

3-25-09

Overview:

2010

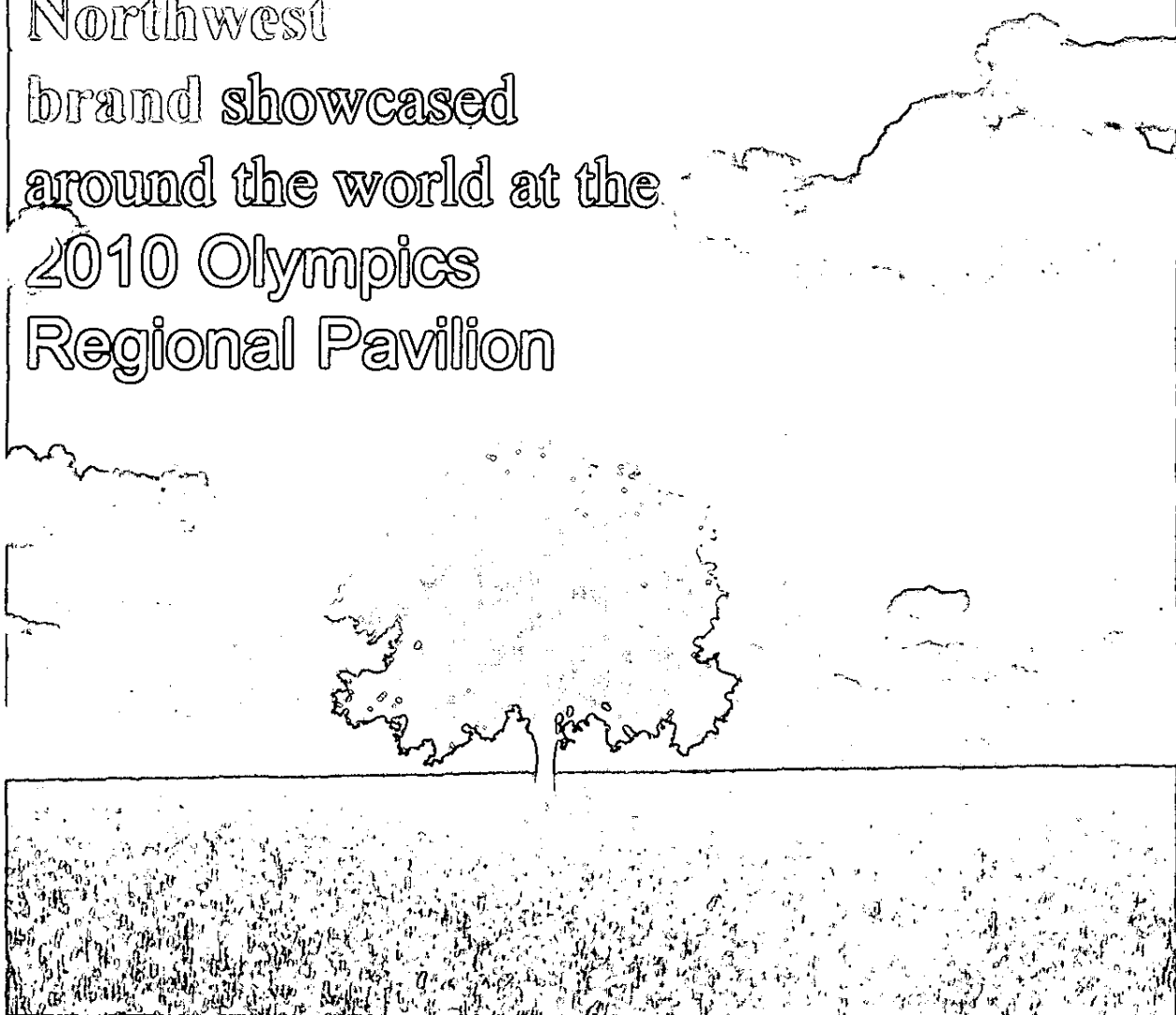
Winter

Olympics

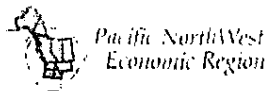
Pavilion

<target><bill></bill><subject>3-25-09 Overview 2010 Winter
Olympics Pavilion</subject><comm>SWTR26</comm></target>

the
Pacific
Northwest
brand showcased
around the world at the
2010 Olympics
Regional Pavilion



Sustainability
Diversity
Community
Nature
Activity

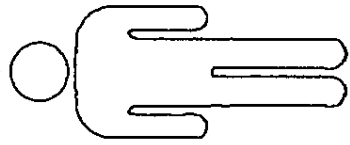


Government of
Saskatchewan

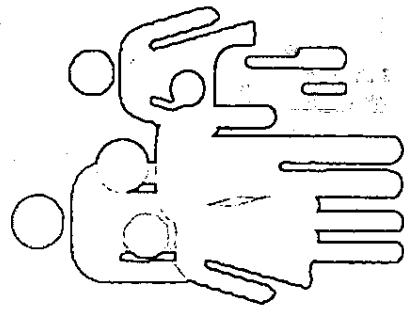


OREGON

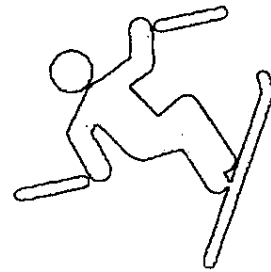
2010 Olympic and Paralympic Games



3,000,000,000 viewers



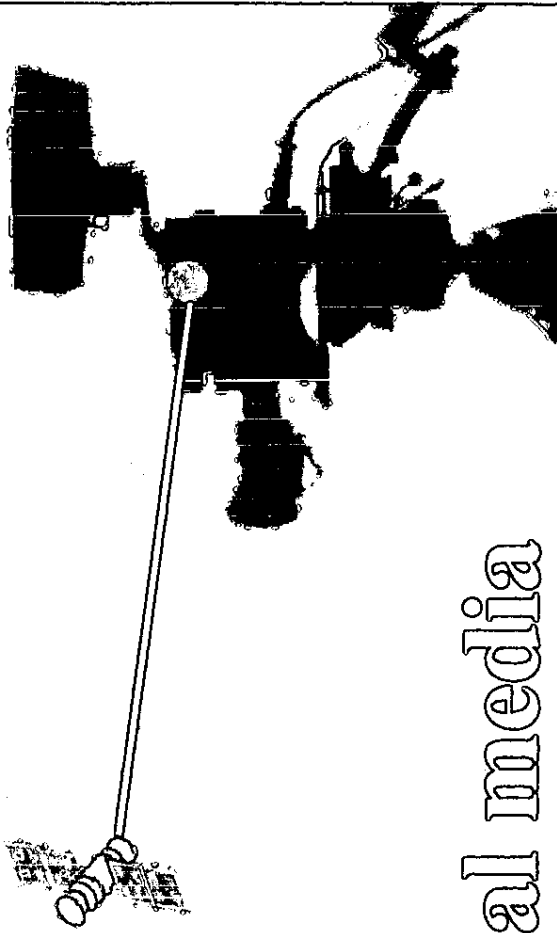
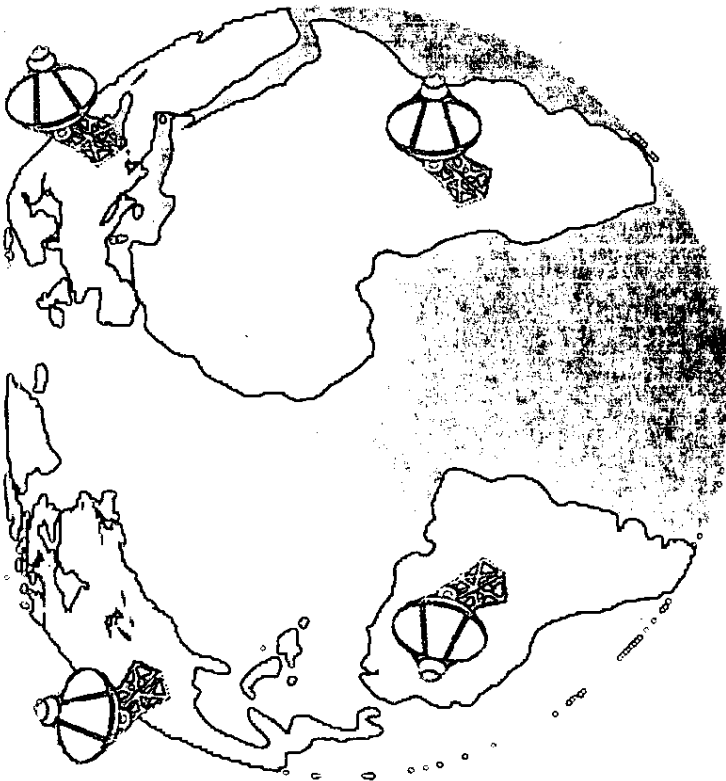
250,000 + visitors

