



Hollis

SPONSORSHIP INSIGHTS : 2008

LONDON 2012 – THE OPPORTUNITY

Hollis Publishing, a leading player in the field of sponsorship and brand marketing, is to publish a report on London 2012. Designed and written as a practical, easy-to-digest summary of the event and the opportunities it presents, it will be published in mid-2008.

This report will look at the impact of the 2012 London Olympics on the UK sponsorship market. With just under five years to go until the event itself it will:

- Provide a TOP down analysis of how the official sponsorship programme works - both at an IOC and a LOCOG level. Who is already signed up and what opportunities still exist? How much have they paid and what have they bought? How will the event be covered by the media in the run up to the Games and at the event itself? Who are the key personnel within LOCOG? There will be case studies from previous Olympics which show sponsors how they might leverage their investment - both internally and externally. There will also be analysis of how LOCOG's partners plan to use their rights and a summary of how sponsorship consultancies are responding to the 2012 challenge.
 - Explore the secondary opportunities that exist in relationship to the Games. A number of blue-chip companies have already formed allegiances with sports federations and individual athletes. Who are they and why have they done it? What are the restrictions on their ability to benefit from the London 2012 Games? Which federations still need partners and what can they offer? Are there any untapped opportunities?
 - Consider the wider implications of London 2012 for arts, education and community causes. Will the boost to the London tourist economy result in greater arts-based investment? Can schools and communities across the UK take advantage of the Games within or outside of the official programmes set up by major sponsors?
 - Outline alternative strategies. If the Olympics is not the right fit, doesn't meet objectives or is out of bounds to companies, what else can they do to maintain their profile? How do you benefit from all the attention when you don't own the official rights? Is it possible to crash the party without generating negative PR in the press? Is it best to stay away for fear of clutter or because of consumer fatigue?
 - Examine the knock on effect on rest of the industry. Will other sports franchises suffer from London 2012's gravitational pull? If so, which areas are most vulnerable? What will happen when the event is over in terms of sponsorship investment? Is there a negative impact as programmes are scaled down in terms of job numbers?
 - Map out the legacy of the Games. What will be left behind in terms of venues and programmes? Who is best placed to make 2012 keep working for them?
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