

Contributions to the Olympic Games and to Organising Committees

The Salt Lake Organising Committee (SLOC) received approximately US\$1,348 million (US\$1.3 billion) from Olympic marketing programmes.

Out of this figure, more than US\$570 million came from the marketing programmes managed by the International Olympic Committee. This figure represents approximately 40% of SLOC's total budget.

The remainder was generated by the Olympic Properties of the United States - the joint marketing programme launched by SLOC and the United States Olympic Committee.

Organising Committee (OCOG) share of Olympic marketing revenue: Olympic Winter Games comparison

Games of the Olympiad	OCOG revenue total	Revenue from IOC
Nagano 1998 (NAOC)	US\$990 million	US\$435 million
Salt Lake 2002 (SLOC)	US\$1,348 million	US\$570+ million

Salt Lake 2002 Olympic marketing revenue sources & figures

Revenue source	Revenue to SLOC
Broadcast rights	US\$443 million
Local sponsorship	US\$575 million
Tickets	US\$180 million
TOP	US\$130 million
Licensing	US\$25 million
Total	Approximately US\$1,348 million

A complete discussion of Olympic marketing contributions to the Salt Lake 2002 Olympic Winter Games appears in the "Olympic Games Marketing" chapter of the 2002 Factfile.

Contributions to Olympic athletes & National Olympic Committees (NOCs)

The IOC will provide approximately \$305 million to the NOCs participating in the Salt Lake City and Athens Olympic Games. This revenue is provided from the TOP programme, which supports all 199 NOCs throughout the world, and from Olympic Solidarity, which supports NOCs with a significant share of Olympic broadcast revenue. NOCs receive financial support for the training and development of Olympic teams, Olympic athletes and Olympic hopefuls.

* Separate reporting is conducted with regard to contributions to the NOCs in the host countries for the quadrennium, the United States (USOC) and Greece (COH). The contribution to these NOCs is excluded from these figures.

NOC revenue from the IOC: quadrennium comparison

Olympic quadrennium	Olympic Solidarity Broadcast revenue	TOP Revenue*	Total Contribution
1989-1992 (Albertville / Barcelona)	US\$51.6 million	US\$35 million	US\$86.6 million
1993-1996 (Lillehammer / Atlanta)	US\$80.9 million	US\$57 million	US\$137.9 million

1997-2000 (Nagano / Sydney)	US\$118.7 million	US\$80 million	US\$198.7 million
2001-2004 (Salt Lake / Athens)	US\$209.5 million	US\$95 million	US\$304.5 million

* excluding United States Olympic Committee (USOC) and host country NOCs

NB: Substantial additional indirect financial support is provided to the NOCs through the provision of a free athletes' village and travel grants for the Olympic Games.

Contributions to International Federations (IFs)

The 35 International Sports Federations (28 summer, 7 winter) receive financial support for the development of their respective sports world-wide. The IFs of winter sports will share \$85 million in revenue from the IOC related to Salt Lake 2002.

International Winter Sports Federation revenue from IOC: comparison

Olympic Winter Games	Financial support
1992 (Albertville)	US\$17 million
1994 (Lillehammer)	US\$20.3 million
1998 (Nagano)	US\$49.4 million
2002 (Salt Lake)	US\$85.8 million

International Summer Sports Federation revenue from IOC: comparison

Olympic Games	Financial support
1992 (Barcelona)	US\$37.6 million
1996 (Atlanta)	US\$86.6 million
2000 (Sydney)	US\$190 million