



# Bahamas Olympic Committee

# Partner Programme







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## About

The Bahamas Olympic Committee (BOC) is the body responsible for advancing the Olympic movement in the The Bahamas. It is the national Olympic committee (NOC), having membership in the International Olympic Committee (IOC).

The BOC carries out IOC programs in The Bahamas and sets policies for the governing of Olympic sports within the country, in accordance with the Olympic Charter.

The BOC is also responsible for organizing the athletes and officials at the Olympic Games.

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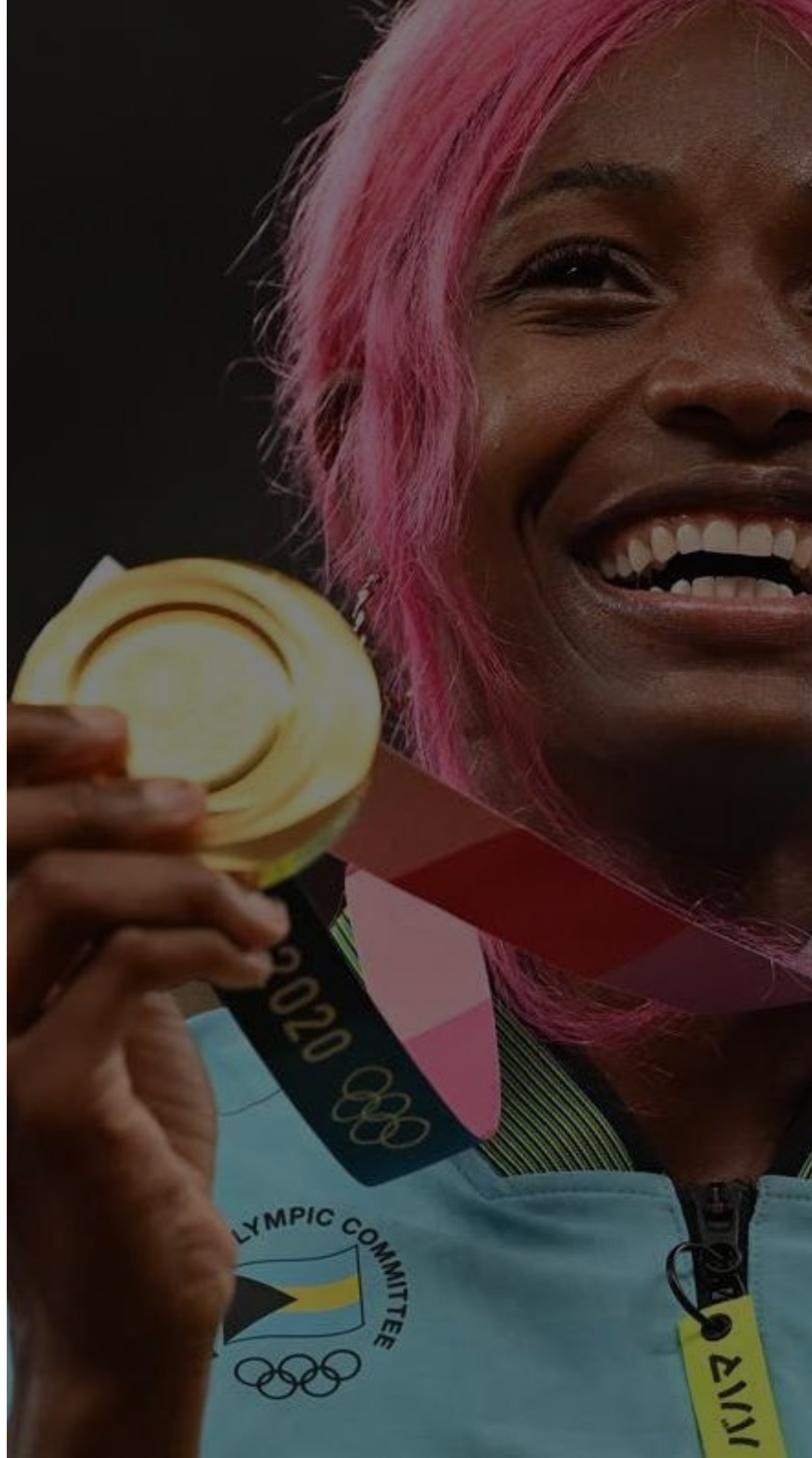
## The Opportunity

The Bahamas Olympic Committee (BOC) is seeking new partner investment over the next two summer Olympic cycles to elevate all BOC associated activity.

