The Commercial Games

How Commercialism is Overrunning the Beijing 2008 Olympic Games

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Commercial Alert is an advocacy group that aims to keep the commercial culture within its proper sphere <www.commercialalert.org>.

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Executive Summary

1. The 2008 Beijing Olympic Games have been referred to as the “People’s Games,” the “High Tech Games” and the “Green Games,” but they could be as aptly described as the Commercial Games.

The Olympics have auctioned off virtually every aspect of the Games to the highest bidder. In addition to multimillion dollar sponsorship deals between the International Olympic Committee and international companies, smaller firms are paying for designations from “official home and industrial flooring supplier” to the “frozen dumplings exclusive supplier” of the Beijing 2008 Olympic Games.

Corporate sponsors are showering money on each tier of the Olympic organizational committees: the International Olympic Committee, the Beijing Organizing Committee of the Olympic Games and the International Federations governing each individual sport, to each country’s National Organizing Committees. Corporations are sponsoring many Olympic teams and national governing bodies for particular sports -- including virtually every national governing body in the United States -- and individual athletes themselves.

To its credit, the Olympics do prohibit advertising in sports stadia or other venues. The Olympics also prohibit advertisements on uniforms (other than uniform maker logos).

Everywhere else, Olympic spectators, viewers and athletes, and the citizens of Beijing, should expect to be overwhelmed with Olympic-related advertising.

A record 63 companies have become sponsors or partners of the Beijing Olympics, and Olympic-related advertising in China alone could reach $4 billion to $6 billion this year, according to CSM, a Beijing marketing research firm.

The Olympic Partners (TOP) program, run and managed by the International Olympic Committee (IOC) since 1985, includes 12 companies for the Beijing Olympics. These 12 companies have paid $866 million to the International Olympic Committee.

The U.S. Olympic system is awash in corporate sponsor money. Well over 100 corporations are sponsoring the U.S. Olympic Committee or U.S. national teams.

2. Commercialism is overrunning the Olympics. It is undermining the professed ideals of the Olympic Games, and subverting the Olympics' veneration of sport with omnipresent commercial messaging and branding. The excessive commercial encroachment on the Olympic Games contradict the Olympic Charter's stated objective of a pure blend of sport, culture and education.

The overwhelming cultural influence at the Olympics is now commercial culture; and the overwhelming
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informational message is are: buy, buy, buy. Sports, of course, remain at the center of the Olympics, but commercialism has overwhelmed whatever other values the Olympics hope to embody. The volume of commercial messages drowns out any competing narratives apart from sports.

3. Exclusive marketing arrangements for TOP Olympic partners in some cases improperly force Olympic spectators to purchase or use products from companies granted an artificial monopoly by the Olympics.

4. In at least one notable case, commercial entanglements have called into question the integrity of a national sports governing body. A lawsuit and accusations around the activities of USA Swimming and the national team coach - - both sponsored by swimwear maker Speedo -- charge Speedo, the national team and the coach with antitrust violations. The lawsuit, filed by Tyr, a Speedo competitor, charges the coach has trumpeted the benefits of LZR Racer, a new, high-profile Speedo suit, because of his financial ties to the company. Tyr says its Tracer Rise swimsuit, introduced weeks before the LZR Racer, is comparable to the Speedo product.

5. The International Olympic Committee will not partner with hard liquor companies, but the IOC tolerates sponsorships by beer and wine companies. There are three beer company partners for the Beijing Olympic Committee: Anheuser-Busch, Tsingtao and Yanjing Beer.

Anheuser-Busch says it is a sponsor of 25 national Olympic Committees. A tequila maker, Jose Cuervo, is a sponsor of the U.S. Soccer Federation -- a sponsorship that transgresses the IOC's rules, which apparently do not apply to a national governing body.

6. Notwithstanding the fundamental principles of "Olympism," which celebrate healthful living, two of the 12 Olympic TOP sponsors run businesses centered around the sales of unhealthy food: Coca-Cola and McDonald's. Snickers, the candy bar made by Mars, is an official BOCOG supplier. Hershey's is a sponsor of the USOC. Coca-Cola is a sponsor of FIFA, the international soccer federation. McDonald's and Sprite are sponsors of USA Basketball. McDonald's and Sierra Mist are sponsors of the U.S. Soccer Federation. Coca-Cola is a sponsor of USA Softball. Hershey's is a sponsor of USA Track & Field.

7. Because sports apparel and equipment makers are uniquely connected to the various Olympic bodies by virtue of their equipping of Olympic athletes and supplying the equipment used for Olympic contests, official Olympic bodies should pay special care to the suppliers with which they enter sponsorship arrangements.

Labor rights advocates have documented deplorable conditions in many of the suppliers partnered with the Olympics and official Olympic bodies, among them Adidas, Nike and Speedo.

In a very disturbing development just before the start of the Olympics, Adidas reportedly announced it was transferring large amounts of its production out of China because wages set by the government were “too high.”
8. At least two major Olympic partners, the China National Petroleum Corporation (CNPC) and Sinopec, have been linked to gross human rights violations in Sudan. Both companies are sponsors of the Beijing Organizing Committee of the Olympic Games.

9. There is no doubt that the horse is out of the barn on Olympic sponsorships, and the world is unlikely to see a commercial-free Games anytime soon.

Nonetheless, the most egregious problems with the Olympics' pervasive sponsorship arrangements can and should be addressed. At minimum, the IOC, National Olympic Committees, and international and national sports governing bodies should:

- Undertake a comprehensive examination of the scope of corporate sponsorships, with the objective of scaling back their overall number. The Olympic ideals of promoting authentic culture and education have been drowned beneath a sea of sponsorship and marketing arrangements.

- End "exclusive marketing" arrangements with sponsors that impose artificial monopolies on Olympic spectators.

- Develop safeguards to ensure apparel and equipment sponsorships do not compromise sports governing bodies' decisions. Coaches of national teams should be prohibited from serving as paid spokespeople or consultants for apparel and equipment makers.

- Refuse to accept sponsorships from any alcohol company, including beer and wine companies. This recommendation does not reflect a prohibitionist impulse. It merely extends the insight in the present IOC ban on hard liquor sponsorships: promoting more alcohol consumption is unhealthful, and inappropriate for an event with enormous appeal to children.

- End partnerships and sponsorship arrangements with junk food, soda and fast food companies. These companies' operations are incompatible with Olympic ideals of promoting fitness and healthful living, and the companies use the association with the Olympics to remove some of the tarnish of their unhealthy products.

- Insist that official, sponsoring apparel and equipment makers disclose where their products are manufactured, and ensure that their products are manufactured in a fashion that respects core labor standards.

- Refuse to enter into sponsorship arrangements with companies connected to gross human rights abuses. This is a simple ethical standard, and one required by the Olympic commitment to demonstrate "respect for universal fundamental ethical principles."
Overview

The 2008 Beijing Olympic Games have been referred to as the “People’s Games,” the “High Tech Games” and the “Green Games,” but they could as aptly be described as the Commercial Games. The Olympic Games have long been a marketing venue for multinational companies such as Visa and Coca-Cola. But commercialism around the Beijing 2008 Olympics is reaching a whole new level, as virtually every facet of the Games is auctioned off to the highest bidder. In addition to multimillion dollar sponsorship deals between the International Olympic Committee and international companies, smaller firms are paying for designations from “official home and industrial flooring supplier” to the “frozen dumplings exclusive supplier” of the Beijing 2008 Olympic Games.

Corporate sponsors are showering money on each tier of the Olympic organizational committees: from the International Olympic Committee, the Beijing Organizing Committee of the Olympic Games and the International Federations governing each individual sport, to each country’s National Organizing Committees. Corporations are sponsoring many Olympic teams and national governing bodies for particular sports — including virtually every national governing body in the United States — and individual athletes themselves.

Commercialism is overrunning the Olympics. It is undermining the professed ideals of the Olympic Games, and subverting the Olympics’ veneration of sport with omnipresent commercial messaging and branding. In at least one notable case, commercial entanglements have called into question the integrity of a national sports governing body. The relative commercial attractiveness of different sports is exacerbating imbalances in the resources and support available to athletes in different events. Thanks to exclusive marketing arrangements, commercial sponsorship arrangements are improperly subjecting Olympic spectators to artificial monopolies at Olympic venues. And the Olympics rush to sell sponsorships to the highest bidders has led to partnerships with companies whose products or methods of doing business betray Olympic ideals: junk food hawkers, beer and liquor peddlers, and equipment makers reliant on sweatshop contractors, among others.

Part I of this report analyzes the contradictions and tensions between Olympic ideals and commercialism. Part II provides an overview of the commercial sponsorship encroachment on the Olympics, including at the Beijing Games, in connection with international sports federations, and in connection with national Olympics committees and sports federations. Part III suggests how corporate sponsorship revenues exacerbate imbalances in allocation of resources between countries and sports. Part IV condemns the International Olympic Committee practice of agreeing to exclusive marketing arrangements with sponsors, deals that force Olympic spectators to purchase or use products from companies given artificial monopolies. Part V raises concerns about apparel and equipment maker sponsorships of sports governing bodies, focusing on the allegations made surrounding the USA Swimming/Speedo-Tyr controversy. Part
VI details Olympic and governing body connections to alcohol and junk food companies, and argues that these relationships should be ended. It reports also on Olympic and governing body partnerships with apparel and equipment makers, and on the sweatshop conditions in which many of those companies’ products are made. It also calls for an end to Olympic body associations with companies tied to gross human rights abuses. Part VII makes recommendations to reform the tide of commercialism that has swept over the Olympic Games and official Olympic sports bodies. Appendix I profiles the largest Olympic corporate sponsors — the 12 involved in The Olympic Partners program, as well as other notable sponsors. Appendix II lists the company sponsors of Beijing Organizing Committee of the Olympic Games, the international sports federations connected to the Olympics, selected National Olympic Committees, and the U.S. Olympic Committee and the U.S. national governing bodies. All of the information included in Appendix II is based on self-reporting by the various committees and organizations; there may be other sponsors not disclosed.

I. Commercialism and Olympism

In its official documents, the International Olympics Committee (IOC) recognizes the threat that commercialism poses to Olympic ideals.

Section 4.10.4 of the Olympic Charter explains that “The use of an Olympic emblem and products or services is prohibited if such association is incompatible with the Fundamental Principles of Olympism or the role of the IOC as set out in the Olympic Charter.”

The first “fundamental principle of Olympism” is: “Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example and respect for universal fundamental ethical principles.”

The IOC claims that it follows the Olympic Charter in ensuring the “priority of sport in a commercial environment.” To its credit, the Olympics do prohibit advertising in sports stadia or other venues. The

3 “No advertising or commercial messages are permitted in the Olympic stadia, on the person of venue spectators or on the uniforms of the Olympic athletes, coaches, officials or judges” (Olympic Marketing Fact File. <http://multimedia.olympic.org/pdf/en_report_344.pdf>.) Rule 51.2 of the Olympic Charter states: “No form of advertising or other publicity shall be allowed in and above the stadia, venues and other competition areas which are considered as part of the Olympic sites. Commercial installations and advertising signs shall not be allowed in the stadia, venues or other sports grounds.” A Bye-law to Rule 51 adds: “No form of publicity or propaganda, commercial or otherwise, may appear on persons, on sportswear, accessories or, more generally, on any article of clothing or equipment whatsoever worn or used by the athletes or other participants in the Olympic
Olympics also prohibit advertisements on uniforms (other than uniform maker logos). At the Beijing Games, however, the IOC is permitting Adidas to capitalize on the uniform logo loophole. Adidas will provide sportswear for all staff, volunteers and technical officials of the 2008 Games — apparel that carries Adidas’ widely recognizable logo.

Other specific safeguards adopted by the IOC appear easily circumvented. The IOC emphasizes is that “images of Olympic events are not allowed to be broadcast with any kind of commercial association.” Yet Visa’s entire commercial campaign for the 2008 Olympics is based around footage of past Olympians.

