

《Airbnb砸了巨款，成了奥运合作伙伴，想让运动员做网红？》

sponsorship ['spɒnsəʃɪp]

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The International Olympic Committee is encouraging current and former Olympic athletes to sell personal experiences and access to their training regimes to fans via Airbnb.

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At a press conference in London to announce Airbnb's \$500m (£380m) sponsorship of the next five Olympics, the IOC president, Thomas Bach said: "From this partnership there will also be direct benefit for athletes."

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He said: “With Airbnb’s support we will develop new opportunities for athletes around the world to develop their own direct revenue streams through the promotion of physical activity and the Olympic values.”

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The Olympian Experiences scheme would also “enrich the Olympic experience of the spectator”, Bach said.

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Stephanie Reid, a British long jumper who won silver medals at the 2012 and 2016 Paralympic Games, said she was considering offering a range of experiences to fans via Airbnb.

??2012??2016????????????????????·????????????Airbnb????????????

She said one of the first things she would offer were lessons in how to deal with nervousness before competition. “What I do is just normal to me, but other people think it’s really cool,” Reid said.

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Mikel Thomas, a Trinidad and Tobago athlete who competed in the 110m hurdles at the 2008, 2012 and 2016 Games, said he would offer opportunities to go running with him. “Would [Airbnb users] want to run through cities with me while I’m on the Diamond League tour?” he asked. “In a world that is so disconnected, [this will help] get back to human interactions.”

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Sport is being debased by commercial sponsorship.

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The club has made an approach to a local business firm for sponsorship.

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