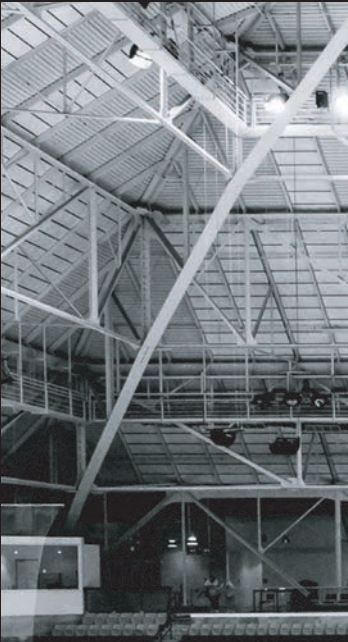


MATTAMY ATHLETIC CENTRE PROMOTER'S GUIDE

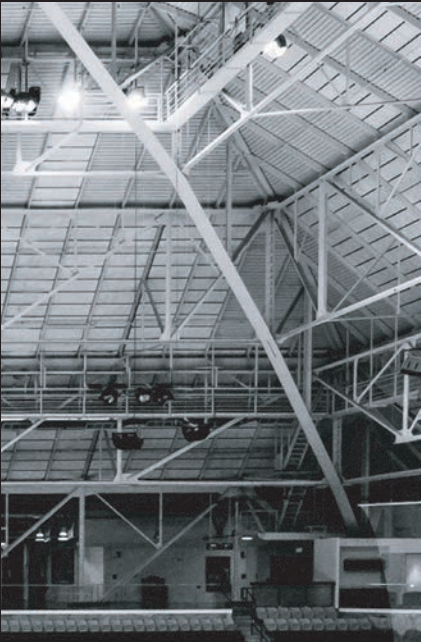


SPECTRA

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MANAGEMENT

Spectra Venue Management is the fastest growing firm in the public assembly facility management field with more than 65 facilities throughout the United States and Canada. Nearly 20-million people attended more than 11,000 events in Spectra venues last year. The Philadelphia-based company is part of one of the world's largest sports and entertainment companies, Comcast-Spectacor, which also owns the Philadelphia Flyers of the National Hockey League, the Philadelphia 76ers of the National Basketball Association, the Philadelphia Phantoms of the American Hockey League.

The company also owns the Flyers Skate Zone, a series of community ice skating rinks, Comcast SportsNet Philadelphia, a regional sports programming network, Ovations Food Services, a food and beverage services provider, New Era Tickets, a full-service ticketing and marketing product for public assembly facilities, and Front Row Marketing Services, a commercial rights sales company and 3601 Creative Group, a full-service in-house advertising agency. In a partnership with Disson Skating, Comcast-Spectacor annually produces 10 nationally televised figure skating spectacles on NBC.

Spectra has recently gained control of the original Maple Leaf Gardens building, currently known as the Mattamy Athletic Centre. This building, through a contract between Maple Leafs Sports and Entertainment and Ryerson University, is now the home to the Ryerson Rams. Our home teams include: Men/Women's Hockey, Men/Women's Volleyball, and Men/Women's Basketball. Established in September 2012, this building is a great mix of traditional historic architecture and a functional sports venue. This 222,970 sq ft building has seating for 2,539 on the arena level, and seating for 1,000 in the multi-purpose court. Additionally, the building offers several multipurpose meeting rooms, a state of the art fitness centre on the second level with an adjoining cafe, and fourth level concourse space. As a recognized Ontario Heritage Site, the Mattamy Athletic Centre has transformed into an impressively advanced athletic facility while preserving the treasures of its past; a winning combination of cherished history, and cutting edge innovation. This venue is a great repurposing of a traditional building which benefits Ryerson, the community of Toronto, along with all the potential users of this new facility.

For more information regarding Ryerson Athletics, the venue and management please visit our websites at

WWW.MATTAMYATHLETICCENTRE.CA

WWW.SPECTRAEXPERIENCES.COM

WWW.RYERSONRAMS.CA



LOCATION -> MATTAMY ATHLETIC CENTRE

LOCATED IN MAPLE LEAF GARDENS, IN THE HEART OF DOWNTOWN TORONTO

Mattamy Athletic Centre 50 Carlton Street, Suite 4109 Toronto, Ontario, M5B 1J2 Phone: (416) 598-5966 Fax: (416) 598-5973



DIRECTIONS

COMING FROM MISSISSAUGA, ON VIA THE GARDINER EXPY

- Head southeast on Duke of York Blvd toward City Centre Dr
- Turn left onto Burnhamthorpe Road West
- Turn right onto Hurontario St/ON-10 S
- Merge onto Queen Elizabeth Way via the ramp to Toronto
- Continue onto Gardiner Expy E
- Take the exit toward Yonge Street
- Merge onto Harbour St/Lake Shore Blvd E
- Slight left onto Yonge St
- Turn right onto Carlton St
- Mattamy Athletic Centre will be on the left



