

Tuesday, november 8, 2022



W E ■ Best practices workshop
A R E SPONSORSHIP
C O M Paris 2024 Activation strategies



Sylène Chevalet
Head of communication
Paris 2024 partnership
Decathlon



Stéphanie Darteville
VP Major Sport Events
& Everyday Experiences
Accor

SPONSORSHIP

THE TECHNIQUES

A collage of several hands, some with red paint applied to the palms and fingers, arranged in a circular pattern. The paint is bright red and appears to be drying or being applied. The background is dark.

PATRONAGE

VS.

A close-up shot of a person's foot wearing a bright orange sneaker with white soles, standing on a blue metal staircase. The staircase has a blue metal railing and a blue metal mesh floor. The background is slightly blurred, showing more of the staircase and railing.

SPONSORSHIP

Partnership techniques

	Sponsorship	Patronage
Consideration	Direct	Indirect
Motivation	Commercial valuation of the brand	Societal valuation of the company
Goal	Creation of links between a brand and a media event	Search for an image for the company as an institution
Message	Marketing	Institutional
Audience	Consumers	Citizens
Exploitation	Direct commercial development of the event: before, during and after its occurrence	Discreet “spiritual” enhancement, with low commercial intent
Spin of	In short and medium term	In medium and long term

Fleurissement du Grand Carré au Jardin des Tuileries

KENZO PARFUMS

Réaménagement de la Galerie d'Apollon

CARTIER

Grand Dîner du Louvre

MOËT HENNESSY



PATRONAGE

VS.

