

# DIGITAL & PRINT SPONSORSHIP OPPORTUNITIES

## TO SEE IT LIVE... IS TO BE ALIVE

DRIVING EMOTIONAL CONNECTIONS THROUGH MUSIC

***ticketmaster***

THE LIVE NATION ENTERTAINMENT NETWORK

COMPANY CREDENTIALS

**LIVE NATION**  
ENTERTAINMENT™

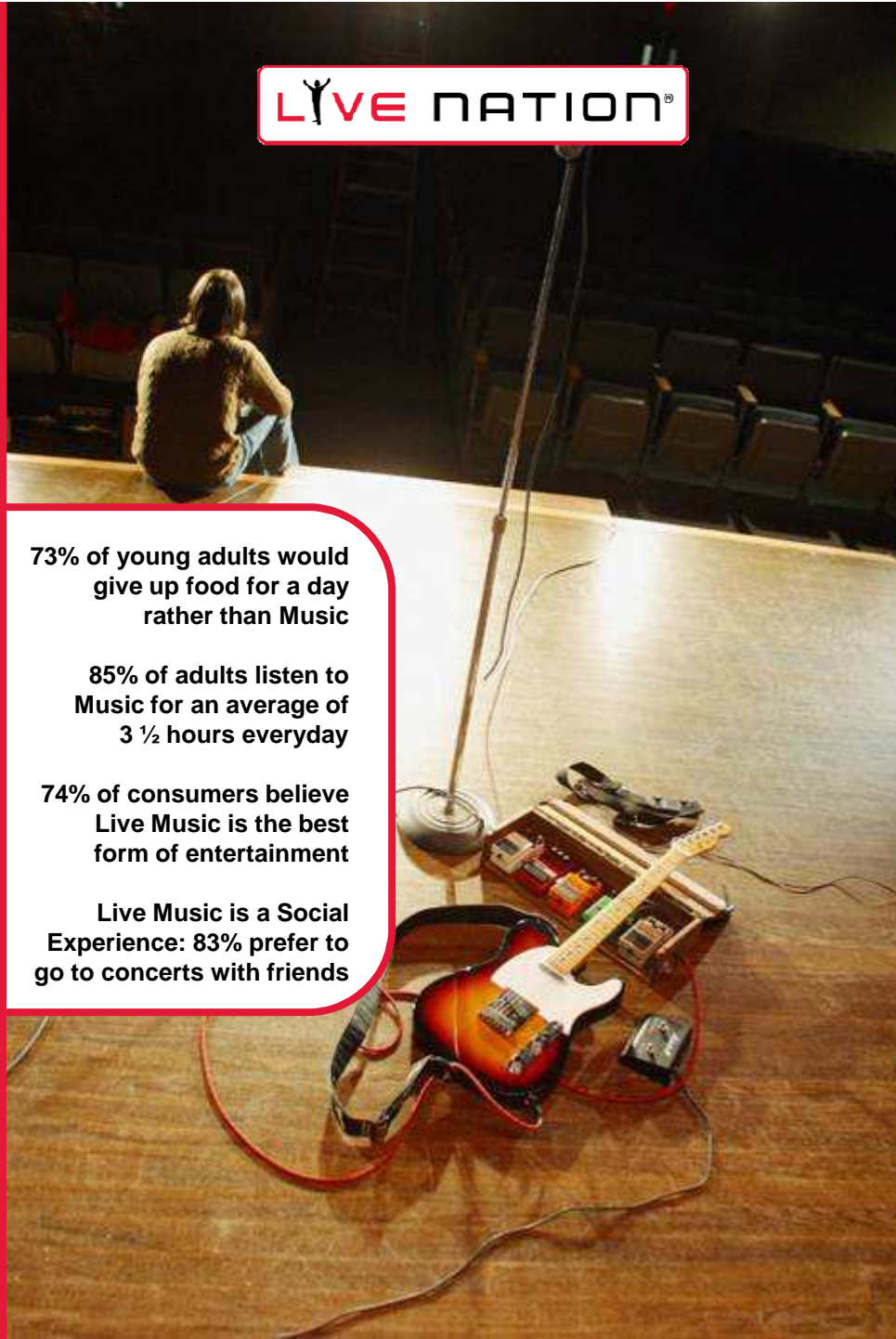
# a passion for music

- Music elicits a visceral response in all of us
- Music reminds us of relationships, good times with friends, a particular point in our lives
- Music inspires and ignites imagination
- Music is an expression of identity
- Music is immediate gratification
- Music is both a physical and emotional connection
- Music represents modern diversity – many genres are enjoyed by all, regardless of who or where they are

Data Sources: Odyssey – July 2003, Simmons Teens/Adults Fall 2004 Study, RIAA 2003 Consumer Trends Study, MTV Research, Simmons Spring 2004 NCS Adult Full Year Study, Pew Internet & American Life Project 2004, Scarborough 2004, 12 Month Release



LIVE NATION®



73% of young adults would give up food for a day rather than Music

85% of adults listen to Music for an average of 3 ½ hours everyday

74% of consumers believe Live Music is the best form of entertainment

Live Music is a Social Experience: 83% prefer to go to concerts with friends



**2011 sees the dawn of a new era in the live music and entertainment industry...**

**Presenting an opportunity to...**

attract **high spending consumers**  
engage **with consumers along their daily journey**  
improve **business differentiation and loyalty**  
measure **impact on revenue and brand**

# Our TICKETING NETWORK powered by the #3 E-COMMERCE PLATFORM ON THE WEB

- Over **130M** tickets sold in 2009
- **77%** of tickets sold online
- **300,000+** global events per year
- Fully functional **mobile application** and **WAP** site

## Top 10 Internet e-retailers

| rank | company                  | 2008 transaction revenue ( \$ ) |
