

Corporate Sponsorship and Advertising Unit – 2022 Annual Reporting Over \$25,000

Vending

| Vending | Description | Value of Cash Agreements 2022 | Value of In-Kind Agreements 2022 | Duration of Agreement |
|-----------------|--|--------------------------------------|---|----------------------------------|
| Bests Vending | Vending sales of snacks/healthy treats | \$32,775 | | December 2017-December 2021 |
| DAP Enterprises | Vending sales of trinkets and treats | \$12,730.56 | | January 1, 2017 - April 20, 2021 |
| Total: | | \$45,505.56 | | |

Pouring Rights

| Pouring Rights | Description | Value of Cash Agreements 2022 | Value of In-Kind Agreements 2022 | Duration of Agreement |
|------------------------|--|--------------------------------------|---|---|
| Coca-Cola Refreshments | Pouring rights agreement for full service cold drinks, vending and commissions | \$7152.99 | | Expired agreement, minimum volume requirement. Commission fees only |
| Total: | | \$7,152.99 | | |

Advertising

| Advertising | Description | Value of Cash Agreements 2022 | Value of In-Kind Agreements 2022 | Duration of Agreement |
|------------------------------------|--|--------------------------------------|---|------------------------------|
| Astral Media Billboard Advertising | Stand-alone exterior static and digital advertising boards | \$19,343.77 | | January 2018-December 2022 |
| Pattison Billboard Advertising | Stand-alone exterior static and digital advertising boards | \$164,359.79 | | May 2017- April 2022 |

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|---|--|--------------------------------------|---|------------------------------|
| Pattison Outdoor Advertising | Bus interior and exterior cards | \$1,252,838 | \$1,674,400 | January 2013 – December 2025 |
| Pattison Outdoor Digital Billboards installed on City property. | The City has 6 second per minute cycle for messaging. Two screens back-to-back on St. Laurent and Tremblay One screen on Carling near Kirkwood (fire station) and one screen on Carp Rd near 417 exit. | | \$ 65,000 | January 2013 – December 2023 |
| OutFront Media-Billboard Advertising | Stand-alone exterior static and digital advertising boards | \$180,570.84 | | January 2019- December 2023 |
| OutFront Media Digital Billboards on private property. | 10 second per minute cycle for messaging. Two screens back-to-back on Trim and Montreal Rd and two screens back-to-back on Industrial Avenue in front of OC Transpo garage. | | \$ 195,000 | |
| Branded Cities | Advertisements on transit shelters. First choice OC Transpo, remainder can be used by other City departments | \$2,304,815 | Static Transit Shelters: \$ 509,600 Digital transit shelters: \$ 702,000 (increase to 27 shelters from 12) | January 2019 – December 2023 |

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| Front Row Marketing Services Canada, L.P. d/b/a Spectra Partnerships | Arena/Rink board Digital Advertising Sales Program for City Arenas | | | Annual |
| Creative Outdoor | Advertisements on recycling bins | | \$56,875 | |
| Total: | | \$3,974,585.95 | \$1,268,475 | |

Naming Rights

| Naming Rights | Description | Value of Cash Agreements 2022 | Value of In-Kind Agreements 2022 | Duration of Agreement |
|--|--|--------------------------------------|---|---------------------------------|
| Cardel | Naming rights for CardelRec Recreation Complex | \$40,000 | | April 2018- April 2033 |
| Minto | Naming rights for Minto Recreation Complex | \$100,000 | | June 2013-June 2028 |
| Meridian | Naming rights for Meridian Theatres @ Centrepointe | \$65,000 | | March 2018- August 2033 |
| Ottawa Sports & Entertainment Group (OSEG) | Aberdeen Square Naming Rights- Casino Lac Leamy | Agreement was terminated early. | | September 2019 – March 31, 2024 |
| Total: | | \$205,000 | | |

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Sponsorship

| Sponsorship | Description | Value of Cash Agreements 2022 | Value of In-Kind Agreements 2022 | Duration of Agreement |
|---|--|--------------------------------------|---|--------------------------------|
| Canadian Tire Jumpstart “I Love to” programming | Supports instruction, transportation, facility space and equipment costs | \$160,401.75 | | Annual |
| Myers Nissan | Vehicle value in kind for summer aquatics program Myers | | \$118,645 | September 2018- September 2023 |
| Surgenor Ottawa | Vehicle value in kind for summer aquatics program | | \$33,500 | September 2018- September 2023 |
| Total: | | \$160,401.75 | \$152,145 | |
| | | | | |
| Reporting Total: | | \$4,339,987.70 | \$1,420,620 | |