SPONSORSHIP

LE LOUVRE REMERCIE SES MÉCÈNES

Remerciements aux donateurs
de l'année 2021



SPONSORSHIP

THE FUNDAMENTALS

The goals

Build a brand image

Promote a product

Animate your sales network

Increase its notoriety



A three-step process



THE SPONSORSHIP
STRATEGY

THE PARTNERSHIP
AGREEMENT

THE SPONSORSHIP
ACTIVATION



Activation Levers



Visibility

Press and public relationships

Content production

Website or the dedicated page

Traditional communication media

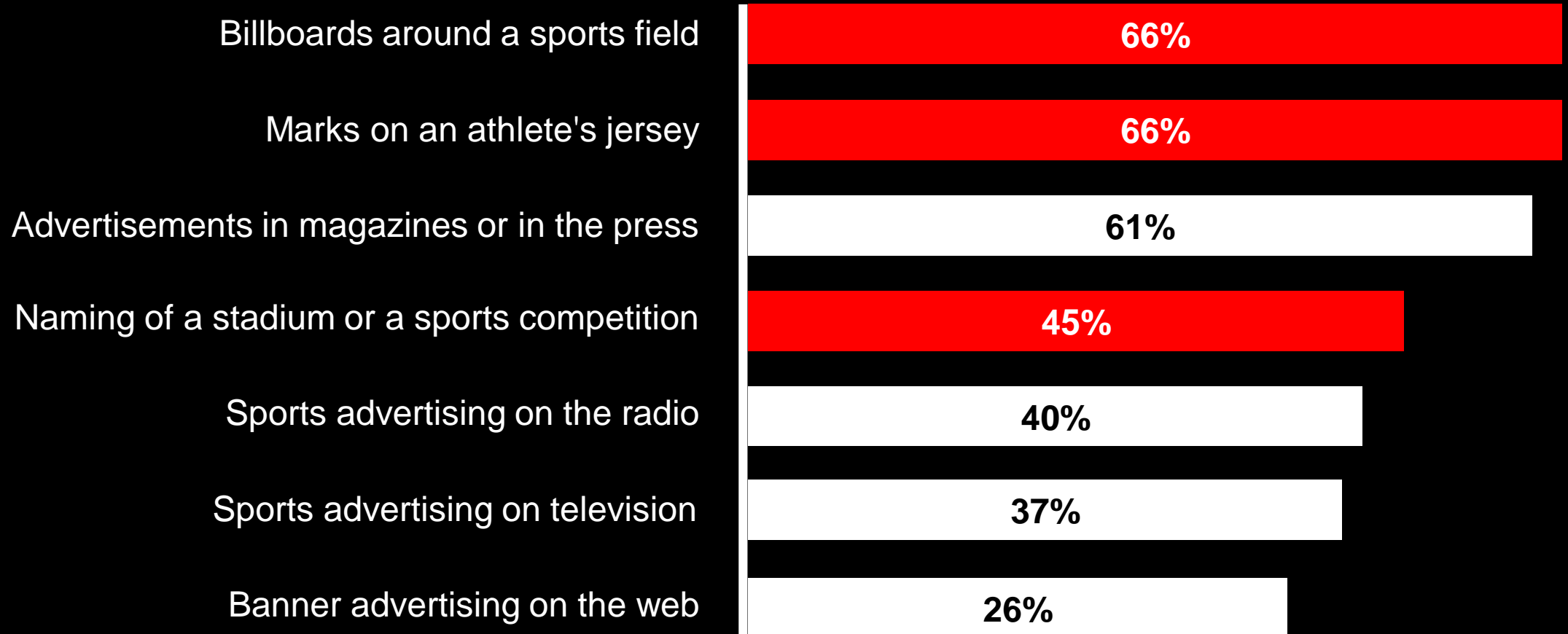
Advertising and promotion

SPONSORSHIP

THE NUMBERS

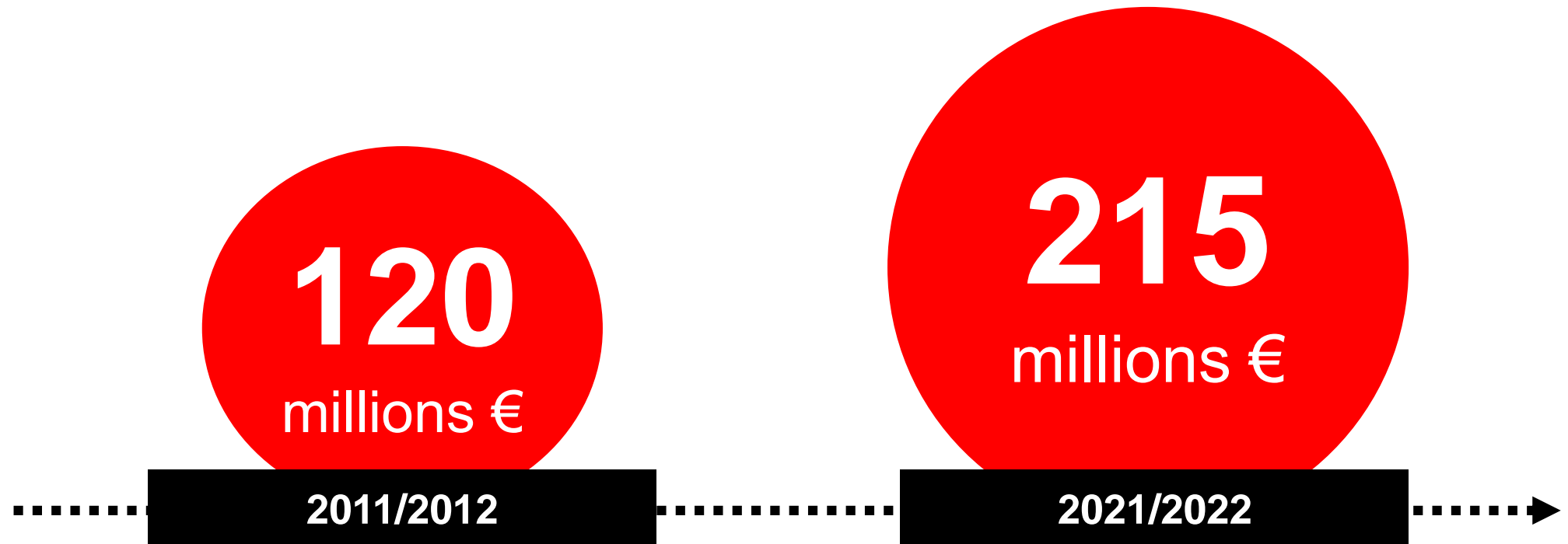
Sponsorship is accepted by the French

% of French people saying "it doesn't bother me"



Sponsorship **investments** are increasing

Evolution of the amount of the 10 sponsorship contracts
in France the most important



Source: Nielsen Sports Sponsorlink 2022 quarterly barometer of Nielsen Sports since 2012

TOP10 sponsors

Sponsors + associated with French sport
in spontaneous notoriety

Décembre 2012	Février 2022
Coca-Cola	Orange
Orange	Coca-Cola
BNP Paribas	Uber / Uber Eats
EDF	EDF
Red Bull	BNP Paribas
Crédit Agricole	Crédit Agricole
Renault	Lidl
Carrefour	Renault
Emirates	Carrefour
Peugeot	Groupama

