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YOUR MOMENT IS HERE

PAN AMERICAN AND PARAPAN AMERICAN GAMES



Toronto 2015 Pan/Parapan American Games At-a-Glance

- Toronto 2015 Pan American Games proposed dates: July 10 to July 26, 2015
- Toronto 2015 Parapan American Games proposed dates: August 7 to August 14, 2015
- Pan Am sport program to include:
 - 26 sports on the Olympic sport program
 - 10 additional sports subject to approval by PASO
- Parapan Am sport program to include 11 sports, all of which will offer qualification and classification opportunities for future international competitions
- Toronto 2015 sport venue plan includes more than 50 venues for both competition and training throughout the Greater Golden Horseshoe
- Six newly-constructed sport venues, not including the Pan American Village:
 - Canadian Sport Institute Ontario
 - Pan American Aquatics Centre
 - Pan American Stadium
 - Pan American Velodrome
 - Two 10-lane, 50-metre pools at different locations
- Sport facilities and legacy fund budget: over \$700 million
- Pan American Village:
 - a publicly-led development at the West Don Lands
 - capacity of up to 8,500 athletes and officials
 - plans for new community include high quality, affordable housing and the prospect of market units
 - meets or exceeds the International Olympic Committee technical requirements.

To learn more about our bid, please visit
www.toronto2015.org



Bringing New Opportunities



The Toronto 2015 Pan/Parapan American Games are more than just an event or a competition. The Games will inspire generations of Ontarians who want to be more active, more engaged in their communities, more physically fit or better prepared to compete in sport at the highest levels. The Toronto 2015 Pan/Parapan Am Games will help bring families, seniors, youth and children the opportunities provided by infrastructure and programming that is unlike anything Ontario has ever experienced.

Ontario has not hosted a multi-sport international games since the inaugural Commonwealth Games in 1930. Now, a lifetime later, it is Ontario's time again. For the last eight decades, as Southern Ontario has grown and thrived as Canada's most populous region and its economic heart, our ability to deliver programs that encourage active, healthy lifestyles and high performance sport have not kept pace. The 2015 Pan/Parapan Am Games will attract the investment and focus that has been missing for decades. It will create an enduring legacy protected by endowments that sustain programs and facilities, an enduring legacy that will redefine Ontario's ability to deliver not just better opportunities for active living and amateur sport, but opportunities for everything from job creation to international exposure of our culture and cultural institutions.



More Than Sport

The Toronto 2015 Pan/Parapan Am Games will help Ontarians be more active and help launch high performance athletes onto the podium. Toronto 2015 is an investment in economic development, community building, cultural enterprise, social priorities, infrastructure, environmental stewardship and innovation. While the focus of the Pan/Parapan Am Games is and always will be sport, the Toronto 2015 plan uses sport as a magnet for investment in our communities. Toronto 2015 will, for example:



- Create economic activity, drive job creation and inspire private investment
- Advance local and provincial environmental initiatives by focusing on green construction, brownfield remediation, energy efficiency and effective public transportation
- Accelerate public infrastructure initiatives from affordable housing development, to rapid transit expansion, to waterfront regeneration
- Build volunteer management and volunteer capacity across the region in ways that will have a lasting influence on the not-for-profit sector for decades
- Spotlight Ontario's vibrant cultural sector, putting our artists and performers on centre stage at the Games and connecting them with colleagues and audiences from throughout the Pan American nations
- Spark innovation in fields as diverse as sport science, social justice, sustainability, technology and entrepreneurship.

More Than One City

The 2015 Pan/Parapan Am Games will be Ontario's Games, distributing the benefits of the Games across the Greater Golden Horseshoe region and beyond. With sport venues in locations ranging from Niagara Region to Durham Region and north to Simcoe County, and with the heart of the Games located on Toronto's waterfront, Ontarians from throughout Canada's most

populous region will have easy access to both the Games themselves and to the legacies and opportunities the Games create.

