

# The Road to the 2010 Winter Olympic Games Travels through Marquette **TWICE** in 2009

**What:** Northern Michigan University has been selected to host the 2010 U.S. Olympic Team Trials and a World Cup in 2009. The Olympic Trials will determine which athletes will represent the United States at the 2010 Winter Games in Vancouver, Canada from February 21-28, 2010. The World Cup serves as the last qualifying event prior to the Olympic Games.

**Who:** Approximately 60 athletes from the United States are expected to compete at the Olympic Trials. Participation for all prospective U.S. Olympians is mandatory (except in event of injury), so all of the prominent skaters, such as Apolo Anton Ohno, are expected to compete.

Approximately 250 athletes, coaches, and officials from 25-30 countries are expected to attend the World Cup. There will only be four World Cups throughout the entire world next season and the most important one is being held in Marquette. This event will serve as the last opportunity for countries to qualify their athletes/teams for the 2010 Winter Games.

**When:** The Olympic Trials will take place September 8-12<sup>th</sup>, 2009. The World Cup will take place November 12-15<sup>th</sup>, 2009.

**Where:** Both events will be held at the Berry Events Center on the campus of Northern Michigan University.

**Why:** These events will bring a significant amount of media exposure to the Marquette area. We anticipate some form of national television broadcast for both of these events. NBC owns the broadcast rights for the Olympic Trials, and they will make a decision soon about exercising those rights. The events will have a substantial economic impact on the community, likely generating more than 2,000 room nights at local hotels, thousands of meals in local restaurants, and shopping in the local stores.

**How:** NMU was awarded the bid to host the Olympic Trials and the World Cup after lengthy selection processes and stiff competition from other cities, many of which are much larger than Marquette. The bids were successful, in part, due to the local community's support for previous speedskating events. It is critically important for people to understand that the competition to host these large scale events is becoming more challenging each year. These people of Marquette County and the surrounding communities must play a leadership role in supporting these events or the USOEC simply will not be able to host these events in the future. We invite you to join our team and help us promote the Upper Peninsula on the world stage by bringing the best short track speedskaters in the world to NMU's Berry Events Center

Yes, we want to be a part of this exciting event. Please contact us regarding:

**Events Sponsorship** \_\_\_\_\_ **Souvenir Program Ad** \_\_\_\_\_

**Name of Business:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Fax Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

Return this form to: Jeff Kleinschmidt, Director, U.S. Olympic Education Center, Northern Michigan University, 1401 Presque Isle Avenue, Marquette, MI, 49855 Phone: (906)227-2888 Fax: (906)227-2848 Email: jkleinsc@nmu.edu