



Sponsorship Opportunity

Inspiring thought leadership
and learning **for life**



The Role of the Olympic Movement in an Ever-Changing World

April 21, 2021 6:30pm – 10:00pm

\$30 In Person Theatre Ticket.

\$80 In Person Theatre Ticket + Reception + Fireside Chat.

The **Global Perspectives Speaker Series** is designed to stimulate discussion and inspire action around major issues facing the world today and into the future. The Series features accomplished international thought leaders who have made a global impact through evolutionary and even revolutionary advancements in their fields.

The Role of the Olympic Movement in an Ever-Changing World will discuss changes the Olympics and Paralympics will continue to undertake in order to adapt to shifting global priorities. The Olympic Movement is steered by thoughtful navigation of cultural, geopolitical, and economic opportunities and challenges. Olympic Games Executive Director Christophe Dubi will share insights on the successes of Olympic Agenda 2020 and Olympic Agenda 2020+5, and their implications for the future of sport. Following this introduction, Canadian Olympic Committee (COC) President Tricia Smith will join Christophe Dubi along with a panel of Olympic Athletes in an energizing conversation moderated by Whistler Mayor Jack Crompton.

"The future of the Olympic movement is complicated and exciting. For me the focus has to be on how sport and the Olympic movement can operate to be a catalyst for positive change. Conversations like this are important in accomplishing that goal."

-Tricia Smith

This exciting Global Perspectives Speaker Series event will be complemented by a catered reception and fireside chat with Dick Pound and Catriona Le May Doan. Both former Canadian Olympic Athletes will entertain attendees with stories from their breadth of experience with the Olympic Movement.

whistlerinstitute.com/gp-olympic-movement/



The Role of the Olympic Movement in an Ever-Changing World

Tricia Smith (President of the Canadian Olympic Committee): A four-time Olympian in rowing, Smith captured a silver medal at the Los Angeles 1984 Olympic Games, seven world championship medals as well as a gold medal at the 1986 Commonwealth Games. Tricia Smith has been the president of the Canadian Olympic Committee (COC) since 2015 and was elected as a member of the International Olympic Committee (IOC) in 2016. She is also a member of the Canadian Olympic Hall of Fame and the BC Sports Hall of Fame.

Christophe Dubi (Olympic Games Executive Director, International Olympic Committee): Mr. Dubi has a long history with the International Olympic Committee that led up to his appointment as Olympic Games Executive Director in 2014. The Olympic Games Department is in charge of managing and coordinating the successful delivery of the Olympic and Youth Olympic Games and the operations of the Games, ensuring a positive experience for the athletes, spectators, local communities and the hosts, as well as all other Olympic stakeholders.

Richard (Dick) Pound (CC OQ CD QC OLY): Dick Pound was a swimming finalist (sixth in the 100 metre freestyle) at the 1960 Olympic Games, who became President of the Canadian Olympic Association in 1977 and a member of the International Olympic Committee (IOC) the following year. Dick Pound was also named the first Chairman of the World Anti-Doping Agency. Dick Pound is likely the most influential IOC Member who never succeeded to the IOC Presidency.

Catriona Le May Doan is a retired Canadian speed skater and a double Olympic champion in the 500m and served as the Lead Athlete Mentor for Team Canada at PyeongChang 2018 and chef de mission for Team Canada at the Beijing 2022 Olympic Winter Games. Catriona's accomplishments have earned her the 2002 Lou Marsh Award as Canada's Athlete of the Year and she is a three-time recipient (1998, 2001, 2002) of the Bobbie Rosenfeld Award for Canadian Female Athlete of the Year.

BECOME AN EVENT SPONSOR



	BRONZE \$1,000	SILVER \$1,500	GOLD \$3,000	PLATINUM \$5,000
30 second video clip before speaker including production support			✓	✓
15 second video clip before speaker including production support		✓		
brand activation opportunity at live event		✓	✓	✓
complimentary tickets to live event	2	4	6	8
complimentary tickets to fireside chat & reception	2	4	6	8
company logo and tagline displayed on screen prior to event start (30 minutes)	✓	✓	✓	✓
brand recognition on event website, poster, print and digital advertising	✓	✓	✓	✓
brand recognition across social media channels and on YouTube recording	✓	✓	✓	✓
logo inclusion in email communications to subscriber database	✓	✓	✓	✓
recognition of support during opening and closing remarks	✓	✓	✓	✓
recognition of support during fireside chat & reception				✓
brand activation opportunity at fireside chat & reception				✓

*If sponsorship in kind is something your organization would be interested in please contact us.



WHO ARE WE SPEAKING TO?

Geographic Breakdown

- Homeowners in the Sea-to-Sky Corridor
- Whistler's year-round residents and workers
- Vancouver and Lower Mainland residents
- Northwest Coast audiences including Washington and British Columbia
- Regional, National and International short-term visitors to Whistler
- Global citizens online with an interest in the Olympic and Paralympic Movement

Diverse Audiences

- IOC & COC members and followers
- Athletes past, present, and future
- Business owners with a sports/athletic focus
- National and Provincial Sports Organizations and their members
- Organizations with Olympic and Paralympic relationships
- Students, academics, and groups with a particular interest in the Olympic and Paralympic Movement

Marketing Overview

Tactics include social media marketing (Instagram, Facebook, Twitter, LinkedIn) including exposure via email marketing, third party event listings, traditional print advertising, posters, radio and digital advertising.

Past Series Events

Climate Emergency - An Action Guide for Citizens (Dec 9, 2021): Hybrid
Tourism: Building Back Better (May 14, 2021): Virtual
How Autonomous Vehicles Could Shape Whistler (Sept, 2020): Hybrid
Gearing Up for the Electric Vehicle Economy (Nov, 2019): In person

CONNECT WITH US

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