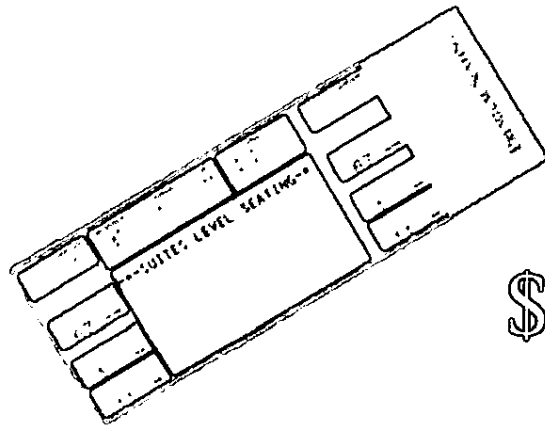


5,500 athletes

80 countries

15,000 international media





\$345,000,000 tickets ordered

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	28	30	31		

17 days of Olympic Games

10 days of Paralympic Games

Days total

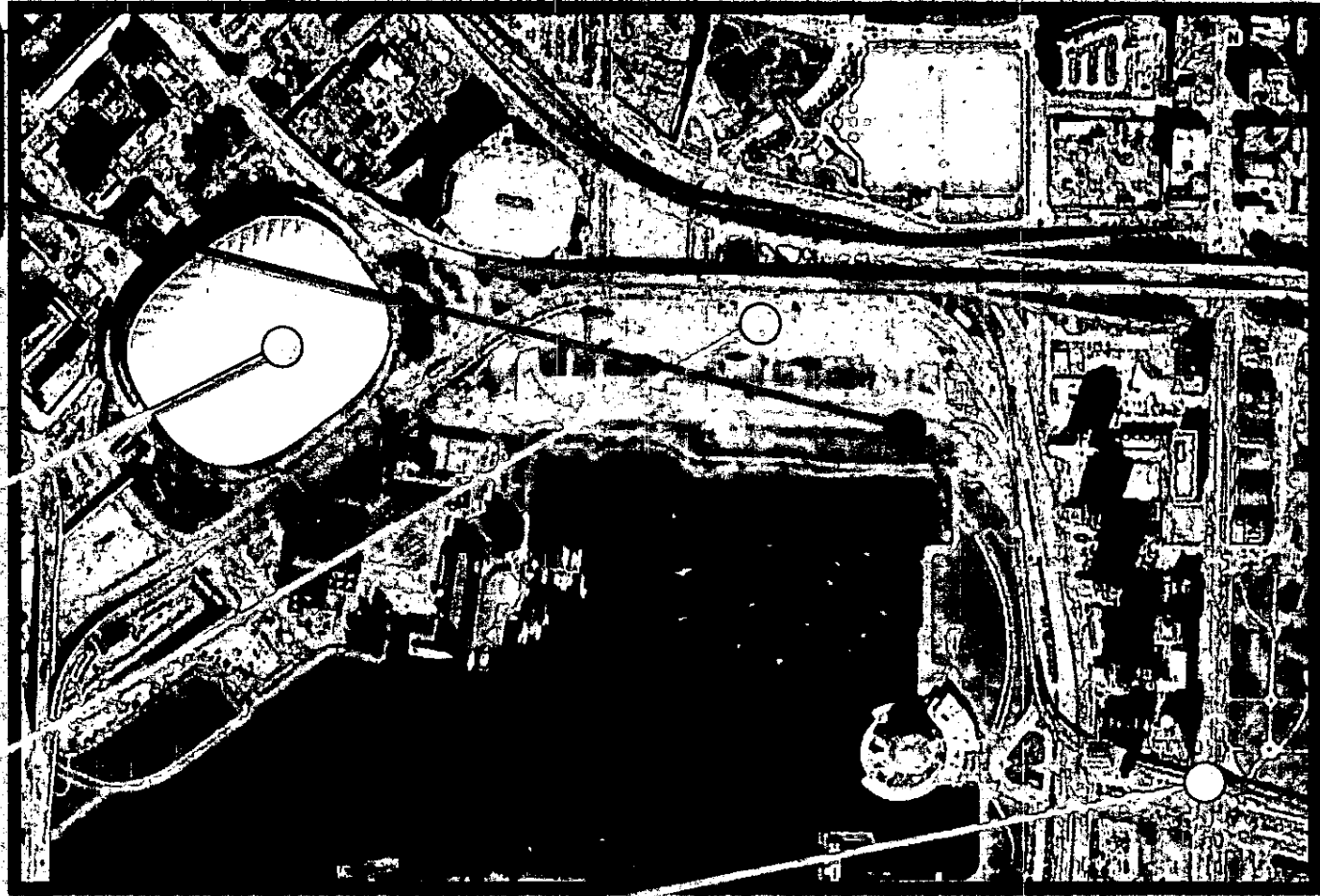
The *Best* Location at the Olympics Games

