



# **The Commercial Games**

*How Commercialism is Overrunning the  
Beijing 2008 Olympic Games*

August 2008

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Commercial Alert is an advocacy group that aims to keep the commercial culture within its proper sphere <[www.commercialalert.org](http://www.commercialalert.org)>.

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## **The Commercial Games**

### ***How Commercialism is Overrunning the Beijing 2008 Olympic Games***

#### **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

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 must contribute to the development of the Olympic Movement and must not detract from its dignity; any association whatsoever between 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.”<sup>1</sup>

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.”<sup>2</sup>

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.<sup>3</sup> The

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<sup>1</sup> Olympic Charter.

<[http://multimedia.olympic.org/pdf/en\\_report\\_122.pdf](http://multimedia.olympic.org/pdf/en_report_122.pdf)>.

<sup>2</sup> Olympic Charter.

<[http://multimedia.olympic.org/pdf/en\\_report\\_122.pdf](http://multimedia.olympic.org/pdf/en_report_122.pdf)>.

<sup>3</sup> “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](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<sup>4</sup> — apparel that carries Adidas' widely recognizable logo.<sup>5</sup>

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.”<sup>6</sup> Yet Visa's entire commercial campaign for the 2008 Olympics is based around footage of past Olympians.<sup>7</sup>

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

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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.”

<sup>4</sup> BOCOG. “Adidas announced Official Partner of the Beijing 2008 Olympic Games,” January 24, 2005.  
<<http://en.beijing2008.cn/34/96/article212029634.shtml>>.

<sup>5</sup> See  
<<http://www.press.adidas.com/desktopdefault.aspx/tabid-406/>>.

<sup>6</sup> Olympic Marketing Fact File.  
<[http://multimedia.olympic.org/pdf/en\\_report\\_344.pdf](http://multimedia.olympic.org/pdf/en_report_344.pdf)>.

<sup>7</sup>  
<[http://usa.visa.com/microsites/goworld/?ep=v\\_sy\\_m\\_goworld&symlinkref=http%3A%2F%2Fusa.visa.com](http://usa.visa.com/microsites/goworld/?ep=v_sy_m_goworld&symlinkref=http%3A%2F%2Fusa.visa.com)>.

or to the spirit of Olympism.”<sup>8</sup> Yet, as we show in Part VI of this report, many of the leading corporate sponsors sell products that are incompatible with the Olympics' healthful message; and many of the corporate sponsors of the Olympics and national governing bodies do not respect the “universal fundamental ethical principles” espoused by the Olympics Fundamental Principles.

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,”<sup>9</sup> 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.<sup>10</sup> 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.

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<sup>8</sup> Olympic Marketing Fact File.  
<[http://multimedia.olympic.org/pdf/en\\_report\\_344.pdf](http://multimedia.olympic.org/pdf/en_report_344.pdf)>.

<sup>9</sup> Olympic Marketing Fact File.  
<[http://multimedia.olympic.org/pdf/en\\_report\\_344.pdf](http://multimedia.olympic.org/pdf/en_report_344.pdf)>.

<sup>10</sup> Olympic Marketing Fact File.  
<[http://multimedia.olympic.org/pdf/en\\_report\\_344.pdf](http://multimedia.olympic.org/pdf/en_report_344.pdf)>.

## 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."<sup>11</sup>

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.<sup>12</sup>

<sup>11</sup>

<<http://en.beijing2008.cn/bocog/sponsors/n214077622.shtml>>.

<sup>12</sup> David Barboza, "Western Olympic Ads Cheerlead for China." *The New York Times*, July 20, 2008.

<<http://www.nytimes.com/2008/07/20/sports/oly>

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.<sup>13</sup>

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.<sup>14</sup> At least 25 percent of that revenue — about \$216.5 million — goes directly to the BOCOG.<sup>15</sup>

The IOC boasts that sponsoring the Olympics provides "unparalleled returns on an investment for sponsors."<sup>16</sup>

"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

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mpics/20ads.html?r=2&adxnnl=1&oref=slogin&ref=worldbusiness&adxnnlx=1217358135-7WZs5F5Sp14HGj99U2y2KQ>.

<sup>13</sup> Olympic Marketing Fact File.

<[http://multimedia.olympic.org/pdf/en\\_report\\_344.pdf](http://multimedia.olympic.org/pdf/en_report_344.pdf)>.

<sup>14</sup> Olympic Marketing Fact File.

<[http://multimedia.olympic.org/pdf/en\\_report\\_344.pdf](http://multimedia.olympic.org/pdf/en_report_344.pdf)>.

<sup>15</sup> Olympic Marketing Fact File.

<[http://multimedia.olympic.org/pdf/en\\_report\\_344.pdf](http://multimedia.olympic.org/pdf/en_report_344.pdf)>.

<sup>16</sup> IOC Marketing Media Guide.

<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

stated.<sup>17</sup> 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,<sup>18</sup> 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.<sup>19</sup>

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.

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<sup>17</sup> IOC Marketing Media Guide.  
<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

<sup>18</sup> IOC Marketing Media Guide.  
<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

<sup>19</sup> Normandy Madden, "China thwarts all efforts to ambush games." *Advertising Age*, July 7, 2008.  
<[http://adage.com/abstract.php?article\\_id=128183](http://adage.com/abstract.php?article_id=128183)>.

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.<sup>20</sup>

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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<sup>20</sup> Michael Jay Friedman, "US Funding of Olympic Athletes a Private and Community Affair." September 1, 2007.  
<<http://www.america.gov/st/sports-english/2007/September/20060209164553jmnamdeirf0.9387018.html>>.

Kayak are reported below in the discussion of junk food and sweatshop sponsors.<sup>21)</sup>

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.”<sup>22</sup>

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.<sup>23</sup> 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

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<sup>21</sup> 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.”

Asked about the price of becoming a USA Basketball sponsor, Tiso said, “We do not release financial data regarding our marketing partnerships.” Interview with *Multinational Monitor*, July 17, 2008.

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<sup>22</sup> 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. <[http://www.olympic.org/uk/organisation/index\\_uk.asp](http://www.olympic.org/uk/organisation/index_uk.asp)>.

<sup>23</sup> 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. <[http://multimedia.olympic.org/pdf/en\\_report\\_344.pdf](http://multimedia.olympic.org/pdf/en_report_344.pdf)>.

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,<sup>24</sup> but made up nearly 50 percent for USA Track and Field.<sup>25</sup>

#### 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

<sup>24</sup>

<<http://www.guidestar.org/FinDocuments/2006/236/275/2006-236275472-031d2bb8-9.pdf>>.

<sup>25</sup>

<[http://dynamodata.fdncenter.org/990\\_pdf\\_archive/351/351475847/351475847\\_200612\\_990.pdf](http://dynamodata.fdncenter.org/990_pdf_archive/351/351475847/351475847_200612_990.pdf)>.

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.<sup>26</sup> The

<sup>26</sup> 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.'"<sup>27</sup>

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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California, Case No. SACV08-00529 JVS (MLGx), filed May 12, 2008.

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<sup>27</sup> "American Mark Schubert Says All Swim Records Will Fall." CourierMail, April 11, 2008. <<http://www.news.com.au/couriermail/story/0,23739,23522162-10389,00.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.”<sup>28</sup>

## **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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<sup>28</sup> 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.”<sup>29</sup>

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.”<sup>30</sup>

## 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.<sup>31</sup>

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

<sup>29</sup> Interview with *Multinational Monitor*, July 29, 2008.

<sup>30</sup> Interview with *Multinational Monitor*, July 29, 2008.

<sup>31</sup> 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.”<sup>32</sup>

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.”<sup>33</sup>

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.<sup>34</sup> 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

<sup>32</sup> Interview with *Multinational Monitor*, July 17, 2008.

<sup>33</sup> Interview with *Multinational Monitor*, July 29, 2008.

<sup>34</sup> Jia Hepeng, “Study finds Chinese obesity rates soaring.” Science and Development Network, July 21, 2008. <<http://www.scidev.net/en/news/study-finds-chinese-obesity-rates-soaring.html>>.

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.”<sup>35</sup>

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.”<sup>36</sup>

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. The companies are all major sponsors of athletes and Olympic teams. In “Clearing the Hurdles: Steps to improving working conditions in the global sportswear industry,” a report based on interviews with over 320

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<sup>35</sup> Interview with *Multinational Monitor*, July 17, 2008.

<sup>36</sup> 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 overtime, exploitative terms of employment, sexual harassment, and physical and verbal abuse.<sup>37</sup>

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.”<sup>38</sup>

“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.<sup>39</sup>

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.<sup>40</sup>

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

<sup>37</sup> Play Fair 2008, “Clearing the Hurdles: Steps in Improving Wages and Working Conditions in the Global Sportswear Industry.” April 2008. <[http://www.playfair2008.org/docs/Clearing\\_the\\_Hurdles.pdf](http://www.playfair2008.org/docs/Clearing_the_Hurdles.pdf)>.

<sup>38</sup> Play Fair 2008, “Clearing the Hurdles: Steps in Improving Wages and Working Conditions in the Global Sportswear Industry.” April 2008. <[http://www.playfair2008.org/docs/Clearing\\_the\\_Hurdles.pdf](http://www.playfair2008.org/docs/Clearing_the_Hurdles.pdf)>.

<sup>39</sup> Play Fair 2008, “Clearing the Hurdles: Steps in Improving Wages and Working Conditions in the Global Sportswear Industry.” April 2008. <[http://www.playfair2008.org/docs/Clearing\\_the\\_Hurdles.pdf](http://www.playfair2008.org/docs/Clearing_the_Hurdles.pdf)>.

