



1st worldOutgames

Montréal 2006



Activity Report to GLISA
Inaugural Delegate Congress
30 August to 2 September 2005



1st worldOutgames
Rendez-Vous
Montréal 2006

26 July to 5 August 2006
www.montreal2006.org

MESSAGE FROM THE CO-PRESIDENTS AND THE CEO

“Proud of who we are: citizens committed to our community, open to the world and active in building LGBT sport internationally.”

Participation | Respect | Empowerment

When we accepted to co-chair the 1st World Outgames in Montréal, we were well aware of the great challenge awaiting us. Together, with the members of the Organising Committee, the Montréal LGBT community and with the unwavering support of elected officials at all levels of government, we brought together a team of people that is enabling us to meet our twofold goal: to stage in Montréal, in 2006, the greatest LGBT sport and cultural event in the history of our community – an event open to all, regardless of their sexual orientation; and, to provide the Outgames movement with a solid foundation for the future. Our vision for the 1st World Outgames is one of providing sound financial management, staging a successful international sports event and promoting the advancement of LGBT rights around the globe.

These Outgames focus on participation, bringing to Montréal at least 16,000 participants, of which 12,000 will gather for the sport competitions, 2,000 for its cultural programme and another 2,000 for the International Conference on rights. We believe in the power of sport to make social change, and we can hardly wait to welcome ALL members of our community together to a magical city that will celebrate their presence here.

Today, we can proudly say that we will meet our goals. Together with GLISA (Gay and Lesbian International Sport Association), Montréal will deliver the 1st World Outgames in less than a year. On 29 July 2006, exactly 30 years after the closing ceremonies of the 1976 Olympic Games, the Olympic Stadium will once again move to the sounds and *rainbow* colours of the world. We look forward to the historic moment when we will say: Let the Outgames begin!

Co-President

Co-President

Experience | Innovation | Diversity

The people I have the pleasure of working with at Montréal 2006 are one of the key reasons for our success. In fact, together, our combined experiences and our commitment to success are the ingredients that fuel us in the development, promotion and professional delivery of 1st World Outgames. We are all well aware of the fact that we are accountable not only to the people of Montréal, Québec and Canada, but also to the international LGBT community. We accept this responsibility wholeheartedly. At this time, everything we do on a day-to-day basis provides us with more opportunities to see just how unique the 1st World Outgames Montréal 2006 will be.

This update, we hope, will also allow you to share in our enthusiasm.

Louise Roy
CEO

THE OUTGAMES

The BUSINESS MODEL



The 1st World Outgames is an international sport and cultural event targeted to the global LGBT community, but open to all.

Based on a close working partnership with GLISA, Montréal recognises its role as a host city in bringing the GLISA values of Participation and Celebration, Respect and Fairness, Innovation,

Diversity and Empowerment (PRIDE) to life. The goal of the 1st World Outgames is to serve as a joyous sport and cultural celebration for the larger community, in great venues, where participants can reach their goals and fulfill their dreams.



Participation and Celebration

With 35 sports, 5 cultural activities, an international conference, Opening and Closing Ceremonies in the Olympic Stadium, and over 6,500 registered participants from 90 countries as of August 2005, the 1st World Outgames in Montréal is shaping up to be one of the largest participatory events in the world, and the largest ever gathering of the global LGBT academic, sport and cultural communities. The vision of Montréal 2006 was to maximise an environment where LGBT people are completely accepted to celebrate our diverse culture through the hosting of a major international sporting event.



Participants will be celebrated in a city world-famous for its street festivals. Montréal 2006 has been working for four years to ensure the downtown streets of the Village will be closed to automobile traffic for our Rendez-Vous. Participants can enjoy mingling with thousands of people on Ste. Catherine Street, or retreat to their own place in Rendez-Vous Square, as well as enjoy entertainment and meeting centers at all of the sport hubs. The Outgames banners are already hanging in the Village, a year before the event. The LGBT communities, and all of its advances, are celebrated strongly and visibly in this first host city.

Respect and Fairness

From the very beginning of the organising process, Montréal 2006 has developed strong partnerships between the tourism industry, all levels of government and the local LGBT sport community. These relationships have built mutual avenues of respect, and have provided Montréal 2006 with a solid, fair opportunity to deliver financially successful Outgames in the best venues

possible. We have learned that the involvement of the tourism industry, the governments and the LGBT sport community are three ESSENTIAL ELEMENTS to the successful delivery of Outgames.

The initial support of public and tourism funds created a twofold benefit: We were able to hire professional staff to deliver the Board-driven project, and we built bridges with important financial partners who continued to follow us through the project for four years. We set the direction; they supported us, and as they saw how we worked and managed the project, continued to actualise their commitment of financial support.

Innovation

The team delivering the Outgames from the sport, LGBT and marketing and event production communities have brought an unprecedented level of professionalism and responsiveness to the delivery of the Outgames.

This has allowed for innovations in the way a host city and GLISA partner together to reach mutual goals. Supported by strong sport, marketing and logistics teams, Montréal 2006 has been able to raise the profile, visibility and brand recognition of the Outgames and LGBT sport to new levels. Media agreements worth over \$6 million dollars have been signed, ensuring more people than ever before hear of LGBT sport and the Outgames all over the world. Mainstream television will cover the ceremonies, with highlights playing every night. The local French paper, *La Presse* is talking of a daily pull-out section. The visibility of sport in both the global LGBT community and the local hosting community will be enormous in 2006.

Developing teams and clubs has happened with the capacity to network, build and communicate. Over the past four years a database of over 50,000 sports teams, athletes, cultural groups, artists, academics, media, team leaders and supporters has been built, ensuring that news about GLISA, LGBT sport and the Outgames is shared with as many people as possible. Teams and individuals have been found from all over the world and, through communication and connections, networks have begun to grow.



In the spirit of best practices, Montréal has developed innovative relationships at all levels of mainstream sport organisations, as well as many LGBT sport bodies. For example, on the same weekend, Montréal booths could be found outreaching at both the FINA World Aquatic Championships at Jean-Drapeau Park and at the IGLFA World Championships in Copenhagen. We have been able to bring a strong presence to events around the world, bridging LGBT sport with the enormous volunteer base and best practices of traditional sport.