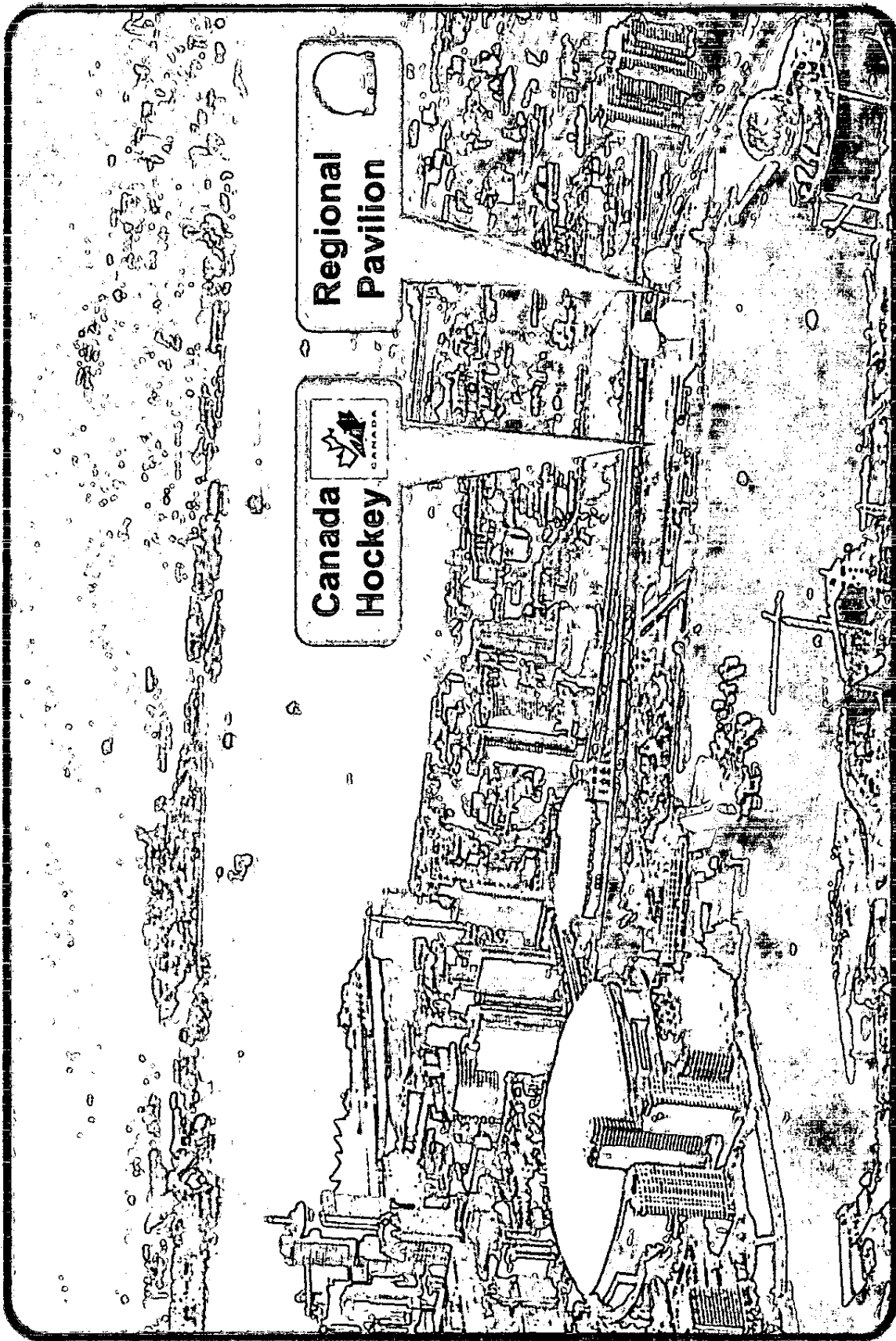
**Regional
Pavilion**

**BC Place
Stadium**

**Hockey
Canada**

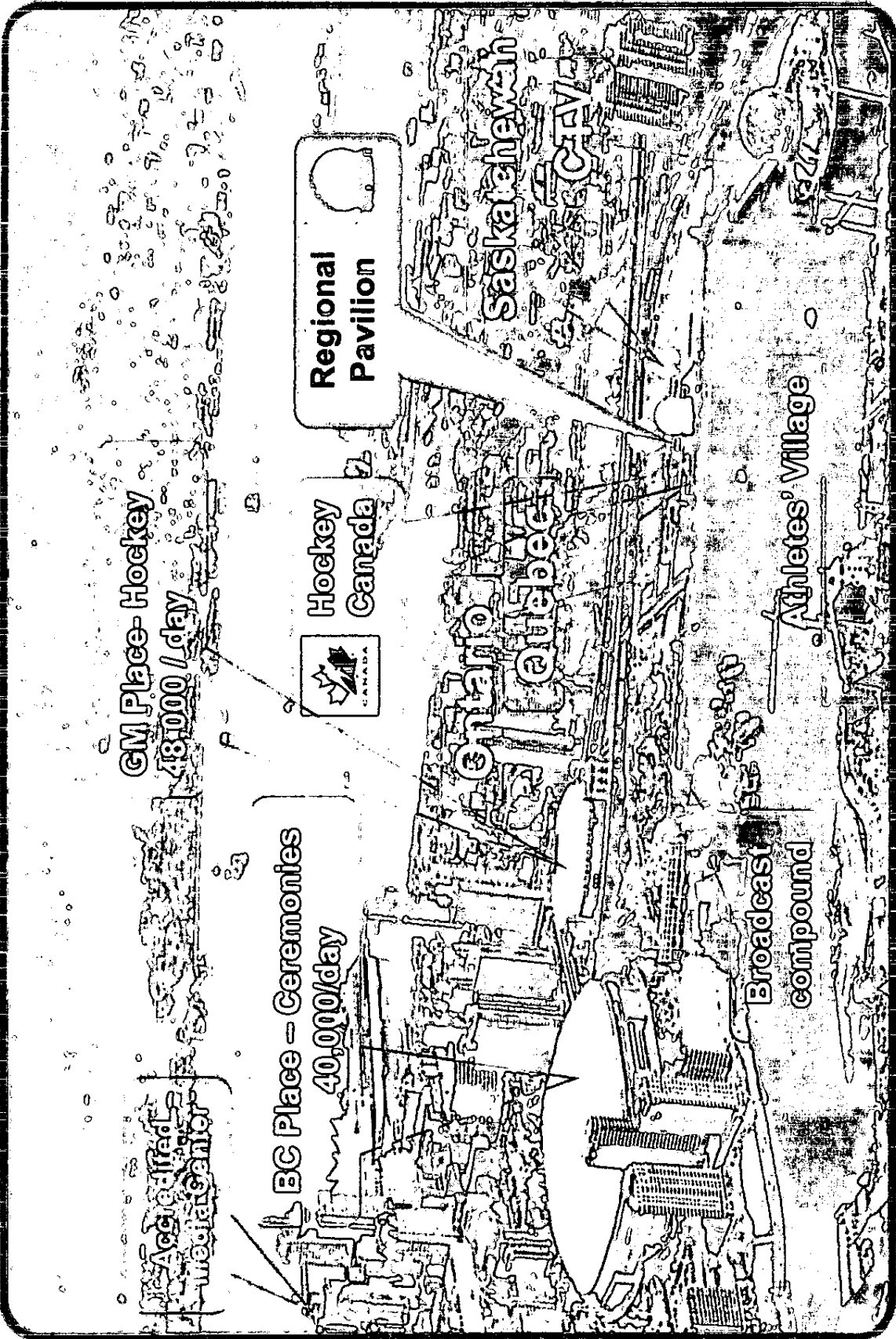
**Main
Skytrain
Station**

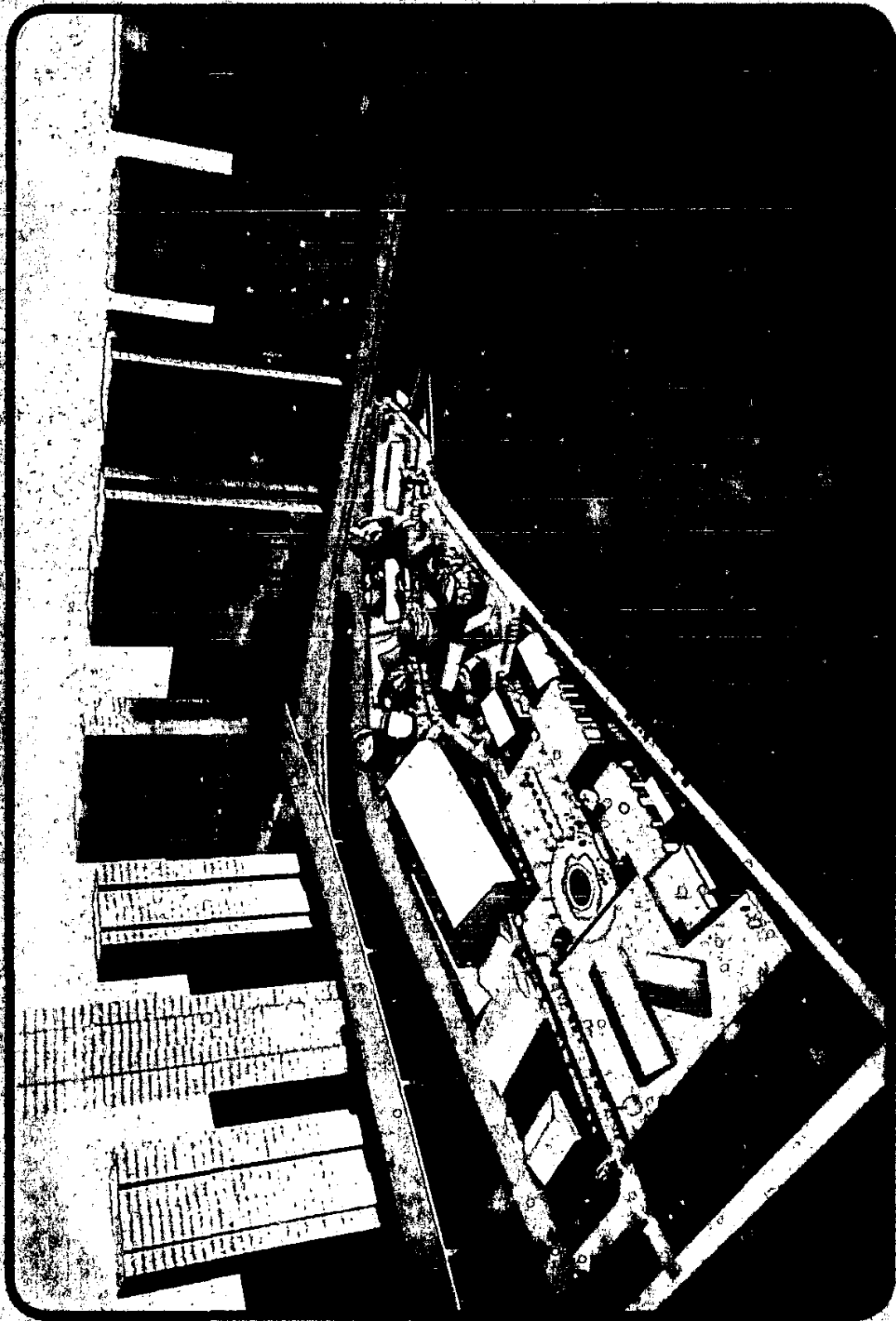


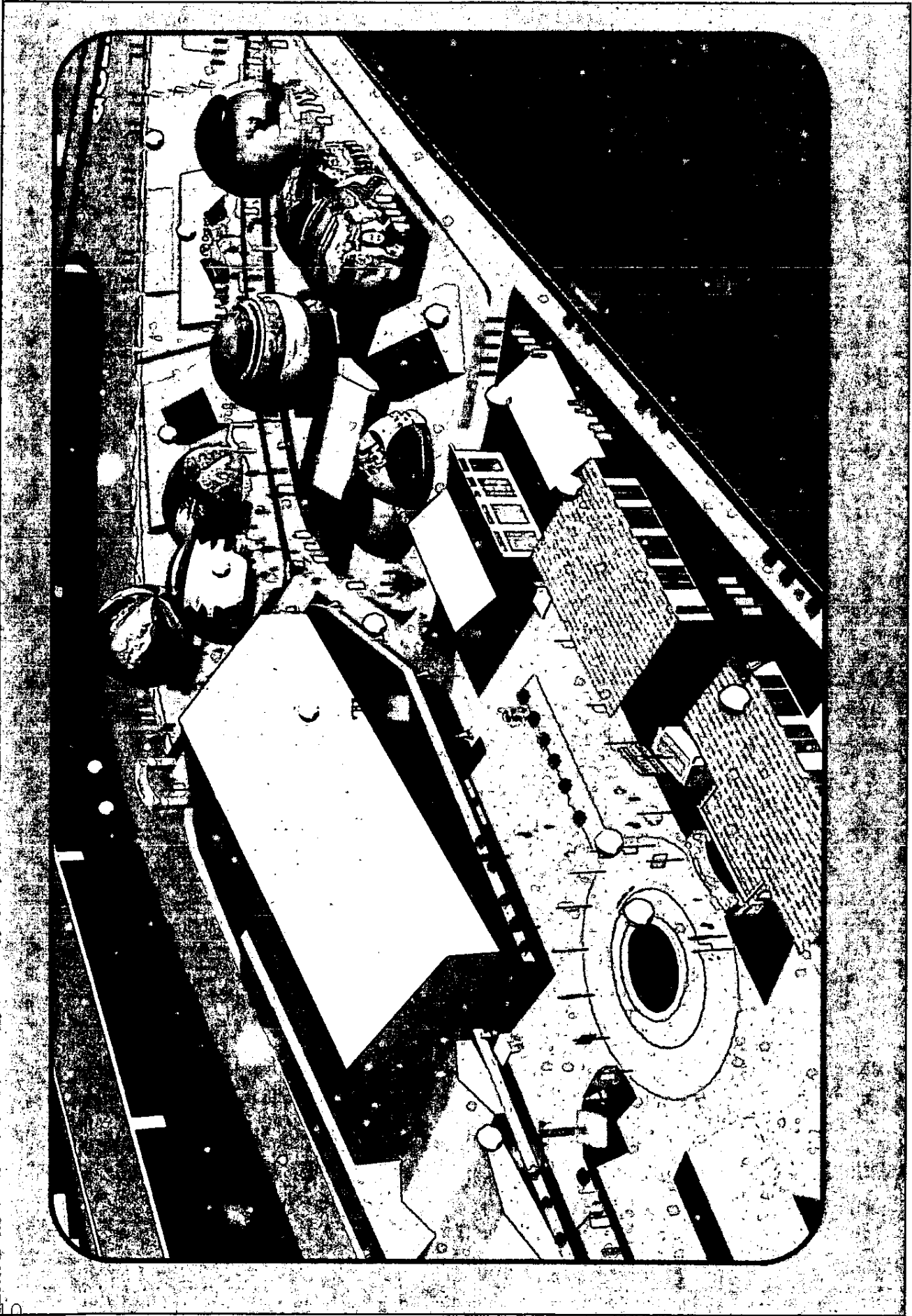


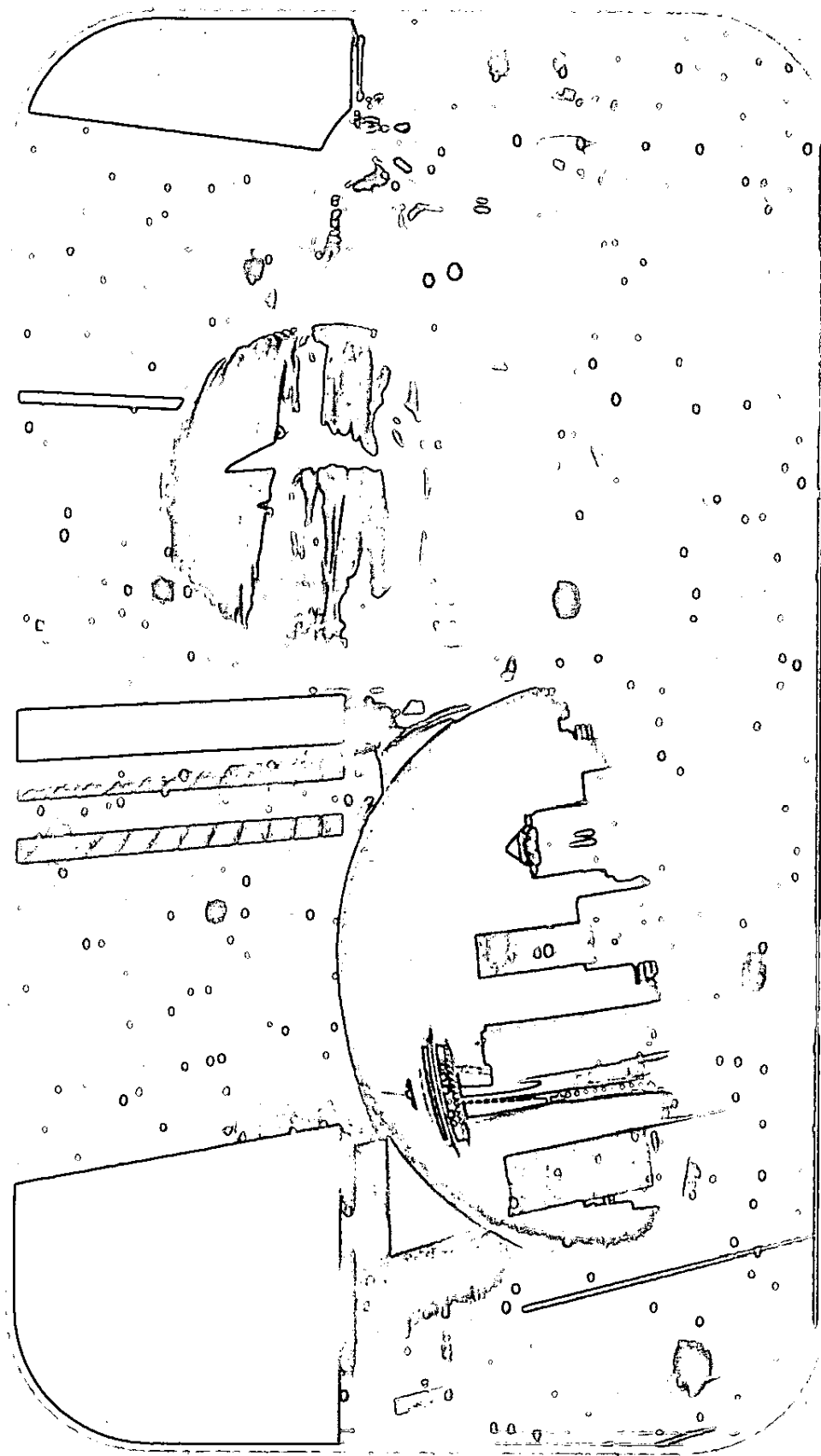
**Canada
Hockey**

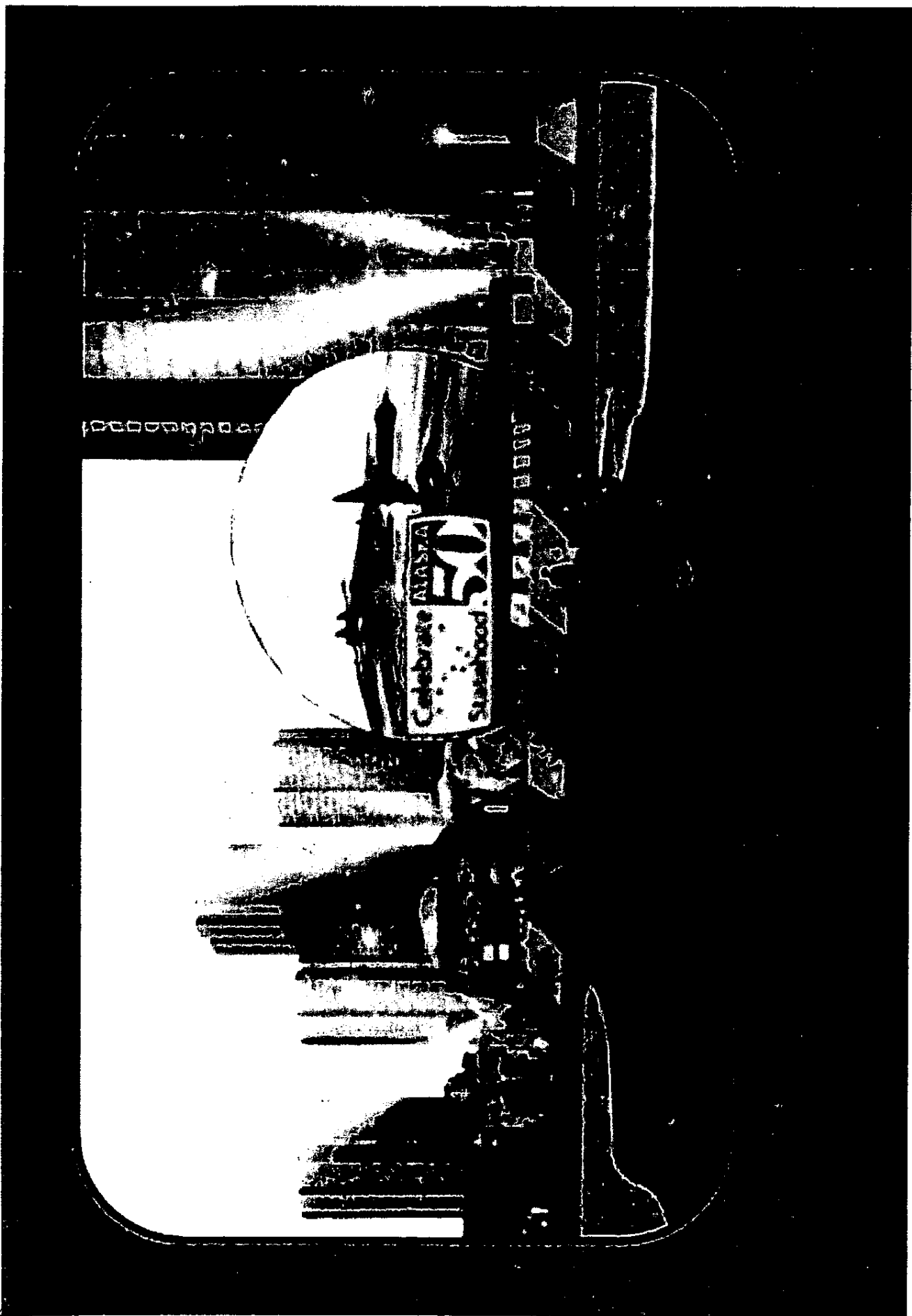
