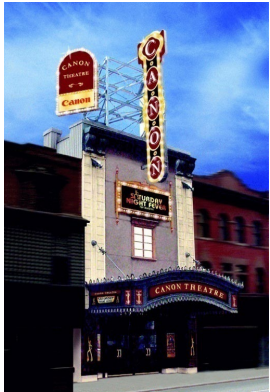




Naming Rights Sales

Some Examples -
Theatres:



**Canon Theatre,
Toronto, ON**



**Ford Center for the Performing Arts,
Chicago, IL**



**Sony Centre for the Performing Arts,
Toronto, ON**



**Panasonic Theatre,
Toronto, ON**



**Theatre Beanfield,
Montreal, PQ**

Naming Rights Sales ... (cont'd)



Some Examples - Convention and Trade Centres:



**Scotiabank Convention Centre,
Niagara Falls, ON**

*WINNER –
Trade Show
Executive
Innovation
Award*



**Direct Energy Centre,
Toronto, ON**



**Allstream Centre,
Toronto, ON**

Naming Rights Sales ... (cont'd)



**Beanfield Centre,
Toronto, ON**



**Shaw Centre,
Ottawa, ON**



**Enercare Centre,
Toronto, ON**

Naming Rights Sales ... (cont'd)



Some Examples - Arenas:



**INVISTA Centre,
Kingston, ON**



**K-ROCK Centre
Kingston, ON**



**CAA Centre,
Brampton, ON**

Other Selected Venue Naming Rights Consulting



Bridgepoint Hospital, Toronto, ON
San Diego Arena, San Diego, CA
Seattle Opera, Seattle, WA
Shaw Convention Centre, Edmonton, AB
Telus Conference Centre, Whistler, BC
10 Dundas Street, Toronto, ON
Broward Center for the Performing Arts, Ft. Lauderdale, FL
Adrienne Arsht Center for the Performing Arts, Miami, FL
Stephen Sondheim Theater, New York, NY
Jazz @ Lincoln Center, New York, NY
Beverly Hills Cultural Center, Beverly Hills, CA
Pan Am Games Aquatic Centre, Toronto, ON
Vancouver Civic Theatres, Vancouver, BC
Elgin & Winter Garden Theatre Centre, Toronto, ON
Chicago Theater, Chicago, IL
Orlando Performing Arts Center, Orlando, FL
Studio 54 Theater, New York, NY
St. Lawrence Centre for the Arts, Toronto, ON
Toronto Centre for the Arts, Toronto, ON
Waterfront Toronto, Toronto, ON

Selected Sports Clients



- RIO 2016 Olympic Games
- TO2015 Pan Am Games
- Pan/Parapan American Games Secretariat (Government of Ontario)
- Toyota Grand Prix Long Beach
- Honda Grand Prix Toronto
- Honda Indy Edmonton
- Anaheim Ducks Hockey
- Los Angeles Kings Hockey
- Los Angeles Galaxy Soccer
- Canadian Soccer Association
- Alpine Canada Alpin
- Lake Louise Winterstart World Cup Ski
- Nor-Am Cup Skiing
- World University Games
- BC Summer Games
- Vancouver Canadians Baseball
- Kingston Multiplex Arena
- Kingston Sport and Entertainment Centre



Selected Theatre Clients



Canada

- Blue Man Group, Toronto
- Broadway Across Canada, Toronto, Ottawa, Vancouver, Calgary, Edmonton, Regina, Saskatoon, Winnipeg
- Canadian Theatricals Live, Calgary
- Canon Theatre, Toronto
- CanStage, Toronto
- Dancap Productions, Toronto
- Elgin & Winter Garden Theatre, Toronto
- Factory Theatre, Toronto
- Mirvish Productions, Toronto
- National Arts Centre, Ottawa
- Panasonic Theatre, Toronto
- Phoenix Theatre, Edmonton
- Shaw Festival, Niagara-on-the-Lake
- Sony Centre, Toronto
- Soulpepper, Toronto
- St. Lawrence Centre, Toronto
- Stratford Festival, Stratford
- Vancouver Civic Theatres, Vancouver