<sup>40</sup> Play Fair 2008, “Clearing the Hurdles: Steps in Improving Wages and Working Conditions in the Global Sportswear Industry.” April 2008. <[http://www.playfair2008.org/docs/Clearing\\_the\\_Hurdles.pdf](http://www.playfair2008.org/docs/Clearing_the_Hurdles.pdf)>.

maintaining. As a result, workers received less production bonuses and “their total take-home salary has not increased.”<sup>41</sup>

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,”<sup>42</sup> 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.”<sup>43</sup>

“The factory we researched was horrific,” says Charlie Kernaghan of the National Labor Committee.<sup>44</sup> “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

<sup>41</sup> Play Fair 2008, “Clearing the Hurdles: Steps in Improving Wages and Working Conditions in the Global Sportswear Industry.” April 2008. <[http://www.playfair2008.org/docs/Clearing\\_the\\_Hurdles.pdf](http://www.playfair2008.org/docs/Clearing_the_Hurdles.pdf)>.

<sup>42</sup> National Labor Committee, “Olympic Sweatshop: Speedo Production in China Breaks Records for Worker Abuse.” November 2007. <<http://www.nlcnet.org/reports.php?id=470#olympic>>.

<sup>43</sup> National Labor Committee, “Olympic Sweatshop: Speedo Production in China Breaks Records for Worker Abuse.” November 2007. <<http://www.nlcnet.org/reports.php?id=470#olympic>>.

<sup>44</sup> 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.”<sup>45</sup>

“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.<sup>46</sup> 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.”<sup>47</sup> 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.<sup>48</sup> Among other provisions, the agenda calls for these bodies to:

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<sup>46</sup> Play Fair 2008, “Leading Sports Brands and Unions Working Together Globally for Better Working Conditions.” July 2, 2008.

<[http://www.playfair2008.org/docs/PF\\_PR7.pdf](http://www.playfair2008.org/docs/PF_PR7.pdf)>

<sup>47</sup> “Rising Chinese salaries pushes Adidas to look elsewhere: report,” AFP. July 28, 2008.

<<http://afp.google.com/article/ALeqM5jKGxIQWF7mTO3L8twylAgjrUe8Lw>>.

<sup>48</sup> Play Fair 2008 Campaign Statement.

<[http://www.playfair2008.org/templates/templateplayfair/docs/PF\\_2008\\_campaign\\_statement.pdf](http://www.playfair2008.org/templates/templateplayfair/docs/PF_2008_campaign_statement.pdf)>.

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<sup>45</sup> 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.<sup>49</sup> 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].”<sup>50</sup>

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.<sup>51</sup> Oil production has forcibly displaced

<sup>49</sup> The Allard K. Lowenstein International Human Rights Project and Yale Law School, “An Analysis of Select Companies’ Operations in Sudan: A Resource for Divestment.” February 24, 2006.

<[http://www.inosphere.com/sudan/docs/Yale\\_Lowenstein\\_Updated\\_Report.pdf](http://www.inosphere.com/sudan/docs/Yale_Lowenstein_Updated_Report.pdf)>.

<sup>50</sup> Refugees International, “Sudan: Oil Exploration Fueling Displacement in the South.” June 14, 2006.

<<http://www.refugeesinternational.org/content/article/detail/8826/>>.

<sup>51</sup> The Allard K. Lowenstein International Human Rights Project and Yale Law School, “An Analysis of Select Companies’ Operations in Sudan: A Resource for Divestment.” February 24, 2006.

<[http://www.inosphere.com/sudan/docs/Yale\\_Lowenstein\\_Updated\\_Report.pdf](http://www.inosphere.com/sudan/docs/Yale_Lowenstein_Updated_Report.pdf)>.

thousands of Sudanese who lived near oil fields, contributing to the refugee crisis.<sup>52</sup> 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.<sup>53</sup>

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.<sup>54</sup>

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.”<sup>55</sup>

## 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

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<sup>52</sup> The Allard K. Lowenstein International Human Rights Project and Yale Law School, “An Analysis of Select Companies’ Operations in Sudan: A Resource for Divestment.” February 24, 2006.

<[http://www.inosphere.com/sudan/docs/Yale\\_Lowenstein\\_Updated\\_Report.pdf](http://www.inosphere.com/sudan/docs/Yale_Lowenstein_Updated_Report.pdf)>.

<sup>53</sup> Refugees International. “Sudan: Oil Exploration Fueling Displacement in the South.” June 14, 2006.

<<http://www.refugeesinternational.org/content/article/detail/8826/>>.

<sup>54</sup> Egbert Wesselink and Evelien Weller, “Oil and Violence in Sudan Drilling.” *Multinational Monitor*, May/June 2006.

<<http://www.multinationalmonitor.org/mm2006/052006/wesselink.html>>.

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<sup>55</sup> Olympic Charter.

<[http://multimedia.olympic.org/pdf/en\\_report\\_122.pdf](http://multimedia.olympic.org/pdf/en_report_122.pdf)>.

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.<sup>1</sup>

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.<sup>2</sup>

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.”<sup>3</sup>

“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.<sup>4</sup> 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.<sup>5</sup>

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.<sup>6</sup> 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

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<sup>1</sup> Jerome Pugmire and Elaine Ganley, “Olympic Torch Relay Descends into Chaos.” Associated Press, April 7, 2008. <<http://abcnews.go.com/International/wireStory?id=4601704>>.

<sup>2</sup> Human Rights Watch. <[http://china.hrw.org/press/faq/beijing\\_olympics\\_basics](http://china.hrw.org/press/faq/beijing_olympics_basics)>.

<sup>3</sup> Interview with *Multinational Monitor*, July 21, 2008.

<sup>4</sup> Dream for Darfur.

<[http://www.dreamfordarfur.org/storage/dreamdarfur/documents/corporate\\_sponsor\\_report\\_executive\\_summary.pdf](http://www.dreamfordarfur.org/storage/dreamdarfur/documents/corporate_sponsor_report_executive_summary.pdf)>.

<sup>5</sup> Dream for Darfur.

<[http://www.dreamfordarfur.org/storage/dreamdarfur/documents/corporate\\_sponsor\\_report\\_executive\\_summary.pdf](http://www.dreamfordarfur.org/storage/dreamdarfur/documents/corporate_sponsor_report_executive_summary.pdf)>.

<sup>6</sup> Dream for Darfur, “The Big Chill: Too Scared to Speak, Olympic Sponsors Still Silent on Darfur.” April 24, 2008. <[http://www.dreamfordarfur.org/storage/dreamdarfur/documents/section\\_i\\_-\\_report\\_card\\_jj\\_revised.pdf](http://www.dreamfordarfur.org/storage/dreamdarfur/documents/section_i_-_report_card_jj_revised.pdf)>.

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.”<sup>7</sup>

Both GE and McDonald’s informed Dream for Darfur that they were in communication with the IOC about the situation in Darfur.<sup>8</sup>

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.”<sup>9</sup>

There is little or not 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.”<sup>10</sup>

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<sup>7</sup> Dream for Darfur, “The Big Chill: Too Scared to Speak, Olympic Sponsors Still Silent on Darfur.” April 24, 2008. <[http://www.dreamfordarfur.org/storage/dreamdarfur/documents/section\\_i\\_-\\_report\\_card\\_jj\\_revised.pdf](http://www.dreamfordarfur.org/storage/dreamdarfur/documents/section_i_-_report_card_jj_revised.pdf)>.

<sup>8</sup> Dream for Darfur, “The Big Chill: Too Scared to Speak, Olympic Sponsors Still Silent on Darfur.” April 24, 2008. <[http://www.dreamfordarfur.org/storage/dreamdarfur/documents/section\\_i\\_-\\_report\\_card\\_jj\\_revised.pdf](http://www.dreamfordarfur.org/storage/dreamdarfur/documents/section_i_-_report_card_jj_revised.pdf)>.

<sup>9</sup> Dream For Darfur, “Foul Play: How the IOC Failed the Olympic Charter and Darfur.” April 16, 2008. <[http://www.dreamfordarfur.org/storage/dreamdarfur/documents/ioc\\_report\\_card.pdf](http://www.dreamfordarfur.org/storage/dreamdarfur/documents/ioc_report_card.pdf)>.

<sup>10</sup> Human Rights Watch. <[http://china.hrw.org/press/faq/beijing\\_olympics\\_basics](http://china.hrw.org/press/faq/beijing_olympics_basics)>.

## 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.<sup>1</sup>

Its “Champions and Challengers” program is sponsoring 12 individual athletes participating in the summer Olympics: Chinese paralympians Bian 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.<sup>2</sup>

### 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.<sup>3</sup> Shuang is a Chinese word the company says means “physical, emotional and spiritual refreshment.”<sup>4</sup> 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.<sup>5</sup> Coke also produced an original song entitled “Red Around the World,” to celebrate the Torch Relay, of which Coke was a sponsor.<sup>6</sup>

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

<sup>1</sup> IOC Marketing Media Guide. <[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

<sup>2</sup> <[http://www.atosorigin.com/en-us/olympic\\_games/sponsored\\_athletes/default.htm](http://www.atosorigin.com/en-us/olympic_games/sponsored_athletes/default.htm)>.

<sup>3</sup> IOC Marketing Media Guide. <[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

<sup>4</sup> Eric Pfanner, “For 2008 Olympics Campaigns, the Starter’s Gun Went Off This Month.” The New York Times, August 23, 2007.

