





# SOCHI 2014 INFORMATION SESSION

NOVEMBER 2013



# WELCOME AND OBJECTIVES

# ATHLETE TESTIMONIAL



“The Olympics is about putting it all together at one moment in time. Having family and friends understand and respect when you need space or when you need them can make the difference in my performance and my Olympic experience.”

**Malcolm Howard**

*Rowing*

*Beijing 2008 Olympic Games – Gold Medallist*  
*London 2012 Olympic Games – Silver Medallist*



# AGENDA

1. The Canadian Olympic Team
2. Sochi 101
3. About the Sochi 2014 Olympic Winter Games
4. What is the Family & Friends Program
  1. Sponsor Programs
  2. Canada Olympic House
  3. Resources for Family & Friends
5. Additional useful resources





# THE CANADIAN OLYMPIC TEAM

# OUR LEADERS



Chef de Mission: Steve Podborski  
Alpine Skiing

One of the “Crazy Canucks”, Steve Podborski, made his first World Cup appearance at the age of 17. He won the bronze medal in the downhill at Lake Placid in 1980 to become the first North American man to win an Olympic downhill medal.



# OUR LEADERS



Assistant Chef de Mission: Jean-Luc Brassard  
Freestyle Skiing

Jean-Luc Brassard, a four-time Olympian, won Olympic gold at Lillehammer 1994 in the men's moguls event of freestyle skiing. He made his Olympic debut in 1992 where he finished in 7<sup>th</sup> place and was given the honour of Canadian flag bearer at the Opening Ceremony of Nagano 1998.

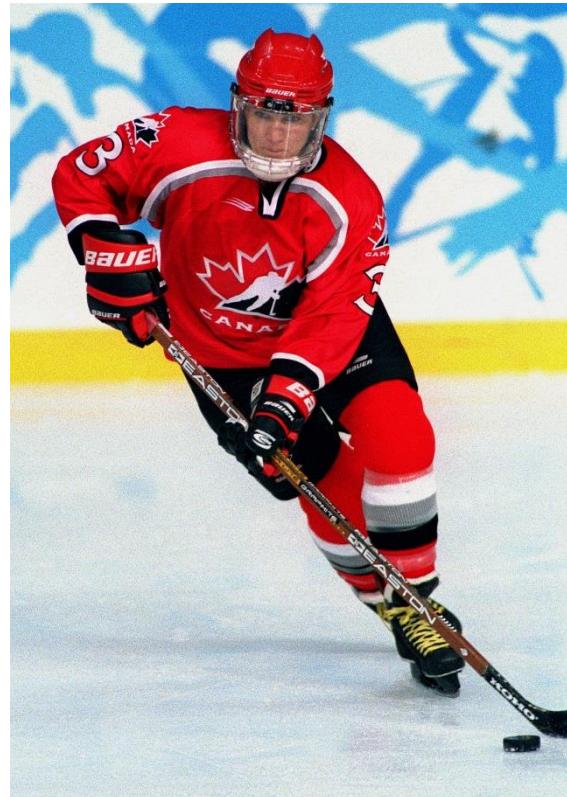


# OUR LEADERS



Assistant Chef de Mission: France St-Louis  
Ice Hockey

France St-Louis participated in the 1998 Winter Games in Nagano, where women's ice hockey made its Olympic debut. St-Louis and her teammates brought home the silver medal. She also won 5 gold medals at IIHF World Women's Hockey Championships (1990, 1992, 1994, 1997, 1999).



# CANADIAN OLYMPIC TEAM



- Approximately 220 athletes
- Nearly 90 Coaches
- Over 250 NSF Support Staff and COC Mission Team
- In 2010, Canada finished first with 14 gold medals
  - 14 gold, 7 silver, 5 bronze



