



THE SWEENEY SPORTS
BEIJING OLYMPICS
REPORT PROSPECTUS


**SWEENEY
SPORTS**
SPORTS RESEARCH CONSULTANTS

1992 BARCELONA 1996 ATLANTA 2000 SYDNEY 2004 ATHENS

2008 BEIJING

THE SWEENEY SPORTS OLYMPICS REPORT, NOW IN ITS **16TH YEAR**, OFFERS A UNIQUE AND RELIABLE **INSIGHT** INTO THE WORLD OF **OLYMPIC SPONSORSHIP** AND AUSTRALIAN PUBLIC'S **OLYMPIC GAMES** EXPERIENCE

THE REPORT

The Sweeney Sports Beijing Olympics Report is the definitive guide to Australians' media usage, sponsorship awareness, advertising recall and sporting highlights from the 2008 Beijing Olympic Games. The study is designed to assess the impact of major organisations' Olympic sponsorship and advertising programmes on the Australian adult population.

The Report includes the following components:

Section 1: The Highlights: Beijing 2008

- Provides a concise summary of key findings from the report including comparisons with the previous four Olympic Games.

Section 2: Interest and Media Usage

- Covers degree of interest in the Olympics, frequency and type of media consumption including TV viewing, radio listening, newspaper readership and internet usage.

Section 3: Sponsorship of the Olympics & Olympic Athletes

- Measures first to mind, spontaneous, and prompted awareness of Australian Olympic Team Sponsors, World Wide Olympic Partners and Telecast Partners as well as awareness of non-sponsors or 'ambush sponsors' during the Beijing Games.
- Details the main sources of sponsorship awareness for key brands.

Section 4: Advertising during the Olympics

- Provides spontaneous and prompted advertising awareness.
- Lists likeability ratings towards Olympic advertising.

Section 5: Sporting preferences and highlights

- Details preferences and enjoyment for sports televised during the Olympic games.
- Provides a ranking of favourite Australian Olympians and Australians' most memorable highlights.

Section 6: Attitudes towards the Olympics and Sponsors

- Measures attitudes towards the Olympics, sponsors and other topical issues to emerge during the games such as the possible effects of human rights issues on the brand image of Olympic sponsors.

Section 7: Sweeney Athlete Score

- Rates twenty Australian Gold Medal winning athletes using the Sweeney Score – a measure combining athlete awareness, likeability, and sponsorship appropriateness.
- Sponsorship association will be measured for each athlete.
- Includes high profile athletes from the Beijing Games.

The data contained within the report will be analysed by demographic, lifestage, geographic, and lifestyle attributes (i.e. beer drinkers, grocery buyers, etc). Trend data from previous Olympic Games will be included where appropriate.

CUSTOMISED OPTIONS

Sweeney Sports Olympic Report

We can also provide subscribing clients the option of including customised questions within the survey. Historically clients have used this option as a useful way of cost effectively measuring sponsorship effectiveness particular to their brand or company.

Depending on question length, additional questions included in the survey are priced between \$1,000 and \$2,000 per question across the total sample.

Customised Olympics Research

Some clients choose to run a customised study pre, during and post the Olympic games. Please contact us for further information on customised Olympics research.

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ABOUT THE SURVEY

A representative on-line survey of 1,000 16-65 year olds living in the seven major capital cities. Quotas are set so that a third are 16-29, 30-44 and 45-65. All data is weighted to be representative of the true population based on the 2006 Census.

WHO WILL FIND IT VALUABLE?

Any marketer or decision maker involved in sponsorship of the Beijing Olympic Games, Australian Team, Individual Olympic Sports, and Olympic Athletes.

OUR SUBSCRIBERS INCLUDE:

World Wide Olympic Partners, Australian Olympic Team Partners and Sponsors, Individual Olympic athlete sponsors, advertising and media organisations, athlete promoters and managers, government bodies, and relevant planning bodies.

IT CAN BE USED TO:

- Profile audiences and segment markets
- Measure against set KPI's
- Benchmark sponsorship measures and effectiveness
- Benchmark advertising measures and effectiveness
- Analyse trends from previous Olympic Games
- Profile athletes and identify sponsorship opportunities
- Plan for future Olympics activity

COST, TIMING AND SUBSCRIPTION

The Sweeney Sports Olympics Report — Beijing 2008

Cost: \$8,000 plus GST
Report Issued: End September 2008

The Sweeney Sports Olympics Report — Beijing 2008 + Athens 2004

We are also offering subscribers the option of purchasing the previous Athens 2004 report when subscribing to the Beijing 2008 report. This report is ideal to help plan marketing activity for the Beijing Olympics.

This report provides a detailed account of the 2004 Athens Olympics and trend data for the previous three Olympic Games covering:

- Interest and media usage
- Sponsorship of the Olympics
- Advertising during the Olympics
- Sporting preferences and highlights
- Attitudes towards the Olympics and sponsors

Cost: Beijing + Athens \$12,000 plus GST
Report Issued: Athens 2004 — available now
Beijing 2008 — end September 2008

To subscribe, please complete the attached subscription form and either fax or send to:

Sweeney Sports
Fax: 03 9690 7543
170 Bridport Street, Albert Park, Victoria 3206

For further information please contact:

Todd Deacon
General Manager — Sweeney Sports
Tel: 03 9699 8466 todd.deacon@sweeneyresearch.com.au


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SUBSCRIPTION FORM

THE SWEENEY SPORTS BEIJING OLYMPICS REPORT

COMPANY NAME

CONTACT NAME POSITION

DELIVERY ADDRESS  **This must be a street address not a postal, as this report will be sent via courier.**

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CITY STATE POST CODE

TELEPHONE

EMAIL ADDRESS

Please include my company as a subscriber to The Sweeney Sports Beijing Olympics Report as indicated below. You have a number of options for purchasing the report **(Please tick the appropriate box)**

The Sweeney Sports Beijing Olympics Report	\$8,000 plus GST	<input type="checkbox"/>
The Sweeney Sports Olympics Report – Athens & Beijing Reports	\$12,000 plus GST	<input type="checkbox"/>

Please contact me to discuss customised research options.....

I understand that the results are **copyright** and are not to be published or released to the media or other third parties without the written consent from Sweeney Sports. By signing this, the company I represent agrees to abide by this declaration...

Signature..... Date.....

PLEASE MAIL OR FAX THIS FORM TO:

Todd Deacon
Sweeney Sports
 170 Bridport Street
 Albert Park VIC 3206
 Ph: (03) 9699-8466
 Fax: (03) 9690-7543