The IOC says it “does not accept commercial associations with tobacco products, alcoholic beverages (other than beer and wine) or other products that may conflict with or be considered inappropriate to the mission of the IOC Games, except for the identification — as defined in paragraph 8 below — of the manufacturer of the article or equipment concerned, provided that such identification shall not be marked conspicuously for advertising purposes.”


Most fundamentally, perhaps, the excessive commercial encroachment on the Olympic Games contradicts the Olympic Charter’s stated objective of a pure blend of sport, culture and education. The IOC says it works “to control sponsorship programs and the number of major corporate sponsors,” but this appears to be more a strategy of controlling the process to maximize revenues, rather than limit the commercialism of the Games. The number of corporations in the top-tier Olympics sponsorship program (The Olympic Partners) has risen from nine in 1985 to 12. These are supplemented by dozens of other, lower-tier corporate sponsors for the Beijing Games, and many more national-level sponsors.

We sought repeatedly to speak with the IOC about commercialism and the Olympics, but the IOC did not respond to our requests for comment.
II. The Commercial Encroachment on the Olympics

1. In Beijing

Although Olympics sponsors and advertisers, except for equipment makers, will not be inside Olympics stadia or other venues, they will be just about everywhere else in Beijing — as well as seemingly omnipresent on television and on the Internet.

A wide range of companies are now initiating a marketing blitz around the first Olympics ever to be hosted by a Chinese city. These companies are eager to build brand recognition in China’s enormous and growing market of rising middle-class consumers. The Beijing Organizing Committee of the Olympic Games (BOCOG) has solicited them to do just that. In its 2008 Olympic Marketing Plan Overview, the BOCOG writes, “For international entities looking to expand into the thriving Chinese market place, a partnership with the 2008 Olympic Games will deliver a powerful business opportunity for growth, and product/service showcasing while serving to strengthen and build ties of friendship throughout China.”

A record 63 companies have become sponsors or partners of the Beijing Olympics, and Olympic-related advertising in China alone could reach $4 billion to $6 billion this year, according to CSM, a Beijing marketing research firm.12

The Olympic Partners (TOP) program, run and managed by the IOC since 1985, includes 12 companies for the Beijing Olympics. TOP Worldwide Olympic Partners are granted exclusive global marketing rights, including partnerships with the IOC, all National Organizing Committees (NOCs) and their Olympic teams, and the BOCOG.13

TOP companies each paid the IOC around $70 million to become worldwide partners for the 2006 Turin and 2008 Beijing Olympics (sponsors join the TOP program for four-year cycles). The combined revenue from all 12 partners for the 2005-2008 cycle came to $866 million.14 At least 25 percent of that revenue — about $216.5 million — goes directly to the BOCOG.15

The IOC boasts that sponsoring the Olympics provides “unparalleled returns on an investment for sponsors.”16

“The Olympic Games provide a global marketing platform, based on ideals and values, providing excellent opportunities for a company’s sales, showcasing, internal rewards and community outreach programs,” one IOC document

stated. In addition to exclusive worldwide marketing rights, TOP partners are granted use of all Olympic imagery, preferential access to Olympic broadcasting advertising, on-site opportunities and protection against so-called ambush marketing, lest non-TOP companies attempt to use the Olympics as a marketing venue as well.

The Chinese government has been particularly adept on this last point. Beginning in July, it restricted advertising space in Beijing, giving priority to the official sponsors. In the past year, the government reportedly tore down more than 30,000 outdoor ads in Beijing in an attempt to control ambush marketing by non-Olympic sponsors.

TOP companies are profiled in Appendix I of this report. The full list of companies sponsoring the IOC or the Beijing Games are presented in Appendix II.

2. The International Governing Bodies

The IOC is not alone in seeking corporate sponsorships. Most of the international governing bodies appear to have corporate sponsors, often approaching a dozen.

Appendix II contains a list of companies sponsoring international governing bodies.

3. In the United States

The U.S. Olympic system is awash in corporate sponsor money. Corporate funding is especially important to the United States Olympic Committee (USOC) and the National Governing Bodies (NGBs) that control each individual sport in the United States because they receive no government funding. Individual athletes, too, often garner funds for equipment and training from corporate sponsors.

A remarkably long list of companies — well over 100 — are sponsoring the USOC or national teams. Is there any limit at all on corporate sponsorships of U.S. teams? If there is, it’s not immediately obvious from looking at the long list of sponsors.

We sought repeatedly to obtain comments from the USOC and the U.S. National Governing Bodies with corporate sponsors. We wanted to find out whether they had any concern about commercialism run amok in the Olympics, how much sponsors are paying, and whether they have concerns about the corporate practices of their sponsors. Unfortunately, our repeated efforts failed with the USOC and the governing bodies, except for basketball and canoe/kayak. (The responses from USA Basketball and U.S. Canoe and

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Kayak are reported below in the discussion of junk food and sweatshop sponsors.\textsuperscript{21)}

Appendix II contains a list of companies sponsoring international governing bodies.

4. Other countries

The United States Olympic committees and teams are not alone in seeking and accepting corporate sponsorships. The 12 TOP sponsors are automatically sponsors of each national Olympic committee. Many of the committees seek additional sponsors, from the ranks of both multinational and local corporations.

Corporate sponsors for a selection of national committees are listed in Appendix II.

5. Commentary

The sheer volume of corporate sponsors is staggering, and makes clear how far-reaching the commercialization of the Olympic Games is. Equally significant is the degree to which the Olympics embraces and promotes sponsors. The Olympics website even portrays the TOP sponsors as part of the “Olympic Movement.”\textsuperscript{22)}

The Olympics claim to stand for pure ideals, for sports, culture and education. Unfortunately, the overwhelming cultural influence at the Olympics is now commercial culture; and the overwhelming informational message is: buy, buy, buy. Sports, of course, remain at the center of the Olympics, but commercialism has overwhelmed whatever other values the Olympics hope to embody.

III. Exacerbating Resource Imbalances

To the credit of the IOC, it distributes a share of the TOP sponsorship money to National Olympic Committees.\textsuperscript{23)} Assuming the money is distributed in some equal share to the National Olympic Committees — something we were not able to determine, because of the IOC refusal to respond to our

\textsuperscript{21}Asked what the NBA and USA Basketball look for in potential sponsors, NBA Senior Manager of Marketing Communications Carmine Tiso said: “There are a variety of factors we look at when we are in discussions with potential marketing partners for USA Basketball. We look for partners who will work with us to collectively grow our brands and who will help promote the core values of USA Basketball to fans around the world. I can tell you that each of our current partners meet that criteria.”

\textsuperscript{22}Admittedly, the same chart in which the TOP sponsors are depicted as part of the Olympic Movement shows the entire world population as part of the movement, but it is clear that the TOP sponsors have a different (and much higher) role in the hierarchy.

\textsuperscript{23}It is not clear from IOC material exactly how much or what proportion is distributed. The IOC’s Olympic Marketing Fact File says that 40 percent of TOP revenues are allocated to national committees, but then indicates an estimated $139 million will go to the committees, not including the USOC. This is just 16 percent of the $866 million the IOC says it will raise from TOP partners.
requests for comment — this distribution would tend to equalize the resource imbalances between national Olympic teams.

However, the general thrust of corporate sponsorship money is to exacerbate imbalances in allocation of resources. Corporate sponsors naturally prefer to enter partnerships with Olympic teams in countries with larger markets, and are willing to pay more for those markets. It is obvious that the USOC and the national U.S. teams are able to raise more from corporate sponsors than can, say, the Ghanaian national committee.

Corporate sponsorship also skews the resources available to athletes within countries. Sports that receive little media attention, like rowing, often struggle to find sponsors, while more popular sports with well-known athletes, like track and field, rake in large amounts of revenue. In 2006, corporate sponsorships accounted for only about 4.6 percent of all revenue for the United States Rowing Association, but made up nearly 50 percent for USA Track and Field.

IV. Monopoly Markets

The IOC promises “exclusive marketing” arrangements for TOP partners. These arrangements have uneven effect, but are highly objectionable in some circumstances. It is one thing if the IOC decides to have a single time-keeper company (Omega), or even to clothe all of its officials in one company’s apparel (Adidas). But it is an altogether different circumstance when the IOC imposes monopolies on Olympics spectators.

Visitors to the Olympics will only find Coca-Cola beverages in Olympic venues. Visitors should not be limited to a single company’s beverage selection, just because of a sponsorship arrangement. Even more objectionably, visitors hoping to use credit cards to pay for tickets or other expenses at the Olympics will only be permitted to use Visa cards. This artificial monopoly arrangement was once, brazenly, the subject of a Visa advertising campaign. It is inexcusable for the Olympics to force spectators paying for tickets or other amenities by credit card to obtain a Visa card.

V. Conflicts of Interest

The entanglement of national and international sports governing bodies with apparel and equipment makers — corporate interests with potential financial interests in sports governing decisions — poses real risks of conflict of interest and threats to the integrity of sports. There are many hypothetical conflicts that probably are never realized; but there may well be a considerable number of conflicts, large and small, that do pose problems, but do not receive any publicity.

In May, one example emerged that did garner considerable publicity. The


26 Tyr Sport, Inc. v. Warnaco Swimwear, United States Swimming, Mark Schubert, Erik Vendt, U.S. District Court for the Central District of
swimwear company Tyr Sport filed an antitrust lawsuit against Warnaco Swimwear, which owns the U.S. rights to Speedo swimwear, USA Swimming, Mark Schubert — the coach of the U.S. swim team — and swimmer Erik Vendt. Speedo is a sponsor of USA Swimming, and Schubert is a paid spokesperson for Speedo, a fact not clear in most news reports about his strong advocacy for Speedo suits. Tyr is the maker of a Tracer Rise suit, which it says uses a technology similar to that in Speedo’s high-profile LZR Racer suit. Tyr alleges that USA Swimming and Schubert have conspired with Warnaco/Speedo to misrepresent the relative benefits of Speedo’s LZR Racer, and to discourage top swimmers from wearing suits from Speedo’s competitors — including swimmers contractually obligated to wear other companies’ suits. The U.S. district court in which the case was filed has stayed the Tyr lawsuit until after the Olympics, but Tyr’s initial complaint makes hard-hitting allegations. Neither Tyr nor Speedo responded to requests for comment.

In the suit, Tyr alleges that USA Swimming’s sponsorship deal with Speedo requires that “Splash,” the official USA Swimming magazine and according to Tyr the largest swimming publication in the United States, refuse ads from Speedo competitors. Tyr also alleges that “there have been instances where USA Swimming has gone so far as to alter action or event photographs in Splash Magazine to remove the logos of any competitor of Speedo.”

The suit also alleges that USA Swimming and Coach Mark Schubert have falsely disparaged the swimsuits of Speedo competitors. Speedo’s LZR Racer suit has generated enormous publicity, and Schubert has been a major proponent of the Speedo suits. Schubert has echoed Speedo’s claim that LZR Racer suits give competitors a 2 percent advantage. Commenting in venues around the world, Schubert has also urged swimmers under contract to Speedo competitors to switch suits irrespective of their contractual obligations. The Australian CourierMail, for example, reported in April that “Schubert is recommending all Americans wear the Speedo suit at their Olympic trials even if they are sponsored by another company. ‘I would strongly advise them to wear the suit at trials, or they may end up at home watching on NBC,’ Schubert said. ‘Do you go for the money or for the gold?’” The Australian paper noted, “Speedo is a major sponsor of US swimming and Schubert made his comments while wearing a polo shirt emblazoned with the English manufacturer’s logo. ‘I’m not saying this just because they pay part of my salary,’ Schubert said. ‘I’m all about performance and I believe in the product.’”

Tyr claims that its Tracer Rise suit is comparable to the LZR Racer suit, and that Speedo analyses purporting to show LZR Racer’s superiority are inaccurate and misleading.

