REQUEST FOR PROPOSALS
SPORTS AND ENTERTAINMENT FACILITY NAMING RIGHTS

Issued by Sports Marketing Results Inc. o/a Cosmos Sports
as agent for
PA Sports Centre Inc., sole general partner of
PA Sports Centre Partnership

PROPOSALS DUE JANUARY 29, 2016
1. PROPOSENENT INFORMATION AND GUIDELINES

a. PURPOSE

Proposals are requested from interested parties for the sale of the naming rights license to the sports and entertainment facility located at 7575 Kennedy Road South, Brampton, Ontario. The facility’s naming rights are currently under license to Coca Cola Bottling Company, who has named the facility the “Powerade Centre” since 2005. The term of Coca Cola Bottling Company’s naming rights license will expire in February, 2016.

b. TERMINOLOGY

i. “Agency” means Cosmos Sports Inc. in its capacity as agent for PA Sports Centre Inc., sole general partner of PA Sports Centre Partnership;

ii. “Submission Date” means Friday, January 29, 2016;

iii. “Contract” means the written agreement that may be entered into between the Agency and the selected Proponent, if any, and which may include terms and conditions substantially similar to those set out in Schedule B;

iv. “Contractor” means the Proponent selected by the Agency to enter into the Contract, if any;

v. “Facility” means the sports and entertainment complex located at 7575 Kennedy Road South, Brampton, Ontario as described in greater detail herein, excluding the playing fields surrounding the complex and all structures and appurtenances situated on the playing fields.

vi. “Proponent” means an individual or company that submits, or intends to submit, a Proposal in response to this request for proposals;

vii. “Proposal” means a written proposal submitted to the Agency by a Proponent in accordance with the guidelines set out in this request for proposals;
viii. “Scope of Services” means a Proponent’s proposed range of naming, branding, advertising, signage and marketing activities to be provided to the Facility in connection with the Contract.

c. SUBMISSION OF PROPOSAL

i. The Proposal must be received by the Agency, Attention: Cary Kaplan, in a sealed envelope by registered mail, courier or hand delivery no later than 4:00pm on the Submission Date at 1690 Bonhill Road, Mississauga, Ontario. Proposals submitted electronically or received after the Submission Date will not be accepted.

d. ENQUIRIES

All questions regarding this Proposal (including submission requirements, timing, evaluation criteria or related matters) should be directed to:

Cary Kaplan, President
Cosmos Sports
Phone: (905) 564-4660 ext. 233
Email: carykaplan@gmail.com

e. PROPOSAL SUBMISSION FORMAT

i. The following format and sequence should be followed in order to provide consistency in Proponent response, evaluation by the Agency and to ensure each Proposal receives full and fair consideration:

1. Title page showing Proponent’s name, company, address and contact information;
2. Executed copy of the Confidentiality Agreement set out in Schedule A;
3. A short (one or two page) summary of the key features of the Proposal;
4. A short Summary of the Proponent’s business activities, business history and financial position;
5. Appendix A: Proposed Financial and Business Terms;
6. Appendix B: Proposed Marketing Initiatives; and
7. Appendix C: Proposed Exclusivities Required (if any) with Respect to Advertising, Sponsorship or Product and Service Supply.

ii. Proponents may include other information or proposed terms not specified herein. All such alternative items should be included in Appendix A.

f. EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria, set out in order of priority:

i. Proposed financial terms and structure;
ii. Proposed term of the Contract;
iii. Proposed Scope of Services;
iv. Financial stability of the Proponent;
v. Proposed marketing initiatives related to the Contract;
vi. Compatibility of the Proponent’s brand with the general uses of the Facility as a community sports and entertainment facility;
vii. Proposed name for the Facility.

g. RIGHTS RESERVED

The proponent retains the rights, in its sole and absolute discretion, to:

i. reject any or all Proposals;
ii. request and obtain additional or clarifying information from any or all Proponents prior to the selection of a Proponent to enter into negotiation of the Contract;
iii. accept any Proposal which it considers to provide the best overall value to the Facility, taking into account all aspects of the Evaluation Criteria;
iv. accept any Proposal that does not provide the highest dollar amount to the Facility relative to any other Proposal;
v. enter into contract negotiations with a selected Proponent based only on the evaluation of the Proposal;
vi. terminate the request for proposal process at any time;
vii. terminate any negotiations with a selected Proponent if specific terms of the Contract cannot be agreed within thirty (30) days of the commencement of such negotiations, and thereafter commence negotiation of the Contract with any other Proponent or other party.