COMING FROM HIGHWAY 401 WEST

- Don Valley Parkway South
- Take the exit toward Bayview Avenue/Bloor Street
- Continue straight
- Slight left onto Castle Frank Rd
- Turn right onto Bloor St East
- Slight left onto Parliament St
- Turn right onto Carlton St.
- Mattamy Athletic Centre will be on the right

COMING FROM HIGHWAY 401 EAST

- Take exit 365 for Allen Road S
- Merge onto Allen Rd S
- Turn left onto Eglinton Avenue West
- Turn right onto Bathhurst St
- Turn left onto St Clair Ave West
- Turn right onto Yonge St
- Turn left onto Church St
- Turn right onto Carlton St
- Mattamy Athletic Centre will be on the right

RENTAL SPACES

MATTAMY HOME ICE

The rink is located on the 3rd floor of the venue. The arena floor is 85' x 200' (NHL Size) with full ice making capabilities. The ice can be covered in order to accommodate larger events, such as concerts, dinners, tradeshow, etc. The ice is covered with 1" thick black EventDek. The glass can be removed and the boards can be draped. Portions of the boards can be removed during these larger events for ingress and egress onto the floor.

NHL Sized Arena Tiered Seating Capacity: 2,539 (seating before suites, accessibilities, standing room).

A \$2,825.00 (\$2,500.00 plus HST) non-refundable deposit is required as consideration in order to secure a date at the Mattamy Athletic Centre Arena. This amount is due upon execution of the contract or whenever another potential user challenges a date. The Mattamy Athletic Centre reserves the right to require an additional sum in advance as a damage deposit, which is refundable after the event is settled and when a check of the facility is completed. Management further reserves the right to require a deposit to cover all estimated expenses, including but not limited to: rent, ticketing fees, set up, staffing, damages, advertising, electrical services and miscellaneous equipment. A list located below gives an approximate break down of current pricing for space rentals. This price is subject to change based on the needs required for your event.

Mattamy Home Ice:

Daily Rental Rate \$11,000 plus HST (includes ice surface, tiered seating, east and west concourses, Alumni Lounge, and four dressing rooms)

Conversion starts at \$2,000 plus HST

Some additional costs may include:

- Production
- IATSE
- Cleaning
- Events staff (ushers, box office staff, security, first aid)
- Power/electrical requirements not currently installed at the venue (i.e. transformer rental and set up)
- Food and beverage
- Dock Attendant/Freight Elevator Operator during load in and load out
- Set up requirements

COCA COLA COURT

The Coca Cola Court is located on the 2nd floor of the facility. It contains one main FIBA regulation basketball court (91' 10.4" x 49' 2.5") and one main volleyball court (59' x 29' 5"). The main area can be divided with a curtain into 2 smaller gyms to allow for two basketball games or two volleyball games. The entire space is approximately 12,000 sq ft (118' x 107' with both sets of bleachers retracted; 118' x 95' with one set of bleachers retracted; and 118' x 83' with both sets of bleachers pulled out). For special events, the court is covered by a vinyl covering, with either a blue or beige side facing up. The height of the Coca Cola Court is just over 30'. No rigging is permitted in this space.

Coca Cola Court: The capacity for the court for event set up is approximately 600-1,000 people, depending on the type of event and the specific set up requirements.

A \$1,695.00 (\$1,500.00 plus HST) non-refundable deposit is required as consideration in order to secure a date at the Mattamy Athletic Centre Court. This amount is due upon execution of the contract or whenever another potential user challenges a date. The Mattamy Athletic Centre reserves the right to require an additional sum in advance as a damage deposit, which is refundable after the event is settled and when a check of the facility is completed. Management further reserves the right to require a deposit to cover all estimated expenses, including but not limited to: rent, ticketing fees, set up, staffing, damages, advertising, electrical services and miscellaneous equipment. A list located below gives an approximate break down of current pricing for space rentals. This price is subject to change based on the needs required for your event.

Coca Cola Court:

