



THE OLYMPIC  
> STUDIES  
CENTRE

# TOP Marketing Program

Historic Overview

19.06.2017

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## TOP I

<b>Years Covered</b>	1985-1988
<b>Games Covered</b>	XV Olympic Winter Games - Calgary Games of the XXIV Olympiad - Seoul
<b>Total Number of Worldwide Sponsors</b>	9
<b>Names of Worldwide Sponsors</b>	Coca-Cola Kodak Visa Time Matsushita Brother Philips 3M Federal Express

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## TOP II

<b>Years Covered</b>	1989-1992
<b>Games Covered</b>	XVI Olympic Winter Games - Albertville Games of the XXV Olympiad - Barcelona
<b>Total Number of Worldwide Sponsors</b>	12
<b>Names of Worldwide Sponsors</b>	Coca-Cola Kodak Visa Time / Sports Illustrated Matsushita (Panasonic) Brother Philips 3M UPS Bausch & Lomb Mars Ricoh

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## TOP III

<b>Years Covered</b>	1993-1996
<b>Games Covered</b>	XVII Olympic Winter Games - Lillehammer Games of the XXVI Olympiad – Atlanta*
<b>Total Number of Worldwide Sponsors</b>	10
<b>Names of Worldwide Sponsors</b>	Coca-Cola Kodak Visa Time / Sports Illustrated Matsushita (Panasonic) Xerox (*Atlanta) IBM (*Atlanta) John Hancock (*Atlanta) UPS (*Atlanta) Bausch & Lomb

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## TOP IV

<b>Years Covered</b>	1997-2000
<b>Games Covered</b>	XVIII Olympic Winter Games - Nagano Games of the XXVII Olympiad - Sydney
<b>Total Number of Worldwide Sponsors</b>	11
<b>Names of Worldwide Sponsors</b>	Coca-Cola Kodak Visa Time / Sports Illustrated Xerox IBM John Hancock UPS Samsung Panasonic McDonald's

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## TOP V

<b>Years Covered</b>	2001-2004
<b>Games Covered</b>	XIX Olympic Winter Games - Salt Lake City Games of the XXVIII Olympiad - Athens*
<b>Total Number of Worldwide Sponsors</b>	11
<b>Names of Worldwide Sponsors</b>	Coca-Cola Kodak Visa Time / Sports Illustrated Xerox SchlumbergerSema / Atos Origin John Hancock Swatch (*Athens) Samsung Panasonic McDonald's

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## TOP VI

<b>Years Covered</b>	2005-2008
<b>Games Covered</b>	XX Olympic Winter Games - Torino Games of the XXIX Olympiad - Beijing
<b>Total Number of Worldwide Sponsors</b>	12
<b>Names of Worldwide Sponsors</b>	Coca-Cola Kodak Visa Atos Origin Samsung Panasonic McDonald's GE Lenovo Manulife Omega Johnson & Johnson

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## TOP VII

<b>Years Covered</b>	2009-2012
<b>Games Covered</b>	XXI Olympic Winter Games - Vancouver Games of the XXX Olympiad - London
<b>Total Number of Worldwide Sponsors</b>	11
<b>Names of Worldwide Sponsors</b>	Coca-Cola Acer Atos Origin Dow (*London) GE McDonald's Omega Panasonic Samsung Visa Procter & Gamble (*London)

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## TOP VIII

<b>Years Covered</b>	2013-2016
<b>Games Covered</b>	XXII Olympic Winter Games – Sochi Games of the XXXI Olympiad – Rio
<b>Total Number of Worldwide Sponsors</b>	10
<b>Names of Worldwide Sponsors</b>	Coca-Cola Atos Origin Dow GE McDonald's Omega Panasonic Procter & Gamble Samsung Visa

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## TOP IX

<b>Years Covered</b>	2017-2020
<b>Games Covered</b>	XXIII Olympic Winter Games – PyeongChang Games of the XXXII Olympiad – Tokyo
<b>Total Number of Worldwide Sponsors</b>	13
<b>Names of Worldwide Sponsors</b>	Coca-Cola Alibaba Group Atos Bridgestone Dow GE Intel Omega Panasonic P&G Samsung Toyota Visa

## > SOURCES:

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- [IOC Marketing Report Sydney 2000, n.p.](#)
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- [IOC Marketing Report Sochi 2014](#), pp.40
- [IOC marketing Report Rio 2016](#), pp. 40
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