

Document 3 2018 Sponsorship and Advertising Annual Report over \$25,000

Sponsor/ Advertiser	Description of the Sponsorship/Advertis ing	Value of Cash Agreements 2018	Value in-kind Agreements 2018	Duration of Agreement
Best Food	Vending sales of snacks/healthy treats	\$ 64,900.00		December 2017- December 2019
Coca-Cola Refreshments	Pouring rights agreement for full service cold drinks, vending and commissions	\$ 36,609.00		Expired agreement, minimum volume requirement. Commission fees only
DAP Enterprise	Vending sales of trinkets and treats	\$ 104,300.00		January 1, 2017 - April 20, 2021
EION Inc.	Free public wi-fi and advertising on digital screens. In-kind value is for the provision and support of the wi-fi services.	\$ 63,000.00	\$ 137,000.00	December 2017- June 2019
Astral Media Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$ 46,234.38		January 2018- December 2022
Pattison Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$ 156,487.32		May 2017- April 2022
OutFront Media-Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$ 245,859.16		January 2019- December 2023
Cardel Rec	Naming rights for Goulbourn Recreation Complex	\$ 10,000.00		April 2018- April 2033

Minto	Naming rights for Minto Recreation Complex	\$ 100,000.00		June 2013- June 2028
Meridian Theatre	Naming rights for Centerpointe theatre	\$ 65,000.00		March 2018- August 2033
Arena/Rinkboard Advertising	Various arenas	\$ 61,750.00		Annual
Canadian Jumpstart	Supports instruction, transportation and equipment costs	\$ 215,848.00	\$ 100,000.00	Annual
Myers Nissan	Vehicle value in kind for summer aquatics program		\$ 40,000.00	September 2018- September 2023
Surgenor Hyundai	Vehicle value in kind for summer aquatics program		\$ 27,000.00	Annual
Ottawa Senators Foundation	Supports instruction and transportation	\$ 75,000.00	\$ 10,000.00	Annual
Clorox Company of Canada Ltd (GLAD)	Cleaning the Capital Program	\$ 23,000.00	\$ 17,000.00	March 15, 2017-Dec 13-2019
Dymon Self Storage	Zamboni Advertising	\$ 27,600.00		January 1, 2018-Dec 31, 2019
Ottawa Citizen - Doors Open-Title Sponsorship	Guide distribution, advertising, printing, DOO shuttle buses		\$ 45,000.00	April 1, 2018 - July 31, 2018
Total Sponsorship & Advertising		\$ 1,295,587.86	\$ 376,000.00	