

NBA EXCLUSIVE

2016

ALL-STAR

WEEKEND

TAKING YOU TO THE

MAX

W E L C O M E



On February 11th -13th 2016, we would like to offer you the exciting opportunity to become one of our

2016 MAX ALL STAR WEEKEND

EXCLUSIVE EVENT PARTNERS.

These events are massive networking opportunities with athletes, celebrities, and corporate executives.

The 2016 MAX Event will entertain 2500 - 15,000+ guests over a period of 3 days.

This Premium event will take place at the Queen Elizabeth Theater & Building, located at Exhibition Place in Toronto.

The grand 70,000 sq. ft. venue will be filled with an unbelievable celebrity guest list, exclusive live celebrity performances, autograph sessions, jumbo screens, gaming area, 5-star catering, the largest long-running bar, charity casino and much more!

MAX

2016 NBA ALL STAR GAME WEEKEND EXCLUSIVE EVENT

EVENT OVERVIEW

OH CANADA: The roots of basketball are firmly embedded in Canada. This event takes a look at Canada's history in basketball from its inventor Dr. James Naismith, a Canadian who hailed from Almonte, Ontario, to Canada's only NBA team – the Toronto Raptors. A showcase of people, businesses, and communities that reflect Canada's contribution to the NBA.

Attendance: approximately 800

COMEDY: Two shows that highlight the best names in comedy. Features floor seating, VIP areas, private lounges, food stations, bottle service and more.

Attendance: 3000 in total seating.

GLITZ: INTERACTIVE LIFESTYLE EXPERIENCE – Leaders in Technology, Automotive, Gaming, and Music, showcasing their brand and its interactivity with today's consumer. See the latest in digital basketball and golf simulators, automobile advancements, luxury resort destinations, gaming stations, music accessories, virtual reality displays in 3D and 4D technology. Watch the 2016 NBA ALL STAR GAME on the large jumbo screen and monitors in your private lounge or private room.

Attendance: approximately 10,000 +

AFTER PARTIES: Night Club & Lounge experience featuring DJ the likes of TIESTO, AVICCI, and DEADMOUSE. The space features private lounges, bottle service, food stations, dance floors, the largest pop-up bar for the ALL STAR WEEKEND, jumbo screens, and more.

Attendance: approximately 3000 on each night (Friday, Saturday, Sunday)

MAX

2016 NBA ALL STAR GAME WEEKEND EXCLUSIVE EVENT

EVENT SPECIFICATIONS

VENUE: Queen Elizabeth Theater and Queen Elizabeth Hall (CNE Grounds Toronto)

DATES: February 11th - 12th - 13th 2016.

TARGET: 2,500 - 6,000+ guests per day

AUDIENCE: Athletes, Celebrities, Business Community

BENEFICIARIES: Giants of Africa, Humber River Hospital

SCOPE OF PROJECT: International, Canada, United States

GEOGRAPHIC COVERAGE: Canada

MEDIA COVERAGE: International, Canada, United States (Television, Radio, Print, Social Media, Digital Media)

MAX

2016 NBA ALL STAR GAME WEEKEND EXCLUSIVE EVENT

SPONSORS WILL

BENEFIT from hospitality programs and promotional rights involving their key clients in these events to incent, reward, and thank: VIPs, top performers, employees, dealers, retailers and customers

PROFILE their business through category exclusivity associations and by being a part of the activities featuring the hottest top artists, athletes, and celebrities

CAPTURE the attention of media partners (online and offline) to increase awareness, revenue and market share in Canada and globally

ACTIVATE opportunities by creating bigger than life consumer promotion activities and unique celebrity experiences.

INCREASE brand awareness through product trials, sponsoring activities, data capture, contests, sampling and celebrity endorsements

UNDERSTAND the networking possibilities with international guest to promote and grow revenue, market share and profile leading up to, during and after the 2016 All Star Festivities.

MAX

2016 NBA ALL STAR GAME WEEKEND EXCLUSIVE EVENT

FEBRUARY 11TH
THURSDAY NIGHT - 7PM TO 10PM



OH CANADA!



