

Exhibition Place

Meeting No.: 18

Meeting Date: Monday, September 22, 2025

Start Time: 9:30 AM

Location: Exhibition Place, Automotive Bldg,
Room 204, 105 Princes' Blvd/Video Conference

Contact: Jennifer Lin, Committee Administrator

Phone: 416-397-4592

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Chair: Deputy Mayor Ausma Malik

EP18.9 - Soft Drink Sponsorship Agreement - Coca-Cola Canada

Decision Type: ACTION

Status: Adopted

Ward: 10 - Spadina - Fort York

Confidential Attachment - The attachment to this report contains financial information that belongs to the Board of Governors of Exhibition Place and has monetary value or potential monetary value.

Board Recommendations

The Board of Governors of Exhibition Place:

1. Requests that City Council approve an agreement with Coca-Cola Canada Bottling Ltd ("Coke") for a period of five years, commencing on the date of approval of City Council, to be the official and exclusive soft drink provider to Exhibition Place, including Enercare Centre and Automotive Building, on the terms and conditions set out in the revised report (September 18, 2025) from the Chief Executive Officer, Exhibition Place and such other terms and conditions as may be satisfactory to the Chief Executive Officer, Exhibition Place, and the City Solicitor.
2. Requests that City Council to direct that the confidential information contained in Confidential Attachment 1 to the revised report (September 18, 2025) from the Chief Executive Officer, Exhibition Place remain confidential and not be released publicly as it contains financial information that belongs to the Board of Governors of Exhibition Place and has monetary value or potential monetary value.

Decision Advice and Other Information

3. Directed the Chief Executive Officer, Exhibition Place, subject to Council approval, to enter into an agreement with Coca-Cola Canada Bottling Ltd ("Coke") for a period of five years, commencing on the date of approval of City Council, to be the official and exclusive soft drink provider to Exhibition Place, including Enercare Centre, and Automotive Building, on the terms and conditions set out in the revised report (September 18, 2025) and such other terms and conditions as may be satisfactory to the Chief Executive Officer, Exhibition Place and the City Solicitor.
4. Directed that the confidential information contained in Confidential Attachment 1 to the revised report (September 18, 2025) from the Chief Executive Officer, Exhibition Place remain confidential

and not be released publicly as it contains financial information that belongs to the Board of Governors of Exhibition Place and has monetary value or potential monetary value.

Origin

(September 18, 2025) Report from the Chief Executive Officer, Exhibition Place

Summary

At its meeting on September 22, 2025, the Board of Governors of Exhibition Place considered Item [EP18.9](#) and made recommendations to City Council.

Summary from the report (September 18, 2025) from the Chief Executive Officer, Exhibition Place

This report recommends entering into a five-year agreement with Coca-Cola Canada Bottling Ltd. (Coke) to be the official and exclusive soft drink provider to Enercare Centre and the Automotive Building at Exhibition Place.

Exhibition Place Purchasing staff, on behalf of the Finance, Event Services and Sales and Marketing Division, posted the Proposal Call Document #EXP2025-08 publicly on both Bonfire and Merx, and notified three (3) potential proponents on July 25, 2025, which closed August 18, 2025.

This report recommends entering a five (5) year agreement with Coke.

Background Information

(September 18, 2025) Revised Report from the Chief Executive Officer, Exhibition Place on Soft Drink Sponsorship Agreement - Coca-Cola Canada

(<https://www.toronto.ca/legdocs/mmis/2025/ep/bgrd/backgroundfile-258606.pdf>)

Appendix A - Coca-Cola Sustainability Program

(<https://www.toronto.ca/legdocs/mmis/2025/ep/bgrd/backgroundfile-258321.pdf>)

Confidential Attachment 1 - Financial Implications and Terms

(September 8, 2025) Report from the Chief Executive Officer, Exhibition Place on Soft Drink Sponsorship Agreement - Coca-Cola Canada