



8

EXHIBITION PLACE

ACTION REQUIRED

July 2, 2008

To: The Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **Subway Restaurants Canada - Sponsorship Agreement with CNEA**

Summary:

This report seeks approval of a sponsorship agreement between the CNEA and Subway Restaurants Canada that will allow Subway to promote a 2-for-1 CNEA ticket promotion tied in with a Subway meal values for the middle weekend of the CNE for 2008, 2009 and 2010. The CNE will also provide Subway with recognition value at the Gold Sponsor level as per established CNEA guidelines.

Recommendations:

It is recommended that the Board:

- (1) **Approve the attached report (Appendix "A") from the General Manager of the CNEA dated May 27, 2008 with respect to a three-year agreement between the CNEA and Subway Restaurants Canada 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 to the CNEA over a three-year period.

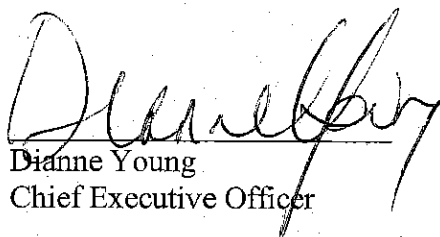
Decision History:

At its meeting of June 19, 2008, the CNEA Board of Directions considered and recommended the approval of this three-year agreement with Subway Restaurants Canada to the Board of Governors.

Contact:

David Bednar
General Manager/CNE
Tel: 416-263-3840
Fax: 416-263-3850
Email: dbednar@theEx.com

Submitted by:



Dianne Young
Chief Executive Officer

**Report for Action**

May 27, 2008

To: The Finance and Executive Committees and the Board of Directors
Canadian National Exhibition Association

From: David Bednar
General Manager

Subject: **Subway Restaurants Canada - Gold Sponsorship Agreement**

Summary:

In exchange for their support, Subway Restaurants Canada (Subway) will have an opportunity to encourage customer traffic to their stores with a 2 for 1 ticket promotion, tied to the purchase of one of their value meals, for the middle weekend of the CNE for 2008, 2009 and 2010. The CNE will also provide Subway with recognition value at the Gold Sponsor level as per established guidelines.

Recommendation:

It is recommended that the CNEA enter into a 3-year Gold Sponsorship Agreement with Subway Restaurants Canada 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.

Financial Impact:

The CNEA will receive revenue for 2008, 2009 and 2010.

Comments:

Subway will receive the following sponsorship entitlements appropriate at the Gold Level of Sponsorship as described in the CNEA Levels of Sponsorship Guidelines.

- Official Sponsor of the Canadian National Exhibition for 2008, 2009 and 2010
- Two for One ticket promotion at Subway outlets for admission on Middle Weekend. Tickets produced by Subway with CNE approval must be individually barcoded.
- Use of CNE name and logo
- Display of three (5' X 8') banners on Lakeshore Blvd., Gardiner Expressway and GO Train line (Subway to provide)
- Logo on 1, 250,000 CNE Guide Books

- Logo displayed on each of six sponsor signs (6' x 4'), two at each of the Dufferin, GO/TTC and Princes' Gates.
- Logo appears on six Sponsor Signs, one at each of the six CNE Information Booths.
- Logo on thirty (30) 6' x 4' pedestal maps, displayed throughout the site.
- Logo on six (6) 57" x 36" maps, displayed, one at each of the six CNE Information Booths.
- Logo displayed on each of five Express people movers (trains) operating throughout the grounds for the duration of the 18 day fair.
- Guaranteed visibility on CNE web site www.TheEx.com
- Complimentary General Admission One Day Passes (50)
- Complimentary General One-Day Parking Passes (20)
- Complimentary Exhibitor 18-Day Passes (25)
- Complimentary Season Parking Passes (25)
- Complimentary Tickets to private chalet on the waterfront for 3-day Air Show (8 / day)
- Opportunity to purchase admission passes at group rates
- Sponsor Post-Event Report

Subway 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.

Staff recommends that we enter into a 3 year Gold Sponsorship agreement with Subway Restaurants Canada understanding that they have the option by March 1 of 2009 and 2010 to cancel the agreement.

Respectfully submitted,



David Bednar
General Manager

Contact: *Eamonn O'Loughlin*
Sponsorship
(416) 263-3816
eoloughlin@theex.com