

2021 GREY CUP

Grey Cup Championship and Festival

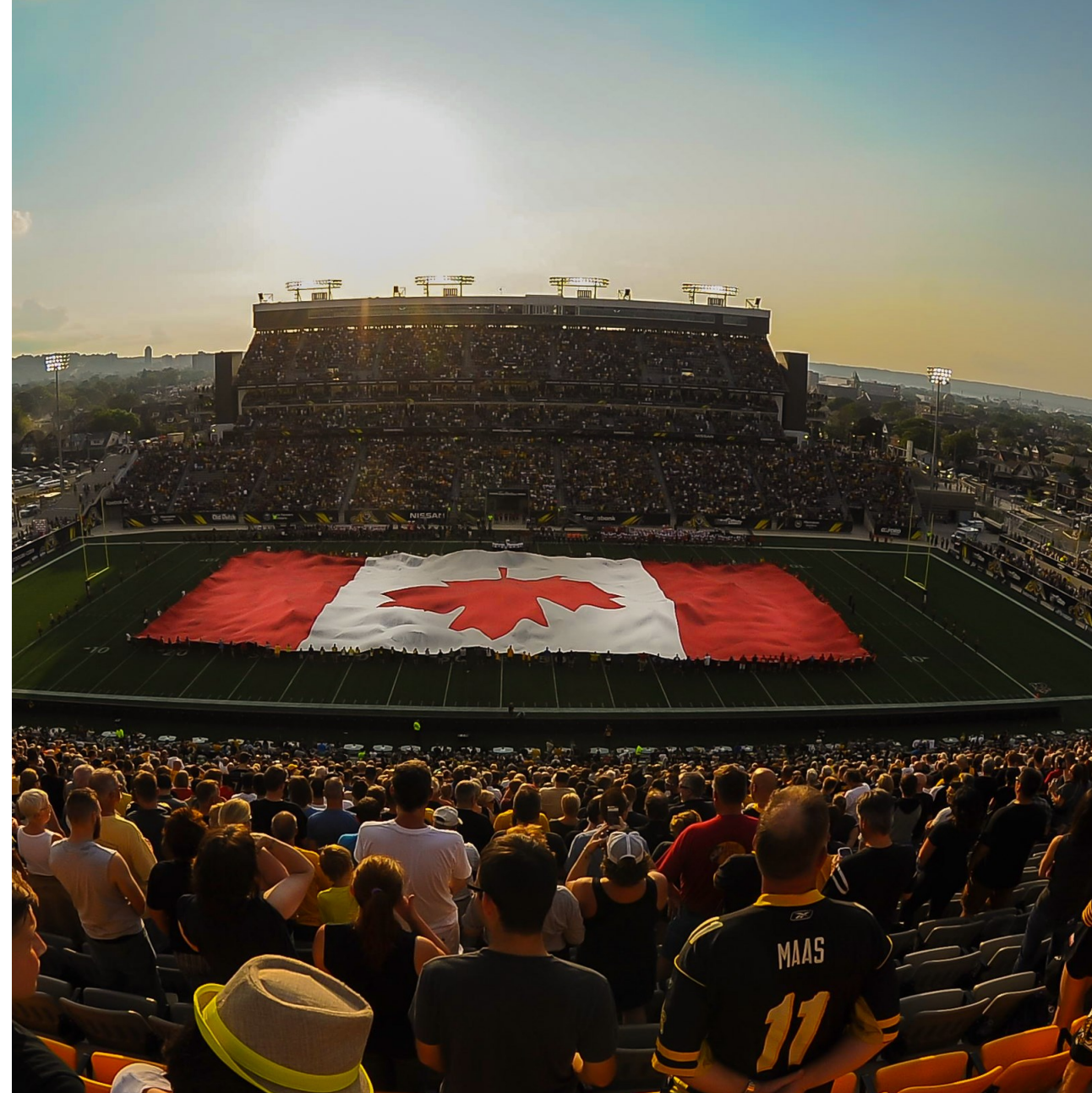




OBJECTIVES

The bid organizing committee is committed to planning, staging and ultimately executing an event that reflects the following guiding principles and objectives

1. Maximizing the economic return to the CFL and it's partner clubs to ensure Hamilton is a regular Grey Cup host City moving forward
2. Develop a "Made in Hamilton" Grey Cup festival that includes events and locations unique to our great city and its ongoing renaissance
3. Showcase the best of the city's downtown core and capitalize on the geographic density of event venues by making festival events and activities easily accessible
4. Deliver a one-of-a-kind pre-game experience that develops programming aimed to capitalize on the unique, urban neighborhood setting that surrounds Tim Hortons Field
5. Feature Tim Hortons Field's unique social viewing experience, by enhancing the existing infrastructure to increase capacity, and deliver an unprecedented model of delivery for the Grey Cup game that appeals to the wants and budgetary needs of younger fans.



