



POLICIES GOVERNING SPONSORSHIPS AT ROY THOMSON HALL AND MASSEY HALL CONTENTS:

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1: GENERAL OVERVIEW:

Roy Thomson Hall and Massey Hall (the Halls) are pre-eminent concert venues. As such, the Hall's sponsorships are guided by principles of strong brand alignment in an uncluttered non-commercial environment. These sponsorship policies are designed to respect the artistic integrity of the Hall's premises.

While the Hall welcomes Licensee sponsors, we strongly recommend that Licensees review sponsorship entitlements that impact or involve the Hall prior to taking their property to market to ensure that sponsors maximize their profile and association with the event.

2: PHYSICAL PREMISES

All areas of the interior and exterior premises at the Hall are designated for specific use – and based on the Licensees areas as defined in the Agreement – are governed by individual guidelines for exhibition and activation.

A) Roy Thomson Hall

I. Auditorium: including sound lock corridors leading to the Auditorium – these areas are not available for Licensee activation.

II. Lobby (Public): includes Street Level, Mezzanine and Balcony lobby spaces which are accessible to all audience members – these spaces are available for Licensee activation (providing that access to bars, washrooms and fire exits for example are not interfered with in any way).

III. Named Lounges: Named Lounges are not available for Licensee activation.

IV. North Court Patio: includes Pond, Garden and Courtyard area adjacent to the Hall on the north side. These areas have been designed according to strict architectural specifications and – while some activation is possible in this area – they have their own policies maintaining the integrity of the design and appearance. All activations involving these areas require advance approval.



**The Corporation of
Massey Hall & Roy Thomson Hall**

V. Exterior (Under Hall Management): includes walkways and parking areas inside the Hall property line – these areas are available for limited Licensee activation

B: Massey Hall

I. Auditorium: includes entrances to Auditorium from balcony and gallery stairs – these areas are not available for Licensee activation.

II. Lobby (Public): Placing signage on walls (utilizing existing positions and hardware) is possible in the Street Level Lobby. On the Basement Level, and within the Centuries Lounge, there is space for limited wall and self-standing signage – these areas are available for Licensee activation.

3: EXISTING VENUE SPONSORS

The Hall's existing venue sponsorship agreements provide for permanent signage and product display. Although Licensees may secure their own sponsors in these categories, please note that Venue Sponsor recognition and product placements (Lexus cars at Roy Thomson Hall, American Express Bar at Massey Hall for example) cannot be removed or obscured in any way. While the Hall's venue sponsors may change without notice, at time of publication, they include:

- a) Automotive Category – Lexus: Official Vehicle
- b) Credit Card Category - American Express: Naming sponsor of the Wine Lounge at Roy Thomson Hall and American Express Bar at Massey Hall
- c) Time Category – Rolex: time on the external LED and internal permanent signage at Roy Thomson Hall
- d) Preferred Malt Beverage Beer Sponsor: Labatt at Massey Hall and Roy Thomson Hall

4: LICENSEE SPONSOR ENTITLEMENTS

Sponsor entitlements may include but are not limited to: rights, signage, promotions, ticket pre-sales, product sampling, advertising and contesting. Please note the following:

- a) Corporate names may be included on tickets if space permits and only after essential details have been accommodated. Please note however, that the Halls' ticket printers do not have the capability of printing logos on the front of tickets. All mailed tickets are inserted into branded ticket wallets for the Halls
- b) Sponsorship within beverage categories, not including malt (beer and cider), are permitted at the Halls. While every effort will be made to ensure that your sponsor's product is featured, please note that all activations in these categories must be designed to promote product sales at bars. Category exclusivity cannot be provided and bar sales cannot be compromised as a result of sponsor entitlements. In all cases, the Hall and Licensee will strictly adhere to the rules and regulations as stipulated by LCBO. While guidelines are available from the Alcohol and Gaming Commission of Ontario (www.agco.on.ca) it is essential that the Licensees review



beverage sponsor entitlements with the Food and Beverage Manager prior to taking their property to market

c) Limited product sampling may be conducted as part of sponsorship activations. Please note however, that non-sponsor product sampling is considered equivalent to advertising to patrons and falls under the Hall's program advertising agreement with Performance Media Group Inc. Please discuss any proposed arrangements with the Hall's Event Coordinator as there may be an advertising charge. All details of activations (product sampling for example) require written pre-approval by the Hall two weeks in advance of the event.

d) Where applicable, the Hall will recognize one of the Licensee's sponsors within organizational marketing and collateral. Additional Sponsor recognition will be the exclusive responsibility of Licensee

5: LICENSEE SPONSOR EXCLUSIONS:

a) Event sponsors must be sourced and secured by the Licensee. The Hall or any of its stakeholders will not be responsible for providing sponsor leads or contacts

b) The rights that Licensees extend to their sponsors cannot imply or be interpreted in any way as an endorsement by the Hall or its stakeholders of the sponsor's product and services and therefore must be clearly indicated as "Licensee or Event Sponsors" in Licensee's promotional materials

c) In order to maintain the artistic integrity of our buildings and protect our sponsors, corporate naming rights to physical spaces are not permitted (ie "XYZ Lobby", XYZ VIP Lounge")

d) In accordance with the Hall's contractual agreements with existing Venue Sponsors, the use of the word "Lounge" by Licensees or Licensee designation of areas as named "Lounges" is not permitted

e) No alterations or additions can be made to the Hall's staff uniforms (branded buttons or hats as an example)