



## ONTARIO AUTO MUSEUM

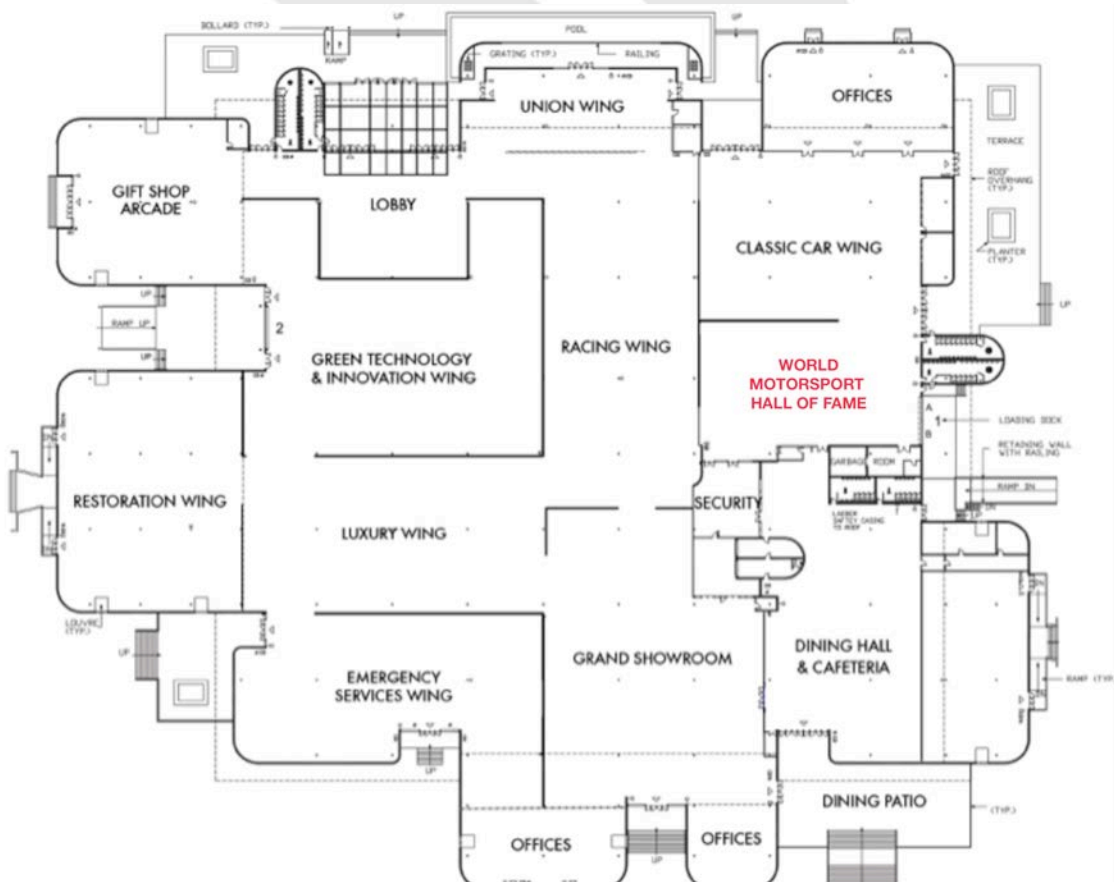
### The Project

The Ontario Auto Museum is a landmark educational and entertainment facility that will showcase a collection of both historic and new advancements in automotive transportation. The facility will be located in the heart of Toronto, along the Toronto waterfront. Several locations have been identified including the proposed Better Living Centre at Exhibition Place. This 200,000 square foot facility would make it the largest auto museum in North America. The OAM will host rotating exhibits throughout the year drawing visitors of all ages from across Canada and around the world.

The Ontario Auto Museum will create an interactive and immersive experience for all ages. While many museums are passive in nature the OAM will integrate, images, rotating digital and video content and sound to create a dynamic educational and entertaining experience. Furthermore, the use of mobile and digital technology will enable visitors to have a deeper, more enriching experience that they can share through social media. The OAM will present rotating exhibits throughout the year, including a working restoration wing, where visitors can view the restoration of some classic automobiles.



Included in the OAM are a number of wings including the Grand Showroom, the Luxury Wing, the Racing Wing, the Green Technology & Innovation Wing, The Canadian Motorsport Hall of Fame, a Dining Hall, a Gift Shop and so much more. The OAM will allow visitors of all ages to learn, play and share their love of the automobile. **Naming rights for wings are available on a first come first serve basis.**





### The Opportunity

1 in 10 people in Ontario have a connection with the automotive industry. The Ontario Auto Museum is a unique opportunity to create a memorable brand engagement for brands that wish to share their history, innovation or align themselves with recognized automotive brands.

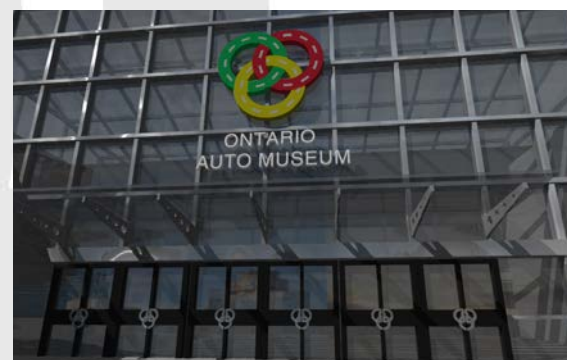
With an average of 43.7 Million visitors annually to the GTA, the OAM will host up to 1 million visitors a year. With exhibits for all ages the OAM will focus on experiences that visitors can engage with and share. The OAM will also develop exhibits around manufactures, associations, key calendar events throughout the year such as the Toronto Indy and other major racing events in the region. Through the support of automotive associations, automotive dealer networks, MADD and other charities the OAM expects to engage on average 6 million consumers annually.

