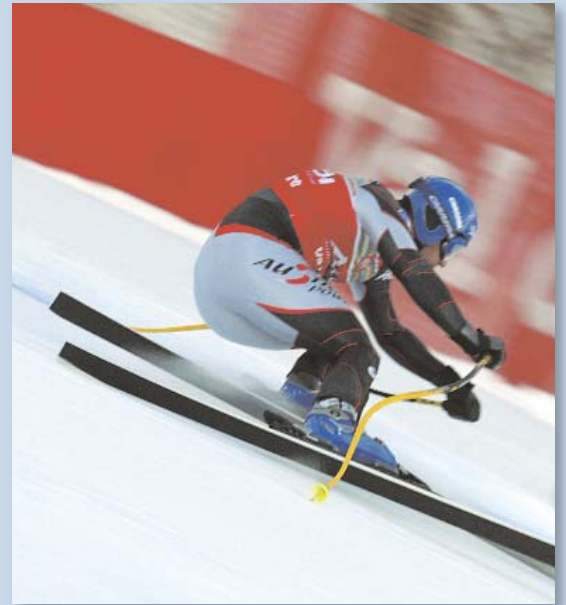


# CARTAN'S WORLD OF SPORTS TRAVEL



The Migala Report International Sports  
Management Educational Symposium

# AN UNFORGETTABLE OPPORTUNITY

*Enjoy the Winter Sports in Vancouver or Soccer in South Africa  
while advancing your Sports Management Knowledge*

Cartan Tours is offering an exclusive opportunity for Sports Management Students and Young Professionals to attend the Winter Games in Vancouver Canada or FIFA World Cup™ in South Africa. Students and Professionals can purchase Sports Travel Programs through Cartan Tours and participate in a Cartan Hosted Sports Management Seminar Program. Additional benefits and seminar overview are listed below.



## EXCLUSIVE SPORTS MANAGEMENT PACKAGES

### ACCOMMODATIONS

Each Sports Management Travel Program features hotel accommodation for two people traveling together and sharing a room. Hotels are reserved years in advance of major sporting events to accommodate the great number of international delegates, sports representatives and members of the media who attend in an official capacity. Anticipating this demand Cartan has secured space for our programs well in advance.

### GROUND TRANSPORTATION

Ground transportation is an essential part of the Cartan Sports Travel Program, which features daily transfers to and from the venues or the Official Transportation System. In addition, we provide full "Meet & Greet" services when you arrive, with transfers between the airport and hotel.

### PROGRAM MANAGERS & LOCAL STAFF

Throughout the program Cartan staffs a Hospitality Desk at the hotel, with a combination of professional Program

Managers to oversee the operations, and local staff who are familiar with the area. This serves to supplement the hotel facilities and to ensure you receive personalized service and correct information.

### AIR ARRANGEMENTS

Cartan creates our Sports Travel Programs utilizing the most convenient flights on airlines with a reputation for quality service. We also give you the option of purchasing our Sports Travel Program without air, should you prefer to make your own travel arrangements.

### SPORTS MANAGEMENT LECTURE SERIES

Each Sports Management Travel Program includes a comprehensive lecture series. All attendees will receive a Certificate of Participation to put with their resume, share with their teachers and apply for college or university program credit.

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### EARLY BOOKING DISCOUNT

Don't miss the opportunity to save in a big way on your Sports Management Package. Book before June 1, 2009 for Vancouver or August 1, 2009 for World Cup and receive a **\$125.00** per person **Early Booking Discount** off our usual rates. Space is limited, so make sure you get the program you want at these special rates.

### SHARE REQUESTS

Cartan provides individuals who are traveling solo an alternative to paying the charge for a single room. We will accept your reservation on a **Share Request** basis and match you up with someone of the same sex and similar age.