The Tyr lawsuit claims that “The actions of USA Swimming Speedo and Schubert

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27 “American Mark Schubert Says All Swim Records Will Fall.” CourierMail, April 11, 2008. <http://www.news.com.au/couriermail/story/0,2379,23522162-10389,00.html>. This report was unusual because very few news accounts of Schubert’s comments in support of the LZR Racer suit note that he is paid by Speedo.
have had the desired effects. Numerous elite swimmers — including several Olympic medal winners — have worn the Speedo LZR in competition despite being under contract to other manufacturers and have defected or are considering defecting from their former equipment providers in favor of Speedo. Some athletes (including defendant Vendt) have followed through on Schubert’s recommendation that they breach contracts with their equipment providers in order to avoid “staying home” during the Olympic Games. These highly publicized events have had a pervasive impact on the competitive swimwear market not only at the elite level, but also at the collegiate, high school, club and summer league levels. Not only have these events affected sales of the swimsuits themselves, but due to the high visibility of the swimsuits, sales of accessories will be similarly affected because they are inextricably linked.”

VI. Corporate Sponsors and their Discontents

A sports festival that claims to advance certain values must screen its commercial partners to ensure they are compatible with the values it espouses. In the case of the Olympics, the IOC acknowledges this duty, stating that it will not accept sponsorships from tobacco or hard liquor companies, or others whose activities are incompatible with Olympic ideals.

In practice, however, there is little evidence that the various Olympic committees take this entreaty seriously, outside of the prohibition on partnering with tobacco companies. Serious criticisms can be lodged against aspects of almost large multinational company, but it is reasonable to expect the IOC, national committees, and international and national governing bodies at least to screen out companies whose core activities conflict directly with Olympic ideals. These include alcohol and junk food companies, sports equipment makers who contract with sweatshop suppliers, and companies connected to gross human rights violations.

1. Alcohol Marketing

The IOC distinguishes between liquor company sponsorships and those from beer and wine companies, deeming the latter acceptable. It should be obvious, however, that associating with the Olympics is a means for beer and wine companies — intentionally or otherwise — to appeal to youth.

There are three beer company partners for the Beijing Olympic Committee: Anheuser-Busch, Tsingtao and Yanjing Beer. These companies (the latter two of which are Chinese) will be able to tout their Olympic affiliation in advertising targeted to the fast-growing Chinese market. COFCO Wine & Spirits is a BOCOG supplier.

Anheuser-Busch says it is the sponsor of 25 national Olympic committees, including those in Great Britain (Michelob Ultra), Japan (Budweiser) and the United States (Anheuser-Busch). Kirin is a sponsor of the Japanese Olympic Committee. Anheuser-Busch is

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28 Tyr Sport, Inc. v. Warnaco Swimwear, United States Swimming, Mark Schubert, Erik Vendt, U.S. District Court for the Central District of California, Case No. SACV08-00529 JVS (MLGx), filed May 12, 2008.
also a sponsor of the U.S. Soccer Federation, and Dry Creek Vineyard a sponsor of U.S. Sailing. A tequila maker, Jose Cuervo, is a sponsor of the U.S. Soccer Federation — a sponsorship that transgresses the IOC’s rules, which apparently do not apply to a national governing body.

“Sports are a fundamental building block of character building and of youth development in this country,” says George Hacker, director of the Alcohol Policies Project at the Washington, D.C.-based Center for Science in the Public Interest. Hacker is speaking about the United States, but the same point applies globally, including especially in China, where the government is emphasizing sports as a central component of childhood development. “It’s something that most young people engage in and associate with good health, and camaraderie, friendship, teamwork, all kinds of values that we try to develop among young people. Those values are essentially being high-jacked by beer companies when they get closely associated with sports, be they Olympic or college or even professional. It belies the true value of sports.”

Hacker says allowing beer companies to sponsor the Beijing Olympics is “an incongruous association given that alcohol has nothing to do with success in sports.”

2. Partnering with the Junk Food Pushers

Junk foods are unhealthy and contribute to obesity — a major public health problem not just in the United States, but many countries around the world, including China. There is a basic disconnect between the Olympics and its commitment to “exalting and combining in a balanced whole the qualities of body, will and mind” and unhealthy food.

Nonetheless, two of the 12 Olympic TOP sponsors run businesses centered around the sales of unhealthy food: Coca-Cola and McDonald’s. Snickers, the candy bar made by Mars, is an official BOCOG supplier. Hershey’s is a sponsor of the USOC. Coca-Cola is a sponsor of FIFA, the international soccer federation. McDonald’s and Sprite are sponsors of USA Basketball. McDonald’s and Sierra Mist are sponsors of the U.S. Soccer Federation. Coca-Cola is a sponsor of USA Softball. Hershey’s is a sponsor of USA Track & Field.

To argue that Olympics-related bodies should not be sponsored by these junk food companies is not to say that, for example, no one should ever eat a Hershey’s chocolate bar. It is to claim that the Olympics should not lend its name and aura to help promote more consumption of these unhealthy products.

The Olympics association does make a difference. “It creates a halo around the junk food in that it creates a more healthful image,” says Margo Wootan, director of nutrition policy at the Center for Science in the Public Interest.

According to U.S. National Basketball Association Senior Manager of

29 Interview with Multinational Monitor, July 29, 2008.
30 Interview with Multinational Monitor, July 29, 2008.
31 Interview with Multinational Monitor, July 29, 2008.
Marketing Communications Carmine Tiso, the NBA is “not at all” worried about being associated with companies selling unhealthy products, such as McDonald’s and Sprite (Coca-Cola). “McDonald’s and Coca-Cola both offer a variety of products that can be a part of a healthy diet when consumed in moderation and responsibly. By partnering with USA Basketball, both companies are promoting sports and exercise, not only among elite athletes but also among all of us who are inspired by the members of the team.”

This line of justification is misguided. As Wootan explains, junk food and fast food companies are eager to use association with healthy sports activities as a means to obscure the unhealthy nature of their products. “Companies have done a lot of marketing to try and associate their brands with fitness. It just makes them look good. So if companies like McDonald’s and Coke, which mostly make foods with poor nutritional quality, have their name and brands associated with sports, people will think of their products as more healthful. And there are a lot of ways junk food manufacturers try to link their brands with sports, including the Olympics. While the Olympics provide a great opportunity to energize the country about physical fitness and sports, that shouldn’t be undermined by promoting unhealthy foods and obesity.”

These are not U.S.-only concerns. Recent studies have documented soaring obesity rates in China, with more than 25 percent of adults being categorized as overweight or obese. One in five Chinese children under the age of seven was found to be overweight, and 7 percent were labeled obese. In a country with rapidly rising incomes, an attraction to the Olympics and consumer goods perceived to represent higher Western standards of living, and limited experience with sophisticated advertising and marketing campaigns, the heavy marketing of junk food threatens to worsen an already dangerous trend of worsening obesity rates.

3. Teaming with Sweatshop Suppliers

Sports apparel and equipment makers are naturally attracted to Olympic sponsorships. Not only do the suppliers gain the associational benefits that a company like GE secures from Olympic sponsorship, they can use the Olympics as a platform to showcase their products, and they obtain explicit or implied endorsements of their products by the world’s greatest athletes.

Because sports apparel and equipment makers are uniquely connected to the various Olympic bodies by virtue of their outfitting of Olympic athletes and supplying the equipment used for Olympic contests, official Olympic bodies should pay special care to the suppliers with which they enter sponsorship arrangements.

Over the last decade and a half, labor rights campaigners have drawn the world’s attention to the deplorable

32 Interview with Multinational Monitor, July 17, 2008.
33 Interview with Multinational Monitor, July 29, 2008.

conditions in which many sports apparel and equipment is manufactured. The story is by now familiar: The leading brand-name companies specialize in product design and marketing, but they do not manufacture the goods sold under their name. Instead, they contract out production to low-wage manufacturers. Workers in these facilities are frequently forced to work long hours in excess of national standards, paid low wages (not infrequently below the statutory minimum wage), and made to toil in dangerous conditions. Supervisors are frequently abusive of workers, who are overwhelmingly girls and young women. Core labor rights, including the right to organize independent unions, are commonly trampled. Nike and Adidas have been among the subjects of numerous exposés.

The story may be familiar, but there is little evidence that the IOC and other Olympic bodies have acknowledged it, let alone sought to leverage their influence to remedy abuses.

Perhaps because of its uniquely high profile and status as a professional sports league, the U.S. National Basketball Association does have a prepared response to the Nike sweatshop question. “Nike is firmly committed to improving working conditions in its contract factories around the world,” says NBA spokesperson Tiso. “To do so, Nike has instituted a comprehensive corporate responsibility program that respects the rights of all employees, provides a safe and healthy work place, and promotes the health and well-being of all its employees. A part of the program is Nike’s code of conduct, which provides an extensive set of guidelines for workplace conditions for all its contracted facilities. USA Basketball, as represented by the NBA, is committed to conducting its business in a socially responsible and ethical manner and maintains its own licensee and supplier code of conduct that requires licensees and their contractors to share this commitment.”

By contrast, the issue has not appeared on the radar of U.S. Canoe and Kayak. Nike is a team sponsor of U.S. Canoe and Kayak. When asked if U.S. Canoe and Kayak had any comment or reaction to Nike’s reported affiliation with sweatshops, Media Relations Director Bill McMillan said, “I haven’t heard of that.”

There is no shortage of documentation of abuses in sports apparel and equipment supplier subcontractor factories, and international unions and labor rights advocates have directed a whole campaign at the IOC.

The Play Fair Alliance, a coalition organized by the Clean Clothes Campaign (CCC), the International Trade Union Confederation (ITUC), and the International Textile, Garment and Leather Worker’s Federation (ITGLWF), has documented “horrendous” working conditions in factories along the supply chains for Adidas, Nike and Speedo, among others. In “Clearing the Hurdles: Steps to improving working conditions in the global sportswear industry,” a report based on interviews with over 320

35 Interview with Multinational Monitor, July 17, 2008.
36 Interview with Multinational Monitor, July 22, 2008.
sportswear workers in China, India, Thailand and Indonesia, Play Fair researchers found that substantial violations of worker rights are still the norm for workers in the sportswear industry. Throughout the sportswear industry, the Play Fair Alliance documented poverty wages, excessively long hours of forced and underpaid overtimes, exploitative terms of employment, sexual harassment, and physical and verbal abuse.\(^{37}\)

The Play Fair Alliance notes that while some sportswear companies have announced highly publicized initiatives to address these abuses, they were largely superficial. “Despite more than 15 years of codes of conduct adopted by major sportswear brands, such as Adidas, Nike … and Reebok [owned by Adidas], workers making their products still face extreme pressure to meet production quotas, excessive, undocumented and unpaid overtime, verbal abuse, threats to health and safety related to the high quotas and exposure to toxic chemicals, and a failure to provide legally required health and other insurance programs,” wrote Play Fair 2008 in “Clearing the Hurdles.”\(^{38}\)

“Clearing the Hurdles” highlights Yue Yuen-owned factories in China as an example of rampant and ongoing labor rights abuses in subcontractor factories. Yue Yuen manufactures about 25 percent to 30 percent of Nike’s shoes and about 15 percent to 20 percent of all Adidas and Reebok shoes. Workers in Yue Yen factories in Dongguan, China, reported working an average of 10 to 12 hours a day. They are under intense pressure from supervisors to meet production quotas, but are only paid RMB500-600 a month — the equivalent to about $0.53 an hour — which is much less than the legal minimum. According to Play Fair, a worker making Adidas shoes in China would have to work over four months to buy a ticket to the Opening Ceremonies in Beijing.\(^{39}\)

Play Fair also documented allegations of “abusive treatment of workers (associated with a militaristic style of management), sexual harassment, forced and excessive overtime, low wages (in many cases, less than the national minimum wage), poor safety standards, unjust employment contracts, limited access to toilets and repression of (independent) union.” Meanwhile, Yue Yuen’s profits grew from $95 million in 1992 to $387 million in 2007. Nike reported profits of more than $2 billion in 2007; Adidas tallied profits of more than $1 billion.\(^{40}\)

Campaigners have pressured Yue Yuen to raise wages, but after wages were raised in one factory, production quotas were then increased to 75 shoes an hour — a rate workers had difficulty

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maintaining. As a result, workers received less production bonuses and “their total take-home salary has not increased.”