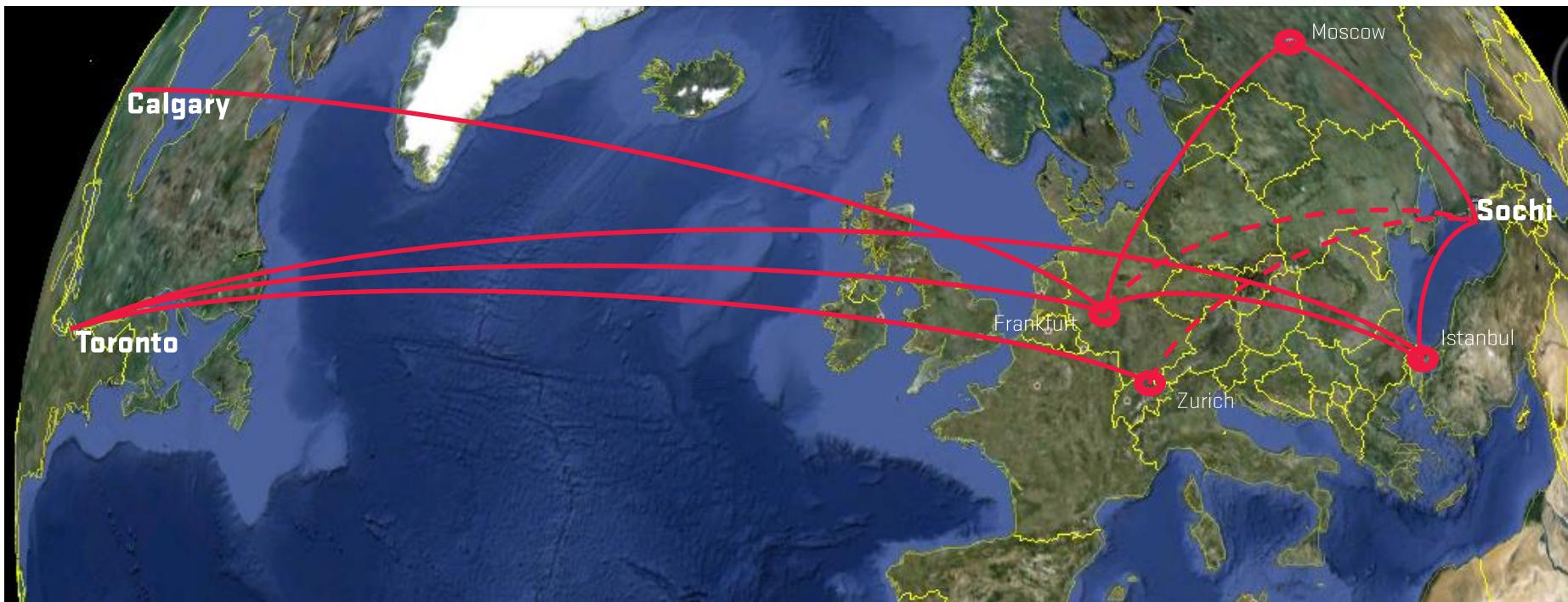


# SOCHI 101



# TRAVELLING TO AND FROM SOCHI

# TRAVELLING TO SOCHI



Toronto to Sochi via Istanbul = 21 hours with one 8-hour transit

Vancouver to Sochi via Frankfurt and Moscow = 21 hours two 2-hour transits

# TIME ZONE



- Sochi is on Moscow time zone, referred to as MSK - Moscow Standard Time
- EST (Eastern Standard time) + 9 hours in the Winter and + 8 hours in the summer
- MST (Mountain Standard time) + 11 hours in the Winter and + 10 hours in the summer
- PST (Pacific Standard time) + 12 hours in the Winter and + 13 hours in the summer

# THE MIGRATION CARD



- You will be required to complete a 2 part migration card – Keep PART B in a safe place-you need it to get out of Russia!
- In Moscow this is done by Border Control (you will not be given one on the plane to fill out)

<b>"A" (Въезд/Arrival)</b>			<b>"B" (Выезд/Departure)</b>		
Российская Федерация Russian Federation		Республика Беларусь Republic of Belarus		Российская Федерация Russian Federation	
Миграционная карта Migration Card		Серия/ Serial №	4608 4172779	Миграционная карта Migration Card	
Фамилия/Surname (Family name)				Фамилия/Surname (Family name)	
Имя/Given name(s)				Имя/Given name(s)	
Отчество/Patronymic				Отчество/Patronymic	
Дата рождения/Date of birth			Дата рождения/Date of birth		
День/ Day	Месяц/ Month	Год/ Year	Муж/Male <input type="checkbox"/>	Жен./Female <input type="checkbox"/>	Муж/Male <input type="checkbox"/>
			Гражданство/Nationality		
Документ, удостоверяющий личность/ Passport or other ID			Номер визы/Visa number:		
Цель визита (нужно подчеркнуть)/ Purpose of travel (to be underlined): Служебный/Official, Туризм/Tourism, Коммерческий/Business, Учёба/Education, Работа/Employment, Частный/Private, Транзит/Transit			Сведения о приглашающей стороне (наименование юридического лица, фамилия, имя, (отчество) физического лица), населенный пункт/Name of host person or company, locality.		
Срок пребывания/Duration of stay: С/From: _____ До/To: _____			Подпись/Signature: _____ Служебные отметки/For official use only		
Въезд в Российскую Федерацию /Республику Беларусь/ Date of arrival in the Russian Federation/Republic of Belarus			Выезд из Российской Федерации /Республики Беларусь/ Date of departure from the Russian Federation/Republic of Belarus		
Лист разрывной					

[www.draivesolutions.com](http://www.draivesolutions.com)

# LEAVING RUSSIA



The following documents must be presented to the border control officer when leaving the Russian Federation:

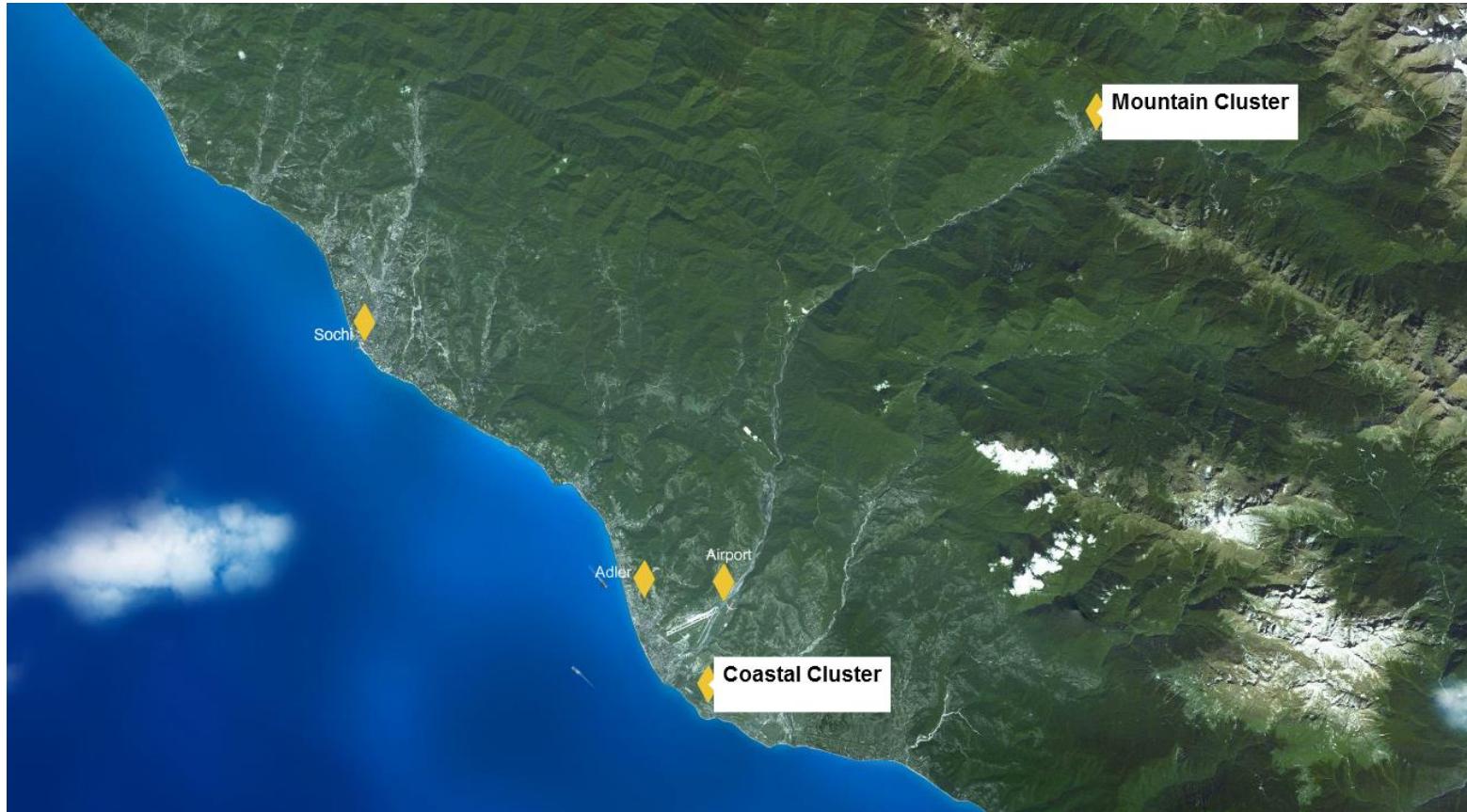
- Passport
- Part B of the Migration Card