The Province of Ontario is spearheading the Toronto 2015 Pan/Parapan Am Games bid in cooperation with the Canadian Olympic Committee (COC), the Government of Canada, the City of Toronto, the involvement of more than a dozen Ontario communities and three universities. The bid and the Games also engage community groups, cultural institutions, private sector partners and Canada's high performance sport organizations to maximize the chances of first, winning the Games, and then of staging the best Pan/Parapan Am Games ever and using those Games to help launch Ontario into a new era of prosperity, engagement, healthy living, cultural richness and success in competitive sport.



More Than You Think

In the Greater Golden Horseshoe, the 2015 Pan/Parapan Am Games will spur the investment that will meet the needs of our country's

greatest concentration of high performance and recreational athletes. The Games will energize programs that support physical activity and healthy living, inspire our children and youth, and open the door for more Canadians to pursue their dreams of competing and succeeding at the highest levels of sport. The 2015 Games will engage Ontarians who care about the economic, environmental, social and cultural future of the province.

GREAT GAMES FOR ONTARIO

Great multi-sport games leave behind important legacies of facilities and programs and of personal and community development. The best games legacies have impacts that are both immediate and enduring. The sport aspect of the domestic legacy will be built upon the four pillars of the Canadian Sport Policy, the foundation for sport in Canada: participation, excellence, capacity and interaction. The domestic legacy will complement existing programming and help provide an unprecedented opportunity for sport in the Province of Ontario through better sport infrastructure and sport development.

Sport Development

1. Sport Infrastructure

The Games will create much-needed new and updated sport facilities, particularly for Ontario's amateur and recreational athletes. These facilities will be key community legacies that will launch athlete development through grassroots sport and increased physical activity within the general population.



There are six major new facilities in the Toronto 2015 plan (see pages 8-9 for more details):

The Canadian Sport Institute Ontario (CSIO), co-located with the Pan American Aquatics Centre, will provide interdisciplinary training, sport science, state-of-the-art equipment, sport medicine and advanced coaching.

The Pan American Aquatics Centre, featuring a dive tank and twin 50-metre pools, will become the premier aquatics training and competitive facility in Canada.

The Pan American Stadium will host world-class competitions, and become a community training ground for future athletes.

The Pan American Velodrome, located adjacent to the Pan American Stadium, will be the only indoor 250-metre cycling track in Canada and one of only two in North America.

Two additional 50-metre pools, one located on each side of the Toronto region, are also part of the venue legacy.



Bringing New Opportunities



2. Legacy Endowment

Toronto 2015 is committed to ensuring that the investment in the 2015 Pan/Parapan Am Games produces an enduring legacy. A key aspect of the legacy plan will be to secure the long-term viability of key Games legacy venues through a \$70 million legacy fund that has two primary goals: to encourage and support the long-term development of amateur sport, and to support the ongoing operation and maintenance of major Games legacy facilities.

The 2015 Operating Trust is based on successful models for the 1988 Calgary and 2010 Vancouver Winter Olympic Games and will provide new opportunities for training, coach support, sport science and testing for Canadian high performance athletes. In addition, the trust will support the operations and maintenance of the Games primary legacy facilities. Through the support of the 2015 Operating Trust, legacy venues will:

- Promote sport and physical activity for life
- Integrate sport, coaching, sport science and sport medicine
- Allow recreational and high performance athletes to train in the same environment
- Host both world class and community events
- Ensure that legacy venues are both functional and financially viable for the long term.

3. Paraspport Development

The Parapan American Games will also take significant steps to enhance parasport both domestically and throughout the Americas and Caribbean through a number of initiatives designed to



reduce barriers to participation. These include:

- Creating a Paraspport Equipment Fund that will be available in 2013 to ensure that qualified athletes are not held back by sub-standard equipment
- Establishing and sharing parasport-specific coaching resources throughout the Pan American Sports Organization
- Offering test events at every Parapan Am Games competition venue before the dates of the Games
- Hosting a Paraspport Innovation Conference designed to bring together leaders in the parasport movement to discuss and interact with new technologies with an influence on parasport
- Increasing the number of opportunities for classification, the process by which athletes enter the highest levels of competition.