REALIZE CANADAS CONTRIBUTION TO BASKETBALL IN THE NBA

A RECEPTION SHOWCASING
CANADIAN BASKETBALL PLAYERS & ORGANIZATIONS
THAT HAS MADE CANADA AN INTEGRAL PART OF THE NBA

WE ARE PROUD TO RECOGNIZE THE LIKES OF
STEVE NASH – JAMAAL MAGLORIE – TRISTAN THOMPSON – ANTHONY BENNETT
CORY JOSEPH – ANDREW WIGGINS – FAMILY OF DR. JAMES NAISMITH

MAX

2016 NBA ALL STAR GAME WEEKEND EXCLUSIVE EVENT

FEBRUARY 12TH
FRIDAY NIGHT - 7PM & 10:30PM



COMEDY

BE PART OF THE
ALL STAR COMEDY NIGHT &
AFTER PARTY



CELEBRITY COMEDIANS TAKE THE STAGE LED BY
DAVE CHAPELLE

WILL LEAVE YOU AND YOUR GUESTS LAUGHING TILL THE SUN COMES UP

MAX

2016 NBA ALL STAR GAME WEEKEND EXCLUSIVE EVENT

FEBRUARY 13th
SATURDAY – 10PM TO 4AM



GLITZ

BE PART OF THE
ALL STAR CELEBRITY LUXURY
LIFESTYLE EXPERIENCE



THE ULTIMATE INTERACTIVE, VIRTUAL &
PHYSICAL ENTERTAINMENT CENTER
COMES TO ALL STAR WEEKEND
FEATURES CELEBRITY GUEST DJ'S & THE LONGEST BAR!

MAX

2016 NBA ALL STAR GAME WEEKEND EXCLUSIVE EVENT

SPONSORSHIP LEVELS

PRESENTING TITLE SPONSOR \$200,000

All 3 Events (including 2 after parties); presented in all media - radio, print, television, digital signage, online media, jumbo screen signage, ticket packages, and more

TECHNOLOGY SPONSOR \$150,000

As our Technology Partner this gives your organization the opportunity to showcase your company, it's technology and products, with maximum exposure at this prestigious event

PLATINUM SPONSOR \$100,000

2 Main Events (including 1 after party); presented in all media – radio, print, television, digital signage, online media, jumbo screen signage, private rooms/lounges, ticket packages and more

GOLD SPONSOR \$50,000

1 Main Event (includes 1 after party) – presented in all media – radio, print, television, digital signage, online media, jumbo screen signage, private rooms/ lounges, ticket packages and more

SILVER SPONSOR \$25,000

Saturday February 13th 2016, GLITZ Interactive Lifestyle experience – presented in all media – radio, print, television, digital signage, online media, jumbo screen signage, private room ticket packages and more

SUPPORTING SPONSOR \$10,000

Would you like to support this event, but at a level that fits within your budget and overall organizational scope? Then the Supporting Sponsor level is perfect for you!

MAX

CHARITY BENEFICIARIES



President & General Manager of
the Toronto Raptors

GIANTS OF AFRICA



FOUNDED IN 2003 BY MASAI UJIRI, GIANTS OF AFRICA'S MISSION IS TO USE BASKETBALL AS A MEANS TO EDUCATE AND ENRICH THE LIVES OF THE YOUTH OF AFRICA.

THE AIM IS TO PROVIDE QUALITY FACILITIES, COACHING AND INSTRUCTION WHILE ENHANCING THE GROWTH OF THE GAME OF BASKETBALL WITHIN AFRICA.

WE STRIVE TO CREATE A PATHWAY FOR THE YOUTH TO USE THE GAME TO CREATE OPPORTUNITY TO BETTER THEIR LIVES WITH EDUCATION AS ITS FOUNDATION.

BASKETBALL AS A TOOL.



Humber River Hospital Foundation

Humber River Hospital is one of Canada's largest regional acute care hospitals, serving a catchment area of more than 850,000 people in the northwest GTA. The hospital is home to Ontario's first Centre of Excellence for laparoscopic bariatric surgery; Canada's first home nocturnal dialysis program and a major cancer program.

The new Humber River will be Ontario's first digital hospital, one that Humber River plans to make a technological and environmental showcase.

Their vision is to mobilize, engage and nurture broad investment from our diverse community to enhance the programs, research, equipment and facilities of Humber River Hospital.

MAX

MERCHANDISING & PROMOTION



Partners can initiate promotions throughout the MAX Exclusive events, with onsite product demonstrations, merchandising & sampling.

MAX

CUSTOMIZED LOUNGE



Partners will have the opportunity to create a custom lounge which not only enhances the environment, but also the unique guest experience.

MAX

PRESENTING PARTNER

1 opportunity available at \$200,000

Our premier partnership opportunity, the Presenter Partner level gives your organization the maximum exposure at this prestigious event. It includes co-branding of the entire event between your organization and MAX, as well as many more added benefits.