### DEPOSIT & PAYMENT SCHEDULE

**Deposit** - \$500.00 per person at the time of booking

#### Final Payment Date

Vancouver Winter Games	September 30, 2009
South Africa World Cup	November 30, 2009

#### Cancellation Penalty

Before Final Payment Date	\$250.00
After Final Payment	100% of program cost

# SPORTS MANAGEMENT SEMINAR OVERVIEW

*The Sports Management Program is designed to prepare students to blend management skills with the specific demands of managing sports organizations and teams. Sports Management requires a strong foundation in management, financial management, communications, ethics, marketing and promotion, and legal aspects of sport. The lecture series will provide students with an understanding of the role of sports in society, the role of management in sports, and the opportunity to apply their knowledge. All lectures will focus on both theoretical and applied knowledge.*

## Dan Migala – SPORTS MANAGEMENT PROGRAM DIRECTOR



Dan Migala is editor of the Migala Report, an electronic newsletter that covers all aspects of the sports industry, allowing sales executives instant access to the most timely topics that will impact their success and their bottom line. Dan is the former executive editor of Team Marketing Report. He is considered a leading expert on sports marketing topics and has been featured on NBC Nightly News and CNN Money with Lou Dobbs. Dan is the Director of Northwestern University's School of Sports Administration, he serves as a columnist for Street & Smith's Sports Business Journal, has authored three books on sports marketing, and has presented at more than 100 sports industry events during the past two years.

## SEMINAR OVERVIEW

### Corporate Sponsorship and Hospitality Strategies

- Industry Trends
- Creative packaging strategies
- Idea generation
- Becoming a property that companies want to invest in
- Justifying a higher price through value generation
- Learning to create opportunities for companies to buy and not have to sell
- Learn the four food groups of sponsorship
- Position the property as a personal trainer for brands
- Research, measurement and sponsorship ROI
- Case Studies

### Ticketing Sales Strategies

- Individual sales strategies
- Promotional tie-ins
- Database collection methods
- Group sales strategies
- Mini-plan sales strategies
- Corporate sponsor integration
- Full-season ticket sales strategies
- Variable pricing and secondary ticketing alternatives
- Effective outbound sales
- Overcoming objections for buys
- Case Studies

### Marketing Strategies

- Traits of effective ad campaigns
- Advertising agency selection and partnership
- How to grow your brand through grass roots initiatives
- Successful game day entertainment ideas
- How to turn your team into a 365 day a year brand
- Using advertising for database collection
- Create a multi-year brand communication message
- Case Studies

### Interactive Sales Strategies

- Industry Trends
- Innovative Team Promotions and Sponsorships
- Branding and Fan Interaction
- Establishing a Plan for Online Sponsorship Sales
- Management of Your Web Promotions and Content
- Integrating the game experience to the technology experience
- Strategies to Building, Managing and Selling with Your Database
- Online Ticket Sales Strategies
- Optimize your online storefront - Merchandising
- Measurement Techniques
- Pricing metrics
- Fulfillment Reporting
- Case Studies

# WINTER FUN AND GAMES IN VANCOUVER – 2010

February 22-26

In 2010, Vancouver, Canada will host the world's greatest winter sporting event. For 17 days in February Canada will provide a warm welcome to over 5,500 athletes and officials, and thousands of spectators who will travel to Vancouver for the Games.

Vancouver will host curling, figure skating, ice hockey and short track speed skating. Richmond will host the event of speed skating. Cypress Mountain, located in West Vancouver will host snowboarding and freestyle skiing events. Opening, Closing and Victory Ceremonies will be held in BC Stadium in Vancouver's city center.

Nestled in the spectacular Coast Mountains, less than two hours from Vancouver, Whistler is Canada's premier year-round destination and is the Host Mountain Resort for the Winter Games. Whistler will play host to alpine and nordic skiing, cross country skiing, ski jumping, bobsleigh, luge and skeleton events. Lying in the heart of the mountains, and surrounded by nature, Whistler has abundant winter snowfall, mild temperatures and a vibrant cosmopolitan village.

