

METROLINX
STATION NAMING RIGHTS OPPORTUNITY
Partner Benefits and Process

Partner Specification: Station Naming Rights Opportunity

Metrolinx is seeking proposals from interested parties in any category for the Station Naming Rights Opportunity at the following stations:

Station	Line	Station address
Whitby GO Station	Lakeshore East Line	1350 Brock St S, Whitby
Pickering GO Station	Lakeshore East Line	1322 Bayly St, Pickering
Exhibition GO Station	Lakeshore West Line	Manitoba Drive, Toronto
Clarkson GO Station	Lakeshore West Line	1110 Southdown Road, Mississauga
Oakville GO Station	Lakeshore West Line	214 Cross Ave., Oakville

Metrolinx will consider proposals for other stations not listed here at the request of interested parties. For more information about the GO Transit network and stations, please visit www.gotransit.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 10 years. Evaluation of potential partnerships within the Station Naming Rights Opportunity will be based on the criteria outlined on the pages below.

An information package for each station and the associated naming rights opportunity will be provided to interested proponents during the initial information session.

Partnership Benefits Framework	
General Rights and Benefits of Association	<ul style="list-style-type: none"> • Partnership designation within specific product or service category • Category Exclusivity for select Station(s) • Exclusive Naming rights to selected station • Collaboration with GO Transit to provide co-branded opportunities and consider innovative ways to promote partnership or products • Right to use GO Transit brand, trademark, logo, imagery, etc., in marketing promotions • Access to 60+ stations, 80 trains, 500 buses across 11,000 km², servicing 76 million boardings per year for in-market promotions, activations and customer-focused engagements (non exclusive)
Experiential Opportunities	<ul style="list-style-type: none"> • Branded areas within station building, parking garage/lot areas or platform (XYZ Waiting area) • Retail Space (permanent or pop-up) available for partner use (dependent on station building) at available station(s) • Opportunity to activate experiences and promotions on-station property (i.e. in station, outside station, or parking lots (restricted times)) • Opportunity to feature new products and services through customized activations • Brand activation management support for any branded activations
On-Site Exposure and Recognition	<ul style="list-style-type: none"> • Permanent branding on exterior signage of station building(s), station bridges, parking structures, roadside station entry signage • 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 • Advertising campaign on permanent assets such as elevator, tunnels, pedestrian bridges or other assets for 52 weeks per year of the agreement • Access to existing and future communication channels (email, website, apps, including those to be developed)
Business Opportunities	<ul style="list-style-type: none"> • Enhance visibility and strengthen reputation by partnering with a brand that shares customer experience priorities, consumer safety

	<p>values and highlight community involvement through the partnership</p> <ul style="list-style-type: none"> • Opportunity to cross-promote with existing partners to develop a new customer experience if applicable • Create station-specific opportunities that drive business objectives for the partner and Metrolinx • Opportunity to participate in new customer experience and service enhancements at specified station as they are developed • Opportunity for employee transit program through PRESTO • Opportunity to supply Metrolinx with products and services • Other business programs as desired and negotiated with Metrolinx
Data Exchange	<ul style="list-style-type: none"> • Opportunities to develop shared learning opportunities with access to an engaged customer base for research • Potential for customer insight and data exchange, for this partnership and more broadly to support partner objectives • Potential to share aggregated and anonymized GO Transit ridership data (excluding PRESTO PII data) for research collaboration and customer mapping research
GO Transit Tickets	<ul style="list-style-type: none"> • Opportunity for group rate tickets for GO Transit and UP Express for employee use (category restrictions may apply for promotional use) • Opportunity for promotional pricing programs for co-sponsored events or attractions (sponsored by both MX and potential partner) • Opportunity to purchase PRESTO cards for in-market promotions
Other	<ul style="list-style-type: none"> • As mutually agreed

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. A description of the process, and 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 your 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, Conflict of Interest form and Non-Disclosure Agreement will be provided in advance of the meeting and will be due to Metrolinx at time of meeting. Additional information will be shared at the meeting with proponents that have signed and submitted the documents to Metrolinx
3. October 28, 2019: First opportunity to submit term sheet which will be included in the Additional Information for station naming rights to Metrolinx
4. November 28, 2019: At any time on or after this date, Metrolinx may enter into a Letter of Intent 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.

Station Naming Rights Partner Contact

For more information or questions, please direct all questions and communications of any sort with respect to this opportunity are to be in writing and directed only to the contact identified below:

Meredith Sumner	
E-mail:	meredith.sumner@metrolinx.com

Partner Selection Framework

The proposals will be reviewed and considered based on the factors included in the additional information that will be shared when the NDA and Conflict of Interest documents are signed and submitted to Metrolinx.

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.