4. Volunteer Recruitment

To produce an event of the magnitude of the Pan Am Games, Toronto 2015 will develop a team of both general and sport-specific volunteers numbering 19,000 in total. At the conclusion of the Games, the volunteers will be a human legacy of qualified individuals, youth leaders and technical delegates. These people will represent the



The Pan American Village

next generation of volunteers in the community. Additionally, these volunteers will be able to share their enhanced skills with their own communities, creating a lasting impact in sport, event management and the not-for-profit sector. Individually, all volunteers will participate in an innovative and comprehensive training program that will prepare them for the Games and develop transferable skills that enhance their abilities for future volunteer and professional positions.

5. Transfer of Knowledge, Equipment and Assets

This program will coordinate the flow of information that will help sport organizations in all aspects of sport development and assist in planning future sport hosting and sport development activities. The Games will also require the purchase of an estimated \$4 million of sport equipment, timing systems and other assets. At the conclusion of the Games, these resources will be made available to national, provincial and community sport organizations.



COMMUNITY DEVELOPMENT

The non-sport legacies of the 2015 Pan/Parapan Am Games – legacies that will create opportunities for economic growth, community development, social justice, cultural enrichment and environmental stewardship – are as vital to the vision and plan for the Games as the sport program.

1. Economic Impact and Job Creation

The 2015 Pan/Parapan Am Games will bring 10,000 athletes and officials to Ontario, along with 250,000 tourists. The Games will trigger 15,000 new jobs in the province, primarily in construction, tourism and event support.

2. Pan American Village – A New Community

The Pan American Village will be located in a new community on Toronto's waterfront at the West Don Lands that is economically, socially and environmentally sustainable. The West Don



Lands is a publicly-led development that will address a number of public policy objectives, including the reduction of urban sprawl, creation of new affordable housing and community sports facilities and reduction of the environmental impact of development. Plans for the new community include high-quality, affordable housing and the prospect of market units.

The site will be an excellent fit for an athlete-centred Games. The Village will accommodate up to 8,500 athletes and team officials in a single, central location that incorporates training and medical facilities and all the components of a first-rate Games Village, within 45 minutes of almost all Games' venues and the airport.

3. Urban Renewal

The new infrastructure built for the Games, primarily the Pan American Village, the Canadian Sport Institute Ontario, the Pan Am Aquatics Centre and the paired Athletics Stadium and Velodrome, will help revitalize the communities

in which they are located. These facilities will increase post-Games social inclusion opportunities through increased participation and grassroots programming, maximize currently under-utilized areas of the urban landscape, redevelop brownfields, enhance transportation networks and create economic opportunity.



4. Social Inclusion

The Toronto 2015 Pan/Parapan Am Games will foster an environment of inclusion – of broad and sincere involvement of the diverse communities that constitute the mosaic of Canada. Toronto 2015 will work to establish a consultative process that allows the region's diverse communities to engage in the decision-making process in respectful and meaningful ways. The planning and execution of the Parapan Am Games, for example, will be fully integrated with the Pan Am Games, ensuring a constant standard of excellence. All staff and volunteers involved in the Toronto 2015 Parapan Am Games will participate in mandatory disability awareness training to ensure that the Parapan Am athletes, officials and family receive the best service possible.

5. Youth Development

Youth will be a key target for engagement prior to, during and after the 2015 Pan/Parapan Am Games. Toronto 2015 will involve Youth Now, a panel of youth representing the diversity of Toronto, in guiding the development of Games-related initiatives such as:





- Sponsorship of community sport in priority areas
- Support for coaching and leadership development for local youth
- Job mentoring opportunities within the Toronto 2015 organization
- Hosting an international Youth Sport Summit to provide developmental opportunities and international exposure for all participants
- Opportunities to fill key volunteer positions during the Games.

