

ACTION REQUIRED

May 20, 2010

To: The Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **Pizza Pizza – Sponsorship Agreement**

Summary:

This report seeks approval of a sponsorship agreement between the CNEA and Pizza Pizza for the period of the Fairs for 2010, 2011 and 2012.

Recommendations:

It is recommended that the Board:

- (1) Approve a three-year agreement between the CNEA and Pizza Pizza 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:

Pizza Pizza will receive entitlements appropriate at the Gold Level of Sponsorship for 2010 – 2012.

Pizza Pizza 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 Gold Sponsor level as per established guidelines.

The CNEA will provide the following entitlements to Pizza Nova

- Usage of CNE name and logo and listing as an Official Sponsor of the CNE.
- Pizza Nova program unit in Kidsworld for Pizza Making demonstrations
- Banners on Lakeshore Blvd. and Gardiner Expressway.
- 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.
- Staff Passes as required.
- Guaranteed visibility and linkage on CNE web site www.TheEx.com

Contact:

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