Four years of delivering the sport program have ensured that all the venues required to host the Outgames are secured. The City of Montréal, one of our partners, supports the sport program directly with venues, site management and human resources. Most sport events will be held in the five principal Outgames venues: The Olympic Park, the Jarry-Robillard sites, the Palais des congrès (Montréal's convention centre), Jean-Drapeau Park, and the Gay Village.

Diversity

One of the great challenges of reaching as broad an audience as possible is that in many parts of the world, there are no sport teams for LGBT people to outreach, or if there are, we cannot find them because they are not connected to any formal avenues yet. In the spirit of celebrating our LGBT culture through sport and creating a partnership with other important LGBT organisations, Montréal included the International Conference on LGBT Rights as part of the Outgames.

The climate in Canada is one that openly celebrates diversity. There was a large appetite from the governments to bring together human rights leaders in Canada, and it was a mutually beneficial partnership as it has allowed our outreach to parts of the world, in places such as China, Pakistan, and India, where LGBT sport is not as accessible.

The CORE BUSINESS of the Outgames is sport, culture and the Conference. These three areas support and feed off each other, benefiting the overall project through funding, building bridges, and stepping towards global recognition. The Conference brought sports inside the public forum, accessing special funds from Canada Economic Development, which have allowed us to connect to the LGBT sport community like never before. Culture brings some of the best organised community-based organisations to the Outgames, and all three together interest both LGBT and mainstream

communities. And by bringing all of this together to our city for a sport event, this core business model can also create social change. One goal is to close the Conference with the Montréal Declaration for LGBT rights, to be taken to the United Nations.

Montréal 2006 has a diverse group of partners that enable us to deliver such a diverse range of activities. Partnership with the SRC will help to deliver television broadcasts, with a well-known producer to deliver the ceremonies, and with the BBCM to deliver two parties. Our professional team has found experts in various areas of the project, and through these close working relationships, will ensure delivery of the project without assuming all of the risk alone.

Empowerment

It is a given that an event on the scale of the Outgames will bring together athletes, artists and spectators from all over the world. But the Outgames also serves to bring the local community together, both LGBT and mainstream, to reach beyond itself in its effort to stage a world-class event.

The Montréal gay and lesbian community is estimated at 340,000 people. Such a concentration has a positive and energising effect on the city, allowing numerous groups to organise a wide array of events and to deliver services of all kinds. The annual Labour Day "Rendez-Vous in the Village" sports festival is a great example of how Montréal 2006 has partnered with local LGBT sport clubs to show ourselves off to the city. Montréal 2006 has worked closely with *Equipe Montréal* to ensure that the local LGBT community is left stronger after the Outgames. Working together, Montréal 2006 and *Equipe Montréal* have also been able to develop leaders, creating many opportunities for people to participate for the first time in LGBT sport. It is an exciting time to be in Montréal!

It will also be an exciting time to come to Montréal in 2006. And, in September, we will be launching our official Outreach programme.

Empowerment comes from financial security. Financial surplus is our major preoccupation. In September, the Board of Montréal 2006 will be in a position to approve a budget that will see the successful delivery of Outgames in 2006, 11 months before the Opening Ceremonies. A financial success is the most empowering thing we can do for the LGBT sport community.

THE OUTGAMES

THE DELIVERY MODEL MEET THE ORGANISING COMMITTEE OF THE 1ST WORLD OUTGAMES

The Board of Directors

The Board of Directors of Montréal 2006 is comprised of persons from all walks of life, including sport, culture, community services, tourism, and business. Its members are:

- ◇ Lucie Duguay, Co-President
- ◇ Mark Tewksbury, Co-President
- ◇ Marielle Dupéré, Treasurer
- ◇ Paul Uline, Board Secretary
- ◇ Pierre Côté, Director
- ◇ François Goulet, Director
- ◇ Marie-Josée Malo, Director
- ◇ Johanne Roy, Director

Staff

At present, the Organising Committee has a staff of 30 persons, including full-time and part-time employees, and contractual workers.

- ◇ The Organising Committee is divided into six departments that work in close collaboration:
- ◇ The **Executive Office**, led by CEO Louise Roy, oversees everything from long-range strategic planning to day-to-day financial affairs.
- ◇ The **Sport Department** is charged with the task of organising the 35 sport activities by networking with athletes, teams, federations and other sport organisations.
- ◇ In addition to the five cultural activities and the Conference, the **Culture Department** is responsible for overseeing the production of the Opening and Closing Ceremonies, the Official Parties and all fundraising activities like the annual "Rendez-Vous" festivals.
- ◇ The mandate of the **Marketing-Communications Department** is to create awareness, build image, position the Outgames and to disseminate information in support of programming and all departments and activities within the organisation.
- ◇ Similarly, the **Department of Logistics and Technical Services** supports all activities and operations of the Outgames; they are the team that "makes it happen" in the most concrete sense.
- ◇ Supporting all our activities is the sound management of the **Finance Department**, which ensures that the Outgames are organised in a financially responsible manner, while making the most of the funding opportunities available to us.



THE OUTGAMES

THE OFFICIAL PROGRAMME

SPORT



To offer competitions of a high calibre in 35 sport disciplines is a challenging feat for any organisation. One gets a sense of the scope of the challenge when one considers that these sport competitions will attract no less than 12,000 participants. For this reason, the Sports Department has put together a versatile team of experts, knowledgeable not only in sport, but also in the official rules that govern the sanctioning of sporting events. Take a look at the website for more details on each sport.

Dynamic and bilingual, Michel Langelier is the new Director of the Sport Department. His pertinent experience in administration and management and his intimate knowledge of sports at the national and international levels is a major plus in the delivery of the 35 sports being organised for the Outgames. As a water polo coach with *À Contre-courant*, Montréal's gay and lesbian aquatics club, Michel has developed many strong ties with the community.

