

Sponsorship

General

We're proud to be a sponsor of the Vancouver 2010 Olympic and Paralympic Winter Games. The 2010 Winter Games was the most significant event to take place in B.C.'s recent history. As the province's primary auto insurer, we helped make the 2010 Winter Games successful by providing excellent coverage for VANOC's fleet of vehicles and by giving every driver in the province a chance to show their support through the 2010 Winter Games license plate program.

Terms of Sponsorship

ICBC was an Official Supporter in the "motor vehicle insurance" category of the 2010 Winter Games, including sponsorship rights for the Canadian teams participating at the Beijing 2008, Vancouver 2010 and London 2012 Olympic Games.

Our sponsorship was funded entirely from the Optional side of our business, where ICBC operates in a competitive marketplace. The majority of the sponsorship value came from proceeds of the Winter Games licence plate program (\$10.1 million) with the remaining portion (\$6.2 million) from insurance premiums funded by ICBC for VANOC's fleet of passenger vehicles.

ICBC provided motor vehicle insurance for VANOC's fleet of approximately 4,700 vehicles. ICBC's sponsorship covered the cost of insurance but did not cover the cost of infraction tickets incurred by drivers of VANOC fleet vehicles.

2010 Winter Games Licence Plate Program

ICBC launched the *Behind the Drive* program in April 2007. The mountain-scene depicted on the plates is that of Mount Garibaldi Park located 13km north of Squamish, and was chosen to capture the spirit of the 2010 Winter Games while showcasing one of the most scenic areas between Vancouver and Whistler.



More than 180,000 British Columbians are now proudly displaying their support for the Games by getting *Behind the Drive* with the special edition 2010 Winter Games licence plate from ICBC.

Motorists from all over British Columbia showed their support with 122,000 plates sold in the Lower Mainland and Fraser Valley, over 21,000 sold on Vancouver Island, 27,000 in the Southern Interior and 11,000 in Northern B.C. Customers who purchased the plates were entered into draws to win event tickets to the 2010 Olympic and Paralympic Winter Games.

ICBC and the 2010 Winter Games

ICBC customers who still want to display their support for the Games can purchase plates from any Autoplan broker for the remainder of this year. The 2010 Winter Games licence plates are available for an initial fee of \$35 (annual renewal fee of \$25 until 2012) and, as an official provincial licence plate, can continue to be displayed on your vehicle even though the Games are over.

Claims

ICBC had robust plans in place to ensure we continued to maintain high levels of service and satisfaction for all of our customers, and for visitors to our province who may have needed our assistance during the Winter Games period.

ICBC planned for an increase in claims during the Games because of the additional vehicle traffic (including buses, taxis and commercial vehicles) in Greater Vancouver, along the Sea-to-Sky corridor and in Whistler.

We leveraged existing resources, re-deployed staff and extended the hours of operation at our claim centre in Whistler.

Non-B.C. resident claims were streamlined for centralized handling by dedicated teams in approximately 20 claim centres. Our Claims Contact Centre had additional resources available for visitors/customers who required language interpretation, and we had a dedicated team to handle VANOC fleet claims so that we could track them separately. Claims information regarding VANOC vehicles will be added as soon as it is available.

Fortunately, the road safety messages and the unprecedented use of public transit during the Games resulted in a drop in the number of reported claims during the Games period – the number of claims declined by approximately 20% over the same period in 2009.

Driver Licensing Centres

Road test appointment schedules at a few Lower Mainland centres were adjusted during the 2010 Winter Games period to accommodate road closures, anticipated traffic volumes near games venues, parking issues and general traffic congestion. These factors would have made it difficult for driver examiners to accurately assess driving abilities during road tests.

Driver Licensing Centres in the Lower Mainland did not conduct commercial road tests for a three week period in February. Commercial road tests continued as normal in Langley and Abbotsford and any emergency testing required by customers was accommodated. It was business as usual at all other sites.

2010 Tickets and Hosting

ICBC purchased the full guaranteed amount of event tickets for sponsors and exercised the option to purchase additional event tickets from the pool of tickets reserved for sponsors.

ICBC purchased a total of 2,360 Olympic tickets. ICBC's sponsorship agreement included an additional 240 complimentary victory ceremony tickets. ICBC also purchased 400 Paralympic event tickets.

1,272 Olympic tickets (approximately 49% of tickets) were awarded to business partners – brokers and collision repair shops that met or exceeded defined criteria for customer service standards and cost control measures for ICBC's Optional insurance products.

ICBC and the 2010 Winter Games

398 Olympic tickets (approximately 15% of tickets) were used by ICBC and corporate program hosting staff who served as hosts for our customers and business partners.

430 Olympic tickets (approximately 17% of tickets) were awarded to customers who supported the Games by purchasing 2010 Winter Games license plates through our *Behind the Drive* program. Currently, more than 184,000 plates have been purchased through the program.

40 Olympic tickets were awarded to employees who participated in various corporate health and wellness activities.

240 Olympic tickets were donated to local charities through the VANOC *Celebrate 2010* program.

ICBC also purchased 400 tickets for the Paralympics Games. 200 of those tickets were awarded as prizes to customers who purchased *Behind the Drive* 2010 Winter Games license plates. 200 tickets were provided to key rehabilitation stakeholders. They were shared among the Fraser Valley Brain Injury Association, B.C. Paraplegic Association, and GF Strong Rehabilitation Hospital.

ICBC did not purchase or rent any suites or luxury boxes at any of the events nor were any of the tickets used by members of ICBC's Board of Directors.

ICBC retained the services of a specialized firm (iLuka Hospitality Inc.) with previous Olympic hosting experience to develop a corporate hosting program to make effective and efficient use of the event tickets and hotel rooms.

