

NAME \_\_\_\_\_

## Who will foot the bill?

The Olympic Winter Games will cost over \$1.3 billion. That is quite a lot of money!! Most of that money will come from the following sources:

- ▶ **SPONSORS** – large companies or corporations who contribute to the Games in order to advertise their products
- ▶ **FEES FOR BROADCASTING RIGHTS** – television, radio, and Internet broadcasting
- ▶ **TICKET SALES**
- ▶ **OLYMPIC MERCHANDISE** – companies, interested in selling items with the Olympic logo or emblem, pay a fee to use the symbol



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Write a paragraph telling why you think companies are willing to contribute so much money to fund the Olympic Games?

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### In-kind Contributions

Another way in which companies and corporations can contribute to the Games is through what is called “in-kind contributions.” In-kind means that instead of contributing money, companies donate the products or services that they provide. For example, if a restaurant wants to contribute to the Games, they may choose to give money, or they might choose to give “in-kind” contributions in the form of meals for workers or athletes.

### Salt Lake 2002 Contributors

Look at the list of primary contributors for the Salt Lake 2002 Winter Games on the next page. What in-kind contributions might these companies offer? At the bottom of the page, list as many in-kind contributions as you can think of.

WORLDWIDE SPONSORS



SALT LAKE 2002 PARTNERS



SALT LAKE 2002 SPONSORS



LOOK AT THE LOGOS.  
WRITE THE COMPANY NAME

WHAT IN-KIND PRODUCTS OR SERVICES DO  
YOU THINK THEY PROVIDE

Blank lines for writing company names and products/services.