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Sponsor Spotlight: Airbnb Making Olympics Play

11/09/19

(ATR) No confirmation yet from the IOC or Airbnb about a possible worldwide sponsorship under the TOP program.

The San Francisco-based firm handles short term accommodation rentals in 195 countries around the world.

Ben Fischer of *SportsBusiness Journal* reports Airbnb would tailor an Olympic sponsorship to its experience product line. Along with accommodations rentals, Airbnb experience packages include activities led by hosts.

Marketing expert Rob Prazmark says a deal with the IOC makes sense for Airbnb, given its global presence. He says a marketing platform such as the Olympics would likely be a positive influence on Airbnb's plans for an IPO, still to be scheduled.

The privately held company is reported to have annual revenues of \$1 billion. The IPO could be valued at \$35 billion say reports.

With the Tokyo Olympics less than 10 months away, Airbnb may not have the time to activate for 2020. But the succeeding Games in Beijing, Paris, Milan and Los Angeles should be great opportunities for Airbnb says Prazmark.



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(Airbnb)

On the other hand, Airbnb has run into resistance in some locales, notably Paris and Los Angeles. Both cities are wrestling with regulations aimed at keeping temporary accommodations in balance with housing for permanent residents.

Airbnb would take a new category in the TOP program. Value of the sponsorship could be in the range of \$50 million per year.

ITF Announces Additional Sponsors for 2019 Fed Cup

Accor, AVJennings, and Sothys have joined the International Tennis Federation's variety of sponsors for the Fed Cup by BNP Paribas Final.



The BNP Paribas Final will take place November 9-10 in Perth, Australia, where host country Australia will compete against France.



"We are delighted to welcome Accor, AVJennings and Sothys as international sponsors of the Fed Cup by BNP Paribas Final. The Final promises to be a fantastic event with high class sporting action as the world's best two teams of this year battle it out to be crowned Fed Cup Champions." ITF President David Haggerty said in a statement.

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(Fed Cup by BNP Paribas)

Accor will provide the experience for its Le Club loyalty members to watch the final while staying at one of Accor's 14 hotels in Perth.

AVJennings, an Australian residential property developer, aims to continue its commitment to supporting women in sport.

"Ash Barty and the rest of the Australian team are great examples of what can be achieved when you set yourself a goal and work hard. So much of what we do at AVJennings is about aspiration and we couldn't be more pleased to lend our support to these athletes who are at the top of their game." said AVJennings CEO Peter Summers.

Parisian cosmetics brand, Sothys, will renew its partnership with the Fed Cup along with the ITF.

Sothys had been an international sponsor of the Fed Cup semi-final between France and Romania in April.

New Partners for Lausanne 2020

Swiss brands Le Gruyere and Swiza have partnered with Lausanne 2020 as official suppliers of cheese and knives during the 2020 Winter Youth Olympic Games.



Le Gruyere AOP has provided high quality cheese for centuries, which has been hand made in Gruyeres and Western Switzerland.

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(Le Gruyere AOP)



In honor of the Games, Swiza will create Lausanne 2020 branded knives.

In a statement Swiza CEO Gregoire Bouille says, "Swiza knives reflect emotion, aesthetics, a passion for perfection and a constant quest to surpass oneself. As Official sponsor and with these values in mind, Swiza supports Lausanne 2020 and its athletes whose courage and sporting achievements move, fascinate and push the boundaries of the possible."

Written by Ed Hula and Greer Wilson.

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(Swiza)

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