



SECOND BIENNIAL EDITION – JUNE 26 to 30, 2017 OFFICIAL SPONSORSHIP & PARTICIPATION OPTIONS

KEY ORGANIZATIONAL CONTACT

Robert J. Vezina, Founder and Chief Organizer, Toronto of the Future® 514-816-3720 rjv@rjvcom.com
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OPTION 1 – TOP PRESENTING SPONSOR	\$30,000
OPTION 2A – TOP SPONSOR OF THE VIP OPENING RECEPTION	\$20,000
OPTION 2B – MAJOR SPONSOR OF THE VIP OPENING RECEPTION	\$12,500
OPTION 2C – ASSOCIATE SPONSOR OF THE VIP OPENING RECEPTION	\$7,500
OPTION 3 – PLATINUM LEVEL	\$17,500
OPTION 4 – GOLD LEVEL	\$12,500
OPTION 5 – SILVER LEVEL	\$7,500
OPTION 6 – BRONZE LEVEL	\$4,000
OPTION 7 – ONE EXHIBITION SPOT (1 project)	\$750
OPTION 8 – TICKETS FOR VIP OPENING COCKTAIL RECEPTION	\$200/TICKET

ARCHITECTURAL, INFRASTRUCTURE AND CITY BUILDING EXHIBITION

We are proud to present the second biennial edition of an important and unique public and business event that highlights real estate development and infrastructure projects that will change the landscape of Toronto over the next quarter-century.

Organized in collaboration with the two official venue co-hosts (City of Toronto and Oxford Properties Group), this event will be presented free-of-charge to the public at **METRO HALL / METROCENTRE in downtown Toronto, from June 26 to 30, 2017** and will feature a record number of architectural models, designs and plans loaned by various organizations.

Members of the business community and government officials will be on hand for the **kickoff cocktail reception at the exhibition site on Monday, June 26**, in the presence of senior representatives of the City of Toronto, CEOs of the top sponsors, and several other dignitaries. We anticipate 500 guests in attendance for the official opening, all of whom are involved in and concerned about the urban and economic development of Toronto.

Thousands of visitors are expected over the course of the event, which remains free of charge during the days following the opening night. This high-profile event will attract extensive media coverage, and is a **unique opportunity for the partners involved to demonstrate leadership in contributing to the future development of Toronto.** This is a top-notch event will bring together the public, media, as well as key business people who work in real estate and who are active in the development of Toronto.

OPTION 1: TOP PRESENTING SPONSOR \$30,000 (EXCLUSIVE)

With this option, the Top Sponsor obtains first right of refusal on same level of sponsorship for 2019 and 2021 editions.

SPECIAL PROMOTIONAL BENEFITS OFFERED IN EXCHANGE

- Systematic headline visibility on all publicity and promotional materials.
- Your logo will be systematically integrated into the actual event title.
- Your company's senior representative automatically becomes the HONORARY CHAIR of the entire event, with his or her name and title integrated in all applicable promotional elements, including the event's official stationery

OVERALL VISIBILITY ELEMENTS FOR THE TOP CO-SPONSOR

Your LOGO will be prominently displayed in the TITLE POSITION, on all promotional elements for the entire exhibition and during the kickoff cocktail reception.

OFFICIAL EXHIBITION POSTER

A 24" X 36" colour poster will be printed and distributed via our partners and sponsors, in participating exhibitor lobbies, downtown restaurants and boutiques, on construction boarding outside, etc.

INVITATIONS TO THE KICKOFF COCKTAIL RECEPTION

Invitations will be sent to business communities, to public officials and to the media.

MEDIA RELATIONS / PRESS RELEASES

Your organization's name will be on the press releases issued by the organizers. Your contribution will also be recognized in subsequent press releases announcing the event.

PRINT ADS

Print ads will be placed with media partners. Your logo will be systematically included in these ads at the top.

WEB AND INTERNET PROMOTION

Your logo will be the most prominently displayed on the event website with a hyperlink to your corporate website. All participating sponsors will be invited to include the exhibition logo and hyperlink on their website to maximize visibility for both the event and your company.

E-MAIL PROMOTIONAL CAMPAIGN

During the winter and spring of 2017, an e-mail campaign will be aimed at all individual and corporate members, as well as the websites of partners in the Toronto business and real estate communities.

