



Name: _____

Date: _____

STEP 3: MARKETING NEEDS

All About Marketing

Arguably one of the most important factors in planning on Olympic Games is the marketing. For this part of your Olympic bid, your team will need to design a logo, a slogan, and a mascot for your Games as well as a brief explanation of how you will market your Olympic Games to the world.

When creating your logo, slogan, and mascot, keep in mind the Olympic Values: excellence, friendship, and respect. Any of these items can relate to those values, important elements in your Candidate City, or the goal of your Olympic Games!

Creating Your Olympic Games Logo

Required Structure:

Unique Element

City Name

"Candidate City
Olympic Games"

Example:



CITY

Candidate City
Olympic Games

FINAL LOGO

BRAINSTORMING

What is the meaning behind the logo your team created?



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Creating Your Olympic Games Slogan

"A slogan created by a Candidate City to support its application must consist of a phrase or motto expressing the aims of the Candidate City." - IOC, *Candidature Process Olympic Games 2024*.

SLOGAN EXAMPLES FROM PAST OLYMPIC GAMES

"Games Wide Open"

Games Slogan for Paris 2024

"Together for a Shared Future"

Games Slogan for Beijing 2022

"United by Emotion"

Games Slogan for Tokyo 2020

"Passion. Connected."

Games Slogan for PyeongChang 2018

BRAINSTORMING

Write or down some ideas down for your Candidate City slogan!

Final Slogan: _____

What is the meaning behind your team's final slogan?



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Creating Your Olympic Games Mascot

The Olympic mascots lend an element of humor and joy to the Olympic Games. Tasked with the job of creating Olympic spirit and spreading modern Olympic values, mascots give the Games a festive atmosphere and help to promote the history and culture of the host city.

Past Olympic Mascot Examples:



Roni

Lake Placid 1980

The raccoon is common to the Adirondack region.



Magique

Albertville 1992

Magique is in the shape of a star to symbolize dreams and imagination.



Neve & Gliz

Turin 2006

Neve is a snowball and Gliz is an ice cube.

BRAINSTORMING



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Selecting Your Final Olympic Mascot

Once your team has brainstormed some ideas, draw your Olympic Mascot down below. Afterwards, give a brief explanation of what your mascot is, what the meaning behind it is, and why you selected this mascot.

FINAL MASCOT

Name of Mascot: _____

What is your mascot? What is the meaning behind it? Why did your team select it?
