



IPC Marketing Opportunities

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Goal of the Presentation


This Presentation will show IPC Marketing Opportunities and related Challenges.

1. **Introduction**
2. **Marketing Rights and Obligations**
3. **IOC - IPC Agreement**
4. **Other Marketing Activities**
5. **Discussion**

Overview



The Presentation is divided into 5 Chapters

- 
- 1. Introduction**
 - 2. Marketing Rights and Obligations**
 - 3. IOC - IPC Agreement**
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What is the IPC?

The objective of the IPC as an umbrella organisation is to serve the common requirements of its stakeholders.

The different stakeholders of the IPC are:

- The Athletes
- The National Paralympic Committees (NPC)
- The IOSDs
- The Sports Committees
- The Regional Committees
- The Organising Committees of the Paralympic Games

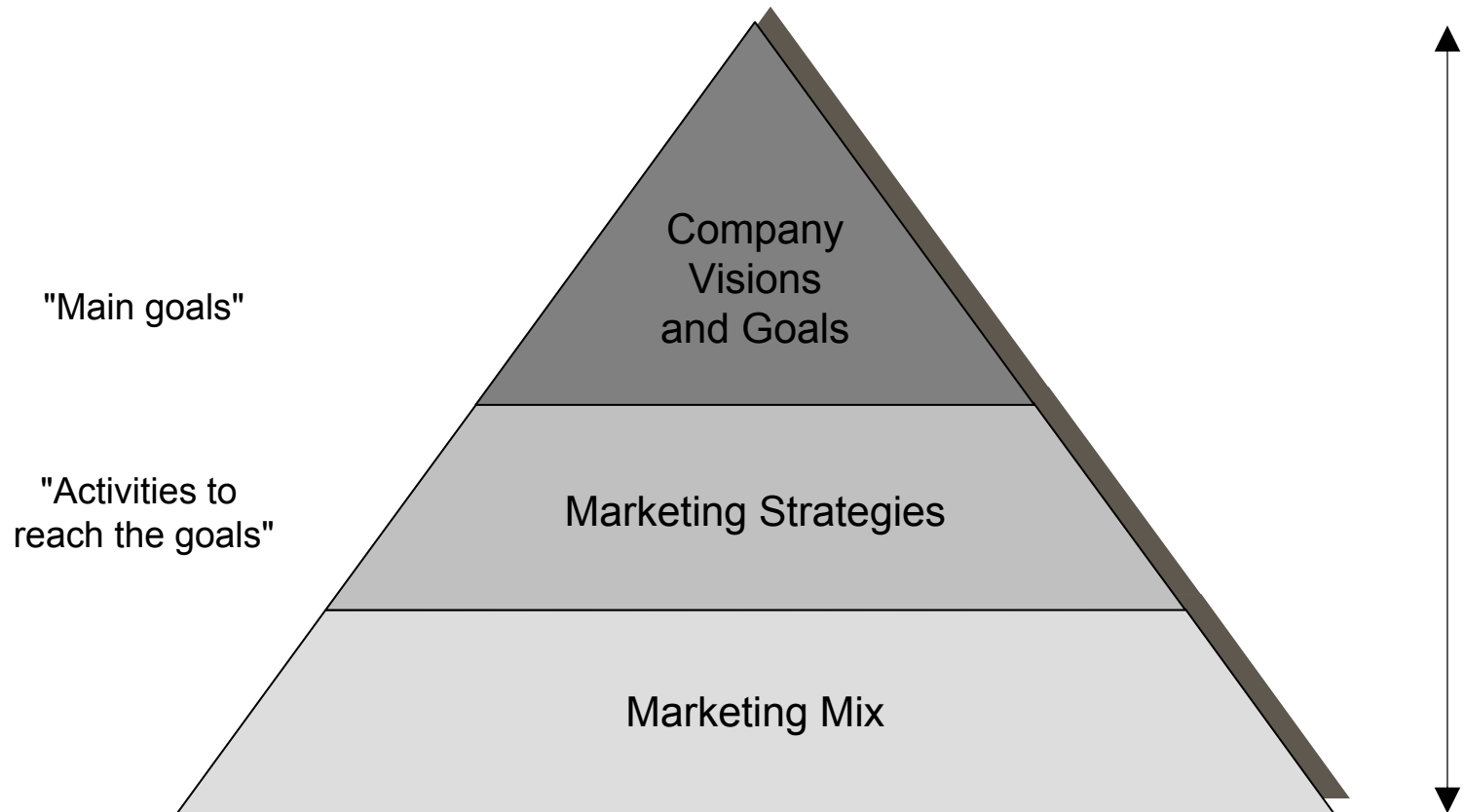
The IPC (Marketing)

- brings together the interests of all these stakeholders.
 - seeks to satisfy every partner within the umbrella, however should focus on common activities, i.e. the Paralympic Games and Multi-Disability World Championships.
 - provides guidelines and services for every partner to develop its own “product” and further develop a common IPC brand.
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IPC Vision and Marketing



