

MARKETING AND SPONSORSHIP SERVICES

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 Ricoh Coliseum, you must use the names "Maple Leaf Sports & Entertainment Ltd." and "Ricoch Coliseum" 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 Ricoh Coliseum 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, 6,700 Ricoh Coliseum fans and 6,000 BMO Field fans.

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. Ricoh Coliseum in-arena assets include: venue website, posters, exit/entrance handouts, as well as in-game advertising opportunities.

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 Ricoh Coliseum 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;
- In connection with sporting events, in "field of play" areas stipulated by the AHL 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

Our 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 Ricoh Coliseum Group Sales, please contact your Event Programming representative.

MEDIA INFORMATION

Media may enter at the main entrance of the facility, at the Ticket Office. All media must have the appropriate credentials. It is the responsibility of the event promoter to organize and credential media requests.

FILMING AND RECORDING POLICIES

Any sound recording, television, videotaping, filming or other electronic media exploitation of events at Ricoh Coliseum is subject to prior approval of Ricoh Coliseum 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.