**Regional
Pavilion**

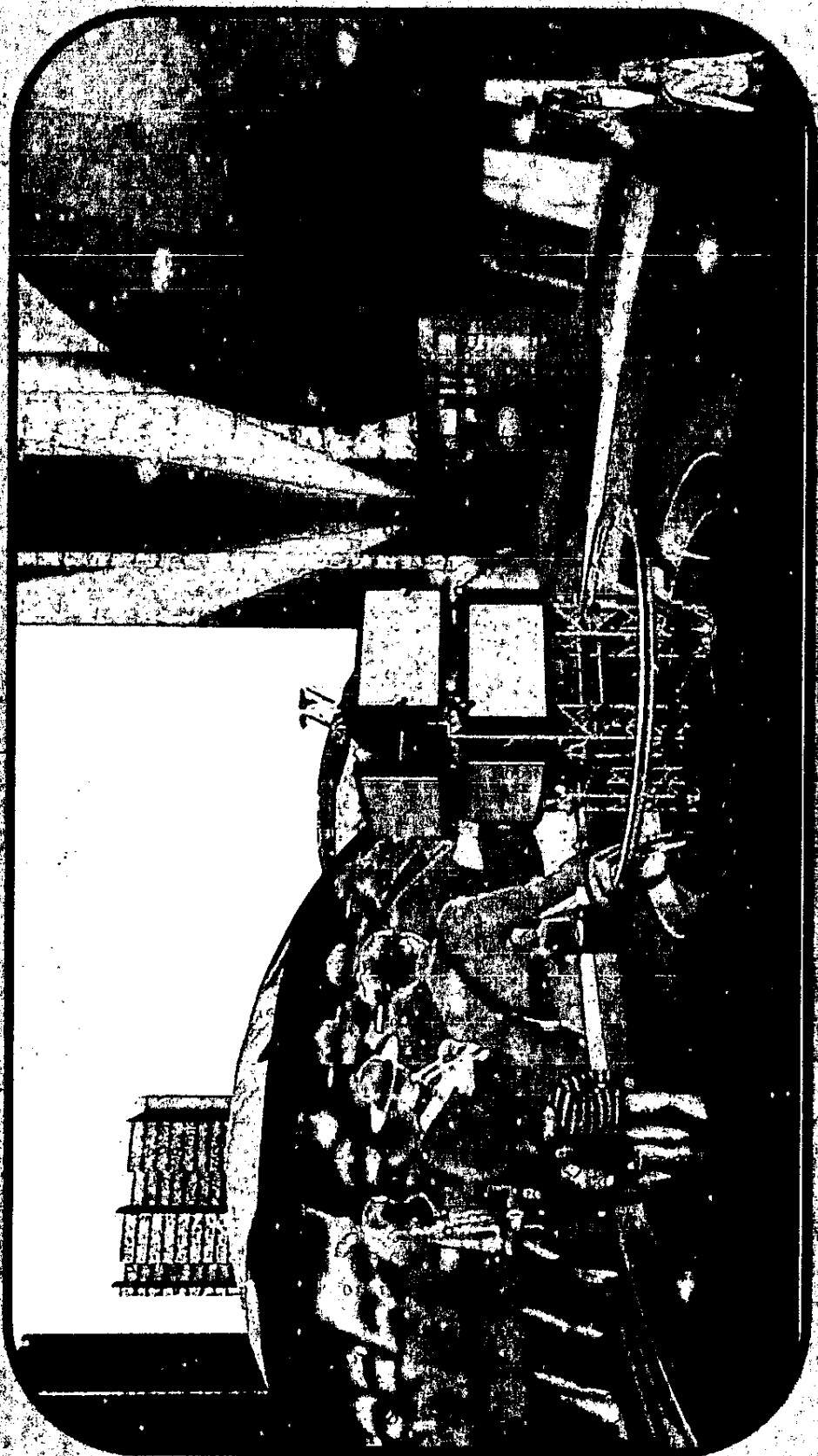








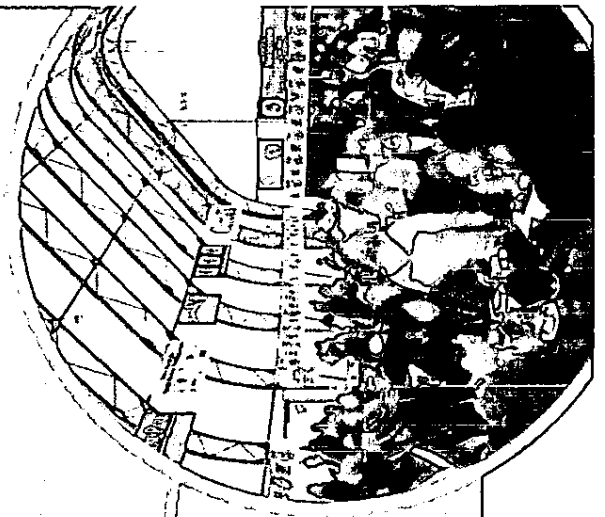
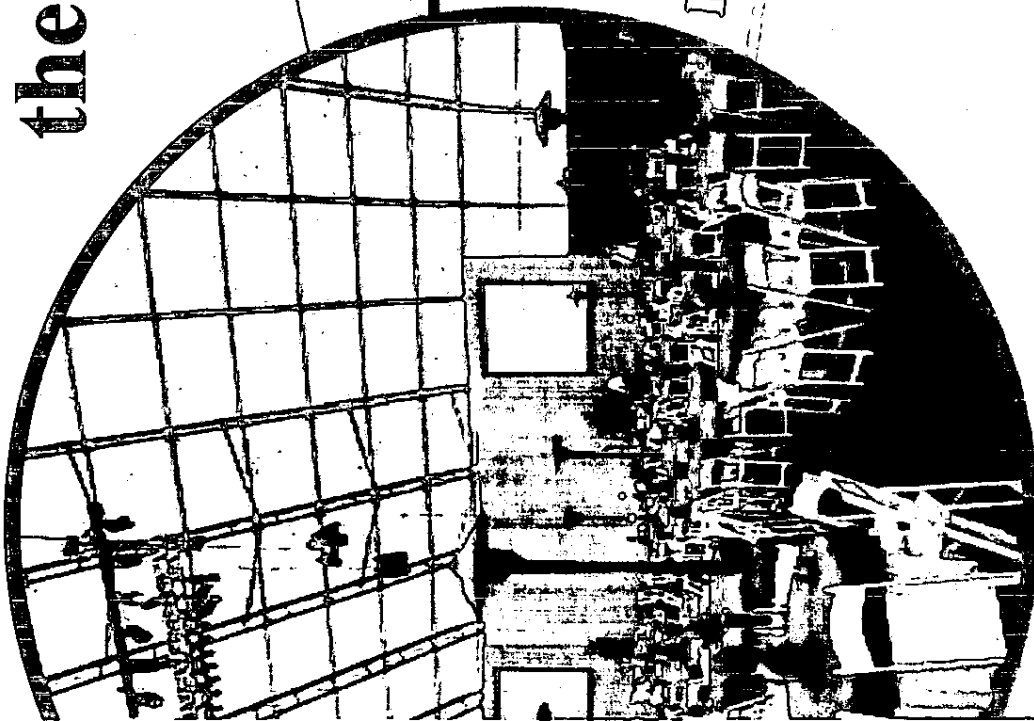




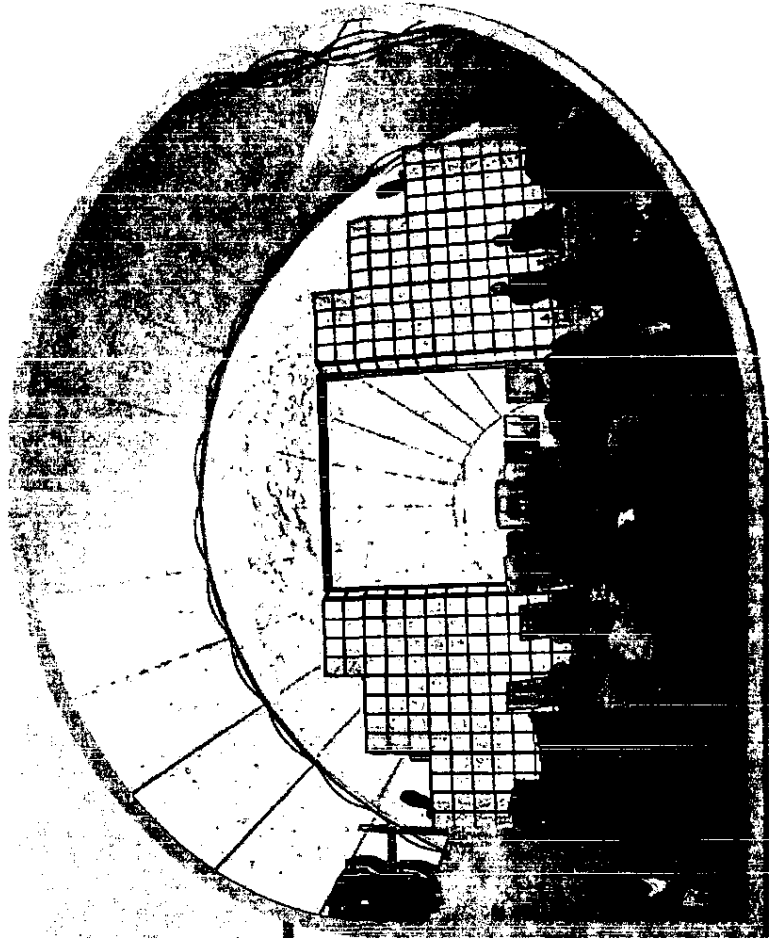
The best location deserves the best structures

food and beverage space

retail opportunities



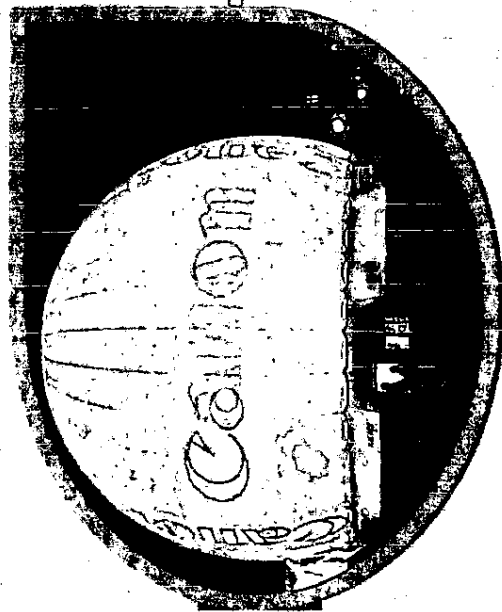
creative license for
shows and presentations