More evidence of horrendous worker rights abuses in subcontractor factories comes from the New York-based National Labor Committee. In a November 2007 report, “Olympic Sweatshop: Speedo Production in China Breaks Records for Worker Abuse,” the National Labor Committee charges that sweatshop conditions prevail at Guangzhou Vanguard Water Sport Products Company Ltd in Guangzhou, China, a factory that produces swim gear and sporting goods for Speedo, its major client. According to the report, which is based on interviews with factory employees, there are 400 workers in the plant, which used to employ several child laborers, but they were fired in summer 2007. The report says workers are forced to toil for 100 hours a week in miserable conditions. “During the peak season, which can last up to nine months, the routine shift is 14 1/2 hours a day, from 8:30 a.m. to 11:00 p.m., seven days a week,” states the report. “Workers report going for months at a time without a single day off. All overtime is mandatory.” Workers are forced to operate at a grueling pace, according to the report, are subjected to frequent abuse from supervisors, and are cheated out of 40 percent of the wages owed them.

Said a worker forced to work a 23 1/2 hour shift: “If you refuse overtime, the factory will take several hundred RMB out of your wage. Exactly how many hundreds they take out I don’t really know. Workers at the factory are not clear on regulations about fines. I just know that they will deduct a lot, so I obey the factory. I set my machine at just about the highest speed and started to work really hard. At 6:00 p.m. I rushed off the factory floor and went to a small hole in the wall restaurant for a three RMB (40 cents) portion of fried rice noodles, and then I rushed back to the factory to work. I worked to a little after 2:00 a.m.”

“The factory we researched was horrific,” says Charlie Kernaghan of the National Labor Committee. “Every single labor law in China was being blatantly violated.”

“There was very harsh discipline,” he says. “The workers couldn’t speak back to the supervisors. Supervisors would call them idiots and garbage, but if the worker tried to speak back or defend themselves, they would be beaten, choked and fired. It was run like a prison.”

In a statement, Speedo parent-company, Warnaco, said: “We sincerely regret that worker’s conditions have been compromised at a supplier factory.

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44 Interview with Multinational Monitor, August 1, 2008.
despite our efforts to work with them to improve standards. We operate a rigorous Code of Conduct to monitor correct business standards with the objective of achieving the highest ethical standards possible.

“We have been consulting with the Vanguard factory using both internal and external monitoring, review processes, and consulting services, in an effort to highlight the need for better working conditions, along the lines suggested in the NLC report.

“Despite concerted efforts on our part, there has been little compliance, and as a result we have reduced our business with the factory. Our reduction has been gradual to minimize the impact on worker’s lives and incomes and help implement improved working practices. This is in line with our policy to operate a planned rather than immediate withdrawal from suppliers to protect the welfare of workers.

“We will continue to work closely with our suppliers to ensure fair working conditions and high business standards are met.”

“They’re in China not because they love the people of China and they’re fascinated by the culture,” says Kernaghan. “They’re in China because workers have no rights and they can pay 60 cents an hour or less. They can cheat the workers and get away with it.” It turns out that even the Chinese wage may be too high for some sports apparel and equipment makers.

A month prior to the Olympic Opening Ceremonies, Adidas, Nike, Speedo and others agreed to form a joint working group with trade unions and nongovernmental organizations to address fair labor practices. This move came in response to activist campaigning, not any public action by the IOC or other Olympic bodies. Whether this latest body will result in meaningful changes remains to be seen; the failure of other high-profile initiatives to change industry practices does not auger well.

In a very disturbing development just before the start of the Olympics begins, Adidas reportedly announced it was transferring large amounts of its production out of China because wages set by the government were “too high.” Adidas did not respond to requests for comment.

If the IOC and other Olympic bodies are going to continue to partner with sports apparel and equipment makers, then they must demand an end to sweatshop conditions in subcontractor factories. The Play Fair Alliance has presented a modest agenda to end exploitative labor practices in IOC and National Olympic Committee supply chains. Among other provisions, the agenda calls for these bodies to:


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45 E-mail to Multinational Monitor, August 5, 2008.
• Commit to promoting publicly the necessity to end the exploitation and abuse involved in the sportswear and athletic footwear industries.

• Ensure that respect for workers’ rights is an integral part of the Olympic Charter and of the IOC Code of Ethics.

• Require, as a contractual condition in its licensing, sponsorship and marketing agreements with companies, that they publicly disclose their production locations and ensure that labor practices and working conditions involved in the production of NOC and OCOG branded products comply with internationally recognized labor standards.

The basic principle is clear: Olympic bodies should not enter into sponsorship, licensing or other partnership arrangements with apparel and equipment makers unless and until they can establish that their subcontractors comply with internationally recognized labor standards.

4. Links to Gross Human Rights Violations

No company is perfect, but if the Olympics is going to have corporate partners, it should at least insist they are not connected to gross human rights abuses.

Human rights advocates believe that China has thwarted efforts by the United Nations to address the genocide in Darfur because of its oil interests in Sudan (see sidebar). But two Chinese oil companies, the China National Petroleum Corporation (CNPC) and Sinopec — both of them sponsors of the Beijing Organizing Committee of the Olympic Games — are directly connected to large-scale human rights abuses in Sudan.

The state-owned China National Petroleum Corporation (CNPC) bought a 20 percent stake in the Greater Nile Petroleum Operating Company in 1995. Today, CNPC is the largest foreign investor in the Sudanese oil industry.49 Human rights groups accuse CNPC of providing arms to the Sudanese government. Refugees International reported that “Working with the Sudanese government to obtain security and the rights to drill, CNPC contributes Chinese-made tanks, fighter planes, bombers, helicopters, machine guns and rocket-propelled grenades, firearms and ammunition to the Sudanese military and [militias].”50

Sinopec, the largest oil company in China, has invested heavily in pipelines in Sudan, building a 1,500-kilometer pipeline to Port Sudan on the Red Sea. In 2006, Sinopec and CNPC joined forces to acquire drilling rights for an oil field in Sudan for $600 million.51 Oil production has forcibly displaced


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thousands of Sudanese who lived near oil fields, contributing to the refugee crisis. While the conflict in Darfur has drawn international attention, “violence and forced displacement in the south resulting from oil activity are largely overlooked,” reported Refugees International.

Both CNPC and Sinopec are joint owners of the Petrodar Operating Company, which holds developing rights for several oil blocks. “Petrodar has served as a loyal partner of the government of Sudan. It has never raised its voice against the government’s use of violence to clear the way for oil development; and the government’s war strategy has been guided by a desire to pave the way for oil extraction and the funds it promises,” write Egbert Wesselink and Evelien Weller of the European Coalition on Oil in Sudan.

The actions of these oil companies cannot be reconciled with the Fundamental Principles of Olympism, which include to “place sport at the service of the harmonious development of man, with a view to promoting a peaceful society concerned with the preservation of human dignity.”

VII. Recommendations: Scaling Back Commercialism at the Games

There is no doubt that the horse is out of the barn on Olympic sponsorships, and the world is unlikely to see a commercial-free Games anytime soon.

Nonetheless, the most egregious problems with the Olympics’ pervasive sponsorship arrangements can and should be addressed. The IOC acknowledges the tension between commercial sponsorships and the Olympic ideals, and to its credit insists that advertising be kept out of Olympic venues and off of competitors’ uniforms. It is now time for the IOC, National Olympic Committees, and international and national sports governing bodies to take additional steps. At minimum, they should:

1. Undertake a comprehensive examination of the scope of corporate sponsorships, with the objective of scaling back their overall number. The Olympic ideals of promoting authentic culture and education have been drowned beneath a sea of sponsorship and marketing arrangements.

2. End “exclusive marketing” arrangements with sponsors that impose artificial monopolies on Olympic spectators.

3. Develop safeguards to ensure apparel and equipment sponsorships do not


compromise sports governing bodies’ decisions. Coaches of national teams should be prohibited from serving as paid spokespeople or consultants for apparel and equipment makers.

4. Refuse to accept sponsorships from any alcohol company, including beer and wine companies. This recommendation does not reflect a prohibitionist impulse. It merely extends the insight in the present IOC ban on hard liquor sponsorships: promoting more alcohol consumption is unhealthful, and inappropriate for an event with enormous appeal to children.

5. End partnerships and sponsorship arrangements with junk food, soda and fast food companies. These companies’ operations are incompatible with Olympic ideals of promoting fitness and healthful living, and the companies use the association with the Olympics to remove some of the tarnish of their unhealthy products.

6. Insist that official, sponsoring apparel and equipment makers disclose where their products are manufactured, and ensure that their products are manufactured in a fashion that respects core labor standards.

7. Refuse to enter into sponsorship arrangements with companies connected to gross human rights abuses. This is a simple ethical standard, and one required by the Olympic commitment to demonstrate “respect for universal fundamental ethical principles.”
Sidebar: Human Rights and the Olympics

The Olympic Torch Relay, themed “Journey of Harmony” was anything but. The relay was targeted by protesters in cities from Athens and Paris, to San Francisco, Bangkok and Seoul — all using the opportunity to decry China’s abysmal human rights record. The torch itself was extinguished five times due to protests in Paris.¹

Human rights activists have implicated China in the genocide in Darfur, as well as violence against protestors in Tibet and the displacement of thousands of Chinese citizens, without compensation, to make room for the construction of Olympic venues.²

Critics of China’s human rights actions hold the Olympics’ corporate sponsors accountable as well, arguing they are in a position to pressure China to improve its record. “The connection between the corporate sponsors and Sudan is China,” said Ellen Freudenheim, director of research for Dream for Darfur. “They are morally compromised and somewhat complicit in the genocide in their silence.”³

“The 2008 Olympics in Beijing promise to be both China’s ‘debut’ on the world stage and a marketing bonanza for corporate sponsors of the Games, all of whom are seeking to capitalize on China’s booming economy. The government of China, however, has for the past four years been the single most important supporter, economically and diplomatically, of the regime in Sudan, which is engaged in a genocidal campaign against its own citizens in the region of Darfur,” wrote Dream for Darfur in a recent report.⁴ In its report, Dream for Darfur gave 19 Olympic sponsors a letter grade based on their response to the genocide. Of the sponsors included in the report, General Electric received a C+, and McDonald’s and Adidas received Cs. The other companies received Ds and Fs.⁵

Dream for Darfur repeatedly contacted 19 Olympic sponsors, including all the TOP sponsors — the elite 12 corporations paying around $70 million each to participate in The Olympic Partners program — asking that they urge the Chinese government, the IOC or the UN to take action. Most companies replied with a similar mantra, stating that issues concerning human rights should be dealt with by the United Nations and private companies should not be involved.⁶ Notable exceptions included Adidas, which penned a letter to the United Nations High Commissioner for Human Rights expressing concern over the lack of action in Darfur. “We feel that a further delay in implementing the

³ Interview with Multinational Monitor, July 21, 2008.
resolution [to install a peacekeeping force in Darfur] cannot be in the interest of the people of Darfur,” the letter stated. “We therefore appeal to the United Nations to take all necessary steps to alleviate the suffering of the people in Darfur and to push for a solution of the conflict in order to prevent a humanitarian catastrophe.”

Both GE and McDonald’s informed Dream for Darfur that they were in communication with the IOC about the situation in Darfur.

Dream for Darfur also gave the IOC a failing grade, stating: “The IOC has taken no proactive steps that could have helped address an ongoing mass slaughter that will now likely be concurrent with the Olympics and underwritten by the Olympic host country.”

There is little or no evidence of Olympic sponsors taking pro-active stands on other human rights issues involving China, including Tibet and the rights of dissidents in China.

Human Rights Watch has raised concerns about the construction of Olympic facilities. The organization reports widespread abuse of migrant workers helping to construct Olympic venues in Beijing. Human Rights Watch reported that workers are routinely unpaid for their work, they don’t receive legally-mandated benefits, aren’t given adequate safeguards when doing dangerous work and are fired for attempts to advocate for their rights. Human Rights Watch is “urging all Olympic sponsors and partners to ensure that their China operations do not abuse workers in these ways.”