The core focus of the partner investment will be:

- **Athletes** - support and improve performance of the Bahamian Olympic Team to achieve more medals
  - **Fans** - grow the public support, Team 242, domestically and globally
  - **Marketing** - provide enhance marketing support pre/during/post Olympics to support athlete profiles and engage with Team 242
  - **Participation** - provide a lasting legacy to encourage talent participation in grassroots across The Bahamas
  - **Tourism** - promote The Bahamas as a leading tourist and inward investment destination
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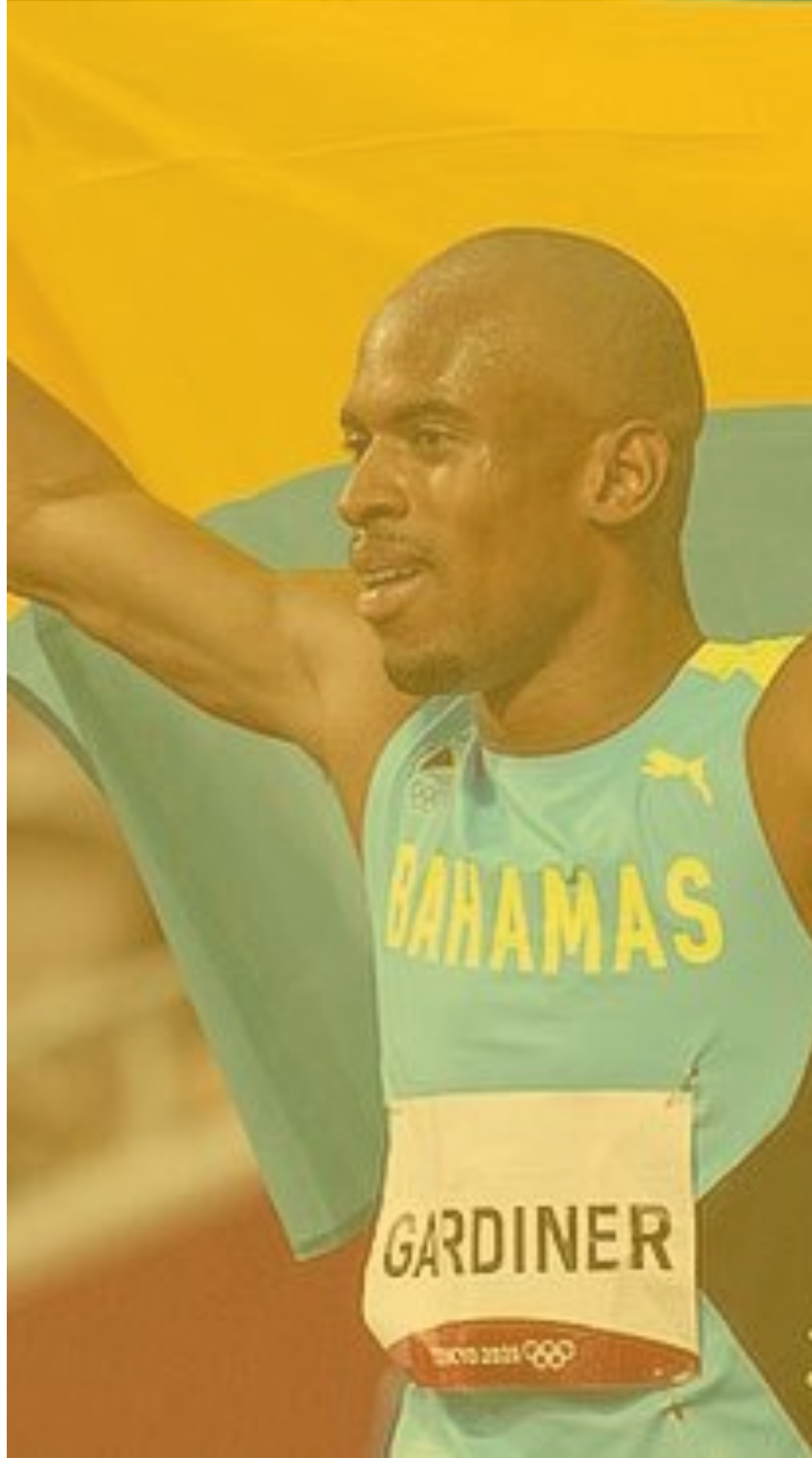
## Our athletes: Shaunae Miller-Uibo ●●

Shaunae Miller-Uibo is a two-time Olympic champion winning the women's 400 metres at the 2016 Rio Olympics and again at the 2020 Tokyo Olympics. Shaunae is targeting her 3<sup>rd</sup> consecutive 400 metre gold medal at Paris 2024.

