



MEDIA PARTNER SPONSORSHIP

\$10,000

More information on page 1

MEDIA AFFILIATE SPONSORSHIP

\$5,000 to \$9,999

More information on page 3

MEDIA SUPPORTER SPONSORSHIP

\$200 to \$4,999

More information on page 5



SCHEDULE “A”
MEDIA PARTNER SPONSORSHIP

1.0 IN-KIND CONSIDERATION

1.1 The Sponsorship Fee shall be ten thousand Canadian dollars and up (\$10,000.00) payable by the Sponsor to the ICCAC in-kind.

2.0 BENEFITS OF MEDIA PARTNER SPONSORSHIP

2.1 In exchange for the consideration noted in Section 1.1 of this Schedule “A” the Sponsor shall receive the following benefits:

- (a) The Sponsor shall have its corporate name and/or logo appear on the electronic LED sign at the main stage of the Festival;
- (b) The Sponsor shall have its corporate name and/or logo included, in some capacity, in the advertisements of the Harbourfront Centre that are issued for the promotion of the Festival, subject to the sole and absolute discretion of the Harbourfront Centre;
- (c) The Sponsor shall be entitled, upon request and subject to availability, to a maximum of two (2) VIP passes pertaining only to non-ticketed and free events at the Festival;
- (d) The Sponsor shall have its corporate name and/or logo advertised in the 2011 Tirgan Magazine on one half-page colour advertisement, the location and design of which shall be at the sole and absolute discretion of ICCAC;
- (e) The Sponsor shall be assigned a location at the Harbourfront Centre for the purposes of distributing its newspapers, such location to be determined at the sole and absolute discretion of ICCAC and to be shared with other media sponsors.
- (f) The Sponsor shall have its corporate name and/or logo displayed on the official Tirgan webpage, www.tirgan.ca, as a media partner of the Festival;
- (g) The Sponsor shall have its corporate name announced and/or shall be acknowledged as a media partner of the Festival once during every scheduled Festival event during the Festival Period.
- (h) The Sponsor shall receive, upon its request and subject to availability, a maximum of six (6) complimentary tickets to preferred Festival ticketed events;



- (i) The Sponsor shall receive, upon its request and subject to availability, a maximum of four (4) tickets to the Festival's Opening ceremony event and a maximum of two (2) tickets to the Festival's Closing ceremony event;
- (j) The Sponsor shall receive access to the VIP lounge at the Festival;
- (k) The Sponsor's corporate name and/or logo, shall be included in some capacity as a media partner, in all print advertisements associated with the Festival, with the exception of the Contest Print Advertisements, the design of which shall be at the sole and absolute discretion of ICCAC;
- (l) The Sponsor's corporate name and/or logo, shall be included on the page and/or section designated to media partners in the 2011 Tirgan magazine, the design of which shall be at the sole and absolute discretion of ICCAC;
- (m) The Sponsor shall have its corporate name and/or logo, appear on all applicable site signage as allocated to the Festival by the Harbourfront Centre, subject to the Harbourfront Centre's approval in regards to type, design, location and layout of signs;
- (n) The Sponsor shall have its corporate name and/or logo in the Festival's periodic e-newsletter;
- (o) The Sponsor shall have its corporate name and/or logo displayed on the media sponsorship page of the official Tirgan webpage, www.tirgan.ca, and such corporate name and/or logo shall have a direct link to the Sponsor's own webpage, if applicable.



SCHEDULE "A"
MEDIA AFFILIATE SPONSORSHIP

1.0 IN-KIND CONSIDERATION

1.1 The Sponsorship Fee shall be five thousand up to nine thousand nine hundred ninety nine Canadian dollars (\$5,000.00 to \$9,999.00) payable by the Sponsor to the ICCAC in-kind.

2.0 BENEFITS OF MEDIA AFFILIATE SPONSORSHIP

2.1 In exchange for the consideration noted in Section 1.1 of this Schedule "A" the Sponsor shall receive the following benefits:

- (a) The Sponsor shall have its corporate name and/or logo advertised in the 2011 Tirgan Magazine on one quarter-page colour advertisement, the location and design of which shall be at the sole and absolute discretion of ICCAC;
- (b) The Sponsor shall receive, upon its request and subject to availability, a maximum of two (2) tickets to the Festival's Opening ceremony and two (2) tickets to the closing ceremony events.
- (c) The Sponsor shall receive, upon its request and subject to availability, a maximum of four (4) complimentary tickets to preferred Festival ticketed events;
- (d) The Sponsor shall receive access to the VIP lounge at the Festival;
- (e) The Sponsor's corporate name and/or logo shall be included in some capacity as a media supporter, in all print advertisements associated with the Festival, with the exception of the Contest Print Advertisements, the design of which shall be at the sole and absolute discretion of ICCAC;
- (f) The Sponsor's corporate name and/or logo shall be included on the page and/or section designated to media sponsors in the 2011 Tirgan magazine, the design of which shall be at the sole and absolute discretion of ICCAC;
- (g) The Sponsor shall have its corporate name and/or logo appear on all applicable site signage as allocated to the Festival by the Harbourfront Centre, subject to the Harbourfront Centre's approval in regards to type, design, location and layout of signs;
- (h) The Sponsor shall have its corporate name and/or logo included in the Festival's periodic e-newsletter;



- (i) The Sponsor shall have its corporate name and/or logo displayed on the media sponsorship page of the official Tirgan webpage, www.tirgan.ca, and such corporate name and/or logo shall have a direct link to the Sponsor's own webpage, if applicable.
- (j) The Sponsor shall be assigned a location at the Harbourfront Centre for the purposes of distributing its newspapers, such location to be determined at the sole and absolute discretion of ICCAC and to be shared with other media sponsors.



SCHEDULE “A”
MEDIA SUPPORTER SPONSORSHIP

1.0 IN-KIND CONSIDERATION

1.1 The Sponsorship Fee shall be minimum of two hundred and up to four thousand nine hundred ninety nine Canadian dollars (\$200.00 to \$4,999.00) payable by the Sponsor to the ICCAC in-kind.

2.0 BENEFITS OF MEDIA SUPPORTER SPONSORSHIP

2.1 In exchange for the consideration noted in Section 1.1 of this Schedule “A” the Sponsor shall receive the following benefits:

- (a) The Sponsor’s corporate name and/or logo shall be included on the page and/or section designated to media sponsors in the 2011 Tirgan magazine, the design of which shall be at the sole and absolute discretion of ICCAC;
- (b) The Sponsor shall have its corporate name and/or logo displayed on the media sponsorship page of the official Tirgan webpage, www.tirgan.ca, and such corporate name and/or logo shall have a direct link to the Sponsor’s own webpage, if applicable.