

# Chapter 23: Marketing

## 23. 1 Sponsorship Marketing

- 23.1.1 Secure goods and funds for the Games by establishing cooperative system with sponsors
- 23.1.2 Raise awareness of the Games by utilizing Games' brand
- 23.1.3 Activation of online and SNS channel to expand individual supporter's participation
- 23.1.4 Promotion and Co-Marketing work with Sponsors

## 23. 2 Official Sponsorship

<p><b>Founding Sponsor</b></p> 	<p><b>Official Sponsors</b></p>    
<p><b>Global Sponsors</b></p>    	<p><b>Public Institutions &amp; Organizations</b></p>        
<p><b>Health Athletes Sponsors</b></p>           	



## 23. 3 Special Happy Matching Program

### 23.3.1 Definition

An opportunity to connect you with athletes participating in the Special Olympics World Winter Games PyeongChang 2013 from one of the 112 nations competing through **1:1 matching**.



### 23.3.2 Purpose

- Raise awareness and attention towards the 2013 Games among Korean citizens
- Expand participation opportunities for everyone; from individual to organizations, accepting cash, value-in-kind and volunteer donations corresponding with the Games' slogan "Together We Can."

### 23.3.3 Each Country Page Lay Out



- Delegation information of each country
- Moving stories of Athletes
- Ambassador's Message to the delegation
- Support information of each country

### 23.3.4 Request

#### 23.3.4.1 Need contents from each delegation

- Athlete's personal story
- Photos and videos
- Other information about delegation

\*\* Please email to GOC (Marketing Team) by the end of May 2012. Any support regarding issues above will be helpful to promote the 2013 games.  
[special2013@naver.com](mailto:special2013@naver.com)

#### 23.3.4.2 Need attention & support from each embassy in Korea

- Attention towards the 2013 Games
- Ambassador's cheering message
- Host Town Program support

### **23.4 Admission Management**

#### 23.4.1 Direction

- Distribute free admission tickets reflecting meaning of Special Olympics
- Create friendly participating atmosphere for everyone

#### 23.4.2 Production of Admission Tickets

- Area : Opening/Closing ceremonies
- Quantity : 2,000 tickets

#### 23.4.3 Distribution

- Families of athletes, MVP Fan
- Press
- Sponsor
- General Public

### **23.5 Merchandising**

#### 23.5.1 Direction

- Develop various merchandising business and maximize

- profits utilizing the Games' symbols
- Elevate PR effect with commemorative business such as commemorative stamp

### 23.5.2 Planning

- Registration and management of Games symbol's intellectual property right
- Trademark registration
- Increase in issuing quantity of sports toto (Lotto)
  - Period : 2012. 1 ~ 12
  - Issuer : Korea Sports Promotion Foundation
- Profits from outdoor advertising
- Commemorative stamp and coin to be issued: During Jan. 2013
- Profits from merchandise applying the Games' logo and mascots