6. Event Management

The event management requirements of a large-scale and multi-faceted event such as the Pan/Parapan Am Games will provide additional experience and training opportunities to the region's already large contingent of skilled workers and volunteers. It will expand the region's capacity for event hosting and accelerate the already significant economic opportunities in the region's service sector.



7. Cultural Festival Legacies

Toronto 2015 will coordinate and sponsor a Pan American cultural festival that will begin in the years before the Games and continue through to the Closing Ceremony. This celebration will help build the brand and awareness of the Games as well as encourage Canada's arts and cultural organizations to seek out and form alliances with partner organizations in other Pan Am countries. The festival will emphasize the connections among Pan American peoples and nations, with a special emphasis on both Aboriginal cultures and the countries that have hosted previous Pan American Games.



8. Collaborative Innovation

Toronto 2015 will expand the traditional Games cultural program to include a number of other facets that will be united by the concept of "collaborative innovation" along three main themes:

- Innovation in Sport and Life Sciences
- Innovation in Social Justice and Sustainability
- Innovation in Technology and Entrepreneurship.

In each case, Toronto 2015 will partner with leading Canadian organizations, from businesses to universities and from hospitals to social service organizations, to lead a number of initiatives that reach out to the nations of the Western Hemisphere, inviting experts to engage in the Toronto 2015 collaborative innovation program, to share ideas and best practices and to help push forward the leading edge of progress with the ultimate goals of benefiting the individuals, communities and countries of the Americas and the Caribbean.

A Visionary Sport Venue Plan



The sport venues at the 2015 Pan/Parapan Am Games are the platform for everything from athlete performance to spectator experience, from media backdrop to sponsor exposure, and from first impressions to lasting legacies. That's why Toronto 2015 has invested so much in creating the venue plan.

Through a broad consultation process that involved the Canadian Olympic Committee, National Sport Organizations, athletes, experienced games planners and top sport architects, along with representatives of various International Sport Federations (ISF), Toronto 2015 identified key goals that guide every aspect of the sport venue plan:

- Serve the needs of the athletes
- Meet or exceed ISF standards for each sport
- Create an important legacy in the community and high performance sport
- Provide ambitious but appropriate spectator and media capacity
- Enhance spectator experience with comfort, convenience, location, design and features
- Offer back-of-house facilities that meet the same elite standards as the fields of competition
- Meet targets for social responsibility in terms of accessibility, inclusivity and environmental sensitivity
- Be ready and operational in 2014.

The Toronto 2015 plan incorporates updated venues along with brand-new, purpose-built venues with a goal of serving the Pan American athletes in 2015 as well as future generations of athletes – from beginners to record-setters.

Sport Venue Plan – Scale and Scope

The sport venue plan encompasses more than 50 different facilities that will host both competition and training for the Pan Am Games, Parapan Am Games or, in many cases, both. The total budget for Games sport infrastructure and legacy fund is more than \$700 million.

Toronto-Centred, Regionally-Focused

Toronto is the centre of Pan/Parapan Am Games venue plan. With the venues for 16 sports located in the Toronto waterfront core, along with key non-sport venues such as the host hotel, media centre and ceremonies venue, the 2015 Games will capitalize on the outstanding existing infrastructure in the heart of Toronto. Venues such as Rogers Centre, BMO Field, Air Canada Centre, Ricoh Coliseum and the Direct Energy Centre will all have prominent roles to play in the Games.

The sport venue plan also brings the Games to a number of other existing facilities throughout the Greater Golden Horseshoe. The Games will fit-out and, in many cases, provide lasting improvements in existing facilities in communities throughout the region such as St. Catharines, Welland, Mississauga and Oshawa. New venue construction will bring new facilities that match the local priorities to cities such as Hamilton, Burlington and Markham.



