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# EXHIBITION PLACE

**ACTION REQUIRED**

June 13, 2008

To: The Board of Governors of Exhibition Place

From: Dianne Young  
Chief Executive Officer

Subject: **Ecomedia - Sponsorship Agreement with CNEA**

**Summary:**

This report seeks approval of an agreement between the CNEA and Ecomedia with an option to renew to provide Ecomedia with the opportunity to sell advertising on up to 600 of their Special Event Recycling Units and 20 of their Ecobox Piccolo Units.

**Recommendations:**

**It is recommended that the Board:**

- (1) Approve the attached report (Appendix "A") from the General Manager of the CNEA dated June 13, 2008 with respect to a three-year agreement between the CNEA and Ecomedia on the terms and conditions as outlined in subject report; 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 and equipment supply to the CNEA over a three-year period.

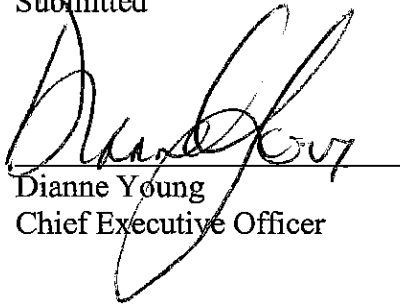
**Decision History:**

At its meeting of June 12, 2008, the CNEA Executive recommended the approval of this three-year agreement with Ecomedia which will be considered by the CNEA Board at its meeting of June 19, 2008 and reported out to the Board at its meeting of June 20, 2008.

Contact:

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Submitted



Dianne Young  
Chief Executive Officer



**ACTION REQUIRED**

June 11, 2008

To: CNEA Executive & Board of Directors

From: David Bednar  
General Manager

Subject: **Ecomedia - Sponsorship Agreement with CNEA**

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**Summary:**

The CNE has an immediate need for large numbers (up to 600) of garbage bins that will allow recycling of the various forms of garbage throughout the grounds. To save on capital costs that would be incurred to purchase such units, these Ecomedia units are recommended to meet these needs while also generating some revenue for the CNE.

In exchange for their support, Ecomedia will have an opportunity to sell advertising on up to 600 of their Special Event Recycling Units and 20 of their Ecobox Piccolo Units. The CNE will provide Ecomedia with recognition to the value of the Bronze Sponsor level as per established guidelines. In each year of the term, the placement of the ads will be confined to the period of the annual CNE.

**Recommendations:**

**It is recommended that the Executive Committee and Board:**

- (1) Approve a three-year agreement between the CNEA and Ecomedia on the terms and conditions as outlined in this report and in the 2008 Sponsorship Guidelines, and any such other terms and conditions satisfactory to the 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, the Board and City.**

**Financial Impact:**

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

Issue Background:

For many years, the CNE has used different coloured oil drums to collect garbage and to recycle bottles and cans. The supply of oil drums has dwindled over the years and there is little point in replacing them. With our waste diversion program costs escalating, the CNE wishes to encourage customers to place waste in the correct receptacle. Eventually, in line with other public facilities, we will move to a system with 4 separate receptacles ("streams"). The current system of 2 streams is no longer acceptable, and the 3 streams made available by Ecomedia equipment will be an interim step for the next 3 years.

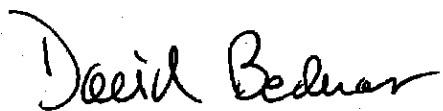
Comments:

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

- a) Term: Three years commencing August 15, 2008
- b) Sponsorship Entitlements:
- Logo on Lakeshore Blvd. on signage provided by the CNE
  - Logo on CNE Sponsor Board, located on the east and west sides of the Food Building
  - Logo recognition on all Grounds and Train Route Maps
  - Logo on 5 Express people movers (trains) operating throughout the grounds.
  - Logo in CNE Guidebook (distribution 1,250,000).
  - Logo on sponsor signs (6' x 4') located at the Dufferin, TTC/GO and Princes' Gates
  - Corporate name on four Pixelboards on Lakeshore Blvd.
  - Official Sponsor of the Canadian National Exhibition
  - Use of CNE name and logo
  - Guaranteed visibility on The CNE website, [www.theex.com](http://www.theex.com)
  - Complimentary General Admission Passes (20) and General One-Day Parking Passes (10)
  - Complimentary Season Parking Passes (2) & Tickets to Opening Ceremonies (2)
  - Opportunity to purchase admission passes at group rates

Ecomedia 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.

Respectfully submitted,



David Bednar  
General Manager

Contact: **Eamonn O'Loghlin**  
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