



FACTSHEET

September 21, 2009

OLYMPIC TICKETS

BC Hydro

- BC Hydro has purchased 2,032 tickets for the Olympic Games and 896 tickets for the Paralympic Games.
- The tickets purchased include a box at G.M. Place (about 660 tickets or 30 seats for 33 events).
- The 2,032 Olympic Games tickets cost \$576,000 in total, and the 896 Paralympic tickets cost \$40,330. Payments came from existing energy budgets used to promote energy conservation and efficiency.
- The vast majority of the tickets will go to the public and to BC Hydro customers.
- Tickets will be distributed to residential and business customers who have demonstrated leadership in conservation and to promote business development opportunities with BC Hydro.

BC Lottery Corporation

- BCLC has plans in place to use approximately 1397 tickets for marketing, contesting and recognition programs of sales incentive achievements for lottery retailers and suppliers. Planned uses of the tickets are as follows:
 - 105 pairs of tickets to be used for player rewards and contests.
 - 175 pairs to be used for stakeholder engagement (used by some of BCLC's 4300 retailers, 23 service providers and 100 business partners and stakeholders)
 - 85 pairs to be used for Retailer Incentive Programs (BCLC currently has over 4300 retailers)
 - 75 pairs to be used for employee performance incentives across BCLC's 800 employees.
 - 259 pairs for contingencies or to meet additional SportsFunder prize requirements.
- The total cost of the tickets is \$381,915 to the 2010 Olympic Games and \$12,950 for 270 tickets to the 2010 Paralympic Winter Games.

ICBC

- ICBC purchased 2,108 Olympic Game tickets at a cost of \$395,000 and 400 Paralympic event tickets at a cost of \$10,000.
- ICBC has not purchased any suites or boxes at any of the events.
- ICBC will be using 80-85 per cent of their allocated event tickets to host customers and key business partners such as brokers, collision repair shops and suppliers who have provided exceptional performance.
- About 15-20 per cent of the tickets will be used for ICBC staff to host business partners.
- ICBC's Olympic sponsorship is funded from the optional side of their business. Funds from the sale of basic auto insurance are not used for Olympic sponsorship.