



Match Marketing and  
On behalf of CBC  
350 Carlingview Dr.  
Toronto, ON

June 1, 2010

**To: Toronto and East York Community Council**

**RE: CBC Soccer Nation event for World Cup  
Event of Municipal Status**

We would like to request a Significant Event Status from the City of Toronto for the CBC Soccer Nation event.

**WHAT:**

A two day celebration showcasing the World Cup of Soccer through CBC Soccer Nation. The Toronto Street festival will feature viewing of the FIFA World Cup Semi and Final Games on Large video Screens, a fully animated Sponsor Zone filled with Soccer Interactives, emcee consumer interactions, bands and more.

**LOCATION:**

This location would involve closing off John Street from between Front and Mercer Street, the north bound lane from Mercer Street to King Street, and a small portion of Wellington Street between Windsor Street and just west of the CBC parking entrance. The streets would have to be closed off for Saturday, Sunday and Friday evening in order to build and construct the site.

Dates of Operation: July 10 and 11, 2010

Hours of Operation: July 10, 10am to 8pm  
July 11, 10am to 6pm

**DETAILED EVENT TIMELINE:**

**Friday July 9, 2010**

7pm Street closure  
Set up begins: stage, audio, lighting, video, sponsor booths, centre pitch, etc.  
11pm OVERNIGHT SECURITY in place

**Saturday July 10, 2010**  
**Event Time: 10AM to 8PM**

10am	Event begins Beer garden opens
Noon	Toronto FC Soccer game will be aired on the video screens
1:30pm	World Cup of Soccer semi final game will be aired on the video screens
4:30pm	CONCERT BEGINS Note: the concert start time will be immediately following the World Cup of Soccer Semi Final game (estimated time is 4:30pm)
7:45pm	Concert ends Last call in the beer garden
8pm	Festival Day 1 wraps OVERNIGHT SECURITY in place Barricades at entrance points (after guests have left the site)

**Sunday July 11, 2010**  
**Event Time 10AM to 6PM**

10am	Event begins Beer garden opens
1:30pm	World Cup of Soccer final game will be aired on the video screens
5:45pm	Last call at the beer garden
6:00pm	Festival Day 2 wraps Tear down begins
11pm	Tear down complete Re-open streets

**Beer garden:**

The entire site will not be licensed. There will be a beer garden that can hold 600 people and will have the appropriate number of security and pay duty overseeing it. We have hired North West Security as the security agency and have already met with the Police Special Events team to discuss pay duty requirements. It is scheduled to be open between the hours of Saturday July 10, 10am to 8pm and Sunday, July 11, 10am to 6pm. The beer garden location is on Wellington Street between John Street and Windsor Street.

We look forward to receiving your input. Please feel free to contact me if you have any questions or concerns at 416 508 6700.

Sincerely,

Justina Klein

Justina Klein  
Match Marketing