

# City firm signs sponsorship agreement

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**OLYMPICS** | Vancouver's Millennium Development Corp. signed a \$3-million sponsorship agreement with Vancouver's Olympic organizing committee Thursday which will allow it to promote itself as builder of the 2010 Olympic athletes village.

Although Millennium is building the housing — called Millennium Water — that will serve as the 2010 athletes' village, it couldn't market itself as the Olympic builder. Only official Olympic sponsors can tag along with the Olympic brand.

"Now we're officially home of

the Olympic and Paralympic athletes village," said Bob Rennie, head of Rennie Marketing Systems, which is marketing the project.

"It's been awkward selling the [project's] first phase," Rennie added. "All of our neighbours could say they were across the street from the Olympic village, yet because of protocol, we couldn't."

Adding the sponsorship, and being able to emblazon the Olympic rings across Millennium's marketing materials as it sells the project's units as post-Games high-end housing "ensures an investment," Rennie added.

The Olympic village will be

home to 3,000 athletes during the Games, in a 2.6-hectare neighbourhood designed with environmental sustainability in mind.

Millennium won the right to develop the block of southeast False Creek with a \$193-million bid to the city.

"When we welcome the world to Vancouver in 2010, we want to highlight two things: our true spirit of the Games and our commitment to sustainability," Peter Malek, director of Millennium Development, said in a news release.

John Furlong, CEO of the Vancouver Olympic organizing committee (Vanoc), said the Millennium project "will provide an

impressive home for our athletes and officials and will become one of the city's most beautiful waterfront communities."

Star Canadian architect Arthur Erickson, in collaboration with Nick Milkovich Architects, Gomberoff Bell Lyon Architects, Lawrence Doyle Young + Wright Architects, Merrick Architecture and Walter Francl Architect Inc. are designing the overall project.

Millennium becomes Vanoc's 31st sponsor, joining as an official supplier. Vanoc has secured some \$710 million of its \$760-million goal for domestic sponsorship revenue to support its \$1.63 billion operating budget.

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After a signing a deal Thursday, Millennium Development can market itself as the builder of the 2010 Olympic village.