# CITY OF SOCHI

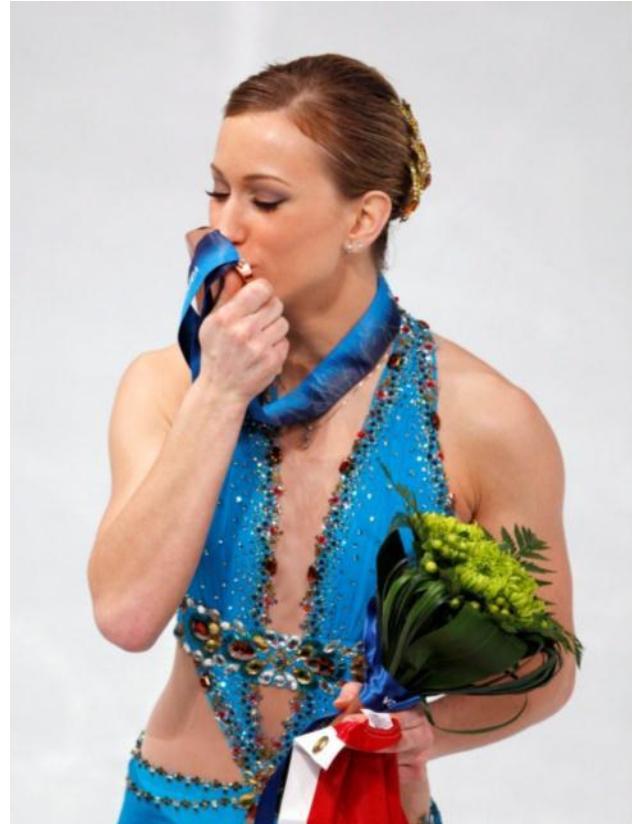
# SOCHI & AREA



# WEATHER - COAST



- Subtropical climate with unique weather for Russia
- Average air temperature at Games time is +5°C to +10°C
- The mountains protect Sochi from the arctic cold
- The Black Sea near Sochi does not freeze during the year



# WEATHER - MOUNTAIN



- Snowy and mild winters
- Monthly snow depth at Games time
  - 2-4 metres at 2000m altitude
  - 1-1.5 metres at 1500m altitude
- Average air temperature at Games time is 1°C to -6°C



# VILLAGE OF ROSA KHUTOR



©

Bogdanov

# GENERAL INFO



## CURRENCY / ATM / CREDIT CARDS / TIPPING

- The national Russian currency is the Ruble (RUB).
- Large hotels provide 24-hour banking services however the exchange rates are generally not great and a service fee may apply.
- ATMs located all over the city. Within major western hotels (Radisson, Marriott, Meridian) are generally considered the safest.
- Credit cards are accepted at major shopping centres, hotels, restaurants
- Some shops and restaurants do not accept credit cards and deal only in cash
- Tipping is increasingly encouraged in Russia

# CURRENCY



EXCHANGE RATE		
Canadian Dollar	Russian Ruble	Exchange Rate (Jan. 2013)
\$ 5.00	\$ 153.53	
\$ 10.00	\$ 307.06	
\$ 20.00	\$ 614.13	0.03
\$ 50.00	\$ 1,535.32	
\$ 100.00	\$ 3,070.64	

# GENERAL INFO



## PUBLIC TOILETS

- Russian street toilets often do not have toilet paper so it's advised to carry a package of Kleenex during trips around town
- Many public toilets require payment, so carry some Russian change when going out for a walk

