

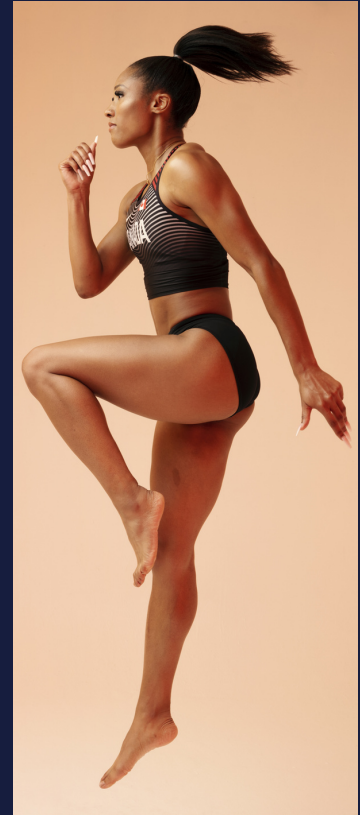


# Your Checklist for a **GOLD** **MEDAL** Campaign





# Calling All Marketing MVPs



Read on for your **guide to how to tap into Olympic & Paralympic fever** by partnering with women athletes on their journeys to Paris and beyond.

The 2024 Paris Olympic & Paralympic Games are fast approaching. As a brand marketer, you want to know how you can get in on the excitement. Even if you aren't an official sponsor, partnering with an inspiring woman athlete as she journeys toward these global sporting events can help your brand captivate new audiences.



# START HERE

## Set goals and identify target KPIs for your Olympic & Paralympic campaign

- Determine your overall marketing budget for the campaign
- Outline objectives and metrics for each campaign phase and create measurement plan for ongoing optimization

## Research and select Olympic & Paralympic athletes & hopefuls

- Identify potential athletes who align with your brand
- Contact athlete representation to discuss partnership opportunities
- Vet potential athletes through due diligence process
- Finalize athlete partnership agreement (ensure usage rights, IP, and Rule 40 implications are clearly outlined)

## Develop marketing activation plan & timeline tying into athlete's journey

- Map out timeline of key moments in athlete's journey to Paris; align marketing activations accordingly
- Get to know your athlete to find storytelling opportunities beyond sport
- Co-create a content calendar that aligns with brand objectives and the training/competition schedule
- Begin creating campaign creative and assets spotlighting the athlete's story



**Tease your Olympic & Paralympic activations early** to start building anticipation. Fans are already thinking about Paris!



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# OFF TO THE RACES



## Continue creating campaign assets & storytelling content mapped to the athlete's journey

- Have regular check-ins with athlete to discuss upcoming priorities and content needs
- Share stories that build an emotional connection beyond just the athletic achievements
- Explore platforms and content types to most effectively reach your audience
- Plan content amplification strategy leading up to Olympic & Paralympic Games



Go beyond training to **tell the full athlete story on the path to Paris.**

## Execute early stage marketing activations to build momentum & awareness

- Do a partnership announcement and kick-off that could include a press release, media outreach, social media rollout, and launch event
- Start deploying initial assets and content spotlights introducing the athlete partnership
- Amplify athlete's own social media within brand channels to grow reach



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# TO THE FINISH LINE



**Not familiar with Rule 40? Don't wing it.** You *can* build plans that are compliant, but pull in experts so you don't end up on the wrong side of the IOC.

## Ramp up marketing activations & storytelling

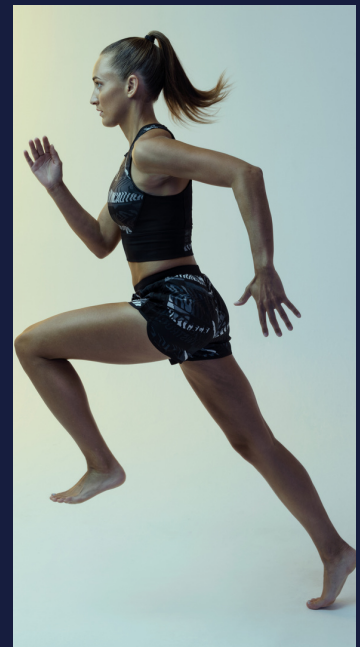
- Use existing sports sponsorship assets, inventory, and media relationships to amplify campaign
- Feature exclusive behind-the-scenes content fans can't get anywhere else
- Explore PR opportunities beyond sports media as the general buzz around the Games builds
- Evaluate content initiatives and performance and make adjustments if needed

## Build a plan for during the Games

- Develop content strategy for posting limitations during Games window
- Create congratulatory assets and message bank for rapid deployment during Games

## Ensure Rule 40 compliance

- Confirm that marketing plans for Games window are compliant with Rule 40
- Determine and submit Rule 40 waiver requests for any necessary trademarks



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# DURING THE GAMES

## Rally employees & partners around your athlete

- Host company-wide watch parties
- Share content internally for employees to post on their social media platforms



**Fans remember and reward brands that support athletes on their journey.**

Even if you aren't as visible at the Games, you'll still be reaping the benefits.



## Post your social media content in compliance with Rule 40 guidelines

- Share approved athlete congratulatory messages and brand campaign content
- Amplify athlete-approved social media from Olympic & Paralympic Games
- Watch for and rapidly respond to key moments relevant to your campaign



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# AFTER THE GAMES



## Measure, celebrate & build on success

- Collect data from your brand and the athletes' platforms
- Analyze campaign KPIs and prepare summary report on results
- Host campaign report-outs with stakeholders



Influencer attribution can be difficult.  
**Consider surveying customers on how they found you or tracking bumps around key moments.**

## Keep the momentum going

- Continue your campaign through the homecoming phase post-Games
- Discuss future partnership opportunities with your athletes
- Identify upcoming sporting events and key brand moments
- Repurpose content on anniversaries



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# BRAINSTORM BONUS

## Creative Content Ideas to Make Your Campaign Stand Out



**Involve your athletes in the campaign planning.** No one knows the stories and potential never-before-seen moments better than the athletes!

- Develop an athlete-inspired product line or limited-edition packaging featuring the athlete
- Produce a day-in-the-life vlog series where fans get an inside look at the athlete's training, travel, competitions, and life
- Host an exercise program or guided meditation led by the athlete
- Create an educational curriculum for students featuring the athlete's story and Olympic or Paralympic lessons
- Hold contests where fans can win experiences with the athlete like training sessions or meet-and-greets
- Feature your athlete on podcasts focused on deep-dive conversations around sports, wellness, and human interest topics beyond just their athletic career
- Enable real-time social media conversations between the athlete and fans



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Not sure where to start?  
Don't have the resources to take  
on every item on the checklist?  
Not sure what you can and can't  
do with Rule 40?

**We're here to help.**

You share your goals. We'll handle  
sourcing athletes, contracting,  
delivering creative, and more.

So you can get the  
**gold medal in marketing**  
without breaking a sweat.

hello@paritynow.co | paritynow.co