

## PROJECT PROFILE:

### Successful Programming and Operations by Toronto Event Sales and Marketing Group

**Location:** Toronto, Ontario

**Status:** Operational

The Toronto Event Sales and Marketing Group is one of the largest and most robust event curators, producers, and marketers in North America. With their unique 360-degree approach, the award-winning team oversees every facet of the project - from concept creation to pre-production, right through to execution and post-production. With their core mandate of promoting municipal, provincial, and national culture, they have produced some of the most notable events that shaped the city and continually kept a global focus on Toronto. Examples of this are their long-running operations and partnerships with the City of Toronto, Toronto Argos, NHL, and Maple Leaf Sports and Entertainment - including Toronto FC and The Toronto Raptors. Over the past decade, they have produced major events with these esteemed organizations, including multi-million-dollar charity fundraisers, official after parties, red-carpet galas and fan-driven family functions. All of this is driven by their diverse range of connections with major Hollywood studios, A-list celebrities, sports figures, social media influencers, large-scale talent agencies, public relations firms, and media outlets around the world.

Recently, the Toronto Event Sales and Marketing Group was enlisted by the Toronto Argos to use their industry connections, marketing techniques, and social media span to promote ticket sales and increase game attendance - thus creating a younger and more thriving vibe. By October 7, the numbers had jumped to 16,000 - their highest attendance to date. The projected goal is for 21,000 by October 21 and then a fully sold-out stadium of 26,000 by November 19.

Other major event milestones for the Toronto Event Sales and Marketing Group include the Google/YouTube product launch party, the Microsoft Awards, The NHL 100th Centennial Classic featuring Bryan

Adams, Pan American Games opening party, Rogers Communications' holiday bash, the Grey Cup/Toronto Argonauts Festival, Air Canada Vacations "Dream Makers" launch, Team Canada's Olympic send-off for the Women's basketball team, the premiere of "War Dogs" for Warner Brothers, Maxim Canada's "All-Star Party", the "Night to Shine Gala" for Toronto General and Western Hospital, the Annual Stems of Hope Gala in support of children with neurological disorders, "The Motion Ball" for the Special Olympics and the "Rally for Sick Kids".

The headquarters of the Toronto Event Sales and Marketing Group are situated in the historical 1907 Horticulture Building on the grounds of the iconic Exhibition Place. They restored the 113,000 square-foot building in 2004 and have maintained it for public use for the last 13 years - reinventing Exhibition Place as an even more popular destination. The space includes shape-shifting rooms that cater to crowds of 20 to 5,600, three outdoor pools and 67,000 square feet of state-of-the-art patio space. They provide world-class hospitality that includes built-in professional event staffing, catering and bar service, decor, security and innovative audio-visual productions. These services are not limited to the venue, in fact most are used for off-site events around the city.

The team also prides itself with a long-running professional track record with the management of Exhibition Place. This good-standing relationship has been imperative as they work cooperatively with all user groups on the grounds, including but not limited to the Canadian National Exhibition, the Honda Indy, and Caribana. As a tenant of Exhibition Place, the team can act as a central controller for both its own property and all the logistical needs of the West Island. The dual tenancy will allow for an efficient alignment as they have a built-in knowledge of all ground logistics. This includes security,

traffic flow, public transportation, street permitting, and the continual high demand for parking. The team's goal is to use the GO Station on Exhibition Place as the transportation hub to create shuttle services and other forms of transit to connect the two zones.

Beyond producing the largest events for world-leading corporations they have also broadened their vision to give back to the city. In 2007 they refurbished the dilapidated Parkdale community basketball courts and made a safe space for youth to gather. More importantly, the courts are maintained annually to ensure the space continues to thrive. This inspired the creation of the "Celebrity Classic", a basketball tournament featuring celebrities and Toronto youth coming together to promote the idea of "safe play, safe space". The team

has also hosted a guest-generated food drive, which over the past 10 years has collected and delivered over 2 million pounds of food to a variety of Toronto food banks. Over the years, through its various partnerships and sponsorships, they have also raised tens of millions of dollars for charity.

**This project shows that the proponent team is experienced in creating, programming and managing successful large scale event space in the Toronto market.**

**"Offering one of the most beautiful and unique spaces in our city, Toronto Event Centre consistently delivers high quality events and fantastic services for our clients. We are proud to call Toronto Event Centre a partner of Tourism Toronto."**

*- Johanne R. Bélanger, CPA, CA, President & CEO, Tourism Toronto*

**"Having had the opportunity with the Toronto Argonauts to partner with Toronto Events & Marketing Group we have reaped the benefits of their industry knowledge and expertise. Our organization has had the opportunity to reach new clients and integrate a first class event into our game day. Toronto Events & Marketing Group has done this because they understand our needs and go beyond to ensure the goals and objectives we are working towards are met. Being able to have partner that is as committed as we are to growing our brand strength is amazing. Working with Toronto Events & Marketing Group has been a great business decision that has yielded results and one that I would make over and over."**