<[http://www.nytimes.com/2007/08/23/business/media/23adco.html?\\_r=1&oref=slogin](http://www.nytimes.com/2007/08/23/business/media/23adco.html?_r=1&oref=slogin)>.

<sup>5</sup> The Coca Cola Company. <[http://www.thecocacolacompany.com/presscenter/presskit\\_olympicgames2008\\_delicious\\_happiness.html](http://www.thecocacolacompany.com/presscenter/presskit_olympicgames2008_delicious_happiness.html)>.

<sup>6</sup> Joe Guy Collier and Craig Simons, “Coke takes neutral stance on Olympic protests.” Atlanta Journal-Constitution, April 13, 2008. <[http://www.ajc.com/business/content/business/coke/stories/2008/04/12/cokeolympics\\_0413.html](http://www.ajc.com/business/content/business/coke/stories/2008/04/12/cokeolympics_0413.html)>.

basketball Olympians Yao Ming, from China, and LeBron James, from the United States.<sup>7</sup>

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.<sup>8</sup>

Coke is featuring six athletes on packages and in television ads, including swimmer Natalie Coughlin, runner Sanya Richards and basketball player LeBron James.<sup>9</sup> 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.”<sup>10</sup> 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.<sup>11</sup>

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

### 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

<sup>7</sup> <[http://www.thecoca-colacompany.com/presscenter/presskit\\_olympicgames2008\\_design.html](http://www.thecoca-colacompany.com/presscenter/presskit_olympicgames2008_design.html)>.

<sup>8</sup> Shahnaz Mahmud, “Coke Designs Olympic Push.” AdWeek, July 21, 2008. <[http://www.adweek.com/aw/content\\_display/news/c/ient/e3i1da5db18eb0203bba354d2646d53d5f8](http://www.adweek.com/aw/content_display/news/c/ient/e3i1da5db18eb0203bba354d2646d53d5f8)>.

<sup>9</sup> Theresa Howard, “Advertisers seek Olympic marketing gold.” USA Today, June 20, 2008. <[http://www.usatoday.com/money/advertising/2008-06-19-cannes-olympics\\_N.htm](http://www.usatoday.com/money/advertising/2008-06-19-cannes-olympics_N.htm)>.

<sup>10</sup> Eric Pfanner, “For 2008 Olympics Campaigns, the Starter's Gun Went Off This Month.” The New York Times, August 23, 2007.

<[http://www.nytimes.com/2007/08/23/business/media/23adco.html?\\_r=1&oref=slogin](http://www.nytimes.com/2007/08/23/business/media/23adco.html?_r=1&oref=slogin)>.

<sup>11</sup> IOC Marketing Media Guide. <[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

<sup>12</sup> <<http://www.rthree.com/images/articles/Coca-Cola%20rolls%20out%20largest%20ad%20campaign%20ahead%20of%20Olympics.pdf>>.

<sup>13</sup> <<http://www.usabasketball.com/inside.php?page=sponsors>>.

<sup>14</sup> <<http://www.usasoftball.com/folders.asp?uid=97>>.

<sup>15</sup> <<http://www.joc.or.jp/english/sponsors.html>>.

<sup>16</sup> <<http://www.fifa.com/aboutfifa/marketingtelevision/partners/cocacola.html>>.

many lines of business.<sup>17</sup> 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.<sup>18</sup> "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.<sup>19</sup>

Along with traditional outdoor and print advertising, GE launched in-taxi, interactive, touch-screen advertisements.<sup>20</sup> 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.<sup>21</sup>

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.<sup>22</sup>

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<sup>17</sup> IOC Marketing Media Guide.

<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

<sup>18</sup>

<[http://www.ge.com/company/advertising/ads\\_olympic\\_games.html](http://www.ge.com/company/advertising/ads_olympic_games.html)>.

<sup>19</sup>

<[http://www.ge.com/news/olympic\\_games/GE\\_Olympic\\_Fact\\_Sheet\\_Beijing\\_July\\_16\\_2008.pdf](http://www.ge.com/news/olympic_games/GE_Olympic_Fact_Sheet_Beijing_July_16_2008.pdf)>.

<sup>20</sup>

<[http://www.ge.com/news/olympic\\_games/GE\\_Olympic\\_Fact\\_Sheet\\_Beijing\\_July\\_16\\_2008.pdf](http://www.ge.com/news/olympic_games/GE_Olympic_Fact_Sheet_Beijing_July_16_2008.pdf)>.

<sup>21</sup> "GE Breaks New Ground With 'Moving Image' Cab Advertising." July 21, 2008.

<<http://www.genewscenter.com/content/Detail.asp?ReleaseID=3890&NewsAreaID=2>>.

<sup>22</sup>

<[http://www.ge.com/news/olympic\\_games/GE\\_Olympic\\_Fact\\_Sheet\\_Beijing\\_July\\_16\\_2008.pdf](http://www.ge.com/news/olympic_games/GE_Olympic_Fact_Sheet_Beijing_July_16_2008.pdf)>.

### Johnson & 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.<sup>23</sup>

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."<sup>24</sup> Johnson & Johnson will further highlight the Terracotta Warriors through a performance featuring 22-foot marionette dolls.<sup>25</sup>

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." The program

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<sup>23</sup> IOC Marketing Media Guide.

<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

<sup>24</sup>

<[http://www.jnj.com.cn/olympics/en/pavilion/pavilion\\_design\\_en.html](http://www.jnj.com.cn/olympics/en/pavilion/pavilion_design_en.html)>.

<sup>25</sup> IOC Marketing Media Guide.

<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.



distributed 800,000 sets of posters to elementary and secondary schools across China.<sup>26</sup>

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,<sup>27</sup> and prominently features some of Johnson & Johnson's bestselling brands, including Band-Aid, Listerine, Neosporin, Neutrogena, Tylenol and Zyrtec.<sup>28</sup> 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.<sup>29</sup>

Johnson & Johnson also sponsors the United States Rowing Association.<sup>30</sup>

### 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.<sup>31</sup> 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.<sup>32</sup> 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.<sup>33</sup>

### 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<sup>34</sup> to USB drives<sup>35</sup> — with designs mimicking those used on the torch. For the Beijing Games, Lenovo supplied the BOGOC with 24,000

<sup>26</sup>

<<http://www.jnj.com/wps/wcm/connect/2ab40400496978bfb3c2b32cf10e83bd/2008-Bejing-Olympic-Movement.pdf?MOD=AJPERES>>.

<sup>27</sup>

<<http://www.jnj.com/wps/wcm/connect/2ab40400496978bfb3c2b32cf10e83bd/2008-Bejing-Olympic-Movement.pdf?MOD=AJPERES>>.

<sup>28</sup>

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

<sup>29</sup>

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

<sup>30</sup>

<<http://usrowing.org/AboutUSRowing/USRowingSponsors/index.aspx>>.

<sup>31</sup> "Kodak to end Olympics sponsorship after Beijing," Associated Press. October 12, 2007.

<[http://www.usatoday.com/money/advertising/2007-10-12-%20kodak\\_N.htm](http://www.usatoday.com/money/advertising/2007-10-12-%20kodak_N.htm)>.

<sup>32</sup> IOC Marketing Media Guide.

<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

<sup>33</sup> IOC Marketing Media Guide.

<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>, and see

<<http://digitalcameras.techfresh.net/news/digital-cameras/kodak/kodak-olympics-branded-m2008-digital-camera/>>.

<sup>34</sup> Darren Murph, "Lenovo's Olympics-inspired laptops revealed." Engadget, April 28, 2007.

<<http://www.engadget.com/2007/04/28/lenovos-olympics-inspired-thinkpads-revealed/>>.

<sup>35</sup> Donald Melanson, "Lenovo rolls out Olympic-themed USB drive." Engadget, Jan 1, 2008.

<<http://www.engadget.com/2008/01/01/lenovo-rolls-out-olympic-themed-usb-drive/>>.

desktop computers, 800 laptops, 2,000 printers and 700 servers.<sup>36</sup> Lenovo also created seven Internet lounges, including one in the Olympic Village<sup>37</sup> and is sponsoring a blog platform for athletes, as well as a Facebook application allowing people to track their favorite events and athletes.<sup>38</sup>

Lenovo is also sponsoring 11 individual athletes it calls “Lenovo Champions,” including Australian swimmers Lisbeth Tricket and Eamon Sullivant, 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 Koeverden and Japanese sprinter Shingo Suetsugu.<sup>39</sup>

Lenovo is auctioning off several Olympic-themed laptops signed by its sponsored athletes to fund its philanthropic organization, the Lenovo Hope Fund.<sup>40</sup>

### Manulife

“Much like the Olympic Movement, Manulife is dedicated to helping people achieve their dreams,” states the Canada-based Manulife website. “By providing

<sup>36</sup> IOC Marketing Media Guide.

<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

<sup>37</sup> IOC Marketing Media Guide.

<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

<sup>38</sup> Stephanie Clifford, “For Olympics, Lenovo Steps up to World Stage.” *The New York Times*, June 20, 2008.

<<http://www.nytimes.com/2008/06/20/business/media/20adco.html>>.

<sup>39</sup>

<[http://shop.lenovo.com/SEUILibrary/controller/e/web/LenovoPortal/en\\_US/special-offers.workflow:ShowPromo?LandingPage=/All/US/Sitelets/Olympic-Champions](http://shop.lenovo.com/SEUILibrary/controller/e/web/LenovoPortal/en_US/special-offers.workflow:ShowPromo?LandingPage=/All/US/Sitelets/Olympic-Champions)>.

