SUBJECT: Vancouver Organizing Committee (VANOC 2010) for the 2010 Olympic Games Torch Relay (ECS08036/PED08190) (City Wide)

RECOMMENDATION:

(a) That the City of Hamilton agree to be a host community for the Olympic Games Torch Relay.

(b) That the Mayor and City Clerk be authorized and directed to execute the Terms and Conditions Agreement (attached as Appendix “A” to Report ECS08036/PED08190) between the City of Hamilton and the Vancouver Organizing Committee, in order to be a Celebration Community for the 2010 Olympic Games Torch Relay, in a form satisfactory to the City Solicitor.

(c) That the Terms and Conditions Agreement (attached as Appendix “A” to Report ECS08036/PED08190) be completed, signed and returned to the Vancouver Organizing Committee.

(d) That, if selected as a host Celebration Community, staff be directed to establish a 2010 Olympic Games Local Community Task Force comprised of staff and community stakeholders to oversee the planning and implementation of the 2010 Olympic Games Torch Relay.
(e) That the Terms of Reference for the 2010 Olympic Games Local Community Task Force, attached as Appendix “B” to Report ECS08036/PED08190, be approved.

(f) That a one-time only budget, in an amount not to exceed $50,000, be funded in 2009 from the Tax Stabilization Reserve, in order to support the costs associated with staging the 2010 Olympic Games Torch Relay in Hamilton.

EXECUTIVE SUMMARY:

The City of Hamilton has received an invitation from the Vancouver Organizing Committee for the 2010 Winter Olympic Games (VANOC 2010) to enter into a Terms and Conditions Agreement (attached as Appendix “A” to Report ECS08036/PED08190), which would permit Hamilton to be designated as a host Celebration Community for the 2010 Olympic Games Torch Relay.

Commencing in October 2009, the 2010 Olympic Games Torch will travel all across Canada stopping in selected communities in each Province for celebration events, prior to arriving in Vancouver in February 2010 for the start of the Olympic Games. The 2010 Olympic Torch Relay event in each designated Celebration Community is comprised of approximately two-hours of programming and an official Olympic Torch ceremony. One-hour of the event program is to be planned and implemented by the host Celebration Community; the other hour is to be planned and implemented by the VANOC 2010.

On May 14, 2008, Council considered correspondence from the VANOC 2010 and approved staff to commence discussions with VANOC 2010 for Hamilton to be a Celebration Community for the 2010 Olympic Games Torch Relay. On May 29, 2008, the City received the Terms and Conditions Agreement (attached as Appendix “A” to ECS08036/PED08190), which details the responsibilities of the VANOC 2010 and the responsibilities of the Celebration Communities. On June 2, 2008, staff met with the Ontario Regional Torch Relay Route Coordinator and received an overview of the 2010 Olympic Torch Relay event and a corresponding Community Planning Guide.
Under the Terms and Conditions Agreement (attached as Appendix “A” to ECS08036/PED08190), the VANOC 2010’s responsibilities for the 2010 Olympic Torch Relay include coordinating the logistics and security for the Olympic Torch, and for the related production logistics such as stage and sound. The City’s responsibilities include all logistics and expenses related to securing the 2010 Olympic Torch Relay route into the city and the celebration site, and the planning and implementation of one-hour of programming, prior to the official ceremony. At this time, the 2010 Olympic Torch Relay route and the final celebration site for the program and ceremony have not been determined. The projected budget for the City’s expenses, related to staging the 2010 Olympic Torch Relay event, is to an upset limit of $50,000.

Should Council approve Hamilton’s participation as an 2010 Olympic Torch Relay Celebration Community, the Terms and Conditions Agreement (attached as Appendix “A” to ECS08036/PED08190), with the VANOC 2010 must be signed and returned to the VANOC 2010 by September 15, 2008. By signing this Agreement (attached as Appendix “A” to ECS08036/PED08190), the City is bound to carry out the Terms and Conditions of the Agreement and as such, Council is being asked to confirm funding for the event. It is recommended that the upset limit to stage the 2010 Olympic Torch Relay event be $50,000 and be confirmed as a budget enhancement for 2009, to be funded from the Tax Stabilization Reserve.

BACKGROUND:

The 2010 Olympic Winter Games will be hosted by the City of Vancouver, British Columbia. One of the historic traditions of the pre-Olympic Games celebrations is for the host country to stage the 2010 Olympic Torch Relay. The Olympic Torch is recognized throughout the world as an international symbol of friendship and peace, and the 2010 Olympic Torch Relay represents a significant tradition associated with the ceremonies and cultural festivals that were once part of the ancient Games of Olympia Greece. Throughout history and into today, the 2010 Olympic Torch Relay continues to represent a summons to both athletes and spectators to join together and participate in the spirit and activities of the Olympic Games.

The VANOC 2010 has responsibility for overseeing the Olympic Winter Games in Canada. The VANOC 2010 is a not-for-profit private company established in 2003 under the Canada Corporations Act; with a mandate to support and promote the development of sport in Canada. Furthermore, the VANOC 2010 has the responsibility to plan, finance and stage the Vancouver 2010 Olympic Games Winter Games, including the 2010 Olympic Torch Relay across Canada.

The 2010 Olympic Torch Relay will begin in October 2009 with an official lighting ceremony in Olympia Greece after which time the Torch will journey to Canada. Upon arriving in Canada the Olympic Torch will travel across the country for approximately 100 days stopping for celebration events in various cities, towns and communities before finishing in Vancouver on February 12, 2010, for the start of the 2010 Winter Olympic Games.
In entering into a Terms and Conditions Agreement (attached as Appendix “A” to Report (ECS08036/PED08190) with the VANOC 2010, the City would be assuming responsibility for planning and implementing the first hour of the 2010 Olympic Games Torch Relay program and all related costs. The VANOC 2010 would be responsible for planning and implementing the second hour of the program including the official 2010 Olympic Games Torch ceremony and all related costs. In addition to the two hours of designated programming, the City also has the option of planning a variety of events throughout the day of the 2010 Olympic Games Torch Relay, which would complement the activities related to the Torch’s arrival at the celebration site, the evening program and official ceremonies.

In addition to planning and implementing the evening program, the City would be responsible for providing all required municipal services such as policing, snow removal (as applicable), and overall logistical support for road closures along the designated 2010 Olympic Games Torch Relay route. The City would also be responsible for any other identified municipal services necessary to support the event.

To facilitate the planning and development of the 2010 Olympic Games Torch Relay celebrations, each potential Celebration Community has been given a comprehensive Community Planning Guide. The Community Planning Guide details various timelines for the 2010 Olympic Torch Relay, sponsorship opportunities, marketing and promotional guidelines, communication schedules and a recommended event governance structure comprised of a community-based Local Task Force and a City staff liaison to the VANOC 2010.

In order for Hamilton to be designated as a Celebration Community and host of the 2010 Olympic Games Torch Relay, the Agreement must be approved by City Council and received by the VANOC 2010 no later than September 15, 2008. At present, the total number and names of potential and confirmed Celebration Communities for the 2010 Olympic Torch Relay is unknown, as are the specific dates and routes. The VANOC 2010 has indicated that details of the dates and routes for the 2010 Olympic Torch Relay will be confirmed and released in the Fall of 2008; once all the agreements with the host Celebration Communities have been finalized.

The following summarizes the timelines and activities to-date related to Hamilton’s potential hosting of the 2010 Olympic Torch Relay:

- **May 9, 2008**
  The Mayor receives correspondence from the VANOC 2010 with an invitation to be a host Celebration Community for the 2010 Olympic Torch Relay.

- **May 14, 2008**
  Council considers the correspondence from the VANOC 2010 and approves the commencement of discussions, between City of Hamilton staff and the VANOC 2010, for Hamilton to be a Celebration Community for the 2010 Olympic Torch Relay event.
May 29, 2008
The City receives a Terms and Conditions Agreement (attached as Appendix “A” to Report ECS08036/PED08190) from the VANOC 2010 detailing the responsibilities of the VANOC 2010 and those of the host Celebration Communities. The initial invitation to Hamilton to participate as a Celebration Community was initiated by the VANOC 2010 and was not initiated or requested by the City.

In order to confirm the City’s decision to be a Celebration Community, the correspondence from the VANOC 2010 stipulates that the Terms and Conditions Agreement (attached as Appendix “A” to Report ECS08036/PED08190) must be signed by an authorized representative for the City and received by the VANOC 2010 no later than September 15, 2008.

June 2, 2008
Staff from Tourism Hamilton, the Community Services Department and the Mayor’s Office met with a representative from the VANOC 2010. Staff received an overview of the roles and responsibilities of a Celebration Community, timelines for signing the Terms and Conditions Agreement (attached as Appendix “A” to Report ECS08036/PED08190), and details regarding the celebration program.

The following represents an overview of the projected timelines and activities for the staging of the 2010 Olympic Torch Relay:

Fall 2008
The VANOC 2010 announces the 2010 Olympic Torch Relay Route and the Community Celebration Cities. Development of the Local Community Task Force.

December 2008
Confirmation of the celebration site in Hamilton to the VANOC 2010.

January – August 2009
Local Community Task Force planning of the event with ongoing communication with the VANOC 2010.

September 2009
“Day Book” information finalized (specific timing of 2010 Olympic Torch Relay route).

November 2009 – February 2010
ANALYSIS/RATIONALE:

It is anticipated that in hosting the 2010 Olympic Torch Relay Hamilton will receive national and international media exposure. Although the 2010 Olympic Games Torch Route across Canada has not been finalized, depending on the proximity of the host communities immediately preceding and following a stop in Hamilton, there may be opportunities to welcome visitors from Halton, Niagara, Haldimand and Waterloo Regions to share in the celebration. Anticipated attendance could be in excess of 5,000 visitors.

In welcoming the 2010 Olympic Torch Relay to our community, Hamilton is afforded many benefits including:

- showcasing Hamilton to national and international markets;
- celebrating the possible by incorporating new ideas, dreams and identifying community accomplishments;
- celebrating Hamilton’s unique sport history and heritage;
- promoting healthy and active living to our community, particularly our youth;
- recognizing local sporting figures and personalities, particularly past and present local Olympians or contributors to the Olympic Movement;
- recognizing local talent as part of the celebration;
- instilling the Olympic values in the community and in our youth;
- building a legacy of community creative development and involvement through the development of a 2010 Olympic Games Local Task Force (volunteerism);
- building Hamilton’s capacity to host large events;
- showcasing the heritage, traditions and culture that are unique to Hamilton;
- building anticipation and expectations of the Olympic Games and a sense of pride and excitement for Canada’s delivery of the event;
- developing partnerships with local business; and,
- stimulating a positive economic impact from hosting the event.

