

MacLaren Momentum Internship Sponsor

MacLAREN McCANN

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Set M

Current Revenues

- Only client is General Motors of Canada Ltd.
- Plan GM's British Columbia events, such as:
 - GM Place operations
 - Buick Scramble golf tournament
 - Telus World Ski & Snowboard Festival
 - Merritt Mountain Music Festival

Regional Opportunities

- Vancouver and the surrounding area is experiencing huge population boom
- Exponential growth expected for next six years
- Why?

Olympic Dreams

- Over the next 5 years, \$620 million will be spent on new venues and renovations to existing buildings
- Expecting:
 - 2.3 million visitors
 - 14,000 volunteers
 - 10,000 media members
 - 5000 athletes



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Olympic Dreams

- Momentum has two opportunities to generate revenue from the Olympics:
 - Increase the volume of business with General Motors
 - Act as an agent for the City of Vancouver in planning regional events



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General Motors

The Facts

- 40% of games operating budget will be from corporate sponsorship
- GM supported the bid
- GM Place: #1 Hockey venue
 - \$4 million in renovations
 - Typically 10 vehicle displays
 - Exclusive naming rights



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General Motors

Opportunities

- Increase number of planned grassroots events
- Increase brand penetration through event marketing
- Natural fit with ski or hockey events
- Can expect consistent increase in volume over next 5 years



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City of Vancouver

Opportunities

- Submit bids to organize and manage events such as:
 - Groundbreaking
 - Recognition ceremonies
 - Opening celebrations
 - Reminder parades and parties
 - Test events in 2008 and 2009
- Very important for government to maintain public relations



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Outcomes

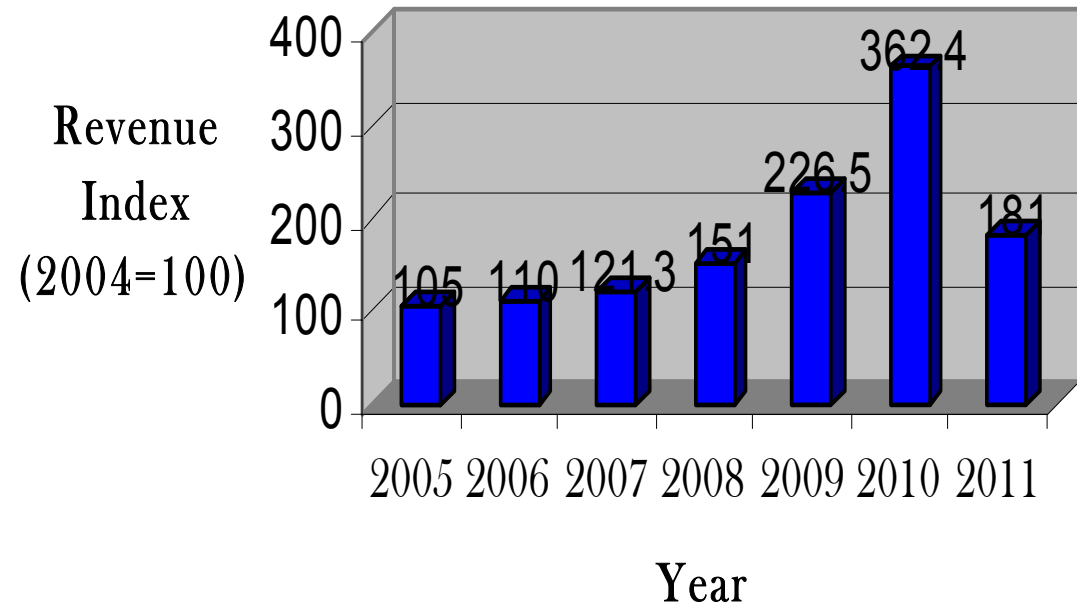
- Already have infrastructure to manage and market events in Vancouver
- May have to hire additional account representatives
- Difficult to predict how much revenue will be made
 - Long term increase
 - Every event provides different amount of income



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Outcomes

Expected Revenue Increases



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Risks

- Limited risk involved:
 - Very familiar with market
 - Similar services
 - Some additional capital and personnel may be needed
- City of Vancouver and GM are both very stable organizations
- Low opportunity costs, as these are very large areas of business





The End