<sup>40</sup> <<http://www.lenovohopefundauctions.com/en/>>.

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.”<sup>41</sup> 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.<sup>42</sup>

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 Hui Wai, table tennis player Tie Ya Na, sprinter Wan Kin Yee and triathlete Lee Chi Wo.<sup>43</sup>

### 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.<sup>44</sup>

<sup>41</sup> “Manulife launches ‘One Dream’ online campaign to benefit children with Thalassaemia,” July 18, 2008. <<http://www.manulife.com/corporate/corporate2.nsf/Public/hongkong071808.html>>.

<sup>42</sup> IOC Marketing Media Guide.

<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

<sup>43</sup>

<<http://www.manulife.com.hk/olympicsponsorship/>>.

<sup>44</sup> IOC Marketing Media Guide.

<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

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.<sup>45</sup>

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.<sup>46</sup>

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

<sup>45</sup> Amy Johannes, "McDonald's Promotes Olympic Sponsorship with New Menu Items, Kids' Program." PROMO Magazine, July 3, 2008.

<[http://promomagazine.com/othertactics/news/mcdonalds\\_promotes\\_olympic\\_sponsorship\\_0703/](http://promomagazine.com/othertactics/news/mcdonalds_promotes_olympic_sponsorship_0703/)>.

<sup>46</sup> "McDonald's Promotes Children's Program For 2008 Olympic Games." China CSR, August 9, 2007. <<http://www.chinacsr.com/2007/08/09/1586-mcdonalds-promotes-childrens-program-for-2008-olympic-games/>>.

Chicken Sandwich and Olympian Donnie Robinson, a BMX athlete.<sup>47</sup>

McDonald's is also sponsoring the Japanese Olympic Committee,<sup>48</sup> USA Basketball,<sup>49</sup> USA Soccer,<sup>50</sup> and Olympic athletes Tyson Gay, Alexandre Despatie and Edwin Moses.<sup>51</sup>

### 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.<sup>52</sup>

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-

<sup>47</sup> Amy Johannes, "McDonald's Promotes Olympic Sponsorship with New Menu Items, Kids' Program." PROMO Magazine, July 3, 2008.

<[http://promomagazine.com/othertactics/news/mcdonalds\\_promotes\\_olympic\\_sponsorship\\_0703/](http://promomagazine.com/othertactics/news/mcdonalds_promotes_olympic_sponsorship_0703/)>.

<sup>48</sup> <<http://www.joc.or.jp/english/sponsors.html>>.

<sup>49</sup>

<<http://www.usabasketball.com/inside.php?page=sponsors>>.

<sup>50</sup>

<<http://www.ussoccer.com/sponsors/index.jsp.html>>.

<sup>51</sup> "McDonald's 'Bringing People Together Like Never Before' for Beijing 2008 Olympic Games." July 2, 2008.

<[http://www.mcdonalds.com/corp/news/corppr/corprelease\\_2008/07\\_02\\_08\\_mcd\\_s\\_bringing.html](http://www.mcdonalds.com/corp/news/corppr/corprelease_2008/07_02_08_mcd_s_bringing.html)>.

<sup>52</sup> IOC Marketing Media Guide.

<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

making Olympic performances by underdog athletes.<sup>53</sup>

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."<sup>54</sup>

#### 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.<sup>55</sup>

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.<sup>56</sup> 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.<sup>57</sup>

Panasonic also sponsors the Japanese Olympic Committee.<sup>58</sup>

#### 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.<sup>59</sup>

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.<sup>60</sup>

"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.<sup>61</sup>

<sup>53</sup>

<[http://www.omegawatches.com/minisites/beijing/olympics/main\\_en/](http://www.omegawatches.com/minisites/beijing/olympics/main_en/)>.

<sup>54</sup>

<<http://www.omegawatches.com/index.php?id=103>>.

<sup>55</sup> IOC Marketing Media Guide

<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

<sup>56</sup> "Panasonic gives consumers taste of first-ever all high definition Olympic Games with multi-faceted promotional campaign." April 29, 2008.

<<http://www2.panasonic.com/webapp/wcs/stores/servlet/prModelDetail?storeId=11301&catalogId=13251&tempId=246165&modelNo=Content05082008010206783&surfModel=Content05082008010206783>>.

<sup>57</sup>

<[http://www.panasonic.com/consumer\\_electronics/olympics-2008/index.htm](http://www.panasonic.com/consumer_electronics/olympics-2008/index.htm)>.

<sup>58</sup> <<http://www.joc.or.jp/english/sponsors.html>>.

<sup>59</sup> IOC Marketing Media Guide

<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

<sup>60</sup> "Samsung Joins the Olympic Promo Pack,"

PROMO Magazine. July 25, 2008.

<[http://promomagazine.com/contests/news/samsung\\_olympic\\_promo\\_pack\\_2507/](http://promomagazine.com/contests/news/samsung_olympic_promo_pack_2507/)>.

<sup>61</sup>

<<http://www.samsung.com/global/experience/beijing2008/eur/>>.

The international federation governing Olympic field hockey, the Federation Internationale de Hockey,<sup>62</sup> and the World Taekwondo Federation<sup>63</sup> 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).<sup>64</sup> 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.<sup>65</sup> Visa also sponsored an international art competition for children, awarding the winners the opportunity to attend the Olympic Games.<sup>66</sup>

Visa is a sponsor for USA Gymnastics,<sup>67</sup> USA Track and Field<sup>68</sup> and the Federation Internationale de Football

Association,<sup>69</sup> along with more than 200 individual athletes from around the world.

Sponsored athletes from the United States include paralympic wheelchair racer Cheri Blauwet, decathlete 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.<sup>70</sup>

### **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.<sup>71</sup>

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.<sup>72</sup> It is the official

<sup>62</sup>

<<http://www.worldhockey.org/vsite/vnavsite/page/directory/0,10853,1181-133634-134942-nav-list,00.html>>.

<sup>63</sup>

<[http://www.wtf.org/site/about\\_wtf/recognized.htm](http://www.wtf.org/site/about_wtf/recognized.htm)>.

<sup>64</sup> <[http://usa.visa.com/microsites/goworld/?ep=v\\_sym\\_goworld&symlinkref=http%3A%2F%2Fusa.visa.com%2Fpersonal%2Fvisa\\_brings\\_you%2Fvisa\\_is\\_everywhere%2Folympics.html](http://usa.visa.com/microsites/goworld/?ep=v_sym_goworld&symlinkref=http%3A%2F%2Fusa.visa.com%2Fpersonal%2Fvisa_brings_you%2Fvisa_is_everywhere%2Folympics.html)>.

<sup>65</sup> IOC Marketing Media Guide.

<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

<sup>66</sup> IOC Marketing Media Guide.

<[http://multimedia.olympic.org/pdf/en\\_report\\_1329.pdf](http://multimedia.olympic.org/pdf/en_report_1329.pdf)>.

<sup>67</sup> <[http://www2.usa-](http://www2.usa-gymnastics.org/organization/sponsors/)

[gymnastics.org/organization/sponsors/](http://www2.usa-gymnastics.org/organization/sponsors/)>.

<sup>68</sup> <<http://www.usatf.org/about/sponsors/>>.

<sup>69</sup> <<http://www.fifa.com/>>.

<sup>70</sup>

<<http://usa.visa.com/microsites/olympics/athletes.html>>.

<sup>71</sup> Stephanie Kang, “Adidas Ad Campaign Invokes Chinese Nationalism.” *The Wall Street Journal*, July 3, 2008.

<[http://online.wsj.com/article\\_print/SB121502881464123819.html](http://online.wsj.com/article_print/SB121502881464123819.html)>.

<sup>72</sup> “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.<sup>73</sup> This adds up to more than 2.5 million pieces of apparel and footwear.<sup>74</sup>

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.<sup>75</sup>

Adidas is also sponsoring USA Gymnastics,<sup>76</sup> USA Weightlifting,<sup>77</sup> the French Olympic Committee,<sup>78</sup> the French Tennis Federation,<sup>79</sup> the British Olympic Association,<sup>80</sup> the Australian

Olympic Committee,<sup>81</sup> the French Olympic Committee,<sup>82</sup> the International Boxing Association,<sup>83</sup> the International Football Federation (soccer),<sup>84</sup> the International Handball Federation,<sup>85</sup> the International Weightlifting Federation,<sup>86</sup> and U.S. sprinters Tyson Gay, Allyson Felix and Jeremy Wariner.<sup>87</sup> Adidas said it is sponsoring more than 3,000 individual athletes, 214 Olympic Federations and 16 NOCs, including China,<sup>88</sup> 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.<sup>89</sup> Both Tsingtao<sup>90</sup> and Yanjing<sup>91</sup> were named the Official Domestic Beer Sponsor of the Beijing 2008 Olympic

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11/16\_read-9402/> and

<<http://www.press.adidas.com/desktopdefault.aspx/tabid-404/>>.

<sup>73</sup> "Adidas announced Official Partner of the Beijing 2008 Olympic Games." January 24, 2004. <<http://en.beijing2008.cn/34/96/article212029634.shtml>>.

<sup>74</sup> "Adidas top Olympic hopefuls compete at U.S. Olympic Track and Field trials." June 26, 2008. <[http://www.press.adidas.com/DesktopDefault.aspx/tabid-11/16\\_read-9396/](http://www.press.adidas.com/DesktopDefault.aspx/tabid-11/16_read-9396/)>.

