



TERM SHEET

NEW ZEALAND TEAM & THE CITY OF CULVER COLLABORATION in respect of a “New Zealand House”

PARTIES:

1. **NEW ZEALAND OLYMPIC COMMITTEE INCORPORATED**, a New Zealand incorporated society having its registered office at Olympic House, 12 Churton Street, Parnell, Auckland 1052, New Zealand on behalf of a separate / new legal corporation to be established under Californian law (with 501(c)(3) Federal Tax status) by the New Zealand Olympic Committee Incorporated (**NZOC**)
2. **THE CITY OF CULVER** the governing body responsible for overall policy directions which serve to maintain and improve the quality of life in the City of Culver City. (**CCC**)

BACKGROUND:

The parties have been in discussion over an initial concept proposed by NZOC to establish a National Olympic Committee House (**New Zealand House**), and accompanying activation, during the Los Angeles Olympic Games (**LA28**) in the Culver City Town Plaza (including the Culver Steps).

The shared objective for establishing a New Zealand House in Culver City would be to create a destination for the community and fans alike to be immersed in the LA28 Olympics and showcase local community culture, as well as the culture and the values of the New Zealand Team (and New Zealand).

This draft Term Sheet sets out the broad principles of the potential collaboration that involves the use of the wider Town Plaza and precinct, in conjunction with the New Zealand Team (including athletes, friends and family and supporters); where athletes can come to visit (and celebrate post competition), and as a destination where the New Zealand Team's friends and family and supporters can congregate to support their Team. The Town Plaza and precinct would also provide a base to showcase New Zealand culture and for Culver City to showcase its community and culture externally.

This Term sheet is non-binding on the parties until such time as the parties agree to enter into a legal binding agreement.

Upon execution of this non-binding Term Sheet, the parties agree to work together in good faith with regard to the Event Concept outlined below to determine whether a collaboration during LA28 is feasible and deliverable.

PARTICULARS:

Event Concept	<p>A collaboration between the parties utilising the Culver City Town Plaza and Culver Steps to deliver a New Zealand House experience during LA28.</p> <p>Some of the initial Elements are set out in Schedule 1 with an initial concept plan set out at Schedule 2.</p> <p>The Event Concept will be focussed on bringing athletes and supporters of the New Zealand Team together with the Culver City community in one unique location. <u>The NZOC will lead and co-ordinate all programming and activation in the Town Plaza if other parties are interested in involvement e.g. Culver City High School Band.</u></p>
Timing	<p>LA28 Olympics will be held from 14 to 30 July 2028.</p> <p>The Event Concept would be staged for the duration of LA28 and include a pack in and pack down period at the beginning and end; anticipated to be a total of 4 - 5 weeks.</p> <p><i>Note: this Event Concept does not include the LA28 Paralympic Games</i></p>
Public Access	<p>The Town Plaza and Culver Steps would remain open to the public as a free open-air event for the wider Culver City community, the public and friends of the New Zealand Team.</p>
Event Organisation	<p>The parties to discuss and mutually agree on how best to manage the organisation and delivery of the Event Concept.</p> <p>NZOC to consider whether a separate US entity needs to be established and appointment of Event manager.</p>
Insurance	<p>NZOC shall procure and maintain CCC's required insurance policies and limits.</p>
Adjacent Activation and Events	<p>NZOC will look to utilise the Upper Plaza, Laurel Grill, Culver Hotel, Culver Theater and Amazon Studios for activation or bespoke events. These areas may therefore be subject to controlled access from time to time (i.e. invitation only).</p> <p>NZOC will work to secure direct agreements with each of these venues.</p> <p>We are seeking CCC support to activate the Town Plaza with pop-up pavilions or experiential activations that showcase New Zealand and New Zealand Inc.</p> <p>All of these activations will need to be compliant with LA28 and IOC rules for public spaces during LA28.</p>
NZOC Responsibilities	<p>NZOC would be responsible for:</p> <ul style="list-style-type: none"> - Theming and branding of the Town Plaza - Installation of two large video screens for the Fan Zone including <u>Stages, AV set up, microphones, lighting, generators and technical support as needed:</u> - Securing relevant public viewing broadcast rights and LA28 Organising Committee / IOC consent (with CCC support as required) - Provision of additional seating options for central area e.g. bean bags, deck chairs - Installation of a Stage for performances and medal celebrations - Audio visual /sound system in central Plaza