ICBC's budget for the corporate hosting program was approximately \$2.1 million including: the cost of tickets; hotel rooms for guests; transportation; food services; support staff and a consultant; branded promotional materials; function space and support materials.

Employee Engagement Initiatives

Workforce Policy

Serving our customers is always our first priority. The 2010 Winter Games gave us the opportunity to showcase our ability to provide world-class service to any resident or visitor who needed our assistance.

ICBC worked with employees to ensure service levels were maintained during the Games, particularly with respect to insurance services and claims.

Volunteers

We actively encouraged ICBC employees to volunteer their services. We viewed this as an opportunity for the 47 ICBC employees who worked as volunteers to gain valuable work experience and develop skills that they could utilize when they returned to their jobs at ICBC.

Secondment Program

ICBC participated in the VANOC Employee Secondment Program, which offered selected employees with an exciting opportunity for a once-in-a-lifetime work experience. 34 employees were seconded to VANOC.

Torchbearers

ICBC was allocated 22 torchbearer spots for Olympic Torch Relay. Employees were given the opportunity to 'compete' for the spots through the "Get Behind the Drive to 2010 Challenge" which consisted of measuring our employees' actions in the areas of health and wellness, sustainability, road safety, volunteerism and living the ICBC brand. Approximately

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1,000 employees entered the challenge. Three names were drawn for each region in B.C.: North, Interior, Lower Mainland and Vancouver Island. The remaining eight spots were randomly drawn to give everyone who entered an additional chance.

Olympic Mittens and T-Shirts

In celebration of the many ways ICBC supported the Games, all employees were given a pair of the Vancouver 2010 red mittens, which became the iconic symbol of both the Olympic Torch Relay and the 2010 Games themselves. Giving our employees mittens involved them with a direct way to support the torchbearers and Canadian athletes.

Each ICBC employee had the opportunity to purchase one ICBC-designed t-shirt in Team Canada's colours to show their spirit during Games time, both at work and outside of the office. ICBC subsidized the purchase of the t-shirts to help make them more accessible to all employees who were able to purchase them for \$2 each.

Pins

Our ICBC-designed Olympic pins were yet another way for our employees to show their spirit, both in and outside the office, during the Games. Each employee was given one pin of each edition. Employees could purchase additional pins at a cost of \$5 per pin. ICBC also provided pins to B.C. residents, free of charge upon request.

Transportation Planning

ICBC supported VANOC's call to reduce traffic by 30% in the downtown core in several ways. Hours of work were adjusted, some employees were asked to work at satellite offices or at home, and those who had to work downtown or at Head Office in North Vancouver were encouraged to use public transit during the Games. Those employees who had to commute for work into or out of areas that the Olympic transportation planning team designated as "high impact" (Vancouver, Richmond, West Vancouver, North Vancouver) were reimbursed for the cost of a transit pass for the month of February 2010.

Sponsor a Student

ICBC (and other businesses) partnered with VANOC to give B.C.'s university and college students the opportunity to jump-start their careers with Olympic and Paralympic work experience.

ICBC sponsored 35 students, under the Sponsor a Student program, providing them with up to three months of work at the Olympic and Paralympic Games.

The students were placed in the following work areas: accreditation, broadcast, editorial services, energy services, event services, food services, international client services, logistics, sport production, transportation and press operations.

ICBC benefited from this program through the pride of contributing to the success of the Games and the opportunity to discover potential new employees who will bring their Olympic enthusiasm to our business.

VANOC Homestay Program

VANOC's Homestay Program was designed to find housing for many of the more than 25,000 volunteers from across Canada and around the world expected to come to B.C. for the Games.

Given our reach, ICBC helped to promote the program to ICBC customers, employees and brokers, and funded a print and radio advertising campaign in the Sea-to-Sky corridor to encourage public support of the program.

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Funding for the Homestay advertising campaign, like all of our Olympic sponsorship costs, came from the Optional side of the business, which competes in the marketplace with other auto insurers.

ICBC Olympic Income and Expenditures

All numbers except amounts for ticket purchases are approximate.

	Subtotal	Total
Net proceeds from the 2010 plate program – more than 180,000 plates sold, generating approximately \$10.1-million in payment to VANOC		\$10.1 million
Insurance premiums for VANOC fleet		\$6.2 million
Corporate Hosting Program - Components:		
• Olympic Tickets	\$395,327	
• Paralympic Tickets (400)	\$9,860	
• Consultant Firm (iLuka Hospitality Inc)	\$684,000	
• Food and beverage	\$320,000	
• Transportation	\$200,000	
• Branded promotional materials	\$180,000	
• Accommodation	\$160,000	
• Function space	\$75,000	
• Program support materials	\$70,000	
Corporate Hosting Program – Total		\$2.1 million
Promotion of Homestay program in Sea-to-Sky corridor (advertising and assistance)		\$370,000
Carbon offsets		\$1,000
ICBC point of service marketing materials		\$100,000
Employee transit passes		\$200,000
Employee involvement initiatives		\$215,000
Sponsor a student program		\$262,500

Road Safety Advertising

ICBC presented a unique sport themed road safety billboard and radio campaign to remind drivers to make smart driving choices during the Games to avoid collisions. 160 billboards and supporting radio ads were on display until March 22, 2010.

The billboards showed cars involved in various Winter Olympic sports and were designed to remind drivers to make smart driving choices.

Taking corners sideways only makes sense if you're a bobsledder.



Choose a designated driver and drive smart.

building trust. driving confidence.

Catching air is fine, if you're alpine racing.



slow down and drive smart.

building trust. driving confidence.

Speed skaters can't avoid tailgating, but you can.



Keep a safe distance and drive smart.

building trust. driving confidence.