

IOAPA SLOGAN-COMPETITION



Dear IOAPA-members!

After the great success of the Logo-competition, the IOAPA Executive Committee feels that our organisation needs a short but meaningful slogan which defines IOAPA in just a few words.

We therefore want to invite you to the official IOAPA Slogan-Competition. Please read the following instructions and guidelines to this competition and share your ideas and slogans with us.

We have a wealth of talent available to us, and a wonderful opportunity to create a lasting legacy. For all those who enter the competition, there is the chance for personal achievement, whilst at the same time, the opportunity to create something which benefits all IOAPA-members in the future.

1) Purpose:

The logo was the first step of acknowledging IOAPA inside and outside our organisation in a better way and to create a product which can be easily recognised and communicated to our members and partners like the IOA and the IOC.

A slogan should now tell what IOAPA stands for and why this alumni association is so unique and special!

The mission statement is important and necessary, but is too long to be used in every presentation like word-document / business cards / etc.

IOAPA Mission statement:

“To foster an **international** and **multicultural** Olympic fellowship of IOA past participants, **providing tools and resources** to facilitate Olympic education and support Olympism worldwide.“

2) Requirements:

- Maximum of 5 words
- The slogan should easily show the “soul” of IOAPA

3) Examples:

- Keep the flame burning!
- Olympic friends in every country!
- Experiencing the Olympic spirit!

4) Deadline:

Please send in your slogan(s) via e-mail to our Marketing officer under axel@ioapa.org until **31st of March 2009**.

Beside the slogan(s), please state 1) your **first name** 2) your **surname** 3) your **country** 4) the **year of IOA-participation** 5) your **contact details** (phone / e-mail / address)

5) Decision process

The IOAPA Executive committee will make a pre-selection of 5 to 10 slogans. These slogans will be announced through the IOAPA mail group one week after the deadline of the competition.

All IOAPA-members can vote once on the best three slogans

(best slogan = 3 points / 2nd = 2 points / 3rd = 1 point) by sending an e-mail to axel@ioapa.org.

After another three weeks (approx. end of April) the slogan with the most votes is winning the competition.

Please send your slogans via e-mail to our Marketing officer Axel Bammer under axel@ioapa.org

IOAPA SLOGAN-COMPETITION



6) Prizes

- 1st 10 years of free IOAPA membership
- 2nd 6 years of free IOAPA membership
- 3rd 4 years of free IOAPA membership

We hope that many of you will take part in this competition and we are sure that many inspiring slogans will be sent in!

Be creative and surprise us with your suggestions!

Good Luck!

IOAPA Executive committee

Logo design competition entry form

Please fill in the details below and enclose it with the e-mail of your entry.

Name:

Year of IOA-participation:

Address:

Country:

Telephone:

E-mail:

I hereby agree to assign the rights of my created slogan(s) to the International Olympic Academy Participants Association if chosen as one of the winners.

Date

Signature

Please send your slogans via e-mail to our Marketing officer Axel Bammer under axel@ioapa.org