h. TIMING OF PROPOSAL
i. The following is a schedule for this request for proposal process:
   1. Deadline for Proponent questions: January 22, 2016
   2. Deadline for submission of Proposals: January 29, 2016
   4. Conclusion, if any, of Contract negotiation: March 5, 2016

i. NO CONTRACT

By submitting a Proposal and participating in the process as outlined in this request for proposals, Proponents expressly agree that no contract of any kind is formed between the Proponent and the Agency, or arises from this request for proposal, prior to the execution of the Contract. This request for proposals is not an invitation for an offer to contract, and it is not an offer to contract made by the Agency. No proponent will acquire any legal or equitable rights or privileges by participating in the request for proposal process until a Contract is fully executed.

2. BENEFITS IN THE NAMING RIGHTS PACKAGE
The brand exposure opportunities and benefits at and connected to the Facility available to Proponents may include but are not limited to:

1. Signage on the east building elevation of the Facility;
2. Roadside Pylon signage adjacent to the Kennedy Road entrances to the grounds of the Facility;
3. Parking lot signage in the parking lots surrounding the Facility;
4. Signage and display opportunities in the spectator bowl of the Facility;
5. Signage and display in and around the three community ice rinks in the Facility;
6. Signage in and connected to the Facility’s restaurant and concession booths;
7. Local area roadside signage;
8. Exclusive use of a luxury suite in the spectator bowl of the Facility (including tickets for all events) for the term of the Contract;
9. Involvement and inventory with the primary tenant the Brampton Beast (ECHL affiliate of the Montreal Canadiens). This inventory may include but not be limited to Season Tickets, Video Board Advertising, Rinkboard Advertising, Promotional In Game Opportunities, Concourse Display at Games, One Individual Featured Game Night (including 400 tickets), Website and Social Media Support, Grass Roots Marketing and Branding opportunities in conjunction with team and Player and Mascot appearances as appropriate and mutually agreeable. Each of these Beast inventory items will be in effect each season as long as the Beast play at the Powerade Centre;
10. Exclusive use of areas of the Facility for corporate, marketing or public relations events for a limited number of days annually during the term of the Contract, subject to availability;
11. Other branding opportunities including staff uniforms, letterhead, envelopes, website and digital marketing connected to the Facility.

Proponents may include descriptions other branding or marketing elements or initiatives in their Proposal that are not set out herein but the Agency. If a Proponent’s desire to enter a contract is conditional upon any such alternative elements or initiatives, the Proponent must clearly state such conditions in a document separate from but appended to the Proponent’s Proposal.

3. SCOPE OF SERVICES

Proponent’s proposed Scope of Services will include, at a minimum, but not be limited to:

i. Providing all signage and bearing the costs of design, manufacturing, municipal and provincial approval and permitting with respect to such signage for the full term of the Contract;

ii. Providing all ongoing maintenance to signage and bearing the costs of such maintenance for the full term of the Contract;

iii. Marketing and advertising initiatives in support of the Contract.

4. TERM OF CONTRACT

The Agency is seeking a minimum term for the Contract of ten (10) years, but Proponents may proposed a term that exceeds ten (10) years but is less than eighteen (18) years.

5. PROPOSENT EXPENSES

Proponents are solely responsible for their own expenses incurred in connection with the preparation of a Proposal and the negotiation of the Contract. If the Agency elects to reject all Proposals, the Agency will not be
liable to any Proponent for any claims, including but not limited to claims for costs or damages incurred by the Proponent in preparing the Proposal or negotiating the Contract, loss of anticipated profit in connection with any final Contract or any other matter whatsoever.

6. CONFIDENTIALITY
   It is the Agency’s policy to maintain confidentiality with each Proponent as to the content and terms of the Proponent’s Proposal.

