



COMITÉ
INTERNATIONAL
OLYMPIQUE

Historical Archives
Olympic Studies Centre

Marketing Commission

Fonds list

Overview of the content of the archives concerning the history, missions and activities of the Marketing Commission for the period 1981 to 1988

August 2014



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Marketing Commission

Reference: CH CIO-AH B-ID04-MARKE

Dates: 1981-1988

Level of description: Sub-series

Extent and medium: 0.23 l.m. Text documents

Name of creator

International Olympic Committee (IOC).

Administrative / Biographical history

A working group entitled "New Sources of Finance" was created by IOC President Juan Antonio Samaranch in 1981¹. Its mission was to find other sources of revenue for the IOC and the Olympic Movement than TV rights revenues. The IOC did not want to depend on only one source of revenues, but wanted to diversify its sources in order to avoid political or commercial limitations².

The Working Group also had a duty to assist the National Olympic Committees (NOCs), to ensure that any marketing activity undertaken by the IOC benefited the NOCs. It thus aimed to ensure collaboration for all marketing activities between the IOC, the NOCs and the Organising Committees for the Olympic Games (OCOGs)³.

In March 1983, the Working Group recommended the IOC to turn to International Sports Culture and Leisure Marketing SA (ISL), specialised in merchandising, marketing and promoting sports marketing and based in Lucerne (Switzerland), to set up a worldwide marketing programme⁴. With this company, the IOC set up a programme entitled the International Olympic Marketing Programme (IOMP), later renamed The Olympic Partner (TOP) Programme. This programme provides each worldwide Olympic partner with exclusive worldwide marketing rights⁵. Contracts are concluded with the NOCs for the marketing rights in their respective countries.

The Working Group also focused on other projects, such as Olympic coin programmes, as other revenues sources for the IOC.

In 1983, the New Sources of Finance Working Group became the New Sources of Finance Commission⁶. In September 1997, the Commission officially changed its name to become the Marketing Commission, to better reflect its activities.

The first meeting of the Working Group was held in Rome (Italy) on 24 May 1982. It was chaired by Ivorian member Louis Guirandou-N'Diaye. In 1988, Canadian member Richard Pound took over the chairmanship of the Commission.

As at 1 March 2014, the Marketing Commission was still active.

¹ This Working Group appeared in the list of new commissions published in the minutes of the IOC Executive Board in December 1981.

² Source: Minutes of the meeting of the Working Group on new sources of financing held on 24 May 1982. In: IOC Archives / B-ID04-MARKE/002

³ Source: Minutes of the meeting of the Working Group on new sources of financing held on 22 March 1983. In: IOC Archives / B-ID04-MARKE/003

⁴ Ibid.

⁵ Source: International Olympic Committee. *History of Olympic Marketing*. IOC, 2013. p. 11-12

⁶ According to circular letter no. 52 of 21 April 1983, all the working groups were abolished (as their functions had been fulfilled) or transformed into commissions. Source: IOC Archives / B-ID04-MARKE/001

**Immediate source of acquisition or transfer**

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

Scope and content

The sub-series records the main activities of the New Sources of Finance Commission, which are essentially linked to the quest for new revenues and developing a worldwide marketing programme.

It contains a file of correspondence linked to the composition, organisation and holding of meetings, as well the various work of the Commission. We can also find documents linked specifically to the meetings, i.e. minutes, roll calls and working documents.

The minutes of the Marketing Commission are digitised and available on site in electronic format.

The sub-series contains conservation copies of minutes of this Commission's meetings (incomplete collection).

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 in French and English.

Additional resourcesInternal resources

Olympic marketing: TOP Programme: J-TOP

Olympic marketing: ISL firm: J-ISL

Notes

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

Rules or Conventions

Description complies with ISAD(G).

Date(s) of description

March 2014