Daily Rental Rate \$3,500 plus HST

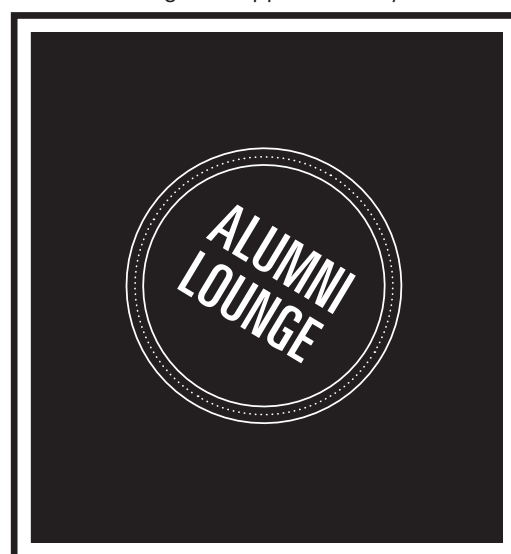
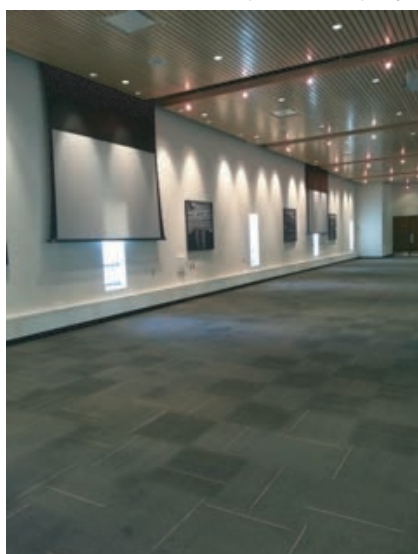
Conversion starts at \$750 plus HST

Additional costs include:

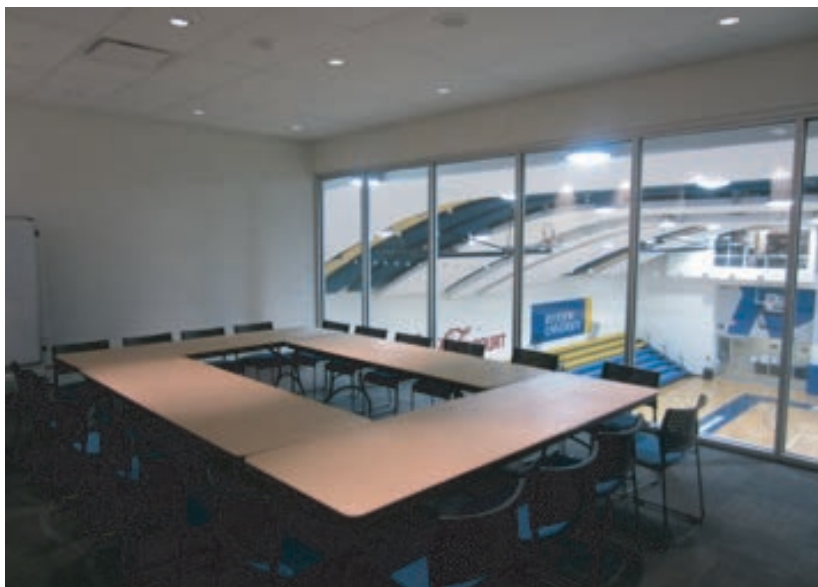
- Production
- Cleaning
- Events staff (ushers, box office staff, security, first aid)
- Power/electrical requirements not currently installed at the venue (i.e. transformer rental and set up)
- Food and beverage
- Dock Attendant/Freight Elevator Operator during load in and load out
- Set up requirements

ROOM RENTALS

Alumni Lounge: The Alumni Lounge is located on the 4th floor of the venue, overlooking the ice surface. Based on the set up of the event, the capacity of this room is 130 seated at rounds and 200 reception style. The room comes fully equipped with its own sound system and projection screens. The room measures 120' x 20' and has a height of approximately 15'.



Eggy's Summit: Eggy's Summit is located on the 3rd floor of the venue, overlooking the basketball court. The capacity for this room is 50-60 people depending on the set up. There are two TV screens built into the room for presentations. This space measures 47' x 18'.



Blue & Gold Room: This room can be used for breakout spaces for larger events, pending availability. It can accommodate 30-40 people comfortably.



SETTLEMENT

The Mattamy Athletic Centre requires payment in full in advance of all large events. A payment plan will be determined between the event manager and the Licensee prior to the contract being signed. After the conclusion of the event, the Mattamy Athletic Centre will produce a statement and settlement of all remaining monies owed within seven (7) days.

INSURANCE

Each tenant must provide general liability insurance certificate in the amount of \$5 million, naming the Mattamy Athletic Centre, Ryerson University, and Global Spectrum Facility Management as additional insureds. A certificate of insurance must be received no later than two weeks prior to the event.

EVENT REQUIREMENTS AND STAFFING

The Mattamy Athletic Centre will provide event-related staffing at the expense of the Licensee. The Mattamy Athletic Centre also requires general events staff and security for the building. Additional security and/or first aid staff may be added to the event, if in management's opinion the safety of the public is at risk. All event requirements must be coordinated with, and approved by the Mattamy Athletic Centre at least two weeks prior to the event.