|------|--------------------------|---------------------------------|
| 1    | Amazon.com               | 19,170,000,000                  |
| 2    | Staples, Inc.            | 7,700,000,000                   |
| 3    | <b>Ticketmaster / LN</b> | <b>6,769,656,076</b>            |
| 4    | Dell, Inc.               | 4,830,000,000                   |
| 3    | Office Depot, Inc.       | 4,800,000,000                   |
| 4    | Apple, Inc.              | 3,642,118,080                   |
| 5    | OfficeMax, Inc.          | 3,083,730,683                   |
| 6    | Sears Holdings Corp      | 2,693,433,600                   |
| 7    | CDW Corp.                | 2,600,122,100                   |
| 8    | Newegg, Inc              | 2,100,000,000                   |

Source: Internet Retailer "Top 500 Guide" 2009 Edition and Live Nation internal year end results for 2009

Print...

- **15 million** tickets distributed annually
- **500 venues**
- **Over 200** ticket agents, 800 staff, 3 regional call centres
- **Over 250** Ticketmaster and Admission outlets nationally

Reach the 70% of Ticketmaster customers who are online making their ticket purchases...

- Average total monthly unique visitors = **1.7 million**
- Average monthly impressions = **30 million**
- Average monthly page views = **20 million**
  - Average page views per visit = **10**
  - Average visit duration = **5 minutes**
- Opt-in email subscribers = **over 1,000,000**

\*Source: comScore, WebTrends

# TARGET BY GENRE

Drive your brand message through one of Ticketmaster's key categories

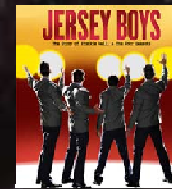
**homepage**  
start your experience

**music & clubs**  
tweens, teens & adults

**sports**  
men

**arts & theatre**  
active affluents

**family**  
key household influencers





# PAGE TAKEOVER

Own the Music, Sports, Arts & Theatre, Family or Homepage through a Wallpaper Skin Takeover!