Montréal 2006 has also garnered several world firsts in LGBT sports. We are proud of the fact that for the first time in the history of LGBT sporting competitions, FISA (the International Federation of Rowing Associations) will list our regatta in its Official Calendar. Furthermore, in another first, Skate Canada, one of the largest national federations and a member of the International Skating Union (ISU), will sanction the figure skating competitions of the Outgames. Montréal 2006 is also blessed to have access to the city's world-class athletic facilities, some of which have served for Olympic level competitions.

Each sport activity is supported by a volunteer organising committee directed by a group coordinator provided for by *Équipe Montréal* and /or the Sporting Federations of Québec, sporting associations and specialised sporting organisations. As of September 2005, 35 such committees will meet regularly.

The Sport Department has now entered the phase of organising the Outgames. The planning period has been completed and the actions taken now are much more detailed. The final make-up of each sport's organising committee has been determined. The various committees now function separately for each stage of the organising process.

We have now completed our first evaluation of our needs for the sport programme, in close collaboration with the Montréal 2006 team in charge of logistics and technical services. For example, for each sport tournament we already know the number of volunteers required, both for first aid and support, and how many officials will be required for each sport and where they will be coming from. We have also begun planning for other considerations, such as the type of scoring and time-keeping equipment needed for each sport.

We also have a list of the materials required, the schedule for the set-up and dismantling of sites and the number of medals we will need. And, we have finalised the official reservations of all sports sites. This allows us, with 11 months to go before the Outgames, to work on a concrete location with the committee for each sport.

Athletes' Circle

Accomplished athletes, well-known in their own right, have become members of the 1st World Outgames Athletes' Circle. At present we are proud to call as our own: American Olympic rowing champion, Holly Metcalf, Canadian Olympic silver medalist figure skater, Brian Orser, Ingi Thor Jonsson, a former Olympic swimming champion from Iceland, Myriam Lafranchise, Canadian billiard champion and Lizza Bellinger, the UK's master swimmer "par excellence".

THE OUTGAMES

THE OFFICIAL PROGRAMME

CULTURE



The Culture Department is working closely with the community and Montréal's major cultural programmers to develop a quality arts programme for the Outgames.



The 1st World Outgames Montréal 2006 will host a Choral Festival, bringing together choruses from over 20 countries. The Organising Committee has signed an exclusive agreement with GALA Choruses in the United States and will work in close collaboration with the European gay and lesbian choral association, Legato, to provide support in organising a 1,500-person-strong chorus event as part of the Cultural Programme.



Country Western Dance, Square Dance and Cheerleading enthusiasts number in the thousands in LGBT communities throughout the United States, Canada, Australia and Europe. Montréal 2006 will be welcoming many of them during Outgames festivities.

The leather and bear communities are also invited to share in the celebrations with a program of activities created with local and international associations such as Folsom Street Fair of San Francisco.

Also, Outgames participants and visitors will have the opportunity to enjoy "DiversCité", Montréal's Pride celebrations that take in the same week, offering visitors a variety of shows on outdoor stages.

And let's not forget the Official Outgames Opening and Closing Parties that will provide another fun and exciting element to the Outgames!

OUTGAMES OPENING AND CLOSING CEREMONIES

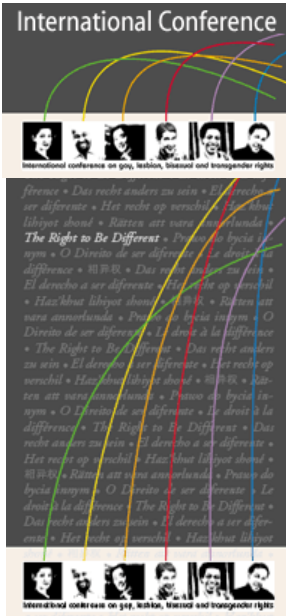
The Outgames' Opening and Closing Ceremonies will be held in Montréal's Olympic Stadium and will be broadcast by the Société Radio-Canada (or SRC, the CBC's French-language national television network). This agreement also constitutes a global first for LGBT competitions. Radio-Canada will also provide a daily one-hour special broadcast during the Outgames, which will be a worldwide first for an international event organised by the gay community.



THE OUTGAMES

THE OFFICIAL PROGRAMME

"THE RIGHT TO BE DIFFERENT" INTERNATIONAL CONFERENCE



Since the Scientific Committee of "The Right to Be Different" International Conference began its work in May of 2004, headed by Co-Presidents Ms. Joke Swiebel and Mr. Robert Wintemute, who are both leaders in the battle for rights, an enormous amount of work has been accomplished.

The five broad themes that will be explored are:

- ◇ Essential rights;
- ◇ Global issues;
- ◇ The diverse LGBT community;
- ◇ Participation in society;
- ◇ Creating social change.

We are also pleased to be able to already announce the participation, in principle, of the following prestigious keynote speakers and session chairpersons:

- ◇ Ms. Louise Arbour, United Nations High Commissioner for Human Rights
- ◇ Ms. Deborah Batts, Judge, United States District Court for the Southern District of New York, Manhattan
- ◇ Mr. Edwin Cameron, Judge of Appeal, South Africa Supreme Court of Appeal
- ◇ Mr. Eugenio Raul Zaffaroni, Judge, Supreme Court of Justice of the Nation, Argentina
- ◇ Ms. Patria Jiménez, substitute Senator, former Member of the Chamber of Deputies, federal Congress of Mexico
- ◇ Ms. Epsy Campbell, member of the Legislative Assembly of Costa Rica
- ◇ Ms. Georgina Beyer, the world's first transsexual member of Parliament, New Zealand
- ◇ Mr. Vladimír Špidla, Commissioner for Employment, Social Affairs and Equal Opportunities, European Commission, Brussels (Czech Republic)
- ◇ Mr. Alvaro Gil-Robles, Commissioner for Human Rights, Council of Europe
- ◇ Lord Waheed Alli, businessman member of the House of Lords, United Kingdom
- ◇ Ms. Claire L'Heureux-Dubé, retired Justice, Supreme Court of Canada
- ◇ Mr. Ashok Row Kavi, HIV activist and founder of Bombay Dost, India's first registered gay magazine
- ◇ Mr. Michael Kirby, Justice, High Court of Australia
- ◇ Ms. Li Hin-Ye, Head of Sociology of Marriage and Family Section, Institute of Sociology, Chinese Academy of Social Sciences

We also have the support of forty ambassadors around the world to promote and disseminate information about the Conference.

