

**EVENT PROGRAMMING**

100 Princes' Blvd.  
 Toronto, ON M6K 3C3  
 Telephone: (416) 263-3900  
 Fax: (416) 263-3901

Date: \_\_\_\_\_

Licensee: \_\_\_\_\_

*(Legal name of company, corporation, organization or individual)*

Address: \_\_\_\_\_

City, Province, Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Name, title, and phone number of person who has legal authority to sign contract:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Facility(ies) Requested: \_\_\_\_\_

Date(s) Desired: \_\_\_\_\_

Full description and/or name of show or function for which building is to be licensed:

\_\_\_\_\_  
 \_\_\_\_\_

Corporation – list names, titles and addresses of officers:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

If advertising is to be under any name other than that of applicant, please state if name is registered under "assumed name law":

\_\_\_\_\_

Organization receiving benefits from program, if any:

\_\_\_\_\_

**IMPORTANT:** Please list auditoriums, arenas and/or halls of similar size at which you have held events:

Facility Name, Contact Person, Date(s) Leased, Phone Numbers:

\_\_\_\_\_ ( )

\_\_\_\_\_ ( )

\_\_\_\_\_ ( )

\_\_\_\_\_ ( )

Bank References:

Name, Account No., Phone

\_\_\_\_\_ ( )

\_\_\_\_\_ ( )

\_\_\_\_\_ ( )

\_\_\_\_\_ ( )

The above questions must be answered in full before a Ricoh Coliseum License Agreement for facility use can be processed. It is understood that Ricoh Coliseum may or may not grant the request set forth above. The processing of this application will take a minimum of 20 days. Only after its acceptance will a License Agreement be discussed or date(s) held.

APPLICANT: \_\_\_\_\_

DATE: \_\_\_\_\_

\_\_\_\_\_  
 SIGNATURE OF AUTHORIZED REPRESENTATIVE

\_\_\_\_\_  
 PRINTED NAME

## RENTAL INFORMATION

### EVENT BOOKING PROCEDURES

All booking inquiries are evaluated on a number of criteria. Among considerations are the feasibility of the event in question and the availability of the date(s) requested. All event arrangements are considered tentative until a contract has been issued and executed.

To inquire about booking an event at Ricoh Coliseum, please contact MLSE Live's Event Programming department:

#### TRICIA SILLIPHANT

Manager, Event Programming  
tsilliphant@mapleleafsports.com, (416) 815-5763

#### NATHALIE OLLSON

Manager, Event Operations & Event Programming  
nollson@mapleleafsports.com, (416) 263-3916

To inquire about Corporate/Hockey and Ice Rentals, please contact:

#### JANIS HOLOHAN

Account Executive, Event Programming  
jholohan@mapleleafsports.com, 416-815-6196

### RENTAL APPLICATION

All first-time prospective clients are asked to complete a rental application. Upon return of the completed rental application, Ricoh Coliseum management will review the application and, in their sole determination, will make a decision on the event requested, based on a thorough review of the information provided and on the following criteria:

- Availability of requested date(s) and spaces
- Event feasibility
- Comparison to other event applications
- Applicant's financial capabilities

Submission of a rental application does not guarantee that the event will be booked. Dates will be held at Ricoh Coliseum upon Maple Leaf Sports & Entertainment Ltd.'s approval of the rental application.

### PUTTING A DATE ON HOLD

In order to facilitate an orderly event calendar, dates are generally put on hold when a prospective promoter specifically requests that this action be taken. Under no circumstances does an inquiry into the availability of a given date itself constitute a hold being put on that date. Once the hold is placed on a given date, the date of the hold will be entered onto the event calendar, along with the promoter's name and relevant information. Once the feasibility of the event is approved and the terms are agreed upon, a contract and deal memo will be issued, both of which must be signed and returned with the appropriate non-refundable deposit in a timely fashion.

**Protection Policy:** For shows considered to be competing for specialized markets, Ricoh Coliseum may maintain a clearance period on either side of the existing event or any similar event competing for essentially the same special market, yet retains the sole discretion to waive this right.



## CHALLENGING A DATE CURRENTLY ON HOLD

Inquiries and requests to put a date on hold are regularly received for event dates at Ricoh Coliseum. Because an event date is not considered confirmed until an executed copy of the contract is issued and the appropriate deposit is obtained, a promoter may challenge the original hold put on a date through the following procedure:

The prospective promoter must notify the facility in writing of the intention to challenge the original hold. The full deposit due for the facility being rented must accompany this request. The facility will then notify the first hold promoter that this hold is being challenged. The first hold promoter is given the opportunity to secure the date by executing the contract within 48 business hours of the challenge. If the first hold promoter contracts, the required hold challenge deposit will either be returned to the prospective promoter, or applied to another date. If the first hold promoter releases the date, negotiation will commence with the prospective promoter. The deposit will apply to the contract terms.



