

On behalf of the John Labatt Centre we would officially like to make a delegation before committee request for exemption status to the third party advertising prohibition for downtown under the Sign and Canopy By-law. We would like to present and discuss the main points outlined below to the Public Safety Committee during the June 19th, 2012 meeting scheduled to commence at 4:00 p.m.

It is our position that an exemption to the 3rd party advertising prohibition for downtown under the Sign and Canopy By-Law will allow for the John Labatt Centre and London Civic Centre LP to generate new revenue through exterior Gate Sponsorship over the long term.

Over the course of our presentation we will discuss and explain the following main points:

- . New source of revenue generation for the John Labatt Centre and London Civic Centre LP through exterior Gate Sponsorship
- . Allow for the John Labatt Centre to stay current with what other entertainment venues throughout North America are actively offering and executing with corporate partners at the local, regional and national level
- . Exterior Gate Sponsorship Plan and Direction for the John Labatt Centre

As the John Labatt Centre enters into its 10th year of servicing London with great entertainment and sport, customer service, and economic support we are excited to take this facility to new heights in all aspects of our business.

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