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OBJECTIVES

6. Develop unique events and experiences that will encourage the local and regional clientele to participate in Grey Cup weekend, while catering to the needs of out of town guests and Grey Cup traditionalists.
7. Work with the Hamilton Wentworth District School Board to develop learning opportunities for elementary school students on Grey Cup history as a component of Canadian History and coordinate field trips to the festival during the weekend
8. Create unique & sponsorable assets for monetization while providing a best-in-class corporate partner experience
9. Deliver a vibrant CFL brand experience in the tremendously important Southern Ontario market



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HAMILTON TODAY





HAMILTON RENAISSANCE

5

“Toronto’s New Hot Spot....Hamilton!”

Toronto Life Magazine

“ Since moving to Hamilton, I’ve been amazed by the random acts of kindness I encounter on a daily basis: the strangers who routinely say hi on the street, the people who stop to hold a door open for you even if you’re 20 paces away, the multilingual ‘Hamilton Is for Everyone’ signs in local restaurants that were designed to welcome the city’s recent influx of Syrian refugees.”

Toronto Life Magazine



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HAMILTON RENAISSANCE

6

“Planners dream of communities where people can live, work and play. Gradually...vacated old central Hamilton is becoming something like that.”

—
The Globe and Mail

“Hamilton is having its moment...Toronto and Hamilton switch prince-and-pauper roles. While Toronto self-immolates, a re-urbanized Hamilton rises from its post-industrial ashes.” —

The Toronto Star

“Don’t look now Toronto, but Hamilton just topped \$1 billion in new construction in record time.” —

The National Post

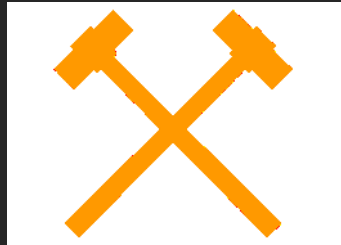


GREY CUP 2020



HAMILTON GREY CUP

WHAT MAKES OUR PLAN UNIQUE?





UNIQUE TO HAMILTON

GREY CUP PROGRAMMING CONCEPTS

The assets and infrastructure available in the City create tremendous opportunity to develop programming and events that would be unique to the Hamilton Market from a Grey Cup perspective

The following Made-In-Hamilton concepts form the basis of the unique programming and event execution recommendations:

1. Prioritize the Local & Regional Market to Foster Extensive Engagement in Festival/Game - Collaborate with Local Event Partners (SuperCrawl & Others) to put the best of “Modern Hamilton” on Display through Arts, Culture, Sports & Cuisine
2. The Walkable Festival – Capitalizing On Facility Proximity & Density
3. All Aboard! – Cruise Ship Floating Hotel Rooms
4. Grey Cup Arena Concert Series
5. Neighborhood Block Party – Taking the Pre-Game Party to the Streets
6. Grey Cup Social – Rethinking the Gameday Experience Inside & Outside the Venue





LOCAL ENGAGEMENT: SUPERCRAWL – GREY CUP FESTIVAL EDITION

9

- The Hamilton Grey Cup committee has partnered with Supercrawl to develop and deliver a unique outdoor festival unlike anything Hamilton or Grey Cup has ever seen by following the established SuperCrawl “playbook”
- The CFL’s Diversity is Strength brand position aligns strategically with this festival concept given the vast potential for engagement across ethnic, gender and cultural backgrounds that is synonymous with the fall edition of SuperCrawl
- The event will feature a showcase of live music, both local and non-local, local art & culture as well as local food vendors and experiences. These concepts will have CFL themes integrated where appropriate
- Given SuperCrawl’s credibility, experience and expertise in drawing large audiences to the downtown core, they will be tremendous additions to the Grey Cup planning efforts to engage the local and regional community to participate in Grey Cup Festival – a priority “must achieve” for the organizing committee



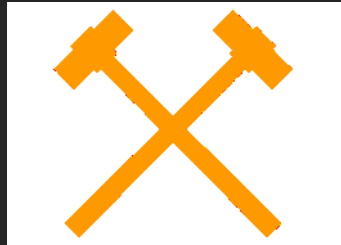
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HAMILTON GREY CUP

WHAT MAKES OUR PLAN UNIQUE?

