

Document 3: 2019 Sponsorship and Advertising Annual Report Over \$25,000

Sponsor/ Advertiser	Description of the Sponsorship / Advertising	Value of Cash Agreements 2019	Value of In- Kind Agreements 2019	Duration of Agreement
Best Food	Vending sales of snacks/healthy treats	\$ 71,860.21		December 2017- December 2021
Coca-Cola Refreshments	Pouring rights agreement for full service cold drinks, vending and commissions	\$ 19,299.69		Expired agreement, minimum volume requirement. Commission fees only
DAP Enterprise	Vending sales of trinkets and treats	\$15,809.27		January 1, 2017 - April 20, 2021
Astral Media Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$ 33,577.25	\$33,577.25	January 2018- December 2022
Pattison Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$144,957.18	\$158,199	May 2017- April 2022

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OutFront Media- Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$188,423.27	\$202,370.84	January 2019- December 2023
Cardel Rec	Naming rights for Goulbourn Recreation Complex	\$ 30,000		April 2018- April 2033
Minto	Naming rights for Minto Recreation Complex	\$ 100,000		June 2013- June 2028
Meridian Theatre	Naming rights for Centerpointe theatre	\$ 65,000		March 2018- August 2033
Arena/Rinkboard Advertising	Various arenas	\$102,140		Annual
Canadian Jumpstart	Supports instruction, transportation and equipment costs	\$ 215,848	\$ 100,000	Annual
Myers Nissan	Vehicle value in kind for summer aquatics program		\$ 40,000	September 2018- September 2023
Ottawa Senators Foundation	Supports instruction and transportation	\$ 86,000	\$ 10,000	Annual – will most likely not be renewed.

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GLAD	Cleaning the Capital Program	\$ 23,000	\$ 17,000	March 15, 2017-Dec 13- 2019
Dymon Self Storage	Zamboni Advertising	\$ 27,600		January 1, 2018-Dec 31, 2019
OSEG- Ottawa Sports & Entertainment Group	Aberdeen Square Naming Rights- Casino Lac Leamy	\$17,400	\$25,000	September 1, 2019- March 31, 2024
Pattison Outdoor	The cash value is for advertising on transit buses. The in-kind value is for placing City ad campaigns on buses.	\$2,514,963	\$520,000	January 2013 – December 2023
Branded Cities	Cash value is for advertising on and maintenance of transit shelters. The in-kind value represents the free advertisement placements of city campaigns.	\$2,373,000	\$260,876	January 2019 – December 2023

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Total Sponsorship & Advertising		\$6,028,877.8 7	\$1,367,023.0 9	