USA

- Apollo Theater, New York
- Beverly Hills Cultural Center, Beverly Hills
- Blue Man Group, New York
- Broadway Playhouse, Chicago
- Broward Center, Ft. Lauderdale
- Cadillac Palace Theater, Chicago
- Chicago Theater, Chicago
- Cirque du Soleil, Las Vegas
- Disney Theatrical Productions, New York
- Ford Center-Oriental Theater, Chicago
- Kodak Theater, Los Angeles
- League of American Theatres and Producers, New York
- Live Nation, New York
- Mamma Mia!, New York
- Miami Performing Arts Center, Miami
- Music Center, Los Angeles
- Roundabout Theatre, New York
- Theatredreams, Washington, DC

Selected Film/Television Clients



Canada

- Toronto International Film Festival
- Edmonton International Film Festival
- Calgary International Film Festival
- Canadian Film Centre
- Juno Awards
- Gemini Awards
- Genie Awards
- Food Network
- Governor General's Performing Arts Awards
- Alliance Atlantis Broadcasting

USA

- Newport Beach Film Festival
- Chicago International Film Festival



Selected Music Clients



Canada

- Canadian Opera Company
- Michael Buble Tour
- Diana Krall Tour
- Michael Burgess in Concert
- Jackie Richardson in Concert
- Sony Centre
- Roy Thomson Hall/Massey Hall
- Capital Hoedown Country Music Festival
- Beaches Jazz Festival
- George Weston Recital Hall
- TD Canada Trust Jazz Festivals
 - Victoria
 - Vancouver
 - Edmonton
 - Calgary
 - Saskatchewan
 - Winnipeg
 - Toronto
 - Ottawa
 - Montreal
 - Halifax



USA

- Kimmel Center, Philadelphia
- Philadelphia Symphony Orchestra
- 92nd Street Y, New York
- San Francisco Opera, San Francisco
- Jazz @ Lincoln Center, New York
- Jazz Across America
 - MCG Jazz
 - Houston international Jazz Festival
 - Comcast San Jose Jazz Festival
 - Detroit International Jazz Festival
 - San Francisco Jazz Festival
 - Monterrey Jazz Festival
 - Chicago Jazz Festival



Other Arts & Entertainment Clients



- Museum of Latin American Art, Long Beach
- Palm Springs Art Museum, Palm Springs
- McMichael Canadian Art Collection, Toronto
- Canada's Walk of Fame – Festival and National Broadcast, Toronto
- Governor General's Performing Arts Awards, Ottawa
- Cirque du Soleil, Montreal
- National Ballet of Canada, Toronto
- Disney On Ice, Chicago
- Royal Ontario Museum, Toronto
- KidSpace Children's Museum, Pasadena
- Luminato Festival, Toronto
- National Museum of China and The Forbidden City, Beijing
- Fleurs de Villes, London



Government Clients



Federal Government

- G7 Economic Summit
- Summit of the Americas
- Business Development Bank of Canada
- International Conference on War Affected Children (ICWAC)
- Heritage Canada – Canadian Pavilion, 2005 Worlds Fair
- 2010 Olympic Tourism Consortium
- Tourism Canada

State/Provincial Government

- Council of Ministers of Education of Canada (CMEC)
- Trees Ontario
- Tourism BC
- BC Summer Games
- Travel Alberta
- Ontario Ministry of Health Promotion – Pan/Parapan American Games Secretariat (PWC sub-contractor)

Municipal Government

- Broward County, FL
- City of Vancouver
- Vancouver Olympic Office
- Whistler, BC
- City of Niagara Falls

- Miami-Dade County, FL
- Vancouver Civic Theatres
- City of Kingston
- Tourism Vancouver
- WATERFRONToronto

- City of Beverly Hills, CA
- San Diego County, CA
- City of Toronto
- City of Edmonton

International Events



World's Fairs –

- Edmonton EXPO 2017 Bid
- Toronto World EXPO 2015 Bid
- Canada Pavilion EXPO 2005, Aichi, Japan
- EXPO '92, Seville, Spain
- EXPO '86, Vancouver, BC



Government Conferences –

- G7 Economic Summit
- Commonwealth Heads of Government Meeting
- Summit of the Americas
- International Conference on War Affected Children (ICWAC)
- Council of Ministers of Education, Canada

Sporting Events

- 2010 Olympic Tourism Consortium
- World Cup Skiing
- Nor-Am Cup Skiing
- Edmonton Indy
- Grand Prix Long Beach
- Toronto Grand Prix
- Pan Am/Parapan Am Games Secretariat
- TO2015 Pan Am Games
- Rio 2016 Olympic Games



