CANADIAN
DEALMAKERS®

2018 GALA SPONSORSHIP PACKAGE

MARCH 8, 2018 | FAIRMONT ROYAL YORK TORONTO

the answer company
THOMSON REUTERS®

Founding Partners
Message

Join leading decision makers and strategists for an evening recognizing the Canadian companies and dealmakers driving the key M&A and corporate finance deals of 2017.

Celebrate the art of the deal at the 11th annual Canadian Dealmakers® Awards Gala.

Jointly produced by **Deloitte,** ***The Globe and Mail,*** **Lexpert®** and **Thomson Reuters,** the Canadian Dealmakers® Awards Gala marks the highlight of the calendar for the business community, bringing together in one place at one time, a who's who of leading decision makers and players involved in M&A and corporate finance.

Celebrating excellence in M&A

The only program of its kind in Canada, Canadian Dealmakers® recognizes participants who have made a significant contribution to the M&A and corporate finance markets. The awards honour Canadian companies and individuals whose transactions in 2017 significantly impacted their industries through:

- innovation and growth
- establishment of best practices
- enhancement of customer needs and products
- creation of value

Award Categories

A panel of eminent judges have identified the achievements of both the companies that initiate the leading deals and the dealmakers who execute them. This year's anticipated categories will be:

- Lifetime Achievement Award
- Deal Team of the Year
- Value Creation Award
- Integration Excellence Award
- Financial Deal of the Year
- Consumer Business Deal of the Year
- Infrastructure & Utilities Deal of the Year
- Energy Deal of the Year
- Health Care Deal of the Year
- Industrial Deal of the Year
- Information Technology Deal of the Year
- Media & Telecommunications Deal of the Year
- Mining Deal of the Year
- IPO of the Year
- Foreign Outbound Deal of the Year
- Foreign Inbound Deal of the Year
- Mid-Market Deal of the Year
- Investment Bank of the Year (By Value)
- Investment Bank of the Year (By Volume)
- Mid-Market Investment Bank of the Year (By Value)
- Mid-Market Investment Bank of the Year (By Volume)
- Breakout Investment Bank of the Year

Canadian Dealmakers
At a Glance

Past Winners Include:

Bank of Montreal
Bank of Nova Scotia
Bell Canada
Canada Goose
Canada Pension Plan Investment Board (CPPIB)
Canadian Tire Corporation
Capstone Mining
Cara Operations Ltd.
CCL Industries Inc.
CGI Group Inc.
DH Corporation
Element Financial Corporation
Emera Inc.
Encana Corporation
EnerCare
Entertainment One
Fortis Inc.
Hudson's Bay Company
Intact Financial Corporation
Magna International Inc.
OMERS Private Equity
OpenText
Rogers Communications Inc.
Royal Bank of Canada
Shaw Communications
Shopify Inc.
Sobeys Inc.
Stantec Inc.
Suncor
Vail Resorts Inc.

44% Senior Executives

39% Law Firm Partners & Associates, In-house Counsel

17% Mid-management

5,662,147
total impressions including

428,529
impressions from our email program targeting selected recipients including: in-house counsel, senior executives, and legal professionals or law firm lawyers

THE GLOBE AND MAIL

3,300,000
impressions through ads in the *Report on Business*

378,750
impressions from presence and ads across our media publications including: *Canadian Lawyer*, *Canadian Lawyer InHouse*, *Law Times*, and *Lexpert*

