

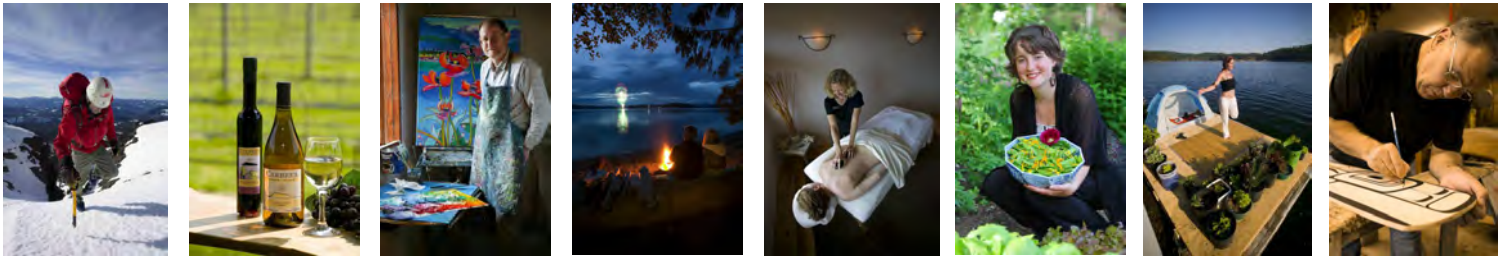


Tourism
Vancouver
Island

*“A Taste of Vancouver Island
and the Sunshine Coast”*



**2010 Strategy
Participation Opportunities**



A Taste of Vancouver Island & the Sunshine Coast

As a part of our 2010 and Beyond Strategy Tourism Vancouver Island is excited to announce the Taste of Vancouver Island and the Sunshine Coast event! A high profile media event that will assist in positioning our destination as one of the best to Live, Work, Play and Invest!

“A Taste of Vancouver Island and the Sunshine Coast” will be held in the Commerce Centre of Robson Square Thursday, February 11th, 2010 from 3:30pm to 5:30pm, the night prior to the opening ceremonies of the 2010 Olympics. This event is themed “Taste of Vancouver Island and the Sunshine Coast” because we intend to WOW the guests invited to the event with the destinations excellence in wine, cuisine and local agricultural product such as: ciders, hand-crafted beers, seafood, and the other enticing locally produced products. The event is intended to be a high energy media-engagement initiative targeting qualified media representatives that will tell the exciting story of the opportunities to Live, Work, Play and Invest in the Vancouver Island and Sunshine Coast regions.

Here are your opportunities for participation in this high profile event:

Option #1

Cost to participate: **\$5000.00 + GST**



Participation Includes:

- Up to five (5) representatives to attend the event
- Access to the Media data collected at the event
- One (1) to three (3) minute speech addressing attendees
- Inclusion in the Audio Visual Display
- Press Ready information included on the USB stick handouts

Option #2

Cost to participate: **\$1000.00 + GST**



Participation Includes:

- One (1) representative to attend the event
- Access to the Media data collected at the event

Space is limited and is first come first served!

Participation Agreement and Payment Information

Contact Name: _____

Company/Organization: _____

Phone: _____ Fax: _____

Email: _____

Option #: #1 #2 Method of Payment: Invoice VISA MasterCard

Total Cost to Participate: _____

Credit Card #: _____ Expiry Date: _____

Signature: _____

**Please confirm your participation by submitting this signed contract to:
Vicky Campbell at Vicky@tourismvi.ca or by fax 250-754-3599.**

Tourism Vancouver Island & The Sunshine Coast 2010 & Beyond Strategic Plan

Tourism Vancouver Island's implementation of the 2010 and Beyond Strategy is well underway and we would like to invite you to participate in the event that will assist you in building relationships with key media and foster future opportunities. The Taste of Vancouver Island and the Sunshine Coast is not the wrap-up of our strategy, but rather an event destined to be one of the highest profile events during 2010 and it is your opportunity to make use of all the efforts that have been made to date.

It all started in July 2003 when we heard the announcement by the International Olympic Committee, that Vancouver, British Columbia had been awarded the 2010 Winter Games. Immediately members of the Region's tourism industry recognized that there were once-in-a-lifetime opportunities that would be available to us, and Tourism Vancouver Island quickly embarked on a mission to develop a leading strategy. This strategy has a focus on developing a desire to live, work, play and invest in the Vancouver Island region and Sunshine Coast, pre, during and post games time. Through capitalizing on the incredible awareness that will be created by the 2010 Winter Olympic and Paralympic Games it is our intent to acquire unprecedented media attention to the region.

The journey began by exploring what the real opportunities would be for the regions. Our task force enlisted the facilitation and support of key members of Tourism British Columbia to ensure that we were able to fully understand these opportunities. Throughout the process the task force considered potential partners, areas to avoid duplication and the value of a collaborative effort that would result in the greatest economic benefit to all stakeholders. Through the assistance of Tourism BC, we identified that the greatest opportunity available to us was to leverage the unprecedented media attention that the Games would create for British Columbia. The strategy was developed and in March of 2008 we received partnership approval from the Island Coastal Economic Trust in the amount of \$465,000 enabling us to begin the implementation of this \$730,000 program.