7. COMPLIANCE WITH LAWS AND PERMITS
   The Contractor shall be responsible for applying for and paying any fees associated with obtaining permits or licenses required to carry out the Contract.
SCHEDULE A
CONFIDENTIALITY AGREEMENT

The undersigned (“you”) have expressed an interest in acquiring a licence for the naming rights to the sports and entertainment facility located at 7575 Kennedy Road South, Brampton, Ontario (the “Licence”). PA Sports Centre Inc., as sole general partner for PA Sports Centre Partnership and 1652747 Ontario Limited (collectively, the “Licensor”) are prepared to make available to you certain confidential information about the Licence subject to you agreeing to enter into this undertaking. This letter relates to information and material of whatever nature at any time and from time to time supplied by the Licensor or by any of its Affiliates (as defined in the Business Corporations Act, Ontario) and each of their respective officers, employees, advisers, agents and representatives, whether such information is provided orally, in writing or in any other form to you or your Authorized Recipients (as defined below) in connection with the Licence (the “Information”).

In consideration of the Information being disclosed to you or to your Authorized Recipients, you agree with and undertake to the Licensor as follows:

1. You will hold the Information in strict confidence and will not (directly or indirectly) disclose, copy, reproduce, distribute or permit the same in respect of any of the Information to any person other than (a) as permitted in writing by the Licensor, or (b) to those of your officers, employees, directors, lenders, and professional advisers who strictly need access to it for the purposes of furthering the Licence (your “Authorized Recipients”), and only to the extent that they need that access, on the terms of this letter and on the basis that you procure that they themselves will not disclose, copy, reproduce or distribute the Information or permit the same in respect of the Information to any person who is not an Authorized Recipient.

2. You will not, and you will procure that none of your Authorized Recipients will, without the Licensor’s prior written consent:

   reveal to any person other than an Authorized Recipient the contents of this undertaking, that negotiations are taking place in relation to the Licence or any information concerning the status or progress of such negotiations; or

   use the Information for any purpose other than to evaluate the Licence.

You will, and you will procure that all of your Authorized Representatives will, except to the extent that the Licensor has given its prior written consent or these terms otherwise expressly permit:

   inform the Licensor immediately if you become aware that any Information has been disclosed to or obtained by an unauthorized third party; and

   treat and safeguard as private and confidential to the same level as you maintain your own confidential information all Information received at any time by you or your Authorized Recipients.

The obligation to maintain the confidentiality of the Information does not apply to Information which:

   at the time of supply is in the public domain; or

   subsequently comes into the public domain, except through breach of the undertakings set out in this letter or failure of your Authorized Recipients to adhere to its terms; or

   is already in your lawful possession or that of an Authorized Recipient (as evidenced by written records); or

   subsequently comes lawfully into your possession or that of an Authorized Recipient from a third party who does not owe the Licensor an obligation of confidence in relation to it; or

   is required to be disclosed by law, regulation or any governmental or competent regulatory authority, as long as you or the Authorized Recipient making such disclosure first consults the Licensor on, and takes into account the Licensor’s reasonable requirements in respect of, the proposed form, timing, nature and purpose of the disclosure.

You will direct your Authorized Recipients who receive any Information to adhere to the terms of this letter as if such Authorized
Recipient was a signatory hereto and you shall be liable for any failure on their part to do so. On request, you will keep the Licensor informed of their identity. The undertakings in this letter are given by you on your own behalf and as agent for each of your Authorized Recipients. You shall direct your Authorized Recipients to abide by the obligations applicable to you hereunder. You will indemnify and hold the Licensor and its Affiliates harmless, from and against all claims, demands, liabilities, losses, damages, costs and expenses suffered or incurred by them arising directly or indirectly from any unauthorised disclosure or use of the Information or any part of it in breach of this letter by you or any of your Authorized Recipients.

You confirm that you will be responsible for any costs incurred by yourselves or your employees, agents or advisers in connection with the Licence.

You and your Authorized Recipients on written demand will destroy in any case no later than 5 business days following our demand, any document (including any note, analysis or memorandum prepared by any of you) containing Information and any Copies which may have been made, and take reasonable steps to expunge all Information from any computer, word processor or other device containing Information. Any destruction of Information will be certified in writing to the Licensor by an authorized officer supervising it. The undertakings in this paragraph shall not apply to Information which you or an Authorized Recipient must retain under any applicable law, rule or regulation, including the rules of a professional body. For the purposes of this clause 7, Copies means any copies of Information, including any document, electronic file, note, extract, analysis, report and any other way of representing or recording or recalling information which contains, reflects or is derived from the Information.