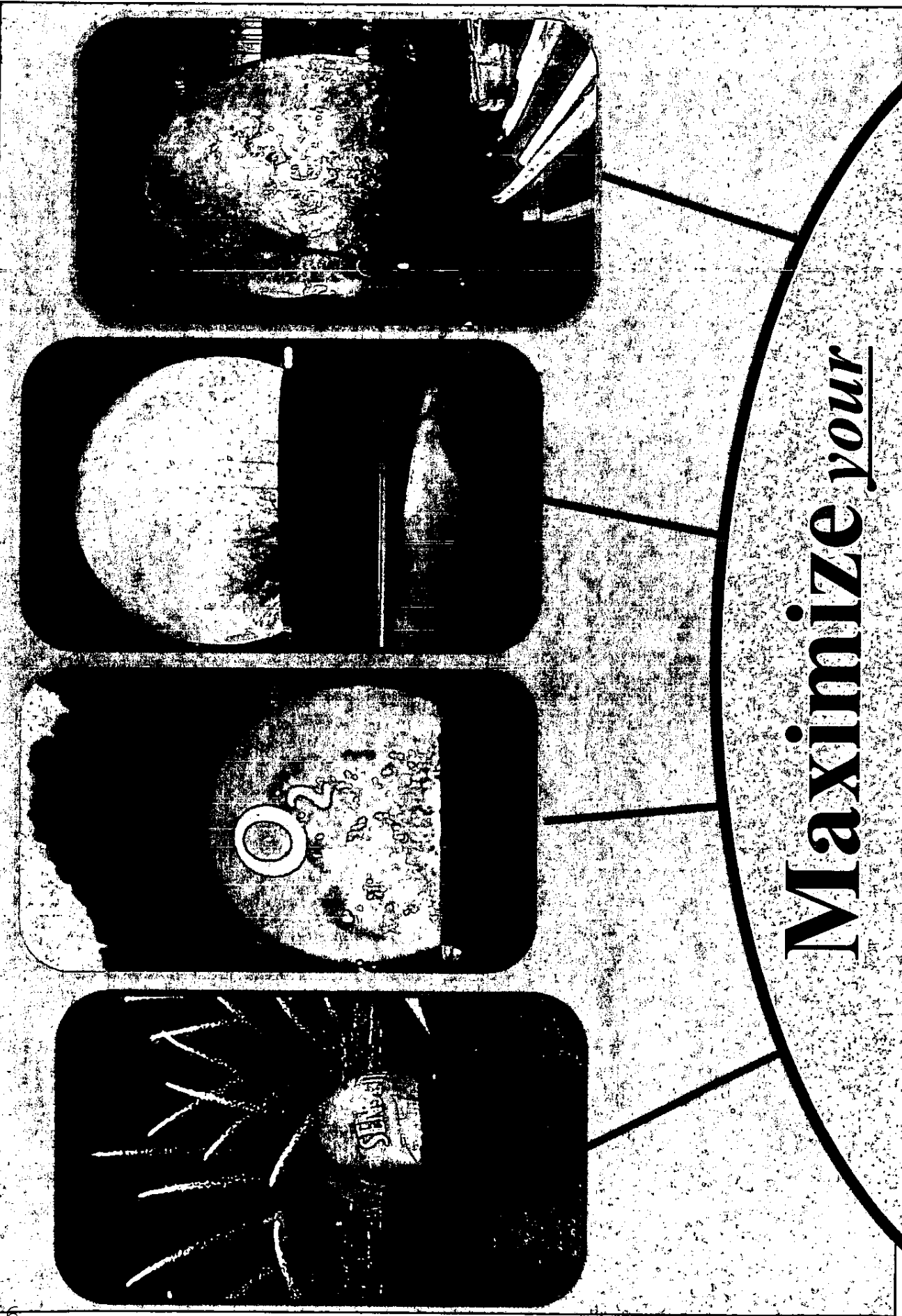


regional media center



multimedia staging
and exhibits

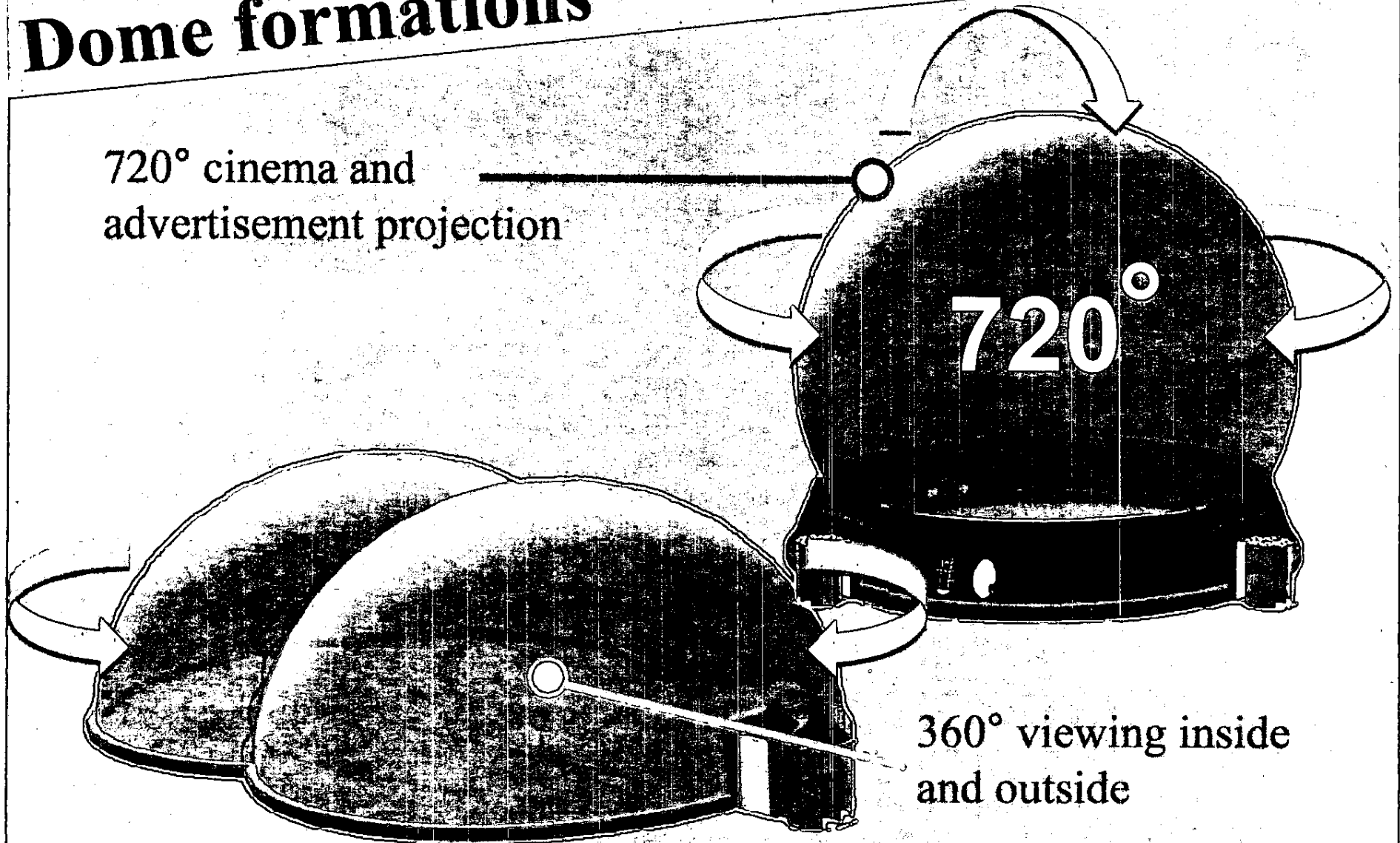




**Maximize your
brand's visibility**

Dome formations

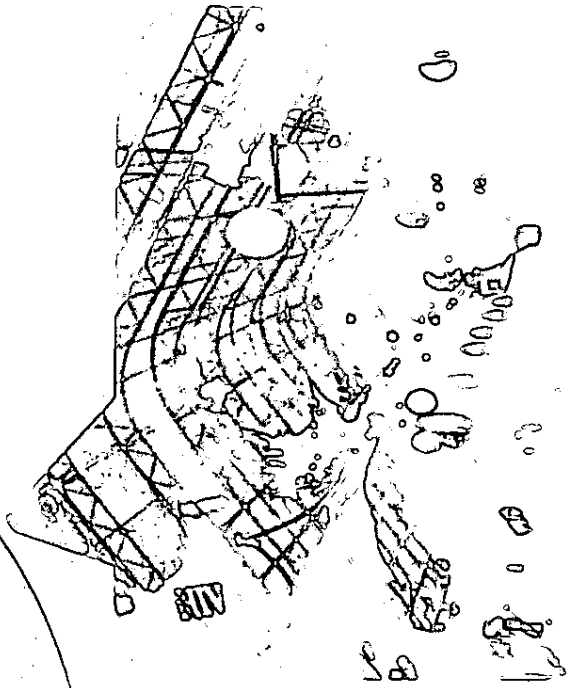
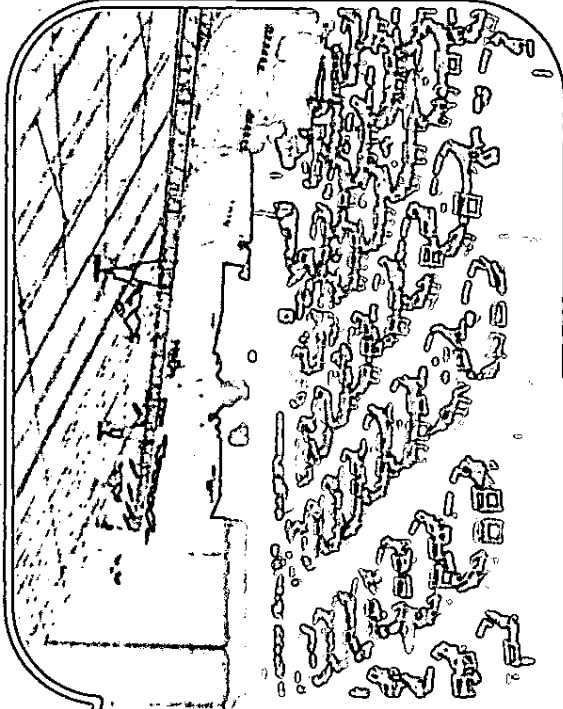
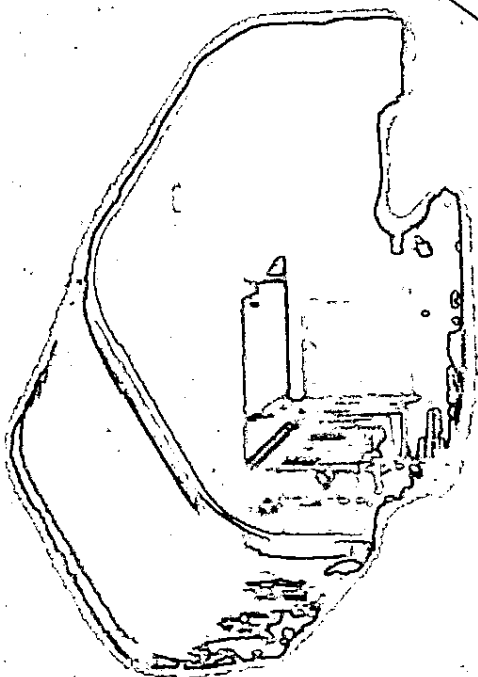
720° cinema and advertisement projection



