

BCG becomes a proud sponsor of LOCOG and the 2012 Olympic Games and Paralympic Games

The London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) today confirmed that The Boston Consulting Group (BCG) has been chosen as its exclusive Strategic Consulting Provider and will be the first Tier Three Provider to London 2012.

BCG has been working with LOCOG since August 2007, advising on ticketing, merchandising, sponsorship and revenue strategies. Over the next three and a half years, BCG will continue to work with London 2012 on a series of key strategic initiatives. It will also second some consultants to work within the organising committee.

BCG teams will draw on their experience of advising some of the world's largest and most successful companies to help LOCOG prepare for the London 2012 Games and also deliver on the promise to leave a lasting legacy for the city and the country.

London 2012 CEO Paul Deighton said: "Our tier three suppliers are absolutely key to the successful delivery of a great Games in 2012. The Boston Consulting Group is already a great friend of 2012 – they share our passion for sport and our vision for the Games and their strategic expertise will help us ensure that the Games in 2012 are a spectacular success. We have already achieved three-quarters of our sponsorship target and we're thrilled to be able to announce this deal."

BCG CEO, Hans-Paul Bürkner commented, "We are delighted to announce our partnership with the London 2012 Games. It takes skill, passion and dedication to be an Olympic or Paralympic athlete; these values are core to BCG and are of great inspiration to all of us. Our work with London 2012 is another example of how BCG is applying leading-edge strategic thinking to sporting organisations around the world. We look forward to contributing to the success of the Games and leaving a legacy for generations to come."

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Notes to editors:

As it heads towards its £2bn budget for staging the Olympic and Paralympic Games, LOCOG now has seven domestic Tier One Partners - adidas (Sportswear Partner), BP (Oil and Gas Partner), British Airways (Airline Partner), BT (Communications Services Partner), EDF Energy (Energy Utilities Services Partner), Lloyds TSB (Banking and Insurance Partner) and Nortel (Network Infrastructure Partner), three domestic Tier Two Supporters – Adecco, Cadbury and Deloitte and now its first Tier Three Provider – The Boston Consulting Group. The Worldwide Olympic Partners already signed up for 2012 are Coca-Cola, Acer, Atos Origin, GE, McDonald's, Omega, Panasonic, Samsung and Visa.

The Boston Consulting Group (BCG) is a global management consulting firm and the world's leading advisor on business strategy. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses. Our customized approach combines deep insight into the dynamics of companies and markets with close collaboration at all levels of the client organization. This ensures that our clients achieve sustainable competitive advantage, build more capable organizations, and secure lasting results. Founded in 1963, BCG is a private company in 66 offices in 38 countries.

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