



How 'The Olympic Partner' (TOP) sponsorship programme has effected the Olympics, Los Angeles 1984 compared to London 2012

Kellie, Max, Angus, Sam, Lucy, Lauren, Becky

Background of 'TOP'

The role the partners play:

- Help stage the games
- Fund Olympic teams
- Supply technology
- Support grass routes
- Deliver sustainable solutions
- Create lasting legacies
- Provide vital revenue
- Promote Olympic values around the world
- Engage youth

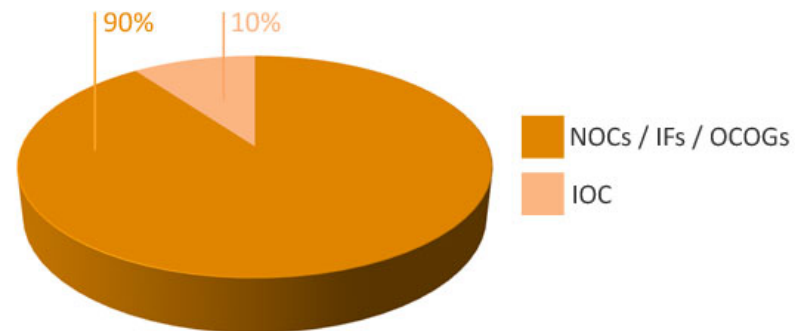
“We could not have run the Olympic games without them”

Thomas Bach, President, IOC



What the TOP programme does

- They help to physically stage the Olympic games
- Fund the teams and athletes
- Supports amateur athletes
- Creates long lasting legacies for local communities



Distribution of revenue created by 'TOP'

Effects of the TOP programme in 1984

- Self funded Olympics
- Boosted the US economy
 - US GDP increase
- Golden triangle catalyst



| Year | Real GDP | Percentage increase in GDP |
|------|-------------|----------------------------|
| 1986 | \$4,590,125 | 3.5% |
| 1985 | \$4,346,750 | 4.2% |
| 1984 | \$4,040,700 | 7.3% |
| 1983 | \$3,638,125 | 4.6% |
| 1982 | \$3,345,000 | -1.9% |



Effects of the TOP programme in 2012

- Olympics boosted the UK economy
- Technological advancements
 - Social media increase
 - Increased innovation

‘Our relationship with the Worldwide Olympic Partners is more than a commercial relationship, it is a partnership’

- Thomas Bach, IOC President



Comparisons of the effects on the 1984 and 2012 games

Similarities

- Significant part of funding for the Olympic Games
- Golden triangle influence
- Both games give positives for the sponsors



Differences

- Social media influence on the recent games
- Advertisement influence on the present day
- Political use of the program in 1984



Supportive Literature on The Olympic Partner Programme

- ▶ Journal - An Analysis of Stock Market Response to the IOC's Commercial Partnership: The Case of the TOP Partnership Program
- ▶ Review Literature- Olympic Marketing Factfile
- ▶ Book- Sport Management- principles and applications

To conclude...

- Provides vital revenue
- Aids in the IOC's development plans
- Assists in boosting economies, locally, nationally and internationally
- Develops grassroots game



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