

Visa and the Olympic Games

30 years of history together

Visa celebrates three decades of Olympic Games sponsorship—a partnership rooted in Visa's goal of acceptance for everyone, everywhere. Here's a look back at the evolution of a global brand, Visa's role in changing the way we pay and winning moments in Olympic Games history.

1976

BankAmericard changes its name to Visa—a name pronounced the same in every language

1983

Visa launches world's first ATM network

1986

Visa becomes a TOP sponsor of the Olympic Games and the only card accepted at the Olympic Games venues



1988

Visa sponsors its first Olympic Winter Games in Calgary, Alberta and its first Olympic Summer Games in Seoul, South Korea

1994

At the Olympic Winter Games in Lillehammer, the ladies short program in figure skating becomes one of the most watched events in U.S. television history

The Olympic Games shift from every four years to every two

1996

The Olympic Games celebrate its 100th anniversary in Atlanta, Georgia



2000

The number of Visa cards issued reaches 1 billion

2004

Visa establishes Team Visa, which supports select Olympic and Paralympic hopefuls with financial and marketing support

2007

Visa launches the Visa mobile platform and Visa payWave (contactless payments)

2008

Visa becomes the largest IPO in U.S. history

2009

Visa renews Olympic Games sponsorship through 2020

2012

Team Visa athlete Kerri Walsh Jennings wins her third consecutive gold medal in women's beach volleyball at the London 2012 Olympic Games



2014

"Everywhere You Want to Be" becomes Visa's new ad campaign

Visa launches Visa Checkout

2014

Team Visa athletes Meryl Davis and Charlie White become the first U.S. pair to win a gold medal in ice dancing



2015

Visa Token Service enables Samsung Pay

2016

Visa celebrates 30 years as a TOP sponsor at the Rio 2016 Olympic Games



worldwide sponsor