SPECIAL VISIBILITY AT THE KICKOFF COCKTAIL RECEPTION

- Your logo will be on display at the exhibition site during this special evening.
- You will obtain verbal mention by the master of ceremonies, and logo placement on panels placed at several entrances of the venue.
- Your senior representative will be invited to make a speech at the launch event.
- You will have a full page advertisement in the official programme of the VIP opening.

OTHER KEY BENEFITS

- Official Exhibition Brochure: your logo will be on the colour brochure distributed to all visitors to the exhibition and distributed in advance around the city.
- You will obtain 30 free VIP tickets to the opening cocktail reception: a value of \$6,000.
- You will obtain a large exhibition space, free of charge, to display as many of your projects as you wish (no limit).
- Your logo will be most prominently shown on the video flat-screens at the entrance of the exhibition (in rotation during the entire event).
- Your representative will be invited to be an official spokesperson at the media launch (in the afternoon of the official opening).

OPTION 2A - TOP SPONSOR OF THE OPENING CEREMONY & RECEPTION \$20,000 (EXCLUSIVE)

SPECIAL PROMOTIONAL BENEFITS OFFERED IN EXCHANGE

- Systematic headline visibility on all publicity and promotional materials for the official opening event on Monday evening, June 26.
- Your company's senior representative automatically becomes the HONORARY CO-CHAIR of the opening event, with his or her name and title integrated in all applicable promotional elements, including the event's official stationery.

OVERALL VISIBILITY ELEMENTS FOR THE OPENING EVENT SPONSOR

Your LOGO will be prominently displayed in the TITLE POSITION, on all promotional elements produced for the kickoff cocktail reception.

OFFICIAL EXHIBITION POSTER

Your logo will be included in the overall 24" X 36" colour poster, in the appropriate category. It will be printed and distributed via our partners and sponsors, in participating exhibitor lobbies, downtown restaurants and boutiques, on construction boarding outside, etc.

INVITATIONS TO THE KICKOFF COCKTAIL RECEPTION

Invitations will be sent to business communities, to public officials and to the media.

MEDIA RELATIONS / PRESS RELEASES

Your organization's name will be on the press releases issued by the organizers. Your contribution will also be recognized in subsequent press releases announcing the event.

PRINT ADS

Print ads will be placed with media partners. Your logo will be systematically included in these ads.

WEB AND INTERNET PROMOTION

Your logo will be prominently displayed on the event website with a hyperlink to your corporate website. All participating sponsors will be invited to include the exhibition logo and hyperlink on their website to maximize visibility for both the event and your company.

E-MAIL PROMOTIONAL CAMPAIGN

During the winter and spring of 2017, an e-mail campaign will be aimed at all individual and corporate members, as well as the websites of partners in the Toronto business and real estate communities.

SPECIAL VISIBILITY AT THE KICKOFF COCKTAIL RECEPTION

- Your logo will be on display at the exhibition site during this special evening.
- You will obtain verbal mention by the master of ceremonies, and logo placement on panels placed at several entrances of the venue.
- Your senior representative will be invited to make **an OFFICIAL speech** at the opening event.
- You will have a full page advertisement in the official programme of the opening event.

OTHER KEY BENEFITS

- Official Exhibition Brochure: Your logo will be on the colour brochure distributed to all visitors to the exhibition and distributed in advance around the city.
- You will obtain 20 complimentary VIP tickets to the opening cocktail reception: a value of \$4,000.
- You will obtain a complimentary exhibition space, to display as many of your projects as you wish (no limit).
- Your logo will be prominently shown on the video flat-screens at the entrance of the exhibition (in rotation during the entire event).

