

Will Panasonic Win from Olympic Sponsorship?

Written by Bob Snyder
28 August 2012



Does it seem contrary to logic that a loss-making, employee-shedding company would have been a sponsor for the Olympics?

Panasonic was the only **TOP** sponsor from Japan. The others included Coca-Cola, McDonald's, Acer, Atos, Dow Chemical, General Electric, Omega, Procter and Gamble, Visa and Samsung Electronics.

More than \$64 million of AV kit and installations included cameras for 3D broadcasting, (an Olympic first) as well as 45 large LED screens, sound systems (36 locations) and 2500 security cameras. Panasonic engineers even developed, at the request of the organizers, small, light and ultra-bright projectors for the opening and closing ceremonies.

As a TOP sponsor, Panasonic hosted a 400-square-meter corporate pavilion, **Panasonic Full HD 3-D Theater**, in the Olympic Park.

Panasonic's TOP contract was signed in 2007 (and run to 2016) so Panasonic was "stuck" with it. Yet, Japan newspaper *The Asahi Shimbun* quotes Panasonic marketing executives who

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claim Panasonic sales in Europe definitely reflect Olympic gold.

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