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## Our athletes: Stevie Gardiner ●●●

Stevie is the current Olympic Champion in the 400m, winning gold in the 2020 Tokyo Olympics. He is also the current World Champion winning gold in the 2019 World Championships in Doha. He also won bronze in the 2016 Rio Olympic Games in the 4x400m relay.

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## Our athletes: Rhanishka Gibbs

Rhanishka is a current five-time Champion in the Bahamas National Swimming Championships. She finished first in the 200m Breaststroke, 100m Breaststroke, 50m Breaststroke, 50m Freestyle and 100m Butterfly. She also won gold in the 100m and 50m Breaststroke in the CARIFTA Championship. Rhanishka is due to participate in the 2023 World Championships in Japan.

## Lamar Taylor

Lamar is a current six-time Champion in the Bahamas National Swimming Championships. He finished first in the 50m Freestyle, 100m Freestyle, 50m Butterfly, 100m Backstroke, 50m Backstroke. Lamar is due to participate in the 2023 World Championships in Japan.

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## Our athletes: The Bahamian men's basketball team

The Bahamian men's basketball team, led by Indiana Pacers guard Buddy Hield, Phoenix Suns center Deandre Ayton and Suns guard Eric Gordon delivered the country's biggest victory in basketball in August, by defeating Argentina to win a place at the Paris 2024 Games.







PARIS 2024



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## Paris 2024

Paris will host the 2024 Olympic Games from 26 July – 11 August.

Officially known as the Games of the XXXIII Olympiad, Paris will host the Olympic Games for a third time.

In doing so Paris will become the second city to host the Games three times, with London the only other, and will do so 100 years after they last welcomed the Games in 1924. Paris also staged the Games in 1900.

The Games is set to feature 319 events from 32 sports, with breaking making its debut on the Olympic programme.

The vast majority of the events will be held in and around the city the exceptions of sailing in Marseille, surfing in Teahupo'o, French Polynesia and the football events held in stadiums and cities around France.

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## Los Angeles 2028

Los Angeles 2028 will be the third time the Games has visited the city after first hosting the Olympics in 1934 and 1984. Only London and Paris will have hosted the Games an equal number of times by the time the Games begin.

Last time the Games visited Hollywood they were treated to William Suitor flying around the Los Angeles Memorial Coliseum during the Opening Ceremony, fuelled by a jetpack on his back.

More than half a century earlier it had been a slightly different story at the 1932 Games – but the venue was still the same, with the Memorial Coliseum hosting the athletics.

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# Gold Partner

Shaunae Miller-Uibo  
& Stevie Gardiner Package



# Gold Partner

## Shaunae Miller-Uibo & Stevie Gardiner Package

Gold Partner / Shaunae Miller-Uibo & Stevie Gardiner package investment will focus on athletic performance and inward investment and tourism.

