Scotiabank HALIFAX Scotiabank Centre

**NAMING RIGHTS RENEWAL OVERVIEW**

**Naming Rights –** Scotiabank has renewed its agreement as the exclusive name sponsor of Scotiabank Centre. The rights are granted in the 'Banking and Financial Services' category. Scotiabank will continue to be the official banking partner of the Halifax Mooseheads.

**Signage/Sponsorship Rights –** Scotiabank will continue to retain existing brand assets and signage as well as a significant branded presence throughout the facility, including exterior marquee signage. Renewed Scotiabank branded assets include interior signage, digital signage, directional/concourse signage, broadcast visibility, and the centre ice logo.

**Term –** Consistent with the terms of the initial agreement, which offered the option to renew after the 10-year term, the renewal process was initiated in August 2023. As a result of this process, a new 5-year partnership was approved, with the option to extend for an additional 5 years through to 2034. The renewed agreement began on July 1, 2024.

**Annual Fees –** Consistent with market value, naming rights fees of $850,000 per year for five years with an annual escalator. The majority of the funds will be directed to Halifax Regional Municipality's capital reserve to support facility upgrades, capital renewal projects and modernization programs that will enhance the fan experience and operational efficiency

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

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