## PROGRAM PRICES PER PERSON

Single	Double	Triple	Quadruple
\$4,429	\$3,499	\$3,199	\$2,999

*If not sharing a room with another person you will need single accommodations.  
If you are sharing a room with another person you will need double accommodations.  
If there will be three persons sharing a room you will need triple accommodations.  
If there will be four persons sharing a room you will need quadruple accommodations.*



## VANCOUVER PROGRAM INCLUDES

- Four (4) nights accommodations at the Best Western Chateau Granville
- International air from Los Angeles (Other cities available at additional cost)
- Full American breakfast daily
- Airport Meet & Greet
- Round trip airport transfers
- 5 Day Transportation Pass
- Cartan's Concierge Service consisting of Cartan Program Managers and Professional Local Hosts to assist you throughout your program
- Winter Games Commemorative Gift Pack
- Sports Management Lecture Series

## BEST WESTERN CHATEAU GRANVILLE HOTEL

Ideally located, this 3 diamond, full service Vancouver Best Western Hotel offers many spacious one bedroom suites and guest rooms in the main Hotel Tower and Courtyard buildings. The hotel is just minutes away from the Canadian Hockey Place and BC Place.

# 2010 FIFA WORLD CUP™ – SOUTH AFRICA

## June 15-20



The 2010 FIFA World Cup™ will take place in South Africa from June 11 to July 11, 2010, the first time the tournament will be staged on the African continent. South Africa regularly hosts major international sporting events, and since 1994 has successfully managed some of the biggest – including the 1995 Rugby World Cup, the 2003 Cricket World Cup, the Women's World Cup of Golf in 2005 and 2006 and, in January 2006, the only street race in the inaugural A1 GP World Cup of Motorsport.

But the Football World Cup, the world's biggest sporting event after the Olympic Games – in terms of television audience, bigger than the Olympics – is in a class of its own. For four weeks in 2010, South Africa will be the center of the world. The eyes of billions of television viewers, an estimated million international visitors and the cream of the world's sporting media will be focused on the southern tip of Africa.

Imagine yourself in the middle of it all, at one of the 10 stadiums where the games will take place, along with thousands of your fellow fanatics.

### PROGRAM PRICES PER PERSON

Single	Double
\$3,645	\$3,145

*If not sharing a room with another person you will need single accommodations.*

*If you are sharing a room with another person you will need double accommodations.*

### WORLD CUP SEMI-FINAL PROGRAM INCLUDES

- Five (5) nights hotel accommodations
- Round trip airport transfers
- Daily buffet breakfast
- Ticket to one (1) Group Match
- Round trip transfer to match venue
- Cartan's World of Soccer gift pack
- Johannesburg Welcome Kit
- Onsite Hospitality Service at your hotel
- Full day city tour

### SHUMBA VALLEY LODGE

Set in 50 acres of country land, the Shumba Valley Lodge is located in Lanseria, a 30 minute drive from Johannesburg. The property features a swimming pool, volleyball courts, and a terrace for sundowners. The property is equipped with WiFi, free of charge for all guests. Rooms are comfortable, featuring 1 king or 2 double beds, ceiling fans, A/C units, private baths, private patio, and heated towel racks. Complimentary full English buffet breakfast is included and the hotel bar and restaurant offers buffet dishes or an a la carte menu for lunch and dinner.

# TERMS & CONDITIONS

**Reservations.** To ensure you space in the Sports Management Program, please make your reservation as early as possible. All reservations will be processed on a first-come, first-served basis. A deposit of \$500 per person is required at the time of booking. Final payment is due at a later date upon confirmation of the program.

**Air Transportation.** International round trip economy class air is included in the package price from Los Angeles to Vancouver or Washington D.C. to South Africa. Air space is based upon availability at time of reservation. Air tax is an additional charge to be collected at time of ticketing. Airline tickets are non-refundable and non-transferable.

**Travel Insurance.** The easy, affordable way to protect your vacation investment is with the Cartan Tours Travel Protection Plan. This high-quality protection plan covers your vacation investment, your belongings, and most importantly, you. For further details, please contact a Cartan Tours reservations specialist.

**Cancellations.** All cancellations after deposit/payments must be in writing. Deposits and payments to Cartan Tours are non-refundable once program is confirmed.