2. The Walkable Festival

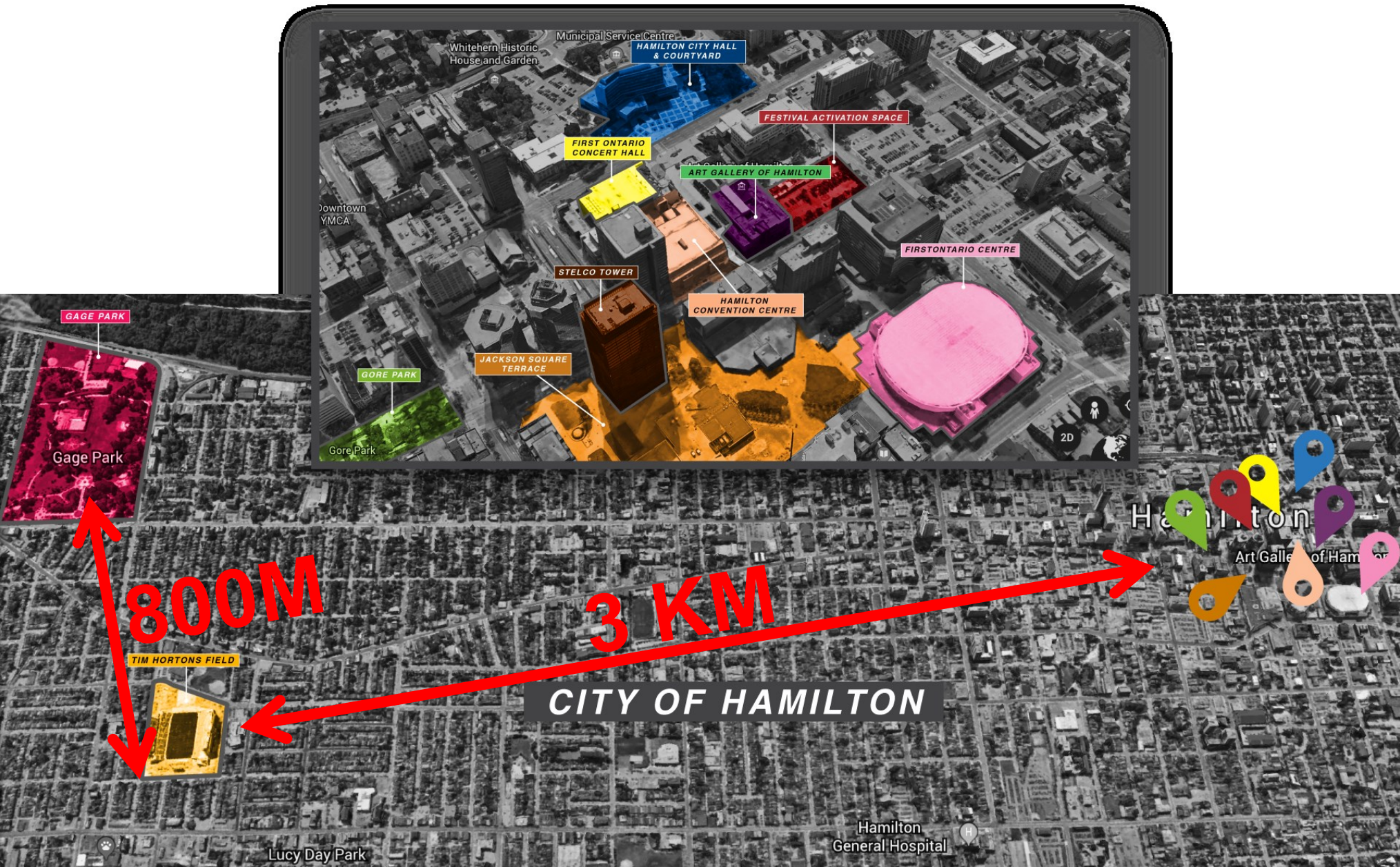




THE WALKABLE FESTIVAL

- Hamilton's downtown core will create a tremendous fan experience for Grey Cup Festival events and activities given the highly walkable density of venues and locations
- All major festival events from Wednesday to Saturday Evening, including team parties, Grey Cup traditions (Pancake Breakfasts, etc.), player awards, after parties, the Grey Cup Gala and others would be hosted in venues within this dense footprint.







