Permanent Legacy Celebrations

“Site of the Olympic Games” recognition stamp
Celebrate Legacy

• Celebrations are a unique opportunity to reawaken and rekindle the Olympic spirit enjoyed by the cities and people in the Games, as well as reengaging with volunteers, staff, athletes and the general public.
Recommendation 36 of Olympic Agenda 2020 sets the scene for a change of mindset towards a wider use of the Olympic brand for non-commercial purposes.

Permanent recognition of the Olympic Games can be created by leveraging brand properties, for example to mark important sites that hosted specific events or activities related to an edition of the Olympic Games and bring forward important legacy stories.

*(IOC Legacy Strategic Approach)*
“Site of the Olympic Games” stamp

- The “Site of the Olympic Games” stamp is the opportunity for cities to recognise/mark locations that hosted the Olympic Games.

- The selected location should have a strong affiliation with the Olympic Games, and in no way undermine the values carried by the Olympic Brand (e.g. no proximity to gambling activities).

- The main branding must be the Olympic Games emblem (when available). For editions without an emblem, a mention to the city and edition should accompany the stamp (see St. Louis 1904 example).
Storytelling

• The stamp should be accompanied by meaningful storytelling and interesting facts to inform the general public (*texts, photos, map, drawings etc.*).

• Contextualisation is essential; it is not just about the placement of Olympic brand properties in public spaces.
Requirements

- Maintenance & security must be ensured.
- Innovative/successful ideas can be shared as best practice examples.
- Technical requirements communicated by the IOC must be respected.
- No non-Olympic commercial partners may gain any Olympic association from the implementation of the project.
• In collaboration and with the support of the NOC, the project lead entity uses the template provided by the IOC to prepare its proposal.

• The IOC reviews the project and provides feedbacks.

• Once the details are agreed between the lead entity, the NOC and the IOC, the proposal is signed by all parties and the project can be implemented.
Example: St. Louis 1904