OPTION 2B – MAJOR SPONSOR OF THE VIP OPENING RECEPTION \$12,500

If you want to become a major sponsor of the VIP opening night, for \$12,500, you would get these special benefits:

- You will obtain 16 free VIP tickets
- You will be included in the Gold category of the entire showcase
- Your logo will be placed also at the top of the VIP Opening Night invitation
- Your logo will be placed also to the VIP Opening Night programme cover
- Your senior representative will be invited to make a **short speech** at the opening event
- You will have the right to have your representative cut the ribbon with the other officials (photo-op)
- You will be mentioned in a special way by the Master of Ceremonies
- You will have the right to have a prominent banner near the stage during the Opening Night

OPTION 2C – ASSOCIATE SPONSOR OF THE VIP OPENING RECEPTION \$7,500

For \$7,500, you can become the Associate Sponsor of the VIP Opening Night. For this amount, you will be considered a Silver Sponsor on the overall materials of the entire event but you will also obtain these added benefits:

- You will obtain 10 free VIP reception
- Your logo will be placed also on the VIP Opening Night invitation
- Your logo will be placed also to the VIP Opening Night programme cover
- Your senior representative will be invited to make a **few remarks** at the opening event
- You will be mentioned in a special way by the Master of Ceremonies
- You will have the right to have a banner near the stage during the Opening Night

OPTION 3 - PLATINUM LEVEL

\$17,500

Your company's senior representative automatically becomes a member of the event's HONORARY COMMITTEE with his or her name and title integrated in all applicable promotional elements, including the event's official stationery.

OVERALL VISIBILITY ELEMENTS FOR THE OPENING EVENT SPONSOR

Your LOGO will be prominently displayed as a PLATINUM SPONSOR, on all promotional elements produced for the event.

OFFICIAL EXHIBITION POSTER

Your logo will be included in the overall 24" X 36" colour poster, in the appropriate category. It will be printed and distributed via our partners and sponsors, in participating exhibitor lobbies, downtown restaurants and boutiques, on construction boarding outside, etc.

INVITATIONS TO THE KICKOFF COCKTAIL RECEPTION

Your logo placed as PLATINUM SPONSOR.

MEDIA RELATIONS / PRESS RELEASES

Your organization's name will be on the press releases issued by the organizers. Your contribution will also be recognized in subsequent press releases announcing the event.

PRINT ADS

Print ads will be placed with media partners. Your logo will be systematically included in these ads as PLATINUM SPONSOR.

WEB AND INTERNET PROMOTION

Your logo will be prominently displayed on the event website with a hyperlink to your corporate website. All participating sponsors will be invited to include the exhibition logo and hyperlink on their website to maximize visibility for both the event and your company.

E-MAIL PROMOTIONAL CAMPAIGN

During the winter and spring of 2017, an e-mail campaign will be aimed at all individual and corporate members, as well as the websites of partners in the Toronto business and real estate communities.

OFFICIAL EXHIBITION BROCHURE:

Your logo will be on the colour brochure distributed to all visitors to the exhibition and distributed in advance around the city.

OTHER KEY BENEFITS:

- You will obtain 18 complimentary VIP tickets to the opening cocktail reception: a value of \$3,600.
- You will have a half page advertisement in the official programme of the VIP Opening.
- You will obtain a large complimentary exhibition space, to display as many of your projects as you wish (no limit).
- Your logo will be prominently shown on the video flat-screens at the entrance of the exhibition (in rotation during the entire event).

OPTION 4 - GOLD LEVEL \$12,500

Your company's senior representative automatically becomes a member of the event's HONORARY COMMITTEE with his or her name and title integrated in all applicable promotional elements, including the event's official stationery.

OVERALL VISIBILITY ELEMENTS FOR THE OPENING EVENT SPONSOR

Your LOGO will be prominently displayed as a GOLD SPONSOR, on all promotional elements produced for the event.

OFFICIAL EXHIBITION POSTER

Your logo will be included in the overall 24" X 36" colour poster, in the appropriate category. It will be printed and distributed via our partners and sponsors, in participating exhibitor lobbies, downtown restaurants and boutiques, on construction boarding outside, etc.

INVITATIONS TO THE KICKOFF COCKTAIL RECEPTION

Your logo placed as GOLD SPONSOR.

MEDIA RELATIONS / PRESS RELEASES

Your organization's name will be on the press releases issued by the organizers. Your contribution will also be recognized in subsequent press releases announcing the event.

PRINT ADS

Print ads will be placed with media partners. Your logo will be systematically included in these ads as GOLD SPONSOR.

WEB AND INTERNET PROMOTION

Your logo will be prominently displayed on the event website with a hyperlink to your corporate website. All participating sponsors will be invited to include the exhibition logo and hyperlink on their website to maximize visibility for both the event and your company.

