TOP sponsors to meet the leaders of the IOC and ISL to talk about the marketing programme. The same types of documents are held for the various meetings: correspondence, budget, programme and meeting file. Other meetings also feature in the series, including those between the IOC and ISL, and the Marketing Coordination Meeting (MCM) composed of the IOC, ISL, the USOC and the OCOGs. This part of the series consists essentially of correspondence and minutes.

The series also contains a number of publications and bulletins, such as the "TOP Sponsor Manual" and the "TOP Sponsor Newsletter". The series also features various reports to the IOC by ISL.

As well as the subjects described above, the series has other kinds of documents, including: financial reports, various marketing plans, ISL proposals or presentations to the IOC, information on the Executive Board and details of a project for an International Olympic Association for Medico-Sports Research (AOIRMS).

Accruals

Yes

System of arrangement

The files are classified by subject, by document type or by activities in alphabetical order. The documents in the files are classified chronologically, from latest to earliest.

Conditions governing access

The documents are freely accessible subject to the IOC's access rules.

Language/scripts of material

The documents are in English and French.

Additional sources

Internal sources

- International marketing programme: J-TOP
- IOC licensees: J-DETLI

Bibliography

"TOP", in *Olympic Review*, Volume XXV No. 2, April-May 1995, pp. 27-28

"The International Olympic Marketing Programme", *Olympic Review*, 1986 February, no. 220, pp. 84-86

Source: Martyn, Scott G., "[Marketing In-House: the Erosion and Eventual Rupture of the IOC-ISL Relationship and the Formation of Meridian Management SA.](#)", *Bridging Three Centuries: Intellectual Crossroads and the Modern Olympic Movement: fifth international symposium for Olympic research*, 2000.



Catalyst for Collaboration: IOC Interim Report 2005-2006, IOC Communications Department, Lausanne (www.olympic.org)

Notes

The content of this sub-series, including the Olympic identifications, is the property of the IOC.

Rules or conventions

Description complies with ISAD(G).

Date(s) of descriptions

April 2013



International Olympic Marketing Programme (TOP Programme)

Reference: CH CIO-AH J-TOP

Dates: 1968-1994

Level of description: series

Extent and medium: 1.60 l.m. text documents

Name of creator

International Olympic Committee (IOC).

Administrative/Biographical history

In the early 1980s, the IOC was facing several issues linked to financing the Olympic Movement: the importance of ensuring the stability and financial independence of the Movement; the desire to diversify revenue sources which, at the time, came essentially from TV rights; the need to ensure a balanced breakdown of revenues among the Olympic family; and the need to control the use of Olympic marks and to prevent possible "uncontrolled commercialisation"⁹.

To address these issues, the IOC called upon the company (International Sports Culture and Leisure) ISL Marketing AG. This company, based in Lucerne (Switzerland), was created in 1982 by Horst Dassler, the son of Adi Dassler, the founder of Adidas¹⁰. It had long experience in the field of marketing and licensing, particularly in relation to sports events¹¹.

Together, the IOC and ISL created a truly international marketing programme encompassing the whole Olympic Movement, entitled the International Olympic Marketing Programme (IOMP), later renamed The Olympic Partners (TOP) Programme¹². This programme, coordinated by ISL, was launched with a view to helping the National Olympic Committees (NOCs), the Organising committees for the Olympic Games (OCOGs) and the worldwide partners themselves in their sponsorship activities linked to the Olympic Movement¹³.

Thanks to this programme, the IOC offers partnerships to a limited number of multinational companies. In return for considerable financial commitments, these become worldwide partners of the Olympic Games. As official sponsors, these companies benefit from exclusive marketing rights and possibilities in their product categories, and can develop special marketing programmes with the IOC. This includes in particular:

- using all Olympic marks and designations on the products of the partner concerned;
- exclusive hospitality at the Games;
- direct advertising, with special access to TV advertising slots;
- concessions or franchises on-site and the sale or exhibition of products; and
- protection against ambush marketing.

For their part, the IOC, COGs and NOCs endeavour, through the media (advertising and PR), to raise the public's awareness of the contribution of Olympic Movement sponsors. The TOP Programme principle is to integrate all national Olympic marketing programmes, including those of the COGs, into a worldwide network of which the IOC is the leader¹⁴.

⁹ Source: "TOP", *Olympic Review*, Volume XXV No 2, April-May 1995

¹⁰ Source: *Ibid.*

¹¹ Source: POUND, Richard, "The International Olympic Marketing Programme", *Olympic Review*, No. 220, February 1986

¹² When it was created, "TOP" stood for "The Olympic Programme"

¹³ Source: *Ibid.*

¹⁴ Source: INTERNATIONAL OLYMPIC COMMITTEE (under the management of Raymond Gafner). *One hundred years of the International Olympic Committee: 1894-1994: the idea, the presidents, the achievements*. Lausanne: IOC, 1994-1997, volume 3, pp. 192-194



The TOP partners are multinationals able to contribute, through direct support, sponsorship services or skills, to the organisation of the Olympic Games. Besides assistance provided to the IOC and OCOGs, the partners supports the NOCs and their Olympic teams¹⁵.

The TOP programme is based on quadrennial agreements concluded with the partner companies, requiring a minimum four-year commitment.