FOOD AND BEVERAGE

All food, beverage and concessions are operated and controlled by Ryerson Eats. Together with the Mattamy Athletic Centre,

Ryerson Eats will determine the number of concessions and stands opened to properly serve the public. All alcohol must be coordinated with Ryerson Eats under the venue's liquor license. All arrangements for serving food and beverage, and the sale of concessions should be made through Rory Gallagher at (416) 979-5000 ext. 3052

MARKETING SERVICES

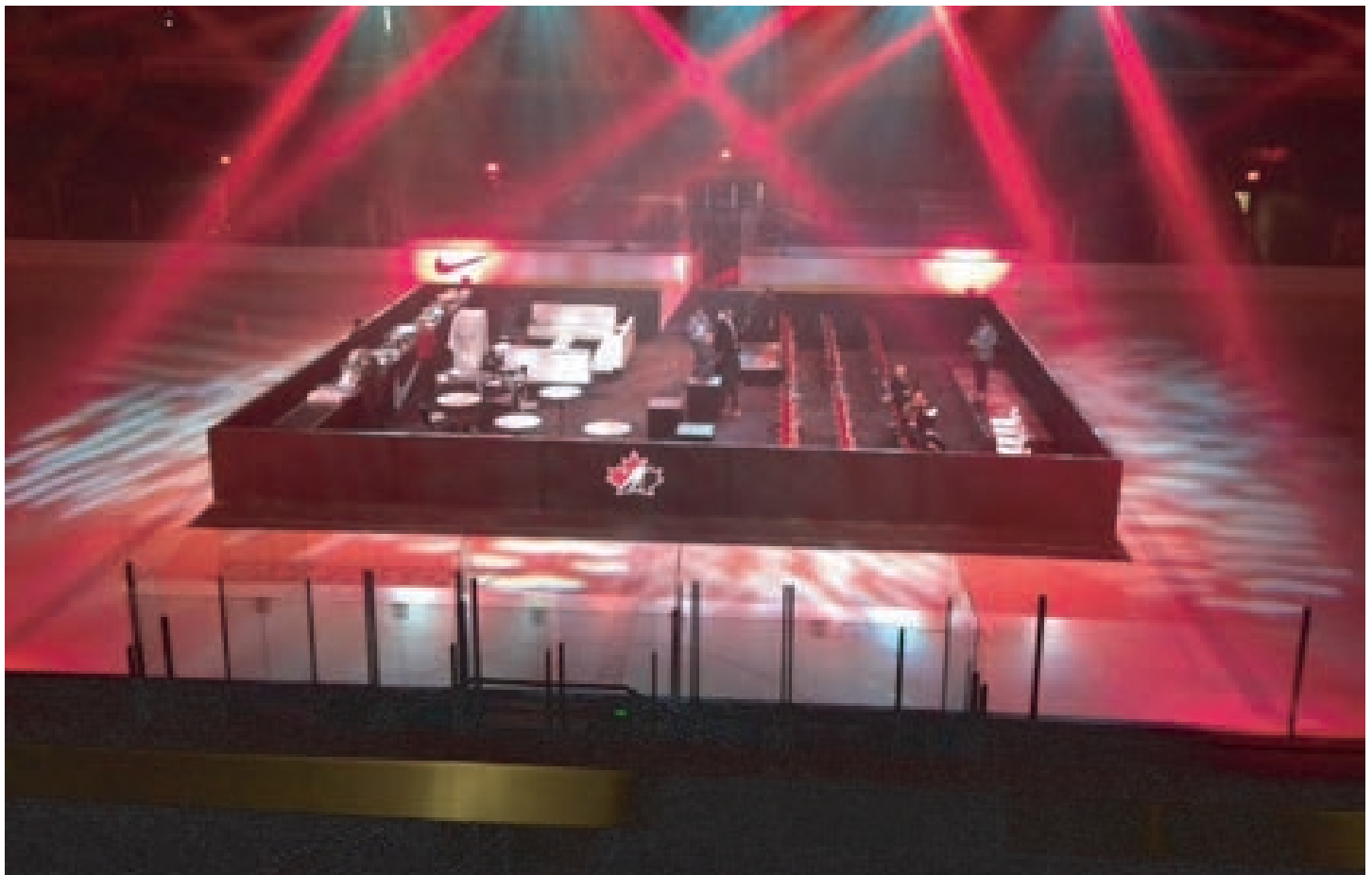
Our Marketing Department can assist with the numerous details involved to successfully market your event at the Mattamy Athletic Centre. For a negotiated fee (based on time, labour and expenses) our department is able to provide the production and placement of print and electronic advertising as well as assist with the creation and implementation of promotions, public relations, publicity and social media strategies.

GROUP SALES

Our Group Sales Department would be happy to implement a group sales program for your event, at a commission rate of 10% of the overall group dollars (plus reimbursement of direct expenses). Groups of 10 or more will be considered for group sales rates. Benefits to participating in group sales include one on one personal service in regards to booking or planning your event. Group sales receive a \$4 discount on all Varsity athletic games, along with no penalty for changing your ticket quantities needed. The Mattamy Athletic Centre is also happy to help in regards to promotional materials for an event.

