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EXHIBITION PLACE

To: The Board of Governors of Exhibition Place

ACTION REQUIRED

From: Dianne Young
Chief Executive Officer

Subject: **General Motors Canada - Sponsorship Agreement with CNEA**

Summary:

In 2007 the CNEA did not have an automobile sponsor after Nissan completed a three-year agreement which expired in 2006. The CNEA has been discussing the opportunity of a sponsorship with General Motors Canada ("GMC") for several years as it is a market leader in the automobile category.

As a Platinum level sponsor, GMC will receive category exclusivity for automobiles and will display their vehicles in designated areas, receive presenting sponsor status for The Circus Orange Jump Jet Nightly Show, and the use of an area adjacent to Stanley Barracks for staging the GMC Ride & Drive. This program will allow for test drives on Lakeshore Blvd. using Newfoundland Drive as exit and entrance.

Recommendations:

It is recommended that the Board:

- (1) **Approve of a three-year (2008 to 2010) sponsorship agreement between the CNEA and GMC on the terms and conditions outlined in this report and any such other terms and conditions satisfactory to the General Manager, CNEA and City 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, the Board and City.**

Financial Impact:

The agreement recommended in this report provides revenue to the CNEA over a three-year period.

Decision History:

At its meeting of April 24, 2008 the CNEA Board approved a three-year agreement with GMC.

Issue Background:

The CNEA have been seeking an agreement with an automobile company since the expiry of the agreement with Nissan in 2006 and have now negotiated the terms and conditions of an agreement with GMC.

Comments:

The proposed terms and conditions of an agreement between the Board and GMC are as follows:

- a) Term: Three years commencing August 15 , 2008
- b) Sponsorship Rights:
- (i) GMC will receive the following sponsorship entitlements:
 - category exclusivity for automobiles
 - presenting sponsor of The Circus Orange Jump Jet Nightly Show
 - an area adjacent to Stanley Barracks for staging the GMC Ride & Drive which will allow for test drives on Lakeshore Blvd. using Newfoundland Drive as an exit and entrance
 - five 20 X 20 event spaces throughout the grounds on Princes Blvd., Galleria inside DEC, Heritage Court, NE corner of Food Building and Bandshell Park fountain
 - lead vehicle for nightly Mardi Gras parade
 - vehicle exposure in CNE Community Outreach program.
 - (ii) GMC will receive the following signage entitlements:
 - perimeter signage – 5 banners 5' X 20' on Lakeshore Blvd., 1 banner 5' X 20' on Gardiner, 1 banner 5' X 20' on GO Train fencing at Ex Place station.
 - exclusive Advertising Panel on 6 Information Booths (4' X 12'),
 - logo on six CNE Information Booths located throughout the grounds
 - logo on CNE Sponsor Boards, prominently located on the NE and NW sides of the Food Building,
 - logo recognition on all Grounds and Train Route Maps,
 - logo on sponsor signs (6' x 4') located at the Dufferin, TTC/GO and Princes' Gates,
 - logo on 5 Express people movers (trains)
 - logo recognition on Program Guide (distribution 1,250,000+)
 - name on four Pixelboards on Lakeshore Blvd.
 - (iii) GMC will also receive:
 - visibility on our website: www.theex.com.
 - 100 General Admission One Day Passes (100)
 - 50 One-Day Parking Passes
 - 2 Exhibitor 18-Day Non-Transferable Passes for staff & Season Parking Passes.
 - 24 tickets to CNE's private chalet on the waterfront for the three day Canadian International Air Show (8 per day)
 - 10 tickets to Opening Ceremonies.
 - group sales rate for purchasing additional admission passe

Contact:

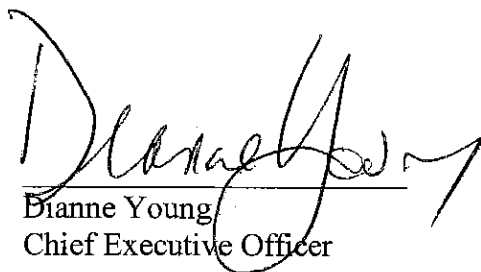
Eamonn O'Loughlin, Director of Corporate Sponsorship

Tel: 416-263-3816

Fax: 416-263-3811

Email: eoloughlin@theex.com

Submitted



Dianne Young
Chief Executive Officer

