

## AGREEMENT OVERVIEW

**Naming Rights** – Scotiabank will be the exclusive name sponsor of the Halifax Metro Centre and the full facility name will be the Scotiabank Centre.

**Signage/Sponsorship Rights** – Scotiabank will retain existing brand assets and signage as well as a significant branded presence throughout the facility, including exterior marquee signage. A complete list of all branded assets is to be mutually agreed by all parties as part of the final agreement and may include: arena/entry level signage, directional/concourse signage, broadcast visibility and the centre ice logo.

**Term** – Ten-year partnership with renewal terms to be defined as part of the final agreement.

**Annual Fees** – Naming rights fees of \$650,000 per year for 10 years with a three per cent escalator. More than \$5 million to be used for capital upgrades to the facility and the remaining funds to be applied to advertising and sponsorship properties.

**Sponsorship Category & Exclusivity** – Scotiabank will be granted category exclusivity as the naming rights partner of the facility in the ‘Banking and Financial Services’ category.

**Community Value-added Components** – Additional activation elements will include: Scotiabank automated banking machines in the facility, activation of Scotiabank hockey and other community-related programs, working together with the facility to develop Scotiabank customer/patron benefits, and volunteer and promotional opportunities with Scotiabank branches and employees.

**Negotiation Period & Start Date of Term** – Formal negotiations between all parties will now proceed in good faith to define full contract details, including the term, and all other terms and conditions as appropriate.

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