E-MAIL PROMOTIONAL CAMPAIGN

During the winter and spring of 2017, an e-mail campaign will be aimed at all individual and corporate members, as well as the websites of partners in the Toronto business and real estate communities.

OFFICIAL EXHIBITION BROCHURE:

Your logo will be on the colour brochure distributed to all visitors to the exhibition and distributed in advance around the city.

OTHER KEY BENEFITS:

- You will obtain 12 complimentary VIP tickets to the opening cocktail reception: a value of \$3,600.
- You will have a quarter page advertisement in the official programme of the VIP Opening.
- You will obtain a complimentary exhibition space, to display up to 12 of your projects.
- Your logo will be prominently shown on the video flat-screens at the entrance of the exhibition (in rotation during the entire event).

OPTION 5 - SILVER LEVEL \$7,500

AS A SILVER SPONSOR, YOU WILL ALSO OBTAIN THE FOLLOWING BENEFITS:

Your LOGO will be prominently displayed as a SILVER SPONSOR, on all promotional elements produced for the event.

OFFICIAL EXHIBITION POSTER

Your logo will be included in the overall 24" X 36" colour poster, in the appropriate category. It will be printed and distributed via our partners and sponsors, in participating exhibitor lobbies, downtown restaurants and boutiques, on construction boarding outside, etc.

INVITATIONS TO THE KICKOFF COCKTAIL RECEPTION

Your logo placed as SILVER SPONSOR.

MEDIA RELATIONS / PRESS RELEASES

Your organization's name will be on the press releases issued by the organizers. Your contribution will also be recognized in subsequent press releases announcing the event.

PRINT ADS

Print ads will be placed with media partners. Your logo will be systematically included in these ads as SILVER SPONSOR.

WEB AND INTERNET PROMOTION

Your logo will be prominently displayed on the event website with a hyperlink to your corporate website. All participating sponsors will be invited to include the exhibition logo and hyperlink on their website to maximize visibility for both the event and your company.

E-MAIL PROMOTIONAL CAMPAIGN

During the winter and spring of 2017, an e-mail campaign will be aimed at all individual and corporate members, as well as the websites of partners in the Toronto business and real estate communities.

OFFICIAL EXHIBITION BROCHURE:

Your logo will be on the colour brochure distributed to all visitors to the exhibition and distributed in advance around the city.

OTHER KEY BENEFITS:

- You will obtain 8 complimentary VIP tickets to the opening cocktail reception: a value of \$1,600.
- You will obtain a complimentary exhibition space, to display up to 8 your projects.
- Your logo will be prominently shown on the video flat-screens at the entrance of the exhibition (in rotation during the entire event).

OPTION 6 - BRONZE LEVEL

\$4,000

AS A BRONZE SPONSOR, YOU WILL ALSO OBTAIN THE FOLLOWING BENEFITS:

Your LOGO will be prominently displayed as a BRONZE SPONSOR, on all promotional elements produced for the event.

OFFICIAL EXHIBITION POSTER

Your logo will be included in the overall 24" X 36" colour poster, in the appropriate category. It will be printed and distributed via our partners and sponsors, in participating exhibitor lobbies, downtown restaurants and boutiques, on construction boarding outside, etc.

INVITATIONS TO THE KICKOFF COCKTAIL RECEPTION

Your logo placed as BRONZE SPONSOR.

MEDIA RELATIONS / PRESS RELEASES

Your organization's name will be on the press releases issued by the organizers. Your contribution will also be recognized in subsequent press releases announcing the event.

PRINT ADS

Print ads will be placed with media partners. Your logo will be systematically included in these ads as BRONZE SPONSOR.

WEB AND INTERNET PROMOTION

Your logo will be prominently displayed on the event website with a hyperlink to your corporate website. All participating sponsors will be invited to include the exhibition logo and hyperlink on their website to maximize visibility for both the event and your company.

E-MAIL PROMOTIONAL CAMPAIGN

During the winter and spring of 2017, an e-mail campaign will be aimed at all individual and corporate members, as well as the websites of partners in the Toronto business and real estate communities.

OFFICIAL EXHIBITION BROCHURE:

Your logo will be on the colour brochure distributed to all visitors to the exhibition and distributed in advance around the city.