	<ul style="list-style-type: none"> - Installations and removal of temporary pavilions/pop-up structures to showcase businesses and/or NZ entities - Establishing areas within the Culver Hotel and Upper Plaza (near the Laurel Grill) for private guests - Access to invitation only events for the community e.g. New Zealand Film Festival, or concerts - Funding for a cultural performance group to attend LA28 and perform in Culver City - Inviting Culver City schools to participate in the New Zealand Team education programme - Marketing / promotion through NZOC channels.
CCC Responsibilities	<p>CCC would be responsible for:</p> <ul style="list-style-type: none"> - Providing the space for utilisation of the Event Concept. - Controlling access to the Town Plaza and Culver Steps for the duration of the Event. - Access to services / provision of utilities in public spaces. - Provision / servicing of public amenities – access to bathroom facilities, either within existing venues or as required. - Security - usual oversight for major events in and around the Plaza precinct - Traffic management. - Support for installations; e.g. including any necessary permits and permit fee waivers - Rubbish collection. - Marketing and communication support to educate and inform the community on what's available and promote the Event. - Marketing / promotion through CCC channels. - Input and event management support for local content eg cultural performances. - Introductions to local suppliers as required (making use of CCC's existing relationships).
NOC Lead	<p>NZOC would be the National Olympic Committee who would lead on activation within the Town Plaza. It is likely NZOC would invite and partner with Oceania NOCs if they had interest as part of the event, in some capacity to be involved. Any other NOC interested would require NZOC and CCC permission to be included in the content.</p> <p>NZOC and Culver City Cultural Affairs will partner on additional programming for Culver City cultural performances and activations at the Town Plaza.</p>
Branding	<p>NZOC to develop and share branding and visual overlay of the Town Plaza (which will include branding of NZOC commercial partners).</p> <p>Visual representation in public spaces will also have to meet with LA28 Organising Committee requirements.</p>
Lead up to Olympic Games	<p>NZOC would look to make available education resources and curriculum material that may be of interest in the Culver City School programme in the build-up to LA28. Such information will include an overview of the Olympics, insights into the New Zealand Team and our cultural heritage.</p>
Legacy	<p>NZOC will gift a unique carved pou (pillar) or waharoa (gate) to thank the local community and serve as a reminder of the collaboration between the parties. The unveiling and blessing of this would form part of the opening of the precinct at the beginning of LA28 and include local indigenous parties where possible.</p>

The parties acknowledge and agree:

- (a) they wish to work together in good faith towards the entry into a long form agreement based on the principles set out in this Term Sheet, recognising that there is strong willingness to co-create and collaborate on a compelling offering for the Culver City community.
- (b) the collaboration is ~~conditional~~ ~~tingent~~ on NZOC securing complementary arrangements for accommodation ~~and access to the Upper Plaza~~ to ensure NZOC can deliver a full New Zealand Team stakeholder experience;

EXECUTED BY THE PARTIES

SIGNED on behalf of
THE CITY OF CULVER CITY by:

John Nachbar
City Manager, City of Culver City

SIGNED on behalf of
NEW ZEALAND OLYMPIC COMMITTEE
INCORPORATED by:

Nicki Nicol
Chief Executive Officer

SCHEDULE 1

ELEMENTS OF EVENT CONCEPT

Central Stage & Public Screening	<p>Two (2) x large screens would be installed to create a “fan zone” to watch official coverage of LA28. These would operate during the Olympic programming period with hours of operation driven by the sport programme. It is likely core events will be between 10am to 10pm.</p> <p><i>Note: Public exhibition of LA28 content during the Games would be subject to obtaining the necessary approvals (e.g. NBC as the Olympic broadcaster).</i></p> <p>A central stage will also host events during LA28 and will be programmed and shared with the local community and back in New Zealand via social media.</p> <p>Examples of stage programming include Māori cultural exhibitions (poi dancing, song, haka); local cultural and music events; medal celebrations with athletes and teams; interviews with athletes and coaches, sharing insights of their Olympic journeys.</p> <p>These events would be programmed daily as the schedule unfolds and communicated in advance on social media.</p> <p>Capacity for CCC events are encouraged eg local cultural group and would be co-created into a cohesive event programme via cooperation with Culver City Cultural Affairs</p>
Food & Beverage	<p>The intent is to utilise existing restaurants and eateries within the entire Downtown Business Improvement District.</p> <p>Parties to explore the possibility of having limited beverage offerings in the Town Plaza area in partnership with Olympic worldwide and New Zealand Team partners.</p> <p>It is noted a decision on alcohol in limited time zones or days would only be under the authorisation and direction of CCC in public spaces.</p>

SCHEDULE 2

Plan

