



Join us!

Become a licensee, take the opportunity to grow your business and participate as a protagonist in the Milano Cortina 2026 Olympic and Paralympic Winter Games.



Scan the QR code and fill in the form to express your interest in becoming a licensee of Milano Cortina 2026 or contact us by email at **info.licensing@milanocortina2026.org**



*Once in a generation
opportunity*





A unique *opportunity*

The Milano Cortina 2026 Olympic and Paralympic Winter Games are approaching. An exclusive opportunity to communicate the values of sport to the whole world and celebrate Italy, its territories, its uniqueness.

The Games across the country: sustainability and inclusivity. Creativity and innovation are principles on which the organisational commitment is based: the goal is to inspire and involve people in an extraordinary and unforgettable experience.

Y **Bringing home a solid and
long-lasting legacy, symbols and
memories for future generations**

Formula for success

Those who will be part of the licensing team will have the opportunity to increase their brand awareness and expand their business using three new assets:

1. *exclusive brands*
2. *global audience*
3. *ad hoc sales channels*



1. Exclusive brands



Creation and marketing of new lines and collections branded with the unique and universally recognised brands (Olympic, Paralympic, CONI Italia Team, CIP) as well as strategic assets such as the official Mascot, pictograms and the Look of the Games.

**Proposing a merchandising experience
through iconic and memorable products**

2. Global audience

78%

The Five Rings are spontaneously recognised by three quarters of the global population and three quarters of Italians⁽¹⁾

9 mln

People expected at the main junctions

8 Tn\$

The Games take place near 4 countries with a deep-rooted tradition of winter sports whose accumulated GDP generates about 8Tn\$

2 bln

The opportunity of reaching a potential TV audience of 2 billion people

2 mln

Expected viewers with a strong intention to buy

7/10 Countries

Arousing the interest of 7 of the 10 countries that belong to the Top Global Economies

200 mln

Expected Sales on Licensed Products



Maximising the revenues by leveraging iconic brands and a global event

3. Sales channels

Traditional channels



LICENSEE CHANNELS

Exclusive Milano Cortina 2026 channels*



E COMMERCE SHOP

Selling **worldwide**, from Jul. 2024



PRE-GAMES POP UP STORES

In host cities and airports, First opening Nov. 2024
6 shops



SUPERSTORE

Selling in Milan from Nov. 2025
1,200 mq



GAMES TIME STORES

Selling on competition sites during the Games
32 stores



Promoting products through an extensive and widespread distribution network



⁽¹⁾ Base: 10,000 respondents between the ages of 13 and 65, representative of the world population by gender and age.
Source: Publicis Sport&Entertainment, January 2020

Italy speaks to the world

Involvement and organizational context

- 2** Regions
- 2** Autonomous Provinces
- 8** Olympic Venues
- 27%** National population
- 34%** National GDP



Olympic Stores

Tourist traffic

Location	Tourist-Passengers/year
Milan	12 mln
Milan Malpensa	29 mln
Milan Linate	7 mln
Venice Airport	12 mln
Milan Central Station	120 mln
Livigno	1 mln
Cortina D'Ampezzo	1 mln

The Milano Cortina 2026 Olympic and Paralympic Winter Games promote a very wide communication platform, also through promotional initiatives and events in the territory such as, for example, the Cultural Program, the Education Program, the Italy Games Project.



Together, in the spirit of the Games

Fondazione Milano Cortina 2026 will encourage partners and licensees to focus on innovation and creativity in their work, the organisational models they build, the goods and services they provide and the production and distribution of licensed products, giving extreme importance to corporate social responsibility.



Each licensee will contribute to the improvement of organizational aspects, social responsibility, environmental responsibility and anti-corruption measures



Join the team





How to become a Licensee



Frame

the QR Code at
the bottom and
enter your data



Fill in

the NDA that
you will receive
from the
Fondazione
Milano Cortina
2026



Receive

the documents
describing the
project (Expression
of Interest) and
draw up the
business plan,
referring solely
and exclusively
to your sales
channels, using
the templates
that will be
sent to you



Let's meet,
we will be at your
side to support
you at every
stage of the
process.



Sign

the license
agreement and
join the team!

info.licensing@milanocortina2026.org



**Together, to present to the world
the excellences of Italy**



milanocortina2026.org