ISL was the IOC's exclusive agent for the TOP 1, 2, 3 programmes and part of TOP 4. From March 1996, it was "Meridian Management S.A.", a new marketing agency partially financed and owned by the IOC, which was responsible for IOC marketing programme negotiations¹⁶. In 2005, the IOC acquired Meridian (since renamed "IOC Television and Marketing Services S.A."), which brought back all the marketing and broadcasting rights negotiations in-house, in an entity that belongs fully to the IOC¹⁷.

TOP 1 (1985-1988)

Covers Calgary 1988, Seoul 1988

Partners Brother, Coca-Cola, Federal Express, Kodak, Matsushita, Philips, Time, Visa, 3M

TOP 2 (1989-1992)

Covers Albertville 1992, Barcelona 1992

Partners Brother, Bausch & Lomb, Coca-Cola, Kodak, Mars, Matsushita, Philips, Ricoh, Time, UPS, Visa, 3M

Top 3 (1993-1996)

Covers Lillehammer 1994, Atlanta 1996

Partners Bausch & Lomb, Coca-Cola, IBM, John Hancock, Kodak, Matsushita (Panasonic), Sports Illustrated/Time, UPS, Visa, Xerox

TOP 4 (1997-2000)

Covers Nagano 1998, Sydney 2000

Partners Coca-Cola, IBM, John Hancock, Kodak, McDonald's, Panasonic, Samsung, Sports Illustrated/Time, UPS, Visa, Xerox

Top 5 (2001-2004)

Covers Salt Lake City 2002, Athens 2004

Partners Coca-Cola, IBM, John Hancock, Kodak, McDonald's, Panasonic, Samsung, SchlumbergerSema/Atos, Sports Illustrated/Time, Swatch, Visa, Xerox

TOP 6 (2005-2008)

Covers Turin 2006, Beijing 2008

Partners Coca-Cola, Atos Origin, GE, Johnson & Johnson, Kodak, Lenovo, Manulife, McDonald's, Omega, Panasonic, Samsung, Visa

TOP 7 (2009-2012)

Covers Vancouver 2010, London 2012

Partners Coca-Cola, Acer, Atos Origin, Dow, GE, McDonald's, Omega, Panasonic, Procter & Gamble, Samsung, Visa

Immediate source of acquisition or transfer

The sub-series was received by the IOC Historical Archives in 1993, following the construction of the new Olympic Museum in Ouchy.

¹⁵ Source: IOC. Olympic partner programmes. <http://www.olympic.org/fr/content/le-cio/sponsors/parrainage-olympique/> (21 March 2014)

¹⁶ Source: MARTYN, Scott G., "Marketing In-House: the Erosion and Eventual Rupture of the IOC-ISL Relationship and the Formation of Meridian Management SA," in *Bridging Three Centuries: Intellectual Crossroads and the Modern Olympic Movement: 5th International symposium for Olympic research*, 2000. (20 March 2014)

¹⁷ Source: IOC, Communications Department. *2005-2006 IOC Interim Report: Catalyst for collaboration* (20 March 2014)

**Scope and content**

The series focuses on the activities of partner companies and the IOC linked to marketing and the TOP Programme, as well as the IOC's relations with each of these companies.

For each TOP partner, the series contains files of correspondence focusing on relations with the IOC, work developed together as part of the TOP Programme and the partnership agreements.

For each of these partner companies, several contracts were signed to confirm the partnership agreements between the sponsors and the IOC. These are:

- a contract between the company, ISL and the IOC
- a contract between the company and the OCOGs
- sometimes a contract between the company, and the US and/or Canadian NOC.

The contracts available in this series concern only the TOP 1 and TOP 2 programmes, and cover the Calgary 1988 and Albertville 1992 Olympic Winter Games as well as the Seoul 1988 and Barcelona 1992 Summer Games.

The series also contains publications such as promotional and presentation material, some information files, sponsorship programmes, Olympic marketing guides and graphics standards manuals.

Accruals

Yes

System of arrangement

The files are classified by subject, by document type or by activities in alphabetical order. The documents in the files are classified chronologically, from latest to earliest.

Conditions governing access

The documents are freely accessible, subject to the provisions established by the IOC to this effect.

Language/scripts of material

The documents are written in English and French.

Additional sourcesInternal sources

Olympic Marketing - ISL Marketing: J-ISL

Olympic Marketing – IOC licence-holders: J-DETLI

IOC commissions – Marketing Commission: B-ID04-MARKE

Olympic Games – files on marketing: C-J01 and C-J02

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"TOP". In: *Olympic Review*, Volume XXV, No. 2, April-May 1995

POUND, Richard, "The International Olympic Marketing Programme", In: *Olympic Review*, No. 220, February 1986

MARTYN, Scott G. [Marketing In-House: the Erosion and Eventual Rupture of the IOC-ISL Relationship and the Formation of Meridian Management SA](#). In: *Bridging Three Centuries: Intellectual Crossroads and the Modern Olympic Movement: 5th International Symposium for Olympic Research*, 2000. (20 March 2014)

IOC, Communications Department. [2005-2006 IOC Interim Report: Catalyst for collaboration](#) (20 March 2014)

INTERNATIONAL OLYMPIC COMMITTEE (under the management of Raymond Gafner). *One hundred years of the International Olympic Committee: 1894-1994: the idea, the presidents, the achievements*. Lausanne: IOC, 1994-1997, 3 volumes



Notes

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Rules or Conventions

Description complies with ISAD(G).

Date(s) of descriptions

March 2014