**Prices.** Prices are per person, based on two persons sharing a room. A limited number of single rooms are available upon payment of the single room charge. Triple room rates are available upon request and are subject to availability.

**Passports and Travel Visas.** A valid passport is required for all travelers, and it must be valid for nine (9) months after your return to the United States. It is your responsibility to have proper documents.

**Cartan's Sports Management Program Does Not Include.** Meals other than breakfast and those listed as included, items of a personal nature including laundry, wine, liquor, soft drinks and mineral

water, excess baggage charges, accident and baggage insurance and any item not specifically listed as included.

**Responsibility.** Cartan Tours, Inc. acts only as booking agent for the hotels, airlines, bus companies, railroads, ship lines, or owners or contractors, or by persons in their employ, providing accommodations, transportation, or other services. All coupons, exchange orders, receipts and tickets issued by Cartan Tours, Inc. are issued subject to any and all tariffs, terms and conditions under which any accommodations, transportation, or any other services are provided. By the acceptance of tour membership and/or such coupons, exchange orders, receipts, contracts and tickets, the tour member agrees to the foregoing, and also agrees that neither Cartan Tours, Inc. nor any of its affiliates or subsidiaries shall be or become liable or responsible for any loss, injury or damage to person, property, or otherwise, in connection with any accommodations, transportation or other services, resulting directly or indirectly from any acts of God, dangers incident to the sea, fire, breakdown in machinery or equipment, acts of governments or other authorities de jure or de facto, wars whether declared or not, hostilities, civil disturbances, strikes, riots, thefts, pilferage, epidemics, quarantines, medical or custom regulations, defaults, delays, or cancellations of, or changes in, itinerary or schedule, or from any causes beyond the control of Cartan Tours, Inc., or for any loss or damage resulting from insufficient or improperly issued passports, visas, or other documents, and that neither Cartan Tours, Inc., nor any of its affiliates or subsidiaries, shall be or become liable or responsible for any additional expenses, or liability sustained or incurred, by the tour member as a result of any of the foregoing causes.

Any legal action arising out of the program shall be commenced and maintained in a court of competent jurisdiction situated within the County of Los Angeles.

CST#2045087-40 Registration as a Seller of Travel does not constitute approval by the State of California.

## REGISTRATION FORM

### PERSONAL INFORMATION – Exactly as it appears on your passport (Please type or print)

LAST NAME \_\_\_\_\_ FIRST NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE ( \_\_\_\_\_ ) \_\_\_\_\_ EMAIL ADDRESS \_\_\_\_\_

UNIVERSITY \_\_\_\_\_

TOTAL NUMBER OF PEOPLE IN YOUR PARTY \_\_\_\_\_ SINGLE \_\_\_\_\_ SHARE REQUEST \_\_\_\_\_

List each name exactly as it appears on his or her Passport. Please list additional names on a separate sheet.

LAST NAME \_\_\_\_\_ FIRST NAME \_\_\_\_\_

LAST NAME \_\_\_\_\_ FIRST NAME \_\_\_\_\_

**SPORTS TRAVEL PROGRAMS:**  Vancouver  South Africa

**AIR TRANSPORTATION INFORMATION:** Air Required: Domestic \_\_\_\_\_ International \_\_\_\_\_ No Air Required \_\_\_\_\_

Departure City from USA \_\_\_\_\_ Depart Date \_\_\_\_\_ Return Date \_\_\_\_\_

**DEPOSIT:**  I have enclosed a \$500.00 per person deposit to reserve my space.  Charge the following to my credit card  
(Check enclosed payable to: Cartan Tours Client Trust Account)

\$500.00 x \_\_\_\_\_ = \$ \_\_\_\_\_  
# of People Total Amount

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Verification Code \_\_\_\_\_

Print Name as Shown on Card \_\_\_\_\_ Authorized Signature \_\_\_\_\_ Today's Date \_\_\_\_\_

Billing address if different from above:

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_



MAIL THIS FORM TO:

**CARTAN TOURS, INC.**

1334 Parkview Avenue, Suite 210  
Manhattan Beach, CA 90266