



inspire



**You can be
a part of it**

London 2012 will be the most far-reaching sporting and cultural event in the world.

For the first time in the history of the Olympic Games and Paralympic Games, local and regional communities can be a part of it through the Inspire programme.

'In our bid to host the Olympic and Paralympic Games in 2012, our promise was and still is to make our Games accessible to everyone.'

We are looking for fresh, vibrant and truly exceptional projects and events inspired by the 2012 Games.

Sebastian Coe, Chair,
London Organising Committee
of the Olympic Games and
Paralympic Games

change

Inspiring change

'We're genuinely excited by the Games coming here.'

Inspire project organiser

London 2012 has sport at its heart and London at the centre, but it is more than London and more than sport. It is a Games for London, the UK and the rest of the world, for sport and culture, for volunteers and business.

Through the London 2012 Inspire programme, we are inviting non-commercial organisations to be a part of it: to reach new audiences, to forge new partnerships and to inspire change in sport, culture, education, sustainability, volunteering and enterprise.

This is your opportunity to excel, whatever you do.

Participation

The Inspire programme is an opportunity for everyone to be a part of the London 2012 Games; it is our broad participation programme spanning sport participation, medal table performance development, education, sustainability, business skills and opportunities, and volunteering.

New opportunities are being created to inspire young people and encourage communities in every part of the country to be a part of it.



Why apply?

'The Inspire programme has helped us reach young people in an unprecedented way.'

Inspire project organiser

Being part of London 2012 is a once-in-a-lifetime opportunity. We want to inspire change across the UK through the largest event this generation – with projects like yours leading the way.

Set your project apart – projects are assessed by London 2012 and the International Olympic Committee – only the very best are recognised through the Inspire programme.

Badge excellence – Inspire projects can carry the London 2012 Inspire mark, part of our brand family, on a wide range of marketing materials.

Like never before – reach new audiences, forge new partnerships, be inspired.

Showcase your success – regional and national media activity regularly focuses attention on Inspire projects. We also run regional events to showcase projects, drive inspiration and stimulate new partnerships.

Exclusive communications materials – Inspire projects can register for the London 2012 brand centre to access graphics, templates and editorial.

Networking opportunities – strengthen your project through the Inspire programme network. This is a diverse network of organisations at national and regional level, across culture, sport, education and sustainability, with potential to drive inspiration and opportunities.

Communications support

We will work with you to provide communications support that works for your project. This might include:

- inclusion in targeted London 2012 media campaigns
- London 2012 representatives at your key events
- blog and feature content on the popular London 2012 website
- features in one or more of our e-newsletters, targeting specific audiences
- media relations advice.



Criteria

'It means being part of something nationally and internationally recognised.'

Inspire project organiser

The London 2012 Inspire programme is open to non-commercial organisations delivering a project that is:

- genuinely inspired or energised by the 2012 Games
- well-planned and managed, and fully-funded
- participative and accessible
- free from commercial support or association.

A lasting legacy

The Inspire programme is for everyone, using the power of the Games to drive change across:

Sport

- Increasing participation in grass roots sports, sport competition and physical activity
- Improving Olympic and Paralympic medal table performance.

Culture

- Delivering an inspiring Cultural Olympiad that encourages wide participation
- Delivering a wider cultural festival that generates a positive legacy (including increased capacity, economic impact, social cohesion and enhanced community identity).

Education

- Promoting the Olympic values of excellence, friendship and respect or the Paralympic values of courage, determination, inspiration and equality
- Involving young people in the design, development and delivery of the project
- Improving young people's skills and enhancing employment opportunities
- Developing partnerships between institutions and other educational organisations
- Where relevant, complements and promotes Get Set, London 2012's education programme for schools and colleges in the UK.

Sustainability

- Helping to deliver a sustainable Games
- Promoting lasting environmental and community benefits using the Games as an example.

Volunteering

- Encouraging volunteering in sport, culture, education and/or sustainability.

Business opportunities

- Helping UK business to win Games-related contracts
- Showcasing UK and regional business capability in relation to the Games.

www.london2012.com

Interested?

Before you apply, we'd like to talk to you about your project. We'll take you through the process and criteria in more detail and ensure that being part of the Inspire programme will really benefit you. This is the process to apply for the Inspire programme:

step 1	Application form We need to gather information about your project before we can make an informed decision. Guidance notes are provided to explain what we're looking for in an application, and to help explain specific questions.
step 2	Submit your application You should submit your application to your first point of contact. They will come back to you with any questions. Once they acknowledge that your application is ready for review by London 2012, you will normally receive a decision in four weeks.
step 3	Decision – four weeks We respond to every application. If your application is successful, we will send you a welcome email including a brand licence agreement, communications registration form and instructions on getting started. If your application is unsuccessful, we will indicate why we were unable to proceed.
step 4	Brand Induction – 30 minutes Your welcome email will ask you to join a Brand Induction which lasts 30 minutes. We will answer your questions and highlight key issues – please attend an induction before you submit artwork (the designs for your promotional materials, including online) for approval.
step 5	Artwork approval – two weeks Every piece of artwork must be approved through Athena, the Olympic marketing extranet, before publication. Please allow two weeks for this but be aware that you will be asked to revise and re-submit artwork that does not meet the guidelines.

Applications must be received between three and 12 months before the start of your project or relevant phase of your project. Your project, or phase of your project, should run no later than 30 September 2012.

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Olympic Games and Paralympic Games Ltd.**

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