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
Match Marketing