360° viewing inside and outside

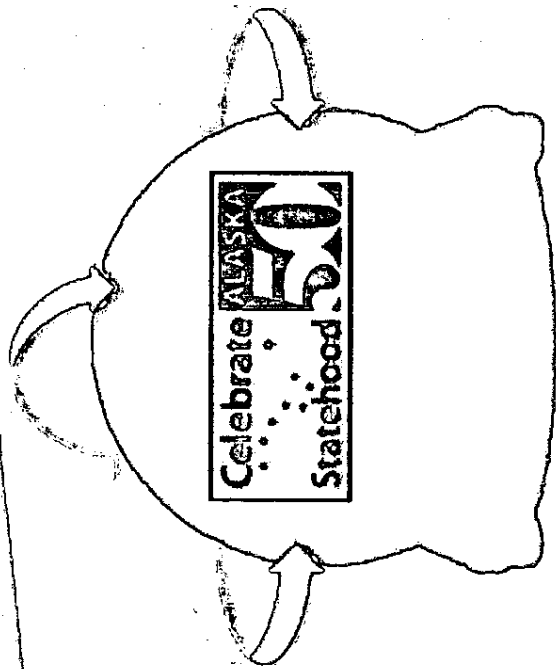
Coverall tent:

restaurant, retail,
and media center



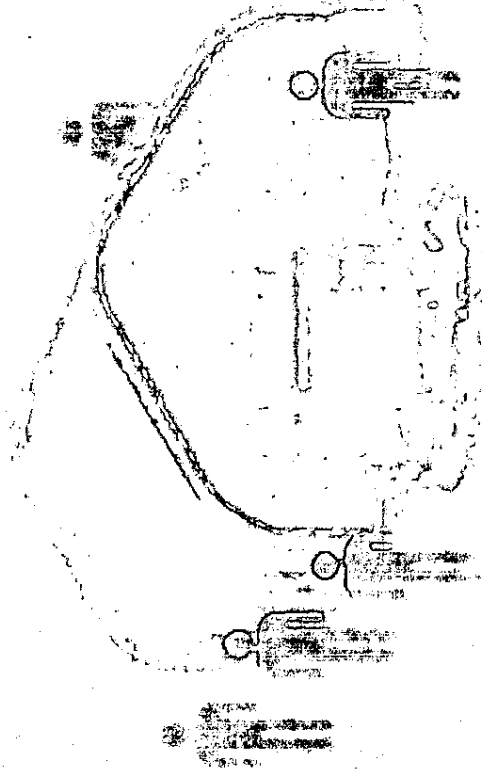
Partnership Opportunities

ACCESS to:



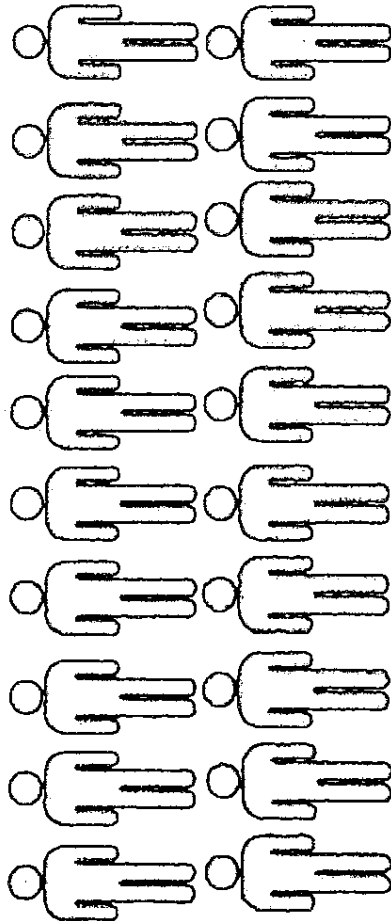
Indoor/ outdoor 720°
projection technology

Event space for private
parties and social events

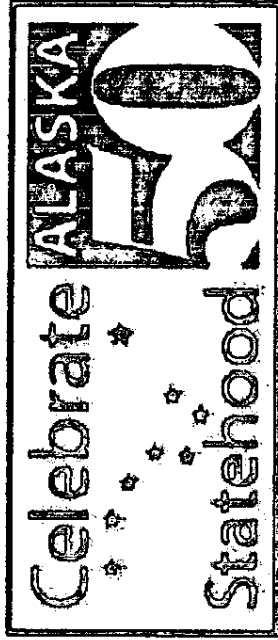


MARKET to:




an estimated 500 people per hour



exclusive signage inside/ outside structure, fence perimeter, or stand-alone possibilities



**Public Sector
Partnership**

Portion of dome branding	
Media/ Event integration opportunities	
Olympic event hospitality	
Cost	US \$250,000

- ✓ Dome branding time
- ✓ Integration into regional tourism and sustainability stories
- ✓ Inclusion on static signage
- ✓ Alaska Day at the Pavilion
- ✓ Invitations to all business events

To learn more, contact:



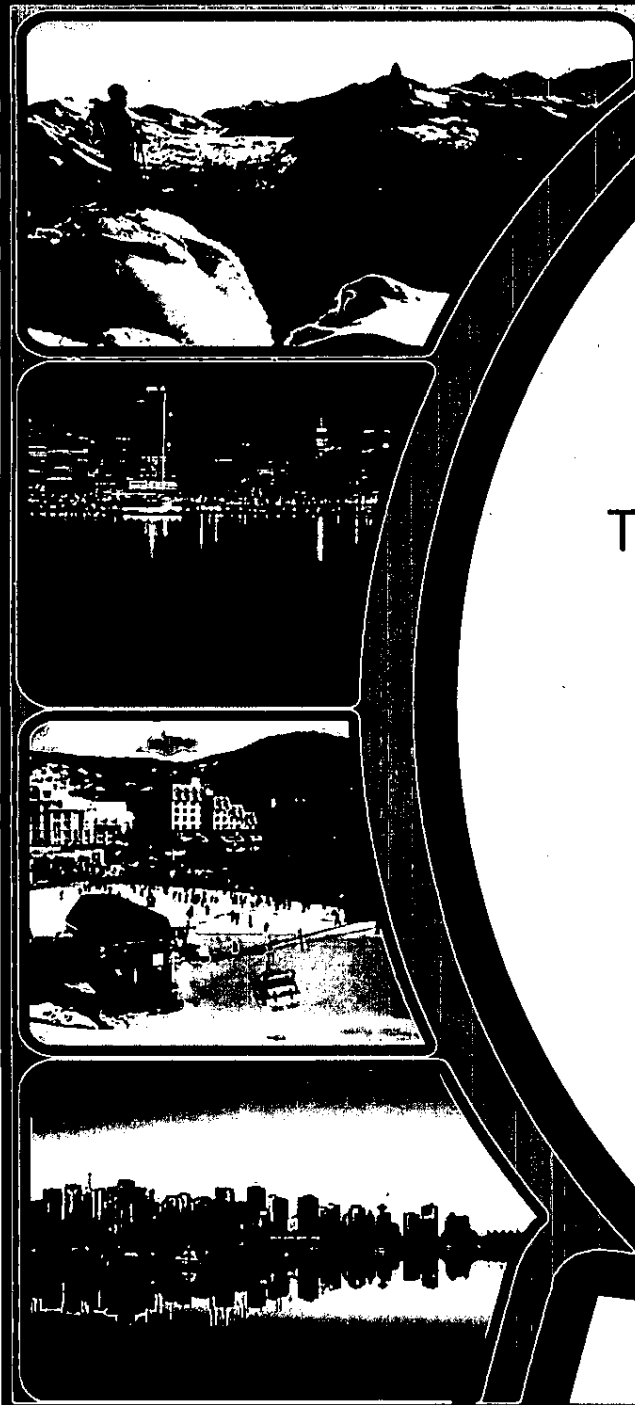
Ian Burkheimer

Pacific North West
Economic Region/
Five Two Ten

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ianb@pnwer.org

www.2010pavilion.com

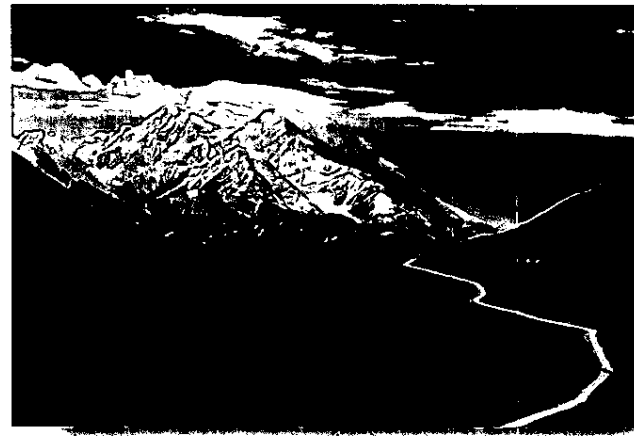


The Regional Pavilion at the 2010 Winter Olympics

The World's Gateway to the Pacific Northwest
at the 2010 Vancouver Olympic Games

Proposal Prepared for

The State of Alaska



Pacific Northwest
Economic Region
Government of
Saskatchewan



OREGON

The Olympics has the power to change the world. It has the power to unite people in a way that little else does.

-Nelson Mandela



The Olympics remain the most compelling search for excellence that exists in sport, and maybe in life itself.

-Dawn Fraser, Australian Swimmer and 3 time Olympic Medalist

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NOTE: Five Two Ten is the entity executing the 2010 Regional Pavilion project on behalf of partners including the Pacific NorthWest Economic Region. Five Two Ten and the Pacific NorthWest Economic Region currently are not agents nor official partners of the Vancouver Organizing Committee of the 2010 Olympics and Paralympics, and does not offer access to official marks and logos.