MERCHANDISE/ NOVELTIES

If an event wishes to sell merchandise to its guests, a discussion must first be had with the Mattamy Athletic Centre.



SECTION MAP (ARENA)



TICKETING

Paciolan is the exclusive ticketing provider for the Mattamy Athletic Centre. No third party ticketing providers can be used when selling tickets to events held at the venue.

Tickets for events at the Mattamy Athletic Centre can be purchased online at www.mattamyathleticcentre.ca or by visiting the Mattamy Athletic Centre Box Office. The Mattamy Athletic Centre Box Office is located on the main floor, and is open on event days (up to two hours prior to the ticketed time of the event).

BOX OFFICE RATES AND REGULATIONS

The use of the Mattamy Athletic Centre Box Office, and Ticketmaster, is required for all ticketed events in order to provide accurate control of receipts and maximum service to guests.

The Mattamy Athletic Centre will outline any ticket holds for their use, in addition to any seats that are held for the purposes of relocating patrons in the License Agreement.

The Mattamy Athletic Centre management shall have complete custody and control of all monies received from the sale of tickets for the purpose of applying payment towards any balance for rent, or otherwise, due to the Arena. All money received from ticket sales shall be deemed held in trust by the Mattamy Athletic Centre as a bailment for the benefit of ticket purchasers. At no time will tickets be placed on sale unless a contract is signed and record of deposit is on file.

PRODUCTION

PRODUCTION LOAD IN

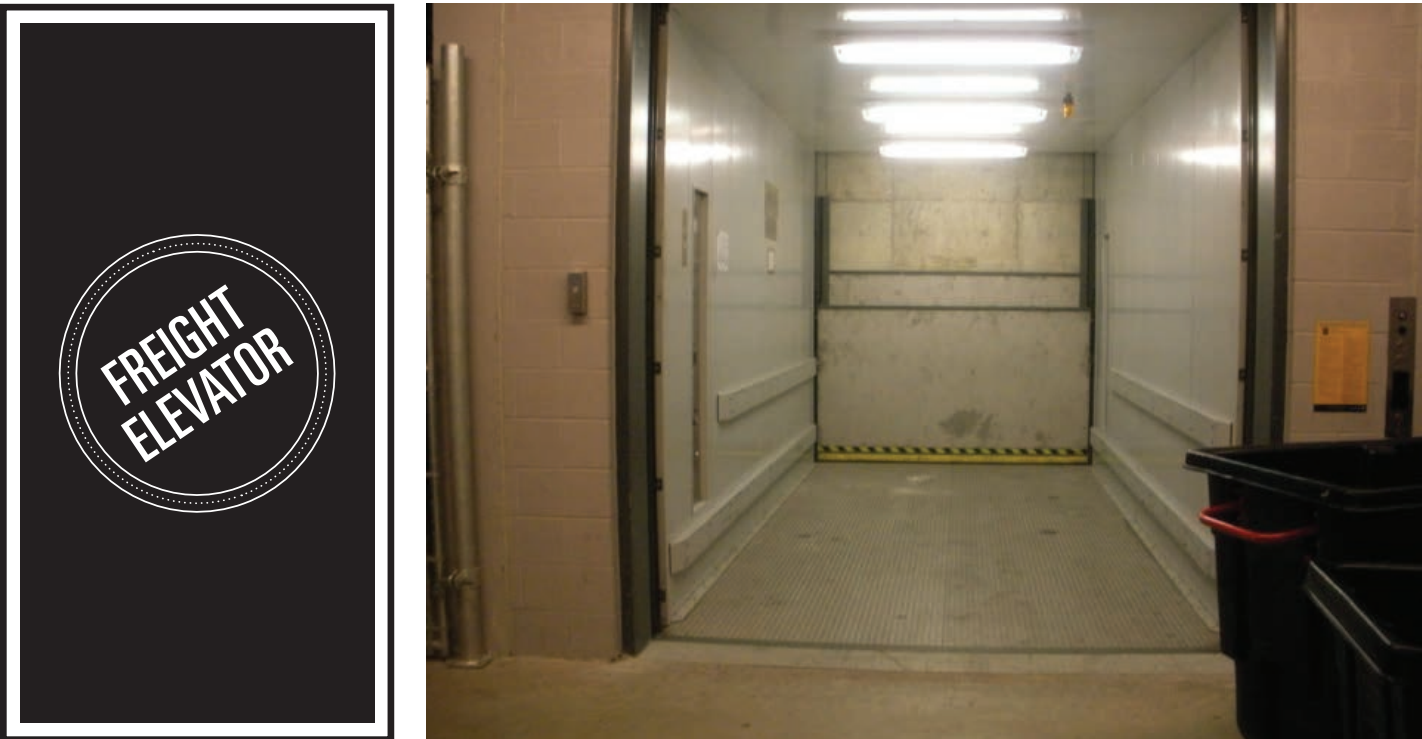
The loading dock is located on the north side of the building on Wood Street (one street north of Carlton St. just off of Church St.). The loading dock is a shared space between the Mattamy Athletic Centre, Loblaw's, LCBO, and Joe Fresh. There are 3 bays in the dock, but only one (the one furthest south along the back wall) belongs to the Mattamy Athletic Centre.