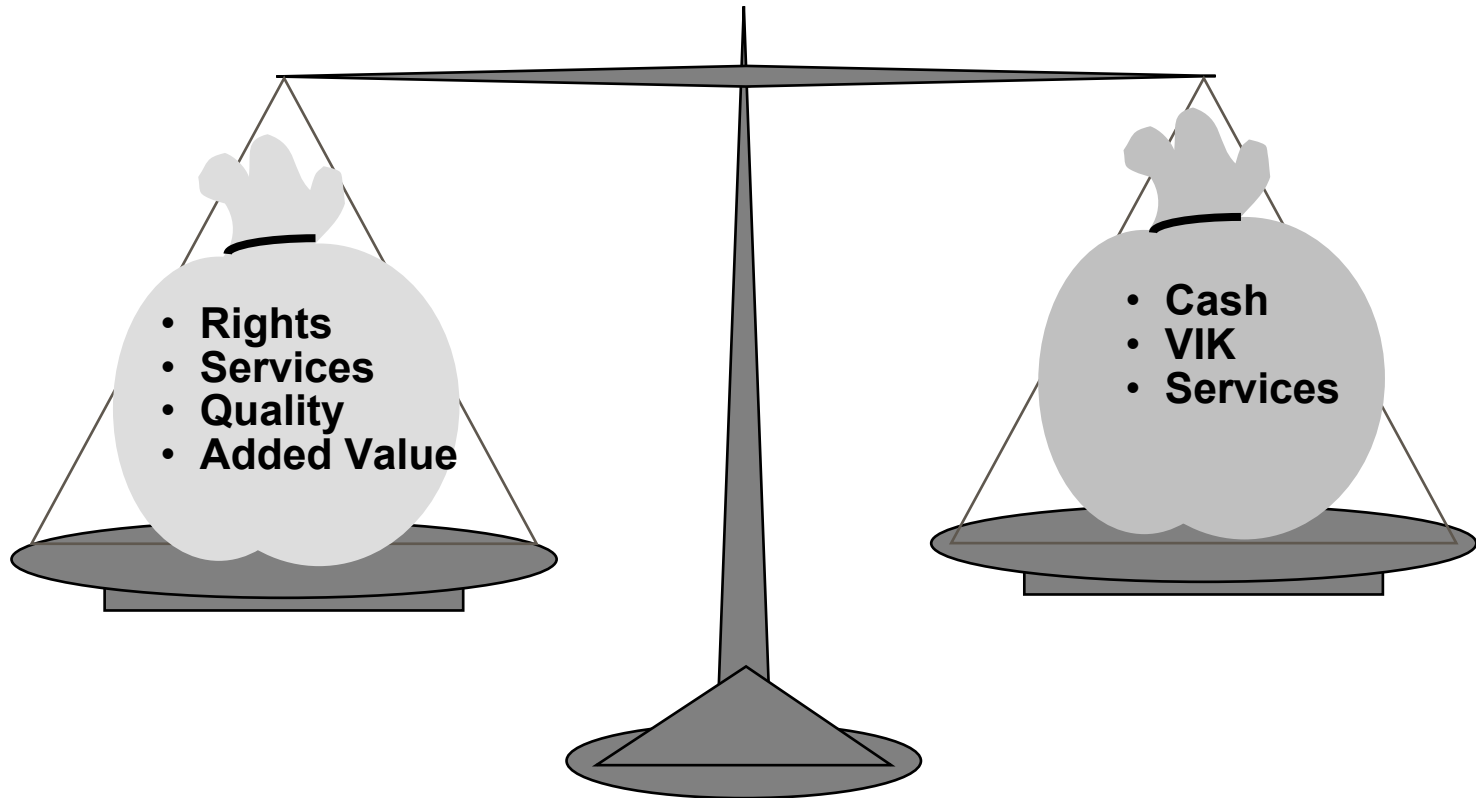
The Results of the Strategic Review will help to define the Marketing Mix.





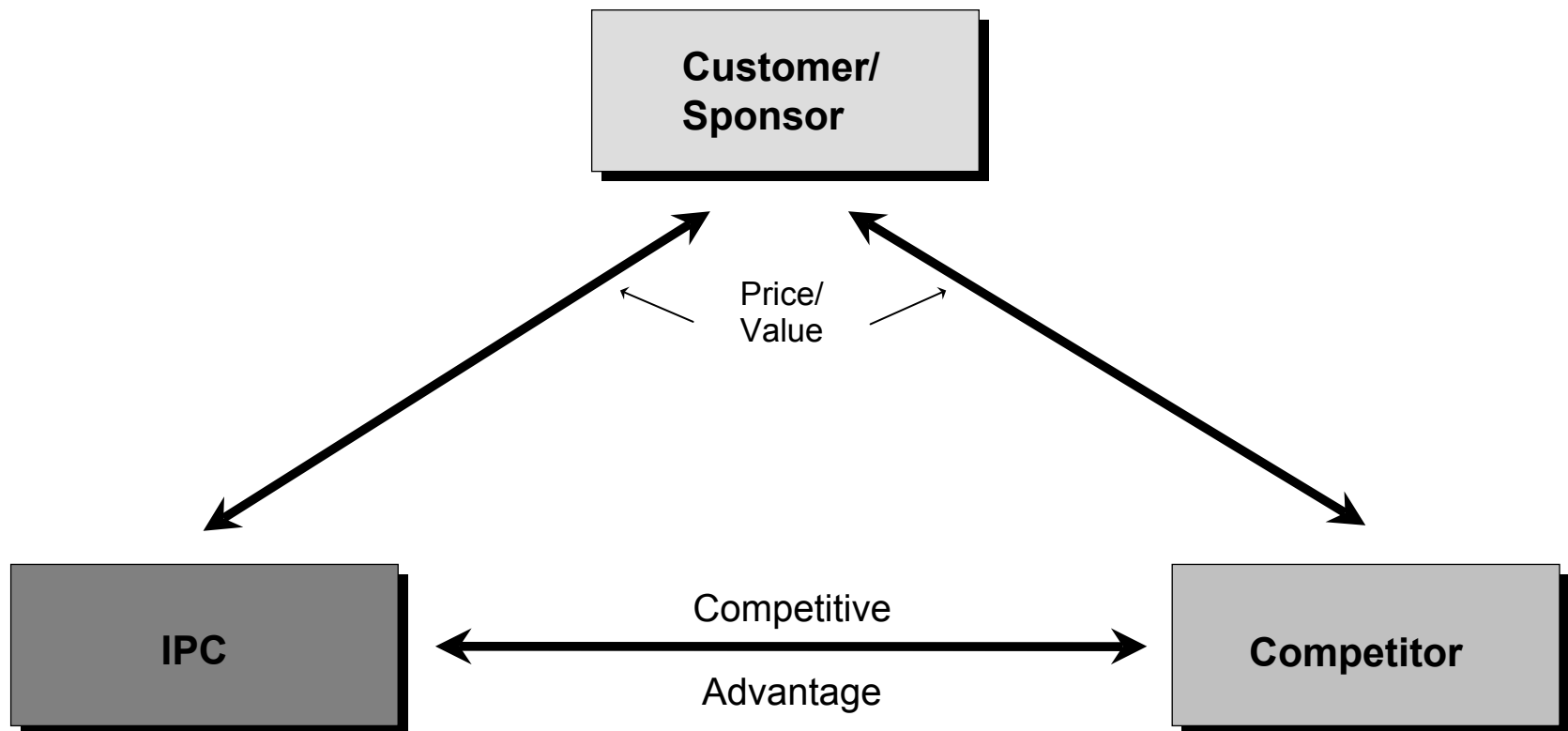
Value of a “Product”

Sponsorship is an exchange of marketing rights against cash and/or VIK.