Toronto 2015 – Sport Venue Plan



Canadian Sport Institute Ontario (CSIO) and Pan American Aquatics Centre (PAAC) – Toronto:



- The newly-constructed 28,000 m² complex will serve as a national high-performance centre providing sport science, sport medicine, coaching and training all under one roof.
- The CSIO will host Fencing and Parapan American Volleyball in the 14,000 m² Field House with a Games-time seating capacity of 3,000.
- The Aquatics Centre features two 10-lane, 50-metre pools and a dive tank. It will host Swimming, Synchronized Swimming and Diving. Games-time seating capacity is 10,000.
- The Aquatics Centre will become Canada's premier high-performance aquatics facility, one capable of hosting national and international events for decades.

Pan American Stadium – Hamilton:

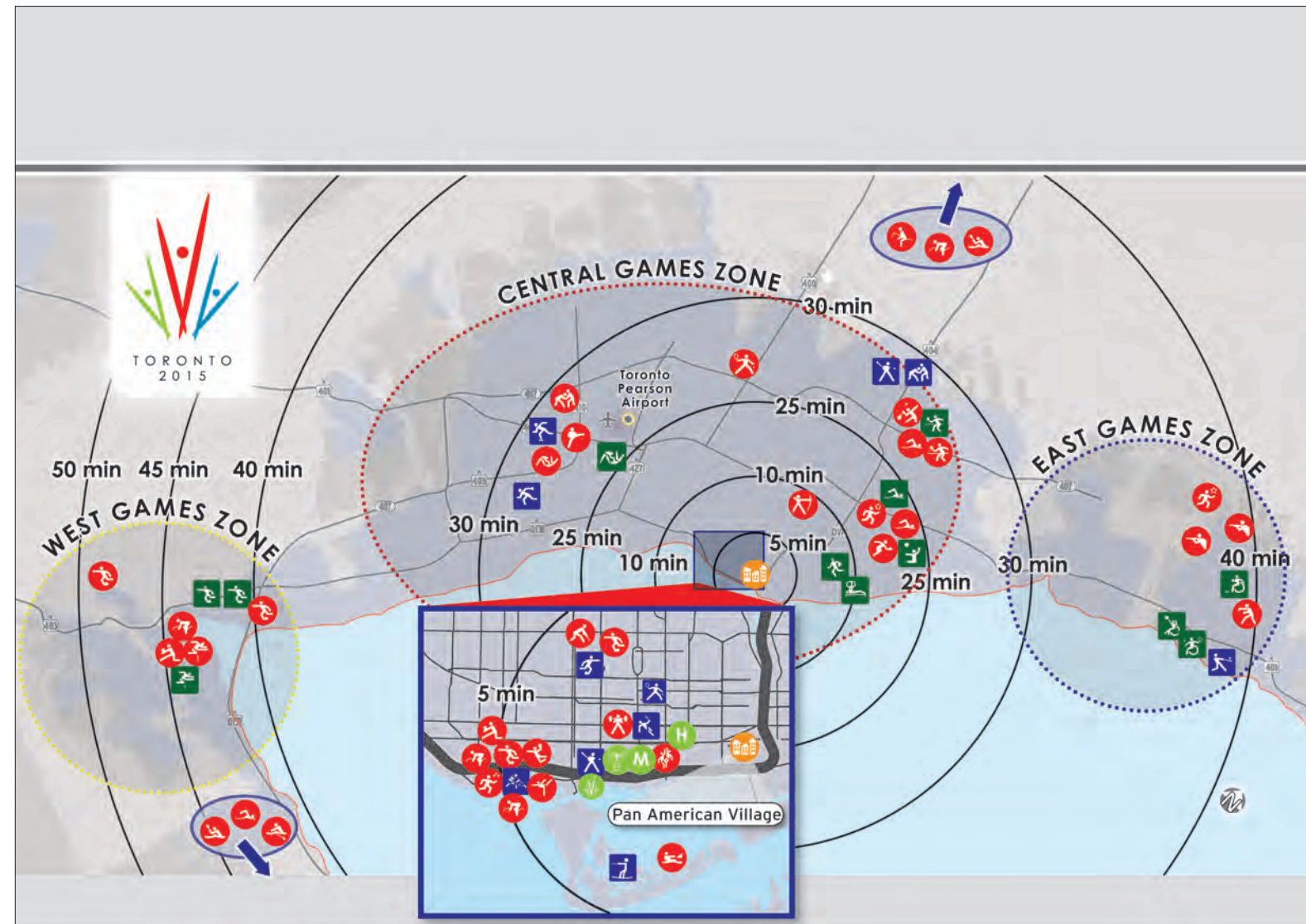


- The brand new Pan American Stadium will be the Games home of Athletics and Parapan Athletics, providing the required 400-metre track and field areas for all throwing and jumping disciplines.
- This 15,000-seat stadium, located adjacent to the Pan American Velodrome, will feature expandable seating capacity.
- The Stadium will create a premier national training centre for Athletics and be capable of hosting national and international events following the Games.

Pan American Velodrome – Hamilton:



- The new Pan American Velodrome will be Canada's only indoor velodrome to meet the international specification at 250 metres and one of only two such tracks in North America.
- The facility will host Track Cycling events, with Games-time spectator capacity of 3,500.
- The Velodrome will become a national training centre and provide opportunities to host significant national and international competitions.



Pan American Village	Athletics	Basketball	Equestrian	Gymnastics	Rowing	Tennis
Host Hotel	Aquatics	Boxing	Fencing	Handball	Sailing	Triathlon