## WATER SAFETY

- It is recommended that you drink only bottled water

## ELECTRICITY

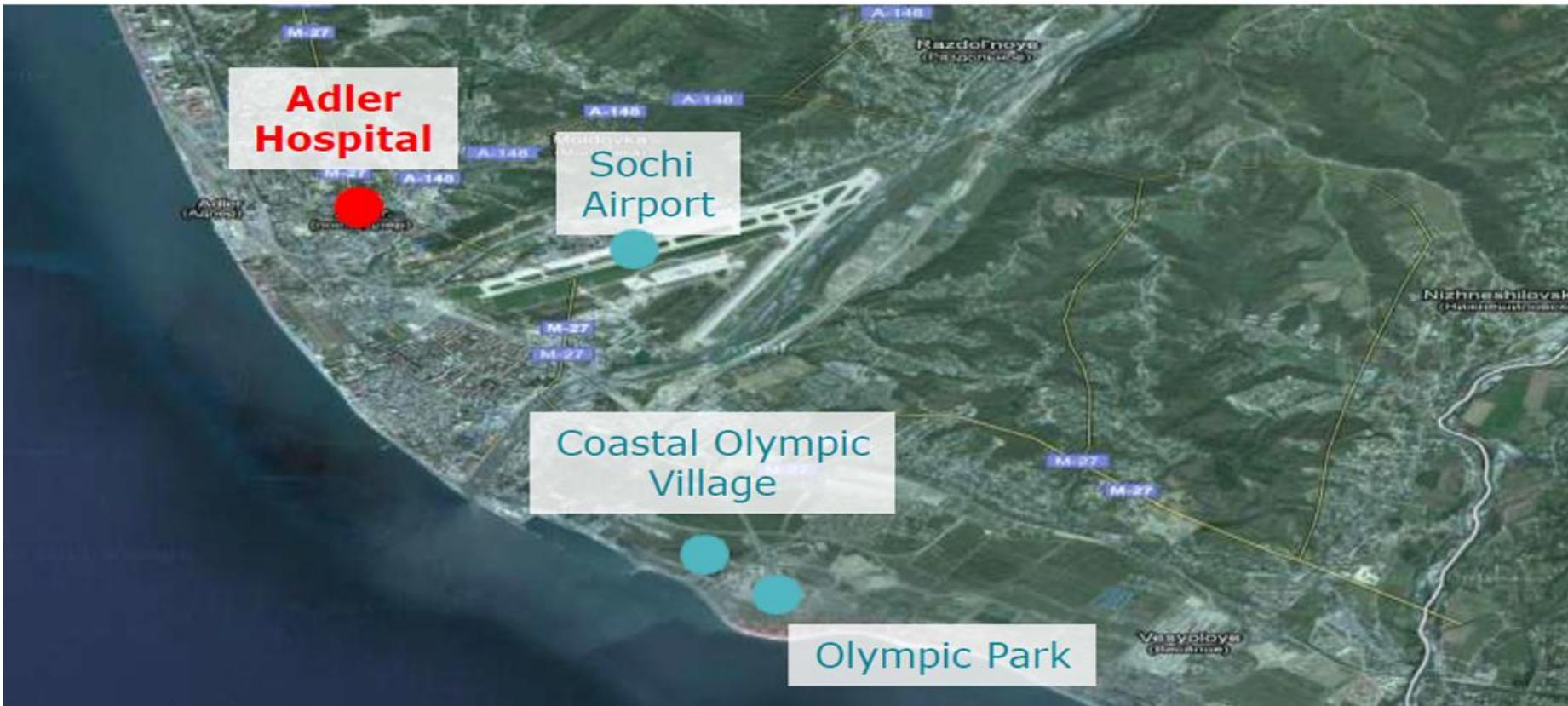
- Russia uses 220 volts 50 cycles and European type electrical sockets.





# HEALTH CARE

# OLYMPIC COASTAL HOSPITALS



# OLYMPIC MOUNTAIN HOSPITALS



# IMMUNIZATIONS



- There are no mandatory vaccinations for Sochi. However, the risk of contracting one of the following diseases is increased at the Olympics. We recommend you ensure you are protected for the following:
  - Tetanus-diphtheria
  - Polio
  - Pertussis (whooping cough)
  - Measles-Mumps-Rubella (MMR)
  - Varicella (chicken pox)
  - Hepatitis A & B
  - Typhoid
  - Influenza 2013/14 -STRONGLY RECOMMENDED
  - Dukoral® - *more info next slide*

# DUKORAL



- DUKORAL® is a raspberry flavored oral vaccine that can help to prevent Traveler's diarrhea.
- You may purchase it without a prescription at a pharmacy and / or travel clinics (approximately \$75).
- **How to take it:**  
**2 doses 1 week apart, starting 2 weeks before travel.** Side effects are minimal.



# TRANSPORTATION IN SOCHI

# TRANSPORTATION AT GAMES



- The Train Network will be the most reliable and efficient method of transportation.
- Unaccredited personnel will require passes to access public transportation.



# DISTANCES



# SELF DRIVING



- For non-Russian citizens
  - International Passport
  - National Driving License (with an International Driving Permit) OR
  - National Driving License (with a certified translation)





# VISA APPLICATION

# VISA APPLICATION



- All Canadians travelling to Russia for the Games must apply for a tourist VISA.
- There are 3 Visa Application Centres: Montreal, Ottawa, Toronto
- All applicants need a confirmation number from their hotel / accommodation





# ABOUT THE SOCHI 2014 OLYMPIC WINTER GAMES

# SOCHI 2014 OLYMPIC WINTER GAMES



- February 7<sup>th</sup> 2014 – February 23<sup>rd</sup> 2014

Sports / Disciplines	15
Events	98
Days of competition	18
Competition venues	11





# **SOCHI 2014 VENUES**

## **COASTAL OLYMPIC VENUES**

# COASTAL OLYMPIC CLUSTER



# FISHT OLYMPIC STADIUM



# ICEBERG SKATING PALACE



# ADLER ARENA - SPEED SKATING



# BOLSHOY ICE DOME



# SHAYBA ARENA



# ICE CUBE CURLING CENTER





# **SOCHI 2014 VENUES**

## **MOUNTAIN OLYMPIC VENUES**

# ROSA KHUTOR EXTREME PARK



# ROSA KHUTOR ALPINE CENTER



# SANKI SLIDING CENTER



# RUSSKI GORKI JUMPING CENTER



# LAURA CROSS-COUNTRY SKI & BIATHLON CENTER





# OLYMPIC VILLAGES

# OLYMPIC VILLAGES



- Coastal Village
  - Curling, Figure Skating, Ice Hockey, Speed Skating
- Mountain Village
  - Alpine Skiing, Bobsleigh, Freestyle Skiing, Luge, Skeleton, Ski Jumping, Snowboard
- Endurance Village
  - Biathlon, Cross Country Skiing





# OLYMPIC PARK

# OLYMPIC PARK



# ENTERING THE OLYMPIC PARK



To enter the Olympic Park you need:

- Spectator Pass &
- Event Ticket or Park Ticket

Family and friends who do not have an event ticket will be able to get a Park ticket from the COC





# SPECTATOR PASSES

# SPECTATOR PASSES



- Fan Accreditation
- All non-accredited ticket holders will be required to apply for, and validate a spectator pass to access the Olympic Park and all venues.
- Registration for spectator passes
  - 4 weeks before leaving Canada
- COC to prepare Spectator Pass Tool Kit
- Registration Codes
  - Comes with every ticket





