

VILLAGE PLAN

Prepared by: _____

*This document has been created as a preliminary plan and is a work in progress. Updated February 12, 2008 by CH.

Village Goals

- 1. Main Stage Entertainment:** To work with the RMOW, Fire & Bylaw to find a suitable location within Village Square for the main stage, and to feature exciting, appropriate music and animation that will compliment the World Cup race event from February 21 – 24, 2008.
- 2. Sponsor Activations:** To work with World Cup sponsors to create engaging, clean, professional looking activations (tents, roaming samplers, etc.) within the Village that comply with RMOW, Bylaw & Fire regulations.
- 3. Signage:** To ensure that all World Cup and Sponsor related signage (banners, info kiosks, etc) and tents have consistent branding and look impeccable.
- 4. Garbage:** To ensure the Village is kept clean by adding additional garbage and recycling bins in Village and Mountain Square in each sponsor tent/booth.

Village Plan

Banner & Sign Locations

Creekside: TELUS branded World Cup lamppost banners and bridge banners will be installed on both sides of the Pedestrian Bridge. Banners will feature the new TELUS brand marketing campaign – a clean and professional look!

Creekside – 8 lampposts, 2 x banners on Pedestrian Bridge

Village Gate Boulevard, Gateway Loop, Conference Centre Parking Lot & Lorimer Road West: Lamppost banners will be set up at these locations as approved by the RMOW. TELUS branded World Cup lamppost banners featuring the new TELUS brand marking campaign will be created to match the other banners being installed for the event.

- Village Gate Blvd – 6 lampposts
- Gateway Loop – 5 lampposts
- Conference Centre – 2 lampposts
- Lorimer Road West – 5 lampposts

Ted Nebbling Bridge (TNB): The **Westside and the Eastside** of Bridge will feature four TELUS branded World Cup banners consistent in appearance with the lamppost banners. These banners will book end both sides of the bridge.

Breezeway: The Breezeway banner, located on the Northside (Gateway loop) will feature a TELUS branded World Cup banner consistent in appearance with the Bridge Banners and Lamppost banner designs.

Whistler Conference Centre: The WCC will feature a TELUS branded World Cup banner consistent with the banners being created and installed in the Village. We have contacted the WCC and are able to use the banner space at the front of the building (this has been approved). WCC staff will install this banner.

Information Kiosks: We will be utilizing the RMOW's large information kiosks for this event and will be setting up 4 in the Village (Village Common, Village Square, Mountain Square & Skiers Plaza), 1 in Creekside, and 1 at the Timing Flats.

Village Square

Village Square will be a dazzling array of colour, music, and interaction.

Either in the middle of Village Square or leading up to Village Stroll (north to Mountain Square), a World Cup Information Kiosk will be set up providing guests with a schedule of events.

TELUS Main Stage

Village Square will host the TELUS main stage. We propose to tuck the stage onto the stairs in front of the Grocery Store and breezeway to the taxi loop, an ideal location to maximize space in the square. This custom designed scaffold stage will be built over the stairs leading from the square to the taxi loop and angled to face Araxi, La Bocca, Citta's and the Village Stroll. Building over the stairs will allow for more space for audience participation during the concerts and less congestion overall.

If the stage is to exist in this proposed location, the plants in the planter in front of the Grocery Store will have to be removed along with the recycling and garbage cans on the stair landing. This has been discussed briefly between Scott of RMPS and Bob Andrea at an earlier date and time. By removing the recycling and garbage cans we can keep the existing wheelchair ramp in place for easy accessibility.

The TELUS main stage will have a LED Video wall featuring live feed from the race course in Creekside, acting as a marketing billboard for our Festival sponsors, and a way to magnify the artists on the main stage during the concerts. The main stage will also come equipped with a fire extinguisher for safety precautions and will be properly scrimmed and branded to create a clean and professional look. Radiant heaters will provide warmth for performing artists and stage crew.

An overnight security guard will be hired beginning Wednesday, February 20 at approx. 8:00pm until 8:00am the following morning. Security will exist on the main stage nightly until the morning of Feb 24. We are also bringing in additional crowd management security for the Friday and Saturday concerts as we will be featuring bigger bands on these days. In addition to these professional concert security guards, we will be setting up concert barricade in front of the stage for safety and security purposes.

A 10 x 20 ft Video World and Artist Holding tent will be set up behind the stage, out of view from audience members, for the 4 days of the Festival event. This tent will be used for artists to stay warm just prior to their main stage performances as well as LED video wall tech production. Having this tent set-up behind the stage will help keep the stage wings free and clear for the Stage crew while maximizing space within Village Square. A forced air heater will heat this tent.

