

BC OLYMPIC AND PARALYMPIC WINTER GAMES SECRETARIAT

2010 COMMERCE CENTRE



OPPORTUNITIES NOTICE

June 7, 2005

Vancouver 2010 Licensing Opportunities Begin

On May 18, 2005, VANOC issued a request for Expressions of Interest (EOI) and Statements of Qualifications to potential licensee(s) for the sale and distribution of lapel pins bearing marks associated with VANOC, the 2010 Vancouver Olympic and Paralympic Winter Games, and/or the Canadian Olympic Committee.

This was The Organizing Committee's first step into the area of officially licensed 2010-related merchandise since Hudson's Bay Company (HBC) was granted a license to produce merchandise using various VANOC Marks earlier this year. While additional licensing categories have not been defined as of the date of this article, it is expected that VANOC will be issuing various requests for EOI regarding the licensing of many other products in the near future.

In order to pursue these business opportunities we suggest that interested companies prepare in advance to give themselves adequate time to plan a well organized EOI.

The major qualification requirements for the EOI are as follows:

Schedule 1 – Product Information Sheet

Schedule 2 – Letter of Application

Schedule 3 – Format for Applications

Schedule 4 – Licensing Program Information

Schedule 5 – Receipt Confirmation Form

[Click here to view the EOI](#) for the lapel pin license which you can use as an example of what to expect. There is also information there regarding the application review process, notification, RFP process, and security requirements. You should note that individual requests may differ from this example.

In addition to the EOI opportunities, there may be other ways for companies to participate in the VANOC's official licensing program. These are:

- 1) Become a supplier to official licensees. Watch www.2010CommerceCentre.com for news on winning bidders on licensing opportunities. Many licensees will need subcontractors and suppliers to provide both materials and finished goods to them in order to meet the requirements of their license.
- 2) Although VANOC does not accept unsolicited business proposals, they do