Media Centre	Archery	Canoe/Kayak	Field Hockey	Judo	Shooting	Volleyball
Media Hotel	Badminton	Cycling	Football	Modern Pentathlon	Table Tennis	Weightlifting
Opening & Closing Ceremonies	Bowling 10-Pin	Karate	Roller Sports	Softball	Taekwondo	Wrestling
Baseball	Futsal	Racquetball	Rugby Sevens	Squash	Water Ski/Wakeboard	
Aquatics	Basketball	Football 5-a-side	Goalball	Powerlifting	Tennis	
Athletics	Boccia	Football 7-a-side	Judo	Table Tennis	Volleyball – Sitting	

Olympic Sports Pan American Sports Parapan American Sports Non-Sport Venues

50-Metre Pools – Hamilton and Markham:



- These newly-built, 10-lane pools will offer training and competition facilities for Aquatics athletes during the Games with the Markham pool serving as the Waterpolo venue during the Games.
- Each pool will create a substantial community legacy, enhancing access to Olympic-standard aquatics facilities for people throughout the Greater Golden Horseshoe.

Rogers Centre – Toronto:



- Rogers Centre is one of the most adaptable sport venues in the world, featuring the world's first fully retractable stadium roof, a feature that will allow athletes and spectators to enjoy outdoor competition unless conditions call for climate-controlled comfort.
- Maximum seating capacity is 55,000 and the venue will host the Opening and Closing Ceremonies, as well as Baseball.
- Located in downtown Toronto on the iconic city waterfront, Rogers Centre is a short walk from the Media Centre and Host Hotel and within a few minutes walk of the venues for 15 other sports.

Exhibition Place – Toronto:



- Exhibition Place is the home of a number of facilities that will serve as sport venues including the 20,000-seat BMO Field for Football, the Direct Energy Centre for Handball and Karate, and Ricoh Coliseum for Gymnastics.
- Outdoor spaces and the nearby waterfront will be the home of Cycling (Road), Cycling (BMX), Triathlon, Volleyball (Beach), Sailing and Waterski/Wakeboard.