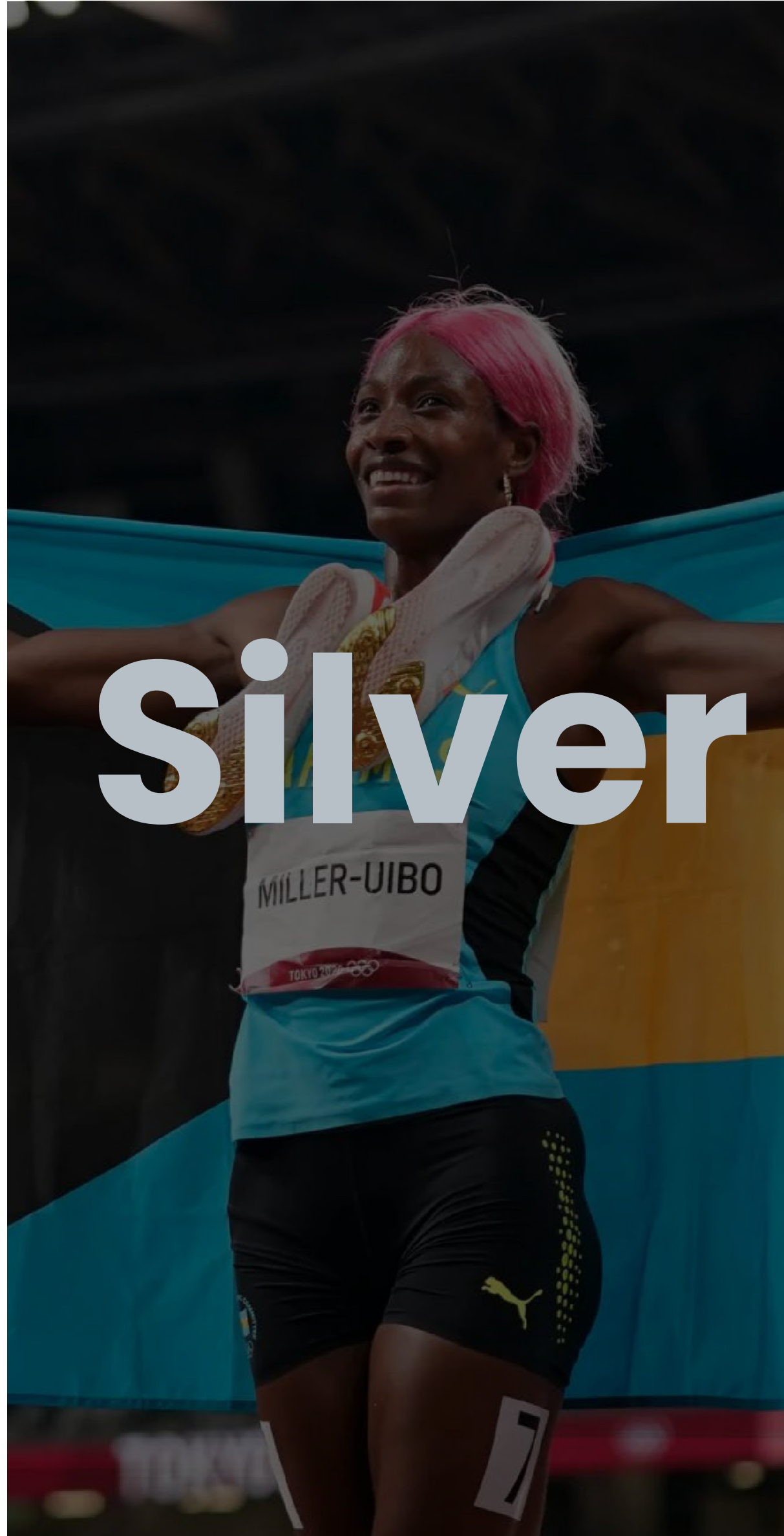
### Benefits

- Official designation
  - ‘Official Partner’ to the Bahamas Olympic Committee’
  - ‘Official Partner’ to Team 242, the BOC’s fan-engagement brand
  - Official partnership designations are used to add credibility and authenticity to marketing campaigns and promotions. You will have the rights to use said designations across all marketing and media collateral during the partnership
- Use of BOC IP and imagery
  - This includes use of the BOC’s logo and access to official images to be leveraged throughout the partnership
  - Rights to use BOC IP across all marketing collateral (print, online and OOH) throughout the duration of the partnership
- Tickets
  - Ten VIP Hospitality tickets to each day of Olympic Trial events for Track & Field, Swimming and Basketball

- Right to purchase hospitality packages, at cost, through On Location – the Exclusive Hospitality provider for Paris 2024 & LA 2028
- Branding
  - Logo on all BOC digital materials including logo and click-through on BOC website
  - Logo on all BOC print materials
  - Branding across all interview backdrop collateral
  - Branding at Olympic Trial events for Track and Field, Swimming and Basketball
- Activation opportunities
  - Across BOC digital marketing platforms (Facebook and Instagram posts each month, website advertising inventory and email campaigns)
  - Three Facebook posts each month promoting your brand activity
  - Three Instagram posts each month promoting your brand activity
  - Advertising and promotional material to be used across Official BOC website
  - Three email campaigns to the BOC database each year of the Partnership
- On-event
  - Activation at Olympic Trial events for Track and Field, Swimming and Basketball