OTHER KEY BENEFITS:

- You will obtain 4 complimentary VIP tickets to the opening cocktail reception: a value of \$800.
- You will obtain a complimentary exhibition space, free of charge, to display up to 4 of your projects.
- Your logo will be prominently shown on the video flat-screens at the entrance of the exhibition (in rotation during the entire event).

OPTION 7 – ONE EXHIBITION SPOT

\$750

Every single exhibitor (\$750 + tax per project) will receive the following elements:

- floor space for one 3D scale model (to be displayed on its existing base, or alternately on a black skirted table of the appropriate size).
- and/or 4 foam-core display panels of 24 inches wide X 36 inches high. If horizontal, a maximum of 2 panels of 48 inches wide X 36 inches high will be allowed. All panels (in foam-core or similar light-weight material) are to be supplied by the exhibitors or produced via with the exclusive event printing supplier as determined by the organizers. The free-standing display walls/frames will be supplied by the organizers.
- and/or floor space for one self-standing plasma screen on a pole (such a pole should have a small shelf in the back on which your DVD player or laptop can be placed). All self-standing plasma screens are to be supplied by the exhibitors or rented by the exhibitors from the exclusive event A/V supplier as determined by the organizers.
- one standard electrical outlet if required.
- one complimentary ticket - *additional tickets are also available for purchase at \$200 each + tax.*

The organizers will provide standard display walls/frames for all panels to be hung on site in a streamlined fashion. The name of the projects/developers submitted will be listed on of the promotional documents produced for the exhibition. PLEASE NOTE THAT PROJECTS THAT ARE IN THEIR PRELIMINARY PLANNING STAGES OR VISIONARY WILL ALSO BE ACCEPTED and visitors will be informed upon entering the exhibition that certain presented projects are not necessarily approved or confirmed, as it is a VISION OF THE FUTURE.

OPTION 8 - TICKETS FOR VIP OPENING RECEPTION \$200/TICKET

Purchase tickets to the VIP Opening Night VIP Cocktail and get an advanced viewing of the exhibition in the presence of dignitaries, and all sponsors and exhibitors.



OFFICIAL SPONSORSHIP / PARTICIPATION CONFIRMATION FORM

ORGANIZATION _____
 CONTACT NAME _____
 COMPLETE ADDRESS _____

 PHONE _____
 FAX _____
 E-MAIL _____
 WEB SITE _____

PLEASE CHECK ONE :

- OPTION 1** - TOP SPONSOR (exclusive) \$30,000
- OPTION 2A** – TOP SPONSOR OF THE OPENING RECEPTION \$20,000
- OPTION 2B** – MAJOR SPONSOR OF THE VIP OPENING RECEPTION \$12,500
- OPTION 2C** – ASSOCIATE SPONSOR OF THE VIP OPENING RECEPTION \$7,500
- OPTION 3** - PLATINUM LEVEL \$17,500
- OPTION 4** - GOLD LEVEL \$12,000
- OPTION 5** - SILVER LEVEL \$7,500
- OPTION 6** - BRONZE LEVEL \$4,000
- OPTION 7** - SINGLE EXHIBITOR (ONE PROJECT) \$750
 Number of projects X \$750 = \$ _____
- OPTION 8** - TICKETS FOR VIP OPENING RECEPTION \$200
 Number of tickets X \$200 = \$ _____

OFFICIAL AUTHORIZATION SIGNATURE : _____

**Please return this completed form by email rjv@rjvcom.com
 WITH AN EPS VERSION OF YOUR LOGO (if applicable, OPTION 1 to 6 only)**

Upon receipt of your confirmation form, CITIES OF THE FUTURE MANAGEMENT INC. will issue an official sponsorship invoice to your company with applicable taxes.

FOR MORE INFO: Robert J. Vezina, Project manager and President, CITIES OF THE FUTURE MANAGEMENT INC. / RJV Communications Inc., Consultants in Special Events, Public Relations and Partnerships CELL 514-816-3720 OFFICE 514-875-1353 ext. 205 EMAIL rjv@rjvcom.com

THANK YOU FOR YOUR PARTICIPATION IN THIS UNIQUE AND EXCITING EVENT!