All 3 Events (including 2 after parties)

Brand / Image Benefits

Industry Exclusivity

3 – 5 minute Welcoming speech

Electronic Media – (Radio and Television)

On-site – (20x20 exhibit space in prime location)

Print Media – (Magazines, Newspapers, Trade Publications)

On-line – (MAX website, text messages, Instagram, Facebook, Twitter)

Digital Media – (Welcome video message, Digital media wall, *mobile interaction and engagement)

Logo in MAX program in two instances: on cover of program as well as on specific sponsor thank you page

Hospitality

3 VIP Booth 10 x 10 Area (Features private hostess, complimentary beverages & food, special seating)

20 VIP passes (includes access to VIP lounge)

15 MAX Swag Lounge Gifts

5 VIP Parking Spots

Meet and Greet with Celebrity Guests (10 Guest Maximum)

MAX

TECHNOLOGY PARTNER

1 opportunity available at \$150,000

As our Technology Partner this gives your organization the opportunity to showcase your company, its technology and products, with maximum exposure at this prestigious event.

All 3 Events (including 2 after parties)

Brand / Image Benefits

Industry Exclusivity

Electronic Media – (Radio and Television)

On-site – (10x10 exhibit space in prime location)

Print Media – (Magazines, Newspapers, Trade Publications)

On-line – (Festival website, text messages, Instagram, Facebook, Twitter)

Digital Media – (Digital media wall, *mobile interaction and engagement)

Logo in Gala program in two instances: on cover of program as well as on specific sponsor thank you page

Company information within our event

Hospitality

2 VIP Booth 10 x 10 Areas (Features private hostess, complimentary beverages & food, special seating)

15 VIP passes (includes access to VIP lounge)

10 MAX Swag Lounge Gifts

5 VIP Parking Spots

Meet and Greet with Celebrity Guests (5 Guest Maximum)

MAX

PLATINUM PARTNER

\$100,000

The Platinum Partner brand / image will appear in all communications and promotional materials. Your brand / image will receive recognition at MAX event and activities as a Platinum Partner.

2 Main Events (including 2 after party)

Brand / Image Benefits

Industry Exclusivity

Print Media – (Magazines, Newspapers, Trade Publications)

On-line – (Festival website, text messages, Instagram, Facebook, Twitter)

On-site – (10x10 exhibit space at designated location)

Digital Media – (Digital media wall, *mobile interaction and engagement)

Logo in MAX program on specific sponsor thank you page

Hospitality

2 VIP Booth 10 x 10 Areas (Features private hostess, complimentary beverages & food, special seating)

10 VIP passes (includes access to VIP lounge)

8 MAX Swag Lounge Gifts

3 VIP Parking Spots

Meet and Greet with celebrity guests (5 guests maximum)

MAX

GOLD PARTNER

\$50,000

The Gold Partner brand / image will appear in all communications and promotional materials. Your brand / image will receive recognition at MAX event and activities as a Gold Partner.

2 Main Events (including 1 after party)

Brand / Image Benefits

Print Media – (Magazines, Newspapers, Trade Publications)
On-line – (Festival website, text messages, Instagram, Facebook, Twitter)
On-site – (10x10 exhibit space at designated location)
Digital Media – (Digital media wall, *mobile interaction and engagement)
Logo in MAX program on specific sponsor thank you page

Hospitality

1 VIP Booth 10 x 10 Area (Features private hostess, complimentary beverages & food, special seating)
5 VIP passes (includes access to VIP lounge)
5 MAX Swag Lounge Gifts
3 Preferred Parking Spots
Meet and Greet with celebrity guests (3 guests maximum)

MAX

SILVER PARTNER

\$25,000

The Silver Partner brand / image will appear in all communications and promotional materials. Your brand / image will receive recognition at MAX event and activities as a Silver Partner.

1 Main Events (including 1 after party)

Brand / Image Benefits

Print Media – (Magazines, Newspapers, Trade Publications)
On-line – (Festival website, text messages, Instagram, Facebook, Twitter)
On-site – (10x10 exhibit space at designated location)
Digital Media – (Digital media wall, *mobile interaction and engagement)
Logo in MAX program on specific sponsor thank you page

Hospitality

1 VIP Booth 10 x 10 Area (Features private hostess, complimentary beverages & food, special seating)
2 VIP passes (includes access to VIP lounge)
5 MAX Swag Lounge Gifts
2 Preferred Parking Spots

MAX

ADDITIONAL SPONSORSHIP OPPORTUNITIES:

Saturday Night Glitz

Booth Option 1

Space for up to 6 guests and 6 VIP tickets in a sectioned off area with 4 leather cushioned ottoman stools. Includes 1 private waitress.

\$5,000

Booth Option 2

Exclusive movie premiere shown on the ceiling above round cushioned bed catering to 10 guests, with 10 VIP tickets. Includes a tablet to order drinks with 1 private waitress, and all access to VIP food lounge.

