

# Olympic Festivals - Diversification of Financial resources

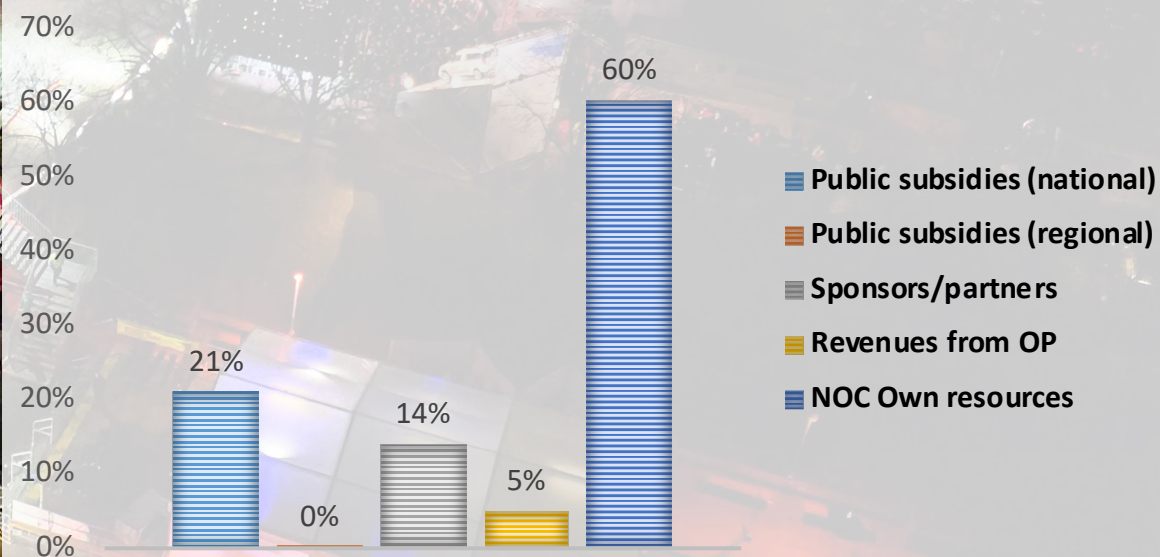
October 25 2018, Prague



# Olympic Park Sochi-Letná 2014

**BUDGET 2+ mio €**

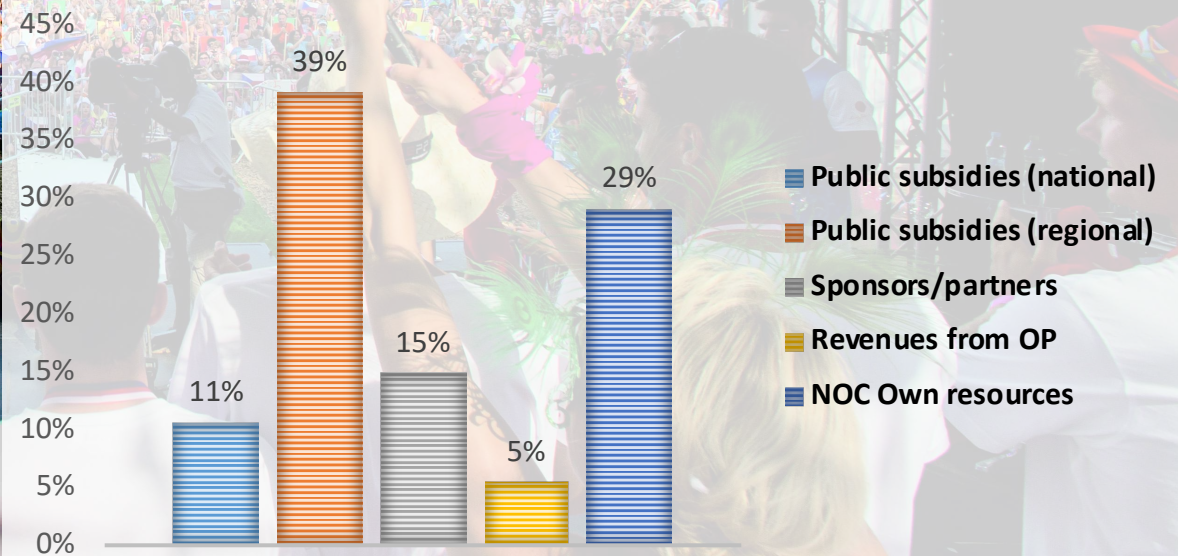
## RESOURCES



# Olympic Park Rio-Lipno 2016

**BUDGET 2+ mio €**

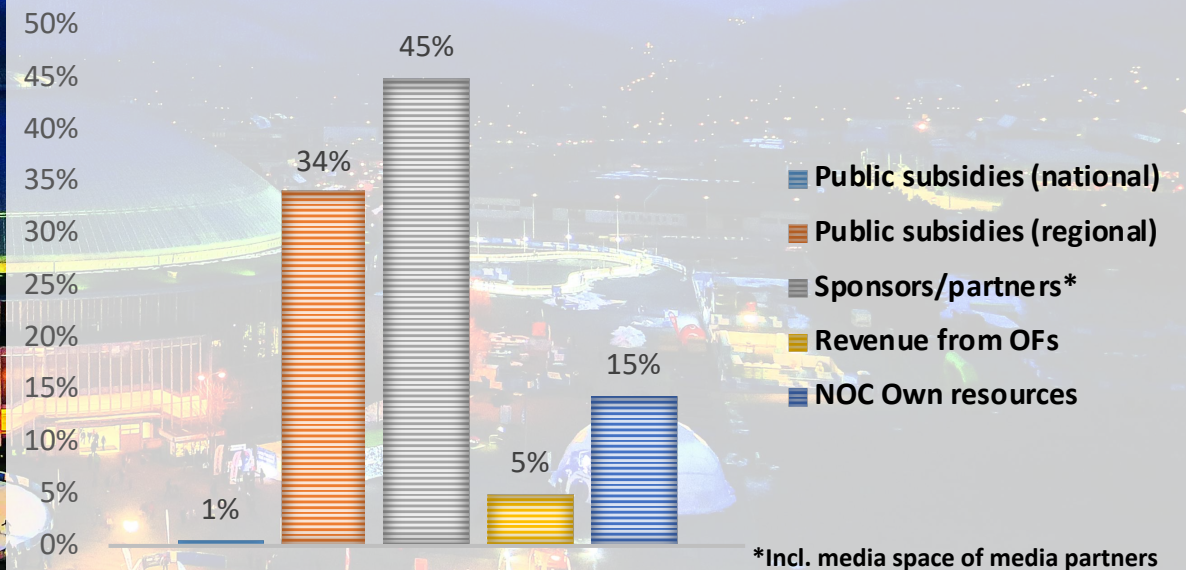
## RESOURCES



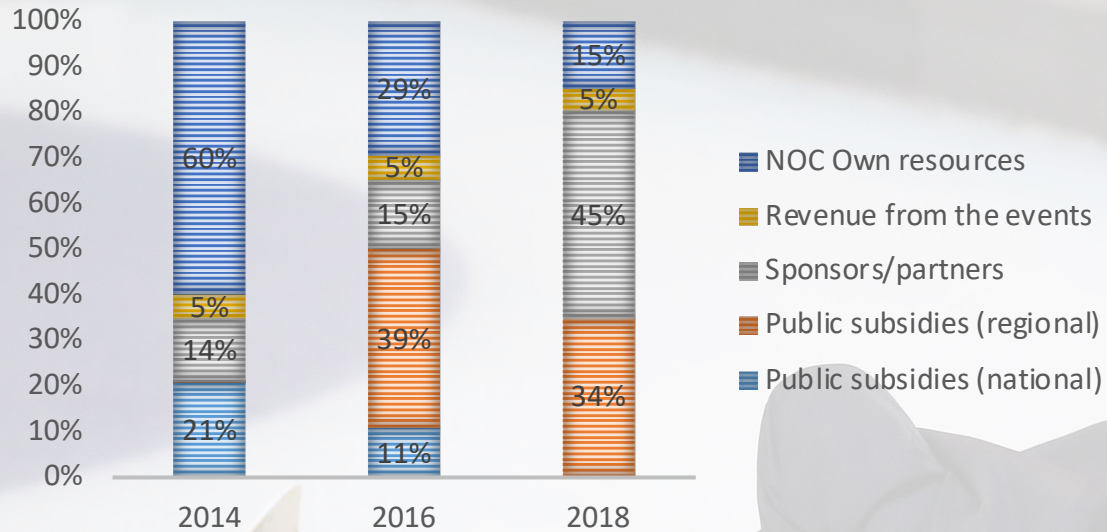
# Olympic Festivals Pyeongchang 2018 Brno and Ostrava

**BUDGET 2+ mio €**

## RESOURCES



## RESOURCES 2014-2018



### TARGET 2020:

📈 Revenues from the OF

📉 NOC Own resources

„Involving partners and municipalities becomes easier with every edition as the project is already established in the country.“



**DIVERSIFICATION OF RESOURCES:**

**1. PUBLIC SUBSIDIES – HOST CITY AND REGION**

**= INITIAL (SEED) INVESTMENT**



**2. PRIVATE SECTOR REVENUES – SPONSORS/PARTNERS  
(FINANCIAL or IN-KIND VALUE)**

**= CONTRIBUTION BEYOND THE  
CONTRACT WITH THE NOC/IOC  
PARTNERS**



**3. OTHER SOURCES OF REVENUE  
(OPERATIONS, INTERNATIONAL, OWN RESOURCES)**

**= COMPLETING THE REVENUE  
SIDE OF THE BUDGET**





Nad'á Černá  
cerna@olympic.cz



CZECH  
OLYMPIC  
COMMITTEE

**Thank you!**