Key Facts:

Pavilion:

Operations:

February 1st-March 31st, 2010
(Some preliminary operations
in January 2010)

Location:

Immediately adjacent to
Opening/Closing and Hockey
Venues. Easily accessed by
SkyTrain and Amtrak
passengers

Daily traffic:

From 4,000 to 7,000

Footprint:

5,000 to 10,000 sq. ft.

Olympics:

Viewers:

3,000,000,000+

Pre-sale ticket orders:

\$345,000,000

Number of Tickets:

1,100,000+

Top US Markets:

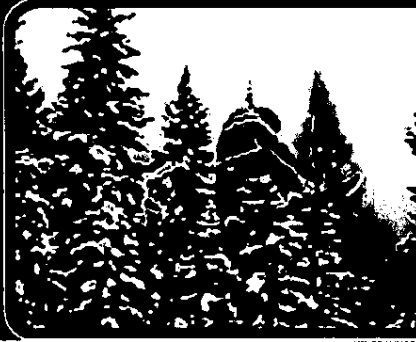
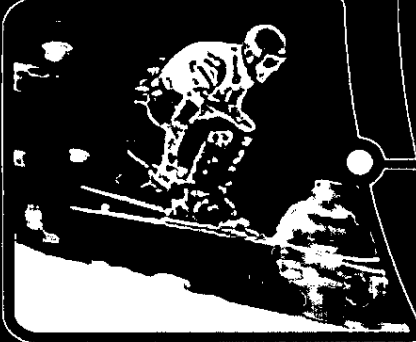
Washington and California

Athletes:

Over 5,000 from 80
different countries

Number of Visitors:

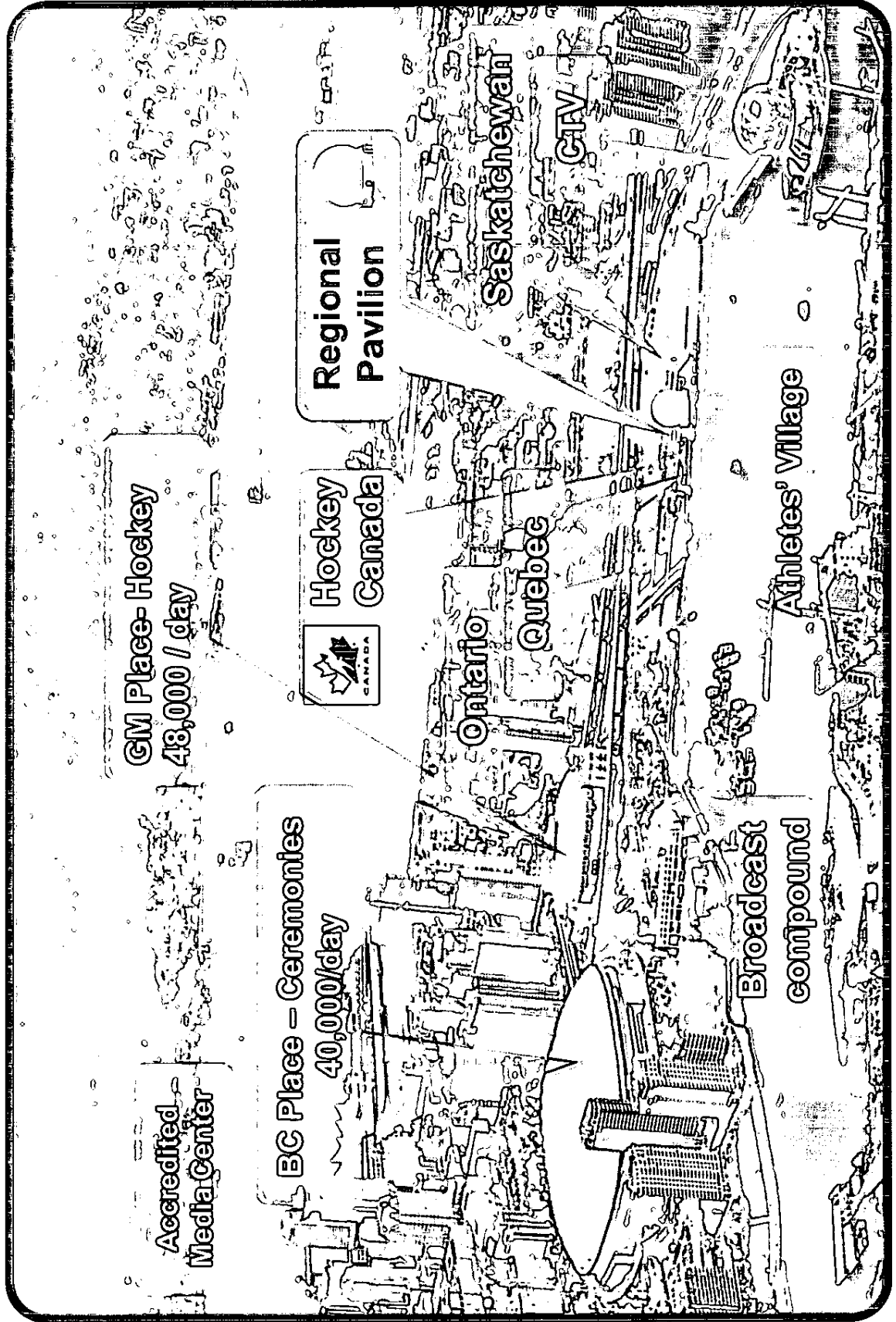
250,000+



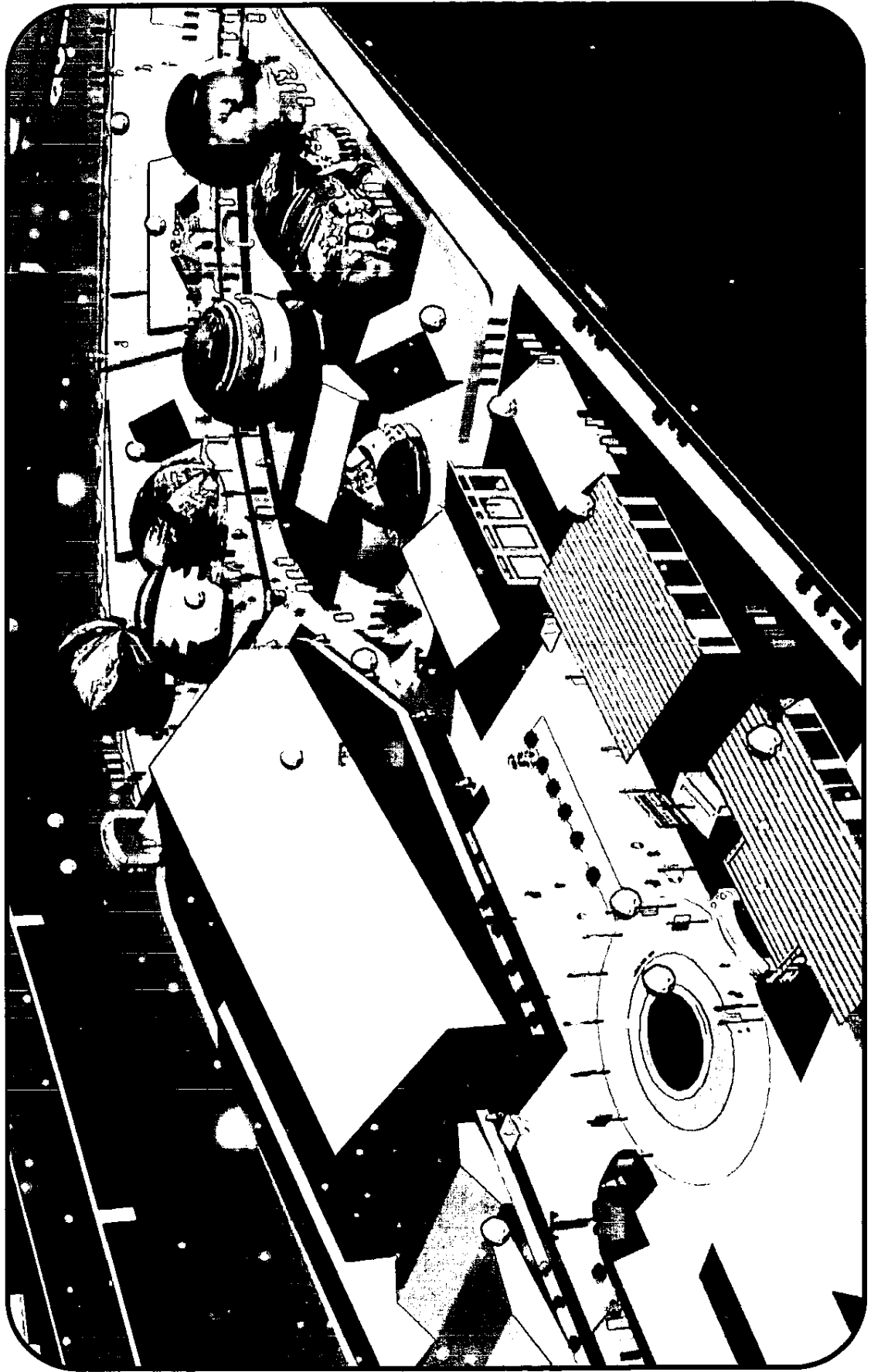
Taking your message to the world

- Projected 100,000-150,000 walk-through visitors.
- On the main access route for nearly two million people to the two primary venues for the Winter Olympics.
- The Regional Pavilion is the tourism and marketing destination for innovative organizations with a focus on sustainable technologies, innovation and best renewable practices.
- Includes a space to attract some of the 18,000 media members attending the Games to learn the stories and history of the State of Alaska.
- Highly visible, projection based structures in a dynamic, highly accessible location.

