



SBD/March 10, 2011/Marketing and Sponsorship

NBC, USOC Sign Citi To \$30M Deal As Official Advertiser, Sponsor Of London Games

By Tripp Mickle & Terry Lefton

Published March 10, 2011



NBC and the USOC have signed Citi as an official advertiser and sponsor for the '12 London Games. Sources valued the media-driven deal at \$30M. The bank will be the official bank partner of the network and the '12 U.S. Olympic team. Citi plans to use the partnership to promote its 200th anniversary next year. Its rights include retail, corporate, commercial and investment banking. The deal is the second of three NBC and the USOC hope to cut in the banking category. The parties recently signed TD Ameritrade as an official online brokerage. They are working to find a

wealth management partner as well. This is the first time NBC and the USOC have partnered to sell an integrated package that includes media and marketing rights, and USOC officials are encouraged by the results of the collaboration. USOC CMO Lisa Baird: "Partners are responding to the integrated marketing and media package. We're proud of both of these coming on and doing so in quick time is evidence this is working." The USOC has been without an official bank since Bank of America declined to extend its 16-year support of the organization in '09. The Citi agreement was negotiated by GroupM, which recently worked with Farmers Insurance Group on the naming-rights deal at the downtown prospective L.A. stadium. GroupM will activate, with help from Publicis. NBC VP/Olympic Sales Paul Wilson led NBC's sales team and 21 Marketing Founder Rob Prazmark, who helped put together NBC and USOC last fall, represented the USOC in the negotiations.

Related Topics:

Marketing and Sponsorship, NBC, USOC, Citibank