Tourism Clients



2010 Olympic Tourism Consortium

Tourism Canada

Tourism BC

Travel Alberta

Tourism Vancouver

Tourism Whistler

Edmonton Tourism

Tourism Richmond

Calgary Tourism

Convention Facilities - Whistler, Toronto, Niagara Falls, Ottawa, Edmonton



Environment, Wellness, Education



At My Best/PHE Canada – Youth Wellness Program
Bridgepoint Health
Canada Blooms
Canadian Association for Community Living
Canadian Orthopaedic Foundation
Cleveland Zoo — African Elephant Crossing
Earth Rangers
Gairdner Awards for Biomedical Research
Literacy Forum Canada
Exhibition Place — Energy Innovations Centre
Sick Kids Hospital Foundation
Tree Canada
Tree People
Trees Ontario
World Wildlife Fund



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Title Sponsor



Official Event Sponsor



Planting Event Partners



Official Newspaper Partner



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Sponsorship Sales



We have sold sponsorships to an impressive list of companies:

- Absolut
- Accenture
- ADT Security Services
- AIM Funds
- Air Canada
- AirMiles
- Allstate
- Allstream
- American Airlines
- American Express
- AT&T Wireless
- Audi
- Beanfield
- Bell Mobility
- Bolon
- Bombay Sapphire
- British Airways
- Burger King
- CAA
- Canadian Tire
- Canon
- Castrol
- Chubb Insurance
- CIBC
- Citigroup
- Coca-Cola
- Continental Airlines
- Delta Hotels and Resorts
- Delta Air Lines, Inc.
- Diageo
- Direct Energy
- Dynamic Mutual Funds
- Eisenhower Medical Center
- Enercare Inc.
- Family Wine Merchants
- Federal Express
- Ford Motor Company
- General Motors
- GlaxoSmithKline
- H&M
- Haagen-Dazs
- HBC
- Heineken
- Hershey's
- Hydro One
- IBM
- Ikea
- Infiniti
- Intel
- Investors Group
- Jaguar
- Kellogg's
- Kraft
- Kodak
- Land Rover
- Lexus
- Loblaw's
- Maclean's
- MasterCard
- McDonald's
- Molson Breweries
- Movado Watches
- Nestle
- Nissan
- Nokia
- Panasonic
- Pepsi Cola
- Perrier
- Pfizer
- Raymond James
- Renaissance Hotels
- Rogers Wireless
- RBC Financial
- Scotiabank
- Sears
- Sirius Satellite Radio
- Sony
- Starwood Hotels
- Subway Restaurants
- TD Canada Trust
- UBS
- Verizon Wireless
- VIA Rail
- Vincor International
- VISA
- WaMu
- WestJet
- Windermere Real Estate
- Wood Gundy
- Xerox
- Zehrs

Sponsorship Consulting Corporate Clients



Continental



Sponsorship Consulting Corporate Clients



Trends in Sponsorship Marketing



- **A Focus on Return on Investment:** Corporate sponsors now require properties to provide a clear demonstration of how an investment will impact their business from a sales, image and customer relationship perspective. Sponsorships are evaluated on a potential return on investment basis.
- **Innovative Creative Marketing:** Properties must indicate how a sponsorship will not only impact attendees and constituents but also provide links to, and influence, the larger market around the property.
- **Targeted Entitlements, Dedicated Business:** Unless a property offers entitlements that specifically address business development and other core marketing initiatives, corporate sponsors will not consider making a significant investment in a property.
- **Brand Relevance:** A sponsorship property must reinforce the desired brand positioning of the sponsor. Shared brand attributes and shared values are essential for a successful partnership.

WAM's Approach to Sponsorship



- Marketers are looking to sponsorships as a means of:
 - differentiating themselves;
 - engaging and interacting with their customer base;
 - maintaining consumer loyalty;
 - acquiring new customers;
 - building their business.
- When a brand connects with consumers in a qualitative and meaningful way, it becomes stronger.
- Sponsorship can have an extraordinary impact on a corporation's bottom line by taking consumer affinity for a property and turning it into long-term brand allegiance for the sponsor. We call this the "Passion Point".
- These are objectives that traditional advertising simply cannot fulfill on its own.
- We study the marketing communications environment very closely. We develop unique opportunities for each company we work with and develop custom activation plans that meet the company's specific objectives.