1,554,868
impressions from presence on our websites and digital advertising

CONNECT
with a premier audience

Past
Attendees

Baker McKenzie
Baytex Energy
Bennett Jones LLP
Blake, Cassels & Graydon LLP
BMO Capital Markets
BMO Nesbitt Burns
Borden Ladner Gervais LLP
Canadian Personal Banking
Cara Operations Ltd.
CASCO Agency
CCL Industries Inc.
CIBC Asset Management
CIBC Capital Markets
CIBC World Markets
Computershare
CST Trust Co.
D.F. King Canada
Davies Ward Phillips & Vineberg LLP
Emera Inc.
Enercare Inc.
Fasken Martineau DuMoulin LLP
Fortis Inc.
Goldman Sachs Canada
Greenhill & Co.
InstarAGF Asset Management Inc.
J.P. Morgan Commodities Canada
Junior Achievement Canada
KPMG
Longview Communications
McMillan LLP
National Bank Financial
Nissan Canada, Inc.
Open Text Corp.
Osler, Hoskin & Harcourt LLP
RBC Capital Markets
Scotiabank
Shaw Communications
Sigma Systems
Stantec
Stikeman Elliott LLP
Suncor Energy Inc.
TD Bank Group
TD Securities
Toronto Stock Exchange
Torys LLP
TSX Trust Co.
TSX Venture Exchange
Warner Norcross and Judd LLP
Wildeboer Dellelce LLP
ZSA Legal Recruitment

Sponsorship Opportunities*

Packages	**Signature** $35,000	**Platinum** $25,000	**Gold** $20,000
EXCLUSIVITY			
• Availability	2 available - one law firm & one corporation	2 available - one law firm & one corporation	
• First right of refusal to sponsor at this level next year	✓	✓	
PRINT MEDIA			
• Media placement across any Thomson Reuters Media Solutions publications	$20K	$10K	$7K
• Logo recognition in all print advertising pertaining to the event in Thomson Reuters Media Solutions publications	✓	✓	✓
• Logo placement in all print advertisements pertaining to the event in The Globe and Mail (pre and post awards)	✓	✓	✓
DIGITAL MEDIA			
• Prominent logo placement on website	✓	✓	✓
• Prominent logo placement on video pre-roll (if applicable)	✓	✓	
• Placement on any one Thomson Reuters Media Solutions property	Big box or leaderboard ad for 3 months	Big box or leaderboard ad for 2 months	Big box or leaderboard ad for 1 month
• Logo to appear on digital advertising pertaining to the event	✓	✓	✓
• Placement in *Canadian Legal Newswire or Dealswire*	2 big boxes	1 big box	1/2 big box
• Logo on digital signage at Bay & Adelaide during winners loop	✓	✓	✓
• Sponsor profile on website	500 words max.	350 words max.	250 words max.
• Sponsor Spotlight in *Canadian Legal Newswire* at time of signing	✓	✓	✓
EVENT PRESENCE			
• Tables for gala	Two full tables (16 guests)	Two full tables (16 guests)	1 full table (8 guests)
• Opportunity to present an award during the ceremony	✓	✓	
• Logo to appear on backdrop of stage (wide screen, logo rotation)	✓	✓	✓
• Logo and write up on event program	500 words max.	350 words max.	250 words max.
• Attendee list and seating plan provided	✓	✓	✓
• Logo on name badges	✓	✓	
• Preferred seating	✓	✓	
• Logo on photo backdrop	✓	✓	✓
• Special sponsor recognition	• Gift Item on table • Custom Thank You E-mail		

