The 2002 Olympic Winter Games in Salt Lake City were an outstanding achievement for the Olympic Movement and a wonderful experience for the world. Through years of planning and dedication, the Olympic Family and the host nation overcame crises and remained steadfast in the commitment to ensure the success of Salt Lake 2002.

It was said in global media coverage that the world needed these Olympic Games. Amidst a difficult time in world events, the 2002 Winter Games in Salt Lake City celebrated the Olympic ideals, demonstrating the depth, relevance and significance of Olympism and sharing with the world a powerful message of friendship, unity and peace.

The message of Salt Lake 2002 reached a greater audience than any previous Olympic Winter Games. Thousands of journalists covered the story of Salt Lake 2002. Billions of television viewers in 160 countries tuned into the Games broadcast. And hundreds of thousands of spectators witnessed in person the achievements of 2,399 athletes from 77 countries over the course of 17 memorable days.

The success of Salt Lake 2002 was made possible, in large measures, by the partnership between the Olympic Movement and the international business community. The support and commitment of Olympic partners provide a global stage and opportunity for the world’s greatest athletes. This vital partnership also enables the IOC to be a leader in sport and to further promote the Olympic values and ideals throughout the world.

This document testifies to the excellence of the 2002 Olympic Winter Games, to the contributions that the Olympic broadcasters and sponsors have made to the Olympic Movement and the athletes, and to the success that our Olympic partners have enjoyed.
The 2002 Olympic Winter Games in Salt Lake City were supported by the most successful Olympic marketing effort in the history of the Olympic Winter Games. Salt Lake 2002 established marketing-related records in broadcast, sponsorship and ticketing; set a new standard for creating a strong platform for the Olympic Games and the Olympic Image; and achieved a balance between the values of the Olympic Image and the commercial agenda that is essential to the staging of the Games today.

The theme of Light the Fire Within anchored the strong image of Salt Lake 2002, created a powerful marketing platform for the Olympic Family and the Olympic partners, and provided inspiration for all. The Olympic sponsors integrated their marketing programmes into the fabric of the Games, complemented the visual presentation of the Games and enriched the Olympic experience for spectators and athletes. The Olympic broadcast partners worked to promote the Olympic ideals and brought the Salt Lake 2002 experience to billions of viewers around the world.

As the Olympic partners provide vast support for the Games and the athletes, the Olympic Movement provides unparalleled returns on the partnership investment. With a marketing platform based on universally shared ideals and values, the Games provide vast business opportunities. These opportunities, in turn, continue to provide Olympic partners with measurable enhancements in brand awareness, sales, corporate morale, business relationships, and contact with both global markets and local communities.

The Olympic Movement is proud to work in partnership with leading companies that help us all realise our Olympic dreams. This report not only demonstrates the power of Olympic marketing, but also expresses our gratitude for the dedication and support of the Olympic broadcast and marketing partners.
The 2002 Olympic Winter Games in Salt Lake City were an outstanding success, having a profound impact on the Olympic Movement, the Olympic partners and the people of the world.

The great worldwide appeal of the Olympic Games was evident in the success of the Salt Lake 2002 broadcast. Establishing records in global reach, coverage and consumption, an estimated 2.1 billion viewers in 160 countries experienced the Games via television, consuming more than 13 billion viewing hours. Beyond bringing the Olympic action to the world, the Olympic broadcast partners also embraced the spirit of these Games, communicated the Olympic ideals, and aided the success of Salt Lake 2002 with strong promotions and powerful programming.

Salt Lake 2002 spectators also demonstrated the appeal of the Games. An estimated 70,000 people per day visited Salt Lake City during the Games, and more than 1.525 million Olympic Winter Games tickets were sold. This represents 95% of the available total — a record for any Olympic Games, winter or summer.

Salt Lake 2002 demonstrated the power of what is undoubtedly the leading sports sponsorship programme in the world. The Worldwide Olympic Partners continued their tradition of dedication and commitment, providing years of unfailing support to make the Games happen. The OPUS sponsorship programme within the host nation also provided crucial support for the Games, generated record revenue, and established a strong legacy for the future of youth and sport in the host state of Utah.

The Salt Lake 2002 Marketing Report documents the success of Olympic marketing programme and the power of Olympic partnership. The report demonstrates the value of the partners’ Olympic investment, and highlights the commitment of the Olympic partners to the athletes, the Games and the Olympic ideals. I thank all of the 2002 Olympic Winter Games partners, sponsors and licensees for their dedication and support.
The Impact of Olympic Sponsorship

Salt Lake 2002 Licensing
Salt Lake 2002 Marketing and Finance
Acknowledgements

Brand Enhancement
A Global Marketing Platform
Partnership on the World’s Stage
The Corporate Olympic Spirit
Olympic Business Results
The Invitation of a Lifetime: Building Olympic Business Relationships
Salt Lake 2002 Olympic Licensing Success
Salt Lake 2002 Licensing Development and Management
Making the Olympic Licensing Investment
Leveraging the Olympic Licensing Investment

2002 Olympic Revenue Generation
2002 Olympic Revenue Distribution
Financing the 2002 Olympic Winter Games

Section six
Section seven
Section eight
Section nine

Table of contents
67 The Impact of Olympic Sponsorship
85 Salt Lake 2002 Licensing
91 Salt Lake 2002 Marketing and Finance
97 Acknowledgements