The International Conference will close with the adoption of the Montréal Declaration.

The partner organisations for the International Conference are:

- ◇ The Government of Canada
- ◇ The Government of Québec
- ◇ City of Montréal
- ◇ La Commission des droits de la personne et des droits de la jeunesse du Québec

The three principal Québec labour confederations:

- ◇ The CSN
- ◇ The CSQ
- ◇ The FTQ

- ◇ Canadian Union of Public Employees (CUPE)
- ◇ The Canadian Labour Congress
- ◇ Égale Canada
- ◇ Fondation Émergence
- ◇ Québec Round Table on Gay and Lesbian Issues (38 organisations)
- ◇ The Québec Gay Chamber of Commerce
- ◇ Montréal International
- ◇ National Gay & Lesbian Chamber of Commerce (USA)
- ◇ L'Autre cercle (France)
- ◇ The National Gay and Lesbian Task Force (USA)
- ◇ The Gay and Lesbian Athletic Foundation (USA)
- ◇ COC Netherlands
- ◇ Homosport Nederland (Netherlands)
- ◇ ILGA-Europe
- ◇ ILGA-World
- ◇ GlaxoSmithKline



MAP OF VENUES

Parc Nicolas-Viel

Jarry • Robillard

Crémazis

Club de Golf Métropolitain Anjou

Étienne-Desmarteau

Saint-Michel

Université

5

Outremont

Edouard-Montpetit

Parc Somerled

Centre-ville

3

Le Village

6

Parc olympique

1

Parc Jean-Drapeau

4

Square Rendez-Vous

Parc Lasalle

Ile des Soeurs

Ski Bromont

Scale: 0 1 2 km = 0 1 2 miles



A UNIQUE INTERNATIONAL *RENDEZ-VOUS*

KEEP YOUR PEAK PERFORMANCE FOR MONTRÉAL 2006

ALL SPORTS SANCTIONED	26 to 28 July	Sat. 29 July	Sun. 30 July	Mon. 31 July	Tue. 1 Aug.	Wed. 2 Aug.	Thu. 3 Aug.	Fri. 4 Aug.	Sat. 5 Aug.	Zone	Site
Opening Ceremony		•								1	Olympic Stadium
Aerobics					•	•	•			1	Pierre-Charbonneau Centre
Badminton			•	•	•	•	•	•		2	Collège Ahuntsic
Basketball			•	•	•	•	•	•		6	Cégep du Vieux-Montréal
Beach Volleyball			•	•	•	•	•	•		3	Jeanne-Mance Park
Bowling			•	•	•	•	•	•	•	5	Salon de quilles Laurentien/Salon de Quilles International
Bridge				•	•	•	•			3	Palais des congrès
Cross-Country				•						1	Maisonneuve Park
Cycling				•	•	•	•	•		4	Gilles-Villeneuve Racetrack / Bromont / Claude-Robillard
Dancesport				•	•	•	•	•		1	Pierre-Charbonneau Centre
Diving						•	•	•		2	Claude-Robillard Centre
Dragon Boat					•					4	Olympic Basin
Figure Skating				•	•	•	•	•		1	Maurice-Richard Arena
Golf					•	•					Club de Golf Métropolitain Anjou
Handball					•	•	•	•		1	Maisonneuve College
Ice Hockey			•	•	•	•	•	•		5	University of Montréal
Karate						•	•	•		7	Étienne-Desmarteau Arena
Marathon									•	4	Jacques-Cartier Bridge / Olympic Park
Physique			•	•						3	Palais des congrès
Pool Billiards			•	•	•	•	•	•		5	Salon de Quilles International
Powerlifting			•							1	Pierre-Charbonneau Centre
Racquetball			•	•	•	•	•			5	University of Montréal
Roller-Racing						•	•		•	4	Gilles-Villeneuve Racetrack / Claude-Robillard / MTL streets
Rowing			•	•						4	Olympic Basin
Soccer (Football)			•	•	•	•	•	•	•	5	University of Montréal / Claude-Robillard Centre
Softball			•	•	•	•	•	•		2	Claude-Robillard Centre / Henri-Julien / Jarry Park
Squash			•	•	•	•	•	•		5	University of Montréal
Swimming			•	•	•	•	•	•		1	Olympic Pools
Synchronised Swimming			•	•	•					1	Olympic Pools
Table Tennis			•	•	•	•				7	Étienne-Desmarteau Arena
Tennis			•	•	•	•	•	•		2	Claude-Robillard Centre
Track & Field			•	•	•	•	•	•		2	Claude-Robillard Centre
Triathlon							•			4	Gilles-Villeneuve Racetrack / Olympic Basin
Volleyball			•	•	•	•	•	•		2	Claude-Robillard Centre
Water-Polo			•	•	•	•	•	•	•	2	Claude-Robillard Centre
Wrestling			•	•						7	Étienne-Desmarteau Arena
Choral Festival			•	•	•	•	•	•		3	St. James United Church / Imperial Theatre
Country Western Dance			•	•	•	•	•	•		3	Hilton Bonaventure Hotel
Square Dance			•	•	•	•	•	•		3	Hilton Bonaventure Hotel
Bands / Colour Guards / Cheerleading						•	•	•		1	Olympic Park: Athletics Track
Conference	•	•								3	Palais des congrès
Closing Ceremony									•	1	Olympic Stadium

VOLUNTEER COMMITTEES



Some 5,000 volunteers are being recruited to support the successful delivery of Outgames activities. With a strong local campaign including, most recently, full-page ads on the back page of *La Presse*, the leading daily paper in Canada's French-language market, and radio ads aired on the city's popular *Rock-Détente*, already 2,000 volunteers have come forward and we are well on our way to reaching our target number of volunteers. There will be a total of 60 volunteer committees supporting the Outgames for the sports and cultural activities, the Conference and the Logistics Department.

