



The power of sport is universal; its appeal to fans unlimited; its ability to attract sponsors and passionate supporters widespread.

The Beijing 2008 Olympic Games begin in less than six months and are already poised to be one of the most exciting Games in recent history. As the world turns its attention to the athletes and their competitions, the behind-the-scenes activities of the organizing committee, sponsors and broadcasters have been in motion almost since the awarding of the Games to Beijing.

As you work on your Olympic and other sports focused stories, please consider Helios Partners as a resource to you. With a longstanding presence in China and deep experience in the Asian sports market, the IOC and Olympic sponsorships, broadcast and media strategies, bid strategies and preparation, brand assessments and sports marketing in general, these sports industry veterans can add insights and observations to your stories.

Chris Welton, CEO

Chris is the former President and CEO of Meridian Management, the past marketing representative of the International Olympic Committee and the exclusive manager of the IOC's worldwide sponsorship program. He was responsible for the sale, negotiation, servicing and support of IOC sponsors and for creating and implementing the IOC's strategic marketing plan.

Prior to forming Meridian he was Vice President of Market Development for the Atlanta Committee for the Olympic Games where he was responsible for developing the corporate sponsorship and partnership that made significant investments in the 1996 Olympic Games. He was also responsible for the development and management of the support structure for those investors, including sponsor services and sponsor protection.

Chris can comment on

- Global Olympic Sponsorships
- The Olympic Movement in relation to current politics/conditions
- Sports Media trends – Broadcast and new media

Terrence Burns, President

Terrence has a long history in Olympic marketing and communications as a sponsor, as an agent for the IOC, and as an Olympic consultant. As the managing director of an Olympic sponsor program, he was responsible for the planning and implementation of Delta Air Lines' sponsorship of the 1996 Olympic Games in Atlanta.

Later serving as Meridian's Senior Vice President – Marketing and Sponsor Servicing, Terrence was responsible for a team of Group Managers who managed the day-to-day marketing relationships with the IOC's TOP Partners. He also spearheaded the first-ever global assessment of the Olympic Brand in 1998.

Terrence served as a communications strategist for the successful Beijing 2008 and Vancouver 2010 bids. Most recently, Terrence and his team from Helios guided the Sochi 2014 bid committee to their successful selection as host city for the 2014 Olympic Winter Games, marking the first time in history that Russia will host the Winter Games

Terrence can provide expert insight on

- Global and National Corporate Olympic Sponsorships
- The Olympic Movement in relation to current politics/conditions
- General Sports Marketing topics
- Brand Positioning
- Sponsorship and Activation
- Olympic and Major Sports Event bidding trends/best practices

Chris Renner, President

Chris began his sports marketing career in Switzerland with ISL, one of the industry's pioneers. Among other properties, ISL represented the Olympic Games, the FIFA World Cup, the World Athletics (Track & Field) Championships and the World Basketball Championships. Beginning in 1991, working as a Director on The Olympic Partners (TOP) project, Chris was a key player in the development and marketing of a sponsorship program that generated over \$300 million in gross sponsorship revenues for the Olympic movement.

In 1995, Chris set up and oversaw ISL Asia Pacific in Hong Kong. He was instrumental in creating the first truly pan-Asian sports marketing program, based upon the 1998 Bangkok Asian Games. Among other projects, Chris organized the Reunification Cup, the keystone sporting event during the British hand-over of Hong Kong to China in 1997. He later established ISL businesses in China, Korea and Japan (the latter two being related to the organization of the 2002 FIFA World Cup in Japan/Korea).

Beginning in 2003, Chris established a Beijing-based consulting agency specializing in sports marketing in Asia. The company has had a particular focus on consulting brands sponsoring the 2008 Beijing Olympic Games. Key clients over the past few years have included Lenovo (TOP), Volkswagen (Beijing 2008), BenQ (UEFA EURO 2004, Real Madrid), adidas (Beijing 2008) and FedEx (Chinese Badminton Association).

Chris can provide perspective on

- Beijing 2008 Olympic Games
- Chinese sports market
- World Cup Global Corporate Sponsorships
- Football (Soccer) marketplace
- World Cup Marketplace
- Asia / India Sports Marketplace
- General Sports Marketing Trends

To arrange an interview with a Helios professional and/or get commentary for a story that you're working on, please contact Kevin Donovan at kdonovan@heliospartners.com or call Helios at 678-904-5393.

For additional background information, please visit www.heliospartners.com