*- Michael Hook, Sr. Director Sales and Service, Toronto Argonauts*



## **Selected Events Hosted at Toronto Event and Marketing**

UBISOFT Annual General Assembly Conference & Post Event – July 2017

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AT&T Event – June 2017

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“LIT 713 – An HP Experience” – June 2017

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GOOGLE / YouTube Product Launch & After Party – June 2017

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Nanny Angel Network “Angels & Heroes Gala” – May 2017

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Bain & Company “Final Evening Event” – May 2017

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MICROSOFT Awards – March 2017

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BAYER Pharmaceutical Event – January 2017

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NHL 100th Centennial Classic Celebration featuring Bryan Adams – December 2016

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ROGERS Communication Holiday Event – December 2016

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THE GREY CUP/Toronto Argonauts Festivals – November 2012 & November 2016

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HUAWEI – Product Launch – October 2016

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LINUX FOUNDATION 25th Anniversary Event – August 2016

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TEAM CANADA – Women’s Basket Ball Send Off Event to RIO Olympics– July 2016

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MLSE – TFC’s 10th Anniversary – July 2016

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MICROSOFT LATIM – International Conference – July 2016

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Other Clients Include:

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AMERICAN EXPRESS

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LOYALTY ONE

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TOYOTA CANADA

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MLSE Foundation

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TIM HORTONS

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LiUNA – Labourer’s International Union of North America

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SUN LIFE FINANCIAL

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LES CLEFS D’OR CANADA

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MEDCAN

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SCOTIA MORTGAGE AUTHORITY

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BILD (Building Industry and Land Development Association)

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TELUS

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CRIMESTOPPERS

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NOBLE BIO CARE

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Selected Corporate Clients Hosted at Toronto Event Centre



# Testimonials to Toronto Events and Marketing Group

**"The venue suited the group perfectly, the food was superlative and your staff are extremely professional, knowledgeable and approachable. Feedback so far has been glowing and it certainly appeared to me that everyone enjoyed themselves immensely."**

*- Lyall, Sun Life Financial Distributors (Canada) Inc.*

**"Thank you so much for everything! Your team was so professional and extremely helpful."**

*- Sinead McElhinney, Public Relations Coordinator, KOBO Inc.*

**"I just wanted to take this opportunity to thank you so much for another incredible Christmas party! Everything was perfect from the beautifully lit screen behind the DJ, to the food and most importantly your team. Everyone was so wonderful to us throughout the night and my CEO personally commented to me several times throughout the evening on how fantastic everything was. Thank you for making this such a great experience both in planning and execution."**

*- Jennifer Shannon, KOBO Inc.*

**"I wanted to take a moment to thank you and your team at Toronto Events & Marketing Group for being absolutely fantastic leading up to and on event day. Our respective teams and guests were all so impressed with the venue and your staff. In addition, the space you chose for us worked so well for the purposes of the event. Thank you!"**

*- Tamika Auwai, CEO*

**"Thank you for all your help with our event this year. You and your team were fabulous once again!"**

*- Lee Casola, Deloitte*

**"Thank you. You did a great job. The party was a hit."**

*- Rose Hasham, Toyota Canada*

**"Thank you again for everything last night. Everything was fantastic! It was the perfect venue...The client had no negative things to say and were very happy with everything last night, thank you for making it easy for us! I will pass on any additional feedback I hear in the future, but everything that I heard was very complimentary!"**

*- Andrea Falletti, Senior Event Manager, CSI Washington, DC*

**"Thank you for all your work on our party. You have been a pleasure to work with. The overall feedback was very positive. People absolutely LOVED the venue, the decor, the vibe, the atmosphere and the music."**

*- Mona Dakgl, Scotiabank*

**"What an epic night. Thank you to you and your first class Toronto Events & Marketing Group team. What an incredible night and truly the Party of the Century. You three lead an incredible organization. Your staff are top notch; always willing to lend a hand, never offering a no, rather always a solution. MLSE is a complicated bunch, but layer in the NHL and you meet next level confusion. We threw many curve balls and you guys never wavered. Toronto Events & Marketing Group was a member of the team and I cannot thank you enough. Saturday night will be a special memory for us, and that is largely due to your commitment. Thank you for understanding our vision, helping bring it to life and for always going the extra mile. Cheers to an incredible party, and a smooth load-out tomorrow."**

*- Martin Hickox, Maple Leaf Sports and Entertainment, Manger, Live Entertainment and Event Marketing*

**"Thank you and your team for a professional and human support during our Event. Toronto Events & Marketing Group delivered an excellent service with us."**

*- Eugenia Lennon, WPC Support, Microsoft*

**"We want to thank you for helping to make our party a tremendous success. From the beautiful venue, to the staff, to your kind and warm welcome. Thank you! All of our guests had a fabulous time and absolutely loved the space. We look forward to working with you again...to you and all of your team we extend great gratitude!"**