# CEREMONIES

# OPENING / CLOSING CEREMONIES



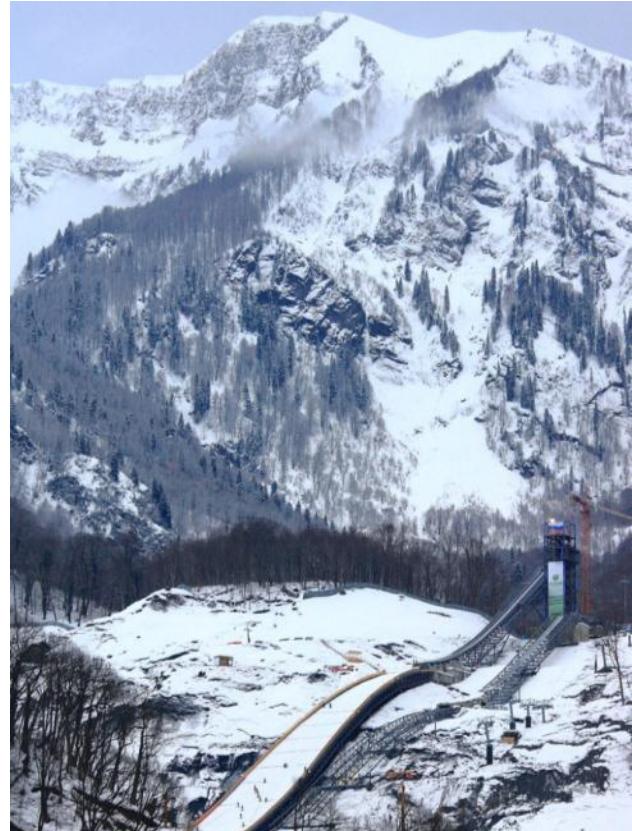
- Opening Ceremony – February 7<sup>th</sup>
- Closing Ceremony – February 23<sup>rd</sup>
- Fisht Olympic Stadium
  - Capacity: 40,000
  - Spectators: 27,000
  - Newly built venue with covered roof
  - Temperature similar to outdoors



# VICTORY CEREMONIES - OLYMPIC PARK



- Based on Competition Schedule
  - Same day at Medals Plaza
  - Same day at Venue
  - Next day at Medals Plaza
  - Same day at the Closing Ceremonies
- Olympic Park Medals Plaza
  - Located in the Olympic Park on the Coast
  - Show starts at 6:30pm
  - First Victory Ceremony begins at 8:15pm





# WHAT IS THE FAMILY & FRIENDS PROGRAM?

# PURPOSE AND MANDATE



- To assist Family and Friends maximize their Olympic Experience
- To assist and educate Family and Friends to ensure they are a positive (or neutral) influence on performance



# OVERVIEW



- Family & Friends Officers
- F&F Resources
  - F&F Tips Document
  - F&F Website
  - Spectator Pass Tool Kit
  - Visa Tool Kit
- F&F Enhanced Services
  - Language services
  - Assistance with sim cards and internet sticks (at F&F's cost)
  - Ground transportation upon arrival and departure (at F&F's cost)
- Sponsor Programs
- Canada Olympic House



# COC F&F OFFICERS



The COC's F&F Officers are your contacts prior to and during the Sochi 2014 Olympic Winter Games.

[family&friends@olympic.ca](mailto:family&friends@olympic.ca)

- Coast
  - Élise Desjardins (French & English)
  - Olya Ovtchinnikova (French, English, Russian)
  - Kim Astley (French & English)
- Mountain
  - Véronique Riopel (French & English)
  - Danielle Hrehirchek (English)



# RESOURCES FOR FAMILY AND FRIENDS



- F&F Website
  - <http://family.olympic.ca/>
  - All updated information is available on the website
- F&F Tips Document
  - The Tips Document is available on the F&F Website
  - Contains information on Sochi 2014 and on how to have a positive (or neutral) influence on your athletes
- Spectator Pass Tool Kit
- Visa Application Tool Kit



# ENHANCED SERVICES



- Language services
- Russian visa support
- On-site transportation
- SIM cards and internet sticks



# ENHANCED SERVICES - LANGUAGE SERVICES



- Before Games:
  - Olya Ovtchinnikova, COC Athlete Services Assistant
    - [oovtchinnikova@olympic.ca](mailto:oovtchinnikova@olympic.ca)
- At Games:
  - Olya and local Russian-speaking volunteers



# ENHANCED SERVICES – RUSSIAN VISA SUPPORT



- Visa Toolkit
- Review of completed Visa applications
- Discount rates for CIBT services



# ENHANCED SERVICES - TRANSPORTATION



- English / French speaking COC staff to greet family and friends at the airport
- Assistance with transportation from the airport to the hotel (at F&F cost)
- Service must be requested in advance



# ENHANCED SERVICES - SIM CARDS & INTERNET STICKS



- Russian SIM cards for your phone device (at F&F cost)
- Internet sticks for your laptop (at F&F cost)
- Service must be requested through the COC in advance

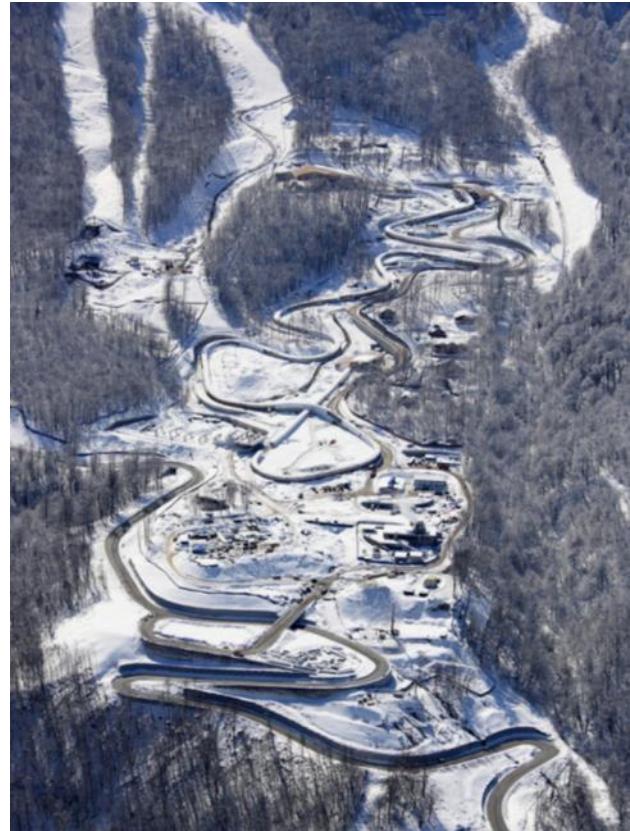


# ENHANCED SERVICES - CELL PHONES



Unlocking your phone:

- Contact Nick Raad
  - [nick@wirelessrev.ca](mailto:nick@wirelessrev.ca)
  - 613-794-7223





# SPONSOR PROGRAMS

PREMIER NATIONAL PARTNERS - GRANDS PARTENAIRES NATIONAUX



Bell



NATIONAL PARTNERS - PARTENAIRES NATIONAUX



Teck

OFFICIAL SUPPORTERS - SUPPORTEURS OFFICIELS

Deloitte.



