



MARKETING AND SPONSORSHIP

Our Event Marketing and Sponsorship team is available to assist you with increasing your ticket sales through the selection and placement of media, target marketing, e-mail marketing, grassroots marketing, in-arena leveraging, public relations, group sales and event promotions. Our team has the ability to align your event with our existing Corporate Partners as well as other business contacts to assist in the attainment of local sponsorship.

EVENT MARKETING

Advertising: Our Event Marketing team can effectively and strategically select and place local and national media for your event within your advertising budget. Our team will put together an advertising plan that will successfully reach your demographic and will be cohesive amid your marketing mix.

** When advertising your event at Air Canada Centre, you must use the names "Maple Leaf Sports & Entertainment Ltd." and "Air Canada Centre" in their entirety in accordance with the approved graphics standards. Your Event Marketing representative will provide you with logos.

** Signs, posters or advertising that promote or advertise events at Air Canada Centre require prior written approval from your Event Booking representative, to ensure correct logo usage and typeface, thus ensuring our corporate trademarks.

Promotions: In order to ensure your event is a success, our team will collaborate with you to devise creative and unique promotions to drive ticket sales and awareness.

CRM: Our Event Marketing team can send e-mail announcements, pre-sales, contests, special offers and promotions through our CRM program: MLSE Live Insiders. We currently reach approximately 35,000 Air Canada Centre fans

Social Media: Our Event Marketing Team has the ability to advertise your event in real-time through our social media outlets. From event announcement and on-sale to ticket promotions, our social media networks are updated frequently to provide our fan following with current and relevant information pertaining to your event.

Publicity: We have extensive relationships with local and national media, business, sports and entertainment contacts to generate publicity for your event.

In-Arena Assets: We will leverage our in-arena assets to ensure that your event is properly supported. Air Canada Centre in-arena assets include: digital signage, venue website, posters, matrix placement, exit/entrance handouts, season seatholder e-newsletters as well as in-game advertising opportunities. Please refer to our MLSE Live marketing opportunities guide for more details.

SPONSORSHIP

Our in-house Event Marketing and Sponsorship team is available to align you with our Corporate Partners for potential sponsorship of your event. Whether seeking contra or monetary support, our Corporate Partners will be presented with the opportunity to sponsor your show. Our Corporate Partners always receive first right of negotiation before approaching potential external partners.

There are circumstances in which a competitor of an official partner of Air Canada Centre may be permitted a presence in the arena bowl:

- In connection with performances of locally produced events sponsored by a competitor of an official partner where that partner has been offered and refused sponsorship of the event on the same terms and conditions as were taken up by the competing sponsor;

The following are the Corporate Partners and Sponsors of Air Canada Centre, as of July 1, 2009:

PLATINUM PARTNERS

Air Canada	IBM Canada Ltd.	Rona
BMO Bank of Montreal	Metro	TD Waterhouse
Coca-Cola Ltd.	Molson Canada	
Ford Motor Co. of Canada	Rogers Communications Inc.	

GOLD PARTNERS

Bruce Power	LG	PlayStation
Casino Rama	MBNA Canada	PokerStars.net
Future Shop	Meritus University	Sport Chek
Imperial Oil (Esso)	Mr. Sub	Tim Hortons
Just Energy	Pizza Pizza	

SILVER PARTNERS

407 ETR	Frito Lay	State Farm
Adidas	Gatorade	The Keg Steakhouse & Bar
AMJ Campbell	Grant Thornton	Toronto Hydro
Bridgestone	MasterCard	Turtle Island Recycling
Cambria	Movado	Under Armour
Canada Goose	OLG	Vale Inco
Diageo	Purolator	Westin
Mars Canada	ReMax	

MEDIA PARTNERS

AM 640	Sportsnet	Toronto Star
Fan 590	The Score	TSN

SUPPLIER PARTNERS

David Roberts	Cineplex	SCA Tissue
Nestle	Nathan's Hot Dogs	Solis Mexicasa

- In connection with sporting events, in "field of play" areas stipulated by the NHL, NBA or other leagues or sanctioning bodies, which "field of play" areas are controlled as to advertising appearing therein by the league or the league team, the event promoter pursuant to the rules of the sanctioning body;
- During private events sponsored by a competitor of an official partner;
- In connection with trade or consumer shows, competitor signage, and sampling will be permitted where such signage or sampling is undertaken within competitor's exhibition space or in exhibitors' lounges, and competitor advertising shall be permitted in programs.

Where competitors of official partners are identified as seeking such a presence, the matter should be discussed in advance with your Event Marketing representative. In concert situations, competitor signage will be restricted to on or close to the stage and competitor promotion will be restricted to content of programs produced by the promoter.

GROUP SALES

Air Canada Centre Group Sales department is available to help clients increase revenue and ticket sales by targeting groups through special promotions, seat sales, reduced service charges and other incentives. For further information on how to utilize Air Canada Centre Group Sales, please contact your Event Programming representative.

MEDIA INFORMATION

The media entrance is located at Gate 2 on Bay Street. All media must have the appropriate credentials. It is the responsibility of the event promoter to organize and credential media requests.

Air Canada Centre is equipped with two (2) separate media areas for all events:

- **Rogers Media Centre** is located on the Event Level near the dressing rooms and is equipped with telephone/modem lines, electrical outlets and seven (7) televisions.
- **Foster Hewitt Media Gondola** is located on Level 600 and has a direct view of the bowl area. It can be accessed by the Media Elevator in the southwest corner, or by the northeast elevators at Gate 2. The Media Gondola is equipped with televisions, telephone and modem lines. Fax and photocopying services can be made available upon request.

If media require an Internet connection, please notify your Event Marketing representative prior to the day of the show, so a wireless password can be set up by our Information Technology department. For further information, please contact your Event Marketing representative.

FILMING AND RECORDING POLICIES

Any sound recording, television, videotaping, filming or other electronic media exploitation of events at Air Canada Centre is subject to prior approval of Air Canada Centre and possible license fees, unless otherwise specified in the Event License Agreement.

The promoter should advise the Event Programming representative as early as possible of any such plans.

There are no fees due for the approved legitimate press, but the press must observe certain rules and regulations.