The loading dock can accommodate 1 truck at a time and trucks cannot exceed 53 feet in length. No vehicles are permitted to park in the loading dock at any time. Once the trucks are emptied, they must find parking off-site. A detailed load in and load out schedule must be submitted to and approved by the event manager well in advance of the event.

The loading dock hours are strictly 7:00am to 11:00pm Monday through Saturday, and 9:00am to 11:00pm on Sundays. All production load in and load out must be completed during this time frame. Overnight load in/out may continue outside of dock hours, however any trucks remaining in the dock after the 11:00pm (7:00 pm on Saturdays) curfew will not be able to leave until the dock reopens the following morning.

From the loading dock, the freight elevator must be used to access the court (2nd floor) and the arena (3rd floor). The freight elevator measures 17' deep x 9' wide x 9' high and has a maximum weight capacity of 5,450 kg (12,015 lbs).





To access the 4th floor, there is a smaller service elevator located back of house on the 3rd floor that measures 7.5' deep x 5' wide x 8' high with a maximum weight capacity of 1,361 kg (3,000 lbs).

PRODUCTION SERVICES

Westbury National Show Systems Ltd. is the preferred supplier for all production management services at the Matamy Athletic Centre.

PRODUCTION OFFICE

There are several spaces located in the backstage area that can be converted into a production office. The rooms can be outfitted with tables and chairs, pipe and drape, etc. Wireless internet access is available throughout all spaces at the Mattamy Athletic Centre. High-speed internet jacks and telephone lines can be installed for an additional cost.

LOCKS AND KEYS

Dressing rooms may be secured with locks provided by the tenant. Keys and/or swipe cards can be signed out for access to other rooms throughout the building. All persons who sign out the keys/swipe cards will be responsible for returning them at the conclusion of the event.

DRESSING ROOMS

There are 4 primary dressing rooms located backstage which can be easily secured from public areas. Each room has restroom and shower facilities and is wheelchair accessible. Dressing rooms have wireless internet service and can be outfitted with phones and furniture. Please contact the event manager for further details.



SOUND SPECS

Located within the bowl on ice level, there are 30 bowl speakers and 8 overhead ice speakers. These speakers can be used together or in isolation from one another. The AV room for the arena is located in the south west corner of the 4th floor (MAC 4412).

In the Coca Cola Court there are 16 overhead speakers that provide audio. In addition there are 4 plug-in outlets on the floor where audio can be linked in to the system; 2 located on the east side, and 2 located on the west side. The AV room for the court is located on the 3rd floor (MAC 3403).

VIDEO BOARD SPECS

The two video boards, located at the north and south ends of the arena, are a combination Daktronics and Tricaster board. The video boards are 10'8" long and 7'9" tall. Any files on the video board must be no larger than 192 x 320. Specifications for video and images on the screens are below:

- Images: JPEG, 16:9
- Video: AVI, 1280 x 720 and 16:9

TELEVISION & BROADCASTING

The Mattamy Athletic Centre is equipped for televised broadcasting in the arena. Shore power is located in the loading dock for any broadcast requirements. Cabling runs from the loading dock up to the west concourse on the 4th floor.

SHOW POWER

The Mattamy Athletic Centre has the capability of providing additional show power for all events. All power requirements (i.e. transformer rental and set up) must be coordinated and set up by the venue's exclusive electrical provider, Little Electric. The venue event manager will connect with Little Electric on behalf of the Licensee. Show power can be provided on the 2nd floor in the Coca Cola Court, on the 3rd floor at ice level, and shore power is located in the loading dock at ground level.

