



INTRODUCTION

TORONTO

Toronto's metropolitan setting boasts five million potential ticket buyers and is the largest city in Canada and the fifth largest city in North America. Toronto has been ranked the fourth most livable city in the world. One-quarter of Canada's population live within a 100-mile radius of the Greater Toronto Area (GTA). In spite of its rapid expansion over the past decade, the GTA has preserved its reputation as a clean, safe and excellent place to live, visit and play.

We are a city of neighbourhoods, each with a unique characteristic and culture. More than 90 different ethnic groups live here, with over 80 languages spoken and a population from 170 countries of origin. No other region in the U.S. or Canada comes close to achieving such a diverse blending of multicultural ethnicities.

Toronto welcomes over 18 million visitors annually and the Toronto region is the number one tourism destination in Canada. We have earned an international reputation for our unrivalled quality of life offering an impressive array of sports, cultural, entertainment and recreational attractions.

AIR CANADA CENTRE

Air Canada Centre is located in Toronto's downtown core and can accommodate most any size or type of event with the flexibility of its multi-use facilities. From the 19,800 seat arena to the 3,500 seat lower bowl theatre set-up, Air Canada Centre will structure your event for success.

Since opening in February of 1999, Air Canada Centre has hosted over 27 million fans at over 1,800 events including: NHL hockey, NBA basketball, NLL lacrosse, concerts, ice shows, athletic events and family shows. Our diverse fans have made Air Canada Centre stand out among the elite arenas globally, with Air Canada Centre consistently ranked in the top five major concert venues worldwide.

Air Canada Centre is home to the Toronto Maple Leafs of the NHL, the Toronto Raptors of the NBA, and the Toronto Rock of the NLL.

Built on the site of the original Canada Post Delivery Building, Air Canada Centre retains its historic east and south walls. Air Canada Centre received a commendation from Heritage Toronto for the heritage display in our Galleria.

The 140,000-square-foot Air Canada Tower situated at the northeast corner of the building houses Maple Leaf Sports & Entertainment Ltd. offices, Air Canada corporate offices and the NHL offices.

QUICK FACTS

Location: 40 Bay Street

Owner: Maple Leaf Sports & Entertainment Ltd.

Cost to Build: \$265 million, all privately financed

Architect: Brisbin Brook Beynon Architects

Contractor: PCL Constructors Inc.

Tower: 140,000-square-foot, 15-storey office tower, which houses the MLSE offices, Air Canada Corporate offices and NHL offices

Seating Capacity:

Hockey:	18,200
Basketball:	19,300
Concert in the Round:	19,800
End Stage Concert:	15,800
Concert Bowl:	8-10,000
Theatre:	Up to 6,000





Executive Suites: 154 in total: 40 Platinum Lounges (unique to North America), 66 Executive Suites, 24 Theatre Suites and 24 Loge Suites

Size: 665,000-square-foot arena

Parking: Over 13,000 parking spaces within immediate walking distance

Public Transit: A short walk from Union Station (Public urban subway transit/TTC and Suburban/Regional rail commuter transit/GO Transit)

Accessibility: One percent of fixed seating for disabled and companions, at most price levels

Washrooms: 56 public washrooms in the building

Videoboards: Centre-hung videoboards – four (4) Mitsubishi 6mm LED (Quad 1), above the main screens – eight (8) Mitsubishi 10mm LED arranged for secondary video/graphics (Octos). Also available: 360 degree LED fascia.

Video:

- Centralized patching system with 66 patch points for audio and video throughout the facility
- Patching directly to the in-house cable TV system for display on any television throughout the facility
- Full HD broadcast control room

Audio:

- State-of-the-art audio system with zoned coverage throughout the facility
- Patchable delay speakers in main bowl

Seats: 19"-22" wide, padded and fully upholstered

Food and Beverage: Johnnie Walker Hot Stove Club, Rickard's Brew Pub (Lord Stanley's Mug), Smirnoff Ice Box (cocktail lounge), Air Canada Club, Platinum Club, plus concession stands and kiosks serving everything from traditional fare to sushi.

GREENING INITIATIVES

Air Canada Centre has created "Team Up Green" to develop initiatives that improve our operation and the environment. In order to reduce our carbon footprint, we are spending \$5.5 million over the next five years. Included in this five year timeline, we plan on:

- Reducing Air Canada Centre's carbon footprint by 30 percent;
- Diverting 100 percent of our waste stream from landfills and to maximize organic and recycling streams;
- Reducing energy use by 30 percent by installing energy efficient fixtures and systems;
- Becoming a leader in environmental practices through fan engagement and best practices.

AIR CANADA CENTRE'S REVITALIZATION AND EXPANSION

Air Canada Centre is a recognized sports and entertainment venue. It is our objective to consistently exceed both our fan and promoter expectations through exceptional service, technology, value and great entertainment. Since 2000, Maple Leaf Sports & Entertainment Ltd. has invested in a new high definition videoboard and scoring system, restaurant renovations, concourse upgrades, security hardening, digital signage conversion, a retractable seating system, Gate 1 redevelopment, suite renovations and a new audio system.

We have also expanded Gate 5 and 6 by adding an additional 26,000 square feet called the Atrium. This multi-level Atrium boasts several new concession stands, retail stands, an expanded Smirnoff Ice Box Restaurant, an HD Broadcast Studio for Leafs TV, Raptors TV and Gol TV as well as new escalators and elevator service. Air Canada Centres Atrium is adjacent to the new sports & entertainment development: Maple Leaf Square.