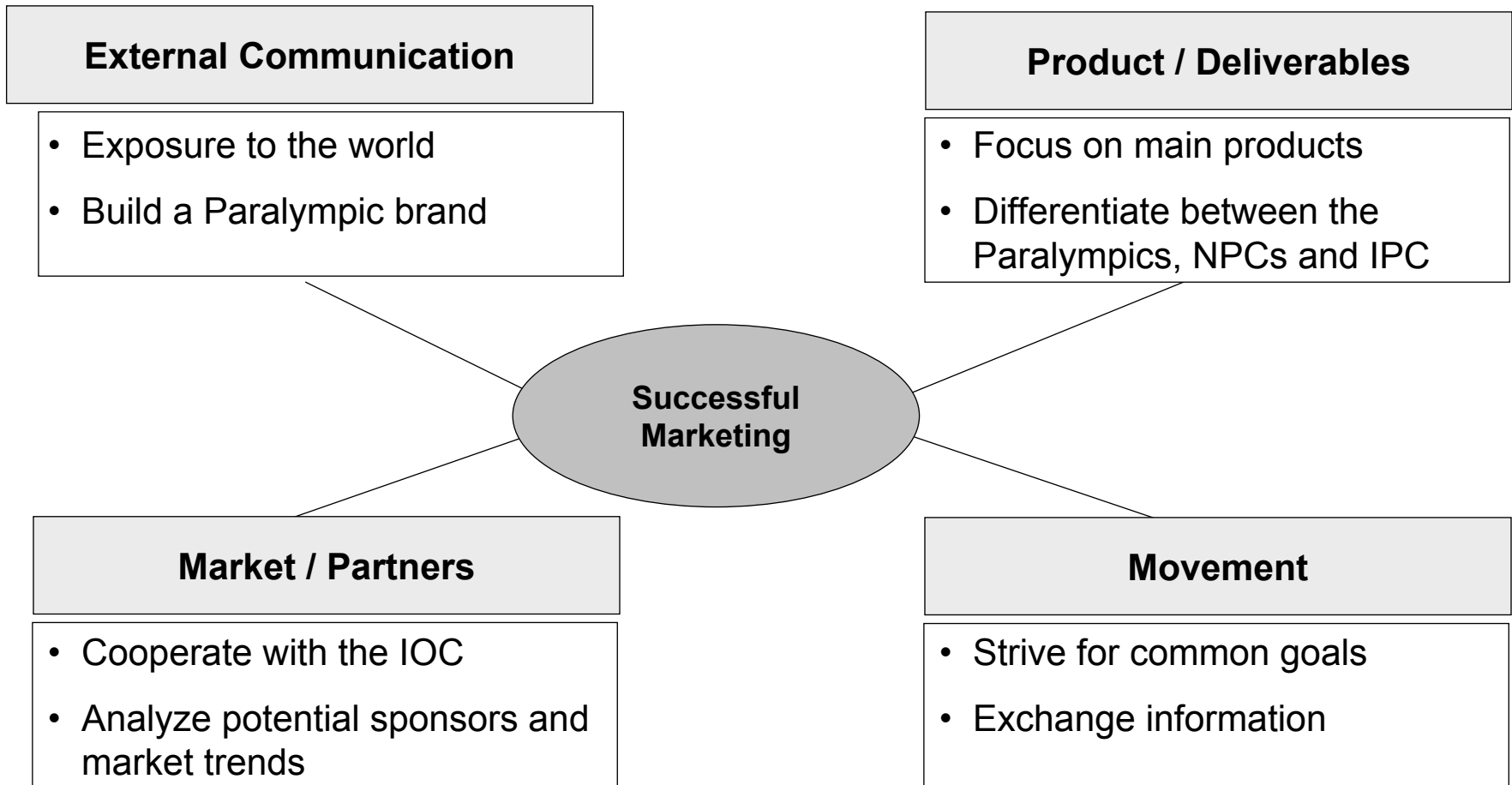


The Strategic Triangle

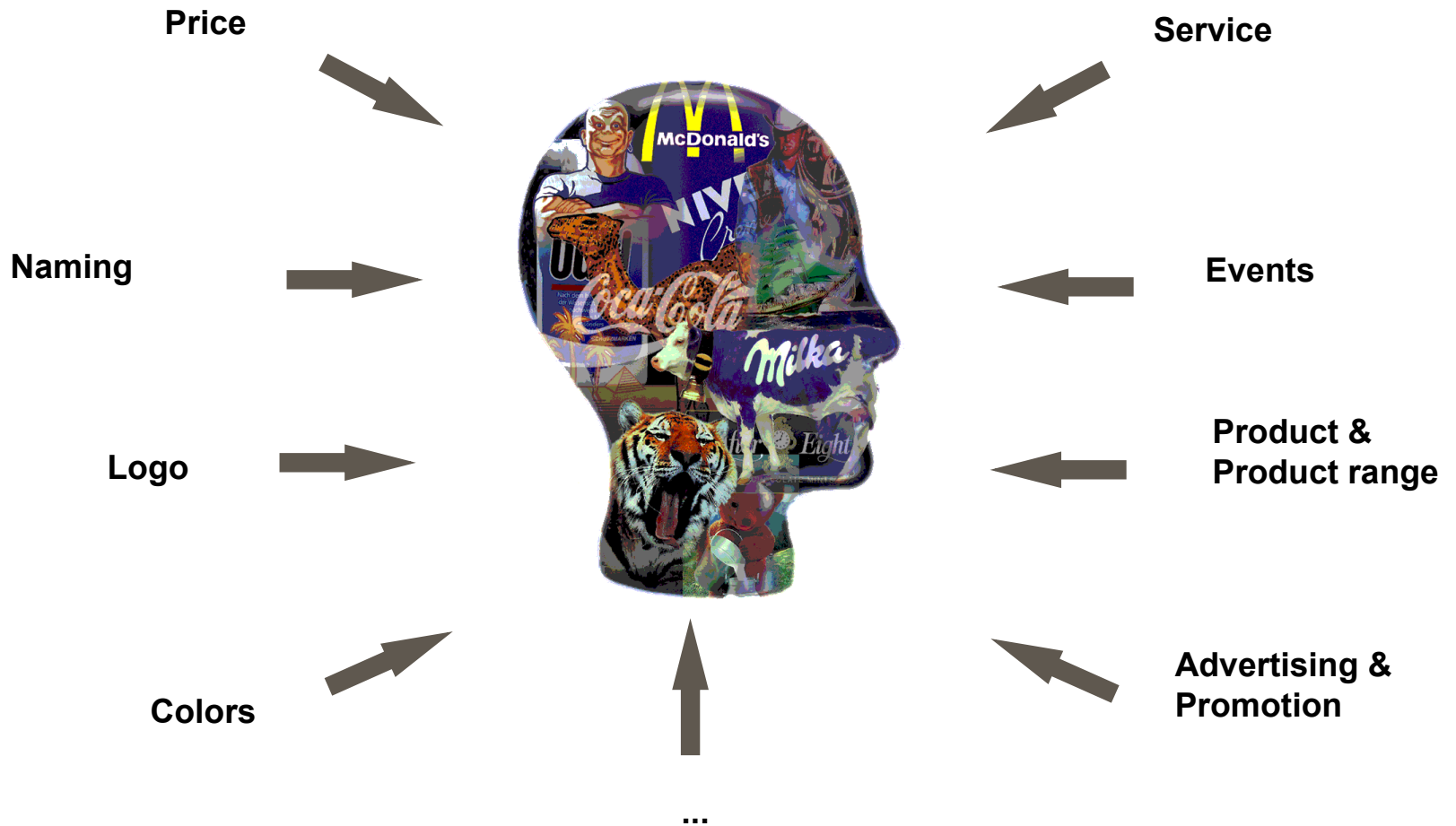


Ohmae, The Mind of the Strategist, 1982

Key Factors for Successful Marketing



Brand Perception and Communication



Overview



