



AASM 2019

ASIAN ASSOCIATION FOR SPORT MANAGEMENT CONFERENCE

Keynote Lecture 3

Olympic Sponsorships: Post-Games Strategies

Overview

Since its inception in 1988 the International Olympic Committee's Olympic Partners Program (TOP) has been an overwhelming success. The idea was to provide "one-stop" shopping for Olympic sponsors. For over 30 years the program has supplied funds to the IOC, the Olympic Games Organizing Committees, the hosting NOC and the International Federations on whom the operation of the Games depend heavily.

For Tokyo 2020, the TOP program's 13 partners are accompanied by 12 Gold partners and 25+ Official partners. The successful operation and funding for the 2020 Games depends on all levels or sponsorship support.

This presentation will provide an overview of the TOP program and present strategies for organizations to implement to renew sponsors in a Post- Games period.

Speaker Dr. David Stotlar Organization: University of Northern Colorado
Position: Professor

Moderator Dr. Yi-Hsiu, Lin Organization: National Taiwan University
Position: Associate Professor

Date August 9, 2019 [Fri] 9:45

Venue Century Tower 8F

Host Organization : Japanese Center for Research on Women in Sport

