

Document 4  
2011 Sponsorship and Advertising Report ≥ \$25,000

Name of the sponsor or advertiser	Description of the sponsorship opportunity or advertisement	Value of the agreement (2011)		Duration of the agreement
		Cash	In-Kind	
Waste Diversion Ontario	Blue Box Campaign - new material in blue box (newspaper ads)		\$92,087	February 01- December 31, 2011 (ads were placed in November & December)
Ottawa Citizen	Presenting sponsor of Doors Open Ottawa. Sponsorship consisted of distribution of over 200,000 event guides, four 1/4 page ads, full colour earlug on cover page and logo recognition on ottawacitizen.com		\$70,000	January 2011 - June 2011
Bell Media	Exclusive media sponsor for Doors Open Ottawa. Sponsorship consisted over 120 live promos on various stations.		\$43,920	January 2011 - June 2011
CHUM Radio Group	Spring and Fall Cleaning the Capital Campaign-Radio ad production and air time.		\$31,560	January 01, 2011-December 31, 2011
CTV	Spring and Fall Cleaning the Capital Campaign-Radio ad production and air time.		\$25,000	January 01, 2011-December 31, 2011
CHUM Radio Group	Nepean Sportsplex Promotional Ad Campaign for Craft Christmas Gift Sale		\$43,625	Annual Event (November)
Clear Channel	The cash value is for advertisements on 600 transit shelters.  The in-kind represents the value of free placement of City advertising campaigns on transit shelters, as per the terms of the contract.	\$1,000,000	\$163,400	January 1, 2011 - December 31, 2011
Pattison Outdoor Advertising	The cash value is for advertisement on and in Transit buses.  The in-kind represents the value of free placement of City advertising campaigns on and in Transit buses and on the four digital billboards, as per the terms of the contract.	\$1,570,000	\$468,908	January 1, 2011 - December 31, 2011
Tim Hortons	Spring and Fall Cleaning the Capital Campaign - financial contributions and various prizes	\$25,000	\$25,000	January 1, 2011 - December 31, 2011
Clorox Company of Canada (Glad)	Spring and Fall Cleaning the Capital Campaign - financial contributions and various supplies	\$9,000	\$16,000	January 1, 2011 - December 31, 2011
United Way Centraide Ottawa	Employee United Way campaign	\$46,650	\$30,000	Fall 2011 United Way Campaign
Creative Outdoor Advertising	The cash value is for advertisements on brown bench/litter units in the right-of-way. The in-kind value represents the provision and maintenance of the benches and litter bins and scheduled collections.	\$163,000	\$400,000	January 1, 2011 - December 31, 2011
Creative Outdoor Advertising	The in-kind value represents the provision and maintenance of the recycling bins in the right-of-way and the scheduled collections.		\$600,000	January 1, 2011 - December 31, 2011
Coca-Cola Refreshments Canada Company	Pouring rights agreement for exclusive provision of cold beverages in community facilities	\$135,000	\$3,000	Five year agreement commencing December 2011 until December 2016
<b>Community Development Partnerships</b>				
Canadian Tire Jumpstart Charities	Community Development Partnership that provides funding as well as in-kind equipment, for youth from priority neighbourhoods.	\$152,594	\$90,000	January 2011 - December 2011
<b>Total</b>		<b>\$3,101,244</b>	<b>\$2,102,500</b>	
<b>Total Sponsorship &amp; Advertising - 2011</b>		<b>\$5,203,744</b>		

\*Revenues were also received from leases of City property for billboards, however the dollar values are not being disclosed to maintain the integrity of future competitive bidding