Press release
April 8th 2021

Paris 2024 kicks off its licensing program in the run-up to the Games

Paris 2024 has started publishing calls for interest to develop its official licensing program for the Olympic & Paralympic Games. Between now and 2024, a total of 10,000 references of Official Licensed Products – including apparel, accessories, stationery, publishing, toys & games, electronics, homeware, gift & novelties, luggage and eyewear – will be made available to the public through all retail channels. In a challenging economic climate, the prospect of €2 billion of retail sales is a prime opportunity for licensees to showcase their expertise as part of the world’s largest sporting event.

A colourful celebration of the Games

Here in France, we will be decked out in the national team’s colours, as well as those of Paris 2024, to celebrate the Games. Official Licensed Products are part of all event celebrations; the Olympic and Paralympic Games are no exception, and those made for Paris 2024 are set to be colourful! There will be something for everyone, in all product categories – apparel & accessories, gifts & novelties, toys & games, publishing, lottery, stamps & coins, luggage & travel items, stationery school supplies, and more. Approximately 60 companies, both French and international, will develop 10,000 references of Official Licensed Products featuring the Paris 2024 colours, the French Olympic and Paralympic teams, the mascot… The Games will make available products of all kinds for people of all ages and tastes, sport enthusiasts and casual fans alike.
According to the Paris 2024 Chief Commercial Officer Marlène Masure, “With 4 billion viewers, 13.5 million tickets sold and 50,000 volunteers, millions of us will share the experiences and emotions of the Olympic and Paralympic Games in 2024, whether in the stadiums or at home with family and friends. But we must start working now to create lasting memories of the Games, particularly through the objects that we will want to give and share with others – and we need to harness all kinds of expertise to do so.”

**Products that are aligned with the Games – spectacular and sustainable**

When it comes to achieving these business objectives, Paris 2024 is thinking big. Through a demanding responsible purchasing strategy, Paris 2024 will encourage candidate companies to make commitments in five areas: reducing their carbon impact; developing the circular economy; working with companies from the Social and Solidarity Economy (SSE); collaborating with the disability sector and the sheltered and adapted employment sector to help the long-term unemployed get back into work; and benefiting the local territory. In September, with the ambitions of responsibility and equity at the forefront, Paris 2024 presented opportunities for future collaborations with companies about upcoming product categories. Paris 2024 strives for transparency and aims to give everyone the chance to seize an opportunity to showcase their expertise.

**How to become a Paris 2024 Official Licensee**

All Paris 2024 contracts are subject to public procurement rules and have been made available in the form of a call for interest on the platform Maximilien.fr or on the Paris 2024 website: Official Licensed Products Paris 2024

Any company can respond before the cut-off date. No matter their size, their expertise is the main criteria that will be focused on by specialised Paris 2024 teams, who will reach a verdict for each candidate and begin the process of co-constructing the Paris 2024 licensing program with selected companies.

Paris 2024 believes that everyone has high-quality expertise to bring to the table. All applicants are welcome – so do not hesitate any longer, join the energy sparked by the Games now!

If you have any questions, please contact: licensing@paris2024.org.
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Paris 2024
The Paris 2024 Organising Committee for the Olympic and Paralympic Games is responsible for planning, organising, financing and delivering the Olympic and Paralympic Games in Paris in 2024, in accordance with the Host City Contract signed by the IOC (International Olympic Committee), CNOSF (French National Olympic and Sports Committee) and Paris City Council.

The Olympic and Paralympic Games are the largest sports event in the world and have a unique media impact, bringing together some 10,500 Olympic and 4,350 Paralympic athletes representing 206 and 182 delegations, respectively, from five continents. The Games are watched by over 13 million spectators and 4 billion viewers around the world through more than 100,000 hours of TV coverage, and their impact as a global event of great sporting, economic and cultural importance is unparalleled.

Founded in January 2018, Paris 2024 is headed by Tony Estanguet, a three-time Olympic champion and IOC member. It is run by an Executive Board, which brings together all the project’s founding members, namely the CNOSF, Paris City Council, the French State, the Greater Paris regional authorities, CPSF (French Paralympic and Sports Committee), Métropole du Grand Paris, Seine Saint Denis departmental council and representatives from the towns and cities involved in the Games.

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