THE WALKABLE FESTIVAL

Bay and King Plaza

Grey Cup Suggested Events: Bay Street Football Zone
Capacity: 500

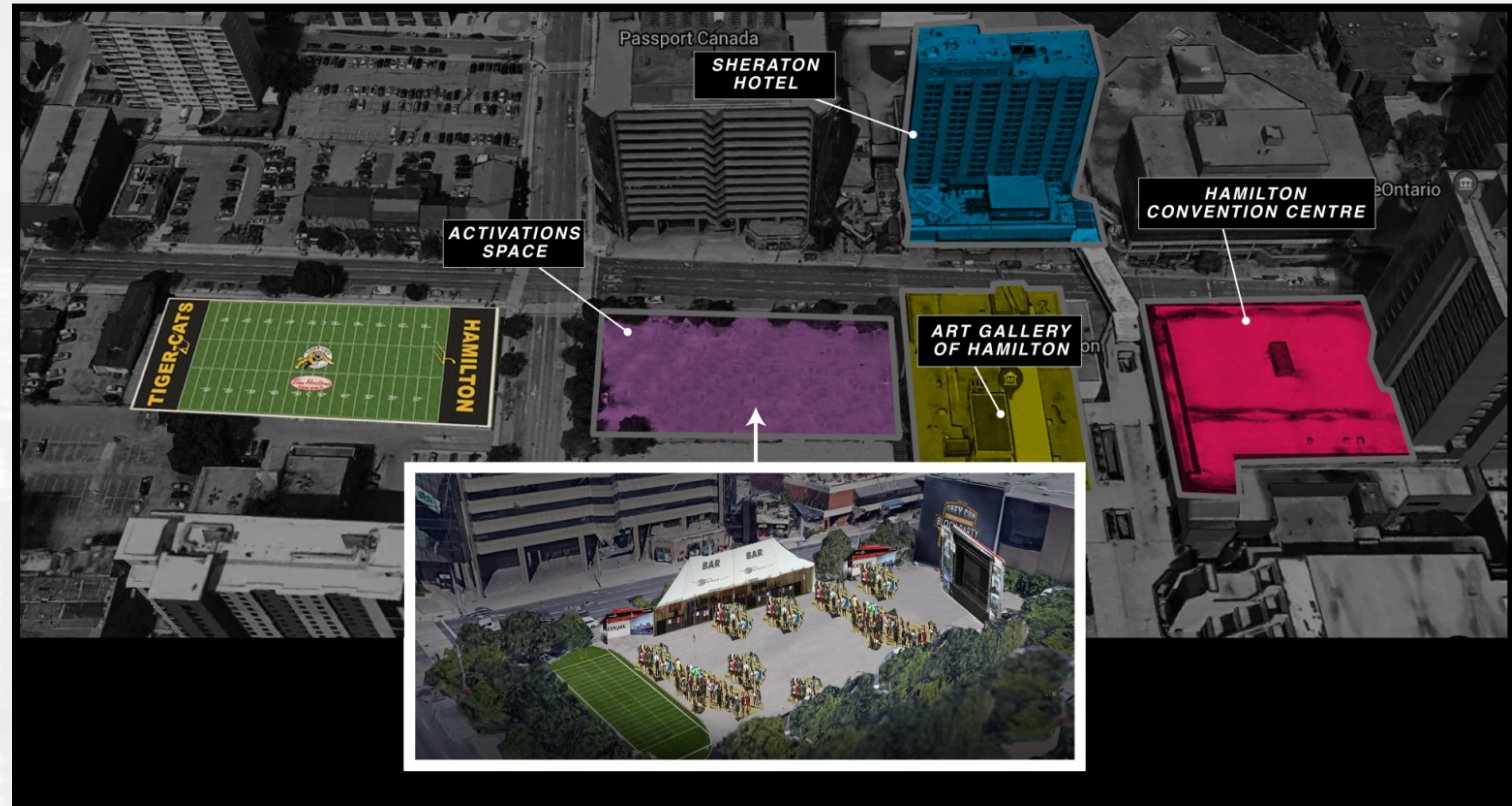
Time: Thursday – Saturday

Hamilton Grey Cup Committee will construct a usable field in the heart of downtown to serve as a highly programmed interactive football zone - located adjacent to the Family Festival on Jackson Sq. Terrace.

The interactive football zone will feature a field turf and bleachers provide the opportunity to get youth involved with the Grey Cup Festival through day long programming of flag football.