<sup>75</sup> "Adidas China Launches its Olympic Games Campaign – 'Together in 2008, Impossible is Nothing.'" November 30, 2007. <[http://www.press.adidas.com/desktopdefault.aspx/tabid-16/94\\_read-8434/](http://www.press.adidas.com/desktopdefault.aspx/tabid-16/94_read-8434/)>.

<sup>76</sup> <<http://www2.usa-gymnastics.org/organization/sponsors/>>.

<sup>77</sup> <<http://weightlifting.teamusa.org/content/sponsors>>.

<sup>78</sup> <<http://www.franceolympique.com/art/144-partenaires.html#nationaux>>.

<sup>79</sup> "Adidas renews its commitment to Roland-Garros and the Fédération Française de Tennis until 2012." May 23, 2008.

<[http://www.press.adidas.com/DesktopDefault.aspx/tabid-11/16\\_read-9016/](http://www.press.adidas.com/DesktopDefault.aspx/tabid-11/16_read-9016/)>.

<sup>80</sup> <<http://www.olympics.org.uk/beijing2008/partners.aspx>>.

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<sup>81</sup>

<<http://corporate.olympics.com.au/page/44/sponsors>>.

<sup>82</sup> <<http://www.franceolympique.com/art/144-partenaires.html#nationaux>>.

<sup>83</sup> <<http://www.aiba.org/>>.

<sup>84</sup> <<http://www.fifa.com>>.

<sup>85</sup>

<[http://www.ihf.info/front\\_content.php?idcatart=459](http://www.ihf.info/front_content.php?idcatart=459)>

.

<sup>86</sup> <<http://www.iwf.net/main.php>>.

<sup>87</sup> "Adidas top Olympic hopefuls compete at U.S. Olympic Track and Field trials." June 26, 2008. <[http://www.press.adidas.com/DesktopDefault.aspx/tabid-11/16\\_read-9396/](http://www.press.adidas.com/DesktopDefault.aspx/tabid-11/16_read-9396/)>.

<sup>88</sup> "Adidas top Olympic hopefuls compete at U.S. Olympic Track and Field trials." June 26, 2008. <[http://www.press.adidas.com/DesktopDefault.aspx/tabid-11/16\\_read-9396/](http://www.press.adidas.com/DesktopDefault.aspx/tabid-11/16_read-9396/)>.

<sup>89</sup>

<<http://en.beijing2008.cn/bocog/sponsors/sponsors/>>.

<sup>90</sup> "Tsingtao Beer Becomes Sponsor of Beijing 2008 Games." August 11, 2005.

<<http://en.beijing2008.cn/22/96/article212029622.shtml>>.

<sup>91</sup> "Yanjing Beer Announced Sponsor of Beijing 2008 Olympic Games." August 10, 2005.

<<http://en.beijing2008.cn/24/96/article212029624.shtml>>.

Games. Budweiser is the Official International Beer.<sup>92</sup>

To commemorate the Beijing Games, Budweiser released three special-edition cans in gold, silver and bronze, available only in China.<sup>93</sup> 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.<sup>94</sup> During the Olympic Games, Club Bud, a multi-level night club, will host eight different theme parties.<sup>95</sup> One of the parties will be co-hosted by MTV China.<sup>96</sup>

Anheuser-Busch also sponsors more than 25 NOCs, including the United States, Great Britain, China<sup>97</sup> and Japan.<sup>98</sup>

### 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<sup>th</sup> anniversary of its “Just Do It” campaign, as well as to launch its Hyperdunk shoe.<sup>99</sup>

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.<sup>100</sup>

Nike is the sponsor of several U.S. governing bodies, including the USOC,<sup>101</sup> USA Archery,<sup>102</sup> USA Basketball,<sup>103</sup> U.S. Canoe and Kayak,<sup>104</sup> USA Cycling Inc.,<sup>105</sup> U.S. Soccer,<sup>106</sup> USA Softball<sup>107</sup> and USA Track and Field.<sup>108</sup>

<sup>92</sup> <<http://www.anheuser-busch.com/PDF/Budweiser.pdf>>.

<sup>93</sup> <<http://www.anheuser-busch.com/Press/ABChina/PressReleases/budOlympicCans.html>>.

<sup>94</sup> <<http://www.anheuser-busch.com/Press/ABChina/PressReleases/BikeTourStart.html>>.

<sup>95</sup> <<http://www.anheuser-busch.com/Press/ABChina/PressReleases/clubBud.html>>.

<sup>96</sup> <<http://www.anheuser-busch.com/Press/ABChina/PressReleases/clubBudMTV.html>>.

<sup>97</sup> <<http://www.anheuser-busch.com/Press/ABChina/PressReleases/clubBud.html>>.

<sup>98</sup> <<http://www.joc.or.jp/english/sponsors.html>>.

<sup>99</sup> Kenneth Hein, “Nike Prepares Global Effort.” AdWeek, July 17, 2008.

<[http://www.adweek.com/aw/content\\_display/creative/news/e3i50336777802bc299c1d9ae542bbbce8d](http://www.adweek.com/aw/content_display/creative/news/e3i50336777802bc299c1d9ae542bbbce8d)>.

<sup>100</sup> Kenneth Hein, “Nike Prepares Global Effort.” AdWeek, July 17, 2008.

<[http://www.adweek.com/aw/content\\_display/creative/news/e3i50336777802bc299c1d9ae542bbbce8d](http://www.adweek.com/aw/content_display/creative/news/e3i50336777802bc299c1d9ae542bbbce8d)>.

<sup>101</sup> <<http://www.usoc.com/content/sponsors>>.

<sup>102</sup> <<http://www.usarchery.org/usarchery/html/Sponsorship.html>>.

<sup>103</sup> <<http://www.usabasketball.com/inside.php?page=sponsors>>.

<sup>104</sup> <[http://www.usack.org/Official\\_Sponsors\\_.aspx#](http://www.usack.org/Official_Sponsors_.aspx#)>.

<sup>105</sup> <<http://www.usacycling.org/sponsors/>>.

<sup>106</sup> <<http://www.ussoccer.com/sponsors/index.jsp.html>>.

<sup>107</sup> <<http://www.usasoftball.com/folders.asp?uid=97>>.

<sup>108</sup> <<http://www.usatf.org/about/sponsors/>>.

## 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

CNC  
CNPC  
Johnson & Johnson  
PICC  
Sinopec  
State Grid Corp.  
Volkswagen

### 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.<sup>1</sup>
- Aifly: the Language Training Services Supplier for the Beijing 2008 Olympic Games.<sup>2</sup>

- Aokang: the Official Leather Goods Supplier of the Beijing 2008 Olympic Games<sup>3</sup>
- Beijing Gehua Ticketmaster Ticketing Co., Ltd.: the Ticketing Service Exclusive Supplier of the Beijing 2008 Olympic Games<sup>4</sup>

<sup>1</sup> "Aggreko awarded Supply Contract for Beijing 2008 Olympic Games."  
<[http://www.aggreko.com/Asia/news\\_\\_events/press\\_releases/aggreko\\_wins\\_beijing\\_olympic\\_s.spx](http://www.aggreko.com/Asia/news__events/press_releases/aggreko_wins_beijing_olympic_s.spx)>.

<sup>2</sup> "Aifly becomes Beijing 2008 Olympic Games Language Training Services Supplier." June 20, 2007.  
<<http://en.beijing2008.cn/bocog/sponsors/headlines/n214099347.shtml>>.

<sup>3</sup> "Aokang becomes the Official Leather Goods Supplier of the Beijing 2008 Olympic Games," March 22, 2007.  
<<http://en.beijing2008.cn/bocog/sponsors/headlines/n214063774.shtml>>.

<sup>4</sup> "Many achievements in decisive 2007, more to come in 2008," December 19, 2007.  
<[http://en.beijing2008.cn/news/dynamics/headlines/n214218674\\_1.shtml](http://en.beijing2008.cn/news/dynamics/headlines/n214218674_1.shtml)>.



- Capinfo: the Multilingual Service Provider of the Beijing 2008 Olympic Games.<sup>5</sup>
- COFCO Wines & Spirits (Greatwall Wine): the Beijing 2008 Wine Exclusive Supplier<sup>6</sup>
- Crystal CG: the Official Graphic Design Service Supplier of the Beijing 2008 Olympic Games.<sup>7</sup>
- Dayun: the official motorcycle supplier of Beijing 2008 Olympic Games and the official exclusive motorcycle supplier of Beijing 2008 Paralympic Games<sup>8</sup>
- Der Group: the Official Home and Industrial Flooring Supplier of the Beijing 2008 Olympic Games<sup>9</sup>
- Effem Foods (Beijing): the Beijing 2008 Olympic Games Chocolate Exclusive Supplier<sup>10</sup>
- Snickers is the Beijing 2008 Olympic Games Official Chocolate<sup>11</sup>
- English First (EF): the Official Language Training Supplier of Beijing 2008 Olympic Games<sup>12</sup>
- HK Royal Furniture Holding Ltd.: the Official Home Furniture Exclusive Supplier of the Beijing 2008 Olympic Games<sup>13</sup>
- Kerry Oils & Grains (China) Limited (Arawana): the Cooking Oil Exclusive Supplier of the Beijing 2008 Olympic Games<sup>14</sup>
- Kinghey: the Fresh Pork and Processed Products Exclusive Supplier of the Beijing 2008 Olympic Games.<sup>15</sup>

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<sup>5</sup> “Capinfo becomes Beijing 2008 Olympic Games multilingual service provider.” June 15, 2007.