1ST WORLD OUTGAMES OUTREACH PROGRAMME

The 1st World Outgames Montréal 2006 Outreach Programme will be launched worldwide this September. Conceived as a bursary system, it will allow selected beneficiaries to have a portion of their expenses to participate in the Outgames paid by the programme.

The bursary programme that we are now launching is made possible by fundraising activities like the *Nuit d'Or* gala and by donations received. In fact, we have just received the confirmation that GlaxoSmithKline will support part of the programme with a significant donation.

We will be awarding 250 bursaries for housing and registration to participants in sport, culture and the International Conference, of which 50% will be reserved for women.

The selected beneficiaries must:

- live in a country outside of North America, Western Europe, Japan, Australia or New-Zealand;
- lack the financial ability to pay for themselves the total expenditures related to participating in the Outgames.
- have been chosen by the Montréal 2006 Outreach Committee, or recommended by a partner or a donor in accordance with the means and policies determined by the Outgames.
- apply for the Outreach Programme before 31 January 2006.

Montréal 2006 cannot be held responsible for any Visa refused by Canadian authorities and the Outreach Programme will be in full compliance with Canadian law.

The Montréal 2006 Outreach committee will be comprised of one person from GLISA, one person from Montréal 2006 and one person from Équipe Montréal.

Corporate donations for the Outreach Programme will be sought throughout 2005 and early 2006 as we access additional funds.

MARKETING AND COMMUNICATIONS



The 1st World Outgames Montréal 2006 is running a global marketing communications plan valued at \$13,000,000 CAD with an initial investment of \$5.6 million, including the cost of a staff of 10.

The specific components of the global plan are: sponsorship programme; website programme; corporate programme; advertising programme; promotional programme; public relations programme; collateral material programme; merchandising programme; television broadcast programme; and indoor and outdoor signage.

All programmes interact to optimise reach and impact. All programmes are deployed to various degrees on the international and local markets to raise brand awareness and encourage potential sports, culture and Conference registrations. The closer we come to the Outgames, the more our attention will be focused on our local market to ensure ticket sales and local attendance at Outgames events.

OUTGAMES CURRENT SPONSORS AND MEDIA PARTNERS

It is important to underline the incredible collaboration from which the Outgames benefit, particularly from our government partners, and private sponsors in our ongoing efforts to market the Outgames on local, national and international levels. All partners and sponsors contribute generously to ensure our success.

We are not in the habit of singling out a partner that has generously contributed to the Outgames. However in the case of Tourisme Montréal we feel it legitimate to mention that their contribution to the development and marketing of the 1st World Outgames Montréal 2006 has been, since the very beginning and to this day, simply outstanding and greatly appreciated.

Our sponsorship programme is slowly but surely proving its worth with the latest additions of Bell Canada Enterprises (BCE) and Via Rail as major sponsors.

WEBSITE

Major efforts are put into the Outgames website, which this month will reach a record of more than 126,000 visitors. These are extraordinary numbers when we consider that the Sydney 2002 website received its record number of 122,249 visitors in November 2002, that is, during the week of the Games themselves. And we are still 11 months away! The web is the source of 95% of all registrations to date and represents our unique window to the world. Updates are added regularly as well as partner links to continuously increase traffic. New innovative components are constantly being added, the latest of which allows a viewer to watch the Outgames video online.

PROMOTIONAL TOURS

Our international promotional tours of no less than 250 tournaments and cities worldwide (over a period of two years) have enabled us to establish firm relationships with prominent LGBT teams in key cities. This effort, coupled with exhaustive researches, has enabled us to build a LGBT sports, cultural, and Conference database of 50,000 names of individuals and organisations in little over a year.

The international promotional tours are also supported by our public relations programme and media placements in key LGBT magazines, websites and sport and cultural event programmes. Notable events attended recently were the Utrecht EuroGames, Manchester PrideGames, IGBO tournaments, the Edmonton 2005 World Masters Games, NAGAA 2005 World Series, Sydney Mardi Gras, and, of course, the FINA World Aquatics Championships, to mention but a few.



SPECIAL OFFERS



Specific promotional rebate offers such as Early Registration, World Registration Day, Euro Registration Week, USA Registration Week, Mexico Registration Days, Brazil Registration Week, and Australia and New Zealand registration week have been deployed at regular intervals to encourage registration as early as possible. This programme will continue until the late registration period pricing becomes effective in May 2006.

Another important promotional offer will be in effect from 15 September until 31 October, when the Outgames will launch scaled volume rebates to groups, teams and leagues worldwide.

OFFICIAL TRAVEL PARTNERS

The Outgames Marketing Department is also working with Official Travel Partners in the North American, South American, European and Asia-Pacific markets, who in turn are working with our exclusive receptive tour operator in Canada, in a concerted effort to bring both participants and tourists to Montréal in 2006.

PUBLIC RELATIONS AND ADVERTISING

The public relations programme and advertising programme have generated in a short span of time considerable brand awareness and will continue to build our reputation worldwide. Our media partners' generosity enabled us to spread the word about the Outgames in over 80 countries reaching well over 3,600,000 people on more than one occasion.

CORPORATE AND COLLATERAL PROGRAMME

The corporate and collateral material programmes combined have created, produced and distributed worldwide over 300,000 flyers and posters, 1,000,000 Outgames kisses, 100 PowerPoint presentations, and various other print material in support of the Outgames sports, cultural and Conference programme.

MERCHANDISING

The merchandising programme is already up and running on our website but branding improvements, greater selection and improved color choices will be added in the fall to ensure significant sales come game time. The Outgames have already distributed over 5,000 promotional t-shirts worldwide.