*- Nobel Biocare*

**"Thank you so much for all your help in putting together such a successful event. Although there was a lot of back and forth I truly appreciate the magic you used to help us stay within our budget. The evening was such a huge success and easy and seamless on my end. Your staff was so helpful, accommodating and friendly. A huge thanks to Keith who was extra helpful with our videos and signage. Hoping we can work together for our June event. Wishing you a wonderful holiday season."**

*- Luisa Fantin, Manager, National Conference & Event Planning, Deloitte*

**"Thank you all so much for your hard work and dedication in helping us put together our product launch for 1000 guests. We have received many positive comments about the venue and scale of the event. Thanks again! Hope to work with you soon!"**

*- Jovana Panic, Sales Communications Specialist, Air Canada Vacation*

**"Thank you for making our event a memorable one. Thank you for all your help. We have received amazing feedback."**

*- Diego Di Tolla, TD Credit Cards Acquisition*

**"Super huge great feedback. And again, you guys are so great. Even my colleague was observing you guys working and was telling me all the little things you guys were doing to make sure everything went smoothly. Awesome."**

*- Francesca Lacobelli, Communications Manager, Financial Advisory, Deloitte*

**"Thank you so much again to you and your team for a fantastic event! It was apparently the best yet."**

*- Jeannette Brumell, Manager, Events, Sentry Investments*

**"The holiday party was a great success! It seemed to run smoother than ever in all areas! Thank you for all your hard work in making this such a great event!"**

*- Lori Heller, President, Heller Productions for TD Securities*

**I wanted to take the opportunity to say Thank You to each of you for your partnership and friendship over the past 12 months. The Grey Cup experience is one that I will not soon forget. Together we delivered a best-in-class Festival experience for residents & visitors here in Toronto. The best part of working on an event of this scale & scope is the partnerships, collaboration & relationships that are built. Thank you to each of you for the incredible contribution you made to our Grey Cup Festival.**

*- Sheila Solby, Director, 2016 Grey Cup Festival Events, Toronto Argonauts Football Club*

**"Over the years in my capacity with MLSE Foundation and MLSE, I have hosted a number of amazing events with Toronto Events & Marketing Group. The venue itself is truly world class and my team enjoys how flexible the floorplan is, allowing us to deliver a new experience for our guests everywhere they turn. Whether it's a fundraising event like Raps City Social for 600 donors, or a NHL & Toronto Maple Leafs New Year's Eve party with 2,500 premium clients, the team Toronto Events & Marketing Group takes a true partnership approach to ensure our results are second to none."**

*- Mike Bartlett, Head of Community Affairs & Events, MLSE*

**"Thank you to you and everyone at Toronto Events & Marketing Group for last night's dinner. AT&T was a great event and we look forward to many more."**

*- JPDL*

**"Thank you both so very much for everything. Kudos are flying in this morning...mostly for the fabulous venue and great food. It truly was a great success, and I wanted to thank both of you for making that happen."** *Nanny Angel Network*

*- Barb Weinberg, Executive Assistant, All Board of Directors, MLSE Foundation*

**"A HUGE thank you to you and your entire team for partnering with us on this wonderful event! From start to finish you have been incredible in assisting as we worked with the client to confirm all event elements in a very short time frame. Thank you for your patience and flexibility throughout the process. On-site you and your team were incredible. You all definitely made my job easy and the client was over the moon. Please also extend a huge thank you to the Food Dudes for going above and beyond as usual to meet all our dietary needs and create a delicious menu for a variety of palates."**

*- Tiffany Drennan, Senior Event Manager, Cantrav Services Inc., Microsoft Event*

**"Firstly, I would like to congratulate and thank you all for your participation at this event. It was an absolute success and we couldn't have orchestrated it all without all your talents and hard work. Thank you thank you and I look forward to working with you all again."**

*- Adam Bultz, President and Vanessa Strzelecki, Senior Producer, C3 Events Group*

**"Thank you again for everything you did for us leading up to and during the event. Your staff was excellent and the whole day was absolutely perfect. Thank you, thank you, thank you!"**

*- Danika Bingley | Events Coordinator, UBISOFT TORONTO*

**"Thank you for everything. You have been more than accommodating and helpful throughout the whole process. Gabriel is a very particular guy and you understood all of his needs. Everyone said nothing but great things about the party and your event space. It was a huge success!"**

*- Erica Brown, Executive Assistant to President/CEO, Gabriel Dolnicianu, RCM AIHM, Comfort Property Management Inc.*

**"Over the years in my capacity as Chairman with MLSE Foundation, I have hosted and attended a number of superb events at Toronto Events & Marketing Group. The venue and staff are truly world class."**

*- Aris Kaplanis, Chair MLSE Foundation*

**"A massive thank you to you and your entire team for a job well done last Saturday! Everyone was very friendly and helpful. You exceeded my expectations, which is not easy to do. The evening would not have been successful without the excellent customer service from the entire team who worked on Saturday night. Thank you!"**

*- Alan McArdle, CMP Manager, Event Services*