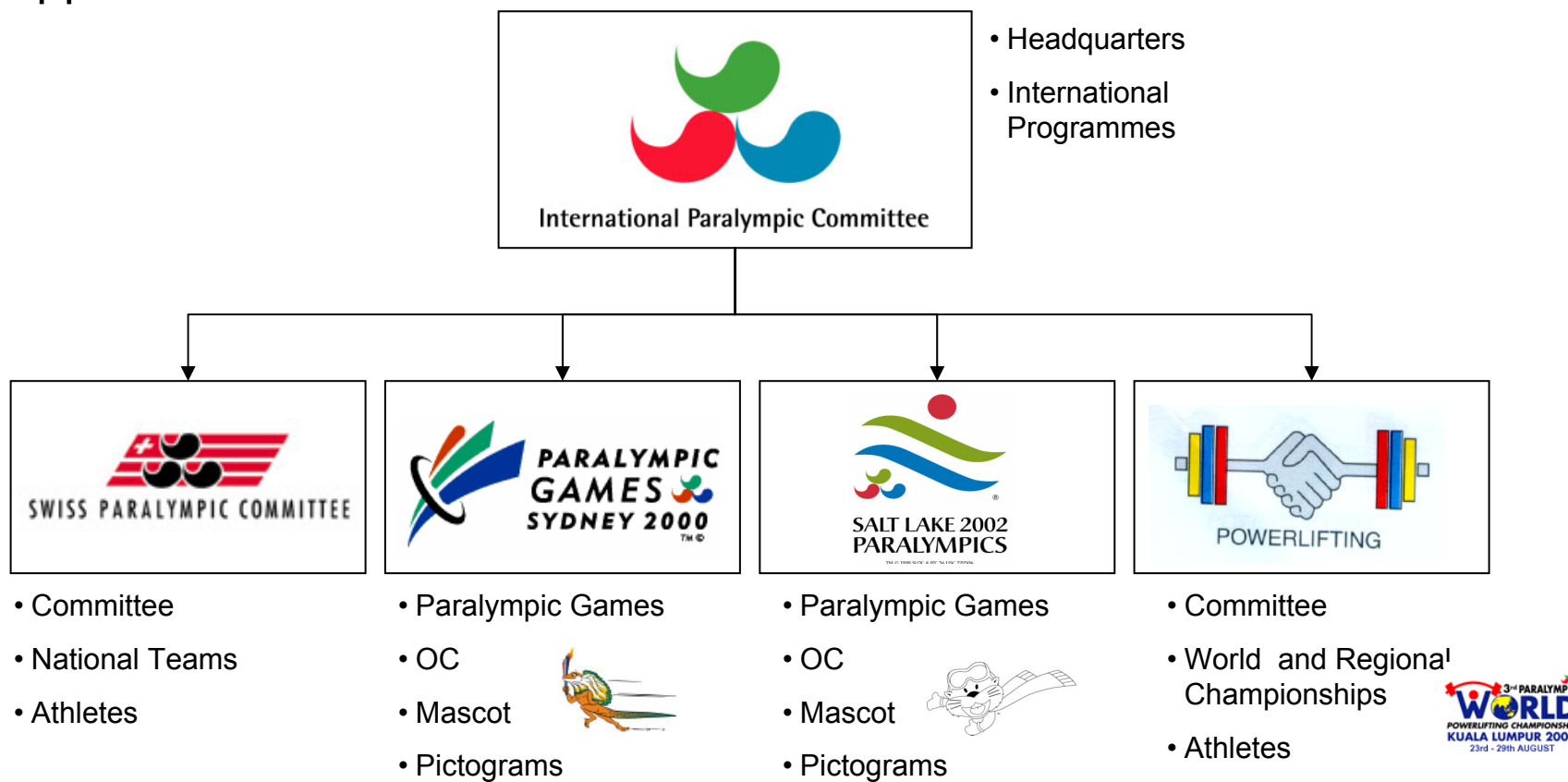
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IPC “Products”



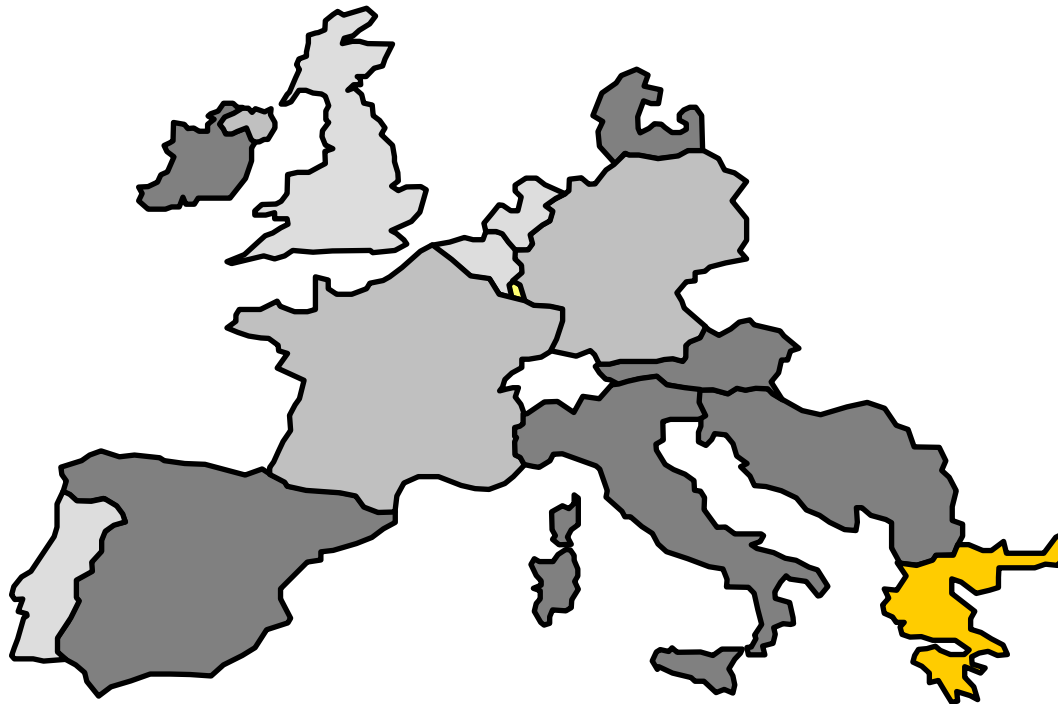
The IPC and its members own valuable marketing rights and opportunities.