ALTERNATIVES FOR CONSIDERATION:

City Council may choose not to sign the Terms and Conditions Agreement (attached as Appendix “A” to Report (ECS08036/PED08190) to host the 2010 Olympic Games Torch Relay; thereby, declining the opportunity.

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

Financial:

The City’s responsibility for the 2010 Olympic Torch Relay includes all logistics and expenses related to securing the 2010 Olympic Torch Relay route into the City and to the celebration site, and for the planning and implementation of one-hour of programming, prior to the official ceremony. At this time, the 2010 Olympic Torch Relay
route and the final celebration site for the program and ceremony have not been finalized.

An estimated preliminary budget is presented below. The 2010 Olympic Games Local Community Task Force would work with the VANOC 2010 to secure local sponsors to assist with defraying costs associated with hosting the 2010 Olympic Torch Relay event.

The following figures are based on estimates comparable to other events that have been staged in Hamilton. The full scope and costs is to be determined once the 2010 Olympic Torch Relay route has been finalized, the actual celebration site location has been determined, and the full event program is complete. The upset limit for staging the 2010 Olympic Torch Relay event is $50,000.

Identified Costs

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<th>Item</th>
<th>Amount</th>
</tr>
</thead>
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<tr>
<td>Road Closure &amp; Supplies</td>
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<tr>
<td>Policing/Security</td>
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<tr>
<td>Pageantry</td>
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</tr>
<tr>
<td>Contingency</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$50,000</strong></td>
</tr>
</tbody>
</table>

Potential Costs

Snow Removal on Route TBD (route has not been confirmed)

Budget for this one-time event will be funded from the Tax Stabilization Reserve.

**Staffing:**

Planning and implementing the 2010 Olympic Torch Relay in Hamilton will require the participation of the Special Events Advisory Team (SEAT) in order to ensure a coordinated effort between City Departments and applicable City services. Workplans for identified staff in the Culture Division and Tourism Hamilton will be adjusted to accommodate staging the 2010 Olympic Torch Relay.

**Legal:**

In signing the Terms and Conditions Agreement (attached as Appendix “A” to Report (ECS08036/PED08190) to become a Celebration Community, the City of Hamilton is entering into a legal contract with the VANOC 2010 and; therefore, must comply with all aspects of the Agreement.
Staff in the Legal Services Division have reviewed the Terms and Conditions Agreement and advised that Clause 7.9 states that the Agreement is governed by the laws of British Columbia and that, in the event of any future dispute, the City would have to hire lawyers in British Columbia to represent the City’s interests.

Staff in the Legal Services Division and Risk Management Section have reviewed the Terms and Conditions Agreement (attached as Appendix “A” to Report (ECS08036/PED08190), and found that the requirements appear to be in order and that the City is able comply with the insurance requirements, as noted in the Agreement.

**POLICIES AFFECTING PROPOSAL:**

Sport Tourism Action Plan  
Vision 2020  
Parks, Culture and Recreation Master Plan

**RELEVANT CONSULTATION:**

- The VANOC 2010 Olympic Games Torch Relay Regional Route Coordinator  
- Community Services Department, Recreation Division, Sport Development Section  
- Corporate Services Department, Legal Services Division, Commercial Development Policy Section  
- Corporate Services Department, Budget and Finance Division, Risk Management Section  
- Planning and Economic Development Department, Tourism Division

**CITY STRATEGIC COMMITMENT:**

By evaluating the “Triple Bottom Line”, (community, environment, and economic implications) we can make choices that create value across all three bottom lines, moving us closer to our vision for a sustainable community, and Provincial interests.

Community Well-Being is enhanced. ☑ Yes ☐ No

Rituals and celebrations are integral to the human experience. They nourish our sense of well-being and allow us to access the creative part of ourselves. There are many reasons to create celebrations:

- Promote community well-being;  
- Sustain community beliefs, heritage, and traditions;  
- Create a forum for the enactment of myths, stories, or legends;  
- Educate; and,  
- Simply, to have fun.
Environmental Well-Being is enhanced.  ☐ Yes  ☐ No

Economic Well-Being is enhanced.  ☑ Yes  ☐ No

The role of events and festivals, as positive economic and social drivers, is increasingly recognized across the province and the nation. Currently, Hamilton has a number of events ranging from agricultural fairs, outdoor festivals, concerts, walk-a-thons and major races, neighbourhood celebrations, street theatre, and performances to religious parades. Such events and festivals generate an array of positive economic and social impacts for our community. These include:

• Showcasing the cultural diversity and heritage of Hamilton’s communities;
• Highlighting the inventiveness, passion and creativity of the people in Hamilton;
• Stimulating economic cohesion and developing aspiration;
• Increasing cultural participation and audience development;
• Contributing to the City’s pride and enthusiasm;
• Providing learning and skill development opportunities;
• Attracting visitors to the City and generating significant associated expenditures; and,
• Creating and enhancing a positive image and reputation provincially and nationally.

Does the option you are recommending create value across all three bottom lines?  ☐ Yes  ☑ No

Do the options you are recommending make Hamilton a City of choice for high performance public servants?  ☐ Yes  ☑ No
Thursday, May 29, 2008

City of Hamilton  
City Centre, 77 James Street North  
Suite 230  
Hamilton, ON L8R 2K3  

Attention: Mayor Fred Eisenberger  

Dear Mayor Eisenberger:  

The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games ("VANOC") is delighted at the interest that the City of Hamilton (the "Community") has shown to date in the Vancouver 2010 Olympic Torch Relay (the "OTR"). The OTR is designed to connect and share the Olympic Flame with the maximum number of Canadians in the greatest number of communities possible. The OTR route will trace a path from coast to coast to coast encompassing the entire nation and passing through every province and territory, as we travel 35,000 kilometres, on the longest Olympic Torch Relay ever completed inside a single country.

By this letter, VANOC is formally expressing its willingness and desire to accept your Community’s invitation to VANOC to route the OTR through the Community and to have the Community host a celebration in honour of the arrival of the Olympic Flame and the 2010 Olympic Winter Games upon the terms and conditions set forth in the attached Schedule. Anticipating that the terms and conditions of the attached Schedule are acceptable to the Community, VANOC requests that the Community:

1. have an authorized representative of the Community sign this letter in the space provided below;

2. complete the contact information for the Community Contact in this letter in the space provided below; and

3. return a duly signed and completed copy of this letter to VANOC at the address noted above, attention: Carissa Prosperi, by September 15, 2008.

.../2
By completing, signing and returning this letter (which, together with the Schedule, will constitute the "Agreement" between VANOC and the Community), the Community agrees to be bound by the terms and conditions set out in the Schedule.

VANOC wishes to thank the Community for its interest, cooperation and support in making the OTR a worthwhile and memorable experience for the Community’s residents and for all Canadians.

Yours truly,

VANCOUVER ORGANIZING COMMITTEE FOR
THE 2010 OLYMPIC AND PARALYMPIC WINTER GAMES

Per: 

Jim Richards, Director, Torch Relays, 
Revenue, Marketing & Communications

Agreed to and acknowledged by the Community this ___ day of ____________________, 2008.

For the purposes of this Agreement, the Community’s authorized representative (the “Community Contact”) is as follows:

Name: ______________________________
Address: ______________________________
Email: ______________________________

City of Hamilton

Per: ______________________________ (signature)

Authorized Representative
Name: ______________________________
Title: ______________________________
SCHEDULE: TERMS AND CONDITIONS

1. Definitions.

1.1 Community Planning Guide Definitions. Capitalized terms not defined in this Agreement have the meanings given to them in the Vancouver 2010 Olympic Torch Relay - Community Planning Guide (the “CPG”).

1.2 Additional Definitions. In this Agreement, unless something in the subject matter or context is inconsistent therewith:

1.2.1 “Community Jurisdiction” means the government organization constituted as the local governing authority for the Community, including City, Municipality, Town, Village, District, Organized District, Unorganized District, Resort Municipality or such other designation or title as may be applicable.

1.2.2 “Confidential Information” means all information and data disclosed by VANOC to the Community which is identified as confidential at the time of disclosure or is reasonably identifiable as confidential, including this Agreement and the CPG but excluding information which: (i) is or becomes generally available to the public other than as a result of disclosure by the Community in breach of this Agreement; (ii) becomes available to the Community on a non-confidential basis from a source other than VANOC; (iii) was within the Community’s possession prior to being furnished by VANOC; or (iv) is required to be disclosed pursuant to the order of a court of competent jurisdiction or government authority with jurisdiction over the Community’s performance of its obligations hereunder.

1.2.3 “Games” means the XXI Olympic Winter Games and the X Paralympic Winter Games to be held in and around Vancouver and Whistler, British Columbia in 2010.

2. Roles of the Parties.

2.1 VANOC’s Role. VANOC has the overall responsibility for staging the OTR, including the Community Celebration and all other aspects of the OTR within the Community Jurisdiction. VANOC’s rights and responsibilities in relation to the OTR are as set out in the CPG.
2.2 **Community’s Role.** The Community agrees to provide planning, advisory and operational support services, without any charge to VANOC, to assist VANOC in the successful staging of the Community Celebration and all other aspects of the OTR within the Community Jurisdiction. The Community’s and the Community Task Force’s rights and responsibilities in relation to the Community Celebration and all other aspects of the OTR within the Community Jurisdiction are as set out in the CPG. The Community will, at the Community’s sole expense, carry out such responsibilities as are applicable to the Community and will, through its membership and representation on the Community Task Force and at the Community’s sole expense, cause the Community Task Force to carry out such responsibilities as are assigned to the Community Task Force pursuant to the CPG.