The Best Location in Vancouver

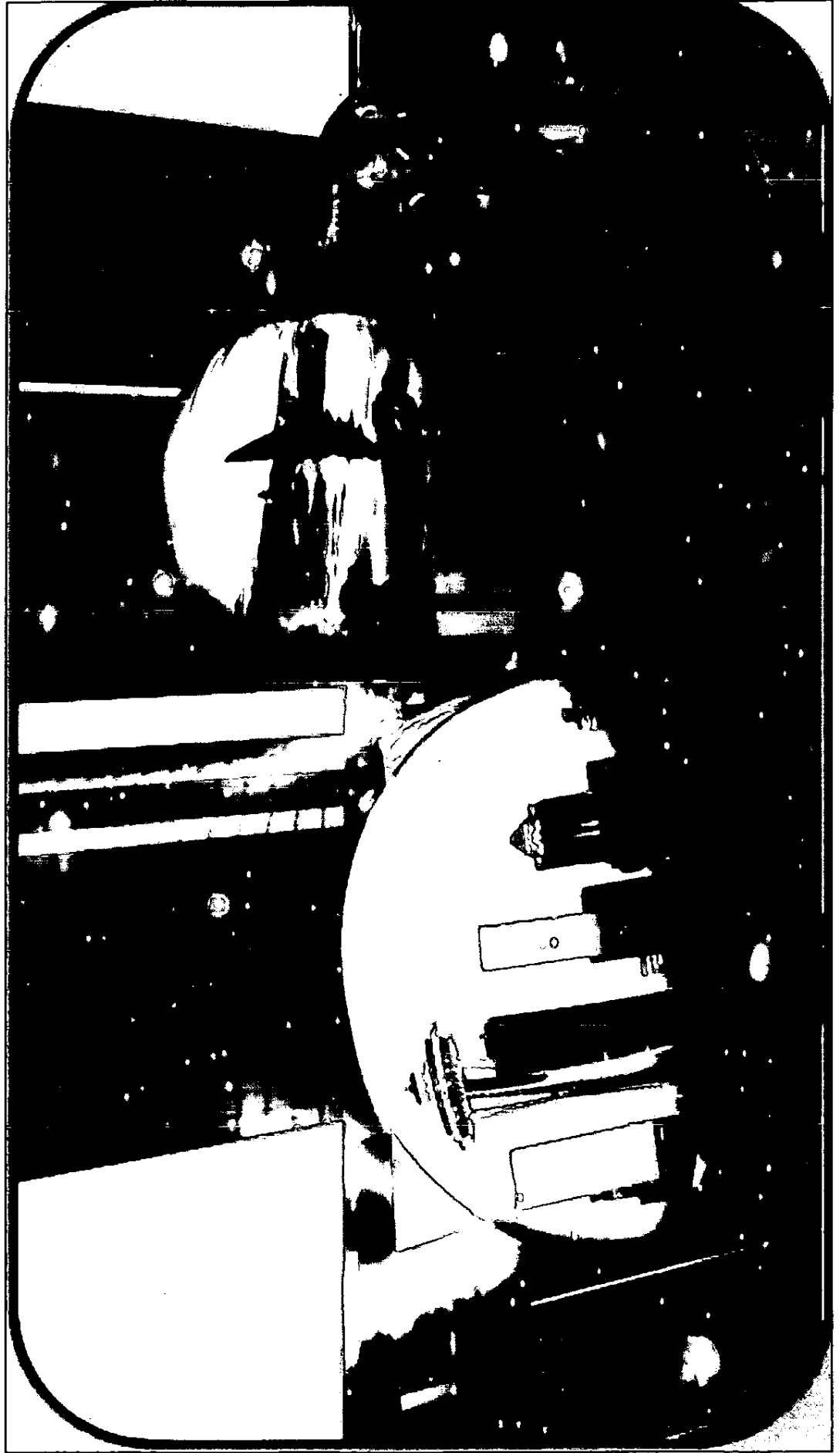


Highly Visible



© Five Two Ten on behalf of the Pacific Northwest Economic Region

Flexible and interactive



Pavilion Attributes (1)

- **Hospitality and Entertainment space**

This highly visible structure will display artwork and video from participating partners, with a very limited amount of external logo display. Partners will be able to host hospitality events inside the sphere; and educational, cultural and entertainment events will be presented on an integrated stage .

- **Public Exhibition Pavilion**

The Public Education Pavilion will be housed in adjoining three-story high dome structure. With a combination of exhibits and activities taking place within, messages relevant to partners such as green living and sustainability can be broadcast both on the interior and to a large extent on the exterior surface of the dome, reaching attending spectators and a global television audience.

- **Retail Space**

Retail capacity is critical to monetizing the opportunity presented with 4,000 to 7,000 spectators expected to visit the Regional Pavilion each day of the Olympics and in smaller numbers during the Paralympic Games. The retail space will be on the main pathway of visitors, providing maximum exposure to the products from the State of Alaska.

Pavilion Attributes (2)

- **Global Media Center**

Currently the regional Pavilion plans to host a media center to distribute stories and information about partners, host news conferences and information briefings, and be a second home to the unaccredited media at the Olympics.

- **Food and Beverage Area**

Together with our partner, the Province of Saskatchewan, we will host a food and beverage area at the pavilion, with a goal of showcasing the agricultural, marine and culinary products of Alaska.



Target Audience

- **International Tourists**

Visitors will have the opportunity to experience the larger region by visiting the Regional Pavilion. Future business investment and tourism will be the by-products for this audience.

- **Pacific Northwest and Vancouver Citizens**

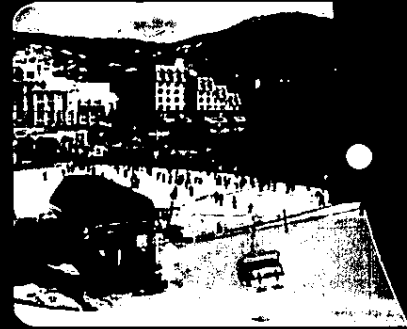
The largest population of visitors to the Olympics will come from the regions 22 million inhabitants. These visitors will be looking for new business and recreation opportunities as well as ways to “continue” their Games experience. We will work to reach them through travel and sustainability messages.

- **Publics interested in sustainability practices**

The Olympic Games will draw people from every corner of the globe, but one commonality between these demographics will be their interest in business practices that are bettering society and providing solutions for a “greener” future. The State of Alaska can showcase its continuing efforts in the Pacific Northwest’s sustainability and renewable resource leadership.

- **Sports Enthusiasts**

A majority of the individuals and organizations who will visit the Olympic venues of Vancouver will show support for the athletes and sports. Possibility to showcase various sport opportunities throughout the State of Alaska.



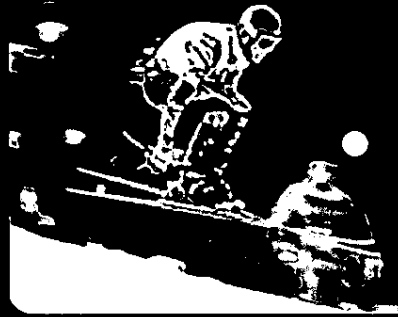
Media Coverage

- Estimated 18,000 total media at 2010 Olympics
 - ❖ 4,000-5,000 accredited media
 - ❖ 11,000-14,000 unaccredited media
- The Regional Pavilion will host a regional media center to present:
 - ❖ Timely story ideas, content, news conferences and special activities
- The media center will provide:
 - ❖ Key media workspace, press conference venues, private interview space, live broadcast staging, and other services for the media to cover non-sports topics



Features and Benefits:

- Regional Pavilion public partners receive the following comprehensive package of benefits:
 - ✓ The most visible location in Vancouver during the 2010 Olympics for Alaska's brand
 - ✓ Unsurpassed walk-by and walk-through traffic
 - ✓ Your home for hospitality receptions with other regional premiers and governors
 - ✓ Share your culture, history and arts with visitors through multi-media and live performances
 - ✓ Promote your jurisdictions leadership in sustainability and innovation practices
 - ✓ Marketing opportunity that will never be available again
 - ✓ A Featured day for Alaska to provide additional content, host a hospitality event and become the lead "tenant" for a day during the Olympics



Benefits: Business, Culture and Sports

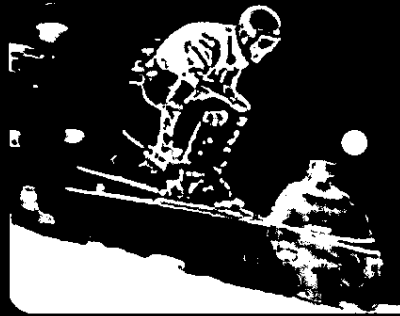
- Invitation for Alaska groups and sponsored entities to perform/exhibit in Vancouver during the 2010 Olympics
- Rights to have Alaska volunteers on site during the operations of the pavilion
- Ability to invite other sub-state level public entities to take part as cultural/tourism partners and share costs
- Participation in a regional travel operators and media special reception at the Regional Pavilion, including the ability to make a presentation and invite guests of high value to Alaska.
- Networking possibilities, including other Regional Pavilion and PNWER partners



Benefits: Economic Development

- Representatives from Alaska become part of the design team
- Alaska will be made a primary story telling pathway of sustainable tourism, economic, social and environmental development
- Participation in allocated retail space (negotiated) to exhibit and sell Alaska products
- Participation includes broadcast messaging in media dome and strong presence in public pavilion and exhibition venue; encourages high visibility for tourism and business networking*

*Exact square footage will be based on the total number of investors in the pavilion, however it will exceed 150sq. ft. minimum.



Benefits: Marketing and Promotions

- Ability to do promotional activities , provide promotional content to, and data gather from the 100,000-140,000 visitors coming through the pavilion
- Limited external signage for the 1,000,000 to 1,800,000 walk by traffic
- Ability to do co-promotion with Alaska entities and the 2010 Regional Pavilion
- Ability to sell merchandise and promotions for the Alaska at the Pavilion.

The State of Alaska



- **Your \$250,000 Investment:**
 - ✓ Display of digital media via broadcast dome
 - ✓ Display participation in public pavilion
 - ✓ Inclusion of cultural arts / artists to provide entertainment and education content in public pavilion
 - ✓ Participation in allocated retail space (negotiated)
 - ✓ Participation in the regional media center
 - ✓ Alaska Theme day at the public pavilion
 - ✓ A Hospitality event at the Pavilion for Alaska
- Participating Jurisdictions must provide the following beyond funding at their own cost:
High Quality video, preferably in HD; a support person to work with the secretariat to integrate content; provision at own cost of arts and artists from jurisdiction; press releases, pre-written stories and other items for media center use; volunteers for the pavilion during operational timeframe; content related to sustainability and tourism themes for inclusion in the pavilion story; Governor/political leaders participation in hospitality events, provision at own cost for booth to be placed within pavilions public outreach area. While we cannot provide hotel rooms as part of the sponsorship, we can work with partners to make lodging arrangements at cost.

Other Notes:

- The raw land lease for the space is \$55/square foot.
- This public sector investment opportunity is being made available to all PNWER jurisdictions, plus Manitoba.
- There are still private sector sponsorships available with one day specialized packages in the \$50K range, and full time partnerships from \$500K and up.
- With Alaska's good faith commitment to consider this investment, a state representative will be invited to the steering committee conference calls immediately.
- PNWER has been invited to become an official Olympics Partner, and should we become one, additional benefits will be made available to Alaska. (Decision April 2009)

Project References

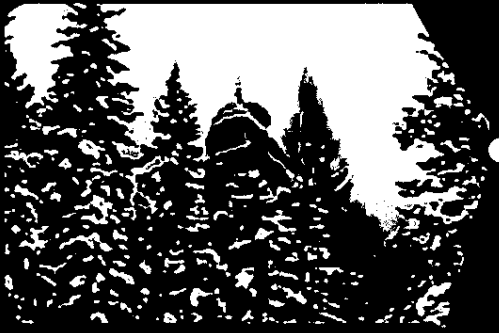
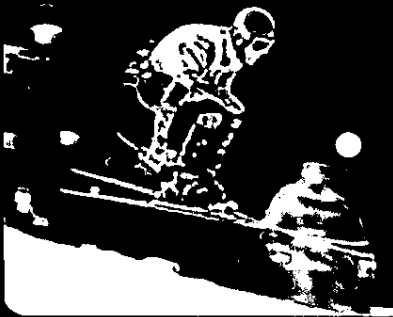
- **Oregon:**

Amy Keiter, Office of the Governor, Amy.Keiter@state.or.us, 503-229-5113

- **Saskatchewan:**

Bruce Evans, 2010 Games Secretariat, bruce.evans@gov.sk.ca, 306-798-8762

Others available upon request



Further information:

Contact:

Ian Burkheimer

2010 Olympics Program Manager

Pacific NorthWest Economic Region/Five Two Ten

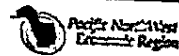
206-443-7723

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Note: All items included in this proposal are subject to change until final agreement between Alaska, the Province of Saskatchewan and the Five Two Ten Organizing Committee.

FIVETWOTEN



Government of Saskatchewan

CASCADIA



OREGON