The Toronto 2015 Advantage



The Toronto 2015 Pan/Parapan Am Games present the member nations of the Pan American Sports Organization (PASO) with the combination of the conditions, experience, organizational talent and market size that will make a Toronto Games attractive to the National Olympic Committees and athletes of the Pan American nations.

1. Organizational Excellence and Experience

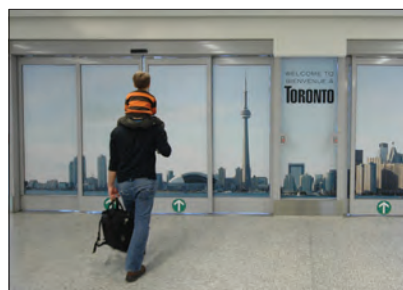
Toronto and the Greater Golden Horseshoe region are experienced hosts of a variety of international sport events. The International Triathlon Union World Cup, World Basketball Championships, World Baseball Classic and Road World Cycling Championships are all part of the region's hosting resumé. The 2007 FIFA Under-20 World Cup broke all tournament attendance records to become one of the largest single-sport events in Canadian history.

At Games time, the experience and expertise already in and around the Greater Golden Horseshoe will combine with the procedures, lessons and, most importantly, dedicated people with sport hosting backgrounds from across Canada, including veterans of the Vancouver 2010 Olympic Winter Games, to make Toronto 2015 one of the most talented and tested host city teams in the world.

2. Ideal Competitive Conditions

At Toronto 2015, Pan American athletes will compete in optimal conditions, giving them the best chance to excel. Existing facilities in the Toronto 2015 venue plan are proven and world-class, including venues like the Air Canada Centre, home of the Toronto Raptors, and the Rogers Centre which welcomed the World Baseball Classic earlier this year. All new venues will be built to the highest standard in order to meet or exceed International Sport Federation requirements and enhance the experience and facilitate the performance of the athletes. The newly-constructed Pan American Village will meet Olympic standards for comfort and convenience and will provide a service-oriented home-away-from-home that is convenient and secure, vibrant and welcoming.

The Pan American Games are scheduled from July 10 to 26, 2015 and the Parapan American Games are scheduled from August 7 to 14, 2015. Athletes will compete in a clean and



healthy climate ideally suited for performance. July and August in Toronto provide long, warm, sunny days and comfortable evenings with an average daytime temperature of 26° C at a competition-ideal altitude of 112 metres above sea level.

3. Welcoming, Safe Communities

Toronto is famous among global visitors for its safety and cleanliness. The Economist magazine ranked Toronto the fifth "most liveable" city in the world and the Mercer survey points to Toronto as the best city for personal safety in the Western Hemisphere. The city's neighbourhoods and streets are safe day and night; parks, ravines and a network of hiking trails knit together the city's urban communities. There are bike paths, beaches and iconic architecture along with globally-recognized museums, art galleries and performing arts centres all walking distance from each other.



From the third largest theatre district in the world, to one of the highest observation decks on the planet in the CN Tower, and to the internationally-famous Niagara Falls just an hour away, Toronto offers countless reasons to enjoy the world-class setting of the Toronto 2015 Pan/Parapan Am Games.

4. Every Athlete's Hometown in Canada

Toronto is home to a population that speaks more than 100 different languages and to people from every one of the PASO countries. Sport is one of the most powerful ways that this multicultural society has taught and united its children, youth and communities. It is impossible to live, work and play in Toronto without seeing – every day in a thousand different ways – that Toronto residents are global citizens. Every athlete who comes to the Games will have a built-in cheering section from his or her own country and culture. Toronto's



tapestry of nationalities also enlivens the cultural life of the city, with international festivals like Caribana, a million-person event that celebrates the Caribbean, and Salsa on St. Clair, a dynamic event that highlights the city's large Latin community.