2.3 **Community Planning Guide.** The Community acknowledges receipt of the CPG. The Community agrees that, notwithstanding Section 7.5, VANOC may, when VANOC (in its sole discretion) considers it necessary and appropriate to do so (for example, as additional information becomes available or if OTR requirements evolve or change), provide the Community with an updated and/or amended version the CPG, whereupon the Community will treat such updated and/or amended version as the CPG for all purposes of this Agreement. The parties agree that if there is a conflict between a provision in this Agreement and any term, condition or statement contained in the CPG, the term, condition or statement contained in the CPG shall be deemed to be amended to the extent necessary to resolve the conflict.

2.4 **Cooperation and Consultation.** The parties hereby acknowledge that the successful staging of the Community Celebration and all other aspects of the OTR within the Community Jurisdiction shall require cooperation and consultation between them at all times and that each of them shall make every effort to keep the other fully informed as to the progress of its plans, any particular difficulties encountered by them, any changes in plans, and without restricting the foregoing, any information which might affect the obligations of the other party. However, the Community agrees that because VANOC has the overall responsibility for staging the OTR, the Community Celebration and all other aspects of the OTR within the Community Jurisdiction are subject to the review and approval of VANOC and VANOC is ultimately responsible for making final decisions in relation thereto.

2.5 **Status Reports.** At VANOC’s request, from time to time the Community shall provide VANOC with status reports regarding the performance of the Community’s obligations pursuant to this Agreement, and of the Community’s activities in connection with the OTR generally, at such intervals as VANOC may reasonably direct. Each such report shall be made up to the end of the period in respect of which it is made, shall be in a form acceptable to VANOC, and shall contain such information as may be requested by VANOC from time to time.
2.6 Special Requests. The Community acknowledges and agrees that VANOC may from time to time request the Community to carry out obligations or provide services which go beyond, or deviate from, the Community obligations and services set out in the CPG. Such a request could result from a variety of circumstances, including circumstances which are unique to the Community and which are not reflected in the CPG, or circumstances which arise at a time when it is not practical (due to the exigencies of VANOC’s obligations related to the OTR) for VANOC to provide the Community with an updated and/or amended version the CPG in accordance with Section 2.3. In the event that VANOC makes any such requests, the Community will use reasonable commercial efforts to carry out the obligation or provide the services that form the subject of the request(s).

3. Community’s Use of Emblem, Logo and Designation.

3.1 License. VANOC hereby grants to the Community a non-exclusive, non-transferable, royalty-free, limited and restrictive license (the “License”) to use the Olympic Torch Relay Emblem, the Tri-Composite Logo and the Community Designation for non-commercial purposes subject to the terms and conditions described in this Agreement and the CPG. All rights, opportunities and approvals not expressly granted to the Community by this Agreement and/or the CPG are reserved by VANOC. The License will be in effect for a limited term commencing on the date of this Agreement and terminating upon February 28, 2010, unless VANOC (in its absolute discretion) delivers a notice to the Community terminating the License earlier. The Community will use the Olympic Torch Relay Emblem, the Tri-Composite Logo and Community Designation:

3.1.1 only while the License is in effect;

3.1.2 only in Canada;

3.1.3 only in connection with the Community Celebration and other aspects of the OTR within the Community Jurisdiction (the “Use”);

3.1.4 only in accordance with VANOC’s specifications, directions, and standards as stipulated by VANOC (including specifications, directions and standards specified in the CPG) to the Community from time to time; and

3.1.5 in such manner so as to ensure that no association whatsoever, other than as strictly contemplated by the Use, is created between the Olympic Torch Relay Emblem, the Try-Composite Logo or the Community Designation,
on the one hand, and any other entity, commercial or otherwise, on the other hand.

4. Insurance and Indemnity.

4.1 Insurance. During the term of this Agreement and for a minimum of six (6) months thereafter, the Community shall provide, maintain and pay for the following insurance coverage:

4.1.1 general liability insurance providing third party bodily injury and property damage coverage in an amount of not less than $2,000,000 per occurrence, including the requirement that VANOC and its directors, officers, employees and volunteers, the International Olympic Committee ("IOC") and the Canadian Olympic Committee (collectively, the "VANOC Associated Parties") be named as additional insured parties, containing a cross liability and/or severability of interest clause protecting each insured to the same extent as if they were separately insured, and containing contractual liability coverage;

4.1.2 vehicle liability insurance with respect to all owned and non-owned licensed vehicles used, directly or indirectly, by the Community in the performance of its obligations hereunder, covering liability for damages arising from bodily injury and death and from claims for property damage arising out of their use by the Community in the performance of its obligations hereunder. Such insurance shall be for an adequate amount acceptable to VANOC and shall in any event be not less than $2,000,000 inclusive of any one accident; and

4.1.3 workers’ compensation coverage for its employees.

4.2 Proof of Insurance. The Community must provide written proof of the insurance coverage specified in Section 4.1 by no later than August 1, 2009 and thereafter upon the written request of VANOC.

4.3 Notice of Cancellation. The Community will ensure that all the insurance policies specified in Section 4.1 may not be cancelled without the insurer giving at least thirty (30) days’ prior written notice to VANOC.

4.4 Qualified Insurers. All insurance specified in Section 4.1 shall be with insurers registered in and licensed to underwrite such insurance in the Province of the Community Jurisdiction.
4.5 **Notification of Claim.** The Community agrees to notify VANOC within seven (7) business days of any claim made under any insurance coverage specified in Section 4.1 which relates directly or indirectly to VANOC.

4.6 **Indemnity.** The Community shall indemnify, defend and hold harmless the VANOC Associated Parties from and against any and all actions and claims of whatsoever nature or kind, as well as from and against any and all damages, liabilities and losses resulting therefrom, that may be brought or made by whomsoever, or suffered, directly or indirectly, by reason of or in any way arising out of or in connection with:

4.6.1 any negligent act or omission or wilful misconduct by the Community or any of its representatives in connection with the performance of the Community’s obligations under this Agreement;

4.6.2 any breach by the Community of any provision of this Agreement; and

4.6.3 any alleged violation of any applicable laws by the Community or any of its representatives in connection with the performance of the Community’s obligations under this Agreement.

5. **Term and Termination.**

5.1 **Term.** The term of this Agreement shall commence upon signing and end upon the full performance by the parties of all their respective obligations hereunder following conclusion of the Community Celebration and all other aspects of the OTR within the Community Jurisdiction, subject to any early termination permitted hereby.

5.2 **Termination for Cause.** In the event of a material breach of this Agreement by a party, the other party may terminate this Agreement for cause immediately upon written notice to such breaching party, without further liability to the non-breaching party under this Agreement.

5.3 **Termination by VANOC for Convenience.** Due to the exigencies of VANOC’s obligations related to the OTR, VANOC may terminate this Agreement for any reason (and without giving any reason) on giving fifteen (15) days’ written notice of termination to the Community, without any liability to VANOC under this Agreement.

5.4 **Termination by VANOC for Games Cancellation.** In the event that the XXI Olympic Winter Games are cancelled, VANOC may terminate this Agreement immediately on written notice of termination to the Community, without any liability to VANOC under this Agreement.
5.5 **Termination for Force Majeure.** In the event of a force majeure event which renders the staging of the Community Celebration impossible, either party may terminate this Agreement upon written notice to the other party, without any liability to either party under this Agreement.

6. **Vancouver 2010 Olympic Winter Games Conditions.**

6.1 **No Liability of Unrelated Parties.** The Community acknowledges that none of the Dominion of Canada, the Province of British Columbia, the City of Vancouver (including its Board of Parks and Recreation), the Resort Municipality of Whistler, the City of Richmond, the Canadian Paralympic Committee, the Canadian Olympic Committee, the IOC or the International Paralympic Committee ("IPC"), nor any department, agency, director, officer, member, minister, councilperson, servant, employee, agent or volunteer of any of the foregoing entities (each, an "Unrelated Party"), shall incur any financial responsibility or liability by virtue of or arising from the Unrelated Party's relationship to VANOC.

6.2 **Restricted Publicity and Marketing Rights.** Except as expressly stated otherwise in this Agreement (in particular pursuant to Section 3) or in the CPG (in particular pursuant to the Marketing Guidelines):

**6.2.1** the Community shall not publicly disclose its relationship with VANOC for promotional purposes, including by means of distribution of literature, verbal declarations or announcements through any medium whatsoever, without the express prior written consent of VANOC, which consent may be arbitrarily withheld;

**6.2.2** the Community undertakes not to use "VANOC", "Vancouver 2010", the official emblem, logo or mascot of the 2010 Olympic Winter Games or any other VANOC identification or trademark, as a reference or means of promotion or publicity, without the express prior written consent of VANOC, which consent may be arbitrarily withheld; and

**6.2.3** the Community undertakes not to disclose or promote its relationship with VANOC in any communication or manner whatsoever as a basis to create an association, express or implied, between the Community and the IOC, the Olympic Games or the Olympic Movement.
7. **General**

7.1 **Confidentiality.** The Community will:

7.1.1 keep all Confidential Information in strict confidence and will not, without VANOC’s prior written consent, disclose any such Confidential Information to any person not expressly authorized by VANOC to review such Confidential Information;

7.1.2 not, without VANOC’s prior written consent, use any Confidential Information for any purpose other than for the performance of the Community’s obligations under this Agreement; and

7.1.3 if the Community is subject to the provisions of the *Freedom of Information and Protection of Privacy Act* (British Columbia) (or any equivalent provincial legislation of general application in the Community Jurisdiction) or the *Access to Information Act* (Canada), the Community will notify VANOC of any request received under such legislation for disclosure of Confidential Information and will consult with VANOC prior to making any disclosure of Confidential Information in response to such request.

7.2 **Further Assurances.** Each of VANOC and the Community will from time to time execute and deliver all such further documents and instruments and do all acts and things as the other party may reasonably require to effectively carry out or better evidence or perfect the full intent and meaning of this Agreement.

7.3 **Time of the Essence.** Time is of the essence of this Agreement.

7.4 ** Entire Agreement.** This Agreement constitutes the entire agreement between the parties hereto with respect to the subject matter hereof and cancels and supersedes any prior understandings and agreements between the parties hereto with respect thereto. There are no representations, warranties, terms, conditions, undertakings or collateral agreements, express, implied or statutory, between the parties other than as expressly set forth in this Agreement.