You understand that the Information does not purport to be all inclusive and the Licensor makes no representation or warranty (express or implied) as to the accuracy, reliability or completeness of any of the Information. Accordingly you agree with the Licensor that the Licensor shall not have any liability to you or any other person resulting from the use of Information by you and, without prejudice to the generality of the foregoing, that you and your Authorized Recipients will be bound by the terms of any disclaimer of liability on the Licensor’s part. This paragraph will not exclude any liability for, or remedy in respect of, fraud or fraudulent misrepresentation.

Without affecting any other rights or remedies that they may have, you acknowledge that a person with rights under this letter may be irreparably harmed by any breach of its terms and that damages alone may not necessarily be an adequate remedy. Accordingly, a person bringing a claim under this letter will be entitled to the remedies of injunction, specific performance and other equitable relief, or any combination of these remedies, for any threatened or actual breach of its terms, and no proof of special damages will be necessary to enforce this letter.

You acknowledge and agree that the undertakings set out in this letter will survive completion of negotiations, whether or not the Licence is implemented. Except in the case of paragraph 8, such undertakings shall survive for a fixed period of one year from the date of this letter. The terms of this letter and your obligations under this letter may only be amended or modified by written agreement between you and the Licensor.

If any provision of this agreement is held to be invalid or unenforceable, that provision shall (so far as it is invalid or unenforceable) be given no effect and shall be deemed not to be included in this letter, but without invalidating any of the remaining provisions.

This agreement shall be governed and construed in accordance with the laws of the Province of Ontario and the laws of Canada applicable therein.

You agree that the obligations undertaken by you herein shall enure to the benefit of the Licensor and its respective successors and assigns and shall be binding upon you and your successors and assigns.

Please confirm your agreement by signing and returning a copy of this letter to the Licensor, via email to carykaplan@gmail.com.
AGREED TO THIS ______ day of ____________, 2015.

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SCHEDULE B
TERM SHEET FOR NAMING RIGHTS

The following is a list of terms that will be included in any Contract entered into with regard to naming the Facility. The Agency reserves the right to add such additional terms as it may require. All defined terms used herein are as set out in the Request For Proposals.

1. The term of any Contract shall be ten (10) years.

2. In return for the rights granted in the Contract, the Contractor shall pay to Agency an annual fee of ______________, in advance, in equal installments of __________, plus applicable taxes, on the first day of _____ of each year during the term of the Contract.

3. Agency shall grant to Contractor, subject to the terms of the Contract and provided Contractor is not in default thereof, the right to name the Facility ____________ (the “Name”). The parties shall mutually agree on the designs that shall be used in association with the Name when it is displayed in accordance with the Contract.

4. Contractor will have the exclusive right during the term to display the Name at the Facility on exterior signage in accordance with terms to be agreed upon with Agency. The Contractor shall be responsible for all costs associated with the design, construction and installation of the signs.

5. Contractor shall have non-exclusive right to feature the Name in the interior of the Facility in accordance with terms to be agreed upon with Agency. The Contractor shall be responsible for the design, construction and installation of the signs.

6. The Contractor shall have the right to use the term “Official Sponsor of the ________” on corporate merchandising and in advertising mediums, provided, however, the advance consent of the Agency is required for any such use.

7. Unless otherwise stated in the Contract, the Agency shall be responsible for the maintenance and repair of any external or internal signage provided for use by Contractor, to a maintenance standard customary for public buildings of this nature.

8. The Agency shall first approve all display, signage, advertising and promotional content provided for in the Contract prior to implementation by the Contractor, and the Contractor shall make such changes as stipulated by the Agency.

9. The Contractor agrees, at its expense, to have the Name displayed on all uniforms for event staff, management, maintenance staff, as well as staff identification cards and nametags.

10. Contractor agrees at its expense to cover the initial cost of production and printing for new print material for the Facility bearing the Name, including but not limited to, Facility brochures and suite sell sheets, business cards for all management staff, letterhead, envelopes, suite menus, restaurant menus and cheques.

11. Contractor shall be responsible for ensuring that all exterior signage to the Facility complies with all applicable laws, including but not limited to, all applicable provincial laws and city by-laws, and the requirements of all other applicable governmental agencies. Contractor shall be responsible for obtaining any necessary licenses or approvals relating to the signage in a timely manner.