NPC Marketing Situation

Currently NPCs have partnerships with many different companies in a respective product category.



e.g.

Telecommunication

Automotive

Air Transportation

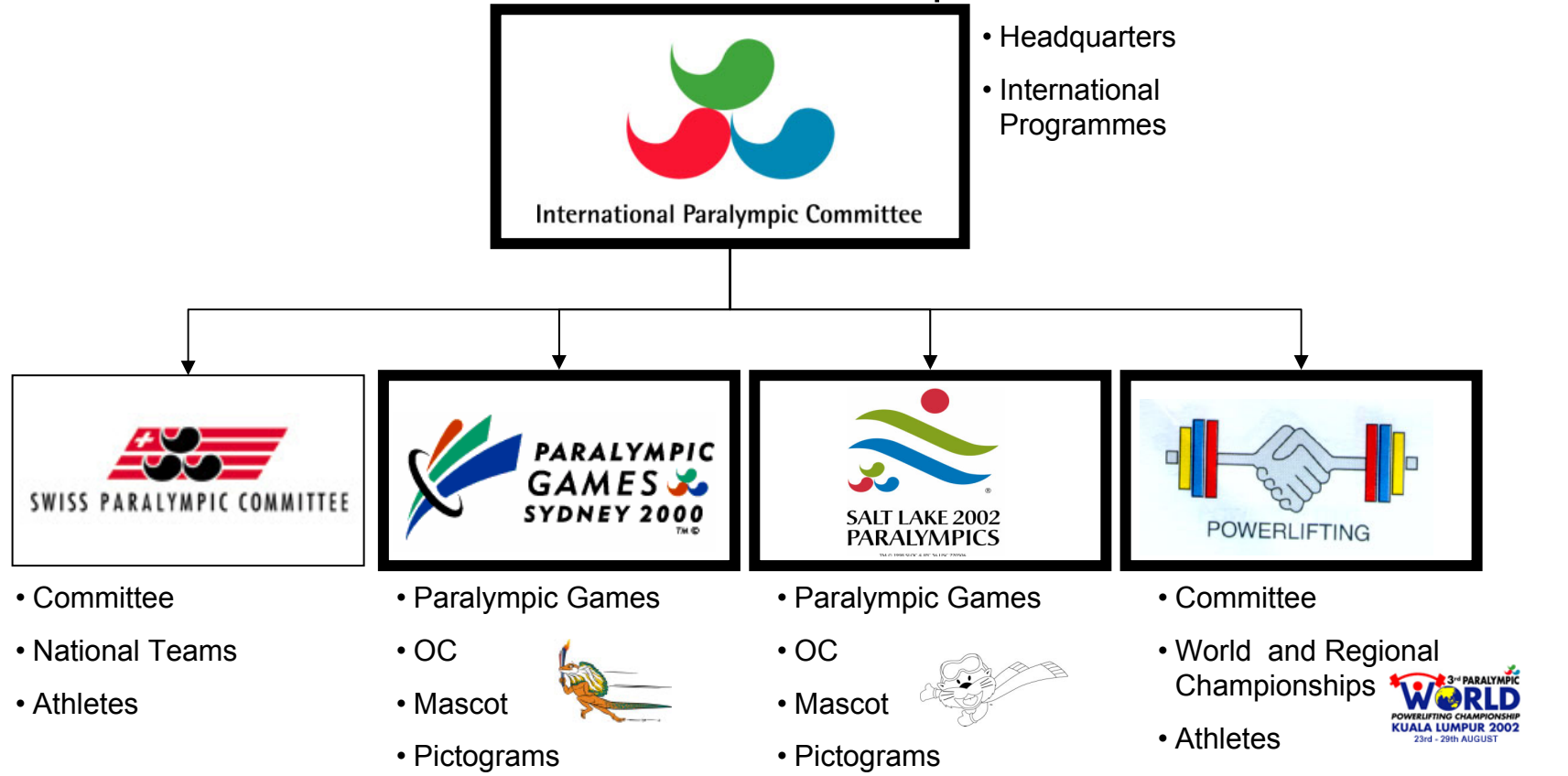
Power Supply

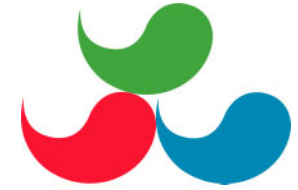
Banking



Who owns What? (IPC)