<<http://en.beijing2008.cn/bocog/sponsors/headlines/n214097858.shtml>>.

<sup>6</sup> “COFCO Wines & Spirits (Greatwall Wine) selected as the Beijing 2008 Wine Exclusive Supplier,” August 16, 2006.  
<<http://en.beijing2008.cn/53/59/article212035953.shtml>>.

<sup>7</sup> “Crystal CG named as Olympic graphic design service supplier.” August 3, 2006.  
<[http://english.people.com.cn/200608/03/eng20060803\\_289406.html](http://english.people.com.cn/200608/03/eng20060803_289406.html)>.

<sup>8</sup> “Dayun becomes the Official Motorcycle Supplier of Beijing 2008 Olympic Games and the Official Exclusive Motorcycle Supplier of Beijing 2008 Paralympic Games,” May 24, 2007.  
<<http://en.beijing2008.cn/bocog/sponsors/headlines/n214091086.shtml>>.

<sup>9</sup> “Der Group becomes the Official Home and Industrial Flooring Supplier of the Beijing 2008 Olympic Games,” March 8, 2007.  
<<http://en.beijing2008.cn/bocog/sponsors/headlines/n214063772.shtml>>.

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<sup>10</sup> “Effem Foods (Beijing) selected as Beijing 2008 Olympic Games Chocolate Exclusive Supplier,” May 24, 2006.

<sup>11</sup> “Effem Foods (Beijing) selected as Beijing 2008 Olympic Games Chocolate Exclusive Supplier,” May 24, 2006.  
<<http://en.beijing2008.cn/16/20/article212022016.shtml>>.

<sup>12</sup> “English First (EF) selected as Official Language Training Supplier of Beijing 2008 Olympic Games,” March 2, 2007.  
<<http://en.beijing2008.cn/bocog/sponsors/headlines/n214063773.shtml>>.

<sup>13</sup> “HK Royal Furniture Holding Ltd. becomes the Official Home Furniture Exclusive Supplier of the Beijing 2008 Olympic Games,” March 9, 2007.  
<<http://en.beijing2008.cn/bocog/sponsors/headlines/n214063771.shtml>>.

<sup>14</sup> “Kerry Oils & Grains (China) Limited (Arawana) becomes the Cooking Oil Exclusive Supplier of the Beijing 2008 Olympic Games,” October 26, 2006.  
<<http://en.beijing2008.cn/79/12/article212051279.shtml>>.

<sup>15</sup> “Beijing Olympics food safety.” March 9, 2008.  
<<http://english.sina.com/1/2008/0309/149483.html>>.

- Kokuyo: the Office Space Design Service Supplier of the Beijing 2008 Olympic Games.<sup>16</sup>
- LiBy: one of three exclusive suppliers for the 2008 Paralympic Games along with Guangzhou Dayang Motorcycle Co. and Ao Kang Group Co.<sup>17</sup>
- Mengna: the Exclusive Supplier of Socks for the Beijing 2008 Olympic Games.<sup>18</sup>
- Microsoft (China): the Official System Software and Support Supplier of the Beijing 2008 Olympic Games<sup>19</sup>
- Mondo: the Official Athletic Track, Basketball and Handball Courts Supplier of the Beijing 2008 Olympic Games<sup>20</sup>
- Newauto: the Electronic Chinese Translation Services supplier for the Beijing 2008 Olympic Games<sup>21</sup>
- President Enterprises: the Official Noodles Sponsor of the Beijing 2008 Olympic Games<sup>22</sup>
- PricewaterhouseCoopers: the Accounting Services Supplier for the Beijing 2008 Olympic Games<sup>23</sup>
- Schenker China Limited: the Official Freight Forwarding and Customs Clearance Exclusive Supplier of the Beijing 2008 Olympic Games<sup>24</sup>
- Sega's "Beijing 2008:" the Official Video Game of the Olympic Games<sup>25</sup>
- Staples: the Exclusive Supplier of Office Furniture for the Beijing 2008 Olympic Games<sup>26</sup>
- State Grid Corporation of China (SG): the Official Energy Utility Service Partner of the Beijing 2008 Olympic Games<sup>27</sup>

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<sup>16</sup> "KOKUYO becomes Office Space Design Service Supplier of the Beijing 2008 Olympic Games." July 13, 2007.

<<http://en.beijing2008.cn/bocog/sponsors/headlines/n214109831.shtml>>.

<sup>17</sup> "BOCOG holds Paralympic Games Sponsor Workshop." January 29, 2008.

<<http://en.beijing2008.cn/paralympic/news/news/n214242637.shtml>>.

<sup>18</sup> "Beijing 2008 Greets Its First Exclusive Supplier." March 14, 2006.

<<http://www.btmbj2008.com/contents/en/business/2006-03/olympics/olympics>>.

<sup>19</sup> "BOCOG welcomes Microsoft China as new System Software & Support Supplier," June 28, 2007.

<<http://en.beijing2008.cn/bocog/bocognews/headlines/n214110880.shtml>>.

<sup>20</sup> "Mondo Becomes the Official Supplier of the Beijing 2008 Olympic Games," December 20, 2006.

<<http://en.beijing2008.cn/27/34/article214003427.shtml>>.

<sup>21</sup> "Newauto to supply electronic Chinese translation services for the Beijing 2008 Olympic Games," August 1, 2007.

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<<http://en.beijing2008.cn/bocog/sponsors/headlines/n214132317.shtml>>.

<sup>22</sup> "President Enterprises becomes the Noodles Sponsor," September 12, 2006.

<<http://en.beijing2008.cn/38/32/article212043238.shtml>>.

<sup>23</sup> "PricewaterhouseCoopers China names as accounting services supplier to Beijing 2008 Olympic Games," April 25, 2007.

<<http://www.pwc.com/extweb/ncpressrelease.nsf/docid/FE434B9E38209065852572C8006D89BD>>.

<sup>24</sup> "Liu Jingmin meets Hartmut Mehdorn of DB," January 10, 2008.

<<http://en.beijing2008.cn/bocog/bocognews/headlines/n214230365.shtml>>.

<sup>25</sup> "Beijing 2008™: The official video game of the Olympic Games Crosses the Finish Line at Retailers in North America," July 10, 2008.

<<http://www.sega.com/news/?n=2114>>.

<sup>26</sup> "Staples named Official Furniture Supplier for Olympics – China" <<http://www.is-guide.com/news/staples-named-official-furniture-supplier-for-olympics-2973.aspx>>.

<sup>27</sup> "SG selected Official Energy Utility Service Partner of Beijing 2008 Olympic Games,"

- Taishan: the Official Sports Equipment Supplier for the Beijing 2008 Olympic Games<sup>28</sup>
- Technogym: the Fitness Equipment Exclusive Supplier of the Beijing 2008 Olympic Games<sup>29</sup>
- Unipack: the Printing Services Supplier for the Beijing 2008 Olympic Games<sup>30</sup>
- Vantage Stock: the Gas Appliance Exclusive Supplier of the Beijing 2008 Olympic Games<sup>31</sup>
- YADU Indoor Environmental Protection Science & Technology Co. Ltd: the Beijing 2008 Olympic Games Air Humidifier & Purifier Exclusive Supplier<sup>32</sup>
- Yuanpei Translation: the Official Translation and Interpretation Service

Supplier of the Beijing 2008 Olympic Games<sup>33</sup>

- Zhejiang Mengna Knitting Co., LTD: the Beijing 2008 Olympic Games Socks Exclusive Supplier<sup>34</sup>
- Zhengzhou Synear Food Co., Ltd: the Frozen Dumplings Exclusive Supplier of the Beijing 2008 Olympic Games<sup>35</sup>

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January 26, 2006.

<<http://en.beijing2008.cn/92/95/article212029592.shtml>>.

<sup>28</sup>

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

<sup>29</sup> “Technogym becomes the Fitness Equipment Exclusive Supplier of the Beijing 2008 Olympic Games,” February 9, 2007.

<<http://en.beijing2008.cn/bocog/sponsors/headlines/n214063770.shtml>>.

<sup>30</sup> “Unipack becomes New Printing Services Supplier for Beijing 2008 Olympic Games,” July 9, 2007.

<<http://en.beijing2008.cn/bocog/sponsors/headlines/n214111144.shtml>>.

<sup>31</sup> “Vantage Stock becomes the Gas Appliance Exclusive Supplier of the Beijing 2008 Olympic Games,” April 28, 2006.

<<http://en.beijing2008.cn/77/95/article212029577.shtml>>.

<sup>32</sup> “YADU becomes the Beijing 2008 Olympic Games Air Humidifier & Purifier Exclusive Supplier,” May 11, 2006.

<<http://en.beijing2008.cn/76/95/article212029576.shtml>>.

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<sup>33</sup> “Yuanpei Translation becomes the Official Translation and Interpretation Service Supplier of the Beijing 2008 Olympic Games,” December 30, 2006.

<<http://en.beijing2008.cn/51/59/article214005951.shtml>>.

<sup>34</sup> “Zhejiang Mengna becomes Beijing 2008 Olympic Games Socks Exclusive Supplier,” March 1, 2006.

<<http://en.beijing2008.cn/87/95/article212029587.shtml>>.

<sup>35</sup> “Zhengzhou Synear Food Co., Ltd becomes the Frozen Dumplings Exclusive Supplier of the Beijing 2008 Olympic Games,” September 4, 2006.

<<http://en.beijing2008.cn/95/10/article212041095.shtml>>.

