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May 11, 2000

To: The Board of Governors of Exhibition Place

From: Fatima Scagnol
Corporate Secretary

Subject: CNEA Sponsorship Agreements

Recommendation:

It is recommended that the Board of Governors concur with the recommendation of the Board of Directors of the CNEA with respect to entering into

- (1) a two-year sponsorship agreement (2000 and 2001) with Bell Mobility; and
- (2) a three-year sponsorship agreement (2000, 2001, and 2002) with Enbridge/Consumers Gas;

based on the terms and conditions outlined in the attached report from the General Manager of the CNEA dated May 9, 2000.

Background:

The attached report will be considered by the Board of Directors of the CNEA at its meeting scheduled for May 25, 2000. The recommendation of the CNEA Board will be reported orally by the Chair at the May 26th Board of Governors meeting.

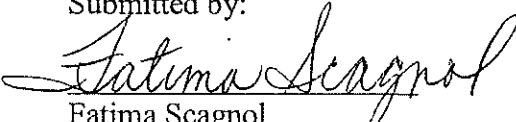
Discussion:

Given that the term is beyond one year, the foregoing requires approval of the Board of Governors.

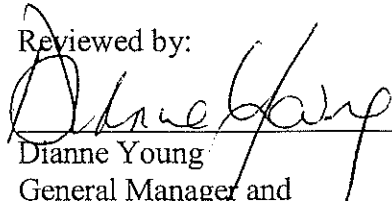
Conclusion:

This report recommends that the Board authorize a two-year agreement with Bell Mobility and a three-year agreement with Enbridge/Consumers Gas.

Submitted by:


Fatima Scagnol
Corporate Secretary

Reviewed by:


Dianne Young
General Manager and
Chief Executive Officer

att.



May 9, 2000

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

From: David Bednar
General Manager

Subject: 2000 Sponsorship Update

Recommendation:

It is recommended that the CNEA enter into multi-year agreements with the following partners on terms as outlined in this report.

**Bell Mobility 2000 & 2001
Enbridge/Consumers Gas 2000 - 2002**

Background/Discussion:

Bell Mobility

Bell Mobility has been a partner with the Canadian National Exhibition since 1996. This new two-year agreement will continue the previous agreement the CNE had with Bell Mobility. As in previous years, Bell Mobility will have three kiosks on site to sell products and obtain new customers. Bell usually offers a special incentive to CNE visitors including a deal on the phone, a deal for air time or a combination of both. This offer is exclusive to the patrons of the annual CNE.

As part of this agreement, Bell Mobility has an exclusive for the 18-days in the wireless communications category.

This partnership will net the CNEA \$30,000 in each year of the contract.

Enbridge/Consumers Gas

Since February of 1998, and the departure of Sprint Canada as a partner, the CNE has been searching for a major sponsor to present Opening Weekend. Enbridge/Consumers Gas sponsored a Loyalty Day in 1999 which was very successfully. As a result, they wish to expand their involvement and enter into a three-year agreement for Title Sponsorship of Opening Weekend.

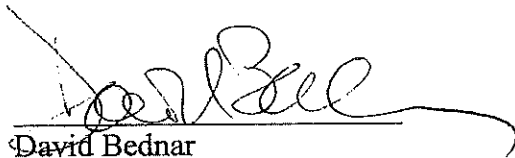
Enbridge's promotion will have two major facets:

- **Opening Weekend Loyalty Program** – Enbridge will create two billing inserts for their customers (approximately 1.3 million households). The first billing insert, mailed in June, will promote the CNE, our programs, and Enbridge's sponsorship of Opening Weekend. The second insert in July will contain a 2 for 1 admission ticket to the CNE, valid on either August 18th, 19th or 20th, and
- **On Site Energy Alley** – Located on the west-side of the Food Building, Enbridge will be locating their Enbridge Energy Efficient Vehicle along with several other "energy" related partners to form a destination for visitors with prize giveaways.

It is estimated that Enbridge's involvement with Opening Weekend will drive incremental visitors to the CNE on Opening Weekend. Loyalty Days at the CNE now feature 2 for 1 admission rather than free admission which increased gate revenue rather than allowing free entry.

Over the three-year partnership, the CNEA will net \$210,000 in sponsorship fees from Enbridge.

Respectfully submitted,



David Bednar
General Manager