

COMMUNITY PARTNER OF 2011 GREY CUP FESTIVAL



2011 Grey Cup Festival Sponsors

PREMIER PARTNERS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



2011 GREY CUP FESTIVAL

The 2011 Grey Cup Festival will begin Thursday, November 24 and will conclude on Sunday, November 27, with the 99th Grey Cup Championship Game. We will build on the success of the 2005 Grey Cup Festival in Vancouver, which people still refer to as the best ever.

Vancouver's Grey Cup Festival is set to deliver a dynamic and fun environment and an opportunity for people and fans from around British Columbia and Canada to, "Raise the Roof" in Vancouver.

- The Grey Cup Festival will engage British Columbians and people from across Canada in an event of national stature and scope
- Grey Cup is the largest sporting event and Festival in Canada
- We anticipate more than 400,000 people taking to the streets in Vancouver over the four day event
- Both the new Convention Centre and BC Place Stadium will be utilized as activation sites
- Vanier Cup will be played at BC Place Stadium on Friday, November 25



BRAND POSITIONING

Our goal is to connect the synergies between the Province of British Columbia and the Grey Cup Festival to reach these objectives:

UNIQUE OPPORTUNITY TO SHOWCASE THE PROVINCE OF BC

- We anticipate 25,000 + people from across Canada coming to Vancouver and another 400,000 taking in the Festival sites
- Province of BC will be aligned with the largest sporting event and Festival in Canada
- Grey Cup Festival is expected to generate \$100 million to local economy
- Building more jobs and increase tourism to British Columbia

FAMILIES FIRST THROUGH SPORTS

- Create a program for disadvantaged families to take part in the Grey Cup Festival
- Exposing children to sports will increase sport participation and create healthier families
- Positively impact the lives of children

VIP HOSTING FOR STAKEHOLDERS

- World class hosting in a beautiful, new building
- High end hosting at Festival events for business development



PROVINCE OF BRITISH COLUMBIA

- Families First Through Sports
 - Province would receive 3,000 Vanier Cup tickets to be distributed to disadvantaged families or KidSport
 - This group of 3,000 people would all have an opportunity prior to Vanier Cup to take in the festivities on the Grey Cup Festival at the Nissan Family Zone and TELUS StreetFest
 - The group would sit in the Province of BC Zone and have a special welcome
 - Increase awareness with kids around sports and positive choices
- Title Sponsor of Vanier Cup Ticketing Partner
 - All Vanier Cup tickets, would be presented by Province of BC
 - A letter from the Premier would be included in each ticket package welcoming people to BC and the Vanier Cup
- Title sponsor of Volunteer Program
 - Province of BC logo on 650 volunteer jackets
 - Presence on Grey Cup Festival website, volunteer section
 - Volunteers will be welcoming visitors from around BC and Canada at all Festival events and locations, answering questions on the streets of Vancouver, directing people to each event, with a strong presence at YVR



PROVINCE OF BC ZIPLINE

The Grey Cup Festival needs to increase the content of the TELUS StreetFest and give people an additional reason to visit BC Place. While driving traffic, the province can help raise money for KidSport.

Province of BC Zipline at Grey Cup Festival

- Title the coolest property at the Festival
- Zipline would increase traffic, awareness and interest in the Grey Cup Festival
- Thursday, November 24 to Sunday, November 27
- Along Beatty Street
- The Zipline will bring more families and a tourism highlight to the area and BC Place
- \$10 to ride, half proceeds go to KidSport

