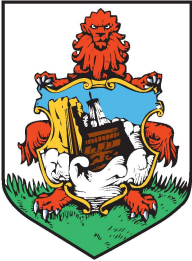




**BERMUDA**



## Did you know?

- The Olympic Rings logo is among the most well-known and positively viewed symbols in the world, with over 90% recognition
- Only official sponsors of the Olympic Movement are entitled to use the Rings and the word “Olympic” to promote their products and services
- Research shows that products and services featuring the Rings attract consumer attention and are considered higher quality than competing brands
- The right to use the Olympic marks in Bermuda is reserved exclusively for sponsors of the Bermuda Olympic Association (BOA)

## Support the BOA Support Team Bermuda

**Earn the Right to Use the Olympic Rings in Marketing Your Products and Services**

### **Sponsor the BOA and Support ALL of Bermuda’s Athletes**

Since 1936, the BOA has existed to help our island’s athletes get the training, competitive experience and support they need to rise to the elite level and represent Bermuda on the world stage. When you become a BOA sponsor, you’re supporting ALL of the athletes who represent Bermuda at the Olympics and international qualifying competitions, and all of our young athletes who dream of following in their footsteps.

Under strictly enforced rules of the International Olympic Committee, organisations that sponsor individual athletes are prohibited from publicising those sponsorships during the Olympic Games and for a set period leading up to and following the Games. Winning athletes whose sponsors break those rules can even be stripped of their medals.

That means **ONLY** by sponsoring the BOA can you promote your support of Team Bermuda and associate your brand with the Olympic Movement during coverage of the Games.

### **Interested in learning more about local Olympic sponsorship?**

Contact the Bermuda Olympic Association **441-295-7146** or **Olympics@ibl.bm** or visit the BOA website **www.olympics.bm**.