SHOW RIGGING & PRODUCTION

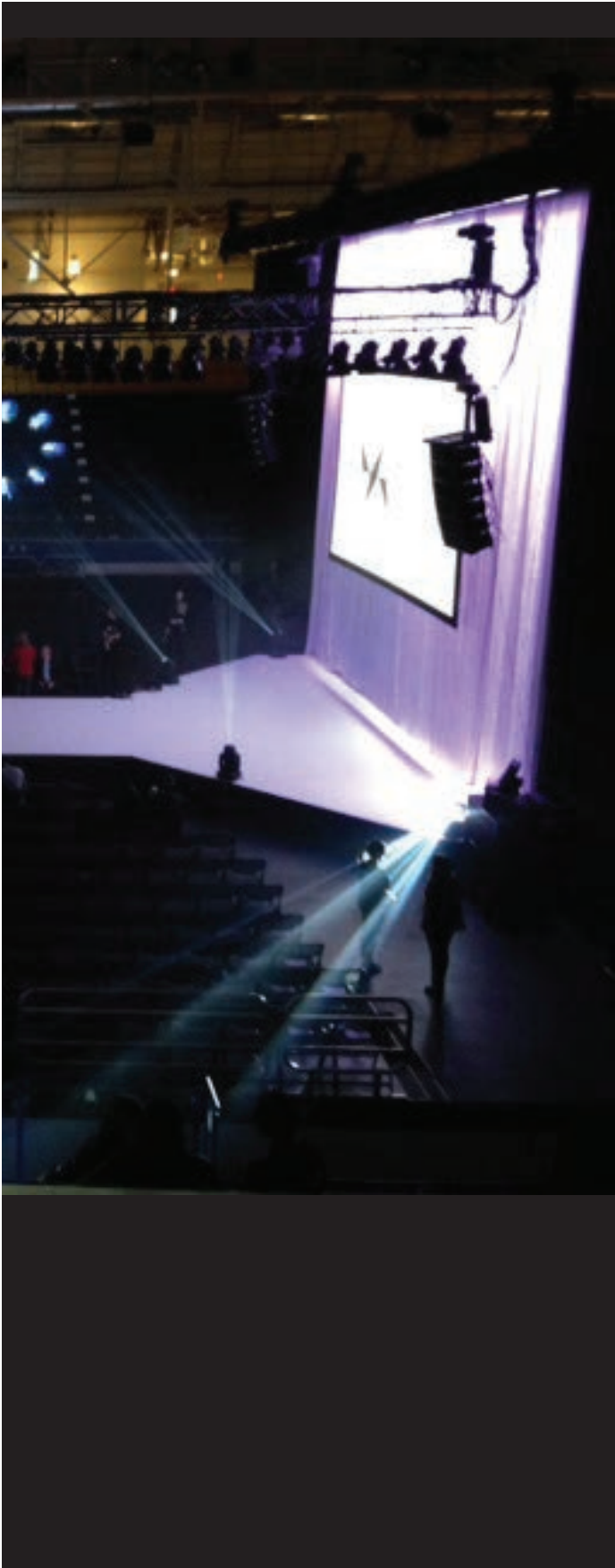
The IATSE union has jurisdiction on all production set up, operation and tear down in the arena. Rigging can only be done from the catwalks. Please contact the event manager for specific regulations and costs when it comes to IATSE labour in the venue.



LABOUR RATES

EVENT STAFFING INFORMATION

TICKETING & GUEST SERVICES	
Position	Hourly Rate
Box Office Supervisor	\$ 20.00
Box Office Staff	\$18.00
Usher	\$18.00
NORTHWEST SECURITY	
Guard	\$25.00
Usher	\$18.00
RYERSON SECURITY	
Guard	\$45.00
EMS	
Paramedic	\$ 52.00



VENUE RULES AND REGULATIONS

ARENA/ LOGO NAME

The Mattamy Athletic Centre name and/or logo must be prominently displayed in all materials used to promote events. The venue must always be referred to as the “Mattamy Athletic Centre”, “Mattamy Athletic Centre, former Maple Leaf Gardens”, or “Mattamy Athletic Centre at the Gardens”. The venue cannot be referred to as “Maple Leaf Gardens”.

ALCOHOL

No outside alcoholic beverages may be brought into the Mattamy Athletic Centre. Alcoholic beverages are only to be sold by Ryerson Eats. No alcoholic beverages can be consumed beyond the designated licensed areas within the Mattamy Athletic Centre.

CAMERAS AND DEVICES

As a general rule, no professional cameras (75 mms or greater), video cameras, or audio recording devices of any kind are permitted inside the building. This is subject to change on an event-by-event basis, based on the regulations outlined by the Licensee. If by chance a guest does bring a camera or recording device to an event the guest will be asked to vacate the item from the premises. The Mattamy Athletic Centre cannot hold any personal property belonging to a guest and is not responsible for the loss of personal property.

LOST AND FOUND

If items are lost within the venue, the Lost & Found is located on the 2nd floor of the Mattamy Athletic Centre, at the Athletics reception desk. Please contact (416) 979-5000 ext. 5339 if you’re looking for any lost items.



BALLOONS, CONFETTI, TAPE & TACKS

Helium balloons and confetti are not permitted in the building at any time. Only masking tape may be used to post signs; the cost of removing excessive tape or tape residue will be the responsibility of the tenant. Stickers and adhesive backed decals are not to be distributed in or around the building. Nails and screws are not to be driven into the Centre floor or walls. Nothing can be affixed to the Court or Concourse floors.