The Grey Cup Committee will work with local schools from flag football programming from Thursday to Friday and local minor football group on Saturday

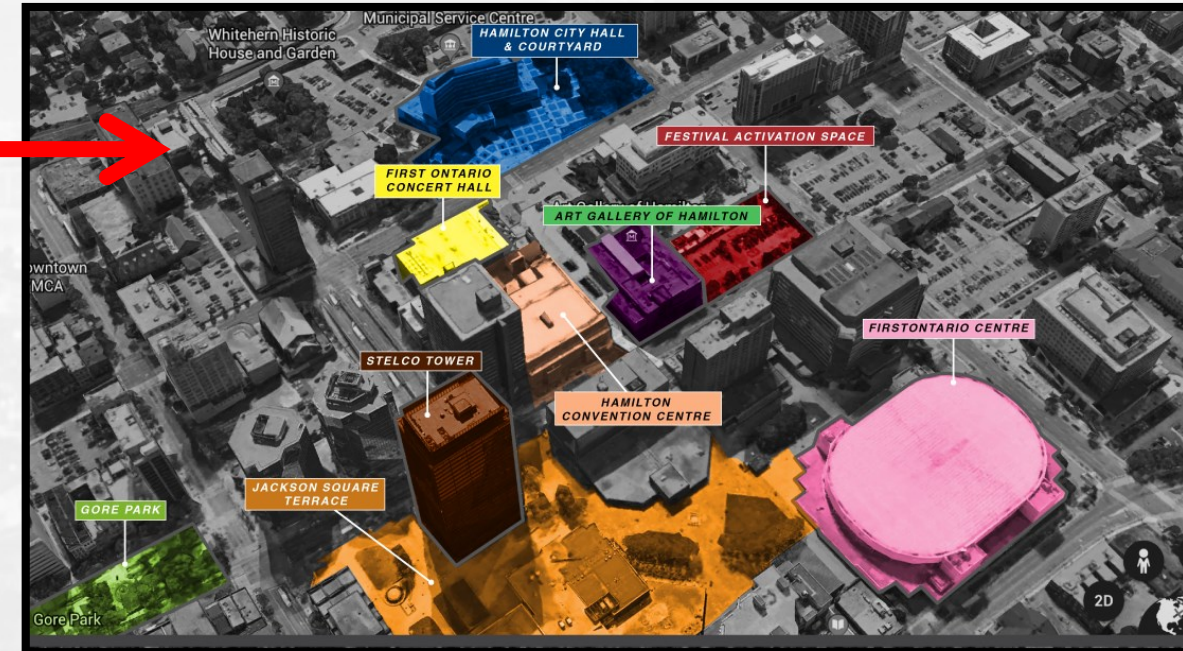
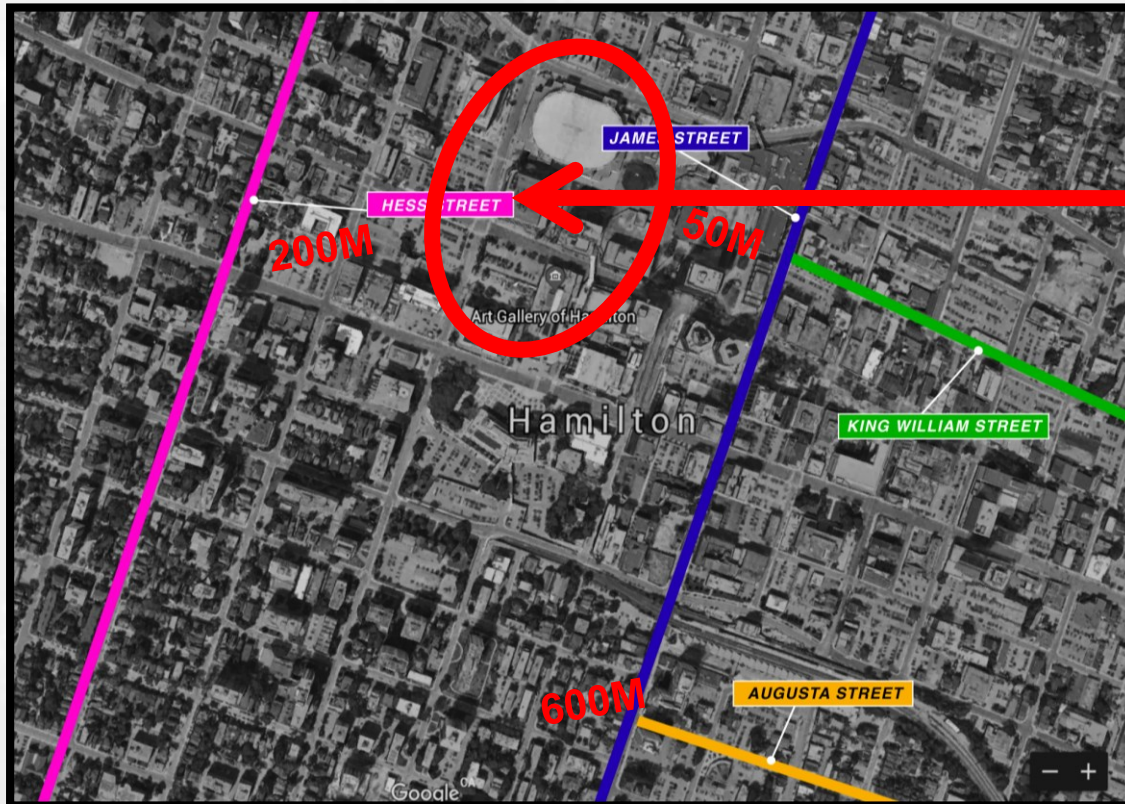
In addition the Grey Cup Committee will program an adult touch football tournament that will see the winners take on a collection of CFL Alumni in a Pros vs Joes game on Grey Cup Saturday