5. Revenue-Driving Market

Toronto is Canada's financial capital, the third-largest financial market in North America and home to a regional population of 8.1 million people. Over 200 million people are within a three-hour flight or one-day drive of Toronto, the vast majority of these in the Eastern time zone which is so critical to broadcast television in Canada and the United States. All of this defines a market that is rich with opportunities for sponsorship, private sector partnerships and revenue generation. Particularly in these times of global economic uncertainty, the stability of the Toronto corporate base creates a market particularly well-matched to the Pan/Parapan American Games; it establishes a financial environment that both helps protect against the volatility of the world economy and generates a wealth of opportunity.

6. Media Hub

Toronto 2015 has ambitious media plans and the capacity to match. As a true global media capital, Toronto boasts six major daily newspapers, four general all-sports television networks, a number of specialty sport networks and one of the first all-sports radio stations in the world. The intensity of the Toronto media market ensures that the communications vehicles, technology and talent will be available to bring the stories of the 2015 Pan/Parapan Am Games to more people in more ways in more parts of the world than ever before. It will allow Toronto 2015 to give PASO athletes and sponsors more exposure at home while also offering fans from all corners of the Americas and the Caribbean unprecedented choice in experiencing the Games from the comfort and convenience of their living rooms, offices, cafés, community centres and street corners through the use of new media and mobile technology.



7. International Sport Development

The Toronto 2015 Pan/Parapan Am Games will make an historic commitment to assisting all nations within the Pan American Sports Organization to prepare for success at the 2015 Games and beyond. In order to achieve this ambitious goal, the



The Toronto 2015 Advantage

Toronto 2015 Games plan includes a number of initiatives designed to engage Pan American nations in sport legacy programs that begin before the Games.

Athlete Scholarships: The PASO Athlete Scholarship Program will support high performance athletes in a variety of sports from Pan American nations to live and train in Canada with Canadian athletes in advance of the 2015 Games.

Coaching Seminars and Clinics: Toronto 2015, working with the Coaching Association of Canada (CAC), will organize and host three regional conferences per year from 2011 to 2014 for coaches selected by PASO National Olympic Committees. With the assistance of Toronto 2015, the CAC will also play host to the International Council for Coach Education (ICCE) continental coaching conference for the Americas in Toronto in 2014.

Sport Administration and Marketing Workshops: Toronto 2015 will host in Pan American countries three regional sport management workshops per year from 2011 to 2014 for PASO National Olympic Committees. Topics will include sport marketing, grant application writing, communications, media relations and event planning.

Transfer-of-Knowledge and Information Program: The Toronto 2015 legacy plan includes a multi-faceted transfer-of-knowledge program designed to help NOC's strengthen their organizational capabilities and take the next steps toward hosting the Pan/Parapan Am Games or other major sport events themselves.

Games Hosting Internships: Individuals from potential future host organizing committees throughout PASO will have the opportunity to work in staff positions with the Toronto 2015 Host Organizing Committee.

8. Guaranteed Financial Commitment

All levels of government – federal, provincial and municipal – are solidly behind Toronto 2015, having already committed to support the \$1.4 billion Games budget. The

Province of Ontario will serve as the Games deficit guarantor. This is secure support from stable government sources that provides a rock-solid foundation to the Toronto bid and to the 2015 Pan/Parapan Am Games even in the context of a turbulent global economy. It ensures that Toronto will be able to execute the 2015 Games with an excellent blend of reliability and ambition.



9. Broadcast of 2011 and 2015

Toronto's ambitious media plan will bring the Pan Am Games an Olympic-style presence in both broadcast and web-based media.

Toronto 2015 will work with the Guadalajara 2011 Pan American Games to arrange for up to 50 hours of coverage from the Guadalajara Games to be broadcast in Canada to build excitement for the Pan/Parapan Am Games and leverage sponsorships, partnerships and ticket sales for 2015. For the Toronto 2015 Games, the Games broadcast commitment will provide more than 300 hours of coverage in English, French and Spanish, and will include the full adoption of the latest web-based and mobile media strategies.