Activation Zone in the Nissan Family Zone

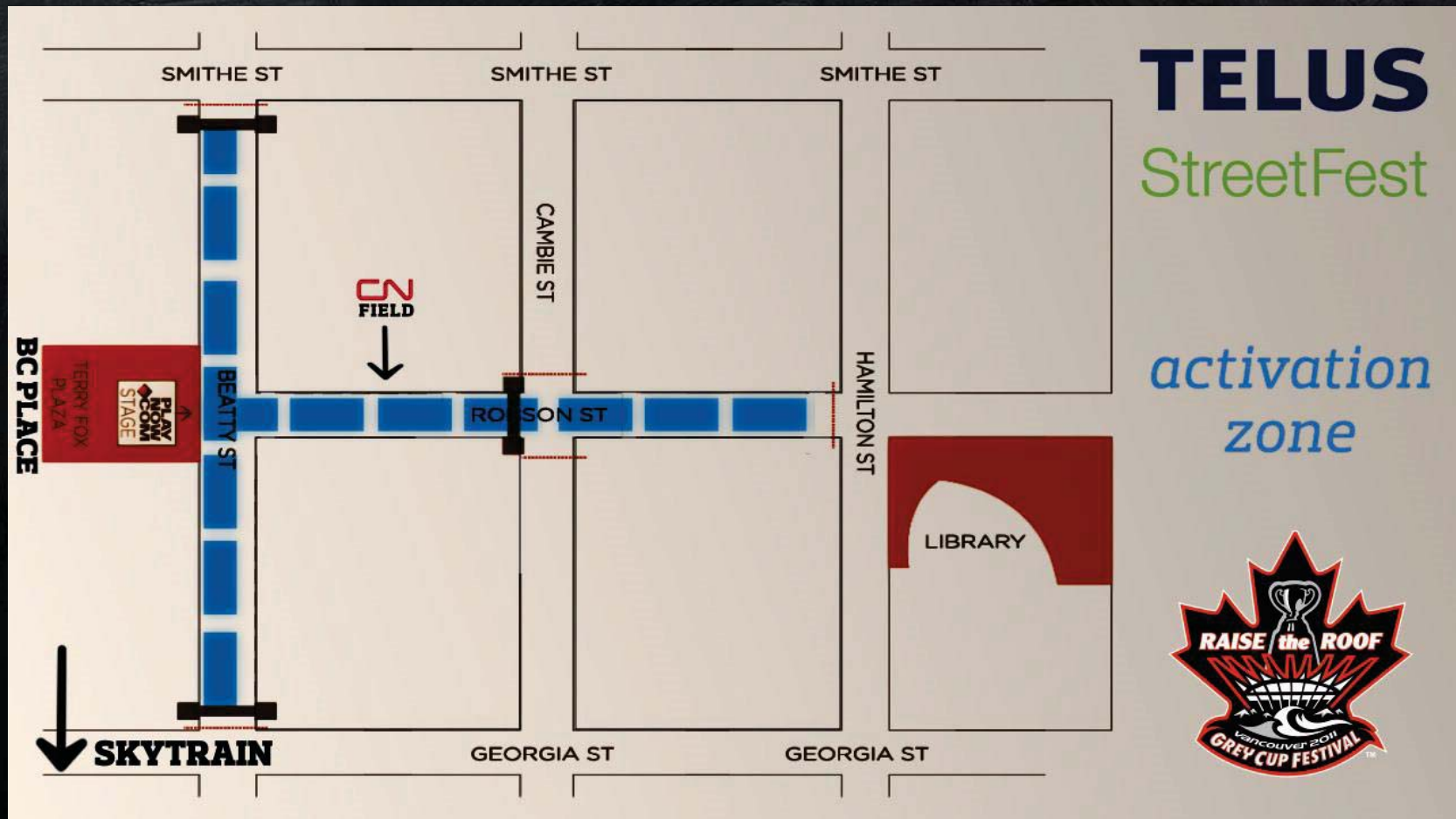
- Create an interactive zone in the area where the Safeway Grey Cup Festival Parade will conclude and the families and children will gather
- Our vision for the Nissan Family Zone is engaging and accessible, with mascots, CFL Players and Alumni, face painters, rides, music

