

**SAMPLE SPONSOR VALUE CHAIN
for
Olympic Games Organizing Committees**

Marketing Rights

Rights, Opportunities and Support	Tier 1	Tier 2	Tier 3
1. Designated Marks			
Right to use the following OCOG marks for external and internal promotions and communications: <ul style="list-style-type: none"> • OCOG 20XX Olympic Games Standalone logo • OCOG 20XX Olympic Games Composite logo • OCOG 20XX Olympic Games Contained emblem 	Yes	No	No
	Yes	Yes	No
	Yes	Yes	Yes
Right to use the following Host NOC marks for external and internal promotions and communications: <ul style="list-style-type: none"> • Host NOC Standalone logo • Host NOC Composite logo • Host NOC Contained emblem 	Yes	No	No
	Yes	Yes	No
	Yes	Yes	Yes
Right to use the following Team marks for external and internal promotions and communications: <ul style="list-style-type: none"> • Team Standalone logo • Team Composite logo • Team Contained emblem 	Yes	No	Yes ¹
	Yes	Yes	No
	Yes	Yes	Yes ¹
Use of OCOG and Host NOC marks on Premiums and ability to distribute Premiums to promote Products and use Premiums in employee incentives	Yes	Yes (only if sponsor has access to marks)	No
Use of designations to associate the Sponsor and/or its Products with the Games, the OCOG, and the Team	Official Partner Official Supplier ² Official Product	Official Supporter Official Supplier ² Official Product	Official Supplier ² Official Product
Use of other designations as agreed with OCOG	Yes	No	No

¹ If supplier

² If actually supplied

Rights, Opportunities and Support	Tier 1	Tier 2	Tier 3
1. Designated Marks			
Use of other OCOG imagery for external and internal promotions and communications: <ul style="list-style-type: none"> • Mascot(s) • Pictograms • Look & Feel • Other (Straplines, slogans etc.) 	Yes Yes Yes Yes	Yes Yes No No	No No No No
Right to exercise graphical flexibility regarding the use of marks (subject to IOC and OCOG approval)	Yes	No	No
2. Other Olympic Materials			
Access for internal and external (commercial) purposes to 20XX imagery created and owned by OCOG	Yes	Yes	Yes
Right to purchase official 20XX posters created and owned by OCOG for internal and external (commercial) purposes	Yes	Yes	Yes
Access for internal and external (commercial) purposes to Olympic historic moving images via Olympic Television Archive Bureau (OTAB) (fees apply)	Yes	Yes	Yes
Access for internal and external (commercial) purposes to Olympic photographic images via IOC's official photographic agency (fees apply)	Yes	Yes	Yes
Access for internal and external (commercial) purposes to photographic images and written and graphic materials within the archive at the Olympic Museum (fees apply)	Yes	Yes	Yes

Rights, Opportunities and Support	Tier 1	Tier 2	Tier 3
3. Sponsor Recognition Programme			
Right to participate in OCOG Sponsor recognition advertisements in the media	Yes (logo)	Yes (name only)	No
Recognition in official Sponsor Recognition pages of OCOG and Host NOC publications	Yes (logo)	Yes (name only)	No
Recognition on Sponsor Recognition pages of OCOG and Host NOC internet sites	Yes (logo)	Yes (logo)	Yes (name only)
Recognition at official OCOG and Host NOC functions and other social events	Yes	If appropriate	If appropriate
Right to purchase advertising space in official OCOG and Host NOC publications	First option	Second option	Third option
4. Internet			
Right to use the marks which the Tier 1/2/3 sponsor is granted the right to use on the sponsor's own website and provide links to Olympic websites (in accordance with IOC and OCOG internet guidelines and territorial restrictions)	Yes	Yes	Yes
5. Access to Team			
Assistance in obtaining access to Olympic athletes for promotional purposes and access to additional opportunities to be developed in relation to the Host team.	Yes	Yes	No
6. Access to OCOG VIP Hospitality Programme for 20XX and 20XX			
Right to purchase OCOG VIP hospitality packages for 20XX and 20XX	Yes (up to 6 senior executives)	No	No

Rights, Opportunities and Support	Tier 1	Tier 2	Tier 3
7. Use of Tickets and Hospitality Packages for 20XX and 20XX			
Right to use tickets and hospitality package purchases to 20XX and 20XX in promotions and competitions	Yes (internal) Yes (external)	Yes (internal) No (external)	Yes (internal) No (external)
8. Access to Additional OCOG 20XX Events			
Option to purchase sponsorship rights to certain Additional OCOG 20XX Events (as defined in the sponsorship agreement) identified by OCOG for sponsorship	First option with TOPs	Second option (limited to 2 events)	Third option (limited to 1 event)
9. Activation Events			
Right to devise major external activation events (at the sponsor's expense)	Yes (At least one major event)	Yes (One major event)	No
Right to devise internal activation events (at the sponsor's expense)	Yes	Yes	Yes
Earliest start date for activation programmes	Immediately following signature of Partner Agreement	After the closing ceremony of the Games in 20XX	After the closing ceremony of the Games in 20XX
10. Advertising and Promotions			
Right to promote partnership in external advertising and promotions	Yes	Yes	Yes
Scope of campaigns featuring OCOG 20XX and Host NOC	Unlimited	Commensurate with status	Commensurate with status
Right to promote sponsorship in company publications	Annual report – Yes Product brochures – Yes	Annual report – Yes Product brochures – Yes	Annual report – Yes Product brochures – Yes
Right to promote partnership on company inventory	Stationery – Yes Uniforms – Yes Vehicles – Yes	Stationery – Yes Uniforms – Yes Vehicles – No	Stationery – Yes (text only) Uniforms – No Vehicles – No