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The TOP Sponsors

The multinational corporations participating in the TOP program exploit every avenue to capitalize on their partnership with the Olympic Games. From limited-edition Olympic-branded merchandise and Olympic-themed corporate social responsibility programs, to pavilion showcases in the Olympic Village, interactive online platforms and athlete blogs, each company works to capture consumer attention and ensure their brand is associated with the ideals the Olympic rings represent — whether or not they live up to these ideals in practice.

Atos Origin

Atos Origin, with global headquarters in France and Belgium, is the exclusive information technology partner for the Beijing Games. Atos Origin will coordinate a team of more than 4,000 IT technicians to provide the technical infrastructure to link various Olympic venues.\(^1\)

Its “Champions and Challengers” program is sponsoring 12 individual athletes participating in the summer Olympics: Chinese paralympians Jianxin and Li Duan, British paralympian Danny Crates, British pentathlete Georgiana Harland, USA triathlete Hunter Kemper, British diver Leon Taylor, German heptathlete Lilli Schwarzkopf, German canoeist Nicole Reinhardt, Spanish speed walker Paquillo Fernández, French judo athlete Teddy Riner, Dutch track cyclist Theo Bos and Belgium high jumper Tia Hellebaut.\(^2\)

Coca-Cola

Coca-Cola is the exclusive non-alcoholic beverages partner for the 2008 Games, which means only Coca-Cola Company products are available at official Olympic venues. Coke, which has sponsored the Olympics longer than any other corporation, introduced a “Shuang” marketing campaign for the Beijing Olympics.\(^3\) Shuang is a Chinese word the company says means “physical, emotional and spiritual refreshment.” Coke has released limited edition soda cans commemorating the 2008 Olympics, with the message “delicious happiness.” The phrase is derived from the Chinese symbols used to represent the Coke trademark in China.\(^4\) Coke also produced an original song entitled “Red Around the World,” to celebrate the Torch Relay, of which Coke was a sponsor.\(^5\)

The company’s “Design the World a Coke” online platform allows consumers to design their own digital contour coke bottle. Visitors to the site can collaborate on designs from consumers around the world and view bottle designs by

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basketball Olympians Yao Ming, from China, and LeBron James, from the United States.\(^7\)

Coke also initiated a program called WE8, which stands for West/East and uses the number eight — a Chinese good-luck symbol and a key theme in the 2008 Olympics. For WE8, Coca-Cola had eight graphic artists create bottle designs based on themes including perseverance, happiness and health, to be showcased in a special collector’s series of aluminum bottles. Eight musicians from around the world were then asked to compose songs based on the designs. The designs and songs will be featured in a music tour that will stop in eight international cities, including London, Paris and Rio de Janeiro. The URL to a website dedicated to WE8 has been printed on Coke packaging around the world to draw attention to the campaign.\(^8\)

Coke is featuring six athletes on packages and in television ads, including swimmer Natalie Coughlin, runner Sanya Richards and basketball player LeBron James.\(^9\) To commemorate the start of the one-year countdown to the Games, Coke placed advertisements in 2,008 bus shelters in Beijing, in what it called “the biggest outdoor advertising presence ever seen in China.”\(^10\) Coke also created “interactive zones” called Shuang Passion Centers in Beijing and other Chinese cities. The centers will include interactive games and activities and a 15-meter tall LED Coca-Cola bottle.\(^11\)

Coca-Cola is also sponsoring national teams including the Chinese men’s basketball team and the Chinese women’s volleyball team.\(^12\) It is a sponsor of the U.S. national governing bodies USA Basketball\(^13\) and USA Softball,\(^14\) the Japanese Olympic Committee,\(^15\) and the international governing body of soccer, the Federation Internationale de Football Association.\(^16\)

GE

GE provided “large scale infrastructure solutions” to all 37 Olympic venues in and around Beijing, including a rainwater recycling system and a water filtration system at the National Stadium, and solar-powered lighting at Fengtai Softball Field. The healthcare sector of the company provided ultrasound, MRIs and other medical equipment to help doctors treat athletes. GE also opened the Imagination Center in Beijing to showcase new technologies from GE’s

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\(^7\) [http://www.thecoca-colacompany.com/presscenter/presskit_olympicgames2008_design.html].
\(^12\) [http://www.rthree.com/images/articles/Coca-Cola%20rolls%20out%20largest%20ad%20campaign%20ahead%20of%20Olympics.pdf].
\(^15\) [http://www.joc.or.jp/english/sponsors.html].
\(^16\) [http://www.fifa.com/aboutfifa/marketingtelevision/partners/cocacola.html].
many lines of business. GE’s advertising campaigns have focused heavily on China and have featured the now-iconic Bird’s Nest stadium, as well as other Olympic imagery. “Since announcing its Olympic Games partnership in 2005, GE has used the sponsorship to build brand awareness in China with key business audiences,” states GE’s fact sheet on its Olympic partnership.

Along with traditional outdoor and print advertising, GE launched in-taxi, interactive, touch-screen advertisements. In London, the site of the 2012 Olympic Games, GE launched a “moving image” advertising campaign on the side of taxis. As the taxis drive by, the images on their side panels appear to be animated.

GE is the parent company of NBC Universal, which has exclusive media rights in the United States, and is one of the main broadcasters of the Olympic Games around the world, through its family of television stations and its website.

John & Johnson
Johnson & Johnson is the exclusive provider of health care products for the Beijing Games. Johnson & Johnson is providing free dental screenings and oral care products as well as free eye care to athletes from developing countries. The company is also providing the Games with medical equipment, over-the-counter and prescription medication, and sports medicine products, and offering health education. The Johnson & Johnson Beijing Science Center, an official medical volunteer training center, helped prepare 80 Chinese physicians and 2,000 other medical professionals for the Games.

The company has constructed the Johnson & Johnson Olympic Pavilion in the center of the Olympic Green to highlight its contributions to the Beijing Games. The Pavilion’s main feature is an exhibit of five Terracotta Warrior statues, which the company transported from the city of Xi’an in Shaanxi province. The Pavilion is surrounded by bamboo to create a “passive, sustainable cooling system.”

Johnson & Johnson will further highlight the Terracotta Warriors through a performance featuring 22-foot marionette dolls.

The company partnered with the BOCOG to initiate a BAND-AID Brand Olympic Education Campaign to teach Chinese students about the “values that define the Olympic Movement as well as health and wound care.”

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Appendix 1: The Commercial Games

Johnson & Johnson’s Family Room website, in collaboration with NBC and iVillage, follows eight U.S. athletes and their families as they worked to qualify for the 2008 Olympics. The site includes athlete blogs and weekly webisodes, and prominently features some of Johnson & Johnson’s bestselling brands, including Band-Aid, Listerine, Neosporin, Neutrogena, Tylenol and Zyrtec. The featured athletes are gymnasts Paul and Morgan Hamm, soccer player Tina Ellertson, shotputter Reese Hoffa, gymnast Chellsie Memmel, wrestler Steve Mocco and his sister, judoka Katie Mocco, and sprinter Lauryn Williams.

Johnson & Johnson also sponsors the United States Rowing Association.

Kodak
Kodak has been involved with the Olympics ever since the first modern Olympic Games in 1896 when it ran advertisements in the scoring program. The company has announced this will be the last Games it sponsors, however. Kodak is providing photo-IDs for all athletes, officials, journalists and volunteers. It will also be providing digital imaging diagnostic equipment for athletes and will assist the IOC in conducting the first-ever dental study of 1,200 Olympic athletes. The Kodak Image Center, located in the Press Center will provide support for the more than 1,200 photojournalists expected to attend. Olympic supporters will be able to purchase limited-edition Olympic-themed cameras, borders and frames.

Lenovo
Computer manufacturer Lenovo was an official sponsor of the Torch Relay and is the only Chinese company to be a global partner of the Beijing Games. While other companies are using the Olympics to foray into the Chinese market, Lenovo is using the Beijing Games to launch its brand to the world. Lenovo designed the Olympic torch and is marketing a variety of products — from laptops to USB drives — with designs mimicking those used on the torch. For the Beijing Games, Lenovo supplied the BOGOC with 24,000


http://ivillage.waidev5.com/familyroom/site/?ice=iv%7chomep%7cfrmin.

http://ivillage.waidev5.com/familyroom/site/?ice=iv%7chomep%7cfrmin.


Appendix 1: The Commercial Games

desktop computers, 800 laptops, 2,000 printers and 700 servers. Lenovo also created seven Internet lounges, including one in the Olympic Village and is sponsoring a blog platform for athletes, as well as a Facebook application allowing people to track their favorite events and athletes.

Lenovo is also sponsoring 11 individual athletes it calls “Lenovo Champions,” including Australian swimmers Libeth Tricket and Eamon Sullivan, English badminton player Gail Emms, Brazilian beach volleyball players Emanuel Rêgo and Ricardo Santos, Chinese hurdler Liu Xiang, U.S. beach volleyball players Misty May-Treanor and Kerri Walsh, French sailor Xavier Rohard, Canadian kayaker Adam van Keverden and Japanese sprinter Shingo Suetsugu.

Lenovo is auctioning off several Olympic-themed laptops signed by its sponsored athletes to fund its philanthropic organization, the Lenovo Hope Fund.

Manulife
“Much like the Olympic Movement, Manulife is dedicated to helping people achieve their dreams,” states the Canada-based Manulife website. “By providing tailored life insurance products and services to its valued customers via its professional agency force, Manulife facilitates the financial means for people to live out their dreams.” Its Olympic programs include “Bringing Dreams to Life,” an online campaign to raise money for children with the blood disease Thalassaemia. Manulife’s Olympic Games Smiles campaign set up 100 libraries in schools located in poor areas of China.

Manulife is a sponsor of the Sports Federation & Olympic Committee of Hong Kong and sponsors 10 Hong Kong athletes including badminton player Yip Pui Yin, cyclist Steven Wong, equestrian competitor Kenneth Cheng, fencer Chow Tsz Ki, rower So Sau Wah, shooter Yam Fong Hoi, swimmer Tsai Hiu Wai, table tennis player Tie Ya Na, sprinter Wan Kin Yee and triathlete Lee Chi Wo.

McDonald’s
The fatty-food franchise may seem like an odd sponsor for an international event featuring the world’s greatest athletes, but McDonald’s has been the Official Restaurant of the Olympic Games for seven Olympics. Four official McDonald’s Olympic restaurants were opened in Beijing, including one in the Olympic Village.