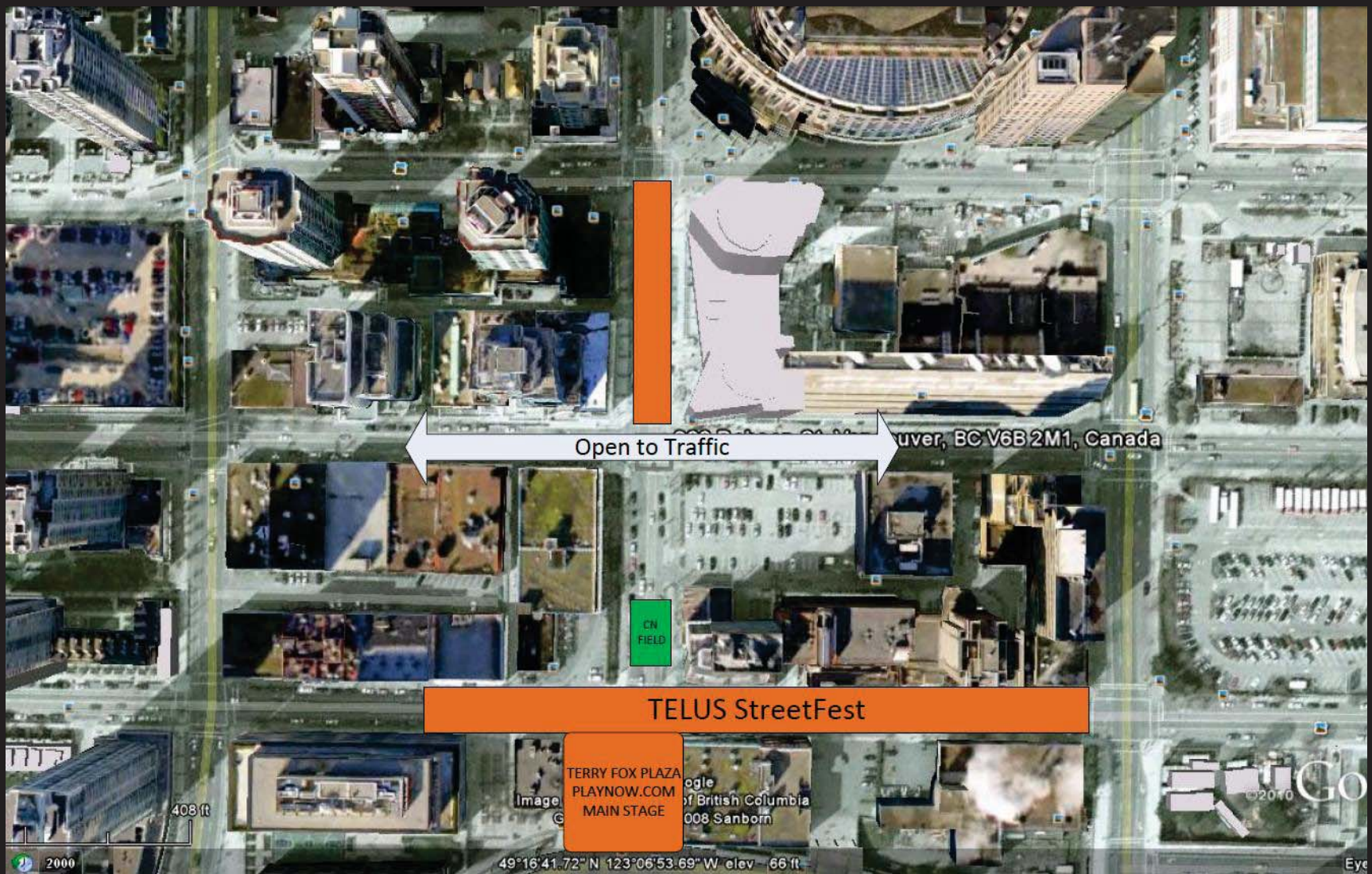
Entry into the Safeway Grey Cup Festival Parade