Permanent fixed placements include:

- ✓Wallpaper skin
- ✓Big Box
- ✓Leaderboard

The screenshot shows the Ticketmaster Canada homepage with a 'Battle of the Blades' wallpaper skin takeover. The page layout includes a search bar at the top, navigation tabs for Home, Music, Sports, Arts & Theatre, and Family. The main content area is dominated by the 'Battle of the Blades' promotion, featuring a large banner for the 'SUNDAY SEPT 26 PREMIER' event, a 'BACK TO FUN' button, and a 'THE BATTLE IS BACK' vertical banner on the right. The left sidebar contains 'Popular Events' (Toronto Maple Leafs, Royal Winter Fair, Hamilton Tiger-Cats, Toronto Argonauts, Toronto Raptors, Bills Toronto Series) and 'Categories' (All Sports, Baseball, Basketball, Boxing, Bull Riding, Competitions, Curling, Field Sports, Football, Golf, Handball, Hockey, Lacrosse, Mixed Martial Arts, Motorsports, Rodeo, Skating, Soccer, Tennis, Volleyball, Wrestling, More Sports). The 'Recommended Events For You' section lists Toronto Maple Leafs, Toronto Raptors, and Hamilton Tiger-Cats. The 'On Sale Now' and 'HOT TICKETS' sections list upcoming events like Toronto FC vs. Real Salt Lake, Guelph Storm vs. Niagara IceDogs, and Toronto Marlies vs. Abbotsford Heat. The 'Top Sellers in Sports' list includes Toronto Raptors, Toronto Maple Leafs Superskills Competition, Toronto Maple Leafs, Royal Winter Fair Horse Show, Hamilton Tiger-Cats, Toronto Argonauts, Bills Toronto Series: Chicago Bears vs. Buffalo Bills, Monster Jam, Guelph Storm, and Toronto FC. The 'Featured Events' section highlights Toronto FC. The page also features a BlackBerry logo and a 'Local Venues' section listing Rogers Centre and Air Canada Centre.

# TICKETALERT EMAIL BLAST

Speak directly to Ticketmaster's more than **1,000,000 ticketAlert opt-in subscribers** looking to find out about concerts and events before they go onsale!

The ticketAlert email blast keeps the fans connected so they don't miss out on the hottest tours coming to town!

Big Box and a "Sponsored by" placement will give your brand ownership of the email blast

The screenshot shows a Ticketmaster email alert for Vancouver events, dated September 15, 2010. At the top right, there is a "Sponsored by" banner for McDonald's with the "I'm lovin' it." logo. The main content area is titled "Events in Your Area" and features a "VANGOUVER" logo. Below this, there are several event listings, including "Vancouver Canucks Open Practice" and "Chilliwack Bruins vs. Kamloops Blazers". A "My Ticketmaster" section on the right greets the user as "Hello John" and offers to update their list of favorite performers. A "Featured" section highlights a "PRESALE OFFER" for Steve Nash's "Nash is Back!" album. An advertisement for McDonald's is prominently displayed in the center, with the text "Fall in love with savings" and "Get coupons". At the bottom, there is a calendar for "Upcoming Events You May Like" for the period of September 12 to October 16.



# PUSHDOWN UNIT

Dominate the page with a large push down unit that takes over the page and pushes down all content!

Target to:

- ✓ Music
- ✓ Sports
- ✓ Arts & Theatre
- ✓ Family
- ✓ Main Homepage



# TICKETFAST E-TICKET

Deliver your message on the ticketFront!

More than 3,000,000 e-tickets reaching online purchasers annually!

## Sampling of venues:

- ✓ Air Canada Centre
- ✓ Rogers Centre
- ✓ Molson Amphitheatre
- ✓ The Government
- ✓ Kool Haus
- ✓ Lee's Palace
- ✓ Massey Hall
- ✓ MTS Centre
- ✓ Rogers Arena
- ✓ Rexall Place
- ✓ And more!


