Coca-Cola

"To Sponsor is to Believe"

Coca-Cola is the oldest continuous sponsor of the Olympic Movement, present since 1926. It has made an immense contribution over the years to the success and popularity of sports. Its nostalgic collection of memorabilia, part of which is shown in this article, has been on display at the Olympic Museum in Lausanne.

The 1928 Olympic Summer Games in Amsterdam were the first "five-day" Games, with events held over several days. The Olympic Flame was lit for the first time in modern Olympic history. Women competed for the first time in track and field events. And Coca-Cola made its Olympic debut, when 1,500 cases of Coca-Cola arrived in the Netherlands on the U.S. Olympic team.

It was the beginning of an association between The Coca-Cola Company and the Olympic Movement which continues to this day.

"We are the oldest, continuous Olympic sponsor for a very good reason," said Robert C. Goizueta, chairman and chief executive officer, The Coca-Cola Company. "We believe in the same values, the same principles, and the same beliefs as the Olympic Movement."

Senator John Warner, chairman of the Senate Task Force on the Olympic Movement, noted: "It is an honor to be associated with the Olympic Movement. And it is an honor to be associated with Coca-Cola, one of the world's greatest companies."

Sponsorship of the Olympic Movement is viewed by The Coca-Cola Company as an important part of a broad marketing program designed to communicate the company's message of quality and excellence. The Olympic Movement is an international family of programs that supports athletes from around the world, promotes sportsmanship and fair play, and spreads the Olympic message of peace, friendship and understanding.