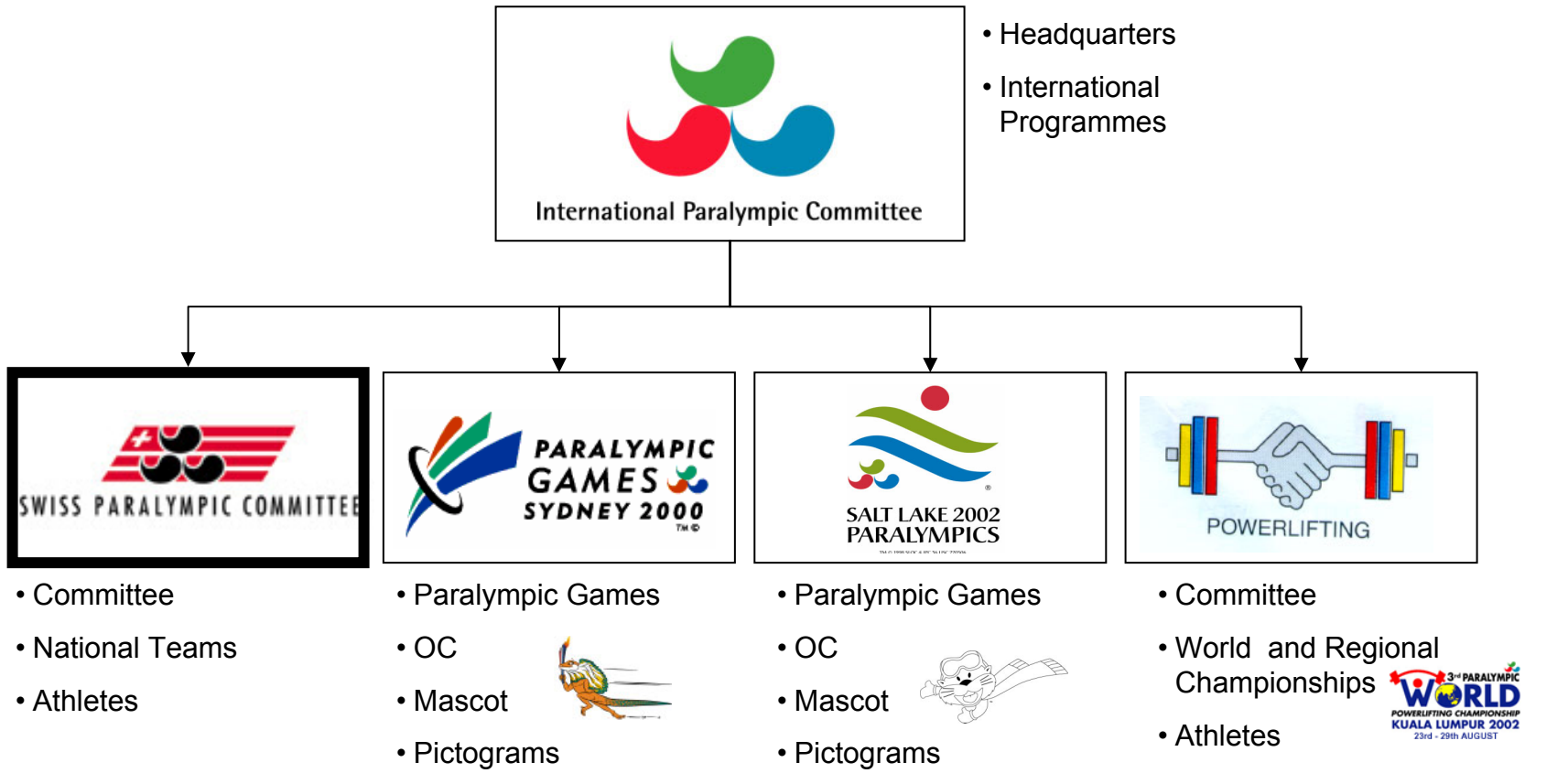
The IPC owns all rights related to the IPC itself, the Paralympic Summer and Winter Games and the IPC Sports.



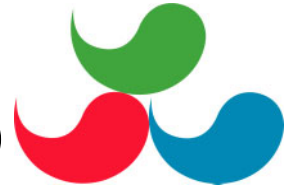


Who owns What? (NPC)

The NPCs own all marketing rights in their respective country.



NPC Rights and Obligations (Constitution)



Rights and obligations of a National Paralympic Committee (NPC) in relation to Marketing are:

- (i) Each NPC in membership of the IPC is responsible for the **observance** in its own country or territory (*) of all the **rules** within the IPC handbook relating to the use of the NPC emblem ,Paralympic symbol, flag, motto, hymn and name 'Paralympics'.
- (ii) Each NPC is obligated to **protect** the NPC emblem, Paralympic symbol, flag, motto, hymn and the name 'Paralympics' within its own country or territory(*)
- (iii) Each NPC has the right to the **devolved use** of the Paralympic symbol, flag, motto, hymn and the name 'Paralympics' within its own country or territory.
- (iv) Each NPC, in consultation with IPC, can **authorise** such **use** of the Paralympic symbol, flag, motto, hymn and the name 'Paralympics' in a specific form to an individual, company or organisation within its own borders.
- (v) Each NPC recognises the right of the IPC to initiate a **global marketing** strategy with other partners, agencies, subject to individual and/or collective consultations with IPC stakeholders.
- (vi) Each NPC must do all in its power to **support the IPC marketing strategy** and through the IPC future Paralympic Games Organising Committee's (or if one and the same, Olympic Games Organising Committee's) marketing plans.

CI - NPC Names/Emblems (Handbook)



The Paralympic emblem of an NPC must fulfil the following conditions:



The emblem must be designed in such a way that it is clearly identified as being **connected with the country** of the NPC concerned.

The distinctive element of the emblem must **not make reference to the Paralympic Games** or to a specific date or event, so as to be limited in time.

