Sponsorship Funds
FOR THE PERIOD FROM JULY 1 TO SEPTEMBER 30, 2026
(In $000s)

Economic Development & Culture		
Sponsor	**Amount**	**Purpose**
Confidential (13 Sponsors)	63.0	Toronto Visitor MAP
Confidential (1 Sponsors)	10.0	FIFA event
Confidential (1 Sponsors)	10.0	SummerSeries Trillium program
Confidential (6 Sponsors)	35.5	2026 xoTO House
Total	**118.5**	
Socail Development		
TIM HORTON	7.3	Booth and logo on promotional goods on Newcomer Day
IKEA	14.3	Booth and logo on promotional goods on Newcomer Day
Total	**21.7**	
Total Sponsorships	**140.2**	

City of Toronto's Operating Variance report summarizes Sponsorship funds that are received but not included in the approved budget. Additionally, the Operating Variance report does not include Sponsorship funds in excess of $500,000 as anything over this limit requires Council's approval in advance. As such, this report is used to provide City Council with details of new Sponsorship agreements.