OFFICIAL SUPPLIERS - FOURNISSEURS OFFICIELS



HAWORTH'



WORLDWIDE OLYMPIC PARTNERS - PARTENAIRES OLYMPIQUES MONDIAUX



Atos



OMEGA

Panasonic

P&G



VISA

# PETRO-CANADA TICKET PROGRAM



## PETRO-CANADA

SOCHI 2014 TICKETING PROGRAM

## PETRO-CANADA

PROGRAMME DE BILLETS POUR SOTCHI 2014

- Petro-Canada will pay for two (2) tickets for every event that a Canadian athlete competes in!
- Since Vancouver 2010, Suncor Energy, through its Petro-Canada brand, has helped to ensure that Canadian athletes have family & friends watching them compete live at the Olympic Games
- The parameters of the program shift slightly depending on ticket access availability and opportunity provided by each respective OCOG, but the spirit of it remains the same



NATIONAL PARTNER  
PARTENAIRE NATIONAL



# PETRO-CANADA TICKET PROGRAM



- Petro-Canada's intention is to purchase the best tickets available
- Tickets will mainly be in categories B and C
- Tickets only to be used by athletes' Family & Friends
- The program will be managed by the COC
  - ✓ COC will work closely with each NSF coordinator
  - ✓ COC will develop the ticket process, ordering and distribution
  - ✓ Athletes will need to register two (2) family members who will be entitled to ticket pick up
  - ✓ Ticket pick up location is still being finalized – likely one in coastal cluster and one in mountain cluster
- Resale of tickets is strictly forbidden



NATIONAL PARTNER  
PARTENAIRE NATIONAL



# P&G “THANK YOU MOM” PROGRAM



The P&G Thank You Mom Program was created with this in mind: to help the key supporter of Olympic athletes share their Olympic dreams with their sons and daughters.

P&G has committed to provide a significant gift to the mom or key supporter of each athlete on the Sochi 2014 Canadian Olympic Team. Once each athlete qualifies for the team they will nominate their mom or key supporter who will receive the gift in the mail. The gift will be distributed once the Canadian Olympic Team has been confirmed.



# FAMILY & FRIENDS GIFTING



**A GIFT WILL BE PROVIDED TO TWO DESIGNATED ATHLETE FAMILY & FRIENDS ON BEHALF OF SOME OF THE MARKETING PARTNERS INCLUDING:**

- Hudson's Bay
- Petro-Canada
- Royal Canadian Mint
- P&G Gift Bag to include:
  - Male items – Head and Shoulders 2 in 1 shampoo, Old Spice body wash, Gillette Fusion Pro Glide Razor, Gillette Fusion shave cream, Gillette Fusion after shave, Oral-B toothbrush, Oral-B floss, Puffs facial tissue (travel packs), Old Spice deodorant , Tide to go
  - Female items - Pantene Pro-V Shampoo (375 ml), Pantene Pro-V Conditioner (375 ml), Venus/Olay Razor, Olay facial cream, Oral-B toothbrush, Oral-B floss, Olay bars of soap x 2, Puffs facial tissue (travel packs), Covergirl mascara, Tide to go

# COH PARTNER ACTIVATIONS



- P&G Celebration Lounge - a lounge area to relax with family & celebrate your Olympians special moments



- RBC Athletes Lounge – a private reserved space for athletes



- Bell Internet Station - keep connected with what's going on in Sochi and back home



- Canadian Tire Family Room - a comfortable room to sit back and connect with each other



- Petro-Canada Ticket Desk: area to pick up tickets and ask questions relating to the Games



- Molson Bar - a great place to gather together after a day in Sochi!



- Hilton Concierge Desk - F&F officers will be stationed here to answer questions on Sochi activities and the Games



- Snacks to be provided by General Mills, Cadbury, Christie, Dentyne and Coca-Cola



- Canadian Olympic Team Store



# CANADA OLYMPIC HOUSE (COH)

# PURPOSE AND MANDATE OF COH



- Home away from home for family and friends
- Purpose: distraction-free environment
- Hub for “sponsor activation” initiatives
- Key media site for the Canadian team
- Primary site for the COC’s hosting of special guests