36 IOC Marketing Media Guide.
37 IOC Marketing Media Guide.
41 “Manulife launches ‘One Dream’ online campaign to benefit children with Thalassaemia,” July 18, 2008.
42 IOC Marketing Media Guide.
44 IOC Marketing Media Guide.
To promote its partnership with the Olympics, McDonald’s introduced new Chinese-inspired menu items in Latin America including a “Beijing Burger” and Rice Sticks. It also introduced chicken and fish sandwiches and a shrimp salad in Russia. McDonald’s is running a “Flavor of the Games” promotion in Australia for the duration of the Games, featuring five different hamburgers: the America, the Euro, the African, the Asian and the Australian.\(^4\)

McDonald’s also launched a Champion Kids program — an international competition for children to win trips to Beijing. One hundred children from China will be selected, along with 200 children from rest of world, to make four-day visits to the Games. McDonald’s reached an agreement to make a reality show around the selection process, to be aired on China’s state television channel. Six-time gold medalist swimmer Michael Phelps is McDonald’s Global Ambassador for the program, while two-time gold medalist diver Guo Jingjing is McDonald’s Champion Kids Ambassador in China.\(^5\)

For its campaign online, McDonald’s also launched an online video game in honor of the Beijing Games called “The Lost Ring.” On August 2, less than a week before the Opening Ceremony, McDonald’s will launch a new website in the United States called “Face the Glory” to promote its Southern Style Chicken Sandwich and Olympian Donnie Robinson, a BMX athlete.\(^6\)

McDonald’s is also sponsoring the Japanese Olympic Committee,\(^7\) USA Basketball,\(^8\) USA Soccer,\(^9\) and Olympic athletes Tyson Gay, Alexandre Despatie and Edwin Moses.\(^10\)

**Omega**

Watch-maker Omega is the Official Olympic Timekeeper at the Beijing Games. The company will provide 450 professional timekeepers and data handlers, along with 1,000 volunteers, who will be using more than 420 tons of equipment to coordinate the timing, scoring, display and distribution of competition results. Omega is releasing several limited-edition watch lines to commemorate the 2008 Olympics and its partnership. Omega also placed a large digital clock in China’s Tiananmen Square, which is counting down to the start of the Olympic Games.\(^11\)

Omega’s Olympic marketing campaign emphasizes Omega’s history in China — dating back to 1895 when Chinese rail conductors were issued synchronized Omega watches — as well as history-
making Olympic performances by underdog athletes.53

U.S. swimmer Michael Phelps, New Zealand sailor Dean Barker, and former Olympic swimmers Alexander Popov and Ian Thorpe are among Omega’s official “ambassadors.”54

Panasonic
Panasonic is providing the Beijing Games with the technology to be the first games broadcast around the world in high-definition. As the exclusive video and audio equipment supplier of the Olympics, Panasonic will provide 25 large screen display systems at 18 venues and 284 audio systems at 41 venues, as well as flat-screen televisions and broadcasting equipment.55

In the United States, Panasonic launched a nationwide campaign to play up its role in providing high-definition broadcasts of the 2008 Olympics. Four custom trucks are touring around the country visiting retailers and featuring autograph-signings by nine-time Olympic gold medalist swimmer Mark Spitz and Olympic gold medal gymnast Kerri Strug.56 Panasonic is also offering Olympic-themed video games and a chance to win a flat-screen television and a trip to Beijing for the Olympics.57

Panasonic also sponsors the Japanese Olympic Committee.58

Samsung
Samsung, the exclusive wireless communications equipment sponsor and a sponsor of the Torch Relay, is centering its Olympic activities in Beijing around a pavilion in the Olympic Village called the Olympic Rendezvous @ Samsung (OR@S). The pavilion will showcase Samsung’s latest technologies and products and will provide entertainment and special appearances by former Olympic gymnast Liu Xuan and singer Rain.59

In late July, Samsung initiated an online scavenger hunt for hidden gold medals. The “Medal Mania” game will culminate in a sweepstakes awarding $100,000 to the grand prize winner, as well as Samsung electronics to other winners.60

“Sports not only plays an important part in elevating Samsung’s brand recognition in major international markets, but also demonstrates the company’s commitment to responsible corporate citizenship and global friendship,” says Samsung of its Olympic sponsorship on its website.61

Appendix 1: The Commercial Games

The international federation governing Olympic field hockey, the Federation Internationale de Hockey,\(^{62}\) and the World Taekwondo Federation\(^{63}\) report Samsung as sponsors.

**Visa**

Visa initiated a bombardment of television and print advertisements featuring the slogan, “Go World.” The ads, narrated by actor Morgan Freeman, tout the Olympic spirit and feature former memorable Olympic athletes like Kerri Strug (1996), Derrick Redmond (1992) and Bob Beaman (1968).\(^{64}\) Visa ran a second series of more humorous commercials featuring Chinese actor Jackie Chan and Chinese athlete Yao Ming. Visa is the only credit card accepted at Beijing Olympic venues and it installed more than 100,000 special ATMs throughout China in preparation for the Games.\(^{65}\) Visa also sponsored an international art competition for children, awarding the winners the opportunity to attend the Olympic Games.\(^{66}\)

Visa is a sponsor for USA Gymnastics,\(^{67}\) USA Track and Field\(^{68}\) and the Federation Internationale de Football Association,\(^{69}\) along with more than 200 individual athletes from around the world.

Sponsored athletes from the United States include paralympic wheelchair racer Cheri Blauwet, decathalete Bryan Clay, sprinter Allyson Felix, gymnast Paul Hamm, BMX racer Bubba Harris, swimmer Katie Hoff, beach volleyball player Mike Lambert, gymnast Nastia Liukin, taekwondo competitor Steven Lopez, swimmer Michael Phelps, long jumper Dwight Phillips, paralympian swimmer Erin Popovich, paralympian runner Marlon Shirley, soccer player Aly Wagner and beach volleyball player Kerri Walsh.\(^{70}\)

**Other Notable Sponsors**

**Adidas**

Adidas is an Olympic Games Partner, which allows it to use the Olympic logo in its advertising only in China. Adidas is saturating the Chinese market with advertising and plans to have 6,300 stores in China by the end of the year in an attempt to surpass Nike in market share.\(^{71}\)

Adidas opened a 10,000 square foot Brand Center in Beijing for the Olympics, where it is showcasing new Olympic-themed lines and held an Adidas fashion show.\(^{72}\) It is the official

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\(^{62}\) [http://www.worldhockey.org/vsite/vnavsite/page/directory/0,10853,1181-133634-134942-nav-list,00.html].

\(^{63}\) [http://www.wtf.org/site/about_wtf/recognized.htm].


\(^{67}\) [http://www2.usa-gymnastics.org/organization/sponsors/].

\(^{68}\) [http://www.usatf.org/about/sponsors/].

\(^{69}\) [http://www.fifa.com/].

\(^{70}\) [http://usa.visa.com/microsites/olympics/athletes.html].


\(^{72}\) “Adidas to Open World’s Largest Adidas Brand Center in Beijing.” [http://www.press.adidas.com/DesktopDefault.aspx/tabid-
sportswear partner of the Beijing Games and will provide sportswear for all the staff, volunteers and technical officials of the 2008 Olympics and Paralympics, as well as the uniforms for Team China members. This adds up to more than 2.5 million pieces of apparel and footwear.

Adidas’ marketing campaign works to invoke Chinese nationalism and carries the slogan “Together in 2008, Impossible is Nothing.” Advertisements feature prominent Chinese athletes such as volleyball player Hu Jia, basketball player Sui Feifei and soccer player Zheng Zhi.

Adidas is also sponsoring USA Gymnastics, USA Weightlifting, the French Olympic Committee, the French Tennis Federation, the British Olympic Association, the Australian Olympic Committee, the International Boxing Association, the International Football Federation (soccer), the International Handball Federation, and U.S. sprinters Tyson Gay, Allyson Felix and Jeremy Wariner. Adidas said it is sponsoring more than 3,000 individual athletes, 214 Olympic Federations and 16 NOCs, including China, but does not give specifics.

Budweiser, Tsingtao Brewery and Yanjing Beer
Bending its code of having one supplier per category, the Beijing Olympics accepted three different beer companies as sponsors: Budweiser (Anheuser-Busch), Tsingtao Beer and Yanjing Beer. Both Tsingtao and Yanjing were named the Official Domestic Beer Sponsor of the Beijing 2008 Olympic Games.
Games. Budweiser is the Official International Beer.\(^\text{92}\)

To commemorate the Beijing Games, Budweiser released three special-edition cans in gold, silver and bronze, available only in China.\(^\text{93}\) To celebrate the one-year countdown to the Olympics, Budweiser teamed up with the General Administration for Sports in China and held a nationwide bike tour in the country. Budweiser also set up beer gardens in three Chinese cities with Olympic themes.\(^\text{94}\) During the Olympic Games, Club Bud, a multi-level night club, will host eight different theme parties.\(^\text{95}\) One of the parties will be co-hosted by MTV China.\(^\text{96}\)

Anheuser-Busch also sponsors more than 25 NOCs, including the United States, Great Britain, China\(^\text{97}\) and Japan.\(^\text{98}\)

**Nike**

Nike is not an official sponsor of the Olympics, and is one company Beijing is attempting to prevent from “ambush advertising.” Still, to remain competitive with Adidas and maintain its market share in China, Nike has launched what it calls the “largest campaign in the brand’s history.” Nike is using the Olympics to help celebrate the 20\(^\text{th}\) anniversary of its “Just Do It” campaign, as well as to launch its Hyperdunk shoe.\(^\text{99}\)

At the end of August, Nike is sponsoring an event it calls “The Human Race,” intended to be the largest single-day running event in history. One million runners in 25 cities are expected to participate in the race.\(^\text{100}\)

Nike is the sponsor of several U.S. governing bodies, including the USOC,\(^\text{101}\) USA Archery,\(^\text{102}\) USA Basketball,\(^\text{103}\) U.S. Canoe and Kayak,\(^\text{104}\) USA Cycling Inc.,\(^\text{105}\) U.S. Soccer,\(^\text{106}\) USA Softball\(^\text{107}\) and USA Track and Field.\(^\text{108}\)

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\(^{98}\) [http://www.joc.or.jp/english/sponsors.html].


\(^{100}\) Kenneth Hein, “Nike Prepares Global Effort.” AdWeek, July 17, 2008. [http://www.adweek.com/aw/content_display/creative/news/e3i50336777802bc299c1d9ae542bcbce8d].

\(^{101}\) [http://www.usoc.com/content/sponsors].


\(^{105}\) [http://www.usacycling.org/sponsors/]


\(^{108}\) [http://www.usatf.org/about/sponsors/].
Appendix 2: The Commercial Games

Sponsors of the BOCOG

**The Olympic Partners**
- Atos Origin
- Coca-Cola
- GE
- Johnson & Johnson
- Kodak
- Lenovo
- Manulife
- McDonald’s
- Omega
- Panasonic
- Samsung
- Visa

**Beijing Organizing Committee of the Olympic Games (BOCOG) Partners**
- Adidas
- Air China
- Bank of China
- China Mobile

**BOCOG Sponsors**
- Anheuser-Busch
- BHP Billiton
- Haier
- Heng Yuan Xiang President Enterprises
- Sohu.com Inc
- Tsingtao
- UPS
- Yanjing Beer
- Yili Group

**BOCOG Suppliers**
(this list may be incomplete)

- Aggreko: the Supplier of Temporary Power Generation for the Beijing 2008 Olympic Games.¹

- Aifly: the Language Training Services Supplier for the Beijing 2008 Olympic Games.²

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Appendix 2: The Commercial Games

• Capinfo: the Multilingual Service Provider of the Beijing 2008 Olympic Games.⁵

• COFCO Wines & Spirits (Greatwall Wine): the Beijing 2008 Wine Exclusive Supplier⁶

• Crystal CG: the Official Graphic Design Service Supplier of the Beijing 2008 Olympic Games.⁷

• Dayun: the official motorcycle supplier of Beijing 2008 Olympic Games and the official exclusive motorcycle supplier of Beijing 2008 Paralympic Games⁸

• Der Group: the Official Home and Industrial Flooring Supplier of the Beijing 2008 Olympic Games⁹

• Effem Foods (Beijing): the Beijing 2008 Olympic Games Chocolate Exclusive Supplier¹⁰

• Snickers is the Beijing 2008 Olympic Games Official Chocolate¹¹

• English First (EF): the Official Language Training Supplier of Beijing 2008 Olympic Games¹²

• HK Royal Furniture Holding Ltd.: the Official Home Furniture Exclusive Supplier of the Beijing 2008 Olympic Games¹³

• Kerry Oils & Grains (China) Limited (Arawana): the Cooking Oil Exclusive Supplier of the Beijing 2008 Olympic Games¹⁴

• Kinghey: the Fresh Pork and Processed Products Exclusive Supplier of the Beijing 2008 Olympic Games.¹⁵

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• Kokuyo: the Office Space Design Service Supplier of the Beijing 2008 Olympic Games.  

• LiBy: one of three exclusive suppliers for the 2008 Paralympic Games along with Guangzhou Dayang Motorcycle Co. and Ao Kang Group Co.  

• Mengna: the Exclusive Supplier of Socks for the Beijing 2008 Olympic Games.  