\$10,000

Booth Option 3

Accommodates up to 15 guests in a private sectioned off booth with 2 leather couches and a flat screen TV. Includes a tablet to order drinks with 2 private waitresses, and all access to VIP food lounge.

\$20,000

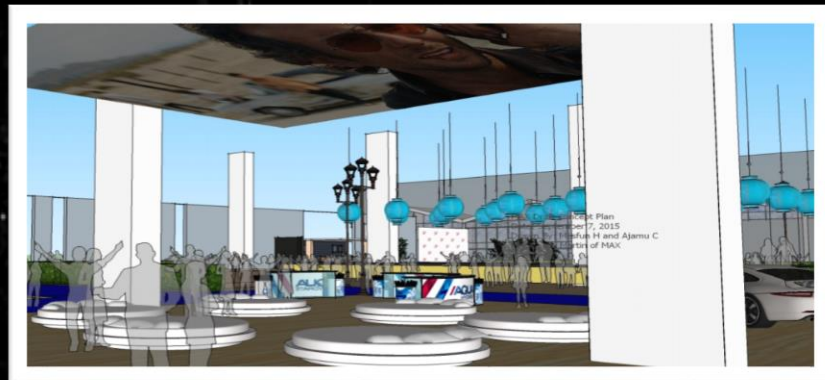
Booth Option 4

Contains 25 guests with 25 VIP tickets in a booth on an elevated platform with all around leather couches. Includes a tablet to order drinks with 3 private waitresses, and all access to VIP food lounge.