## 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<sup>1</sup>

KIA Motors  
Longines  
Meteksan Events  
Milli Piyango  
Spor Toto  
Turkish Airlines

#### Partners

Danage of Scandinavia  
Ragim  
Wadi Degla Sporting Club  
Easton Technical Products Inc.  
Rosa Inc.  
Win & Win Archery Co.  
Hoyt  
Samick Sports Co. Ltd  
Archery Life Co.  
Bjorn Bengston  
LAS Distribution  
Arizona Archery Enterprises  
Geologic  
Maple Leaf Press Inc.  
Arrowhead  
Ishii Archery Co. Ltd  
FIVICS Archery  
Asahi Archery Inc.  
JVD Distribution  
Beiter  
Bagar & Pilar  
Krueger Targets

### Badminton: Badminton World Federation<sup>2</sup>

No corporate sponsors reported.

<sup>1</sup> <<http://www.archery.org/>>.

<sup>2</sup>

<<http://www.internationalbadminton.org/sponsors.html>>.

### Baseball: International Baseball Association<sup>3</sup>

Mizuno  
Sports Marketing Japan  
SSK

### Basketball: International Basketball Federation<sup>4</sup>

Bwin.com  
Champion  
Molten  
MONDO  
NOKIA  
Sinalco  
Tissot  
VODAVODA  
Zepter

### Boxing: International Boxing Association<sup>5</sup>

Adidas  
Everlast  
Top Ten

### Canoe and Kayak: International Canoe Federation<sup>6</sup>

European Broadcasting Union  
WCSN.com

### Cycling: International Cycling Union<sup>7</sup>

Bosco Sport  
Egidio Logistica

<sup>3</sup> <<http://www.ibaf.org/ibaf/sponsors/>>.

<sup>4</sup> See

<<http://www.workersrights.org/Freports/LianThai.asp>> and  
<<http://www.workersrights.org/Freports/UniqueGarm ents.asp>>.

<sup>5</sup> <<http://www.aiba.org/>>.

<sup>6</sup> <<http://www.canoeicf.com/>>.

<sup>7</sup>

<<http://www.uci.ch/templates/UCI/UCI1/layout.asp?MenuID=12552>>.

Santini Maglificio Sportivo  
Shimano  
Skoda  
Tissit

**Diving, Swimming and Synchronized Swimming: International Swimming Federation**<sup>8</sup>

Astral Pool  
Nikon  
OMEGA  
Speedo  
Yakult

**Equestrian: International Equestrian Federation**<sup>9</sup>

Alltech  
HSBC  
Rolex  
Samsung

**Fencing: International Fencing Federation**<sup>10</sup>

Tissot

**Field Hockey: International Hockey Federation**<sup>11</sup>

ABN Amro  
Ata Holding  
BDO International  
Samsung  
Suppliers  
Dubai Sports City  
Kirkman Company  
TK Equipment

**Gymnastics: International Gymnastics Federation**<sup>12</sup>

American Athletics Inc.  
Banfer GmbH  
Eurotramp  
Gymnova  
Janssen-fritsen  
Longines  
Sasaki  
Senoh  
Spieth  
Swiss Timing Ltd  
Taishansports

**Judo: International Judo Federation**  
OTP Bank<sup>13</sup>

**Modern Pentathlon: International Modern Pentathlon Union**<sup>14</sup>

Lufthansa  
New Balance  
Speedo

**Rowing: International Rowing Federation**<sup>15</sup>

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

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<[http://www.fina.org/project/index.php?option=com\\_content&task=view&id=1146&Itemid=9](http://www.fina.org/project/index.php?option=com_content&task=view&id=1146&Itemid=9)>.

<sup>9</sup> <<http://www.fei.org/Pages/Default.aspx>>.

<sup>10</sup> <<http://www.fie.ch/>>.

<sup>11</sup>

<<http://www.worldhockey.org/vsite/vnavsite/page/directory/0,10853,1181-133634-134942-nav-list,00.html>>.

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<sup>12</sup> <<http://www.fig-gymnastics.com/cache/compo/5586-15-10001.html>>.

<sup>13</sup> <<http://www.ijf.org>>.

<sup>14</sup> <<http://www.pentathlon.org/index.php?id=27>>.

<sup>15</sup>

<<http://www.worldrowing.com/index.php?pageid=64>>.

Stampfli  
Swift Racing  
T2

**Sailing: International Sailing Federation<sup>16</sup>**

Rolex  
Volvo

Suppliers

Helly Hanson  
San Pellegrino  
Schenker

**Shooting: International Shooting Sports Federation<sup>17</sup>**

No corporate sponsors reported.

**Soccer: International Football Association<sup>18</sup>**

Adidas  
Coca-Cola  
Emirates  
Hyundia-KIA Motors  
Sony  
VISA

**Softball: International Softball Federation<sup>19</sup>**

Suppliers

Mizuno

**Swimming: International Swimming Federation**

See Diving, Swimming and Synchronized Swimming

**Synchronized Swimming: International Swimming Federation**

See Diving, Swimming and Synchronized Swimming

**Table Tennis: International Table Tennis Federation<sup>20</sup>**

Giant Dragon  
TIBHAR  
Joola  
STAG  
DHS

**Taekwondo: World Taekwondo Federation<sup>21</sup>**

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<sup>22</sup>**

Adidas  
Mondo  
Select

Suppliers

Penalty  
Cawila  
Comet Sports  
Decathlon  
Derbystar  
Erima

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<sup>20</sup>

<[http://www.ittf.com/\\_front\\_page/ittf.asp?category=General](http://www.ittf.com/_front_page/ittf.asp?category=General)>.

<sup>21</sup>

<[http://www.wtf.org/site/about\\_wtf/recognized.htm](http://www.wtf.org/site/about_wtf/recognized.htm)>.

<sup>22</sup>

<[http://www.ihf.info/front\\_content.php?idcatart=459](http://www.ihf.info/front_content.php?idcatart=459)>.

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<sup>16</sup> <<http://www.sailing.org/1662.php>>.

<sup>17</sup> <<http://www.issf-shooting.org/>>.

<sup>18</sup> <<http://www.fifa.com/>>.

<sup>19</sup> <<http://www.internationalsoftball.com/index.asp>>.

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  
 Herculon Sports Surfaces  
 Elatomer  
 Gerflor  
 Descol  
 Mondo  
 Desso DLW Sport Systems  
 Conica  
 BSW  
 Connor Sport Court International

**Tennis: International Tennis Federation<sup>23</sup>**

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

<sup>23</sup>

<http://www.itftennis.com/abouttheitf/commercial/sponsorship/index.asp>.

Rolex  
 SEGA  
 Wilson

**Track and Field: International Association of Athletics Federations<sup>24</sup>**

Epson  
 Eurovision  
 Mizuno  
 Mondo  
 Seiko  
 TBS  
 TDK  
 Toyota  
 VTB

**Triathlon: International Triathlon Union<sup>25</sup>**

No corporate sponsors reported.

**Volleyball: International Volleyball Federation<sup>26</sup>**

Descente  
 Gerflor  
 Mikasa  
 Swatch

**Weightlifting: International Weightlifting Federation<sup>27</sup>**

Adidas  
 AVIS  
 DHS  
 Eleiko  
 Vesaka  
 Werksan  
 2kB

**Wrestling: International Wrestling Federation<sup>28</sup>**

<sup>24</sup> <<http://www.iaaf.org/index.html>>.

<sup>25</sup>

<<http://www.triathlon.org/?call=TELEVISIONRBeQ=&keep=sh>>.

<sup>26</sup> <<http://www.fivb.org/>>.

<sup>27</sup> <<http://www.iwf.net/main.php>>.

<sup>28</sup> <[http://www.fila-wrestling.com/index.php?option=com\\_content&task=view&id=100&Itemid=93](http://www.fila-wrestling.com/index.php?option=com_content&task=view&id=100&Itemid=93)>.

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<sup>1</sup>**

ACCOR  
Adidas  
Australia Post  
AXA  
BankWest  
BHPBilliton  
CoSport  
EnergyAustralia  
FitnessFirst  
HealthE  
Kit Kat  
Mitsubishi Motors  
Powerade  
Qantas  
Speedo  
Telstra  
Uncle Tobys

#### Suppliers

Athlegen  
Getty Images  
Hamilton  
Hudson  
Karbon  
Mildeno  
Signet  
Sportscraft  
XTM

### **Brazil: Brazilian Olympic Committee<sup>2</sup>**

Caixa  
OI

Olympikus  
Petrobras  
Sadia  
Sol Beer

#### Suppliers

Golden Cross  
OdontoPrev

### **Great Britain: British Olympic Association<sup>3</sup>**

Adidas  
B&Q  
British Airways  
BT  
EDF Energy  
Deloitte  
Lloyds TSB  
Michelob Ultra

### **Canada: Canadian Olympic Committee<sup>4</sup>**

Air Canada  
BC Hydro  
Bell  
Bombardier  
British Columbia Lottery Corporation  
Canadian Pacific  
GM Canada  
Hudson's Bay Company  
ICBC  
JetSet Sports

<sup>3</sup>

<<http://www.olympics.org.uk/beijing2008/partners.aspx>>.

<sup>4</sup>

<<http://www.olympic.ca/EN/organization/sponsors/suppliers.shtml>>.

<sup>1</sup>

<<http://corporate.olympics.com.au/page/44/sponsors>>.