**ticketmaster**

**This is your ticket.**  
Present this entire page at the event.

**ticketmaster®**

PURCHASED BY TEST INTERNET      SECTION GA1      ROW GA0      SEAT 3  
ORDER NUMBER 61-14990 / TOR

|  |  |  |
|--|--|--|
| NETT2<br>F= 0.00<br>4.00<br>GA1<br>AMX 1X<br>GA0 3<br>ZIP373A<br>21MAX09 | GA1 GA0 3 ADULT<br>GEN ADMISSION 5.00<br>*****<br>TEST EVENT<br><br>DO NOT USE<br><br>TEST EVENT | ENETT2<br>23:41<br>CN 13582<br>GA1<br>AMZIP373<br>GA0<br>A 1.00<br>3 |
|--|--|--|



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**Satisfy your hunger, whenever it calls.**

Many drive-thrus open **24 hours**



See McDonalds.ca for participating restaurants. © 2009 McDonald's

Get on the list for

**BANDS  
ARTISTS  
TEAMS  
VENUES**

with ticketAlert emails.

To sign up, visit [www.ticketmaster.ca/ticketalerts](http://www.ticketmaster.ca/ticketalerts)

Ticket holder acknowledges all risks incidental to any game or event for which this ticket is issued, whether occurring before, during or after the game or event, and hereby agrees to assume same. Management reserves the right to refuse admission by refunding the price appearing on the ticket and/or to expel from the premises any person whose presence or conduct is deemed by it to be objectionable. Expulsion cancels this ticket and the holder thereupon forfeits all claims, including any claim to a refund of the ticket price. Tickets deemed lost or stolen will not be honored. Admission is subject to compliance with applicable laws, by-laws, regulations and facility or stadium rules ("The Rules"). Failure to comply with the Rules may result in non-admission or expulsion. In conformance with the Rules, alcohol, illegal drugs, cameras, recording devices, clothing not being worn and bags or containers of any kind, may be excluded from the premises. Holder consents to a reasonable examination of his/her person and effects to ensure compliance. Price shown is inclusive of all taxes and facility charges where applicable. Latecomers will not be admitted until a suitable break in the performance. Without the express written consent of the producers, no ticket sold shall be resold, given away or disposed of by the purchaser in connection with any promotion by the purchaser of any products or services whatsoever or for any other commercial purpose.

Outdoor Event Rain Check: Rain check policies are determined by the promoter or venue. Events indicating "RAIN OR SHINE" will not offer compensation based on inclement weather. Ticket holder assumes responsibility for knowledge of weather policies and any action to be taken as a term of the policy.

WARNING: PUCKS, HOCKEY STICKS, BALLS, BATS, RACQUETS, AND OTHER OBJECTS FLYING INTO SPECTATOR AREAS CAN CAUSE SERIOUS INJURY. BE ALERT AT ALL TIMES WHEN IN SPECTATOR AREAS. IF INJURED, NOTIFY USHER FOR DIRECTIONS TO MEDICAL STATION.

RESALE INVALIDATES TICKET. NO REFUNDS. NO EXCHANGES.

**BREAKING NEWS**

Let Ticketmaster tell you who is coming to town


Sign up for your member account today!

[www.ticketmaster.ca/ticketalerts](http://www.ticketmaster.ca/ticketalerts)

**Important Instructions:**


- The barcode only allows one entry per scan.
- Unauthorized duplication or sale of this ticket may prevent your admittance to the event.

ENETT2      Section: GA1      Row: GA0      Seat: 3



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Keep this ticket in a safe place as you would money or regular tickets. Ticketmaster® is not responsible for any inconvenience caused by unauthorized duplication. In the event that duplicate copies appear, the Facility reserves the right to refuse entry to all ticket holders and may credit the original purchaser the face value which will constitute full remuneration. The event date and time is subject to change without notice.

 Thank you for choosing TicketFast®.