* All elements are based on availabilty

Sponsorship Opportunities*

Packages	**Après or Cocktail** $15,000	**Silver** $10,000	**Bronze** $8,000
EXCLUSIVITY			
• Availability	2 available - one Après and one Cocktail		
• First right of refusal to sponsor at this level next year	✓		
PRINT MEDIA			
• Media placement across any Thomson Reuters Media Solutions publications	$5K		
• Logo recognition in all print advertising pertaining to the event in Thomson Reuters Media Solutions publications	✓	✓	✓
• Logo placement in all print advertisements pertaining to the event in The Globe and Mail (pre and post awards)	✓	✓	✓
DIGITAL MEDIA			
• Prominent logo placement on website	✓	✓	✓
• Placement on any one Thomson Reuters Media Solutions property	1/2 big box or leaderboard ad for 1 month		
• Logo to appear on digital advertising pertaining to the event	✓	✓	✓
• Placement in *Canadian Legal Newswire or Dealswire*	1/2 big box	1/2 big box	
• Logo on digital signage at Bay & Adelaide during winners loop	✓	✓	✓
• Sponsor profile on website	200 words max.	150 words max.	100 words max.
• Sponsor Spotlight in *Canadian Legal Newswire* at time of signing	✓	✓	✓
EVENT PRESENCE			
• Tables for gala	1 full table (8 guests)	1 full table (8 guests)	1/2 table (4 guests)
• Logo to appear on backdrop of stage (wide screen, logo rotation)	✓	✓	✓
• Logo and write up on event program	200 words max.	150 words max.	100 words max.
• Attendee list and seating plan provided	✓		
• Logo on photo backdrop	✓	✓	✓
• Special sponsor recognition	• 16 cocktail/après passes • Après/Cocktail sponsor recognition		

* All elements are based on availabilty

Sponsorship Opportunities*

Signature sponsor: $35,000

(2 available – one law firm & one corporation)

- First right of refusal to sponsor at this level next year
- $20k in media placement across any Thomson Reuters Media Solutions publications
- Logo recognition in all print advertising pertaining to the event in Thomson Reuters Media Solutions publications
- Logo placement in all print advertisements pertaining to the event in The Globe and Mail (pre and post awards)
- Prominent logo placement on website and on video pre-roll if applicable
- Big box or leaderboard ad on any one Thomson Reuters Media Solutions property for 3 months
- Logo to appear on digital advertising pertaining to the event
- Two big box ads in *Canadian Legal Newswire* or *Dealswire*
- Logo on digital signage at Bay & Adelaide during winners loop
- Sponsor profile on website -500 words max
- Sponsor spotlight in *Canadian Legal Newswire* at time of signing
- Two tables for sixteen guests
- Opportunity to present an award during ceremony
- Logo to appear on backdrop of stage (wide screen, logo rotation)
- Logo and write up on event program - 500 words max
- Attendee list and seating plan provided
- Logo on name badges
- Preferred seating
- Logo to appear on photo backdrop
- Gift item on table
- Custom thank you email

Platinum sponsor: $25,000

(2 available – one law firm & one corporation)

- First right of refusal to sponsor at this level next year
- $10k in media placement across any Thomson Reuters Media Solutions publications
- Logo recognition in all print advertising pertaining to the event in Thomson Reuters Media Solutions publications
- Logo placement in all print advertisements pertaining to the event in The Globe and Mail (pre and post awards)
- Prominent logo placement on website and on video pre-roll if applicable
- Big box or leaderboard ad on any one Thomson Reuters Media Solutions property for 2 months
- Logo to appear on digital advertising pertaining to the event
- One big box ad in *Canadian Legal Newswire* or *Dealswire*
- Logo on digital signage at Bay & Adelaide during winners loop
- Sponsor profile on website -350 words max
- Sponsor spotlight in *Canadian Legal Newswire* at time of signing
- Two tables for sixteen guests
- Opportunity to present an award during ceremony
- Logo to appear on backdrop of stage (wide screen, logo rotation)
- Logo and write up on event program - 350 words max
- Attendee list and seating plan provided
- Logo on name badges
- Preferred seating
- Logo to appear on photo backdrop

For more information, contact your Account Executive at 416.649.8841 or MediaSolutions.Sales@thomsonreuters.com