The OAM will allow OEM's and manufacturers the opportunity to leverage their historic collections to engage visitors in an immersive and brand centric experience. All corporate sponsors will be invited to share their historic assets and to have exhibits build around their brand. Exhibits can include; historic vehicles, as well as, new prototype vehicles and new technologies they are bringing to the marketplace.

The integration of beacon technology throughout the OAM will give each visitor a personalized experience based on the exhibits they visit and interact with. The OAM will actively encourage visitors to load and share their experience online. With an average database of 300 connections per visitor, the OAM expects to cultivate a reach of over 300 Million and another 1.5 Billion secondary connections.

Sponsors and marketers who support the OAM will be given access to visitor tracking data throughout the OAM and profiles of each visitor's including their points of interest. The average cost per contact, could be as low as 83 cents per 1000.

The use of OAM apps and tour devices will allow marketers target key messages and offers to visitors during their visit to the OAM and to connect through social media and their mobile devices in the future. Key messaging within the OAM will be developed in partnership with marketers and our exhibit teams. Media bundles will be available as new exhibits and partnership programs are developed.





### **The value of the OAM to your brand**

The OAM will give manufacturers and corporate sponsors an opportunity to align their brand with a unique automotive experience.

For consumers to understand your brand they must connect with the history and innovation that your brand has developed over the years. As a manufacturer, the OAM will allow you to leverage your achieved assets and to bring them forth in an entertaining and dynamic way. The OAM will work with brands to cultivate a narrative around the history and continued innovation to support your exhibit. Those who support the OAM will have the opportunity to have branded premiums, books memorabilia and collectibles in the OAM gift shop so visitors can champion their brands outside of the OAM.

As a corporate sponsor, you will have the opportunity to align yourself with automotive brands from around the world. As sponsors of a specific exhibit or wing, the OAM will integrate your brand logo on internal displays and internal digital platforms as well as on external promotional media including print, outdoor, TV and online.



*(For illustration purposes only)*



Corporate and exhibit supporters will be invited to attend the grand opening of major exhibits including our Yearly grand fundraiser. Supporters of the OAM will also have access to the OAM for corporate dining events and cocktails receptions surrounded by some of the world's rarest and most exotic automobiles.

Manufacturers and sponsors will also have access to the OAM for press events.

All sponsors will be invited to create a custom exhibit or to support an exhibit with a variety of levels of access to visitors and data access.

Beyond the initial engagement at the OAM all sponsors and supporters will have the opportunity to build long-term connections to visitors. With new exhibits every 3 months the OAM will enable brands to re-engage and connect with visitors. Offers, promotions, and events will also be extended to visitors to the OAM throughout the year. Online email programs such as the "OAM Press Room" will update visitors on major announcements and releases from the automotive industry.



### **Additional benefits**

Charitable donations in Canada are eligible for both federal and provincial tax credits, with combined incentives of up to 53 per cent available. On the federal level, you'll receive a 15 per cent non-refundable tax credit for the first \$200 you donate then 29 per cent for all donations beyond the \$200 threshold. On top of that, each province offers its own tax incentives that vary depending on where you live.

Event and Corporate sponsors will also benefit from the 3 to 5 million dollars allocated for marketing the OAM and its Exhibits. Traditional and online media will benefit Sponsors in direct media impressions.

The OAM will work closely with media outlets to promote the OAM during new exhibits, press events and during the CNE to garner unpaid media exposure.

For more information on programs and packages available from the OAM please contact:

**David Senater**  
**Chairman and Curator**  
**Ontario Auto Museum**  
[info@ontarioautomuseum.com](mailto:info@ontarioautomuseum.com)



# SPONSORSHIP BENEFITS



BENEFITS AND PRIVILEGES	WING SPONSOR \$5 million annually (up to 3 years)	CORPORATE SPONSOR \$250,000 annually or \$500,000 cumulative	EVENT SPONSOR \$100,000+ pledge (\$20,000 annually, up to 5 years)	PRIVATE SPONSOR \$10,000+ annually	OAM PRIVATE MEMBER \$1,200 - \$9,999 annually
Permanent recognition in Museum Lobby	Yes	Yes	No	Yes	No
Corporate sponsor wall logo placement	Yes	Yes	Yes	Yes	Yes
Logo on Museum Website and link	Yes	Yes	Yes	Yes	Listing and link
Brand logo attached to external promotional advertising	Yes	Yes	Yes	No	No
Internal digital Signage exhibit & mobile APP communications	Yes	Yes	Yes	No	No
Access to visitor data and contact info	Yes	Yes	Limited	No	No
Use of exhibit wings or OAM lounge for private or corporate event 20 - 80 guest (and catering*)	Yes	Yes	Yes	Yes	No
Invitation to OAM GALA Fundriser	Yes	Yes	Yes	Yes	Yes
Invitations to OAM Sponsor events and programs	Yes	Yes	Yes	Yes	Yes
Invitations to exclusive exhibit openings & previews	Yes	Yes	Limited	Yes	No
Access to Media & Press Events	Yes	Yes	Limited	No	No
Annual event credit to the Museum (Tickets)	200 Tickets	100 Tickets	50 Tickets	20 Tickets	10 Tickets
Gift shop access to showcase braded items	Yes	Yes	Yes	No	No
OAM Press Room Newsletter	Yes	Yes	Yes	Yes	No