

FACT SHEET

Visa and the Olympic Games

IOC President, Jacques Rogge on Visa's 25 years of Olympic Sponsorship

"For the past 25 years, Visa has played a major role in helping advance the Olympic Movement. We enjoy a longstanding relationship that demonstrates a shared commitment to the future of the Olympic Games and to the strengthening of the Olympic values we mutually respect. Visa has been an excellent partner for the Olympic Movement as a whole, supporting Olympic hopefuls, activating programs in markets around the world that benefit its business, clients and partners and helping to ensure the success of the Olympic Games. On behalf of the IOC, the 205 National Olympic Committees around the world, and athletes past and present, I would like to thank Visa for their commitment through the 2020 Olympic Games," IOC President, Jacques Rogge.

Visa Sponsorship Overview

"The Olympic Games transcend political and geographical boundaries to deliver incomparable international exposure and broad-based audience interest appealing to virtually every demographic. They stand as one of the premier sporting and cultural events in the world and we are delighted to extend our sponsorship through 2020," Joseph Saunders, CEO and President, Visa Inc.

Visa will be the exclusive payment services sponsor and the only card accepted at the next four Olympic Games following the London 2012 Olympic Games, the Sochi 2014 Olympic Winter Games, the Rio 2016 Olympic Games, and the PyeongChang 2018 Olympic Winter Games and the 2020 Olympic Games. Visa celebrates 25 years of partnership as a global champion of the Olympic Movement and worldwide sponsor of the last 13 Olympic Games. As Visa looks forward to the next two Olympiads through 2020, Visa reflects on its long history of successful partnership.

Benefits of Sponsorship

- Over the past 13 Olympic Summer Games and Winter Olympic Games, the Olympic sponsorship has provided Visa with a global platform to amplify its brand message among a passionate global fan base.
- The sponsorship platform drives transactions, supports high-level brand goals, promotes specific product attributes and facilitates the development and advancement of the payment infrastructure in Olympic host cities.
- Visa's Olympic partnership enhances preference for its products and services and extends value to its stakeholders.
- The sponsorship increases product usage, enhances Visa's global image and heightens brand awareness.

- The sponsorship provides marketing and advertising opportunities on a worldwide basis.
- Visa's unique marketing programs raise awareness and make the property more valuable to our clients and merchants.

A Legacy of Sponsorship

- Banks in fewer than five countries participated in Visa marketing programs in 1988 for Calgary; banks in 21 countries participated in Vancouver in 2010.
- According to the U.S. Sponsorship Tracker, a Visa commissioned study following the Vancouver 2010 Olympic Winter Games conducted by Performance Research, an independent research company, Visa cardholders who were aware of Visa's Olympic Games sponsorship claimed a 16 percent and nine percent increase in Visa card usage in Canada and the US respectively.
 - The same report found Visa's brand equity was 32 percent and 38 percent higher among consumers who were aware of Visa's sponsorship in Canada and the US respectively.

Olympic Sponsorship Highlights Since 1986

- **Calgary 1988:** Visa's first Olympic Games sponsorship with payment card exclusivity.
- **Seoul 1988:** Visa drives intra-regional participation in Games and marketing management. Best practices are shared from Calgary.
- **Albertville 1992:** Visa developed marketing programs activated through a network of financial institutions and merchants worldwide and enhanced local presence marketing.
- **Barcelona 1992:** Visa enhances host country/city positioning and promotes an onsite Olympic art exhibit.
- **Lillehammer 1994:** Scheduling of Winter and Summer Games in alternating years allows for enhanced awareness and for Visa to expand the scope of its marketing and corporate communication strategies. Visa Travel Money introduced.
- **Atlanta 1996:** Visa develops a product showcase initiative and creates the Olympians Reunion Centre with the World Olympians Association.
- **Nagano 1998:** Visa creates overwhelming sponsorship presence in host country/city. Olympic merchant programs used as a model to expand domestic card acceptance and usage in Japan.
- **Sydney 2000:** Visa has record banking and merchant partner participation with the partnerships platform effectively established and launched in Asia, Canada, Latin America, the U.S., the Middle East and Europe.

- **Salt Lake 2002:** Visa records its highest level of global banking and partner participation for a Winter Games; record point-of-sale volume. Visa begins its Paralympic Games sponsorship.
- **Athens 2004:** Visa creates the global Team Visa program and records greater National Olympic Committee participation.
- **Torino 2006:** Visa creates Visa Championships - Torino 2006, an online game and international competition; Visa's merchant program enlists more than 7,000 merchants in and around Torino and Sestriere.
- **Beijing 2008:** Visa adds approximately 90,000 ATMs and signs up some 216,000 merchant acceptance locations or outlets throughout China; Visa hosts more than 8,000 guests; Visa turns over the operations of the Olympians Reunion Centre to the World Olympians Association.
- **Vancouver 2010:** Following renewal of IOC sponsorship in October 2009, Visa introduced its first-ever Olympic-themed global marketing program, *Go World*.

For further information concerning Visa and the Olympic Games, please contact Nancy Panter in San Francisco at (650) 432-1454. More sponsorship information is available at www.visa.com/olympicmediakit.