7.5 **Amendments and Waivers.** No amendment to this Agreement will be valid or binding unless set forth in writing and duly executed by both of the parties hereto, and in any event any such amendment shall be subject to Section 7.6. No waiver of any breach of any provision of this Agreement will be effective or binding unless made in writing and signed by the party purporting to give the same and, unless otherwise provided, will be limited to the specific breach waived.
7.6 Amendments Subject to IOC Approval. This Agreement and terms hereof have been approved by the IOC, and any amendments of this Agreement shall be subject to approval by the IOC. VANOC agrees to seek such approval forthwith and each party agrees to use its reasonable commercial efforts to make any required amendments in a manner so as to obtain the IOC's approval. The parties acknowledge that the IOC Executive Board is and remains the final authority in matters relating to the organization of the Games.

7.7 Notices. Any demand, notice, invoice or other communication to be given in connection with this Agreement, must be given in writing and will be given by personal delivery, by registered mail or by electronic mail (e-mail) addressed:

in the case of VANOC as follows:

Vancouver Organizing Committee for the
2010 Olympic and Paralympic Winter Games
400-3585 Graveley Street
Vancouver, BC V5K 5J5

Email: carissa_prosperi@vancouver2010.com
Attention: Carissa Prosperi, Regional Route Coordinator – Ontario

and in the case of the Community, to the Community Contact,

or to such other street address, individual or electronic mail (e-mail) address as may be designated by notice given by either party to the other.

7.8 Community Authorized Representative. The Community hereby designates the Community Contact as its authorized representative for all purposes related to this Agreement. The Community will ensure that such Community Contact transacts with or otherwise deals with VANOC at all times in relation to this Agreement. The Community may change the identity of such Community Contact by notice to VANOC given in accordance with Section 7.7.

7.9 Governing Law and Attornment. This Agreement is governed by and will be construed in accordance with the laws of the Province of British Columbia and the laws of Canada applicable therein. The parties irrevocably submit to the exclusive jurisdiction of the courts of the Province of British Columbia.

7.10 Severability. If any provision of this Agreement is determined to be void or unenforceable, in whole or in part, it shall not be deemed to affect or impair the enforceability or validity of any other provision of this Agreement, and any such void or
unenforceable provision may be severed from this Agreement without affecting the remainder of the Agreement.

7.11 **Assignment.** The Community must not assign its rights and/or obligations under this Agreement without VANOC's prior written consent, which consent may be granted or withheld in VANOC's sole discretion.

7.12 **Binding Effect.** This Agreement shall be binding on the Community's successors and permitted assigns and shall ensure to the benefit of any successors and assigns of VANOC.

7.13 **Counterparts.** This Agreement may be executed in any number of counterparts, each of which will be deemed to be an original and all of which taken together will be deemed to constitute one and the same instrument. Delivery of an executed signature page to this Agreement by any party by electronic transmission will be as effective as delivery of a manually executed copy of this Agreement by such party.

7.14 **Language.** With the concurrence of both parties, this Agreement has been drafted in English only. Les parties ont convenu que la présente convention sera redigée en anglais seulement.
3. Community Celebration Scope

A. Introduction to Community Celebrations
B. Development of a Community Celebration
C. Torch Relays, Regional Route Coordinators
D. Community Celebration Planning Parameters
E. Roles and Responsibilities of VANOC and the Communities
F. Community Celebration Operational Scope
G. Technical Elements
H. VANOC Barrier Free Guidelines
I. Celebration Site Plan
J. Community Celebration Content
K. Marketing
L. Communications
A. Introduction to Community Celebrations

Each of the candidate communities has been asked to respond with an invitation to meet with VANOC. The results of those initial discussions, along with the community’s signature on the CCA, will enable the community to secure its place as a celebration host of the Vancouver 2010 Olympic Torch Relay.

The community celebrations are an opportunity for a limited number of communities to commemorate the Olympic Flame and the Olympic spirit in a different way and for a longer time than the moving torch relay provides. The community is able to host the Olympic Flame for the duration of the celebration and be recognized as “an Olympic community for the day.” Each community is encouraged to celebrate the Olympic spirit for the entire day and to use the arrival and presence of the Olympic Flame as a symbol for the celebration. The celebration offers an opportunity to engage community members who can enrich the relay story by highlighting their diversity and regional culture.

Community celebrations will embrace the message of the Olympic Torch Relay and the Olympic Games while providing an opportunity for the community to present their own cultural flavour. Each celebration should be as diverse as the community that hosts it, while the official segment provided by VANOC will create consistency around the arrival, protocol and presence of the Olympic Flame.

Community celebrations will be coordinated and hosted by the Community Task Force in consultation with the VANOC Olympic Torch Relay team. Celebrations will be held during the community’s timeframe and in the evening at communities on the route. The size of the celebrations may vary from community to community, but the spirit and message surrounding these events will remain consistent. An average community celebration will typically consist of a two-hour program with a 30-minute official segment provided by VANOC.

The first community celebration of the day will take place near midday, the arrival time for the Olympic Flame and the total celebration timing will depend on the final route plans. The second community celebration will take place between 6:00pm and 8:00pm, with the Olympic Flame arriving at approximately 7:00pm. Both celebrations will form an integral part of every OTR day.

Along the torch relay route and at the celebration sites, OTR sponsors and supporters will have activation campaigns that support the messages of the relay. Specifically, Presenting Partners, Coca-Cola and RBC, will have a significant presence in support of community engagement and crowd-building activities. The Presenting Partners’ plans are currently in development and will be shared with Community Task Forces. For more details, refer to the specific sponsorship activation in updates to this Community Planning Guide.
Remote locations, where the Olympic Flame is flown in and out, may host a small welcome ceremony at the airport when the flame arrives. These communities will also typically host a celebration before the flame departs to its next destination. Remote locations will either host a lunchtime or evening celebration, depending on the time of the day.

The OTR start in the morning will not be planned as a formal celebration, since it will usually take place in the same community that hosted the previous night's celebration. It may be staged more as a short send-off ceremony, with normal flame protocol for lighting the first torch as the main part of the ceremony. The morning send-off presents an excellent opportunity to participate with Aboriginal groups in a sunrise ceremony.

Please see Section G, Chapter 3, Technical Elements for details regarding celebration site selection.

Community celebrations must be free of charge to the public, ensuring equal access for all to see the Olympic Flame and to be a part of the Vancouver 2010 Olympic Winter Games. This is important in terms of accessibility and inclusiveness communicated through the spirit of the Olympic Torch Relay.

Morning and afternoon crew breaks are not considered to be community celebrations. These 30-minute breaks in the torch relay allow for time adjustment and a short break or washroom access for the crew. Breaks will sometimes be scheduled to facilitate the stops desired by OTR sponsors. The sponsors may host their own internal staff events at these designated stops, but they will not be classified as official celebrations open to the general public.
Community celebration activities

The community celebration activities will be as varied as the communities hosting them and extend beyond our Olympic Torch Relay objectives.

Community celebrations may:

- Create a community activity that generates enthusiasm and a positive following for the Vancouver 2010 Olympic Winter Games.
- Build anticipation and expectation of the Games and a sense of pride and excitement for Canada’s delivery of the event.
- Celebrate the possible by incorporating new ideas, dreams and identifying community accomplishments.
- Showcase the unique passion of each community to the rest of Canada and to the world.
- Build a legacy of community creative development and involvement.
- Create a legacy of hope that Olympism will live in the community forever.
- Recognize local talent and personalities as part of the celebration.
- Stimulate and involve youth, culture and sport within the community.
- Showcase heritage and traditions of Aboriginal people.
- Recognize local sporting figures and personalities, especially local Olympians or contributors to the Olympic Movement.
- Ensure the Olympic Flame and the Olympic message are the focal points of the celebration.
B. Development of a Community Celebration

Your community has been identified as a candidate to host a community celebration. We asked for an invitation to begin discussions with local government. Your next step will be the establishment of a Community Task Force. Core members should be assembled as soon as possible to begin working with your assigned Regional Route Coordinator in planning your community celebrations.

The very nature of the Olympic Torch Relay dictates that all activities and communications of the Community Task Force remain confidential until the torch relay route and list of community celebration sites are announced in the fall of 2008.

In the event that local council is required to vote on or pass initiatives related to hosting your Olympic Torch Relay community celebration, VANOC requires that this process be conducted in-camera to maintain confidentiality regarding the relay route.

A Community Celebration Agreement has been developed in conjunction with this Community Planning Guide to confirm the rights and obligations of both VANOC and the communities. The CCA will be reviewed with each Community Task Force by the relevant Regional Route Coordinator. VANOC's goal is for the CCA to be signed and returned by all communities by September 15, 2008, prior to our Olympic Torch Relay route announcement in the fall of 2008.

This Community Planning Guide will assist the Community Task Force to outline planning principles, timeframes and celebration hosting details. As this CPG is updated, additional tools and resources will be made available to the Community Task Force for the creation of community celebrations. In consultation with VANOC, the Community Task Force will develop local entertainment and community content to showcase the community's unique spirit and culture.

The very nature of the Olympic Torch Relay dictates that all activities and communications of the Community Task Force remain confidential until the relay route and list of community celebration sites are announced in the fall of 2008.
C. Torch Relays
Regional Route Coordinators

The Olympic Torch Relay team includes several staff dedicated to managing the advanced operations of the route. The Regional Route Coordinator dedicated to your community will take you through this Community Planning Guide and the Community Celebration Agreement in your initial meetings between May and July 2008. The Regional Route Coordinator will assist your community in reviewing the CCA prior to signing the document. They will occasionally meet with your Community Task Force throughout 2008 and 2009 and will have contact with you throughout the planning process. Their primary roles are to plan the route, organize alternative modes of transport and assist the council and local planning groups with the community celebrations.

Your Regional Route Coordinator is your primary contact with the VANOC Olympic Torch Relay team. Any information pertaining to the Olympic Torch Relay - clarification of requirements, documentation or assistance with ideas, equipment or direction - should be directed to your Regional Route Coordinator. See Appendix for contact details.
D. Community Celebration Planning Parameters

Successful planning will require a strong working relationship between VANOC and each of the host celebration communities. Together we will provide the forum for showcasing our unique country and culture to the rest of the world. This Community Planning Guide provides the basic framework to ensure the vision of the Olympic Torch Relay is achieved. We require your commitment and understanding in applying these standards.

Should you have any questions, please contact your assigned Regional Route Coordinator.

