

**METROLINX**

**STATION NAMING RIGHTS OPPORTUNITY**

Partner Benefits and Overview

## **Partner Specification: Station Naming Rights Opportunity**

Metrolinx is seeking proposals from interested parties in any category for the Station Naming Rights Opportunity at its existing GO Transit and UP Express stations as well as future GO Transit and UP Express stations.

Please see Appendix B for a list of existing GO Transit and UP Express stations as well as currently contemplated future GO Transit and UP Express stations as of the date specified. Please note that Metrolinx is accepting proposals for all future GO Transit and UP Express stations notwithstanding that such station may not be on the list in Appendix B. For more information about the GO Transit network and stations, please visit [www.gotransit.com](http://www.gotransit.com). For more information about other Metrolinx services, please visit [www.metrolinx.com](http://www.metrolinx.com). We are committed to working together to create a partnership that will meet shared objectives, such as increase revenue, increase market share for our partners and provide a positive customer experience on public transit.

### **Metrolinx Partnership Objectives**

- Secure a partner for select stations to deliver a premium customer experience while travelling on the GO Transit network;
- Provide unique engagement and awareness opportunity for partners;
- To generate additional non-fare revenue through this partnership, and;
- Leverage our partner's communication channels, products, or services to promote Metrolinx services and increase ridership

### **Naming Rights Assets and Benefits**

Below is a list of benefits and rights that are potentially available (subject to specific station) as part of an agreement with the successful partner(s). Assets and benefit discussions are directional in nature and can be customized to meet partner objectives. The specific terms of such partnership would be set out in an agreement between Metrolinx and the partner based on the selected station.

The selected partner(s) will be recognized as the naming rights partner for the selected station(s) for a minimum of 5 years and maximum of 15 years.

An information package for each station will be provided to interested proponents after they have executed a non-disclosure agreement and, if required by Metrolinx in its sole discretion, a conflict of interest form.

<b>Potential Partnership Benefits Framework</b>	
<b>General Rights and Benefits of Association</b>	<ul style="list-style-type: none"> <li>• Partnership designation within specific product or service category</li> <li>• Category exclusivity for select Station(s)</li> <li>• Exclusive naming rights to selected station</li> <li>• Collaboration with GO Transit to provide co-branded opportunities and consider innovative ways to promote partnership or products</li> <li>• Right to use GO Transit brand, trademark, logo, imagery, etc., in marketing promotions</li> <li>• Access to 60+ stations, 80 trains, 500 buses across 11,000 km<sup>2</sup>, servicing 76 million boardings per year (pre-COVID numbers) for in-market promotions, activations and customer-focused engagements (non-exclusive)</li> </ul>
<b>Experiential Opportunities</b>	<ul style="list-style-type: none"> <li>• Branded areas within station building, parking garage/lot areas or platform (XYZ Waiting area)</li> <li>• Retail Space (permanent or pop-up) available for partner use (dependent on station building) at available station(s)</li> <li>• Opportunity to activate experiences and promotions on-station property (i.e. in station, outside station, or parking lots (restricted times))</li> <li>• Opportunity to feature new products and services through customized activations</li> <li>• Brand activation management support for any branded activations</li> </ul>
<b>On-Site Exposure and Recognition</b>	<ul style="list-style-type: none"> <li>• Permanent branding on exterior signage of station building(s), station bridges, parking structures, roadside station entry signage</li> <li>• Station Domination campaign for 4 weeks (2 times per year) includes assets such as on-site advertising and signage throughout station, including parking garages and lots</li> <li>• Advertising campaign on permanent assets such as elevator, tunnels, pedestrian bridges or other assets for 52 weeks per year of the agreement</li> <li>• Access to existing and future communication channels (email, website, apps, including those to be developed)</li> </ul>
<b>Business Opportunities</b>	<ul style="list-style-type: none"> <li>• Enhance visibility and strengthen reputation by partnering with a brand that shares customer experience priorities, consumer safety</li> </ul>

	<p>values and highlight community involvement through the partnership</p> <ul style="list-style-type: none"> <li>• Opportunity to cross-promote with existing partners to develop a new customer experience if applicable</li> <li>• Create station-specific opportunities that drive business objectives for the partner and Metrolinx</li> <li>• Opportunity to participate in new customer experience and service enhancements at specified station as they are developed</li> <li>• Opportunity for employee transit program through PRESTO</li> <li>• Opportunity to supply Metrolinx with products and services</li> <li>• Other business programs as desired and negotiated with Metrolinx</li> </ul>
<b>GO Transit Tickets</b>	<ul style="list-style-type: none"> <li>• Opportunity for group rate tickets for GO Transit and UP Express for employee use (category restrictions may apply for promotional use)</li> <li>• Opportunity for promotional pricing programs for co-sponsored events or attractions (sponsored by both MX and potential partner)</li> <li>• Opportunity to purchase PRESTO cards for in-market promotions</li> </ul>
Other	<ul style="list-style-type: none"> <li>• As mutually agreed</li> </ul>

Certain restrictions may apply to benefits outlined above.

## **Station Naming Rights Partner Selection Process**

Outlined below are key dates for participating in this Naming Rights Agreement opportunity. The terms and conditions that apply to the Station Naming Rights Opportunity process are set out in Appendix "A".

Interested proponents are encouraged to contact Metrolinx to schedule a one-to-one meeting as soon as possible.

1. **August 1, 2019:** Process and Station Naming Rights Opportunity document published on Metrolinx MERX and Metrolinx.com
2. **August 2, 2019:** Begin Scheduling of One-on-One meeting and site visits with interested parties, Non-Disclosure Agreement and, if required, Conflict of Interest form, will be provided in advance of the meeting and will be due to Metrolinx after the initial meeting and before the second meeting. Additional information on select station(s) will be shared with proponents that have signed and submitted the requested documents to Metrolinx.
3. **October 28, 2019:** First opportunity for proponents to submit proposals for station naming rights to Metrolinx.
4. **November 28, 2019:** At any time on or after this date, Metrolinx may enter into an agreement to move to exclusive negotiations for a station with a proponent.

The process timetable above is tentative only, and may be changed by Metrolinx at any time, at Metrolinx's sole discretion.

## **About Metrolinx**

We are embarking on a massive transformation of the GO Rail network - the backbone of regional rapid transit in the region - to give customers a faster, more convenient way to connect with the things that matter.

Metrolinx provides communities with the connection to the people, places and events that matter to them. Union Station is one of many hubs in the network, centered in downtown Toronto with direct access to the Scotiabank Arena, Rogers Centre, Ripley's Aquarium, and the CN Tower. Exhibition Station provides direct access to Budweiser Stage, BMO Field, the CNE, Honda Indy and many more cultural events and festivals. For many fans and attraction seekers, their ride on the GO Train becomes an enjoyable extension of their experience. Other transit hubs include the Hwy 407 Bus Terminal, a multi-modal transit hub hosting TTC subway, and YRT/VIVA and GO Transit bus service.

UP Express launched in 2015 as a world class air rail link providing exceptional customer service. This unique line provides service to downtown Toronto from Pearson Airport in 25 minutes, connecting Toronto city centre to the world.

As an enabler for transit service, PRESTO currently offers seamless fare payments across 11 Transit Agencies in the GTHA and Ottawa. The PRESTO card is top of wallet for transit for over 3 million unique customers making 433 million boardings in 2018. In addition, PRESTO sales, which includes electronic purse, period passes, tickets and cards, amounts to over \$1.2 billion in 2018.

Our vision: to get our customers to their destinations better, faster, easier.

Our mission: to connect our communities.

Our values: to serve with passion, think forward and play as a team.