



Press release

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Paris 2024 chooses Le Coq Sportif to supply apparel for the French Olympic and Paralympic team for the Paris 2024 Games

Following its “Apparel Supplier” call for tenders, Paris 2024 has awarded to Le Coq Sportif, the performance and representation packages for the French Olympic and Paralympic team and for Paris 2024.

Le Coq Sportif has been chosen following an endeavour between Paris 2024, the French National Olympic and Sports Committee (CNOSF) and the French Paralympic and Sports Committee (CPSF), highlighting the image of a united French team and the brand’s commitment to sustainable and inclusive sport, fully aligned with the ambitions and values of Paris 2024.

This partnership recognises the technical know-how and expertise of this company, a longstanding partner of French sport for over 100 years. After supplying apparel for France’s Olympic team between 1912 and 1972, and particularly the Paris 1924 Games, Le Coq Sportif will be kitting out the French team once again for the Beijing 2022 and Paris 2024 Games.

The awarding of this contract to Le Coq Sportif will also support a strong industrial and social legacy. This French company’s project stands out in particular through its deep local roots, helping to create jobs on that scale. Today, 80% of the brand’s products are designed, produced and dyed within 40km of Romilly-sur-Seine, the brand’s historic birthplace, in France’s Aube region.

Le Coq Sportif will become an Official Partner of Paris 2024 upon the signing of the contract

By winning the “Performance” package, Le Coq Sportif has acquired the right to provide the kits for France’s 32 Olympic federations (28 already confirmed along with four potential additional sports) and 22 Paralympic federations for competitions at the Paris 2024 Games.

Paris 2024 has also awarded the “Representation” package to Le Coq Sportif. This package includes all the apparel worn by the French Olympic and Paralympic team in the Athletes’ Village and during the official and



medal ceremonies. It covers the period from 2021 to 2024 (inclusive) for all the events organised under the patronage of the IOC and IPC, such as the Beijing 2022 Olympic and Paralympic Winter Games or the Dakar 2022 Youth Olympic Games. This package also includes apparel for Paris 2024 staff for 2020-2024 (inclusive) and officials for the Paris 2024 Games.

After being awarded these first two packages, Le Coq Sportif will be an Official Partner of Paris 2024 (tier 2) upon the signing of the contract in the coming weeks, and a Premium Partner of the French Olympic and Paralympic team from 1 January 2021. This will enable Le Coq Sportif to create and sell licensed products bearing the Paris 2024 and the French Olympic and Paralympic team brands throughout France, helping to promote and build engagement for the Games among French people.

“Bespoke” partnership further strengthening solidarity measures in support of the sports movement

In addition to the solidarity programme offered by Le Coq Sportif, which will allow the federations to acquire additional equipment at specially negotiated rates. As part of the package, Le Coq Sportif offers a “bespoke” partnership for the sports movement that is aligned with the expectations of the Olympic and Paralympic federations. Any federations that would like to keep their own equipment suppliers for competition apparel (“Performance” package) will be allowed to do so, subject to the payment of a contribution to a solidarity fund that will benefit federations that require support.

Before launching this call for tenders, Paris 2024, the CNOSF and the CPSF conducted a wide-ranging consultation with the French sports movement. This comprehensive approach (preferential pricing combined with the possibility for federations to opt out of the “Performance” package) will make it possible to meet the expectations of the various Olympic and Paralympic federations.

Tony Estanguet, Paris 2024 President: *“With Le Coq Sportif, we have chosen a longstanding partner of French sport. Le Coq Sportif is a brand that has been supporting our major sporting events for over 100 years and shares a beautiful history with our Olympic values. Back in 1924, for the Paris Games, Le Coq Sportif was already the equipment supplier for the French delegation! We are particularly delighted to be able to work alongside Le Coq Sportif for the next four years. In line with Paris 2024, it is a brand with strong commitments to sustainable and inclusive sport, it has chosen to have deep local roots in France, and it contributes to a strong industrial and social legacy.”*

Denis Masseglia, CNOSF President, and Marie-Amélie Le Fur, CPSF President: *“We are delighted that Paris 2024 is offering the federations a ‘bespoke’ model, allowing those that wish to do so to develop their participation in the Games with their equipment suppliers, while enabling others to continue benefiting from a solidarity programme in line with that put in place by the CNOSF since 2013”.*

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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 leading sports event in the world and have a unique media impact, bringing together some 10,500 Olympic and 4,350 Paralympic athletes, respectively representing 206 and 182 delegations from five continents. The Games are followed 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.

Paris 2024 was established in January 2018 and is chaired by Tony Estanguet (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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