

## **British Olympic Association Signs First Sponsorship Deal for 2013-2016**

The British Olympic Association (BOA) today announced that they have signed the first tier one sponsorship deal for the 2013-2016 quadrennial with industry leading sportswear brand adidas. This is the continuation of a mutually successful 28 year partnership.

The new partnership includes a sponsorship and a licensing deal. Under the sponsorship deal, adidas will receive marketing rights to Team GB and will provide the BOA with all of its sportswear requirements, including all competition and leisure wear for every athlete and team official participating in the Sochi 2014 Olympic Winter Games and the Rio 2016 Olympic Games across all sports, as well as non-competition wear for all other Olympic youth festivals and Games. The deal is made up of cash, value-in-kind and marketing support for kit launches. Under the licensing deal, adidas will create and market exclusive Team GB licensed products that will be retailed to the British public.

### **Said BOA Chief Executive and Team GB Chef de Mission for London 2012 Andy Hunt:**

"I am delighted that with over a year to go we have already secured our first tier one sponsorship deal for the 2013-2016 quadrennial. What makes it even more exciting is that it marks a significant kick-start to the British Olympic Association's post-2012 commercial programme.

"adidas has been a highly valued supporter of the BOA for 28 years now. This makes them our longest serving partner and through this partnership, we will continue to mutually build and promote the Team GB brand as a valuable consumer and commercial entity.

"Our long partnership also means that adidas brings vast experience in terms of supplying high-performance sportswear for an incredibly diverse range of summer and winter Olympic sports. Furthermore, adidas provides Team GB with industry leading innovation and technology as well as operational and logistical support that is invaluable to an organisation with such complex supply requirements as the BOA.

"We are very proud to have a partner like adidas. For our athletes looking and feeling great certainly has an impact on performance and we are confident that with adidas on board, British athletes will not only continue to look and feel great, but they will also be wearing and competing in industry-leading products."

### **Added Gil Steyaert, Managing Director of adidas Market North:**

"We are delighted to extend our deal with the BOA and illustrate our commitment to British sport beyond London 2012. This unique partnership is one of the longest in British sporting history and demonstrates our unique multi-sport heritage and our continued on-going investment in sport throughout the UK. In addition, we are able to illustrate our leadership in product innovation across many specialist sports as well as our rich legacy in the Games.

"No other brand has a more distinguished history or stronger connection with sport than adidas and we look forward to continuing our support for Team GB to 2016".

### **Note to Editors**

About adidas and the Olympic and Paralympic Games

adidas is a Tier one sponsor of the London 2012 Olympic & Paralympic Games. adidas is also sponsors of Team GB and Team GB Paralympics. adidas will design and produce official kit and apparel for Team GB/Paralympics GB and officials, as well as a range of lifestyle products available at retail

adidas has a long heritage and association with the Olympic & Paralympic Games having been involved since 1928. adidas continues to innovate, and it is through this innovation and the

development of cutting edge product technology, that athletes are able to achieve personal bests.  
[www.adidas.com](http://www.adidas.com)

About BOA: The British Olympic Association (BOA) is the National Olympic Committee for Great Britain and Northern Ireland. Its mission is to transform British lives through the power of the Olympic values and the success of Team GB. The BOA's role is to prepare the 'Best of British' athletes for, and lead them at, the summer, winter and youth Olympic Games. The BOA delivers extensive support services to Britain's Olympic athletes and their National Governing Bodies to enhance Olympic success and is responsible for championing the Olympic values and brand in the UK.

The BOA receives no funding from the lottery or government, has no political interests and is completely dependent upon fundraising income to achieve its mission. The BOA is the strong, independent voice for British Olympic Sport. For further information, go to: [www.olympics.org.uk](http://www.olympics.org.uk)