

May 20, 2010

To: The Board of Governors of Exhibition Place

From: Dianne Young  
Chief Executive Officer

Subject: **Labatt Breweries – Sponsorship Agreement**

Summary:

This report seeks approval of a sponsorship agreement between the CNEA and Labatt Breweries for the period of the annual Fair in 2010, 2011 and 2012.

Recommendations:

**It is recommended that the Board:**

- (1) Approve a three-year agreement between the CNEA and Labatt Breweries as outlined in this report and on such terms and conditions satisfactory to the CNEA General Manager and the CNEA Solicitor; and**
- (2) Direct that the confidential report contained in Attachment 1 to this report not be released publicly in order to protect the competitive position and future economic interests of the CNEA and the Board.**

Decision History:

At its meeting of May 20, 2010, the Board of Directors of the CNEA considered and recommended this report for approval by the Board.

Issue Background:

Pursuant to the CNEA by-laws, if an agreement term exceeds one year it requires approval by the Board of Governors of Exhibition Place.

Comments:

Labatt Breweries will receive the following entitlements appropriate at the Silver Level of Sponsorship: “Official Beer Supplier to the Canadian National Exhibition 2010 – 2012”

Labatt Breweries will agree to abide by the standard CNEA contractual obligations of sponsors with regard to union agreements, assignment, taxes, insurance/indemnity, production of signage or banners, and servicing contracts if any.

In exchange for their support they will also receive other benefits outlined below as well as recognition to the value of a Silver Sponsor level as per established guidelines.

The CNEA will provide the following entitlements to Labatt Breweries

- Official supplier access to all licensed outlets during the CNE.
- Staff Passes as required.
- Usage of CNE name and logo and listing as an Official Sponsor of the CNE.
- Corporate logo recognition on Lakeshore Blvd.
- Corporate logo on Sponsor Boards, prominently located on the Food Building.
- Corporate logo recognition on all Grounds and Train Route Maps.
- Corporate logo recognition on Information booths throughout the grounds
- Corporate logo recognition on CNE Program.
- Sponsorship recognition in all related CNE literature.
- Guaranteed visibility and linkage on CNE web site [www.TheEx.com](http://www.TheEx.com)

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