2010 & Beyond - Vision

To leverage the 2010 Winter Olympic and Paralympic Games by effectively coordinating opportunities to maximize Vancouver Island and the Sunshine Coast's exposure and thus increase tourist visitation and revenue

2010 & Beyond - Mission

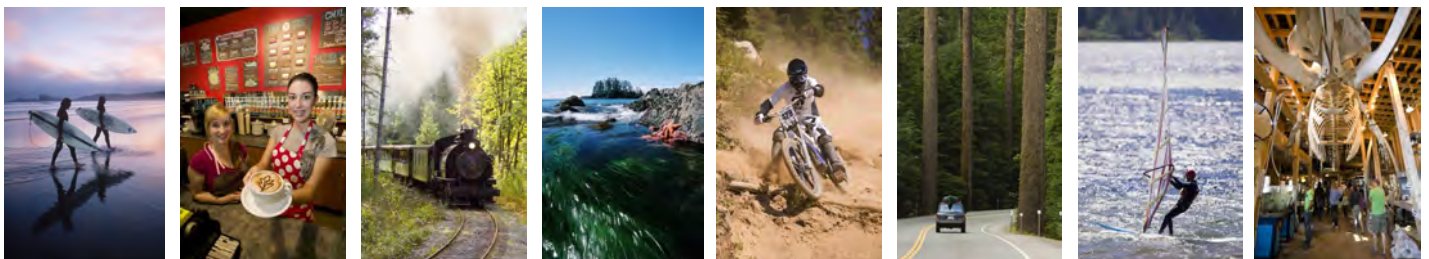
To maximize the long-term benefits of the 2010 BC Winter Olympic and Paralympic Games to the Tourism industry of Vancouver Island and the Sunshine Coast

HD B-roll Acquisition

To date we have acquired over 150 minutes of what we refer to as Solid Gold HD footage and over 2,000 minutes of Gold footage that will be available to communities, economic development offices, tourism organizations and chambers of commerce. This footage can be utilized for a multitude of promotional purposes that will assist in growing the regions' economies for years to come.

Video File Production

Through participation by several communities throughout the regions we are presently producing: 1x12 minute regional economic development video file; 1x12 minute regional tourism video file and 8x4 minute tourism and economic development



Tourism Vancouver Island & The Sunshine Coast 2010 & Beyond Strategic Plan

Video File Production cont....

files specific to participating communities. All these files will be available for broadcast at the Taste of Vancouver Island and Sunshine Coast event. They will also be available to provide broadcast media for their Vancouver Island and Sunshine Coast story coverage.

Community Press Material Development

Five communities have participated in the press material development program and a contractor is presently preparing these materials. Each participating community will receive: a community overview; town talking points; story ideas and top tweets; pre-written stories and a day trip itinerary suggestion. These materials will be loaded on the Tourism Vancouver Island USB for distribution to media through a multitude of channels and will be the primary distribution piece for the Taste of Vancouver Island and Sunshine Coast event.

Familiarization/Press Trips

A contractor has been engaged to develop Vancouver Island and Sunshine Coast dream itineraries that will be utilized to encourage media to experience the regions. This contractor will also assist media through logistical support for their trips to the regions. We have already hosted over 25 media covering the Torch Relay and in partnership with Tourism BC we supported a Korean Skater travelling with four international media representatives while running the torch route from Victoria to Tofino. One of the outcomes we anticipate from the Taste of Vancouver Island and Sunshine Coast event will be to attract more media to experience the destination. Itineraries will be loaded onto the Tourism Vancouver Island USB and distributed to media during the Taste of Vancouver Island and Sunshine Coast event.

Taste of Vancouver Island and the Sunshine Coast

This event will attract 150 – 200 qualified media who will be indulged and entertained so that Vancouver Island and the Sunshine Coast are top of mind when considering their next stories. They will be provided with all the media materials that they need to simplify their jobs in preparing these stories. This event will leave lasting and affective memories for all.

International Media Centre

Tourism Vancouver Island will have staff at the International Media Centre throughout games time and will be able to continue to build on the relationships developed during the Taste of Vancouver Island and the Sunshine Coast. This will enable us to further motivate media to participate in our FAM itineraries and ultimately publish stories that will feature our regions as places to live, work, play and invest.

Through the support and participation of stakeholders and the communities within the Vancouver Island and Sunshine Coast regions, Tourism Vancouver Island will ensure that our regions are able to maximize on all opportunities presented pre-, during and post Games. The 2010 Winter Olympic and Paralympics Games is a fantastic opportunity to gain international exposure and showcase why we are the place to Live, Work, Play and Invest!

For more information please contact Dave Petryk, President & CEO, at Dave@tourismvi.ca or 250-740-1211.