TELEVISION BROADCAST



As mentioned above, the Outgames' Opening and Closing Ceremonies in Montréal's Olympic Stadium will be broadcast by the SRC with a one-hour special to be aired throughout the week of the Outgames. Time and effort are also being put into negotiations for international broadcasts via satellite and web transmissions of the Outgames. A number of independent producers are also producing TV specials to be aired in the fall of 2006.

Mr. Guy Latraverse, a well-known Montréal producer has been chosen to produce both ceremonies. Mr. Latraverse is one of the most sought-after entertainment and television producers in Québec and in Canada. His talent and experience, both in France and throughout La Francophonie (a network of 56 states and governments using French as a common language), have also made him one of the most well-known and respected producers in Europe as well.

Co-founder of the *FrancoFolies de Montréal* with Alain Simard, he also produced the Opening Ceremonies of the IV Games of La Francophonie in Ottawa-Gatineau in 2001. Since it was founded in 1985, their production company, Sogestalt, has produced more than 1,000 hours of television, winning the admiration of audiences and critics alike.

The director of the Opening Ceremony is Pierre Boileau and Claude Poissant will direct the Closing Ceremony. Both directors are currently working on their respective concepts. We are proud to announce the first ingredients of the Opening Ceremony: Legendary Québec diva Diane Dufresne and the world-renowned Cirque du Soleil will perform as part of this unique and memorable evening.



REACHING THE GLOBAL MARKET

With a project of the scale of the Outgames, Montréal 2006's promotional approach is inevitably global in reach. This adds to the complexity of the strategies required to ensure proper promotion of the event, bearing in mind that each market requires its own targeted presentation formats.

During the past year, our efforts aimed at reaching our target markets have increased considerably. Again, the importance of strong partnerships is evident through the invaluable support of Québec government delegations and Canadian embassies abroad.

When dealing with the media, few people realise that LGBT media worldwide numbers are in excess of 4,000! Although, these media certainly vary in scope and reach, this network of media organisations is of vital importance in building and sustaining our event's overall image. In 2005, international coverage of the Montréal Outgames exceeded 100 overwhelmingly positive news articles, with very little negative coverage. In addition to international visibility, our efforts will also focus on Canadian and Québec-based media, in particular the mainstream media.

COMMUNITY INVOLVEMENT

Montréal 2006 is honoured to have GLISA in our city for its Inaugural Delegate Congress during this year's third and final Rendez-Vous in the Village before the Outgames. We are proud to partner with GLISA for our mutual benefit and, more importantly, to fulfill our joint mission of helping local LGBT sports organisations to grow and of leaving *Équipe Montréal* stronger than ever after the 1st World Outgames.



The Village

Since the inception of the Outgames, the Organising Committee has had the privilege to work closely with various community organisations in support of the Outgames. The Québec Gay Chamber of Commerce, the Village SDC, (formerly the Village Merchants Association), the *Fondation Émergence*, *Séro Zéro*, *Clinique médicale du Quartier Latin*, the BBCM, *Équipe Montréal*, the Borough of Ville-Marie, as well as popular bars, clubs and restaurants and prominent Montréal hotels have each in their own way contributed to benefit the Outgames.



Special Events

In addition, the Organising Committee has been offering previews of the Outgames by creating, in 2003, 2004 and again in 2005, the Rendez-Vous in the Village Labour day festivals in close collaboration with the community. Open to all, Ste. Catherine Street is transformed each year into a vast playing field, brought to life by *Équipe Montréal* and several of its sports teams. The general public is invited to participate in demonstration sports such as beach volleyball, bridge, billiards, soccer, hockey, wrestling, figure skating, basketball, badminton, Dancesport (competitive ballroom dancing), aerobics and swimming and can even enjoy the festivities seated at special open air terraces set up just for the occasion. Bars and clubs offer special programming each year and some of the most popular Village bars and clubs have also signed up to raise funds "at the door" on behalf of the Outgames.



The programme also includes an evening dedicated to lesbian visibility called *Femmes en tête*, honouring ten Québec lesbian women for their outstanding professional achievements in a diverse range of activities. A calendar of these 10 prominent lesbian women has been distributed in 2003, 2004 and this year's festivities will once again include the unveiling of a magnificent poster calendar featuring the women and their achievements.



The programme has also included three magical fundraising galas; *La Nuit de Bronze* in 2003, *La Nuit d'Argent* in 2004, and this year's *Nuit d'Or*, which have proven to be a magnet for Montréal's "who's who"! Each year a themed cocktail dinatoire has been offered to guests at a different venue. These gala events are made possible through the direct involvement of hotels, restaurants and key suppliers, who generously provide services at minimal cost or for free. Funds raised at the galas are pooled to support Montréal 2006's international Outreach bursary programme.



OUR SPONSORS

Canada 

Québec 

Montréal 

 Radio-Canada

TOURISME
Montréal



AIR CANADA 

VIA  
VIA Rail Canada

 pre2post
TECHNOLOGIES

BAD BOY CLUB MONTREAL

Ville-Marie
Montréal 

Impart Litho

 Patrimoine
canadien Canadian
Heritage

 GlaxoSmithKline


CSQ


CSN


FTQ

 Canadian Labour Congress
Congrès du travail du Canada

 SCFP
Au coeur de l'action

MontrealInternational

OUR MEDIA PARTNERS



REGISTRATIONS

AS OF 24 AUGUST 2005

6,500 PARTICIPANTS
90 COUNTRIES

NORTH AMERICA	45%
EUROPE	34%
OCEANIA	12%
SOUTH AMERICA	5%
AFRICA	3%
ASIA	1%



MOST POPULAR DISCIPLINES:

SWIMMING
VOLLEYBALL
BADMINTON
MARATHON
DANCESPORT
TRACK & FIELD
ICE HOCKEY
SOFTBALL
TENNIS
TRIATHLON
BRIDGE
GOLF
BOWLING
DRAGON BOAT
ROWING
SOCCER
WATER POLO
CYCLING
SQUASH
BASKETBALL
TABLE TENNIS
PHYSIQUE
ROLLER-RACING
BEACH VOLLEYBALL
FIGURE SKATING
SYNCHRONISED SWIMMING
POOL/BILLIARDS
WRESTLING
KARATE
POWERLIFTING
AEROBICS
CROSS-COUNTRY
HANDBALL
RACQUETBALL
DIVING



FINANCE: SIGNIFICANT DEVELOPMENTS

The pro-forma financial statements presented below represent the history of the evolution of the Outgames budget. So far, we have respected our projected budgets for 2002, 2003 and 2004. Our financial statements have been audited as required by our public and financial partners.

