

Media Release: Official Insurer Allianz inspires unity, safety, and excellence at Milano Cortina 2026 Winter Games

- **As The Official Insurer of the Olympic and Paralympic Movements, Allianz enables safe and successful competitions for organizers and fans.**
- **Athlete support is at the heart of the partnership, with “Team Allianz” athletes competing in various sports disciplines.**
- **Marking 20 years of collaboration with the Paralympic Movement, Allianz continues to drive inclusion through sport.**
- **The “Safety Sled” initiative underscores engagement for winter sport safety.**
- **Allianz's "Step Into Life" activation in more than 40 markets emphasizes pivotal moments setting the stage for excellence.**

Munich/Milan, Jan. 27, 2026

Against the backdrop of a more divided world, Allianz, The Official Insurer of the Milano Cortina 2026 Olympic and Paralympic Winter Games, is helping to bring people together in peaceful competition in one of the world’s largest sporting events. Athletes from across the globe benefit from Allianz’s support to help them excel in competition and prepare for their futures beyond the Games. The launch of the [Safety Sled](#) is Allianz’s first step in improving safety in bobsleigh.

Two hundred Allianz employees and customers will participate in the [Paralympic Torch Relay](#), symbolizing unity as they carry the flame until the Paralympic Games opening ceremony on March 6, 2026. Celebrating 20 years of Allianz's partnership with the Paralympic Movement, the company underscores its ongoing support for inclusion through sport.

"Allianz is proud to again collaborate with the Olympic and Paralympic Movements to bring the Milano Cortina 2026 Winter Games to life. Italy is one of our core markets globally and I would like to acknowledge our Allianz colleagues who have supported the host country in welcoming the world in a spirit of unity and conviviality.

*Whether supporting athletes as they prepare for competition and for life, or bringing peace of mind to organizers and spectators, Allianz’s support of the Games is designed to magnify the Olympic spirit beyond the sporting venues so that it can inspire people everywhere around the world,” said **Oliver Bäte, CEO of Allianz SE.***

Safety for sport

[Allianz's involvement has begun years before the event](#), collaborating with the Italian National Organizing Committee to create bespoke insurance solutions that address the unique

challenges of hosting the Olympic and Paralympic Winter Games across diverse and geographically dispersed venues from Milan to the Dolomites and Italian Alps. This includes protection against risks in the wider sports ecosystem related to property, liability, cyber threats, and travel disruptions, all while coordinating efforts with the International Olympic Committee and the broader insurance market. Allianz Partners provides [ticket cancellation insurance](#) for fans and medical assistance coverage to members of the Olympic family on the ground.

As insurer and risk manager, Allianz is also pivotal in enhancing safety, both in the sports business and in arenas, on slopes, and on tracks. Since January 2025, it has [collaborated with the German Bobsleigh and Luge Association to elevate safety standards in bobsleigh](#). At the heart of the initiative is the "Safety Sled", a forerunner bobsleigh used during the 2025 world championships. On race days, including those ahead at Milano Cortina 2026, the Safety Sled will analyze ice and track conditions and share insights with pilots to help them prepare optimally before their first run.

Excellence in sport and life

Supporting athletes remains at the heart of Allianz's partnership with the Olympic and Paralympic Movements. [Team Allianz](#) now includes 120 athletes and para athletes from 33 countries. Of these, 38 compete in winter disciplines, with 28 expected to take part in the Milano Cortina 2026 Olympic and Paralympic Winter Games. Core initiatives are the [Buddy Program](#) and [MoveNow](#), which provide mentoring, financial literacy programs, and career coaching, helping athletes navigate the complexities of both sport and life.

Unity and inclusion: 20 years of Allianz Paralympic partnership

2026 marks 20 years of Allianz's partnership with the Paralympic Movement, highlighted through its collaboration with the [Paralympic Torch Relay for Milano Cortina 2026](#). In 2006, Allianz first connected with the International Paralympic Committee (IPC) and the German Disabled Sports Association (DBS). This initial engagement led to a strategic relationship, evolving from early support to becoming the IPC's first International Partner in 2010 and then the Worldwide Olympic & Paralympic Partner [in 2021](#).

Over two decades, Allianz's involvement has been instrumental in increasing the visibility and professionalism of Paralympic sports, expanding inclusion and bringing together athletes, families, and fans in shared celebration of human potential. Moving forward, Allianz will continue to expand access to para-sport in underrepresented regions, integrating new generations through the belief that sport belongs to everyone.

Global "Step Into Life" campaign

Allianz's Milano Cortina 2026 activation, titled "Step Into Life," centers on the themes of physical readiness and mental confidence as the foundation of extraordinary performance. It captivates audiences through engaging TV spots and innovative [digital health tools](#). By connecting millions of people across more than 40 markets and attracting more than 500,000 unique visitors to the company's global landing page, the campaign reinforces Allianz's ambition to unite people through sport and everyday life moments.

"Our campaign shines a light on a universal moment – the pause right before stepping into something big. Whether an athlete at the start gate or any person facing a defining challenge, it's the instant where focus sharpens and readiness and resilience determine



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*performance. Allianz is championing that crucial moment, supporting athletes and individuals as they prepare to step forward with confidence,” said **Eike Bürgel**, Allianz Olympic and Paralympic partnership lead.*

Strong impact across Italy

In Italy, the host nation, Allianz will lead the [Paralympic Torch Relay](#) through 13 cities and has launched an ongoing national TV campaign celebrating Italian athletes (legends as well as this year’s stars), reinforcing how deeply the Games can unite people across regions and generations.

Additional activations include community events, social media engagement, and partnerships with [the Italian National Olympic Committee \(CONI\)](#), [the Italian Paralympic Committee \(CIP\)](#), and national sports federations. Beyond the Games, Allianz Italy is committed to building a lasting legacy through [Fondazione Allianz UMANA MENTE](#), supporting young people with disabilities and promoting access to sport.

Downloads

[IOC Marketing Guide](#)

Further links

[Behind the medals: How insurance keeps the Olympics running | Allianz](#)

<https://www.olympics.com/ioc>

<https://www.paralympic.org/milano-cortina-2026>
[Olympic and Paralympic Movements](#)

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* As of September 30, 2025.

Mandatory corporate information: [Corporate disclosures](#)

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