THE WALKABLE FESTIVAL

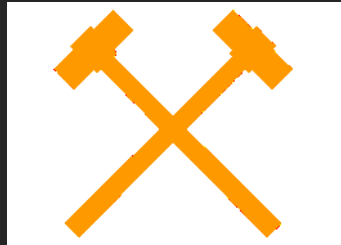
- The epi-center of Hamilton's thriving new restaurant scene is located within the walkable festival footprint
- There are over 50 bars, restaurants and night life hotspots in the area depicted below, specifically focused on King William St (higher-end dining, trendy), James St (mix of bars and restaurants), Augusta St (mix of bars and restaurants) and Hess Street (mix of bars, restaurants and night life)



HAMILTON GREY CUP

WHAT MAKES OUR PLAN UNIQUE?

3. All Aboard – Floating Hotel Rooms





ALL ABOARD! – FLOATING HOTEL ROOMS

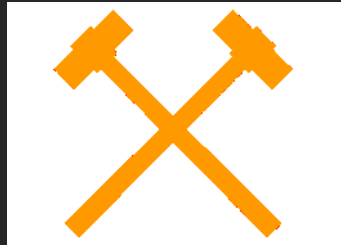
- The Hamilton bid committee is thinking outside of the box relative to accommodation needs, fan experience at festival– park a couple cruise ships in the Hamilton Harbor!
- The ships would be made available for rent by out-of-town guests in a similar manner to a hotel room booking and maximize the number of out-of-town guests staying in Hamilton's core – downtown hotel capacity further enhances potential demand for these rooms
- Several operators exist in the Great Lakes cruising industry that have been engaged on a preliminary basis to discuss potential partnership and operational opportunities
- This would be an unprecedented Festival Fan Experience addition and when a brand & marketing plus broadcast lens is applied. Team Fandom could drive increased popularity of the concept driving further engagement
 - You can stay in a hotel at any Grey Cup, but you can only stay on the Eskimos or Stampeders Grey Cup Ship in Hamilton!



HAMILTON GREY CUP

WHAT MAKES OUR PLAN UNIQUE?

4. Arena Concert Series





ARENA CONCERT SERIES

FirstOntario Centre Concerts

- FirstOntario Centre is the premier indoor sport and entertainment facility in Hamilton and is owned by the City of Hamilton. Partnership terms with the City help create an attractive economic model for the concert
- Seek to deliver an unprecedented quality of tier-1 acts for the Friday and Saturday night concerts – acts that traditionally are not associated with Grey Cup and acts that aren't reliant on Grey Cup fans to purchase all the tickets – they'd attract a regional audience who aren't participating in Grey Cup festivities simply given the popularity of the bands identified.
- Potential enticement for the acts to participate is the leverage of the promotional opportunity of the TV reach through TSN of playing pre-game and/or halftime of the game Sunday – on top of whatever they'd earn in the deal for the ticketed show. Work closely in partnership with the CFL to work through this concept
- Working model would be an~ 6,500 person show for Friday and a ~10,500 for Saturday evening. This event will create a major asset to drive partnership revenue for the Festival in the form of title sponsorship