In the lead up to the OTR, we ask that you recognize and observe the following when planning community celebrations:

1. **VANOC is accountable to the IOC with respect to all aspects of the Olympic Torch Relay.**
   
   Olympic Games guidelines specify that all celebrations to which the crossing or arrival of the Olympic Flame gives rise are to be conducted under the auspices of the IOC. Under the Host City Contract, VANOC is accountable to the IOC for all aspects of the Olympic Torch Relay. Accordingly, VANOC needs to ensure that no events or activities conducted with the Olympic Torch Relay contravene our commitments to the IOC.

2. **VANOC is committed to protecting the rights of its sponsors.**

   VANOC’s sponsors have committed the necessary resources to assist with the staging of the Vancouver 2010 Olympic Winter Games, including the Olympic Torch Relay. VANOC will take all necessary and appropriate steps to avoid ambush marketing of the Olympic Torch Relay in meeting its contractual commitments to its sponsors. Host celebration communities must also make such a commitment to protect the Olympic Sponsor family.

   All VANOC sponsors and Olympic Torch Relay sponsors are listed in the Marketing Guidelines section. The OTR team will pay special attention to the Presenting Partners, Coca-Cola and RBC, as these companies have made additional significant contributions to ensure the success of the relay.

3. **VANOC has final responsibility for planning and executing the Vancouver 2010 Olympic Torch Relay.**

   VANOC is committed to working closely with all host communities during the planning and execution stages of the Olympic Torch Relay. VANOC is accountable for the proper staging of the Olympic Torch Relay. Accordingly, the final decision concerning all operational issues rests with VANOC.
4. **VANOC is committed to spreading Olympic ideals and the spirit of Olympism during the passage of the Olympic Torch Relay.**

A major aim of Olympism is “to improve the human race, not only physically, but to give it a greater nobility of spirit and strength in understanding and friendship amongst people.” Accordingly, the Vancouver 2010 Olympic Torch Relay provides all Canadians with an opportunity to learn about the values, philosophy and the spirit of the Olympic Games.

5. **The success of the Olympic Torch Relay depends on community-level support.**

The Olympic Torch Relay is a community event. Its strength lies in the excitement and enthusiasm generated by its passage. As with past torch relays for other Olympic Games, the success of the torch relay depends on communities embracing the concept of working together to welcome the Olympic Flame.

6. **All Canadians will be given an opportunity to share the Olympic Flame.**

No event directly or indirectly associated with the Olympic Torch Relay can be created that requires admission fees. VANOC is committed to ensuring the Olympic Torch Relay is a community event accessible to all Canadians.

VANOC designed the relay route so as many Canadians as possible may experience the magic of the Olympic Flame.

7. **A joint effort by VANOC, sponsors, governments and communities across Canada will ensure success.**

Only by working together can we stage the largest community event in Canadian history.

8. **Success does not always depend on size.**

VANOC has chosen a range of communities to host the Olympic Flame during the 100 days of the Olympic Torch Relay. Each community has a unique variety of resources and experience. A successful community celebration should be measured by the enthusiasm and enjoyment experienced by the community rather than the size and scope of the community celebration. Bigger does not necessarily mean better.
E. Roles and Responsibilities of VANOC and the Communities

The success of the Olympic Torch Relay as a community event requires the support of national, provincial, territorial and municipal governments across Canada. VANOC alone cannot successfully deliver an event of this magnitude.

National, provincial and territorial advisory groups

At the national, provincial and territorial level, government planning groups have been established to provide advice and feedback to VANOC during the early stages of planning and route development. Before meeting with celebration communities in May–July 2008, VANOC met with representatives from each province and territory to update the route and hold discussions about the municipal engagement phase. VANOC will also meet with a representative from each of these advisory groups before the route announcement in the fall of 2008, and possibly prior to the commencement of the Olympic Torch Relay in Canada late in 2009.

Community Task Force

The purpose of the Community Task Force is to plan and host the community celebrations, and to provide advice and develop strategies to maximize community involvement in the Olympic Torch Relay at a local level. Community Task Forces will be established across Canada in their respective communities. The Community Task Force will be the focus of all community-level planning and support of the community celebration and OTR.

Because confidentiality is a major consideration, membership on the Community Task Force should be limited to required participants until the fall of 2008 when the route and community celebration sites will be announced. At that time, we encourage you to expand the Community Task Force with additional volunteers to further assist in developing your plans.

Your Community Task Force should be chaired by a representative from your local government authority. The Community Task Force should be made up of community leaders and representatives from agencies and/or organizations that have agreed to provide support services for the community celebration.

The chair should be focused on ensuring the Community Task Force develops the celebration plan, issuing permits and dedicating resources as required, while respecting all timelines.

Considering the Community Task Force is responsible for planning the celebration, special attention should be paid to ensure that members are not placed in a conflict of interest through professional activities conflicting with the Olympic Sponsor family. Olympic Sponsors are listed at vancouver2010.com and in Chapter 5, Marketing Guidelines.
There are a number of activities a Community Task Force can do to assist VANOC in developing its media relations plan to raise awareness of the OTR in your community. Before the route announcement in the fall of 2008, VANOC will ask all communities to complete a media questionnaire. This questionnaire will assist VANOC in providing the media with relevant stories and unique aspects about your community.

The questionnaire will ask for information such as:

- **Local media lists**

  Although VANOC has a comprehensive list of Canadian media, your list may capture local and regional newspapers or magazines that are part of your community, and that VANOC will want to add to its list.

- **Community highlights**

  This information should include your community’s history, culture, sporting involvement, landmarks, scenic and tourist information. We encourage you to highlight your local sporting history and sporting heroes.

- **Media spokesperson**

  The Community Task Force should nominate a spokesperson who will be responsible for liaising with local media. Note that this spokesperson must be identified as a “spokesperson for the Community Task Force working on the Vancouver 2010 Olympic Torch Relay” and they may not, in the course of undertaking any acts in their capacity as spokesperson, represent any entity other than the CTF (including any current or former employer). This spokesperson should be prepared for media inquiries during the route announcement in the fall of 2008, and in the four weeks leading up to the arrival of the Olympic Flame in your community. They will be asked to speak on the Olympic Torch Relay and its arrival in their community, not about other matters related to the Games.

**All media releases or other public communications must be approved by VANOC.**

Suggested membership of the Community Task Force is:

- a local council (one of whom should be the chair)
- a landowner (in the event the celebration site is owned or controlled by persons other than the local council)
- a coordinator of local volunteer and service organizations
- an Aboriginal representative
- a heritage and cultural representative
- a sporting representative
- a tourism representative
- a possible representative(s) from neighbouring communities
- a road or traffic authority representative


- local RCMP representative
- a representative from each of the Vancouver 2010 Olympic Torch Relay Presenting Partners
- VANOC Regional Route Coordinator (not present at all meetings)
- other key resources or sub committees in developing the event in the community

Responsibilities

In consultation with your Regional Route Coordinator, the Community Task Force's responsibilities will include the following:

1. Provide communications and accessibility between VANOC and your community.
2. Create local community celebrations which reflect each community's unique history and culture.
3. Recruit local performers, speakers and others to make up the major entertainment component of the community celebration.
4. Assist in the selection of the celebration site and selection of a contingency site in the event of severe weather conditions.
5. Acquire all necessary permits required to host a community celebration.
6. Provide community facilities and overlay (temporary infrastructure) such as barricades, public washrooms, temporary lighting, waste management and possible concessionaires (see Chapter 5, Marketing Guidelines).
7. Coordinate local police, security, traffic and emergency support for the Olympic Torch Relay within the community.
8. Develop and coordinate all community activities in support of the Olympic Torch Relay.
9. Assist with media information and prepare for media enquiries.
10. Provide advice on local issues affecting the Olympic Torch Relay and celebrations.
11. Consult appropriately with the full range of community members.
12. Rally community support during planning and the operational phase of the Olympic Torch Relay.
13. Promote the celebration and Olympic Torch Relay in the community and surrounding communities in the lead-up to the event.
14. Be responsible for crowd building, ensuring the community is united in welcoming the Olympic Torch Relay and planning possible events along the route.
15. Assist and support the logistical needs of the Olympic Torch Relay (in conjunction with OTR sponsors).
16. Recruit local volunteers after the announcement of the route in the fall of 2008 to assist with the community celebration planning and hosting. (VANOC will provide the community with advice on recruiting volunteers after the route announcement in the fall of 2008. Communities should not approach local volunteers before the route is announced.)

17. Nominate candidates for one torchbearer position (per community).

Local road and traffic authorities

Local road and traffic authorities will be required to assist with arrangements on a community-wide basis by providing traffic management and support services, resources, advice and cooperation at no cost to VANOC, including the following:

1. Assist the Regional Route Coordinator and the OTR team in organizing the relay in the province/territory.

2. Assist local communities within the province/territory with community celebration planning, including developing and implementing traffic management plans for the safe and uninhibited passage of the OTR and to maximize community safety.

3. Issue or obtain all necessary permits and authorizations for road closures and usage for roadways under the control of the Roads and Traffic Authority by September 1, 2009.

4. Provide ongoing advice and information concerning roads and highways under the control and administration of the province/territory.

5. Provide timely advice concerning potential road works which may interfere with the staging of the OTR within the province/territory.

6. Provide for efficient movement of the convoy by managing traffic control systems.

7. Provide a road and traffic authority representative to participate in the Community Task Force.

8. If needed, in support of community planning, provide barricades and other equipment as necessary for the safe passage of the torch relay convoy and for community safety in conjunction with the task force.

9. Display in such media, and on such routes as appropriate, the customary community notices regarding changes to transportation, roadways and thoroughfares during the OTR.

10. Ensure roadways are cleared of snow and prepared in a timely manner so that the OTR remains on schedule and participants are safe and secure.
Emergency medical services support for the Olympic Torch Relay

A doctor will travel in the OTR convoy to ensure that medical support is close at hand throughout the relay. However, medical requirements for the general public on the torch relay route and at the celebration site are the responsibility of the Community Task Force.

VANOC

The Regional Route Coordinators are available to answer questions and provide information throughout the planning period. Furthermore, VANOC will consult on possible celebration sites, provide content around the official welcome of the Olympic Flame and provide direction regarding any other official procedures throughout the celebration.