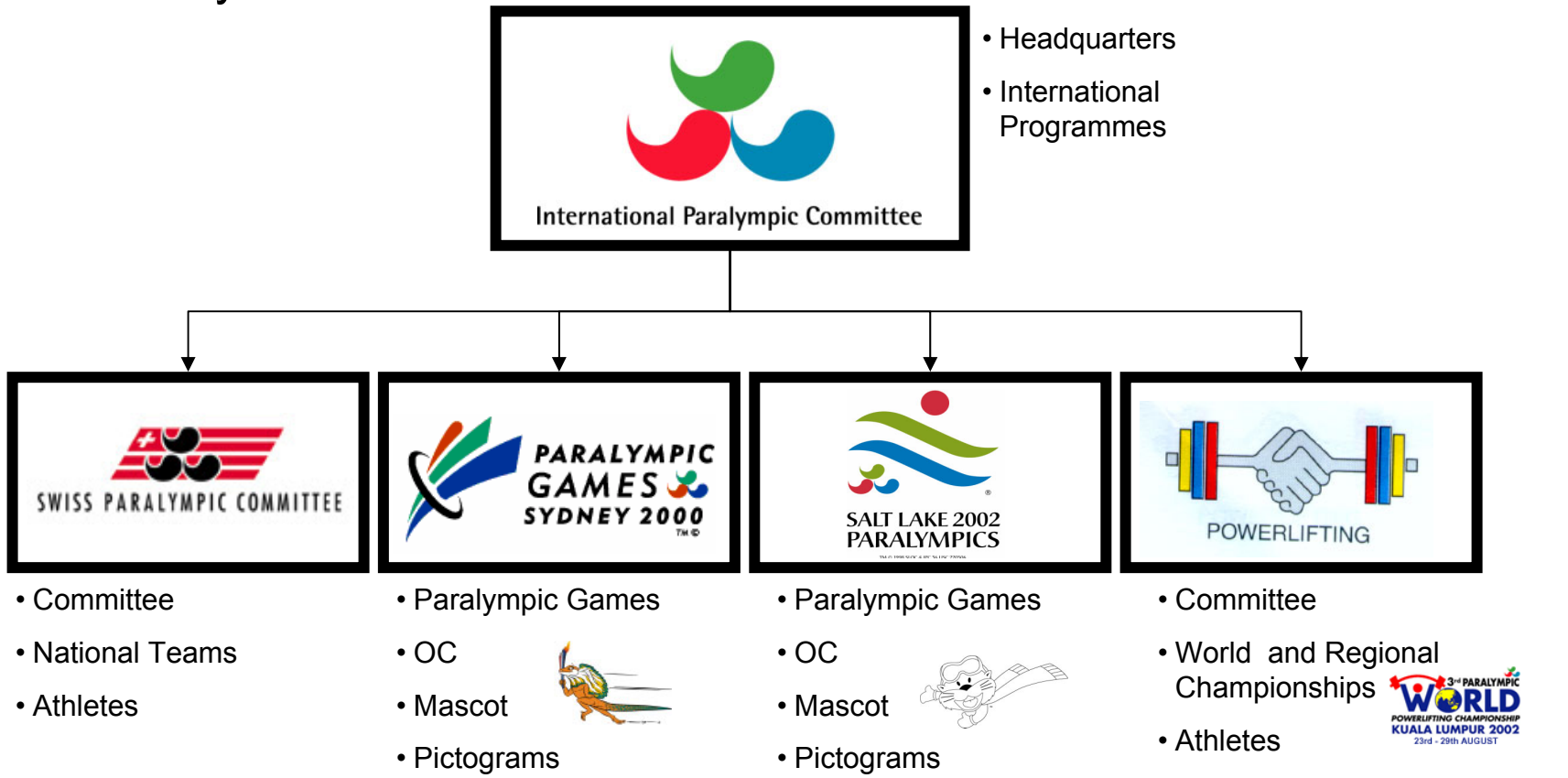
The distinctive element of the emblem **must not contain** mottoes, designations or other generic expressions which give the impression **of being universal or international** in nature.

The **Paralympic symbol must be (at least) one third (1/3)** the size of the entire Paralympic emblem.

IPC International Programme



Protected rights for a set of product categories for all IPC “products”.
Exclusivity!



The Athens 2004 Situation



For the 2004 Paralympic Games ATHOC bought the Games related Marketing Rights.



Note:
IOC TOP partner received international rights for the Games trademarks.



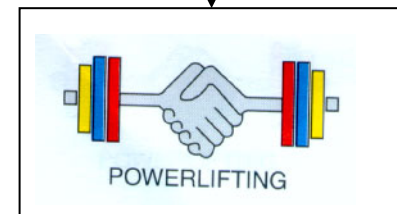
- Committee
- National Teams
- Athletes



- Paralympic Games
- OC
- Mascot
- Pictograms



- Paralympic Games
- OC
- Mascot 
- Pictograms



- Committee
- World and Regional Championships 
- Athletes

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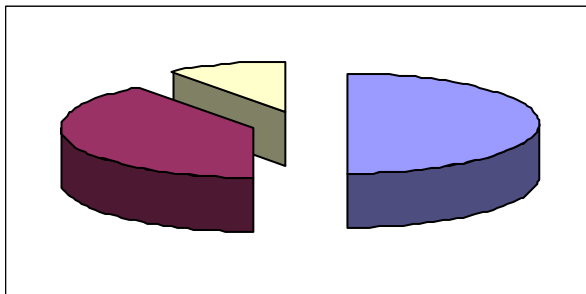


The TOP Programme

The 10 TOP V Partners (2001 – 2004) of the IOC generate 600 million US\$ of sponsorship revenue.

All TOP partners receive exclusive marketing rights for all NOC, the Olympic Games and the IOC in their respective product category for a four year period.

Distribution of the revenue (600 million US\$ for 4 years in TOP V – 10 partners)



50%

OCOGs (1/3 winter, 2/3 summer)

40%

NOCs

10%

IOC (split between IF and general administration)

2/3 of the 600 million US\$ are cash, 2/3 are VIK – big difference between TOP partners

The TOP V Programme



TOP V Partners (2001 – 2004)



Panasonic



Kodak





Terms of a Partnership

The IPC intends to create a “real” Partnership with the IOC. The final agreement shall be signed by the end of 2002.

- Transfer of IPC international rights (marks, logos) in TOP protected categories to the IOC.
- Provide additional marketing opportunities to TOP partners (Field of play (FOP), the bibs*, etc).
- Ensure a certain media exposure for the Paralympic Games and a cash/VIK and media contribution of the TOP partners by the IOC.

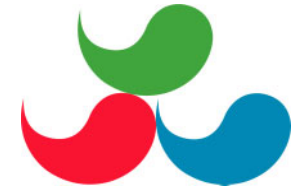
The contract shall come into effect for the 2008 and 2010 Paralympic Games
– optional also for the 2006 Games to synchronize with the TOP programme.

*requires approval by the IPC Executive Committee



The over all objective is to establish a partnership between the IPC and the IOC with mutual benefits.

NPCs' Involvement



The NPCs will be requested to protect the respective 18 categories in their countries.



The NPCs trade marks and logos will be part of the package offered to the TOP sponsors.

