

King Street Patio Naming Partner Opportunity



LONDON'S MEETING DESTINATION

- ▶ RBC Place London, owned by the City of London, has a reputation of providing world class service to all who step foot inside the facility.
- ▶ We host up to 350 events annually, bringing tens of thousands of visitors and locals together for conferences, galas, weddings, community events and more.



PERFORMANCE SUMMARY 2013-2022



2,418

EVENTS HOSTED



\$142,300,000

ECONOMIC
IMPACT ON CITY



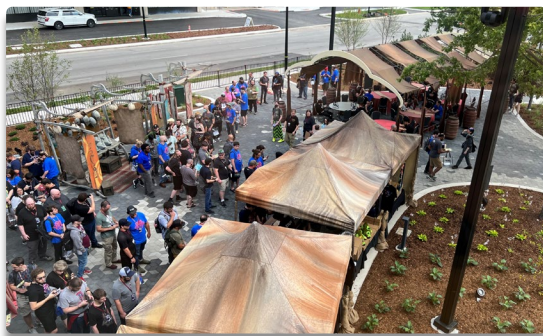
\$46,926,773

TOTAL REVENUE



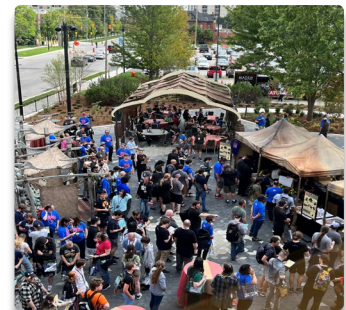
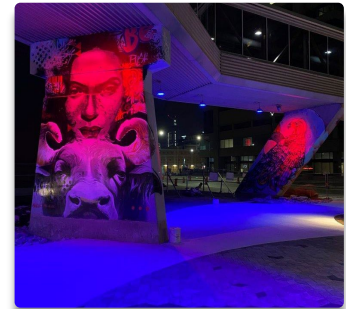
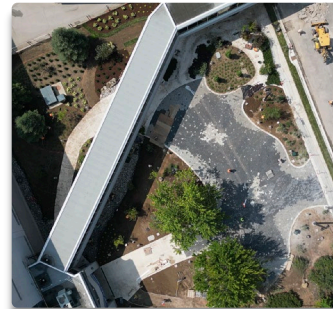
\$14,475,163

INVESTMENT
FROM CITY



THE KING STREET SPACE

- ▶ In Summer 2023, construction concluded on the new and improved King Street Patio.
- ▶ The revitalized outdoor parkette is ready to host events, or simply add to the downtown enjoyment for all whether staying, playing, or living in the core.
- ▶ The event space is equipped with electrical, audio, and WIFI connections, along with customizable and coloured LED lighting to support our events.



COMMUNITY VISIBILITY

- ▶ Located on the north side of RBC Place London, the King Street Patio space is defined by the north public entrance to the building, with King Street along its northern edge and the elevated pedway that links to the Doubletree by Hilton Hotel across the street.
- ▶ Located along London's new rapid bus transit on King St.
- ▶ In the heart of London's hotel district.
- ▶ The downtown core is home to 5,446 people and 1103 businesses.
- ▶ London downtown has an approximate daytime population of 30,448 people.



An aerial photograph of a large outdoor event at a university campus. The event is held in a courtyard area with a large tree in the center. A large crowd of people is gathered, and several food trucks are visible. The image is overlaid with a blue tint and a white outline of a building. The text "Name Partner Perks & Opportunities" is written in white over the image.

Name Partner Perks & Opportunities

KING STREET PARKETTE – NAMING RIGHTS

- ▶ \$50,000/year (min. 3-year contract)
 - ▶ We will elevate and highlight your brand:
 - ▶ On our social media channels
 - ▶ On the RBCPL website
 - ▶ In our marketing materials
 - ▶ With specialty lighting
 - ▶ With logo placement on signage at entrances/exits leading to the patio
 - ▶ With advertising in/on elevated pedway
 - ▶ And the opportunity to select the name of the new outdoor space
 - ▶ Flexible terms available



*Does not include design, production or installation costs

Welcome
to the



King Street
Patio

INCLUDED WITH PARTNERSHIP– ELEVATED PEDWAY

- ▶ Advertisement on RBCPL's elevated pedway which connects the convention centre with the Doubletree by Hilton Hotel and London's City Centre.
- ▶ Pedway visible from inside RBCPL, from the patio, while travelling along King St, from Wellington St., from hotel guestrooms and nearby office buildings.
- ▶ 37,000 vehicles drive by or under the Pedway on any given day.
- ▶ Historically valued at \$25,000/year!

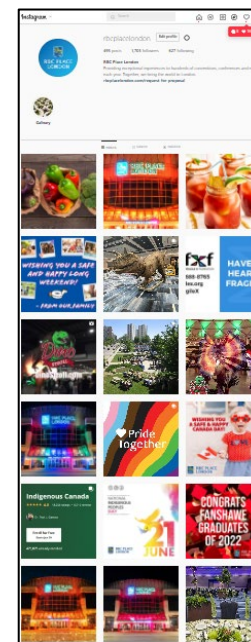
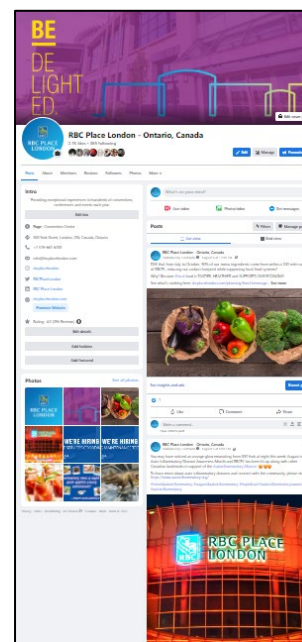


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INCLUDED WITH PARTNERSHIP



► Throw a spotlight on your brand with customizable coloured LED spotlights



► Reach new audiences by leveraging RBCPL's 10k+ social followers across multiple platforms.



Questions? Please contact:
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