Rights, Opportunities and Support	Tier 1	Tier 2	Tier 3
11. Supply of Products			
Right to supply Products to OCOG and Host NOC at agreed rates	Yes	Yes	Yes
Use of designation to associate the supply of Products with the Games, OCOG and Host NOC (as applicable)	Yes	Yes	Yes
Right to promote sponsorship on company products (packaging)	Yes	No	No
12. Marketing Support			
OCOG personnel to provide account support	Yes	Yes	Yes
Participation in OCOG's Sponsor Advisory Group	Yes	No	No
Participation in OCOG's sponsor workshops	Yes	Yes	Yes
13. Ambush Protection Programme			
Right to protection of investment through the implementation by OCOG of a sponsor protection and anti-ambush programme	Yes	Yes	Yes

Games Time Rights

Rights, Opportunities and Support	Tier 1	Tier 2	Tier 3
1. Hospitality package for the Games			
A comprehensive hospitality package for the Games to include access to hotel rooms, tickets, transportation, accreditation and the sponsor hospitality centre (see below)	Yes	Yes (limited package, see below)	Yes (limited package, see below)
2. Accommodation for the Games			
Priority access to purchase 4 or 5 star accommodation for the period of the Olympic Games	Yes XXX rooms per night	Yes XX rooms per night	Yes XX rooms per night
Assistance in obtaining additional hotel rooms should the number above be less than required by the Sponsor	Yes (First priority)	Yes (Second priority)	Yes (Third priority)
Assistance in hiring available meeting rooms, banquet areas and exhibition space in the allocated hotel for hospitality and event operations management	Yes (First priority)	Yes (Second priority)	Yes (Third priority)
3. Tickets for the Games			
Right to purchase tickets for each opening and closing ceremonies for the Games	2 per room (XXX)	2 per room (XXX)	2 per room (XX)
Right to purchase tickets for sports events at the Games (per day)	XXX	XXX	XX
Right to purchase additional tickets (if available)	Yes (first option)	Yes (second option)	Yes (third option)
Right to use tickets in competitions and promotions	Yes	Yes	No

Rights, Opportunities and Support	Tier 1	Tier 2	Tier 3
4. Transportation at the Games			
Access to any VIP transportation service run by OCOG at the Games	Yes (2 allocated vehicles and drivers)	No	No
Right to operate shuttle service for guests and staff at the Games	Yes	Yes	Yes
Access to OCOG car pool	Yes	No	No
5. Olympic Marketing Club and Hospitality Centre			
Olympic Marketing Club Gold Passes	XX	X	0
Olympic Marketing Club Day Passes (per day)	XX	X	X
Access to Sponsor Hospitality Centre at the Games	Yes (First priority)	Yes (Second priority)	Yes (Third priority)
6. Accreditations at the Games			
VIP passes – double, transferable (if approved by the IOC) accreditations for senior management	2	1	0
Athletes' Village Day Passes (per day)	5	2	0
7. Showcasing and operation of the Sponsor's activities during the Games			
Right to conduct showcasing activities (subject to space availability and other existing IOC rights restrictions)	Yes	No	No
Access to appropriate accommodation (near Games venues or work locations) for the sponsor's staff to operate any such showcasing opportunities	Yes	No	No
Priority parking privileges free of charge and drop-off facilities for Sponsor's staff to conduct their operational activities on-site during the Games	Yes	Yes	Yes

Rights, Opportunities and Support	Tier 1	Tier 2	Tier 3
7. Showcasing and operation of the Sponsor's activities during the Games			
Operating and technical manager accreditations	Yes (as operationally necessary)	Yes (as operationally necessary)	Yes (as operationally necessary)
Day passes for operational reasons	Yes (as operationally necessary)	Yes (as operationally necessary)	Yes (as operationally necessary)
8. Recognition at venues			
Recognition/signage at venues	Yes (logo)	Yes (name only)	No
9. Billboards and advertising hoardings			
Right to purchase billboard space owned/controlled by OCOG at the time of the Games	Yes (first option)	Yes (second option)	Yes (third option)
10. Olympic Torch Relay			
Olympic Torch Relay – right to participate (sponsor's employees and/or directors) (number of slots)	10	4	0
11. Volunteering			
Opportunity to provide employees to take part in volunteer programme	Up to XXX, in accordance with OCOG's staffing needs	Up to XXX, in accordance with OCOG's staffing needs	Up to XX, in accordance with OCOG's staffing needs
12. Ambush Protection Programme			
Right to protection of investment through the implementation by OCOG of a sponsor protection and anti-ambush programme at the time of the Games	Yes	Yes	Yes