The FOH tent, a 8x15 ft tent, will be set-up on the corner of the Araxi patio leading into Village Square. It will be tucked up against the patio to allow for the required 6 meter fire lane clearance. Either a mushroom heater or forced air heater will heat this tent.

TELUS Snow Fort

TELUS will be building a Snow Fort, uncovered area with chairs and sofas made of snow/ice, on the Araxi Patio for prime VIP viewing for the concerts on Feb 21, 22 and 23. Araxi managers and owners have been notified of this activation. The TELUS Snow Fort will be hosted by 2 paid staff each day and Roaming Staff will head out into the Village communicating info about the snow fort, encouraging people to text to win

access and distributing Kleenex packs (tbc). All TELUS Snow Fort Staff will be in TELUS branded jackets and beanie hats.

We will require snow clearing/removal prior to Village Square load-in and during the Festival event to maintain maximum space within the square to ensure a positive guest experience and safety. The local snow removal will be contacted with load-in dates, etc.

TELUS Main Stage Schedule

Stage Load-in & Set-up – Begins Monday, Feb 18, completed by end of day Tuesday, Feb 19
Stage AV Tech Load-in & Set-up – Begins Wednesday, Feb 20, completed by end of day Feb 20
Tent Load-in & Set-up – Begins Wednesday, Feb 20, completed by end of day Feb 20
TELUS Snow Fort Build – 1-5pm on Wednesday, Feb 20
Overnight Security Guard – Starts the evening of Wednesday, Feb 20, ending Feb 24 in the morning
Main Stage Entertainment – February 21 – February 24
TELUS Snow Fort Deconstruction – Saturday, Feb 23 at 6:30pm following the main stage entertainment
Stage AV Tech Strike & Load-out – February 24
Stage Strike & Load-out – February 25

The TELUS Main Stage will feature live music and entertainment, including 2 bib draws, daily from 2:30pm-6:00pm on February 21-24, 2008.

Entertainment Schedule

February 21 – DJ Shortfuse & Black Swade
February 22 – DJ Foxy Moron, The Johnstones, Hedley, Men's Bib Draw
February 23 – DJ Vinyl Ritchie, Shad, K-OS, Ladies Bib Draw
February 24 – Live Race Feed from 9:45am-2:30pm

Village Stroll

Upon leaving Village Square, you will approach Village Stroll, where a couple sponsor tents will be set-up..

The following Sponsor activations (tents) may be found:

- GM Vehicles x 1-2
- Croc's (10x10)
- SPC Magazine (10x10)

All activation locations will allow for the 6 meter fire lane clearance and will be approved by the RMOW!

Each tent will be branded with sponsor banners and flags (tbd). Sponsors have been made aware of the RMOW bylaw regarding stickers and gum distribution as well as opting for sustainable/environmentally friendly activations. Tent staff/volunteers will be dressed in specific sponsor branded vests/clothing.

Mountain Square

Sponsor Tents

The following sponsors will also be strategically placed within Mountain Square allowing for an organized, safe and aesthetically pleasing look and feel for this area.

President's Choice – A 20x20' tent will be set-up within a 20x30' footprint. Tasty 3oz size snacks and beverages will be sampled.

Westjet – A 20x20' tent will be set up. Scratch to Win contesting and maple syrup on a stick will be available!

Pontiac GMC: There will be 2 trucks placed in the middle of Mountain Square.

An Information Kiosk will also be placed in Mountain Square with TELUS presents World Cup information.

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Each tent will be branded with sponsor banners and flags (tbd). Sponsors have been made aware of the RMOW bylaw regarding stickers and gum distribution as well as opting for sustainable/environmentally friendly activations. Tent staff/volunteers will be dressed in specific sponsor branded vests/clothing.

Village Common & Skiers Plaza

Information Kiosks will also be placed in Village Common and Skiers Plaza with TELUS presents World Cup information.

*See attached site map for GM activations in Skiers Plaza.

Sponsor Tent Schedule

Tent load-in & set-up in Mountain Square – Begins Wednesday, February 20 at 9am via Sundial Gate
Sponsor Tent Activations – February 21 – February 23 from 10am-6pm & February 24 from 10am-2pm
Tent strike & load-out in Mountain Square – Sunday, February 24 beginning at 2pm via Sundial Gate

Sponsor Tent Information

All sponsors who are activating in the Village are providing and setting up their own tents. We recommended forced air heaters for tents allowing public access and mushroom heaters for those tents not giving access to the general public.