

Forbes

Dozens of countries are offering bonuses to athletes who claim one of the 327 medals available across the 15 sports at the Beijing Olympics, which officially kick off with today's opening ceremony. Ahead of the Games, *Forbes* reached out to the national Olympic committees or government sports ministries of all 91 countries and territories set to compete and was able to confirm that at least 32 will pay cash prizes for medals; only four of the respondents do not plan to pay their athletes some sort of bonus explicitly for winning medals.

Among the most generous nations is Turkey, which is willing to pay roughly \$380,000 for a gold medal. And Hong Kong, which competes at the Olympics independently of China, is promising the equivalent of \$642,000. But those are mostly theoretical exercises: Neither delegation has ever won a Winter Olympic medal.

The dominant Team USA, meanwhile, will pay \$37,500 for each gold medal, \$22,500 per silver and \$15,000 per bronze. That money is on top of the grants and benefits like health insurance that are more widely available to Team USA athletes, all of it paid by

other countries offer less to groups. Slovakia, for instance, is promising roughly \$56,000 for a gold medal in an individual sport and an average of roughly \$17,000 for each member of a gold-medal-winning team—although the exact amount can rise or fall