12. Any changes made to the interior or exterior signage at the request of Contractor or as a consequence of the termination of the Contract due to Contractor’s default shall be at Contractor’s sole cost and expense.
13. Contractor agrees to accept the Facility in as-is, where-is condition, without alteration.

14. Notwithstanding the rights provided in the Contract to Contractor, Agency shall retain the full right and entitlement to negotiate, procure and enter into separate and additional sponsorship, advertising or other promotional arrangements with other persons in relation to the Facility at any time during the term or at any time thereafter, provided same do not conflict with the obligations of the Agency and the rights granted to Contractor in the Contract.

15. Nothing in the Contract precludes Agency or any party which has leased or licensed the Facility for a special event or series of special events from selling seasons tickets or selling advertising in and about the Facility to competitors of the Contractor for such event or series of events.

16. Any exclusivity provisions in the Contract shall not limit the Facility from securing or holding an event.

17. Nothing in the Contract shall restrict Agency from selling naming rights to future new developments on the grounds of the complex in which the Facility is located.

18. Contractor shall be the owner of the intellectual property rights in the Name and any logos associated with the name and upon execution of the Contract shall apply to register the Name and any related logos as trademarks with the Canadian Intellectual Property Office for use in association with the Facility and related goods and services. Contractor shall maintain any such registrations in good standing during the term of the Contract and shall take appropriate action against any third parties who may be infringing these intellectual property rights.

19. Contractor hereby grants to Agency, and agrees to grant to such other entities as Agency may identify related to the Facility, during the term of the Contract, a transferable, non-exclusive, royalty-free right and license to use the Name and related logos in association with any goods, services and activities related to the Facility or the events taking place therein, including but not limited to, promotional products, merchandise, advertising and promotional material of any kind in any media, communications, and audiovisual transmissions and materials (the “License”). The License shall also include the right to sublicense these rights.

20. Contractor hereby represents, warrants and covenants to Agency as follows:

(1) **Corporate Status.** Contractor is a corporation duly incorporated, validly subsisting and in good standing under the laws of the ___________ and duly authorized and licensed to carry on its business as presently owned and carried on by it.

(2) **Corporate Authority.** Contractor has the corporate power and authority to enter into this Contract and to perform all terms and obligations contained herein and all necessary corporate proceedings, by-laws and requirements have been effected and complied with in order to enable Contractor to enter into this Contract.

(3) **Non Contravention.** Neither the execution or the delivery of this Contract, nor the fulfilment or compliance with any of the terms hereof shall conflict with, or result in the breach of the terms, provisions or conditions of, or constitute default under, the constating documents or by-laws as amended of Contractor or any agreement binding upon Contractor.

(4) **Intellectual Property.** Contractor owns all right, title and interest in and to the Name and any associated logos, and the goodwill associated therewith, and confirms that they do not infringe the rights of any third parties. Contractor has the right to grant the License and the right to sublicense referred to herein and neither the License, nor any resulting sublicenses, will infringe the rights of any third parties. Contractor has obtained waivers of any moral rights from the authors of any copyrighted works associated with the Name or any associated logos, which may be invoked by any party including, but not limited to, the Agency.

21. Agency hereby represents, warrants and covenants to Contractor as follows.

(1) **Corporate Status.** Agency is a corporation duly formed under the laws of the Province of Ontario.

(2) **Corporate Authority.** Agency has the corporate power and authority to enter into this Contract and to perform all terms and obligations contained herein and all necessary corporate proceedings, by-laws and requirements have been effected and complied with in order to enable Agency to enter into this Contract.

(3) **Non Contravention.** Neither the execution or the delivery of this Contract, nor the fulfilment or compliance with any of the terms hereof shall conflict with, or result in the breach of the terms, provisions or conditions of, or constitute default under, the constating documents or by-laws as amended of Agency.
22. Contractor shall indemnify, defend and hold Agency, its affiliated companies, licensees and their respective officers, directors, employees, shareholders, members, partners, agents, representatives, successors and assigns (collectively the “Agency Indemnitee(s)”) harmless from and against any and all claims, losses, liabilities, damages, and expenses, including reasonable attorney’s fees, incurred by any of the Agency Indemnitees, or which the Agency Indemnitees may suffer or become liable for, as a result of, or in connection with, or in consequence of any breach of any warranty, representation, term, obligation or covenant of Contractor contained in this Contract, or any actual or alleged infringement or misappropriation of, or other conflict with, any intellectual property right of a third party, provided that Agency shall give prompt notice of any such claim to Contractor. Contractor have the right, subject to the written consent of the Agency Indemnitee, to take carriage of any such legal action provided all settlement negotiations with respect thereto shall first be consented to by the Agency Indemnitee.