- Activation at the Bahamas House in Paris (2024) & LA (2028) – tbc
- Media
  - Collaboration of press releases and features
  - Representative from your brand at all BOC press conferences
  - Dedicated press release to announce partnership between your brand and the BOC
- Access
  - Three partner days per year with access to BOC athletes and talent. Access to include meet and greet events with fans or employees, media interviews
- Merchandise
  - Right to purchase BOC merchandise and uniform for staff and promotional activities for Paris 2024 & LA 2028
  - Opportunity to create bespoke uniforms for staff and promotional activities with your logo and the BOC logo uniform visible
  - Five BOC signed merchandise items each year





# Silver Partner





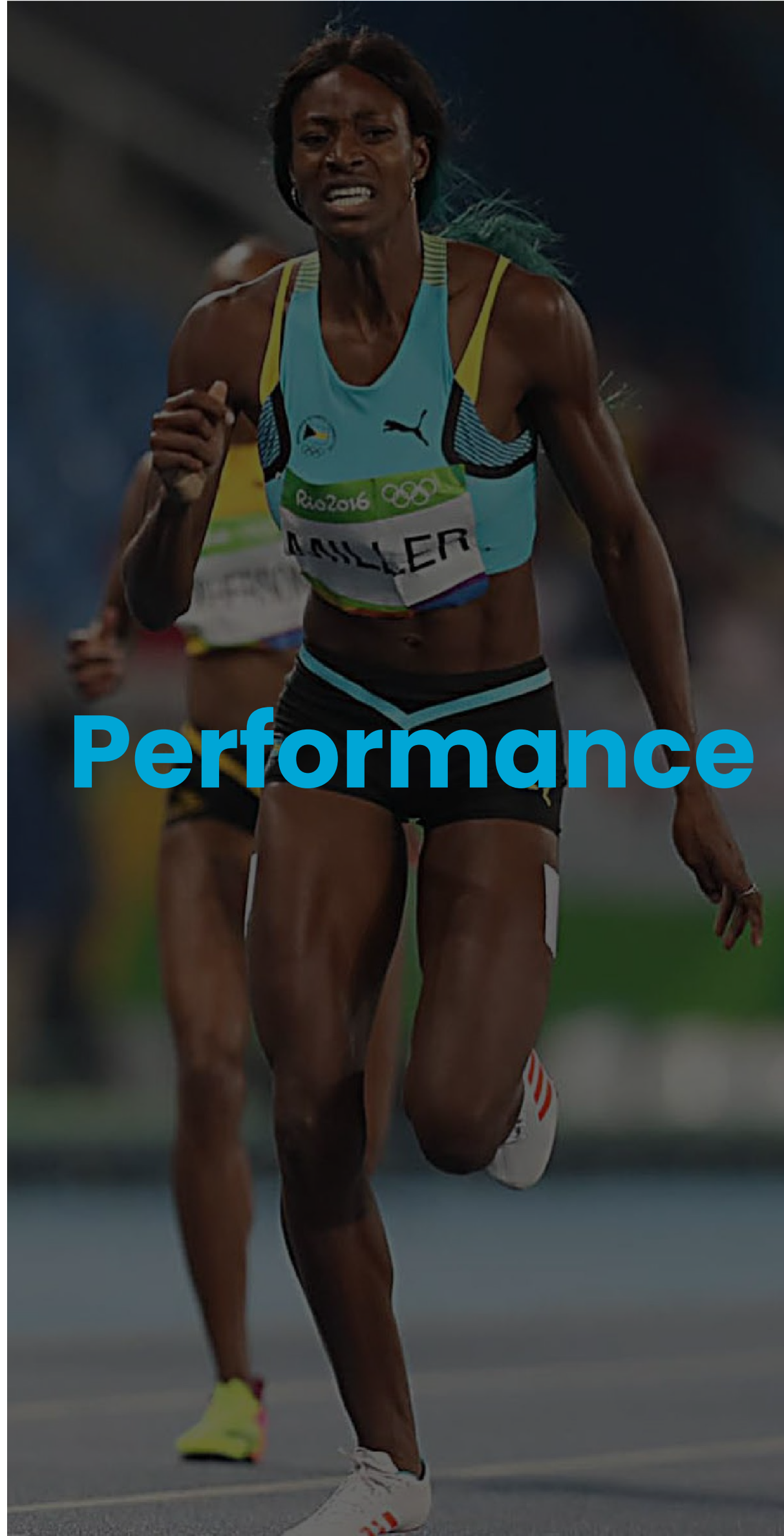
# Silver Partner

Gold Partner package investment will focus on fan engagement, driving Team 242 and participation.

