

2015 Sponsorship and Advertising Annual Report over \$25,000

Sponsor/Advertiser	Description of the Sponsorship/Advertising	Value of Cash Agreements	Value of in-kind Agreements	Duration of the Agreement
Waste Diversion Ontario	Various waste diversion campaigns on local print and on-line media.		\$87,700	July – December 2015
Tim Hortons	Cleaning the Capital campaign expenses for advertising and clean-up supplies. In-kind contribution included in-restaurant promotion; food, beverages, prizes.	\$25,000	\$25,000	July – December 2015
Creative Outdoor Advertising	Cash value is for advertising on benches/garbage containers. The in-kind is for the provision and maintenance of the benches and litter bins and free advertising for City messages.	\$140,000	\$639,000	January 2003 – April 2016
Clear Channel	Cash value is for advertising on and maintenance of the transit shelters. The in-kind represents the value of free advertisement placement of City campaigns.	\$1,700,000	\$553,900	July 2003 – April 2016
Pattison Outdoor	Cash value is for advertising on transit buses. The in-kind value is for placing City ad campaigns.	\$2,051,200	\$942,250	January 2013 - December 2023
Ottawa Citizen	Doors Open Ottawa (distribution of guide, ads, editorial coverage and sponsored the two DOO shuttle buses.		\$45,000	April – July 2015
Ottawa Citizen	In-kind advertising of Centrepointe Theatres Presents and Centrepointe Theatres Brand (print and digital).		\$80,000	May – December 2015
New Cap Radio	Supports advertising of Centrepointe Theatres Presents and Centrepointe Theatres Brand (radio and digital).		\$26,500	May – December 2015

Sponsor/Advertiser	Description of the Sponsorship/Advertising	Value of Cash Agreements	Value of in-kind Agreements	Duration of the Agreement
Surgenor Barrhaven	Naming rights for two ice pads. In-kind value is for loaned vehicle to the City Parks, Recreation and Cultural Services Department for the Summer Youth programs.	\$45,000	\$3,500	October 2012 – September 2022
Minto Communities	Naming rights for the Minto Recreation Complex - Barrhaven.	\$100,000		June 2013 – June 2028
Richcraft Group of Companies	Naming rights for the Richcraft Recreation Complex – Kanata.	\$100,000		January 2012 – December 2027
Coca-Cola Refreshments Canada and other drink vending leases	Pouring rights agreement for full service cold drink vending services, commissions and monthly guarantees. In-kind value for free products.	\$231,200	\$3,350	December 2011 – December 2016
Royal Bank of Canada (RBC)	Sponsorship of free weekend public skating.	\$105,000		January 2014 - March 2016
Pattison Outdoor and OutFront Media	In-kind value for City messages on digital billboards.		\$260,000	January - December 2015
IceNet Wireless	Free public WiFi and advertising on digital screens. In-kind value is for the provision and support of the WiFi service at 25 city locations as well as free advertising of City messages.	\$63,000	\$137,500	2013-2018
Rink board advertising	Various City arenas.	\$100,000		January - December 2015

Community Development Partnerships	Description of the Partnership	Value of Cash Agreements	Value of in-kind Agreements	Duration of the Agreement
Canadian Tire Jumpstart Charities	Community Partnership funding and in-kind equipment for I LOVE TO.... Programming delivered in Ottawa's priority neighbourhoods.	\$192,900	\$90,000	January – December 2015

Note: Revenues were also received from leases of City property for billboards; however the dollar values are not being disclosed to maintain the integrity of future competitive bidding.