• Microsoft (China): the Official System Software and Support Supplier of the Beijing 2008 Olympic Games  

• Mondo: the Official Athletic Track, Basketball and Handball Courts Supplier of the Beijing 2008 Olympic Games  

• Newauto: the Electronic Chinese Translation Services supplier for the Beijing 2008 Olympic Games  

• President Enterprises: the Official Noodles Sponsor of the Beijing 2008 Olympic Games  

• PricewaterhouseCoopers: the Accounting Services Supplier for the Beijing 2008 Olympic Games  

• Schenker China Limited: the Official Freight Forwarding and Customs Clearance Exclusive Supplier of the Beijing 2008 Olympic Games  

• Sega’s “Beijing 2008:” the Official Video Game of the Olympic Games  

• Staples: the Exclusive Supplier of Office Furniture for the Beijing 2008 Olympic Games  


27 “SG selected Official Energy Utility Service Partner of Beijing 2008 Olympic Games,”
Appendix 2: The Commercial Games

- Taishan: the Official Sports Equipment Supplier for the Beijing 2008 Olympic Games

- Technogym: the Fitness Equipment Exclusive Supplier of the Beijing 2008 Olympic Games

- Unipack: the Printing Services Supplier for the Beijing 2008 Olympic Games

- Vantage Stock: the Gas Appliance Exclusive Supplier of the Beijing 2008 Olympic Games

- YADU Indoor Environmental Protection Science & Technology Co. Ltd: the Beijing 2008 Olympic Games Air Humidifier & Purifier Exclusive Supplier

- Yuanpei Translation: the Official Translation and Interpretation Service Supplier of the Beijing 2008 Olympic Games

- Zhejiang Mengna Knitting Co., LTD: the Beijing 2008 Olympic Games Socks Exclusive Supplier

- Zhengzhou Synear Food Co., Ltd: the Frozen Dumplings Exclusive Supplier of the Beijing 2008 Olympic Games

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<http://www.taishansports.us/content/view/53/1/>


Appendix 2: The Commercial Games

Sponsors of the International Federations

All sponsors and suppliers listed are based on self-reporting by the international federations and may be incomplete.

**Archery: International Archery Federation**
- KIA Motors
- Longines
- Meteksan Events
- Milli Piyango
- Spor Toto
- Turkish Airlines

**Baseball: International Baseball Association**
- Mizuno
- Sports Marketing Japan
- SSK

**Basketball: International Basketball Federation**
- Bwin.com
- Champion
- Molten
- MONDO
- NOKIA
- Sinalco
- Tissot
- VODAVODA
- Zepter

**Boxing: International Boxing Association**
- Adidas
- Everlast
- Top Ten

**Canoe and Kayak: International Canoe Federation**
- European Broadcasting Union
- WCSN.com

**Cycling: International Cycling Union**
- Bosco Sport
- Egidio Logistica

**Badminton: Badminton World Federation**
No corporate sponsors reported.

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2. [http://www.internationalbadminton.org/sponsors.htm](http://www.internationalbadminton.org/sponsors.htm)
Appendix 2: The Commercial Games

Santini Maglificio Sportivo
Shimano
Skoda
Tissit

**Diving, Swimming and Synchronized Swimming: International Swimming Federation**
Astral Pool
Nikon
OMEGA
Speedo
Yakult

**Equestrian: International Equestrian Federation**
Alltech
HSBC
Rolex
Samsung

**Fencing: International Fencing Federation**
Tissot

**Field Hockey: International Hockey Federation**
ABN Amro
Ata Holding
BDO International
Samsung
Suppliers
Dubai Sports City
Kirkman Company
TK Equipment

**Gymnastics: International Gymnastics Federation**
American Athletics Inc.
Banfer GmbH
Eurotramp
Gymnova
Janssen-fritsen
Longines
Sasaki
Senoh
Spieth
Swiss Timing Ltd
Taishansports

**Judo: International Judo Federation**
OTP Bank

**Modern Pentathlon: International Modern Pentathlon Union**
Lufthansa
New Balance
Speedo

**Rowing: International Rowing Federation**
BBG Bootsbau Berlin
BRACA-SPORT
Concept2
Croker Oars
Empacher Bootswerft
Filippi Racing
Hudson Boat Works
Hangzhou Liangjin Boat Co.
Martinoli
Pei Sheng Boat
Polaritas
WUDI
Salani Boats
Schellenbacher
Skins

10. [http://www.fie.ch].
11. [http://www.worldhockey.org/vsite/vnavsite/page/directory/0,10853,1181-133634-134942-nav-list,00.html].
Appendix 2: The Commercial Games

Stampfli
Swift Racing
T2

**Sailing: International Sailing Federation**
Rolex
Volvo

**Suppliers**
Helly Hanson
San Pellegrino
Schenker

**Shooting: International Shooting Sports Federation**
No corporate sponsors reported.

**Soccer: International Football Association**
Adidas
Coca-Cola
Emirates
Hyundai-KIA Motors
Sony
VISA

**Softball: International Softball Federation**
Suppliers
Mizuno

**Swimming: International Swimming Federation**
See Diving, Swimming and Synchronized Swimming

**Synchronized Swimming: International Swimming Federation**
See Diving, Swimming and Synchronized Swimming

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**Table Tennis: International Table Tennis Federation**
Giant Dragon
TIBHAR
Joola
STAG
DHS

**Taekwondo: World Taekwondo Federation**
Macquarie
Samsung

**Suppliers**
ASL Electronics
CK Sports Management Systems Inc
LaJUST
Daedo International
Jewoo Sports Co.
Mizuno
MSL Software
Nike Sports Korea
Sangmoosa
Schramm Sport GmbH
Xintian Korea

**Team Handball: International Handball Federation**
Adidas
Mondo
Select

**Suppliers**
Penalty
Cawila
Comet Sports
Decathlon
Derbystar
Erima

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17 <http://www.issf-shooting.org/>.
22 <http://www.ihf.info/front_content.php?idcatart=459>
Appendix 2: The Commercial Games

Football Thai Factory Sporting Goods
Green Hill GmbH
Kimpex Sports
Laser Sports
Mikasa Corp.
Molten Corp.
Nassau Co.
Rucanor Europe
Salming Sports
Select Sport
Silver Star Enterprises
Qingdao Synsheen Sporting Goods Co.
Trial
Kempa
Benz
Ogawa Choshunkan Co.
Ehard Sport
Schelde International
GES
Limonta Sport
Sports Technology International
Herculan Sports Surfaces
Elatomer
Gerflor
Descol
Mondo
Desso DLW Sport Systems
Conica
BSW
Connor Sport Court International

**Tennis: International Tennis Federation**

BNP Paribas
Bosco Sport
BOSS
Camozzi
Dunlop Sport
Invacare
KIA Motors
NEC
NH Hoteles
NTT Communications

Rolex
SEGA
Wilson

**Track and Field: International Association of Athletics Federations**

Epson
Eurovision
Mizuno
Mondo
Seiko
TBS
TDK
Toyota
VTB

**Triathlon: International Triathlon Union**

No corporate sponsors reported.

**Volleyball: International Volleyball Federation**

Descente
Gerflor
Mikasa
Swatch

**Weightlifting: International Weightlifting Federation**

Adidas
AVIS
DHS
Eleiko
Vesaka
Werksan
2kB

**Wrestling: International Wrestling Federation**

26 <http://www.fivb.org/>.
Suppliers
Adidas
Asics
O’Jump
Samsung
Yalouz
Sponsors of selected National Olympic Committees

All National Olympic Committees are automatically partnered with the 12 Olympic Partners of the International Olympic Committee: Atos Origin, Coca Cola, GE, Johnson & Johnson, Kodak, Lenovo, Manulife, McDonald’s, Omega, Panasonic, Samsung and Visa. Below are the additional sponsors of selected countries. All sponsors and suppliers listed are based on self-reporting by the national committees and may be incomplete.

**Australia: Australian Olympic Committee**

1. ACCOR
2. Adidas
3. Australia Post
4. AXA
5. BankWest
6. BHPBilliton
7. CoSport
8. EnergyAustralia
9. FitnessFirst
10. HealthE
11. Kit Kat
12. Mitsubishi Motors
13. Powerade
14. Qantas
15. Speedo
16. Telstra
17. Uncle Tobys

**Suppliers**

1. Athlegen
2. Getty Images
3. Hamilton
4. Hudson
5. Karbon
6. Mildeno
7. Signet
8. Sportscraft
9. XTM

**Brazil: Brazilian Olympic Committee**

1. Caixa
2. OI
3. Olympikus
4. Petrobras
5. Sadia
6. Sol Beer
7. Suppliers
8. Golden Cross
9. OdontoPrev

**Great Britain: British Olympic Association**

1. Adidas
2. B&Q
3. British Airways
4. BT
5. EDF Energy
6. Deloitte
7. Lloyds TSB
8. Michelob Ultra

**Canada: Canadian Olympic Committee**

1. Air Canada
2. BC Hydro
3. Bell
4. Bombardier
5. British Columbia Lottery Corporation
6. Canadian Pacific
7. GM Canada
8. Hudson’s Bay Company
9. ICBC
10. JetSet Sports

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Appendix 2: The Commercial Games

Petro-Canada
RBC
Ricoh
Rona
Royal Canadian Mint
Teck Cominco

Suppliers
3M
Aggreko
Aquilini Investment Group
Birks
Britco
Canada Post
Dow
Epcor
Garrett Metal Detectors
General Mills
Hain Celestial Canada
Haworth
Millennium
Nortel
Purolator
Saputo
Sleep Country Canada
Tickets.com
TransCanada
Vancouver Airport Authority
Vincor
Weston
Workopolis
Wrigley Canada
The Globe and Mail
CanWest

EDF Energy
Francaise Des Jeux
Orange
Publics Groupe
Tarkett

Suppliers
Arusteia
Brossard
Elis
Haribo
Mennen
Dppi

Germany: German Olympic Federation
Adidas
APA
AWD
Bauerfeind
Baumler
Bego
Betty Barclay
Bogner
Bunde Druckerei
Dertour
Düsseldorf
E.ON
Fioux
Lufthansa
Mercedes-Benz
Messe
Neckermann.de
Olympische Sport Bibliothek
Pa Picture Alliance
PAYBACK
Schenker
SebaMed
Sparkassen Finanzgruppe
Warsteiner
Zurich Financial Services

China: Chinese Olympic Committee
All sponsors and suppliers of the BOCOG are automatically sponsors of the Chinese Olympic Committee. See BOCOG for that list.

France: French Olympic Committee
Accor
Adidas

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5 <http://www.francolympique.com/art/144-partenaires.html#nationaux>.

Appendix 2: The Commercial Games

**Jamaica: Jamaican Olympic Association**
- Digicel
- National Commerce Bank
- Puma
- Singer

**Japan: Japanese Olympic Committee**
- Aasics
- AIU
- Ajinmoto
- ANA
- Budweiser
- Coca-Cola
- Descente
- ExcelHuman
- Intelligence
- JAL
- Kirin
- Konami
- Kubota
- Lotte
- McDonald’s
- Mizuno
- NTT Do Co Mo
- Panasonic
- TBC
- Toyota
- Wellco
- Yahoo! Japan

**Malaysia: Olympic Council of Malaysia**
- Air Asia
- AmBank Group
- Astro
- BHPBilliton
- Carlsberg Beer
- Double A
- FBT
- Genting

**HDI Network**
- Nestle Milo
- PanGlobal Insurance
- Pelikan
- Power
- Royal Selangor
- Spritzer
- TOTO Sports Malaysia.

**Mexico: Mexican Olympic Committee**
- Atletica Sportswear
- LaLa

**Philippines: Philippine Olympic Committee**
- Caltex
- Intercare
- Microsoft
- Nestle Milo
- SyCip Gorres Velayo and Co.