## RENTAL STRUCTURE

The rental structure and expense estimate for a given event are based on established rates and are determined by the type of event planned, the portion of the facility being rented, the anticipated attendance and seating configuration being used. Please refer to the map section to review seating configurations.

The minimum rental rate for public events at Ricoh Coliseum is \$11,500 vs. 15 percent of the net ticket receipts (whichever is higher to a cap and is based on building mode). Load-in and load-out days, when available, are billed at the minimum rate of \$5,750. All rental rates refer to the rental of the building and do not include the cost of labour or other costs related to the event not explicitly stated otherwise.

Rental rates for events with no admission charged or using only a portion of the facility can be obtained by contacting the Event Programming department at (416) 815-5763.

All event-related expenses for the building are additional and are the responsibility of the promoter. These fees are in addition to the minimum rental rate. Typical expenses associated with an event include, but are not limited to: building trade labour, in-house security, ushers, ticket takers, police, emergency medical personnel, conversions, Ticket Office staff, ticket commissions, utilities, event insurance, stagehands, phone services, catering, videoboard operations, sound, lighting and miscellaneous rentals.

## HOCKEY AND ICE RENTAL

Corporate Ice Rentals – get your group together and skate like the pros.

Hourly ice rental includes:

- On-site Event Coordinator
- 50 minutes of ice time
- Two (2) locker rooms
- Standard lighting
- Use of score clock
- One (1) flood/ice cleaning
- \$500/hr (discount on multiple hour rentals)

Call Janis Holohan at 416-815-6196



## DEPOSIT REQUIREMENTS AND CONTRACT EXECUTION

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All arrangements for rental are considered tentative until a contract has been fully executed and a deposit cheque is received. Prior to a contract being issued, Ticket Office representatives will work with the Licensee to determine scaling of the seating manifest and gross potential.

The event contract and deal memo must be fully executed prior to the event going on sale. Each will be signed and returned to the Event Programming department, along with the nonrefundable deposit cheque, and an executed copy will be returned for the Licensee's files.

If, at the sole discretion of Ricoh Coliseum, pre-event ticket sales are not sufficient to cover facility expenses, the Licensee will be required to make additional deposits prior to the event. If such deposits are not made within a designated time frame, the event may be cancelled, resulting in forfeiture of the Licensee's deposit. Ricoh Coliseum reserves the right to require an additional sum in advance such as a damage deposit, which is refundable after the event is settled and when a check of the facility is complete. Ricoh Coliseum further reserves the right to require a deposit to cover all estimated expenses, including but not limited to: rental fee, ticketing fees, set-up, staffing, damages, advertising, equipment, technical services, and all miscellaneous fees. These deposits will be due prior to the event. If Ricoh Coliseum waives this right for advance payment, the client will be billed for all other charges (staffing, equipment and technical services) at the conclusion of the event. These monies will be deducted from the Ticket Office revenues and a cheque representing the balance will be issued the next business day to the Licensee.

All non-ticketed events are required to pay all Ricoh Coliseum expenses and rental fees prior to move-in.

Upon cancellation of an event by an event promoter, any prepaid amounts or deposits shall be non-refundable and Ricoh Coliseum reserves its rights with respect to other amounts due under the Event License Agreement.

Upon execution of a License Agreement, the event is assigned to an Event Coordinator, who will be responsible for all operational details of the event from move-in, event performance to move-out. The Event Coordinator is the Licensee's operational liaison with Ricoh Coliseum staff and will provide all necessary information and coordination applicable to the event.

## FINANCIAL SETTLEMENT

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At the conclusion of the event, the Licensee will be responsible for settling all outstanding facility expenses, and Ticket Office staff will furnish the promoter with a Ticket Office statement. In the settlement, the Licensee will be presented with available documented facility expenses including, but not limited to: rental balance, ticketing expenses, labour expenses, equipment rental, taxes and catering expenses. On certain events, a non-resident withholding tax on gross gate receipts may be applicable. Our Event Accountant will be able to provide information on your particular event.

## INSURANCE REQUIREMENTS

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The Licensee shall obtain certification showing that adequate insurance coverage (\$5 million in Public Liability Coverage) has been arranged, a minimum of 60 days prior to the start date indicated in the Event License Agreement. The City of Toronto, the Board of Governors of Exhibition Place, BPC Coliseum Inc. & Maple Leaf Sports & Entertainment Ltd. must be named as additional insured on all insurance documents. Events cannot proceed unless the required insurance coverage is in place.



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