GUEST CONDUCT

The Mattamy Athletic Centre strives to provide its guests with a safe, comfortable, and enjoyable atmosphere. In order to achieve this, it is the responsibility of each guest to act in an appropriate manner. Reasons for expulsion from the building can include, but is not limited to:

- Guests interfering with other guests’ ability to enjoy the event may be subject to ejection from the building
- Guests using foul or abusive language, inappropriate or unacceptable gestures may be ejected from the building
- Guests appearing to be intoxicated may be ejected from the Mattamy Athletic Centre and turned over to the authorities, if and when necessary

RE-ENTRY INTO CENTRE

For ticketed events, access to the Mattamy Athletic Centre must be accompanied with a ticket or proof of purchase, and is only valid for entry the day of the event. The venue's re-entry policy will be determined on an event-by-event basis.

RESELLING OF TICKETS

Re-selling of tickets is prohibited on Mattamy Athletic Centre property.

SMOKING

As per City of Toronto By-Law, smoking is not permitted inside the Mattamy Athletic Centre. Smokers must also keep a distance of 29.5ft away from any entrances of the building as stated under the City of Toronto By-Law.

SPONSORSHIP

The Mattamy Athletic Centre owns signage rights inside and outside the venue. Advertising signs or banners that tenants wish to display must be pre-approved by the Mattamy Athletic Centre. The Licensee will not cover up any of the existing sponsor signage inside the facility. The venue has 5 exclusive sponsor categories where no competing company can have signage, prominence or product at any event in the venue. These 5 sponsors are restricted in the areas of educational institutions (Ryerson University), grocery (Loblaws), home builders (Mattamy), non-alcoholic beverages such as pop, water, energy drinks, etc. (Coca-Cola), and beer and coolers (Molson).

ITEMS NOT PERMITTED IN THE MATTAMY ATHLETIC CENTRE

These items are not permitted on the premises. Other items may also be added on an event-by-event basis, so these items are prohibited but not limited to:

- Animals (except certified service animals)
- External alcoholic beverages or illegal drugs, or noxious substances
- Fireworks, firearms or weapons
- Coolers
- Cameras, sound and/ or video recording devices, based on event restrictions (as previously mentioned)
- Bags or luggage
- Air horns, megaphones, and other amplified noise makers
- Helium balloons and confetti

For any further questions in regards to items being brought into the Mattamy Athletic Centre, please contact the Mattamy Athletic Centre's Event Manager.



GENERAL BUILDING INFORMATION

PYROTECHNICS/FIRE SHOWS

No pyrotechnics are permitted for any event held at the Mattamy Athletic Centre. If any events are using fire in any capacity, approval from the venue, as well as a City of Toronto Permit, is required. The event is responsible for supplying fire extinguishers at their own expense. There are no exhaust fans built into the venue so this will affect what type of fire performances are approved.

EMERGENCY EQUIPMENT

Fire sprinklers, smoke and heat sensors, and fire extinguishers are located throughout the Mattamy Athletic Centre. The facility is equipped with an emergency generator that can provide limited building power in case of power failure.

FEATURES FOR GUESTS WITH DISABILITIES

The main entrance to the building is wheelchair accessible. Two elevators are available for use inside the centre, providing access between the four levels. Accessible seating is available on all levels of the building.

FIRST AID

The First Aid Room is located on the east side of the third floor, in the dressing room hallway. The First Aid Room is fully equipped to take care of minor injuries and assess if further medical treatment is required. The Mattamy Athletic Centre can supply paramedics at the tenant's cost. The First Aid Room is staffed during all ticketed events. The venue is also equipped with 5 AED's (Automated External Defibrillator).

- One outside the Coca Cola Court on the 2nd floor
- One outside the Fitness Centre on the 2nd floor
- One on the 3rd floor inside the rink, between the players benches
- One on the 3rd floor, east wing, by the Ryerson coaches offices
- One on the 4th floor, west concourse, north end, by the entrance to the Alumni Lounge

MEDICAL

If medical attention is required the venue is within a 10 minute drive of 3 emergency hospitals:

- Toronto General Hospital (416) 340-4800, 200 Elizabeth St.
- Princess Margaret Hospital (416) 946-4501, 610 University Ave.
- St. Michael's Hospital (416) 360-4000, 30 Bond St.
- Toronto Fire Department (416) 338-9350
- Ryerson Security (416) 979-5040
- Poison Control 1-800-268-9017

RESTROOMS

The Mattamy Athletic Centre has a total of 8 restrooms within the facility. Two restrooms are located on the 2nd floor, 2 restrooms are located on the 3rd floor, and 4 restrooms are located on the 4th floor. All restrooms are wheelchair accessible. There are 4 Family Services washrooms available as well.



SPECTRA