1ST WORLD OUTGAMES MONTRÉAL 2006 PRO-FORMA FINANCIAL STATEMENTS for period from 2002 to 2006

SCENARIO - 16,000 PARTICIPANTS (12,000 sports - 2,000 culture - 2,000 conference)

	ACTUAL 2002	ACTUAL 2003	ACTUAL 2004	BUDGET 2005	BUDGET 2006	TOTAL
REVENUE	462,947 \$	780,508 \$	1,795,457 \$	4,003,846 \$	9,946,661 \$	16,989,419 \$
EXPENDITURES	466,892 \$	774,437 \$	1,834,971 \$	3,481,169 \$	10,181,054 \$	16,738,523 \$
SURPLUS (DEFICIT) FOR PERIOD	3,945 \$-	6,071 \$	39,514 \$-	522,677 \$	234,393 \$-	
ACCUMULATED SURPLUS IN 2001	48,925 \$					
ACCUMULATED SURPLUS (DEFICIT)	44,980 \$	51,051 \$	11,537 \$	534,214 \$	299,821 \$	

1ST WORLD OUTGAMES MONTRÉAL 2006 REVENUE - BREAKDOWN

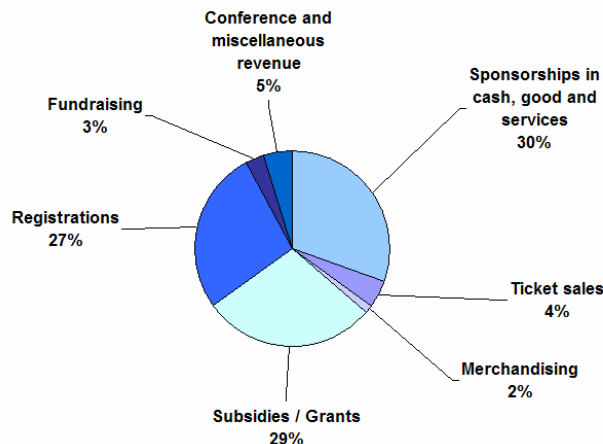
SCENARIO - 16,000 PARTICIPANTS (12,000 sports - 2,000 culture - 2,000 conference)

	ACTUAL 2002	ACTUAL 2003	ACTUAL 2004	BUDGET 2005	BUDGET 2006	TOTAL	
REVENUE							
1 Sponsorships in cash, good and services	27,687 \$	5,751 \$	262,407 \$	787,850 \$	4,091,950 \$	5,175,645 \$	30%
2 Ticket sales	-	-	-	-	750,000 \$	750,000 \$	4%
3 Merchandising	-	4,288 \$	243 \$	51,500 \$	200,000 \$	256,031 \$	2%
4 Subsidies / Grants	424,765 \$	666,000 \$	1,005,439 \$	765,000 \$	2,015,296 \$	4,876,500 \$	29%
5 Registrations	-	-	416,714 \$	2,035,476 \$	2,154,415 \$	4,606,605 \$	27%
6 Fundraising	-	102,896 \$	110,654 \$	209,020 \$	100,000 \$	522,570 \$	3%
7 Conference and miscellaneous revenue	10,495 \$	1,573 \$	-	155,000 \$	635,000 \$	802,068 \$	5%
TOTAL REVENUE	462,947 \$	780,508 \$	1,795,457 \$	4,003,846 \$	9,946,661 \$	16,989,419 \$	100%

NOTE

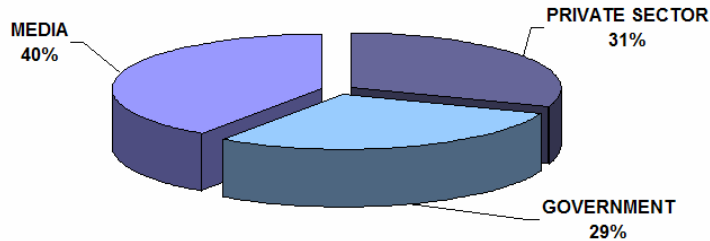
These revenues do not include the value of media partnerships, which amount to \$6,816,570

REVENUE (PER CATEGORY) • AS OF 24 AUGUST 2005



As of 24 August 2005, the value of partnerships is \$16,868,715.

SECTOR-BY-SECTOR VALUE OF PARTNERSHIPS



1) REVENUE: SPONSORSHIP

Our objective = \$5 million and more	Signed as of 24 August 2005	In development
48% in cash	\$2,483,438	\$200,000
52% in services	\$2,692,207	\$1,000,000
Total	\$5,175,645	\$1,200,000

Our needs in terms of logistics, transportation, equipment, volunteer expenses, timing systems, etc., have already been presented to companies providing these services. This component has been estimated at a value of almost one million dollars and at this stage, it seems realistic to expect that we will achieve our objectives.

2) REVENUE: TICKET SALES

Sport and cultural events

The level and nature of our sport and cultural activities are participative. It would be wishful thinking to expect to attract record-breaking crowds for such events. We have therefore decided to be conservative in our projections, based upon the number of visitors as well as the information that Stuart Borrie, Sport Director for Sydney 2002, provided to us when he was hired for 6 weeks in 2003 to transfer his expertise to the Montréal Organising Committee.

With a more creative and dynamic marketing approach, we are now convinced that some 5,000 individuals per day, excluding participants, will attend activities at the 23 sites that can accommodate ticket sales. With an average of \$10 per person, this represents \$500,000 in revenue.