<sup>2</sup> <http://www.cob.org.br/>

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

#### **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<sup>5</sup>**

Accor  
 Adidas

EDF Energy  
 Francaise Des Jeux  
 Orange  
 Publics Groupe  
 Tarkett

#### Suppliers

Arusteia  
 Brossard  
 Elis  
 Haribo  
 Mennen  
 Dppi

#### **Germany: German Olympic Federation<sup>6</sup>**

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

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

<sup>6</sup> <[http://www.dsm-olympia.de/de/100485/100486/100489/olympia\\_partner.html](http://www.dsm-olympia.de/de/100485/100486/100489/olympia_partner.html)>.

**Jamaica: Jamaican Olympic Association**<sup>7</sup>

Digicel  
National Commerce Bank  
Puma  
Singer

**Japan: Japanese Olympic Committee**<sup>8</sup>

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**<sup>9</sup>

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**<sup>10</sup>

Atletica Sportswear  
LaLa

**Philippines: Philippine Olympic Committee**<sup>11</sup>

Caltex  
Intercare  
Microsoft  
Nestle Milo  
SyCip Gorres Velayo and Co.

**Romania: Romanian Olympic Committee**<sup>12</sup>

Adecco  
Alexandriion Grup Romania  
Asics  
Capital  
Caremil  
Hofigal  
Libertatea  
RomTelecom  
SC Ringier Romania SRL  
Societatea Romana de Radiodifuziune  
Ursus

**Russia: Russian Olympic Committee**<sup>13</sup>

Aeroflot  
Audi Russia  
Bank VTB  
Concern Rosenergomash  
Holding RATM

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<sup>7</sup> <http://www.jamolympic.org/games/olympics/index.aspx>

<sup>8</sup> <http://www.joc.or.jp/english/sponsors.html>.

<sup>9</sup> <http://www.olympic.org.my/web/>

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<sup>10</sup> <http://www.com.org.mx/f/>

<sup>11</sup> <http://www.olympic.ph/partners.html>

<sup>12</sup> <http://www.cosr.ro/sponsori.php>

<sup>13</sup> <http://www.olympic.ru/ru/sponsor.asp>.

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

**Spain: Spanish Olympic Committee<sup>14</sup>**

Li-Ning  
 Subaru

**South Korea: Korean Olympic Committee<sup>15</sup>**

Choseon Pharm and Trading Co.  
 Fuerza Sports  
 Global Tour  
 Green Hwajae Insurance  
 National Federation of Fisheries

**United States: U.S. Olympic Committee<sup>16</sup>**

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

<sup>14</sup> <<http://www.coe.es/>>.

<sup>15</sup> <http://www.koc.org/>

<sup>16</sup> <<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<sup>1</sup>

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<sup>2</sup>

AT&T  
 Hilton  
 ivesportsvideo.com  
 Yonek

### USA Baseball<sup>3</sup>

AT&T  
 Upper Deck

### USA Basketball<sup>4</sup>

24 Hour Fitness  
 AT&T  
 Chevy  
 EASports  
 Gatorade  
 McDonald's  
 Nike  
 ONLY Vegas  
 Sprite  
 State Farm Insurance

### USA Boxing<sup>5</sup>

Brand Jordan  
 Everlast  
 LA Boxing

### U.S. Canoe and Kayak<sup>6</sup>

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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<sup>1</sup>

<<http://www.usarchery.org/usarchery/html/Sponsorship.html>>.

<sup>2</sup> <<http://www.usabadminton.org/>>.

<sup>3</sup> <<http://web.usabaseball.com/about/partners.jsp>>.

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<sup>4</sup>

<<http://www.usabasketball.com/inside.php?page=sponsors>>.

<sup>5</sup> <<http://boxing.teamusa.org/content/sponsors>>.

<sup>6</sup> <[http://www.usack.org/Official\\_Sponsors\\_.aspx#](http://www.usack.org/Official_Sponsors_.aspx#)>.

XP apparel

**USA Cycling Inc<sup>7</sup>**

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<sup>8</sup>**

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<sup>9</sup>**

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<sup>10</sup>**

Adidas

Anheuser-Busch

AT&T

Bank of America

ChevronTexaco

Coca-Cola

General Motors

Kodak

McDonald's

Motorola

United Airlines

<sup>7</sup> <<http://www.usacycling.org/sponsors/>>.

<sup>8</sup> <<http://www.usadiving.org/05redesign/sponsors/index.htm>>.

<sup>9</sup>

<[http://www.usef.org/\\_IFrames/tabs/sponsors/sponsors.aspx](http://www.usef.org/_IFrames/tabs/sponsors/sponsors.aspx)>.

<sup>10</sup>

<<http://www.usfencing.org/usfa/content/view/3/70/>>.

Visa  
Xerox  
Leon Paul

### **U.S. Field Hockey Association<sup>11</sup>**

AstroTurf  
AT&T  
CranBarry  
Goal Sporting Goods  
Harrow  
JBS  
Longstreth  
Penn Monto  
STX  
Under Armour

### **USA Gymnastics<sup>12</sup>**

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<sup>13</sup>**

24 Hour Fitness

### **USA Pentathlon<sup>14</sup>**

No corporate sponsors reported.

### **United States Rowing Association<sup>15</sup>**

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<sup>16</sup>**

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  
Sunsail  
West Marine

### **USA Shooting<sup>17</sup>**

AT&T  
Chiappa Firearms  
ELEY  
FMG Publications

<sup>11</sup> <

<http://www.usfieldhockey.com/usfha/sponsors.htm>.

<sup>12</sup> <<http://www2.usa-gymnastics.org/organization/sponsors/>>.

<sup>13</sup> <<http://judo.teamusa.org/content/sponsors>>.

<sup>14</sup> <<http://pentathlon.teamusa.org/content/sponsors>>.

<sup>15</sup>

<<http://usrowing.org/AboutUSRowing/USRowingSponsors/index.aspx>>.

<sup>16</sup> <<http://www.ussailing.org/sponsorship/>>.

<sup>17</sup> <<http://www.usashooting.org/sponsorsMain.php>>.

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

### **U.S. Soccer Federation<sup>18</sup>**

Acuvue  
 Anheuser-Busch  
 Chase  
 Dick's Sporting Goods  
 Dodge  
 DoubleTree  
 Gatorade  
 Jose Cuervo  
 McDonald's  
 Nike  
 Panasonic  
 Sierra Mist

### Licensees<sup>19</sup>

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

### **USA Softball<sup>20</sup>**

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<sup>21</sup>

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<sup>22</sup>

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

### **USA Swimming<sup>23</sup>**

Conoco Phillips  
 Myrtha Pools  
 Mutual of Omaha

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<sup>18</sup>

<sup>19</sup> <<http://www.ussoccer.com/sponsors/index.jsp.html>>.

<<http://www.ussoccer.com/sponsors/licencees.jsp.html>>.

<sup>20</sup> <<http://www.usasoftball.com/folders.asp?uid=97>>.

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<sup>21</sup> <<http://www.usasoftball.com/folders.asp?uid=97>>.

<sup>22</sup> <<http://www.usasoftball.com/folders.asp?uid=97>>.

<sup>23</sup>

<<http://www.usaswimming.org/USASWeb/DesktopDefault.aspx?TabId=225&Alias=Rainbow&Lang=en>>.



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.**<sup>24</sup>

AT&T

Bank of America

Colorado Time Systems

Esynchro

Home Depot

Ocean Engineering Enterprises

Speedo

Start to Finish

United Airlines

USSS Foundation.

**USA Table Tennis**<sup>25</sup>

Bank of America

Li Ning Company Limited

Nittaku

Paddle Palace

**USA Taekwondo**<sup>26</sup>

Brentwood Digital

Dartfish

Team IP

Vision USA

**U.S. Team Handball Federation**<sup>27</sup>

No corporate sponsors reported.

**U.S. Tennis Association**<sup>28</sup>

No corporate sponsors reported.

**USA Track & Field**<sup>29</sup>

24 Hour Fitness

AT&T

Hershey's

Nike

Nissan

Tyson

VISA

Suppliers and Partners<sup>30</sup>

Gill Athletics

Ludus Tours

MBNA

Sport Court

Sports Museum of America.

**USA Triathlon**<sup>31</sup>

Astavita

AVIA

Bank of America

Blue Competition Cycles

BodyGlide

DocuMart

Garmin

Gatorade

Hammer Nutrition

Inside Triathlon

Rudy Project

Runovia

Speedo

SpringBoost

SweatVac

Triathlete Magazine

<sup>27</sup> <<http://handball.teamusa.org/content/sponsors>>.

<sup>28</sup> <<http://www.usta.com/>>.

<sup>29</sup> <<http://www.usatf.org/about/sponsors/>>.

<sup>30</sup>

<<http://www.usatf.org/about/sponsors/suppliers.asp>>  
and

<<http://www.usatf.org/about/sponsors/partners.asp>>.

<sup>31</sup> <<http://triathlon.usoc.org/content/sponsors>>.

<sup>24</sup> <<http://www.usasynchro.org/about/sponsors.htm>>.

<sup>25</sup> <<http://www.usatt.org/sponsors/index.shtml>>.

<sup>26</sup> <<http://www.usa-taekwondo.us/>>.

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  
Retil  
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**<sup>32</sup>

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**<sup>33</sup>

24 Hour Fitness  
Adidas America  
AT&T  
Flex Power  
H2 Ultra  
Valeo  
Werksan Barbells

**USA Wrestling**<sup>34</sup>

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

<sup>32</sup> <<http://volleyball.usoc.org/content/sponsors>>.

<sup>33</sup> <<http://weightlifting.teamusa.org/content/sponsors>>.

<sup>34</sup> <<http://www.themat.com/sponsors.php>>.



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