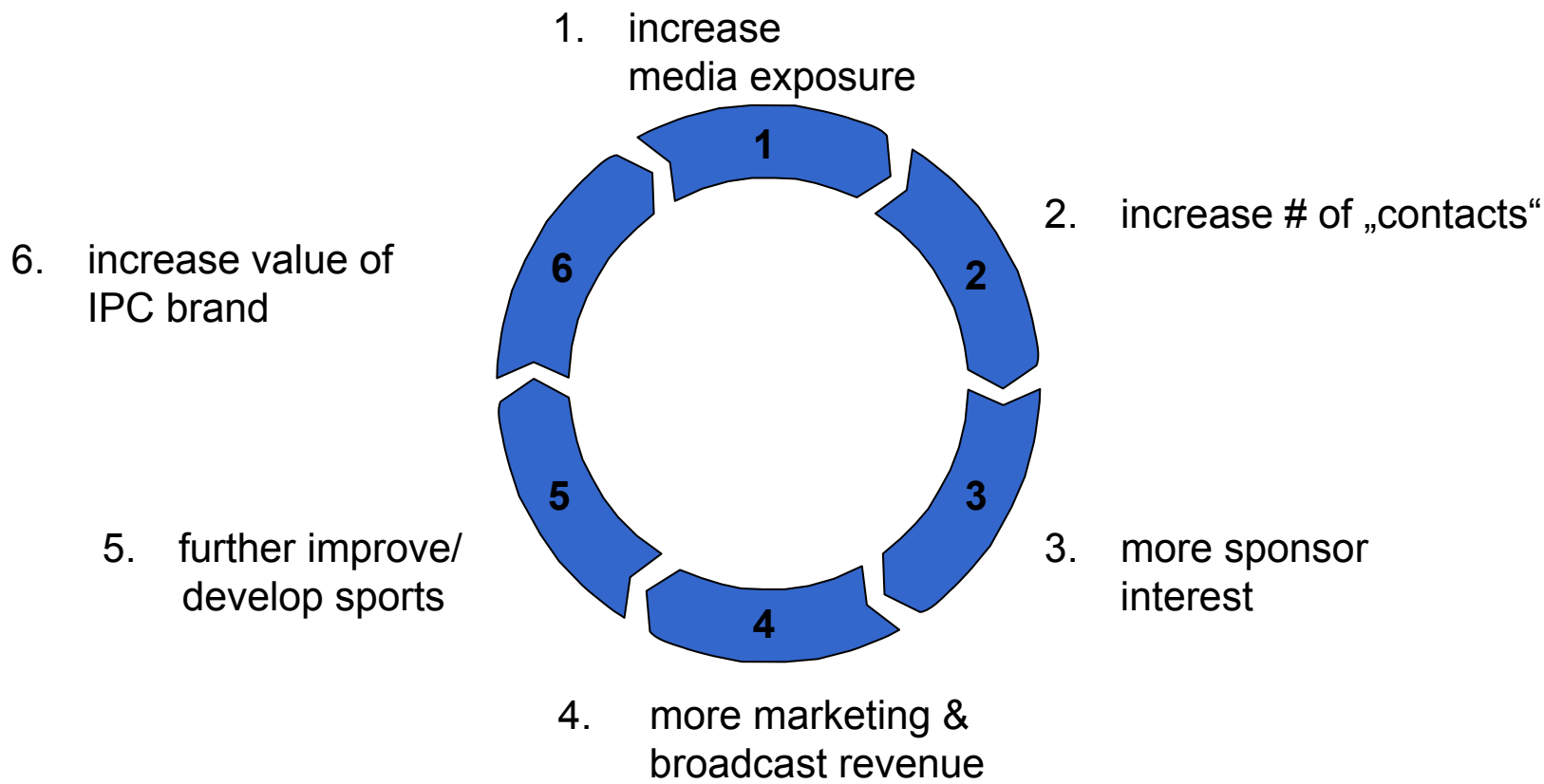
There are 3 options for the Paralympic rights to future TOP partner:

1. Buy and execute the Paralympic rights for a fee and a guaranteed exposure of the Paralympic marks and logos. (Brand development and Olympic co-branding).
2. Buy the Paralympic rights and just protect the respective category for a (higher) fee.
3. Reject the first option to buy the Paralympic rights and give them back to the IPC /OCOGs.

Continuous Improvement



One of the key elements of the agreement will be media exposure.

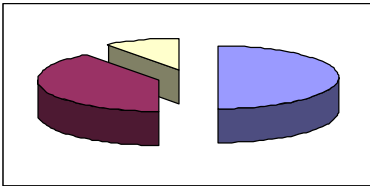




Revenue Distribution

The International Programme will ensure that the NPCs benefit from it.

Reflecting the main “products” and stakeholders in the Paralympic Movement, the NPCs will receive a compensation reflecting the value of the NPCs market.



There will be negotiations with the NPCs providing them the opportunity to reject a certain offer of a TOP partner.

The IPC does not intend to keep the revenue for it's own benefit but to serve the organisation!!

It's about time – Let's move forward!!



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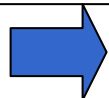
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Headquarter Funding

A pool of local sponsors and suppliers shall be established to minimize the operation costs generated by the IPC Headquarters in Bonn.

Cost	Pot. Sponsor/ Supplier
Mailing:	Deutsche Post, Schenker, etc
Telecommunication:	Deutsche Telekom, etc.
Transportation:	Deutsche Lufthansa, Daimler, etc.
Other Inventory:	Xerox, etc
Energy Supply:	RWE, swb, etc.
Internet: Hosting, Service	tbd



Potential Cost Reduction: \$ 200.000 per annum

IPC Sports Foundation



The aim of this Foundation is to further develop Sports for athletes with a disability especially on a grass root level.

Scope:

The GA decided to further develop sports for athletes with a disability throughout the world. Help poorer nations, establish new sports, improve classification process, etc.

Target Donors:

Rich personalities from sport, politics, companies and royalties with some affinity to disabilities, charity, sports etc. Include them in IPC communication strategy. (Awareness, International Advisory Board, etc)

Model:

Standard Foundation Model with tax receipt



Sport Specific Sponsorship

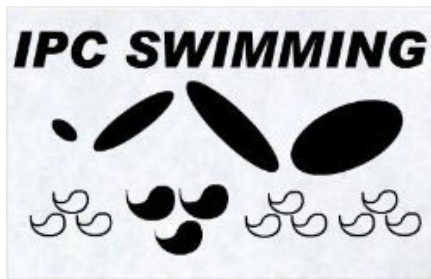
The IPC together with the Sports Committees will develop a Programmes to enable sport specific sponsorship.

IPC sports may create their own name and logo according to the IPC regulations.

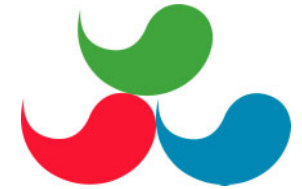
Based on these marks and related marketing rights they can develop their own programmes e.g based on successful concepts of past or comparable events.

In this context every sport should identify sport specific categories and companies which form the relevant set (shortlist) for potential partnerships.

The marks and marketing rights are owned by the sport and can be marketed by the sports as long as they do not conflict with any IPC or NPC programmes or strategies.



Thank You!



Let's do it!

Together!

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Discussion