Source: Nielsen Sports Sponsorlink 2022 quarterly barometer of Nielsen Sports since 2012

SPONSORSHIP

IN PRACTICE



Uber
Eats



PARTENAIRE MAJEUR
DE L'OLYMPIQUE DE MARSEILLE



RED BULL





Grindr est fier de s'associer à JB Aklays et au club du Biarritz Olympique Pays Basque. Le club participe à la lutte contre l'homophobie et s'est engagé auprès de Grindr à continuer son action pour l'inclusion et l'acceptation au sein de sa ligue et du rugby.

À propos de Grindr
Grindr est la plus grande application de rencontre pour les personnes gays, bis, trans et queer. Lancée en 2009, l'application est aujourd'hui utilisée par plus de 13 millions de personnes dans plus de 200 pays.

Grindr pour les égalités
Le programme « Grindr for Equality » est une mission en perpétuelle évolution pour soutenir la communauté LGBTQ tout au long de la planète, avec une large palette d'initiatives impactant les enjeux des communautés : sécurité, santé sexuelle, droits et plus encore.

Grindr is excited to partner with JB Aklays and the Biarritz Olympique Pays Basque Rugby Club. The club has been outspoken against homophobia and has committed to Grindr to continue its work to increase inclusivity and acceptance in the league and rugby overall.

More About Grindr
Grindr is the world's largest social networking app for gay, bi, trans, and queer people to connect. Launched in 2009, today the app serves more than 13M people in over 200 countries.

About Grindr for Equality
Grindr for Equality is an ever-evolving mission to help LGBTQ people around the globe. Our wide-ranging initiatives impact communities large and small on issues that matter to them the most: safety, sexual health, advocacy, and more.



o	Théâtre des Arts	Rouen	Braque T2 T3 F5 F9 27 33 529 530
o	Belges ²	Rouen	T2 T3 T4
o	Pasteur ³	Rouen	T2 T3
o	Luciline ⁴	Rouen	T2 T3
o	Mont-Riboudet Kindarena ⁵	Rouen	T2 T3 F4 26 35 529 530 P+R
o	Fond du Val	Rouen	P+R 15
o	Campus	Mont-Saint-Aignan	
o	Place Colbert	Mont-Saint-Aignan	F2 F7 F8 10 43 N P+R
o	Les Coquets	Mont-Saint-Aignan	F2 F7 F8 10 43 N

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Les «Dim Dim Girls» piratent la Coupe du Monde de rugby

La célèbre marque de sous-vêtements a lancé une campagne de charme dans les tribunes des stades de la Coupe du monde. L'IRB, l'organisme qui gère les droits commerciaux, n'était pas prévenu. Et n'apprécie pas du tout.



Sponsor brands

THE MOST VISIBLE ON SOCIAL NETWORKS

1		462 M\$
2		252 M\$
3		228 M\$
4		119 M\$
5		114 M\$

SPONSORSHIP

BEFORE PARIS 2024



PARIS 2024



WE
ARE
COM

USUEL N°1 CONTRACTUEL

Paris 2024 : The **XXL** event

10K

Athletes

35

Sport venues

10M

Tickets



Partenaires Mondiaux



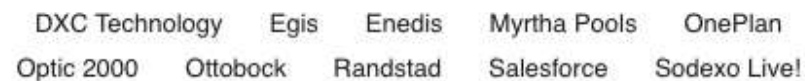
Partenaires Premium



Partenaires Officiels



Supporteurs Officiels



Activation levers

Co-branding

Internal COM

Sporting events

Hospitality / Exclusivity

Media buying

Press relationship

Products / supplies



Reminder of constraints

FOR THE NON-SPONSORS

IT IS NOT POSSIBLE TO

- Use the Olympic symbol
- Use the terms “Olympic Games”, “Olympiads”, and their neologisms
- Reproduce distinctive Olympic signs, photos relating to the Games or logos
- Communicate on the theme of Olympism directly or indirectly if you are not a partner of the IOC or the CNOSF.
- Communicate about athletes participating in the Olympics over a period of 2 weeks before the start of the Olympics and up to 3 days after the Olympics.



“ *It's not the event
that's important, it's
the way we recreate
it...each in our own
way* ”

Jean-Luc Godard
Franco-Swiss filmmaker

Thanks