**LIVE NATION**  
ENTERTAINMENT™



# TICKETBACKS, TICKETWALLETS & INSERTS

Your print message “guaranteed” in the hands of live entertainment enthusiasts!

## ticketWallets



**100%  
Open Rate!**

## Inserts



**ticketmaster**

**LIVE NATION  
ENTERTAINMENT™**

# Programs Built Specifically For Your Brand!

- ✓ Prizing Partner
- ✓ Contesting
- ✓ PIN Code Programs
- ✓ Customized Box Offices
- ✓ Luxury Suites and ticket access
- ✓ In-Venue Activations & Exit Sampling

# OUR FANS. YOUR BRANDS.

**ticketmaster**

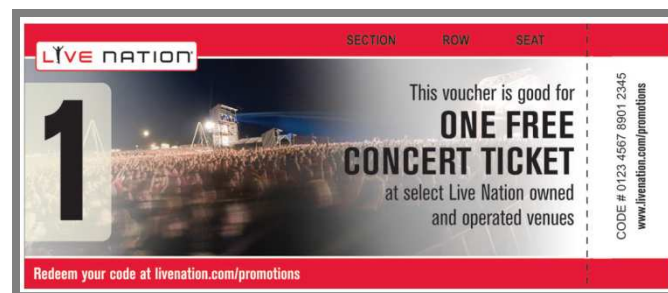
**LIVE NATION**  
ENTERTAINMENT™

# PIN CODE PROGRAMS

**Live Nation Canada entertains over 3,000,000 consumers per year!  
Connect your brand with our fans at an emotional level**

Distribute Live Nation PIN Codes to your brand's clients with a chance to:

- WIN a pair of tickets
- \$\$ off your next ticket purchase
- Grand prize sweepstakes
- Discounts for merchandise
- Meet & Greet, etc...



# PIN CODE PROGRAMS: PSP EXAMPLE

Language English

## SO YOU BOUGHT A PSP® ENTER YOUR CODE FOR FREE TICKETS

**EVENT** Sort By: [- Select] In: National View All Page: 1 2

| DATE      | EVENT              | VENUE                   | CITY      | REDEEM |
|-----------|--------------------|-------------------------|-----------|--------|
| Feb 2/11  | Daniel Lanois      | Commodore Ballroom      | Vancouver | REDEEM |
| Feb 13/11 | Hello goodbye      | Mod Club Theatre        | Toronto   | REDEEM |
| Feb 15/11 | Eluveitie          | Rickshaw Theatre        | Vancouver | REDEEM |
| Feb 18/11 | Goo Goo Dolls      | National Arts Centre    | Ottawa    | REDEEM |
| Feb 18/11 | Plants and Animals | Commodore Ballroom      | Vancouver | REDEEM |
| Feb 19/11 | Goo Goo Dolls      | Hamilton Place Theatre  | Hamilton  | REDEEM |
| Feb 20/11 | Morcheeba          | Phoenix Concert Theatre | Toronto   | REDEEM |
| Feb 23/11 | Whitechapel        | Opera House             | Toronto   | REDEEM |
| Feb 24/11 | Parkway Drive      | Opera House             | Toronto   | REDEEM |
| Feb 25/11 | Maceo Parker       | Commodore Ballroom      | Vancouver | REDEEM |
| Feb 26/11 | Cradle of Filth    | Sound Academy           | Toronto   | REDEEM |
| Feb 26/11 | Down With Webster  | Vogue Theatre           | Vancouver | REDEEM |
| Mar 3/11  | Morcheeba          | Commodore Ballroom      | Vancouver | REDEEM |
| Mar 4/11  | Down With Webster  | Odeon Events Centre     | Saskatoon | REDEEM |
| Mar 5/11  | Peta Yorn          | Opera House             | Toronto   | REDEEM |
| Mar 6/11  | Whitechapel        | Rickshaw Theatre        | Vancouver | REDEEM |
| Mar 8/11  | The Get Up Kids    | Phoenix Concert Theatre | Toronto   | REDEEM |
| Mar 9/11  | Apocalyptica       | Cowboy's Ranch          | London    | REDEEM |
| Mar 11/11 | Apocalyptica       | Bronson Centre          | Ottawa    | REDEEM |
| Mar 11/11 | Drive By Truckers  | Commodore Ballroom      | Vancouver | REDEEM |

Buy a PSP® and receive a pair of FREE concert tickets of your choice.