During OTR operations, the Torch Relay Advance Coordinators will coordinate meetings with the Community Task Force approximately two to three days prior to your community's celebration. These meetings are meant to confirm the set-up at the celebration site, the local content and any changes to the program or logistical and security arrangements.

VANOC will provide a stage truck, lights, sound and technicians to all celebration communities except for those in remote locations. These remote communities will receive stage dressing and equipment such as a portable cauldron and basic sound. VANOC will provide the Master of Ceremonies (MC) for the celebrations to ensure consistency of presentation, live animation and to ensure that the celebration runs to schedule.

VANOC maintains responsibility for the Olympic Flame arrival and formal portion of the community celebrations. VANOC and its sponsors are responsible for sponsor activations at the celebration site. VANOC will develop the overall brand and look of the celebration site and its surrounding area.

The Advance Coordinators will be on-site the day of the celebration to receive and direct the stage truck and production crew. They will brief the MC and production crew on the program and local content as well as any changes to the formal program. They will advise the OTR Marketing Manager about any concerns over ambush marketing activities. They will also test the cauldron prior to the arrival of the flame.
VANOC is also responsible for implementing the media relations strategy for the Olympic Torch Relay. VANOC will provide accreditation for media who wish to gain access to the torch relay. Media representatives will require prearranged media accreditation for access to secure areas during the relay, such as:

- within OTR core convoy (such as media truck)
- on torchbearer shuttles to cover torchbearer operations (note: coverage of torchbearer shuttles will be highly restricted)
- on alternative modes of transport
- on stage areas or media areas at celebration sites
- at overnight accommodation sites

VANOC will provide daily media briefings for local media approximately one to two days in advance of the Olympic Torch Relay arriving in each celebration community. VANOC will work with the Community Task Force to identify locations for these briefings, such as municipal buildings and community centres. VANOC and the Community Task Force will co-host each briefing.

VANOC is responsible for issuing news releases to the media on a local and regional basis. VANOC will continue to work with communities to ensure that everyone is fully informed on key questions, answers and issues management. As part of the ongoing communications plan, VANOC will provide media releases including, but not limited to:

- the Olympic Torch Relay route (to be announced in the fall of 2008)
- names of torchbearers and their stories (multiple announcements early in 2009)
- accreditations for media (summer of 2009)
- street-by-street route information (a few days before arrival in community)
In addition, VANOC is also responsible for:

1. Establishing national/provincial/territorial advisory groups to advise on various aspects of the Olympic Torch Relay.
2. Route selection and mapping support through the entire OTR, including the community: VANOC has final responsibility for route selection.
3. Production of daybooks for each day of the OTR outlining, for example, route directions, torchbearer exchange points, torchbearer shuttle bus schedules, location maps/diagrams to provide consistent information to all parties involved in the relay.
4. Selection process for 12,000 torchbearers (nationally).
5. Providing a centralized planning team and Regional Route Coordinators to assist the Community Task Force with community celebration planning.
6. Working with each province/territory to maximize opportunities for showcasing their heritage, culture and assets.
7. Providing event planning advice to the Community Task Force, including on-site consultation and the production and updating of this Community Planning Guide for celebration communities.
8. Promoting widespread community enjoyment and involvement in the Olympic Torch Relay.
10. Design, development, production and distribution of torches and portable cauldrons.
11. Providing the necessary OTR convoy vehicles and relevant retrofitting of vehicles.
12. Providing the necessary shuttles for the transport of torchbearers.
13. Providing medium to large custom-made stages to assist communities in staging community celebrations, including sound, lighting and production crew. Note: Due to logistical constraints, VANOC is unable to provide a stage truck in remote locations. In these locations, the community will be responsible for providing the stage; however, VANOC will supply some of the audio-visual equipment and stage dressing required to stage the celebration.
14. Providing air transport for the Olympic Torch Relay staff and the Olympic Flame between remote destinations.
15. Employing approximately 120 Olympic Torch Relay staff to support on-road relay operations, including accommodation, catering and transportation throughout Canada.
16. Coordination of media support and activities.
17. Coordination of sponsor activation.
18. Final approval of community celebration sites after consulting with the community (selection of the celebration sites to be approved by VANOC by December 15, 2008).

19. Final approval of community celebration plans (including any related marketing, public relations, media and similar activities).

20. Consultation with local, national and international agencies as required.

21. Coordination of media activities.

22. Final selection of community torchbearer.
Community celebration checklist

This brief checklist provides an overview of the general responsibilities for each party regarding the community celebrations. Although this list is not exhaustive, it highlights some of the main tasks that need to be accomplished.

<table>
<thead>
<tr>
<th>Community Task Force</th>
<th>VANOC</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Suggest celebration site, acquire permits, assist with contingency site planning</td>
<td>✓ Route selection and mapping for entire relay; produce daybooks; consult and provide final approval of celebration site</td>
</tr>
<tr>
<td>✓ Provide community facilities and overlay (washrooms, lighting, waste management)</td>
<td>✓ Supply stage truck, basic equipment*, VANOC speakers and MC for celebration</td>
</tr>
<tr>
<td>✓ Recruit local staff and volunteers; create local celebration content (entertainers, Aboriginal participation), subject to VANOC approval</td>
<td>✓ Handle flame and cauldron protocols for community celebration, including design, production and distribution of torches</td>
</tr>
<tr>
<td>✓ Coordinate local police, security, traffic and emergency support</td>
<td>✓ Provide convoy vehicles and torchbearer shuttles</td>
</tr>
<tr>
<td>✓ Coordinate community activities and promotion; crowd building</td>
<td>✓ Coordinate sponsor activation</td>
</tr>
<tr>
<td>✓ Assist with media information</td>
<td>✓ Coordinate media activities</td>
</tr>
<tr>
<td>✓ Nominate candidate for community torchbearer</td>
<td>✓ Overall torchbearer selection process</td>
</tr>
</tbody>
</table>

*See also Chapter 3, Section F, Communities in Remote Locations.
F. Community Celebration Operational Scope

Communities on the driving route

To ensure all communities have access to a celebration, regardless of local budgeting capabilities, VANOC has compiled a scope of operations that allows communities to limit their costs. Our rolling stage truck — complete with lights, sound equipment and technicians — will allow each community to focus its efforts on the performers and selected content rather than the stage itself. The scope of the operations will vary depending upon the location of the celebration.

The VANOC Advance Coordinator will arrive in the community approximately two to three days prior to the arrival of the Olympic Flame and will coordinate meeting with the Community Task Force to confirm the celebration preparations.

On the day of the celebration, the OTR stage truck will arrive at the celebration site and start setting up the stage, light and sound system, as well as the torch relay décor. VANOC will also provide a portable Olympic Cauldron and a large video screen. The stage will be ready for testing two to three hours before the arrival of the Olympic Flame.

The local celebration program can be scheduled to last up to two hours prior to the arrival of the flame, and continue for up to one hour after the final torchbearer has entered the stage. After that, the stage crew will start packing up the equipment.

The VANOC stage manager and MC will oversee the set-up and the run of the show.

The Presenting Partners and Signature Supporters will set-up their sponsor activation program at the celebration site. More content and technical details about this program and the VANOC stage technical specifications will be released in updates to this guide.

Communities in remote locations

In remote areas, where the Olympic Flame will arrive by charter aircraft, VANOC stage and technical support will be reduced owing to logistical considerations. A sound system, portable cauldron and some torch relay stage décor will be provided. The Community Task Force will have to arrange a suitable site and stage for the celebration.

Details of the sponsor activities will be shared with the Community Task Force in future updates to this guide.
G. Technical Elements

Site selection and considerations

Your Regional Route Coordinator will consult with the Community Task Force on the selection of the celebration site. As the celebration should attract as many people as possible, the site should be selected to accommodate large audiences.

VANOC recommends that the celebration site be outdoors. As a contingency in case of severe weather conditions, the Community Task Force should identify a backup indoor location. Outdoor locations are generally more efficient in terms of stage truck, sponsor activation and torchbearer arrival, and generally enable a larger audience and greater possibilities for the portable cauldron to burn without issues of smoke emissions. The community may suggest the use of an existing permanent outdoor stage instead of the portable stage truck. This option may be discussed and decisions will be based upon the selection of the final site.

In selecting the celebration site, the following factors need to be taken into consideration:

- easy access for vehicles, trucks, general audience and persons with disabilities
- populated area
- crowd estimates
- protection against severe weather
- sufficient space for stage and equipment trucks
- portable cauldron emissions
- parking facilities for audience and OTR convoy vehicles
- existing signage (see Chapter 5, Marketing Guidelines)
- existing washroom facilities

Other important issues to keep in mind in celebration site selection include:

- low power lines and overhanging signs or trees crossing roadways
- owner of the site and acquiring of permits
- road obstacles such as movable barriers
- curvature of road surface for access
- paved area that can withstand heavy vehicle access (recommended)
- loose or soft grassy area with possible underground services such as water, gas, phone or electricity (not recommended)
Possible celebration sites include:
- fairgrounds
- sports areas
- public gardens
- town squares
- school grounds
- sport or concert arenas/halls (as an indoor contingency)

The selection of the suggested celebration site must be confirmed in writing to VANOC by the Community Task Force by December 15, 2008. Final approval of the celebration site rests with VANOC.
H. VANOC Barrier-Free Guidelines

VANOC has made a commitment to ensure all aspects of the 2010 Winter Games are inclusive of people with disabilities. This includes a requirement that each of our large events (such as the Olympic Torch Relay), major announcements and public meetings are accessible to a broad range of people with physical disabilities.

VANOC will provide more information in future updates on how communities can ensure their celebration is accessible to all. In the meantime, please consider the following:

- accessible bus route or other transportation to the event
- parking is available for wheelchair users and over-height vehicles
- site is accessible for people with mobility impairments
- seating positions are appropriate for use by wheelchair users
- stage is accessible to people with mobility impairments
- accessible features of the event are communicated to the public
- presenters/staff/volunteers are familiar with disability issues and appropriate language for discussing disability issues
- disability awareness training is offered to staff/volunteers involved, including information on the accessibility features of the event
I. Celebration Site Plan

The diagram on page 53 is an example of the possible layout for a typical celebration site. Each site will differ depending on the chosen location; however, all of the following elements are required:

Stage
Where the official and community entertainment program will take place. The portable stage will be mobile and will be prepared by VANOC, including décor, lighting and sound (revised option for remote locations).