## Benefits

- Official designation
  - ‘Official Supplier’ to the Bahamas Olympic Committee’
  - ‘Official Supplier’ to Team 242, the BOC’s fan-engagement brand
  - Official partnership designations are used to add credibility and authenticity to marketing campaigns and promotions. You will have the rights to use said designations across all marketing and media collateral during the partnership
- Use of BOC IP and imagery
  - This includes use of the BOC’s logo and access to official images to be leveraged throughout the partnership
  - Rights to use BOC IP across all marketing collateral (print, online and OOH) throughout the duration of the partnership
- Tickets
  - Five VIP Hospitality tickets to each day of Olympic Trial events for Track & Field, Swimming and Basketball
  - Right to purchase hospitality packages, at cost, through On Location – the Exclusive Hospitality provider for Paris 2024 & LA 2028
- Branding
  - Logo on all BOC digital materials including logo and click-through on BOC website
  - Logo on all BOC print materials
  - Branding across all interview backdrop collateral
  - Branding and activation at Olympic Trial events for Track & Field, Swimming and Basketball
- Activation opportunities
  - Across BOC digital marketing platforms (Facebook and Instagram posts each month, website advertising inventory and email campaigns)
  - Two Facebook posts each month promoting your brand activity
  - Two Instagram posts each month promoting your brand activity
  - Advertising and promotional material to be used across Official BOC website
  - Two email campaigns to the BOC database each year of the Partnership
- On-event
  - Activation at Olympic Trial events for Track and Field, Swimming and Basketball
  - Activation at the Bahamas House in Paris (2024) & LA (2028) – tbc
- Team 242 Fan Events
  - Opportunity to create and run two fan events each year – all activity to be approved by BOC
- Media
  - Collaboration of press releases and features
  - Dedicated press release to announce partnership between your brand and the BOC
- Access
  - Two partner days per year with access to BOC athletes and talent. Access to include meet and greet events with fans or employees, media interviews
- Merchandise
  - Right to purchase BOC merchandise and uniform for staff and promotional activities for Paris 2024 & LA 2028
  - Opportunity to create bespoke uniforms for staff and promotional activities with your logo and the BOC logo uniform visible
  - Two BOC signed merchandise items each year





**Performance**

**Partner**



# Performance Partner

Performance Partner package investment will focus on athletic performance fan engagement and marketing.

## Benefits

- Official designation
  - ‘Performance Supplier’ to the Bahamas Olympic Committee’
  - ‘Official Supplier’ to Team 242, the BOC’s fan-engagement brand
  - Official partnership designations are used to add credibility and authenticity to marketing campaigns and promotions. You will have the rights to use said designations across all marketing and media collateral during the partnership
- Use of BOC IP and imagery
  - This includes use of the BOC’s logo and access to official images to be leveraged throughout the partnership
  - Rights to use BOC IP across all marketing collateral (print, online and OOH) throughout the duration of the partnership
- Tickets
  - Right to purchase hospitality packages, at cost, through On Location – the Exclusive Hospitality provider for Paris 2024 & LA 2028

- Branding
  - Logo on all BOC digital materials including logo and click-through on BOC website
  - Logo on all BOC print materials
  - Branding across all interview backdrop collateral
  - Branding and activation at Olympic Trial events for Track & Field, Swimming and Basketball
- Activation opportunities
  - Across BOC digital marketing platforms (Facebook and Instagram posts each month, website advertising inventory and email campaigns)
  - One Facebook posts each month promoting your brand activity
  - One Instagram posts each month promoting your brand activity
  - Advertising and promotional material to be used across Official BOC website
  - One email campaigns to the BOC database each year of the Partnership

- On-event
  - Activation at Olympic Trial events for Track and Field, Swimming and Basketball
  - Activation at the Bahamas House in Paris (2024) & LA (2028) – tbc
- Team 242 Fan Events
  - Opportunity to create and run one fan event each year – all activity to be approved by BOC
- Media
  - Collaboration of press releases and features
  - Dedicated press release to announce partnership between your brand and the BOC
- Access
  - One partner day per year with access to BOC athletes and talent. Access to include meet and greet events with fans or employees, media interviews
- Merchandise
  - Right to purchase BOC merchandise and uniform for staff and promotional activities for Paris 2024 & LA 2028





**Thanks**

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**Contact us**

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