ARENA CONCERT SERIES

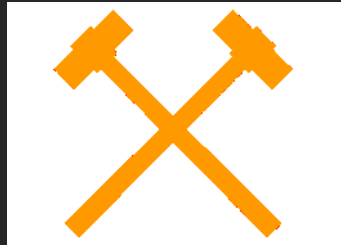
- Between Tim Hortons Field and Ivor Wynne Stadium, the Tiger-Cats organization has partnered with leading national and international concert promoters and labels to deliver world-class shows including –
 - The Tragically Hip
 - Keith Urban & Darius Rucker
 - Home Field – Billy Talent
 - The Rally – Arkells & Cold War Kids
 - Labour Day Plaza Concerts (x 3) – James Barker Band, Tim Hicks, Tebey & more
- These partners include Live Nation, Feldman & Associates, Sonic Unyon, Universal Music, Sony Music and others
- These learnings, relationships and industry connections would be fully activated in planning the arena concert series



HAMILTON GREY CUP

WHAT MAKES OUR PLAN UNIQUE?

5. Neighborhood Block Party



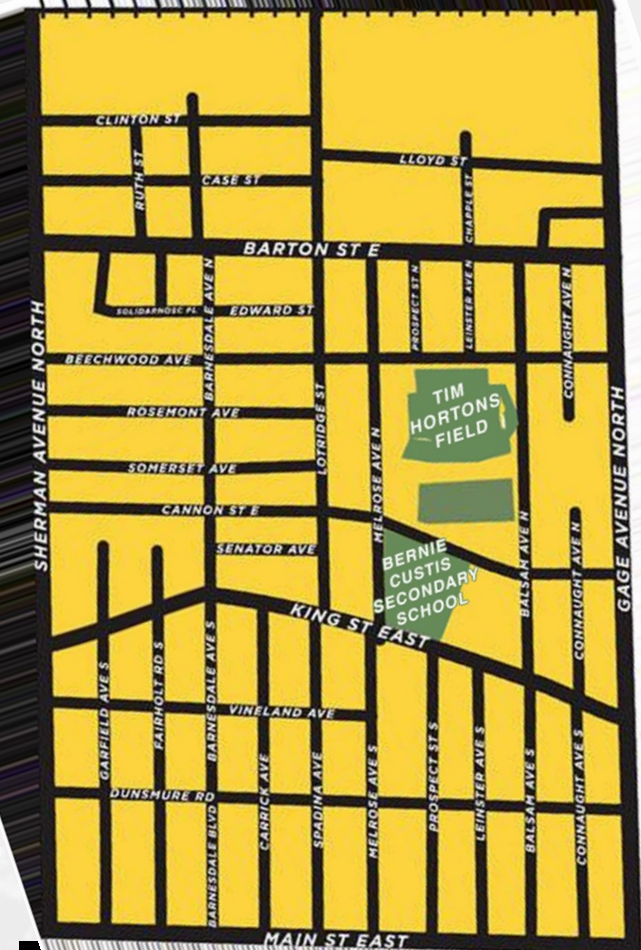


GREY CUP NEIGHBORHOOD BLOCK PARTY

Surrounded by homes and an active, vibrant community, Tim Hortons Field is settled in the Stipley neighborhood of Hamilton's East End

The Tiger-Cats have successfully captured the connection with the Stipley Neighborhood in various components of the business from flag execution in the community to naming assets/experiences inside Tim Hortons Field

It is the connection with this neighborhood that creates a unique opportunity for Grey Cup Gameday Experience



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GREY CUP NEIGHBORHOOD BLOCK PARTY

The “Grey Cup Neighborhood Block Party” will be the prevailing theme on Gameday

It will see a wide perimeter established to bring the energy & programming of Grey Cup to the streets of the Stipley Neighborhood





GREY CUP NEIGHBORHOOD BLOCK PARTY



Gage Park - Grey Cup Warm-Up Party

On Grey Cup gameday Gage Park will be utilized as a rallying point for all fans to gather

The park will be programmed with food and beverage options, including a licensed area, and the programming will include live music executed from the Park's existing band-shell structure

This free-to-access fan event, will welcome all Hamiltonians who want to celebrate Grey Cup but might not have a game ticket



Grey Cup Fan March

A major programming asset for the Grey Cup Festival Gameday will be a coordinated Fan March from Gage Park to Tim Hortons Field

Travelling North on Gage, and into the Grey Cup Perimeter via King St. East, fans will be encouraged to take to the streets in their CFL team colours and join CFL dignitaries including the Commissioner as the Grey Cup trophy enters THF

The goal will be to create the largest Fan March in CFL history, creating a tremendous visual for the live event and for the broadcast as the group descends on THF



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GREY CUP NEIGHBORHOOD BLOCK PARTY