AIR CANADA CENTRE STAFF DIRECTORY

TITLE	NAME	PHONE / FAX	E-MAIL	ROLE
Executive Vice President, Venues & Live Entertainment	Robert J. Hunter	815-5738 / 359-9332	bhunter@mapleleafsports.com	General Manager
SALES & PROMOTION EVENT PROGRAMMING:				
Vice President, Live Entertainment	Patti-Anne Tarlton	815-5847 / 359-9332	ptarlton@mapleleafsports.com	Booking
Manager, Event Programming	Tricia Silliphant	815-5763 / 359-9332	tsilliphant@mapleleafsports.com	Booking
Administrative Assistant, Live Entertainment	Janis Holohan	815-6196 / 359-9332	jholohan@mapleleafsports.com	Administration
EVENT MARKETING:				
Manager, Event Marketing & Sponsorships	Alison Kool	815-5475 / 359-9332	akool@mapleleafsports.com	Event Marketing
Account Executive, Event Marketing & Sponsorships	Dale Shaughnessy	815-6126 / 359-9332	dshaughnessy@mapleleafsports.com	Event Marketing
Account Executive, Event Marketing & Sponsorships	Lina Policaro	815-6031 / 359-9332	lpolicaro@mapleleafsports.com	Event Marketing
Manager, Marketing Services	Amanda Dwyer	815-5757 / 359-9204	adwyer@mapleleafsports.com	Design
GROUP SALES:				
Group Sales Representative	Domenic Gaetano	815-5932 / 359-9198	dgaetano@mapleleafsports.com	Group Sales
EXECUTIVE SUITE RENTALS:				
Manager, Executive Suite Services	Martin Mui	815-5855 / 359-9095	mmui@mapleleafsports.com	Suite Services
TICKETING OPERATIONS:				
Director, Ticketing	Donna Henderson	815-5816 / 359-9418	dhenderson@mapleleafsports.com	Ticket Office
Assistant Manager, Ticket Operations	Pia Rocci	815-5566 / 359-9418	procci@mapleleafsports.com	Ticket Office
Coordinator, Ticket Operations	Kellie Young	815-5818 / 359-9418	kyoung@mapleleafsports.com	Ticket Office
Coordinator, Ticket Operations	Jennifer A'Court	815-5970 / 359-9418	jacourt@mapleleafsports.com	Ticket Office
ACCOUNTING:				
Director	Wayne Zronik	815-5926 / 815-5645	wzronik@mapleleafsports.com	Finance
Event Accountant	Beau Humphreys	815-2464 / 359-9332	bhumphreys@mapleleafsports.com	Finance

AIR CANADA CENTRE STAFF DIRECTORY

TITLE	NAME	PHONE / FAX	E-MAIL	ROLE
EVENT OPERATIONS:				
Director, Event Operations & Production	Jim Steele	815-5447 / 359-9332	jsteele@mapleleafsports.com	Event Production
Manager, Event Operations	Kristen Gillett	815-5492 / 359-9332	kgillett@mapleleafsports.com	Event Coordination
Event Coordinator, Event Operations	Lauren Harris	815-5497 / 359-9332	lharris@mapleleafsports.com	Event Coordination
GUEST SERVICES:				
Manager, Event Personnel	Kevin Kempke	815-5732 / 359-9332	kkempke@mapleleafsports.com	Event Staffing
Coordinator, Fan Loyalty	Ryan Black	815-5500 x 5574	rblack@mapleleafsports.com	Fan Loyalty
Director, Fan Loyalty	Caroline Wright	815-5851 / 359-9332	cwright@mapleleafsports.com	Fan Loyalty
Manager, Fan Loyalty	Ian Malcolm	815-5571 / 359-9332	imalcolm@mapleleafsports.com	Fan Loyalty
Coordinator, Fan Loyalty	Bianca Bertucci	815-6195 / 359-9332	bbertucci@mapleleafsports.com	Fan Loyalty
AUDIO/VIDEO:				
Manager, Venue Services	Dwayne Brown	815-6129 / 359-9332	dbrown@mapleleafsports.com	Venue Services
Lead Audio Engineer	Courtney Ross	815-5954	cross@mapleleafsports.com	Venue Services
Director, Creative Production	Dean Bender	815-2422	dbender@mapleleafsports.com	Broadcast and Content
RESTAURANTS & CATERING:				
Vice President, Food and Beverage	Michael Doyle	815-5721	mdoyle@mapleleafsports.com	Food and Beverage
Manager, Catering	Mary Jane Baxter	815-5694	mjbaxter@mapleleafsports.com	Catering
Director of Culinary & Executive Chef	Robert Bartley	815-5400 x 5648	rbartley@mapleleafsports.com	Food and Beverage
Senior Director, Quick Service	Peter Church	815-5499	pchurch@mapleleafsports.com	Food and Beverage
MERCHANDISING:				
Assistant Manager, Event Operations	Josh Lieberman	815-5647	jlieberman@mapleleafsports.com	Event Merchandising
Assistant Manager, Event Operations	Mathieu Vacon	815-5481	mvacon@mapleleafsports.com	Event Merchandising
IT/PHONES:				
Manager, Operations, Information Technology				Information Technology