**Romania: Romanian Olympic Committee**
- Adecco
- Alexandron Grup Romania
- Asics
- Capital
- Caremil
- Hofigal
- Libertatea
- RomTelecom
- SC Ringier Romania SRL
- Societatea Romana de Radiodifuziune
- Ursus

**Russia: Russian Olympic Committee**
- Aeroflot
- Audi Russia
- Bank VTB
- Concern Rosenergomash
- Holding RATM

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9 http://www.olympic.org.my/web/
11 http://www.olympic.ph/partners.html
12 http://www.cosr.ro/sponsori.php
Appendix 2: The Commercial Games

Mobile TeleSystems
Moscow Capital
Oriflame Cosmetics
Rosno
Russian Gold
Sberbank of Russia
Sport City-M
Sports Bosco

**Spain: Spanish Olympic Committee**¹⁴
Li-Ning
Subaru

**South Korea: Korean Olympic Committee**¹⁵
Choeseon Pharm and Trading Co.
Fuerza Sports
Global Tour
Green Hwajae Insurance
National Federation of Fisheries

**United States: U.S. Olympic Committee**¹⁶
24 Hour Fitness
Addeco
AllState
Amino Vital
Anheuser-Busch
Bank of America
GM
Hershey’s
Highmark
Jet Set Sports
John Hancock
Kellogg’s
Kleenex
Maverick Ranch
NBC
Nike
Oroweat
Polo Ralph Lauren
Schenker Logistics
The Hilton Family

The Home Depot
Tyson
United Airlines

Licensees
Altius Games
Aminco International
Asset Marketing
b. dazzle, inc.
Build-A-Bear
China Sprout
Concord Industries
Direct Shopping Network
Dumar International
Extended Exposure
Fanticola Adamson Entertainment
Fine Art Ltd
Footlocker.com
Getty Images
Griffin Publishing
International Sports Multimedia Ltd.
Jon Hair Studio of Fine Art, LLC
Jump Rope Tech
Nike
The Northwest Company
O.C. Tanner
Omega
Panda America
Polo Ralph Lauren
QVC
Royal Canadian Mint
Staples Promotional Products
StyleScience
United States Postal Service
Wiley Publications
WinCraft
WIN Products Inc.
XP Apparel

¹⁴ <http://www.coe.es/>
¹⁵ http://www.koc.org/
¹⁶ <http://www.usoc.com/content/sponsors>.
Sponsors of U.S. National Governing Bodies

All sponsors and suppliers listed are based on self-reporting by the national governing bodies and may be incomplete.

**USA Archery**
- AAE Cavalier USA
- AIM Archery
- Alpen Optics
- American Whitetail Inc
- Archery Angel Japan
- AT&T
- AVIS
- BCY Bowstring
- Copper John Corp
- CoSport
- Doinker
- Easton
- Hoyt
- Jet Set Sports
- La Quinta Inn & Suites
- Lancaster Archery Supply
- National Field Archery Association
- NEET
- Nike
- PSC Archery
- Range-O-Matic Archery Company
- SURE-LOC
- TailorMaid Bowstrings
- Winner’s Choice Custom Bowstrings

**USA Badminton**
- AT&T
- Hilton
- ivesportsvideo.com
- Yonek

**USA Baseball**
- AT&T
- Upper Deck

**USA Basketball**
- 24 Hour Fitness
- AT&T
- Chevy
- EASports
- Gatorade
- McDonald’s
- Nike
- ONLY Vegas
- Sprite
- State Farm Insurance

**USA Boxing**
- Brand Jordan
- Everlast
- LA Boxing

**U.S. Canoe and Kayak**
- ACA
- AT&T
- Bank of America
- Braca-Sport
- Carolinas HealthCare System
- Charlotte Sports
- Gaston County YMCA
- Kokatat
- Liquid Design
- Nelo
- Nike
- OKC Boathouse Foundation
- Paddler
- S2O
- SEALS
- SR
- Time Warner Cable
- Whitewater

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3. [http://web.usabaseball.com/about/partners.jsp](http://web.usabaseball.com/about/partners.jsp)
5. [http://boxing.teamusa.org/content/sponsors](http://boxing.teamusa.org/content/sponsors)
Appendix 2: The Commercial Games

XP apparel

USA Cycling Inc\(^7\)
CLIF Bar
Continental
DeFeet
DOW
Excel
FSA
Gatorade
Hampton
IQAir
Mavic
Nike
Park Tool USA
Shimano
Skins
Specialized
Sports Balm USA
SRM
SSentif
Trainingpeaks.com
Voler

USA Diving Inc\(^8\)
AT&T
Choice Hotels International
Colorado Time Systems
GM
Kaiser Permanente
Speedo
Sport Graphics

Suppliers
Dartfish
Hasty Awards
Hertz
Innovative
Medical Animatics, Inc.
THS
Licensee
XP Apparel

United States Equestrian Federation Inc\(^9\)
Adequan i.m
Ariat
Blue Ribbon Blankets
Choice Hotels
Collecting Gaits Farm
Dover Saddlery
The Dutta Corporation
EquiFit, Inc.
Equine Motorcoach
Equisure
farmvet.com
FARNAM
Heritage
Hertz
Hodges Badge Company Inc.
Kentucky Equine Research Inc.
Markel Insurance Company
Equine Network
Merial Ltd.
Performance Sales International
Pessoa
Platinum Performance
Rolex
SmartPak
United Airlines
U.S. Bank
Wild Horsefeathers

U.S. Fencing Association\(^10\)
Adidas
Anheuser-Busch
AT&T
Bank of America
ChevronTexaco
Coca-Cola
General Motors
Kodak
McDonald's
Motorola
United Airlines

\(^7\) [http://www.usacycling.org/sponsors/].
\(^8\) [http://www.usadiving.org/05redesign/sponsors/index.htm].
\(^9\) [http://www.usef.org/_IFrames/tabs/sponsors/sponsors.aspx].
\(^10\) [http://www.usfencing.org/usfa/content/view/3/70/].
Appendix 2: The Commercial Games

Visa
Xerox
Leon Paul

**U.S. Field Hockey Association**
AstroTurf
AT&T
CranBarry
Goal Sporting Goods
Harrow
JBS
Longstreth
Penn Monto
STX
Under Armour

**USA Gymnastics**
24 Hour Fitness
A-1 Awards
Adidas
AT&T
AVAI
Bemco Mattress
Chevron
CoSport
Covergirl
DGS
GK
Jet Set Sports
NBC Sports
St. Vincent Sports Performance Center
Tyson
Venus
VISA

**USA Judo**
24 Hour Fitness

**USA Pentathlon**
No corporate sponsors reported.

**United States Rowing Association**
Johnson & Johnson

**Suppliers and Supporters**
Concept 2
Connect-A-Dock
Hudson Boat Works
Nielsen-Kellerman
Nike
Powerhouse Timing
RegattaCentral
Rosetta Stone
Sports Graphics Printing

**U.S. Sailing**
Active Network
Alpha Graphics
Chubb
Dry Creek Vineyard
Extrasport
Gill
Gowrie, Barden & Brett
Harken
Landfall Navigation
LaserPerformance
McLube
Mount Gay Rum
Nautica
New England Ropes
Nikon
RIBCRAFT
Rolex Watch U.S.A
Sperry Top-Sider
Sun sail
West Marine

**USA Shooting**
AT&T
Chiappa Firearms
ELEY
FMG Publications

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12 <http://www2.usagymnastics.org/organization/sponsors/>.
13 <http://judo.teamusa.org/content/sponsors/>.
14 <http://pentathlon.teamusa.org/content/sponsors/>.
Appendix 2: The Commercial Games

FNAWS
Kimber
National Shooting Sports Foundation
NRASports
Ruger
SHE Safari
Shooting USA
TALO Distributers Inc.
Winchester Ammunition

U.S. Soccer Federation
Acuvue
Anheuser-Busch
Chase
Dick’s Sporting Goods
Dodge
DoubleTree
Gatorade
Jose Cuervo
McDonald’s
Nike
Panasonic
Sierra Mist

Licensees
Avalanche
EA Sports
Euro-Sportrning
Official Sports International
Panini
Sideline Solutions
Sport Pins International
Triumph Books
Wallbangers

USA Softball
24 Hour Fitness
AT&T
Bank of America
BSN Sports
Dartfish
Digital Scout
Disney Sports
eFundraising
General Motors
Coca-Cola
Home Depot
Hooters of America, Inc.
Musco Lightning
Nike
Schutt Sports
Stabilizer Solutions
US Sport Camps

Suppliers
DeMarini Sports
Diamond Sports
Easton Sports
JUGS, Inc.
Louisville Slugger
MIKEN
Mizuno
Nike
Pro’s Choice
Rawlings Sporting Goods
Wilson Sporting Goods
Worth Sports
Schutt Sports
Stabilizer Solutions, Inc.

Licensees
Crown Awards & Trophies
My Action Pics
Midwest Trophy
Sport Pins International
Texas Sports Services
US Bank
XP Apparel

USA Swimming
Conoco Phillips
Myrtha Pools
Mutual of Omaha

<http://www.ussoccer.com/sponsors/licencees.jsp.htm>
Appendix 2: The Commercial Games

OMEGA
Speedo
Toyota

Suppliers
Abbott Laboratories
Dartfish
Ear Putty
Gatorade
Getty Images
Hertz
Omega
Swimming World

Licensees
Bag Tags, Inc.
Swim Team Towels
XP Apparel

U.S. Synchronized Swimming Inc.24
AT&T
Bank of America
Colorado Time Systems
Esynchro
Home Depot
Ocean Engineering Enterprises
Speedo
Start to Finish
United Airlines
USSS Foundation.

USA Table Tennis25
Bank of America
Li Ning Company Limited
Nittaku
Paddle Palace

USA Taekwondo26
Brentwood Digital
Dartfish
Team IP
Vision USA

U.S. Team Handball Federation27
No corporate sponsors reported.

U.S. Tennis Association28
No corporate sponsors reported.

USA Track & Field29
24 Hour Fitness
AT&T
Hershey’s
Nike
Nissan
Tyson
VISA

Suppliers and Partners30
Gill Athletics
Ludus Tours
MBNA
Sport Court
Sports Museum of America.

USA Triathlon31
Astavita
AVIA
Bank of America
Blue Competition Cycles
BodyGlide
DocuMart
Garmin
Gatorade
Hammer Nutrition
Inside Triathlon
Rudy Project
Runovia
Speedo
SpringBoost
SweatVac
Triathlete Magazine

26 <http://www.usa-taekwondo.us/>.
27 <http://handball.teamusa.org/content/sponsors>.
29 <http://www.usatf.org/about/sponsors/>.  
30 <http://www.usatf.org/about/sponsors/suppliers.asp> and
<http://www.usatf.org/about/sponsors/partners.asp>.
31 <http://triathlon.usoc.org/content/sponsors>.
Appendix 2: The Commercial Games

Tri-Zone
Wicked Fast Sports Nutrition
Zipp

Suppliers
Active Network
AQx Sports
Bag Tags, Inc.
Choice Hotels
Colorado Premier Training
CompuTrainer
DeFeet
Deuter
Donations INK
Endless Pools
Endurance Films
Flex Power
Focal Point
Fuel Belt
Halo Lane Gainer
Human Kinetics
IEG, LLC
ISM
Ludus Tours
Maverick Coffee
Maxxis
NuBound
Nytro Multisport
One Million Revolutions
Retuil
Schenker
Selle Italia
Siliconcoach
Skins
Spinervals
Sports Express
Sportstiks
Squadra
Textile Solutions
THS
Training Peaks
Tri All 3 Sports
Trigger Point Technologies
USA Triathlon Wetsuits
Yankz!
Zaavy

USA Volleyball\textsuperscript{32}
24 Hour Fitness
Albertsons
Active Ankle
Adup Corporation
Airborne Athletics
AT&T
Bank of America
D4 Sports
Dartfish
Data Project
DonJoy
DSM
Hilton
Mizuno
Molten
Prime Time Player
Spalding
Sport Court
XP apparel

USA Weightlifting\textsuperscript{33}
24 Hour Fitness
Adidas America
AT&T
Flex Power
H2 Ultra
Valeo
Werksan Barbells

USA Wrestling\textsuperscript{34}
24 Hour Fitness
Accelerade
All American Wrestling Supply LLC
American Airlines
Asics
AT&T
livesportsvideo.com
No Limits
People to People
The Body Bar
The Marines

\textsuperscript{32} <http://volleyball.usoc.org/content/sponsors>.
\textsuperscript{33} <http://weightlifting.teamusa.org/content/sponsors>.
\textsuperscript{34} <http://www.themat.com/sponsors.php>. 