

# june 2019 / toronto metro hall / of the pecaut square / future

## **THIRD BIENNIAL EDITION – JUNE 24 to JULY 1, 2019** **OFFICIAL SPONSORSHIP & PARTICIPATION OPTIONS**

### KEY ORGANIZATIONAL CONTACTS

Robert J. Vezina, Founder and Chief Organizer, Toronto of the Future® 514-816-3720 rjv@rjvcom.com

Katia Coric, Senior Coordinator, Toronto of the Future® 514-875-1353 ext. 203 kc@rjvcom.com

OPTION 1 – TOP PRESENTING SPONSOR	ALREADY SOLD
OPTION 2A – TOP SPONSOR OF THE VIP OPENING RECEPTION	ALREADY SOLD
OPTION 2B – MAJOR SPONSOR OF THE VIP OPENING RECEPTION	ALREADY SOLD
OPTION 2C – ASSOCIATE SPONSOR OF THE VIP OPENING RECEPTION	ALREADY SOLD
OPTION 3 – PLATINUM LEVEL	\$17,500
OPTION 4 – GOLD LEVEL	\$12,500
OPTION 5 – SILVER LEVEL	\$7,500
OPTION 6 – BRONZE LEVEL	\$5,000
OPTION 7 – FRIEND LEVEL	\$2,750
OPTION 8 – ONE EXHIBITION SPOT (1 project)	\$800
OPTION 9 – TICKETS FOR VIP OPENING COCKTAIL RECEPTION	\$200/TICKET

### ARCHITECTURAL, INFRASTRUCTURE AND CITY BUILDING EXHIBITION

We are proud to present the third biennial edition of this important and unique public and business event that highlights real estate development and infrastructure projects that will change the landscape of Toronto over the coming years.

This unique and exciting event will again be presented free-of-charge to the public at **METRO HALL / METROCENTRE** in downtown Toronto, from **June 24 to July 1, 2019 (VIP opening night on June 24, and free admission from June 25 to July 1)** 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 an **official VIP launch cocktail reception at the exhibition site on the first day of the exhibition**, 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 \$35,000 (EXCLUSIVE)**

*This option has already been taken by Mizrahi Developments and The One Residences*

## **OPTION 2A - TOP SPONSOR OF THE OPENING CEREMONY & RECEPTION \$17,500 (EXCLUSIVE)**

*This option has already been taken by Howland Green Homes*

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

*This option has already been taken by Enbridge*

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

*This option has already been taken by Fairmont Royal York*

## **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 spring of 2019, 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.
- 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 spring of 2019, 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 \$2,400.
- 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 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 spring of 2019, 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                      \$5,000****AS A BRONZE SPONSOR, YOU WILL 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 spring of 2019, 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 5 complimentary VIP tickets to the opening cocktail reception: a value of \$1,000.
- 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 – FRIEND LEVEL**

**\$2,750**

### **AS A FRIEND SPONSOR, YOU WILL OBTAIN THE FOLLOWING BENEFITS:**

Your LOGO will be prominently displayed as a FRIEND 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 FRIEND 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 FIREND 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 spring of 2019, 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 3 complimentary VIP tickets to the opening cocktail reception: a value of \$600.
- You will obtain a complimentary exhibition space, free of charge, to display up to 2 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

**\$800**

Every single exhibitor (\$800 + 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 3 - PLATINUM LEVEL** \$17,500
- OPTION 4 - GOLD LEVEL** \$12,500
- OPTION 5 - SILVER LEVEL** \$7,500
- OPTION 6 - BRONZE LEVEL** \$5,000
- OPTION 7 - FRIEND LEVEL** \$2,750
- OPTION 8 - SINGLE EXHIBITOR (ONE PROJECT)** \$800  
 Number of projects X \$800 = \$ \_\_\_\_\_
- OPTION 9 - TICKETS FOR VIP OPENING RECEPTION** \$200  
 Number of tickets X \$200 = \$ \_\_\_\_\_

**OFFICIAL AUTHORIZATION SIGNATURE :** \_\_\_\_\_

**Please return this completed form by email [rjv@rjvcom.com](mailto:rjv@rjvcom.com)  
 WITH AN EPS VERSION OF YOUR LOGO (if applicable, OPTION 3 to 7 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](mailto:rjv@rjvcom.com)

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