The ceremonies

- ◇ The Organising Committee has chosen to delegate the production of the ceremonies to a producer. Sogestalt Television Inc. has been selected for the following three reasons:
- ◇ To remove the risk of additional demands on our cash flow.
- ◇ To obtain additional revenue and tax credits, which will add to the quality of the ceremonies. Since the organising committee is not an entertainment or television production company, it does not have access to this additional revenue.
- ◇ To benefit from the expertise of a producer that has the specialised staff and other resources necessary to successfully deliver such an event.

The fixed revenue for Montréal 2006 is in the range of \$250,000.

We will be placing tickets for the ceremonies on sale this fall. We are already receiving many requests for tickets.



3) REVENUE: MERCHANDISING

The Organising Committee selected its merchandising supplier 6 months ago. More than 25 different products are already available online. We are presently developing a network to make our promotional product available in hotels and the airport, as well as at certain stores in Montréal. We will also install sales outlets at the principal sites during the Outgames.

Once again, we have chosen to be remunerated on the basis of royalties. Our supplier has a team of experts that has worked on many occasions to provide official merchandise for major Montréal events.

4) REVENUE: SUBSIDIES AND GRANTS

Since the beginning, the Organising Committee has been eligible for major subsidies and grants offered by the Governments of Québec and Canada and the City of Montréal. These programmes are available to all major international events.

- Canada
 - Economic Development Canada (in support of our international marketing plan)
 - Canadian Heritage
 - Department of Foreign Affairs and International Trade
 - Justice Canada
- Québec
 - *Fonds de développement de la métropole*
 - *Tourisme Québec*
 - *Ministère de l'Immigration et des Communautés culturelles du Québec*
- City of Montréal
 - Sites, equipment and personnel

5) REVENUE: REGISTRATIONS

Our objective remains 16,000 participants. We will be launching a special promotion for teams and groups that will be in effect until the end of October. With 6,500 registered so far, we have attained our registration goals for 11 months before the Outgames.

The break-even point for the number of registrations required to successfully deliver the Outgames is 13,000 participants. If necessary, we have a contingency plan that we can put into effect in January 2006. However, if the current trends continue, we may well surpass our target number of registrations.

6) REVENUE: FUNDRAISING

Funds raised come from three main sources:

- o The Nuit d'Or, Nuit d'Argent and Nuit de Bronze galas
- o Collections during special evenings held once a month in 8 establishments in the Village. This programme began in April of this year.
- o The Opening and Closing Parties, which will be held during the Outgames, giving us fixed revenue without financial risk. These parties have been delegated to the BBCM, whose reputation in organising such events, such as their world-renowned Black & Blue, needs no introduction.



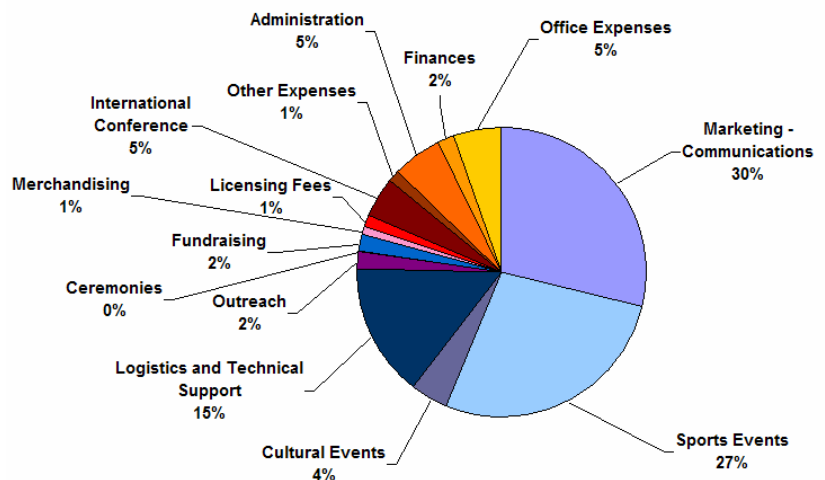
7) REVENUE: CONFERENCE

We expect the Conference to finance itself entirely. This is already the case, and this event is being treated as a separate cost centre. This project has allowed us to establish significant strategic alliances with important spin-off benefits for the 1st World Outgames.

EXPENSES

Since the 2003 budget, we have demonstrated that the successful delivery of the Outgames will cost around \$16 million. Now, with just 11 months to go before the event, we can say that our numbers were quite accurate. We will be able to deliver the Outgames within this budget, with the assets we currently have.

The challenging part of raising the finances needed for the Montréal 2006 project is all but behind us. All elements of production costs were analysed, identified and budgeted for. We now have our cash flow secured from now until the end of the Outgames and bank financing with our partners has been finalised.



LEGACY

Montréal 2006 knows that the 1st World Outgames needs to be financially successful for there to be a 2nd World Outgames. That is part of our legacy. But when the Outgames close on 5 August 2006, GLISA will inherit a brand with solid credibility with its partners, including tourism, governments, LGBT sport teams and, for the first time, with major gains in the business world. Montréal had a breakthrough by attracting companies such as Bell Canada Enterprises (BCE), Air Canada, Via Rail, Labatt Breweries—true, major business partners—along with international media partners from around the globe, it sets a strong precedent for the next host city.

Legacy is extremely important for us in Montréal. We want to see growth, strength, sharing of knowledge, best practices and experiences. We have had to build our event from nothing, and do not want another host city to have to endure that same experience.

There will be a transfer of knowledge, contacts and human resources valued at over \$3 million. Part of that legacy includes the database of 50,000 contacts, the registration system, website design and architecture, accounting systems and software. The next city will also inherit an incredible network of media partners in every major LGBT market in the world, as well as potential sponsors and broadcasters in international markets. The key directors from the 1st World Outgames will be supported by the Montréal 2006 operating budget to take the proper time needed after the Outgames to transfer the host city experience to GLISA in the most comprehensive way possible. And most importantly, there will be a memory of the greatest experience many LGBT people will have had in their lifetime. We are in a position to offer great deals this September, so let your teams know.

We know the enormous honour it is to host the 1st World Outgames, and are PROUD to live your pride in the delivery of our Outgames. See you in Montréal in 2006!

