



# *Ticketing campaign*

Milano Cortina 2026

July 2024

# *Ticketing Program*

## overview



### *Project summary:*

1. Tickets for the Olympics will be made available to the public in various ways. In the initial phase, a draw system will offer the possibility to purchase tickets in a limited time (e.g. 48 hours).
2. To be part of the draw, it will be necessary to register on the official platform, through the dedicated website.
3. Tickets for all events will be digital only and will have the same price worldwide.
4. **Milano Cortina 2026 website will be the only channel for the sale of stand-alone tickets (not part of packages).**
5. The events that can be purchased will be: the opening and closing ceremonies of the Olympic Games, 16 Olympic disciplines, the opening ceremony and closing ceremony of the Paralympic Games and 6 Paralympic disciplines.

# *Ticketing Program*

## The campaign



The Ticketing Campaign is an articulated project that has to:

- promote the official ticket sales program for all the events of the Milano Cortina 2026 Olympics and Paralympics.
- To give value to the opportunity for spectators to see the Winter Games live again after 20 years
- Emphasise the fact that tickets are the “passport” that will allow access to the competitions and to be able to experience the thrill of the Games (a “once in a lifetime” experience) in an Italian reality rich in places, cultures and landscapes unique in the world: Italy is a destination of great international tourist attraction.
- Highlight the quality of experiences to choose from, not the quantity.

## *Campaign objectives:*

**Filling the competition venues**

**Achieving sales goals**

# Ticketing Campaign

## Creativity



**It is important to create a concept applicable to the entire communication and for the whole period: from August 2024 until Games Time providing both an Italian and English version.**

The message must be declined to meet the needs of the various phases of which the project is composed:

- The registration phase for the draw which will allow all members to have a time window for purchase (from summer 2024)
- **Countdown to the draw (November 2024)**
- the promotion of tickets for the Paralympics that will be put on sale without a draw with the "first come, first served" system (on sale from 6 March 2025)
- Targeted sales and promotions: Earlybird, Unsold, Special Ops (from April 2025)



# *Creative concept*





The Olympic and Paralympic Winter Games

*are events like no other.*

*Emotions, energy, tears of joy*  
the highest peak of an athlete's career.





You can't miss it.

This is a once-in-a-lifetime opportunity to be part of something epic, unique.

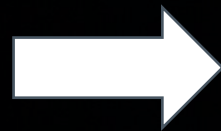
*You're just a ticket away*

From the DREAM



*You're just a ticket away  
from the dream (3phase campaign)*

DON'T MISS THE  
EMOTION!



*You're just  
a ticket away*



IT'S NOW OR  
NEVER

PUSH SIGN UP

we  
are  
here

TBD



# *Phase 1*

don't miss the emotion, sign up now.

On air from august to mid November 2024



# *Primary assets*

The main assets of the campaign should be used preferably in rotation.





*Don't miss  
the moment.*

**SECURE YOUR PRIORITY TIME SLOT  
TO BUY A TICKET.**

**[TICKETS.MILANOCORTINA2026.ORG](https://tickets.milancortina2026.org)**





*Don't miss  
the emotion.*

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TO BUY A TICKET.

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*Don't miss  
the adrenaline.*

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# Overview





# Campaign toolkit

Don't miss the emotion



Creative master  
70x100cm



Creative master  
100x70cm



Mail signature  
800x199px



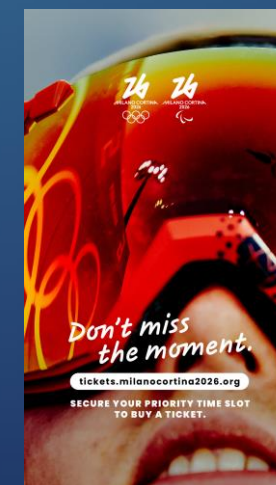
Footer newsletter  
600x150px



Adv banner  
300x250px



Post Social  
1080x1080px



Stories Social  
1080x1920px

Full toolkit with all materials for all subjects will be available from the first week of september





*Thank you!*