

Appendix C

Proposed Agreement for Amendment and Extension of Naming Rights of the FLATO Markham Theatre

Comparison of Benefits Between Existing and Proposed Agreement

Existing Agreement		Proposed Amendment and Extension of Naming Rights	
Theatre Naming Right	X	Theatre Naming Right	X
VIP Lounge Naming Right	X	VIP Lounge Naming Right	X
General Exposure (advertising, brochures, TV monitors, Web, live mentions, e-marketing , phone lines, live mentions, letterhead)	X	General Exposure (advertising, brochures, TV monitors, Web, live mentions, e-marketing , phone lines, live mentions, letterhead)	X
Signage (Hwy, 7, public road signs, exterior marquee, exterior, VIP lounge, Exterior back wall)	X	Signage (Hwy, 7, public road signs, exterior marquee, exterior, VIP lounge, Exterior back wall)	X
Exposure (event advertising, Theatre Season Guide/House programs, corporate publications, tickets, website, live screen)	X	Exposure (event advertising, Theatre Season Guide/House programs, corporate publications, tickets, website, live screen)	X
Mentions (performance recognition, live mentions at Professional Entertainment series)	X	Mentions (performance recognition, live mentions at Professional Entertainment series)	X
Corporate Promotion (FLATO promotional material distribution in Markham Community Centres, electronic information boards, Markham Life - full page ad, Theatre House Programs – full page ad, Theatre Season Guide – full page ad)	X	Corporate Promotion (FLATO promotional material distribution in Markham Community Centres, electronic information boards, Markham Life - full page ad, Theatre House Programs – full page ad, Theatre Season Guide – full page ad)	X
Theatre Tickets (four annual VIP tickets, Tickets to season performances {8 per show – 50 tickets annually}, discounted tickets at subscriber rate)	X	Theatre Tickets (four annual VIP tickets, Tickets to season performances {8 per show – 50 tickets annually}, discounted tickets at subscriber rate)	X
Promotion, Networking Hospitality (Access to VIP Lounge for pre and post performance receptions, meet and greet photos with guest artists)	X	Promotion, Networking Hospitality (Access to VIP Lounge for pre and post performance receptions, meet and greet photos with guest artists)	X
Usage of Theatre (4 times per year, rental fee waived) Production , staff costs and hospitality will be charged to FLATO.	X	Usage of Theatre (4 times per year, rental fee waived) Production , staff costs and hospitality will be charged to FLATO <i>[Includes qualification regarding advance scheduling acceptable to the FLATO Markham Theatre]</i>	X
Theatre Lobby Display (production costs extra)	X	Theatre Lobby Display (production costs extra)	X
Official Recognition (City of Markham to officially recognize FLATO at a City function)	X	Official Recognition (City of Markham to officially recognize FLATO at a City function)	X
First right of Refusal to Renew	X	First right of Refusal to Renew	X
NEW AGREEMENT AMENDMENTS and BENEFITS			
		FLATO Developments commits to raising \$100,000 for <i>Take Your Seat</i> Campaign by December 2018	X
		Special Termination Clause: No penalty if Theatre ceases to operate and Naming Rights not automatically extended to a new theatre if established at a new location	X