Portable cauldron
Provided by VANOC and positioned at the front of the stage in clear view of the audience.

Large video screen
Provided as part of the overall community celebration infrastructure.

Media area
For local, national and international media to obtain a clear view of the proceedings.

Sponsor zones
Area dedicated to sponsor activations and merchandising (may be multiple zones designated to Presenting Partners and Signature Supporters of the torch relay).

Front of house (FOH)
Front-of-house sound and lighting area.

Torchbearer corridor
Secured entry for the final torchbearer to run through the celebration crowd onto the stage.

Washrooms
Existing/portable.

VANOC is currently finalizing the stage tender and sponsor activation plans. More details will be provided in the updates to this guide.
Celebration stage

VANOC will require multiple stages for celebrations on the Olympic Torch Relay day. One will be allocated to the lunchtime celebration site and the other to the evening celebration site. Remote locations will not be provided with a stage, but will receive certain technical support (see Section F, Chapter 3, Community Celebration Operational Scope).

Lunchtime and evening celebrations are expected to be of comparable size, depending on the communities that host them. As a result, the stages may be very similar in design and function. The stage will be fully accessible for participants with physical disabilities.
Olympic Flame security and protocol

VANOC will ensure the safety and security of the Olympic Flame throughout the OTR and community celebrations. During the community celebrations, security personnel are responsible for ensuring a secure passage for the torchbearer and will escort him/her onto the celebration stage.

Content and protocol elements of the show are yet to be determined, and VANOC will provide future updates in this Community Planning Guide to assist the Community Task Force.

The portable cauldron is connected to a portable gas supply. Whenever the cauldron is lit, the torch will be extinguished and vice versa, so that only one flame is lit at all times. At lunchtime celebrations, the torch will be lit again from the cauldron to resume the moving torch relay. At evening celebrations, a safety lantern will be carried off the stage to signal the departure of the Olympic Flame. At this point in both celebrations, the cauldron will be extinguished.

See also Chapter 4, Torch Relay Operations.
Torches and cauldrons

The torches, portable cauldrons and safety lanterns are the vessels that will house the Olympic Flame throughout its entire journey from Olympia to Vancouver. Great care has been taken to ensure their design is both functional and a source of pride for all Canadians.

VANOC will provide each torchbearer with a separate Olympic Torch to carry the flame. The Olympic Flame is passed from torch to torch at each of the exchange points. In some previous torch relays, it was the torch itself that was passed from torchbearer to torchbearer.

VANOC will provide each lunchtime and evening celebration with the temporary use of a portable cauldron. When the last torchbearer arrives at the celebration stage, they will light the cauldron with their burning torch. The cauldron will stay lit until the torch relay continues (lunchtime celebration) or the celebration program is completed (evening celebration). Portable cauldrons will also be used on some alternative modes of transport (for example, a ferry).

See also Chapter 4, Torch Relay Operations.
J. Community Celebration Content

Banner program
The celebration communities will have the opportunity to purchase, through official or VANOC-authorized suppliers, prepared banners to decorate their cities. This will allow communities to celebrate the Olympic Torch Relay and create a welcoming spirit. Each community can celebrate its individual environment, whether it is a vibrant city or stunning natural setting. The celebrations will showcase a country shaped by both ancient spirits and the exciting call of tomorrow's possibilities. Timelines for the banner program will be sent to the communities closer to the major announcement in the fall of 2008.

Local entertainment
Local content and entertainment is the key ingredient for all celebrations to engage community members and highlight the diversity between communities. Guidelines will be prepared in the coming months. Community Task Forces will present their celebration concepts to the VANOC Torch Relay team in writing for approval.

Local content should reflect the community's own cultural flavor, the VANOC brand and the Olympic ideals. The finalization and approval process for the local show will continue until October 1, 2009. This content will be built into the run of show and form the major entertainment component of the community celebration.

Official VANOC segment: arrival of the Olympic Flame
The arrival of the Olympic Flame segment is produced by VANOC and will form the official component of the celebration. This segment will be consistent for each community celebration and will typically include the following:

- Video highlights of the Olympic Flame lighting ceremony in Olympia and its journey to date throughout Canada.
- Official introduction and community welcome.
- National anthem.
- Official welcome by a community representative.
- Olympic Games/Olympic Torch Relay music signalling the arrival of the Olympic Flame.
- Final torchbearer who will run onto the stage and light the portable cauldron (or they may pass the torch to another representative on stage to light the portable cauldron).
- VANOC thank you to the community (possible exchange of gifts).
- Presenting Partner speeches or content.

The Olympic Flame, the torchbearers and the general public will always be the centre of attention as we plan the promotions and operations of the Olympic Torch Relay.
Based on previous experience, it is recommended that most of the local entertainment program is scheduled before the arrival of the Olympic Flame. This is to give maximum exposure to your community entertainers and create additional excitement for the arrival of the flame. A large proportion of the crowd may leave after the portable cauldron is lit.

The official celebration will close with the extinguishing of the portable cauldron. This event signals the continuation of the OTR after lunchtime or the conclusion of the torch relay and celebration in the evening. Local entertainment and performances may continue in the community at a different location after the portable cauldron has been extinguished. Performances and entertainment using VANOC-supplied equipment is limited to the conclusion of the general run of show as the stage and/or equipment will need to be packed up and moved to the next celebration community.

Community activities at the celebration site

Each community will have the opportunity to include different cultural or sport exhibitions at the celebration site in addition to the local entertainment displayed on the celebration stage. The celebration site can be active for the entire day of the torch relay and incorporate local activities as well as sponsor activations.
<table>
<thead>
<tr>
<th>Suggested run of show</th>
<th>Time 1</th>
<th>Time 2</th>
<th>Type</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Official introduction</td>
<td>00:05</td>
<td>00:05</td>
<td>Live</td>
<td>VANOC</td>
</tr>
<tr>
<td>Local entertainment</td>
<td>00:50</td>
<td>00:55</td>
<td>Live</td>
<td>Community</td>
</tr>
<tr>
<td>Video highlights</td>
<td>00:08</td>
<td>01:03</td>
<td>Video</td>
<td>VANOC</td>
</tr>
<tr>
<td>Community welcome</td>
<td>00:03</td>
<td>01:06</td>
<td>Live</td>
<td>Community</td>
</tr>
<tr>
<td>National anthem</td>
<td>00:04</td>
<td>01:10</td>
<td>Recorded/Live</td>
<td>VANOC/Community</td>
</tr>
<tr>
<td>Speech by community representative</td>
<td>00:04</td>
<td>01:14</td>
<td>Live</td>
<td>Community</td>
</tr>
<tr>
<td>OTR music signalling the arrival of the Olympic Flame</td>
<td>00:05</td>
<td>01:19</td>
<td>Recorded</td>
<td>VANOC</td>
</tr>
<tr>
<td>Final torchbearer runs on stage and lights the portable cauldron</td>
<td>00:03</td>
<td>01:22</td>
<td>Live</td>
<td>VANOC/Community</td>
</tr>
<tr>
<td>VANOC/sponsor speeches/content and presentation of gifts</td>
<td>00:05</td>
<td>01:27</td>
<td>Live</td>
<td>VANOC</td>
</tr>
<tr>
<td>Sponsor/community entertainment</td>
<td>00:30</td>
<td>01:57</td>
<td>Live</td>
<td>Sponsor/Community</td>
</tr>
<tr>
<td>Extinguish portable cauldron and closing of celebration</td>
<td>00:03</td>
<td>02:00</td>
<td>Live</td>
<td>VANOC/Community</td>
</tr>
<tr>
<td><strong>Total running time:</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>2h00m</strong></td>
</tr>
</tbody>
</table>
K. Marketing

As stated previously, the Olympic Torch Relay will connect Canadians from coast to coast, generating tremendous pride in our nation and excitement for the upcoming Olympic Winter Games. Hosting an international media event of this magnitude, highlighted by hundreds of local celebrations organized around a common theme and clear vision, is a rare and incredible opportunity.

To succeed in producing an event of this complexity, VANOC has prepared detailed marketing guidelines (see Chapter 5, Marketing Guidelines).

To produce both a successful and self-sustaining torch relay, corporate sponsors and government partners will be secured. These sponsors/partners will play a critical role in supporting the relay both financially and through their respective marketing initiatives.
Sponsorship

One of the primary objectives of the Vancouver 2010 Olympic Torch Relay Marketing Plan is to produce a self-sustaining Olympic Torch Relay that derives funds through the launch of a sponsorship program.

The following list highlights some of the rights granted to Olympic Torch Relay sponsors.

Marks and imagery

The Olympic Torch Relay tri-composite logo must be displayed in all external promotional campaigns. Any application of the tri-composite logo must comply with the Graphics Standards Manual and the associated approval procedures. The Graphics Standards Manual and approval procedures will be provided to communities in the fall of 2008 and can be accessed through the confidential Vancouver 2010 Torch Relay Community Celebration extranet at http://snow.vancouver2010.com.

Recognition/signage

Olympic Torch Relay sponsor recognition signage will be provided as part of the overall community celebration components delivered by VANOC. All other signage requests must be approved by VANOC.

Celebration site activation

Olympic Torch Relay sponsors have the opportunity to conduct marketing and promotional activities at the community celebration sites. The scope of these activities will vary according to the size of the site and the anticipated attendance. All sponsor requests for on-site activities must be directed through VANOC for approval and coordination.

Torchbearers

Presenting Partners, Coca-Cola and RBC, have the exclusive opportunity (along with VANOC) to operate a public promotion to award torchbearer slots.
Prestations
The Vancouver 2010 Olympic Torch Relay sponsors have the opportunity to distribute premium items (for example, flags and pins) at approved locations, including celebration sites, in accordance with their sponsorship agreements. All other requests for premium distribution need to be approved by VANOC.

Hospitality
Olympic Torch Relay sponsors have access to hospitality operations at each community celebration. The existence and scope of hospitality operations will be determined in collaboration with the Community Task Force.

Local support
To respect VANOC's contractual obligations with our sponsors and the IOC, the pursuit and/or acquisition of local sponsors by the communities is not permitted. However, the following efforts can be conducted to subsidize the costs associated with hosting a community celebration:

- The Community Task Force may approach local businesses for donations, providing there is a mutual agreement that no sponsorship privileges, public recognition or marketing rights can be granted in conjunction with the Olympic Torch Relay.