23. Agency shall indemnify and hold Contractor, its affiliated companies and their respective officers, directors, employees, shareholders, members, partners, agents, representatives, successors and assigns (collectively the “Contractor Indemnitee(s)”) harmless from and against any and all claims, losses, liabilities, damages, and expenses, including reasonable attorney’s fees, incurred by any of the Contractor Indemnitees, or which the Contractor Indemnitees may suffer or become liable for, as a result of, or in connection with, or in consequence of any breach of any warranty, representation, term, obligation or covenant of Agency contained in this Contract, provided that Contractor Indemnitees shall give prompt notice of any such claim to Agency. Agency shall have the right, subject to the written consent of the Contractor Indemnitee, to take carriage of any such legal action provided all settlement negotiations with respect thereto shall first be consented to by the Contractor Indemnitee.

24. At the option of Agency, and without prejudicing any other rights it may have. Agency may terminate this Contract if Contractor is in breach of any of any term, covenant, condition, representation or warranty hereof and, within fifteen (15) business days after receipt by Contractor of written notice of such breach, Contractor fails to rectify such breach.
Cosmos Sports has worked with thousands of sports teams, leagues, organizations, Universities and Colleges, governing bodies, corporations, media partners, retailers, athletes, job seekers and fans in our first several years in business. Areas of expertise include: Marketing & Branding, Corporate Partnerships, Revenue Generation Training, Sports Consulting, Ticket Sales, and more.
One of the busiest multi-sport facilities in Canada, the Powerade Centre serves the GTA for recreational Ice Sports, Baseball, Rugby, Kabbadi, Paintball, and Ball Hockey. It also hosts professional hockey, professional basketball, and spectator concerts and events of all kinds.
CENTRE VISITORS: 1,206,215 VISITORS PER YEAR
120 MINUTES PER VISITOR, 144,745,800 MINUTES OF VISIBILITY
IMPRESSIONS

Getting your brand to make a big splash in the marketplace is all about impressions. This opportunity allows your brand to be maximized through traditional and social mediums. Be it through traditional mediums such as radio advertisements and mentions, appearances in newspapers, and mentions on local news or new media such as mentions on Facebook, tweets on Twitter, and website visits, the true power of the naming rights opportunity is on display.

TOTAL MEDIA IMPRESSIONS PER YEAR:

54,912,539*

MENTIONS

The Centre is part of the fabric of everyday life for millions of citizens in the GTA. When an individual discusses their plans to attend an event, participate in a recreational sport, or even references local landmarks as they drive by, the title brand is reinforced. Calculated mentions gives a conservative estimate of how far your brand will reach.

TOTAL MENTIONS PER YEAR:

9,687,079*

ATTENDEE IMPRESSIONS

Each year visitors spend a total of approximately 144,745,800 minutes at the Powerade Centre.

TOTAL MINUTES PER YEAR:

144,745,800*

*Supporting documents to verify numbers is available in an appendix upon request.
BRAND VISIBILITY

HIGHWAY 410: 70,991,478 PER YEAR

(AADT 145,800 x 365 days per year x 1.334 people per car)
UNMATCHED BRAND VISIBILITY FROM 2 OF THE GTA’S BUSIEST HIGHWAYS!

Located at the intersection of two of the GTA’s busiest highways, the Powerade Centre offers unmatched visibility and branding opportunities. The facility cannot be missed from any nearby thoroughfare and is a visible and known landmark for all passing-by travelers. Featuring the brand prominently on the side of the building allows for immediate impressions and branding success.