- We anticipate 120,000+ people coming to view the Parade



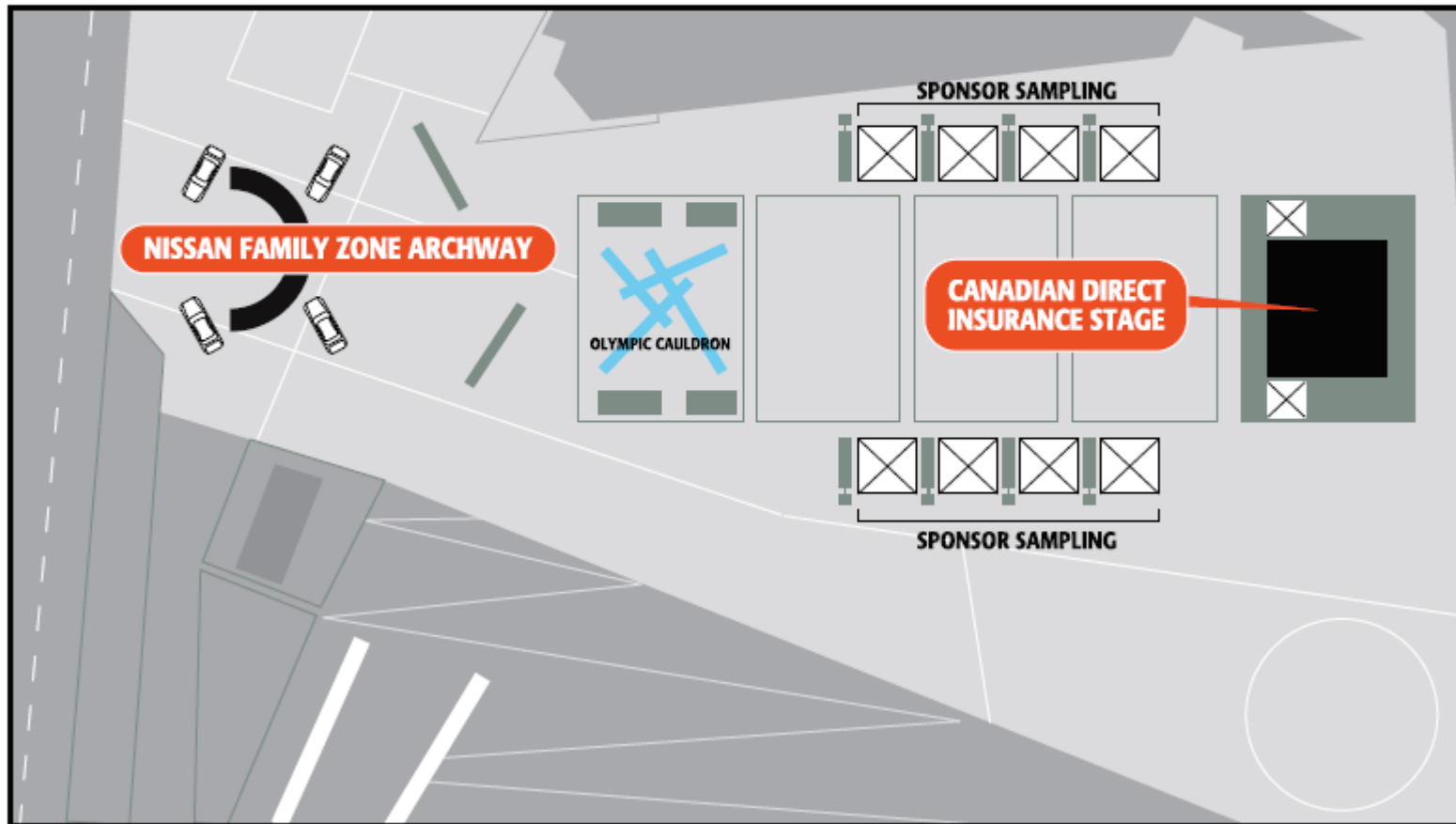
TELUS StreetFest







NISSAN FAMILY ZONE 2011 GREY CUP FESTIVAL





2011 SAFEWAY GREY CUP FESTIVAL PARADE ROUTE

SATURDAY, NOVEMBER 26, 2011



PREMIER'S RECEPTION

The Premier's Reception will be held on Saturday, November 26 from 5 – 6:30 pm before the Scotiabank Show Your Colours Dinner at the Vancouver Convention Centre West. This will be a great opportunity to host 150 VIP guests before the dinner.

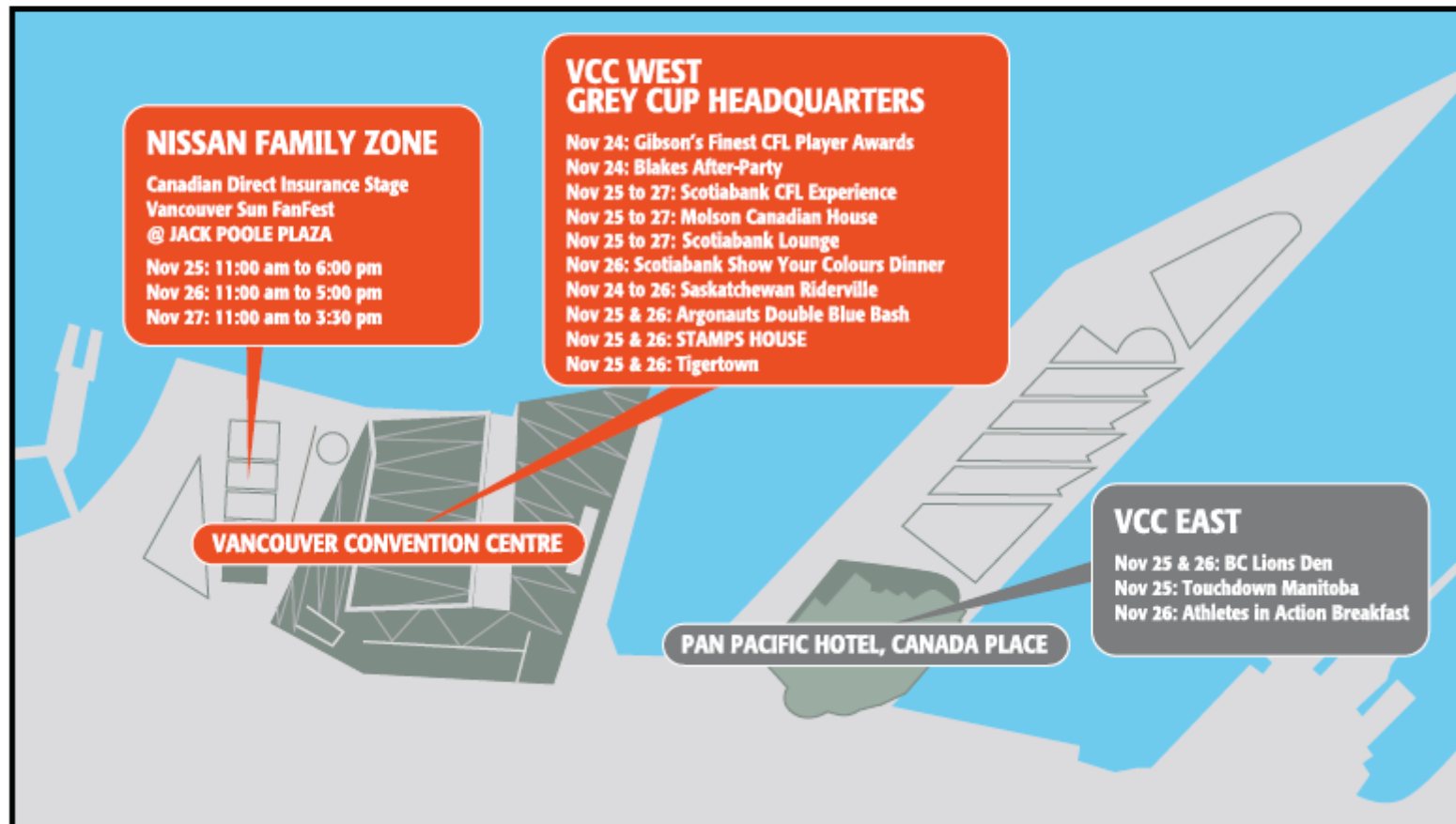
The Premier will welcome all those in attendance and thank them for coming to our wonderful province and making this year's Grey Cup Festival the best ever. This will be a high profile event with top business leaders from BC and a unique B2B event.