- In the event that an Olympic Torch Relay sponsor is not represented on the Community Task Force, sponsor representatives may be approached through your Regional Route Coordinator.

- The Community Task Force may operate, or license other parties to operate, food and beverage concessions at the celebration sites. The Community Task Force may use the profits, site fees or royalties paid by the concession's operator to assist in funding the celebration. Existing sponsorship and commercial relationships entered into by VANOC will have an impact on what type of food and beverage operations may be established at the community celebration. Please refer to Chapter 5, Marketing Guidelines for more information.
Activations
The Presenting Partners and Signature Supporters joined the Olympic Torch Relay family as they identified with the overall goals and messages that the torch relay brings to Canada. The Presenting Partners, Coca-Cola and RBC, will create plans based on the themes of a healthy active lifestyle and creating a better Canada.

There will be sections of the celebration site dedicated to sponsor activations for the Presenting Partners and Signature Supporters of the OTR. These activations provide opportunities for sponsors to engage the general public in order to extend their brand messages and their relationship with the Vancouver 2010 Olympic Winter Games. The Presenting Partners, Coca-Cola and RBC, will be expected to service both lunchtime and evening celebrations.

Each sponsor will have its own activation programs approved by VANOC and will be scaled according to the size of the celebration site.
L. Communications

The Vancouver 2010 Olympic Torch Relay is an exciting event that will engage as many Canadians as possible in the lead-up to the Games. There is a great deal of work to be completed in conjunction with the Community Task Forces, VANOC and the sponsors before announcing the route and your community’s involvement in the fall of 2008. Our success depends on your confidence and cooperation throughout the planning process. If you have any questions, please direct them to your assigned Regional Route Coordinator.

As part of the overall communications plan, VANOC’s objectives for community celebrations include the strategic objectives stated in Chapter 1, Introduction.

This section highlights the communications stakeholders involved with the Olympic Torch Relay. As an overall guiding principle, VANOC must ensure that, prior to the announcement of the route in the fall of 2008, communities and other stakeholders do not speak to the media, either confirming or denying the identity of communities along the Olympic Torch Relay route. Speaking to the media could spoil the element of surprise and the opportunity to showcase your community as part of the torch relay. As we get closer to announcements and closer to the Olympic Flame arrival in your community, VANOC will provide communities with standard statements, questions and answers, and other information.

All material concerning the Vancouver 2010 Olympic Torch Relay intended for media must be reviewed and approved by VANOC. This is specified in each community’s Community Celebration Agreement with VANOC.

Media relations

VANOC will provide active media relations support to generate news coverage of the Olympic Torch Relay. VANOC recognizes that the success of the Olympic Torch Relay will in part be determined by the level and nature of media coverage generated each day. It is important that community members and neighbouring communities who are unable to participate directly in the OTR and its events have the opportunity to follow our journey through positive media coverage. Support will be delivered through news releases, media events, communications briefs, key message documents and ongoing development of media materials in collaboration with sponsors and all levels of government. Media relations strategies will highlight and focus on the human element and compelling stories associated with the Olympic Torch Relay. VANOC will provide regional and local media representatives with profiles of the torchbearers in their area, as well as highlighting points of interest and alternative modes of transport to assist with crowd building and special reports. As appropriate for the community, VANOC will provide opportunities for Aboriginal and multicultural media involvement.
In future updates to this Community Planning Guide, VANOC will provide basic guidelines and templates for implementing the media relations activities allocated to each group.

VANOC is solely responsible for the implementation of the media relations activities and will coordinate all associated activities conducted by official organizations associated with the Olympic Torch Relay, including Presenting Partners, Signature Suppliers and Community Task Forces.

Editorial coverage

News media organizations are encouraged and will be assisted in covering the Olympic Torch Relay on an editorial basis. These activities can significantly enhance efforts to raise awareness of the torch relay communities throughout Canada.

At the time of printing of this guide, VANOC has no official Olympic Torch Relay media sponsor(s). However, if VANOC secures OTR media sponsor(s) prior to the start of the relay, VANOC will advise all communities. If communities have any questions regarding media sponsors, please contact your Regional Route Coordinator.

A local media organization that offers to provide you with promotional spots/ads or free of charge coverage for crowd-building purposes may not have any official association with the OTR. Such opportunities must be approved by VANOC.

VANOC is developing an integrated media strategy that will promote VANOC, Presenting Partners, Signature Supporters and community celebrations.
Media contact

VANOC's main media objective is to garner significant national and international media attention.

For more specific information on roles and responsibilities, see Chapter 3, Community Celebration Scope.

All Olympic Torch Relay media inquiries should be directed to:

Chris Shauf
Torch Relays Communication Manager
Tel: 778 328 3056
Cell: 778 835 7894
E-mail: chris_shauf@vancouver2010.com

Route communications

Before announcing the OTR route in the fall of 2008, VANOC will develop communication tools for the provincial and national route that can be used by Community Task Forces. This information must remain confidential until VANOC announces the national route.

Regional Route Coordinators will work with Community Task Forces to finalize the street-by-street route in 2009. Street-by-street communication tools will be developed and released much closer to the Olympic Flame arrival in your community. These directional routes will be released nearer to the torch relay arrival to build awareness and increase excitement for the Olympic Flame and your community celebration. Releasing the street-by-street route too early will increase operational risks and opportunities for ambush marketing.

Sponsor communications

All official Olympic Torch Relay sponsors, especially the Presenting Partners, Coca-Cola and RBC, will conduct media relations activities. All sponsors of the Olympic Torch Relay are required to submit media and marketing materials to VANOC for approval. If you have any questions regarding media or marketing activities of OTR sponsors, please contact your Regional Route Coordinator.
Community Task Force communications

The main communication objective for each Community Task Force is to help with building crowds along the torch relay route and at the celebration site. VANOC will develop detailed media relations tools and templates to assist communities in promoting the OTR.

For more information regarding the roles and responsibilities of the Community Task Force, see Chapter 3, Community Celebration Scope.

Online communications

Currently receiving more than 250,000 global visits per month, vancouver2010.com is the number one source of information about the 2010 Winter Games and is also the primary source of official information to the public regarding the Olympic Torch Relay. VANOC's website will have comprehensive information that outlines the relay route across Canada. The street-by-street route will not be publicly announced until just a few days before the Olympic Flame arrives in each community. The VANOC online team will ensure that engaging and pertinent content about the relay is communicated to Canadians and to the world. Some of the key OTR content will include:

- Feature stories, historical content, frequently asked questions.

A section of vancouver2010.com is currently dedicated to the Olympic Torch Relay. Additional strategic opportunities, informative and motivational stories about the torch relay will posted to vancouver2010.com.

- Subscriber communications.

VANOC will send updates to all vancouver2010.com subscribers who have specifically requested OTR information. This list will grow as a result of media and community relations activities, and other ongoing campaigns. At key strategic moments (such as torchbearer announcements) VANOC will send communiqués to this subscription list, building a relationship with them and keeping these subscribers engaged in the Games.

Media resources and all media relations content, including news releases and digital imagery on vancouver2010.com.

- Interactive Olympic Torch Relay route map.
- OTR video.

VANOC is undertaking more programming and web development that will connect people in unique ways to the Olympic Torch Relay. VANOC will provide more information regarding online communication tools in future updates to this Community Planning Guide.
Video and photography resources and facilities

Official photography team
An official photographer will travel with the torch relay crew throughout the journey from Olympia to Vancouver. Photographs will be available on vancouver2010.com, and to the media and wire services.

Broadcast video crew
Throughout the Olympic Torch Relay journey, a broadcast video crew will travel alongside. Each day the video crew will capture highlights, making them available online and to broadcasters for news and feature stories.

Media accreditation and media services vehicle
Travelling immediately in front of the torchbearer, the media services vehicle provides journalists and photographers a grandstand view of the torch relay. Since space on the media services vehicle is limited, access is controlled by media accreditations, coordinated by the VANOC Torch Relay Communications department.

Community Task Forces should encourage their local media contacts to obtain accreditation so they can take full advantage of the facilities offered by the media services vehicle within the OTR convoy and at the celebration sites. The accreditation process enables the VANOC Torch Relay Communications department to manage available space and ensure that as many media as possible can experience the torch relay.

VANOC will provide accreditation applications to media outlets in spring 2009 prior to the Olympic Flame arriving in Canada.

Media will require accreditation to gain access to secure areas of the relay, such as:
- media services vehicle that travels in front of the torchbearers
- alternative modes of transport
- at celebration sites

accréditation. VANOC media personnel will be available to assist the media at the celebration sites.
Communications timeline

Below is a brief overview of the communications plan being activated over the two-year period from January 2008 to February 2010.

**Plan summary**

| **January 2008-June 2008: Anticipation and general awareness** |
| --- | --- |
| **January 28, 2008** | (Halifax, NS): Announce the Olympic Torch Relay Presenting Partners, launch the Olympic Torch Relay emblem, outline key activities timeline and introduce the public to the Olympic Torch Relay. |
| **Spring-summer 2008** | Signature Supporter announcements. |
| **April 2008** | OTR workshop (federal, provincial and territorial government workshop in Vancouver). |
| **Summer-fall 2008** | “Stories from the Road” profiling interesting stories during engagement process, media outreach, torch relay route; photo teasers. |

| **Spring 2008-June 2009: Building enthusiasm and excitement** |
| --- | --- |
| **Spring/summer/fall 2008 (confidential)** | Invitations issued to each community (spring); provide general OTR information, questions, answers and preparing communities in the fall of 2008. |
| **Fall 2008** | Significant media and public event announcing the OTR information. |
| **Winter 2008-early summer 2009** | Milestone announcements, including torchbearers (multiple announcements). |

| **July 2009-February 2010: Engagement and operations** |
| --- | --- |
| **Summer 2009** | Community celebration announcements (for example, entertainment, contests for entertainment). |
| **Summer-fall 2009** | Continue to profile torchbearers. |
| **September 2009** | Olympic Torch Relay training event (include media). |
| **Fall 2009** | Olympic Torch Relay begins. |

See also Chapter 1, Introduction.