© 2011 Live Nation Worldwide, Inc.

1 Select Tickets 2 Confirmation

### Daniel Lanois

Location: Commodore Ballroom  
When: Wed, Feb 2, 2011  
What Time: 8:00 PM  
Event Details: Please complete the fields below, accept the Terms & Conditions and click the Register button.

**Please Select Tickets**

GA Floors # of Tickets: 2

**PIN Code** What's This?

**Your Information**

First Name Last Name  
Email Birth Date  
Month Day Year  
Phone Number

Enter the text shown  
J 3 L 5 M  
Can't read it? Request another code.

I accept the event's terms and conditions

Cancel Continue »

Solution Provided By Get Tickets E-Solutions  
Ticketing Solutions provided by Get Tickets E-Solutions, Inc.

# PIN CODE PROGRAMS

## SMIRNOFF PIN Code Program:

- Drive consumers to your Facebook page or brand portal for PIN Code redemption

The screenshot shows the Smirnoff Canada Facebook page. The profile picture is the Smirnoff eagle logo. The cover photo features the Smirnoff logo and the text 'BOX OFFICE' in a yellow box. Below the cover photo, there is a promotional message: 'BE ONE OF THE FIRST TO GET ACCESS TO THE HOTTEST SHOWS, PREMIUM SEATS AND EXCLUSIVE LIVE MUSIC EXPERIENCES.' There are two red buttons: 'BUY CONCERT TICKETS & PREMIUM SEATS >' and 'REDEEM YOUR RETAIL PIN CODE >'. At the bottom, there are logos for LiveNation.com, Ticketmaster, and Smirnoff Ice, along with a 'BE THERE' logo. A small disclaimer at the bottom reads: 'PLEASE PARTY RESPONSIBLY. SMIRNOFF, SMIRNOFF ICE, THE EAGLE LOGO, AND ASSOCIATED MARKS ARE TRADE MARKS OF THE SMIRNOFF CO. © 2010 THE SMIRNOFF CO.'

The graphic features the Smirnoff logo on the left and the 'BE THERE' logo on the right. The main text reads: 'PLEASE ENTER YOUR PIN IN THE BOX BELOW FOR YOUR CHANCE TO WIN CONCERT TICKETS AND TO RECEIVE YOUR \$2 OR \$4 OFF THE PURCHASE OF LIVE NATION CONCERT TICKETS'. Below this text is a white input box for the PIN. At the bottom, there is a 'SUBMIT' button and links for 'RULES AND REGULATIONS' and 'TERMS AND CONDITIONS'. A small disclaimer at the bottom left reads: '\*No purchase required. Must be of legal drinking age and a resident of Canada to participate. For no purchase option and complete contest rules, click on the RULES AND REGULATIONS and TERMS AND CONDITIONS tabs. Contest closes with PINs entered online by Sept 30, 2011. 7,500 prizes of a pair of concert tickets (retail value \$120.00) available to be won, odds of winning 1 in 102. Correctly-answered, unaided, time-limited mathematical question required to win. SMIRNOFF, SMIRNOFF ICE, the Eagle Logo, and associated marks are trade marks of The Smirnoff Co. © 2010 The Smirnoff Co.'

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ENTERTAINMENT™

# Our VALUABLE PARTNERS

Ticketmaster and Live Nation Entertainment help some of the biggest brands in Canada drive their businesses