Many opportunities will exist for the Premier and other government officials to speak at events over the weekend, including the PCL VIP Tailgate Party at BC Place before the Grey Cup game.





VANCOUVER CONVENTION CENTRE 2011 GREY CUP FESTIVAL



PROVINCE OF BRITISH COLUMBIA FESTIVAL RIGHTS

- Opportunity for the province to use 2011 Grey Cup Festival brand on all advertising, website, promotions, television and collateral
- Chosen brand would appear on all collateral material with Community Partner designation
- Chosen brand on sponsor recognition boards, depicting Festival sponsors collectively, located at all Festival events and at select locations within BC Place Stadium Concourse on Grey Cup game day. We expect there will be 15+ locations throughout the Festival footprint for sponsor recognition boards
- On all general Festival print material including, Festival Guide on the sponsor page and Festival information brochure
- On Festival sponsor recognition page of the Festival website with a hotlink to province chosen website from the official Grey Cup Festival website
- A comprehensive media package will be presented to the Province of BC after the Grey Cup Festival, showing the media value of their involvement



HOSTING OPPORTUNITIES

In today's highly competitive world, strong relationships are vital to long-term partnerships. Grey Cup is a great atmosphere for hosting and entertaining. Build and strengthen relationships with clients, business partners or reward and motivate employees.

- Twenty (20) Grey Cup Championship Game Tickets, reds
- Twenty (20) Vanier Cup Championship tickets, reds
- Twenty (20) tickets for Gibson's Finest CFL Player Awards
- Twenty (20) tickets for Blakes After-Party
- Twenty (20) tickets to the Premier's Reception
- Two (2) tables to Scotiabank Show Your Colours Dinner (20 tickets)
- Twenty (20) 3-day VIP passes for Molson Canadian House
- Twenty (20) tickets for PCL VIP Tailgate Party (food and beverages included)



GREY CUP FESTIVAL

- Community Partner of Grey Cup Festival
- High profile marketing benefits of a Community Partner
- Title sponsor of Volunteer Program
- Title, Province of BC Zipline at Grey Cup Festival
- Title sponsor of Premier's Reception on Saturday, November 26
- Title sponsor of Vanier Cup Ticketing Partner
- One (1) Activation Zone in the Nissan Family Zone
- Many opportunities will be provided to profile the Premier of BC and other government officials at Grey Cup Festival events
- Twenty (20) Grey Cup Championship tickets, reds
- Twenty (20) Vanier Cup Championship tickets, reds
- Twenty (20) tickets for Gibson's Finest CFL Player Awards
- Twenty (20) tickets for Blakes After-Party
- Twenty (20) tickets for Premier's Reception
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- Twenty (20) tickets for PCL VIP Tailgate Party (food and beverages included)

Sponsorship Investment in 2011
\$550,000

Sponsorship Investment in 2005
\$500,000