HIGHERWAY 407: 38,563,272 PER YEAR

407: Manual Count (55 cars per minute X 525,600 minutes per year X 1.334 people per car) - Weekday Afternoon Traffic Averages

KENNEDY RD: 9,728,462 PER YEAR

Kennedy Rd: Average Annual Daily Traffic Station Count 2015 (19,980 cars per day x 365 days per year x 1,334 people per car) - Open Data Region of Peel
The Powerade Centre currently utilizes traffic signage in Mississauga and Brampton to help direct visitors to its location.

The signage is located near some of the region’s busiest intersections: near Orion Gate Shopping Centre on Steeles Ave, near Turner Fenton Secondary School on Kennedy Rd, and near the 410 on-ramp at Derry Rd.
STEELES/410: 13,812,220.5 PER YEAR

Steeles Ave: Average Annual Daily Traffic Station Count 2015 (29,109 cars per day x 365 days per year x 1.334 people per car) - Open Data Region of Peel

DERRY/KENNEDY: 9,764,261 PER YEAR

Kennedy Rd: Average Annual Daily Traffic Station Count 2015 (20,578 cars per day x 365 days per year x 1.334 people per car) - Open Data Region of Peel
2.1 MILLION PEOPLE WITHIN A 20 MINUTE DRIVE FROM THE POWERADE CENTRE
407 ETR DEMOGRAPHIC

407 ETR

$142,420

AVERAGE ESTIMATED HOUSEHOLD INCOME FOR 407 USERS

OTHER GTA HIGHWAYS

$71,210

AVERAGE HOUSEHOLD INCOME FOR OTHER GTA HIGHWAY USERS

*Supporting documents to verify numbers is available in an appendix upon request.
Align yourself with the most exciting, entertaining pro-hockey in the region. The only ECHL team in Canada, the Brampton Beast attract large, noisy crowds, and have proven that Toronto is far from "just a Leafs’ town"!

Proud Affiliate of
COMMUNITY RINKS

TRUE NORTH HOCKEY
BRAMPTON MINOR HOCKEY
AND MISSISSAUGA MINOR HOCKEY

A hub of hockey and ice sports for all ages in the GTA, the Community Rinks are constantly buzzing with participants and spectators of all demographics. Massive hockey organizations such as True North Hockey (second largest adult hockey league in the GTA), Brampton Minor Hockey (second largest youth hockey organization in Canada!), and other youth hockey leagues call the Centre home.
With seating for over 5,000 and flexible floor space to accommodate nearly any event imaginable, The Powerade Centre has been host to many amazing musical acts, sporting events, and trade shows. In addition to the Brampton Beast Pro Hockey and Brampton A’s Pro basketball, the Centre has hosted the Memorial Cup, Russell Peters, Weezer, and other world class musical and sporting events.
2014 EVENTS
OVER 100 EVENTS EACH YEAR

• 33-36 Professional Hockey games
• 16-20 Professional Basketball games
• 2 NHL Alumni Charity Hockey games
• 20-25 Hockey tournaments
• Cheer Evolution – Cheerleading competition
• WEEZER in Concert
• OFSAA Wrestling Championships
• City of Brampton Citizens Awards
• Skate Canada – Brampton Chapter Skating Show
• Skate Canada – Provincial Year end skating show
• Peel District School Board – Reading Event
• Church of Christ – Religious Celebration
• 3 Commercial shoots
• Save on Spas – Pool and Hot Tub Show
• Shrine Circus – In Parking Lot
• Drake Production set-up.
• 5 Kabaddi Events
• Punjabi Virsa – Concert
• Roberto Carlos – Latin Concert
• Diwali Mela – Concert
• Peel Teachers Association- Strike vote meeting
• Power Cheer – Cheerleading Competition
• Jamfest – Dance/Cheer competition.
Real Stars Bar and Grill provides an exceptional, fun dining experience for visitors of all ages.
OPPORTUNITIES

East Building Elevation – Visible by all 410 traffic and some 407 traffic
Pylon Sign – Visible by all Kennedy Rd traffic and most 407 traffic
Parking Lot Banners – Visible by all Kennedy Rd traffic and all visitors
Spectator Bowl Displays – Domination branding impacting all Spectator Bowl visitors
Community Rink Displays – Domination branding impacting all 1.2 million visitors to facility
Entrance Signs – Visible by all visitors to the Centre
Other Branding Advantages – Uniforms, letterhead, envelopes, website and digital marketing