* All elements are based on availability

Sponsorship Opportunities*

Gold sponsor - $20,000

- $7k in media placement across any Thomson Reuters Media Solutions publications
- Logo recognition in all print advertising pertaining to the event in Thomson Reuters Media Solutions publications
- Logo placement in all print advertisements pertaining to the event in The Globe and Mail (pre and post awards)
- Prominent logo placement on website
- Big box or leaderboard ad on any one Thomson Reuters Media Solutions property for 1 month
- Logo to appear on digital advertising pertaining to the event
- One half big box ad in *Canadian Legal Newswire* or *Dealswire*
- Logo on digital signage at Bay & Adelaide during winners loop
- Sponsor profile on website -250 words max
- Sponsor spotlight in *Canadian Legal Newswire* at time of signing
- Table for awards dinner - 1 full table (8 guests)
- Logo to appear on backdrop of stage (wide screen, logo rotation)
- Logo and write up on event program - 250 words max
- Attendee list and seating plan provided
- Logo to appear on photo backdrop

Après or cocktail sponsors: $15,000

(2 available – one Après & one Cocktail)

- First right of refusal to sponsor at this level next year
- $5k in media placement across any Thomson Reuters Media Solutions publications
- Logo recognition in all print advertising pertaining to the event in Thomson Reuters Media Solutions publications
- Logo placement in all print advertisements pertaining to the event in The Globe and Mail (pre and post awards)
- Prominent logo placement on website
- 1/2 big box or leaderboard ad on any one Thomson Reuters Media Solutions property for 1 month
- Logo to appear on digital advertising pertaining to the event
- One half big box ad in *Canadian Legal Newswire* or *Dealswire*
- Logo on digital signage at Bay & Adelaide during winners loop
- Sponsor profile on website -200 words max
- Sponsor spotlight in *Canadian Legal Newswire* at time of signing
- Table for awards dinner - 1 full table (8 guests)
- Logo to appear on backdrop of stage (wide screen, logo rotation)
- Logo and write up on event program - 200 words max
- Attendee list and seating plan provided
- Logo to appear on photo backdrop
- 16 cocktail/après passes
- Special sponsor recognition including: signage, signature cocktail, and napkins or stir sticks

For more information, contact your Account Executive at 416.649.8841 or MediaSolutions.Sales@thomsonreuters.com

* All elements are based on availability

Sponsorship Opportunities*

Silver sponsor - $10,000

- Logo recognition in all print advertising pertaining to the event in Thomson Reuters Media Solutions publications
- Logo placement in all print advertisements pertaining to the event in The Globe and Mail (pre and post awards)
- Prominent logo placement on website
- Logo to appear on digital advertising pertaining to the event
- One half big box ad in *Canadian Legal Newswire* or *Dealswire*
- Logo on digital signage at Bay & Adelaide during winners loop
- Sponsor profile on website -150 words max
- Sponsor spotlight in *Canadian Legal Newswire* at time of signing
- Table for awards dinner - 1 full table (8 guests)
- Logo to appear on backdrop of stage (wide screen, logo rotation)
- Logo and write up on event program - 150 words max
- Logo to appear on photo backdrop

Bronze sponsor – $8,000

- Logo recognition in all print advertising pertaining to the event in Thomson Reuters Media Solutions publications
- Logo placement in all print advertisements pertaining to the event in The Globe and Mail (pre and post awards)
- Prominent logo placement on website
- Logo to appear on digital advertising pertaining to the event
- Logo on digital signage at Bay & Adelaide during winners loop
- Sponsor profile on website -100 words max
- Sponsor spotlight *Canadian Legal Newswire* at time of signing
- Table for awards dinner - 1/2 full table (4 guests)
- Logo to appear on backdrop of stage (wide screen, logo rotation)
- Logo and write up on event program - 100 words max
- Logo to appear on photo backdrop

Table Sponsor - $6,495

- 8 passes for the cocktail and gala dinner award presentation
- Table name recognition

1/2 Table Sponsor - $3,750

- 4 passes for the cocktail and gala dinner award presentation
- Table name recognition

Single Ticket: $1,095

(Based on availability)

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* All elements are based on availability

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TD

Silver Sponsors

Computershare

RBC Capital Markets

Shaw

Bronze Sponsor

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