\$30,000

MAX

BOOTH LAYOUTS



BOOTH 2



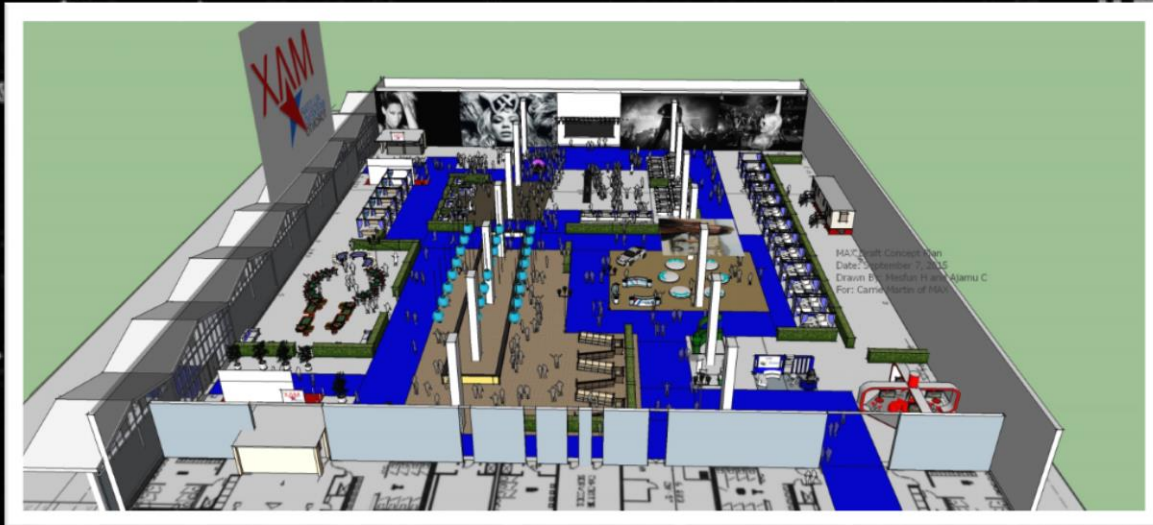
BOOTH 3



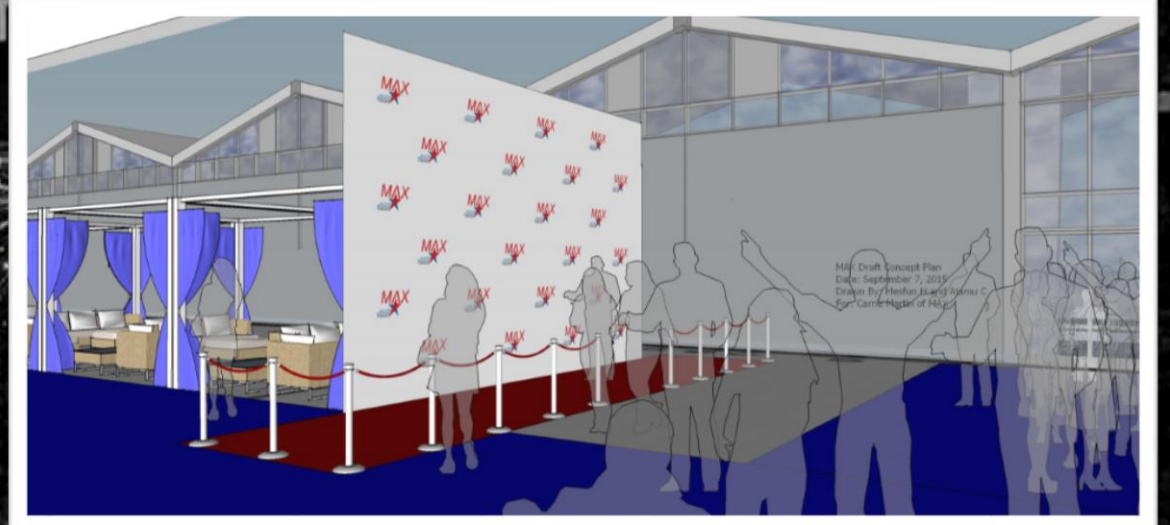
BOOTH 4

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FLOOR PLAN LAYOUT



OVERVIEW LAYOUT

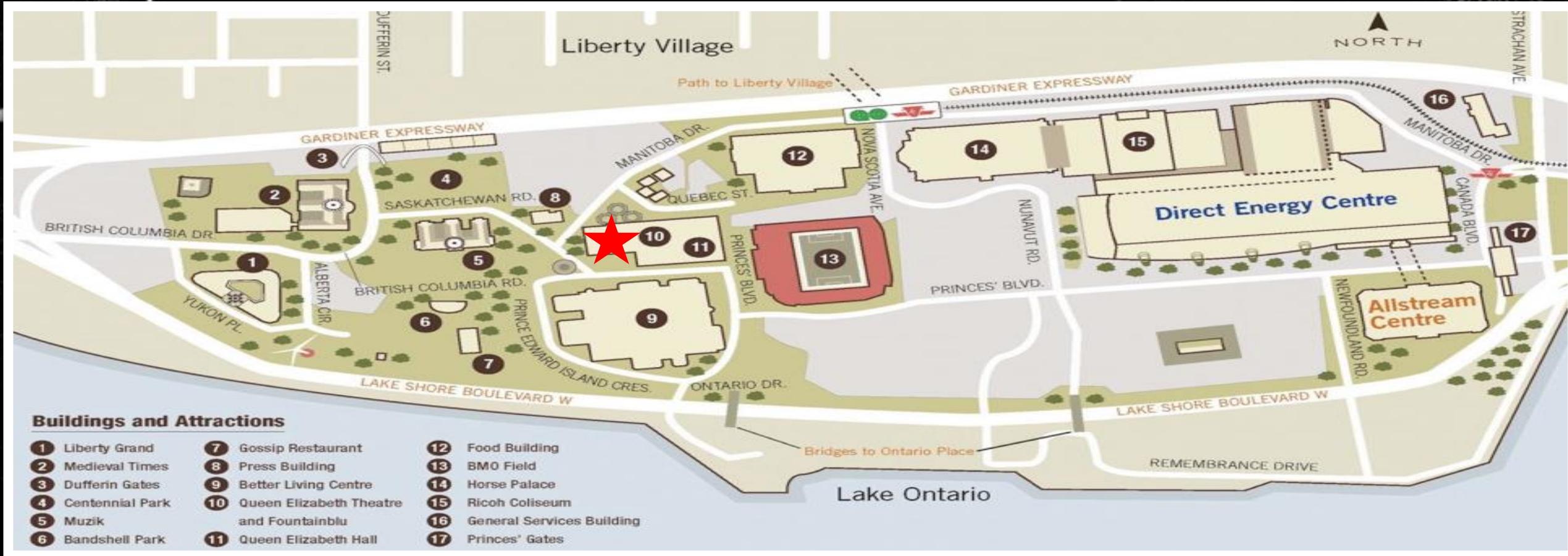


STEP & REPEAT LAYOUT

★ MAX EXCLUSIVE EVENT @ THE QUEEN ELIZABETH THEATER AND HALL
CNE GROUNDS

MAX

2016 NBA ALL STAR GAME WEEKEND EXCLUSIVE EVENT



★ MAX EXCLUSIVE EVENT @ THE QUEEN ELIZABETH THEATER AND HALL
CNE GROUNDS

MAX

ADDITIONAL INFORMATION

We encourage you to take advantage of the partnership and promotional opportunities associated with this exclusive event. We look forward to working with you to discuss a tailored partnership plan that will address your unique communications and business objectives.

Please Contact:

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