# LOCATION

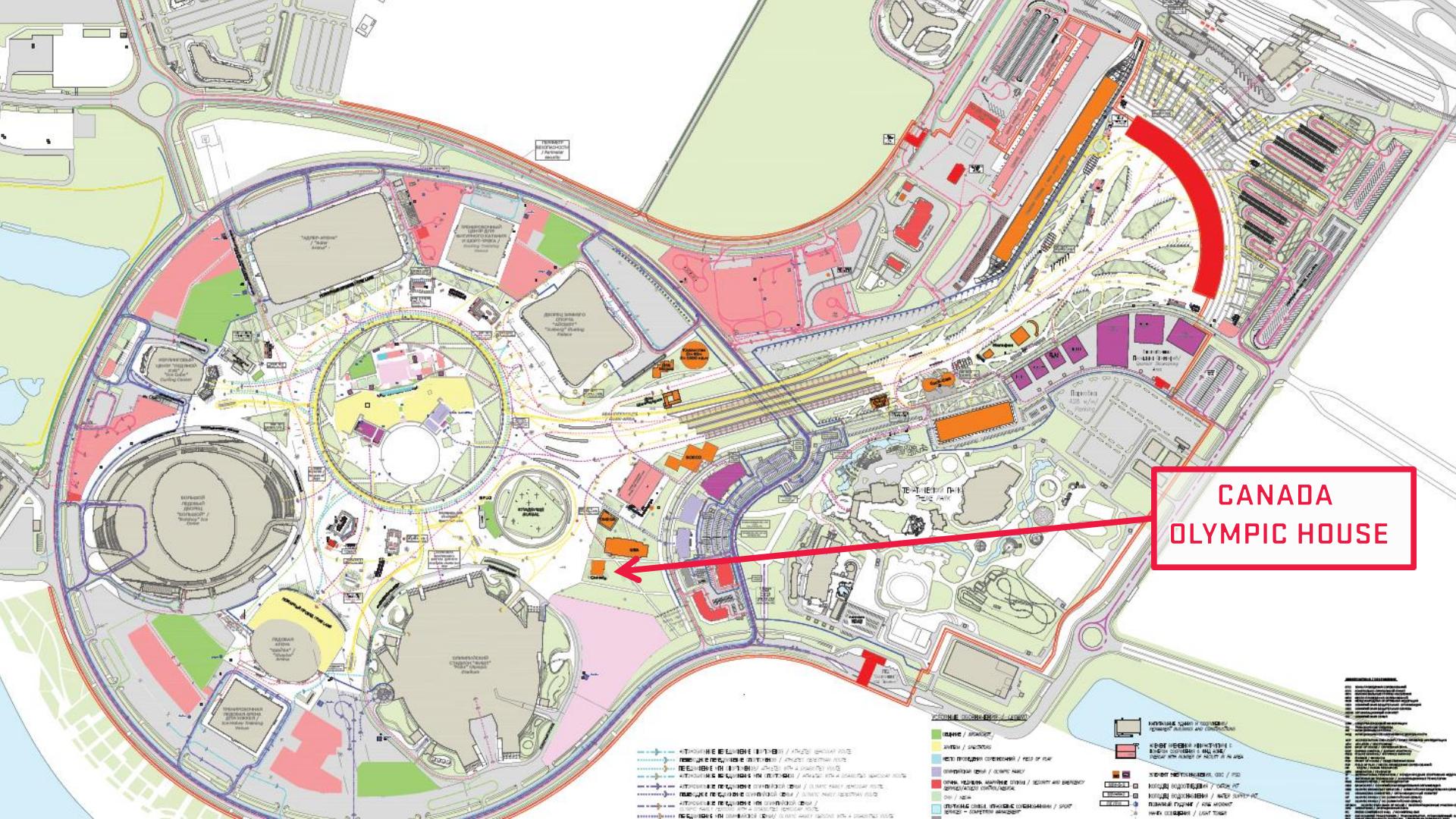


COH will be located within the Olympic Park

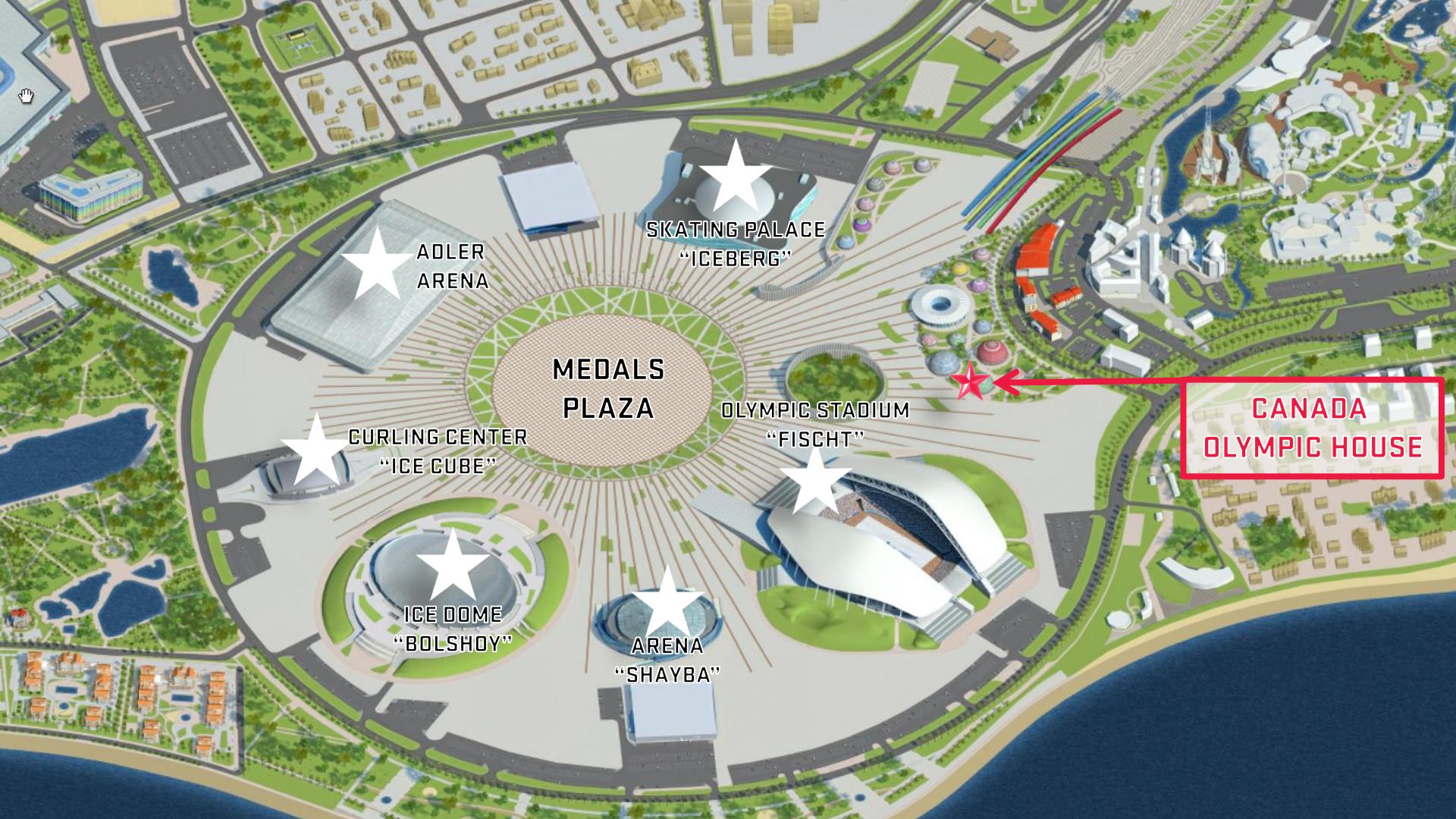
Advantages that guests of COH will enjoy being placed inside the Park:

- Convenient railway transportation
- Proximity to cultural activities and entertainment
- Proximity to Olympic Stadium and competition venues





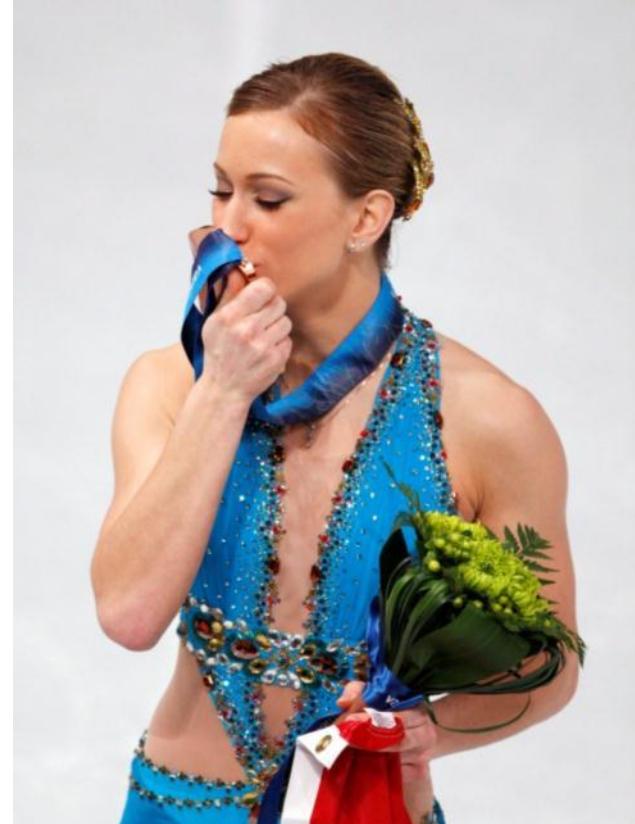
# CANADA OLYMPIC HOUSE



# ON-SITE DELIVERABLES



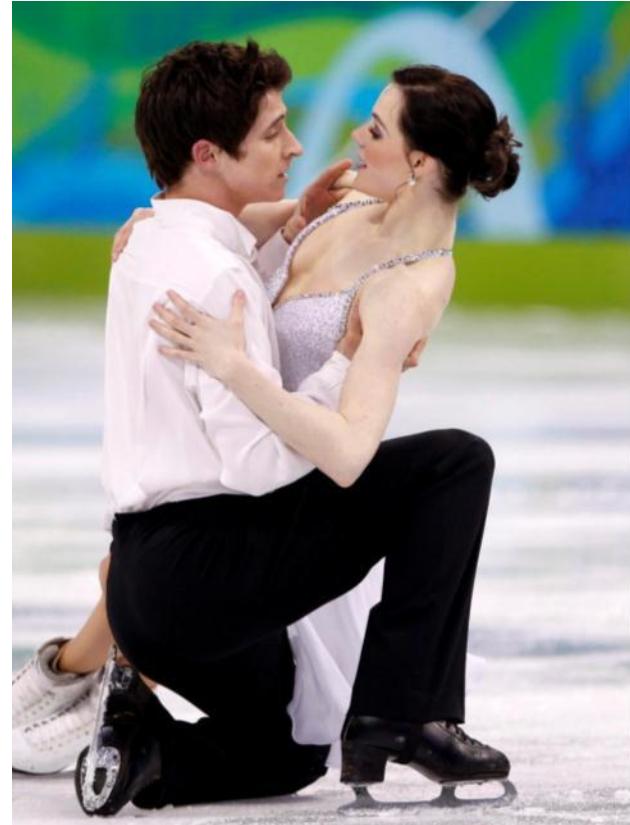
- COH will be open everyday – February 7 – 23 2014
- Hours of Operations are 11:00am – 11:00pm (pending competition schedules and special events)
- Light meal service
- Snacks and beverages throughout the day
- Complimentary internet lounge
- Family & Friends Desk
- Service/concierge desk
- Athlete medal celebrations
- Special sponsor, government, national sport federation and partner events
- Special events for athletes and their family and friends, including Opening and Closing Ceremony celebrations
- COC Corporate Operations header quarters



# ACCESS AND ACCREDITATION



- COH is a private facility that requires pre-registration and accreditation for entry
- To access COH, you must complete the online form, which will be available on the COC's F&F Website
- 6 guests on full access passes for athletes
- 2 guests on full access passes for coaches
- Full Access vs. Day Passes





# CANADA OLYMPIC MOUNTAIN LODGE

# ON-SITE DELIVERABLES



- COH will be open every day – February 7<sup>th</sup> to February 23<sup>rd</sup> 2014
- Hours of Operations will be 11:00am – 11:00pm (pending competition schedules and special events)
- Snacks and beverages throughout the day
- Complimentary internet
- Service / concierge desk





# OTHER IMPORTANT INFORMATION

# BETWEEN NOW AND THE GAMES



Checklist:

- Read the COC's F&F Tips Document
- Source tickets to events
- Book flight to and from Sochi
- Book accommodation and obtain your Visa tourist voucher
- Apply for a Russian Visa
- Obtain Spectator Pass
- Register for COH
- Assess the need for COC's F&F Enhanced Services



# PARENT TESTIMONIAL



“The athletes will be ready for the Olympic Games... but parents may not always be.”

-Parent of an Olympic Medallist



# BOOKMARK IT!



For more information about the Sochi 2014 Olympic Winter Games, please visit:

- COC F&F Website – <http://family.olympic.ca/en>
- Canadian Olympic Team – [www.Olympic.ca](http://www.Olympic.ca)
- Sochi 2014 - <http://www.sochi2014.com/en/>

You can also follow the Canadian Olympic Team on Facebook and Twitter:

- Facebook – Canadian Olympic Team
- Twitter - @CDNOlympicTeam

# CONTACT US



[family&friends@olympic.ca](mailto:family&friends@olympic.ca)

TOLL FREE: 1-866-239-0084



**QUESTIONS?**