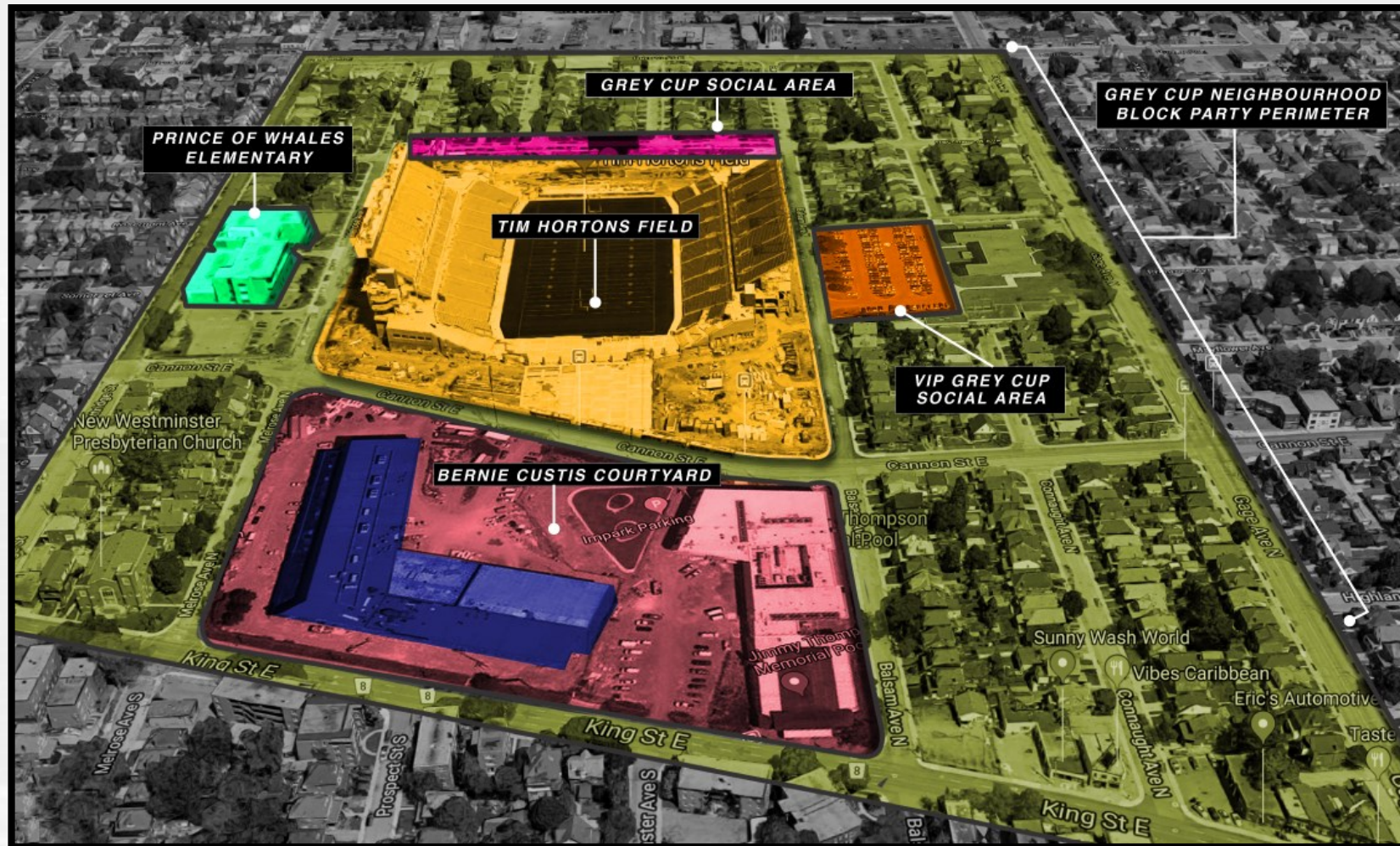


The gameday perimeter will be developed as follows:

- North - Barton Street
- East – Gage Avenue
- South – King St. East
- West – Lottridge St.

Security and ticket checks will be enforced at the entrance to the perimeter and only patrons with a Grey Cup ticket will be admitted into the perimeter on gameday. Secondary ticket checks will occur as a precaution at Tim Hortons Field entrance gates. Cars are not permitted into the secure perimeter day of event, including parking on road

Creating such a large perimeter, including accessing the existing assets & infrastructure within, will create an extremely unique gameday experience that will include music, food and beverage, partner activations and other gameday traditions



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GREY CUP NEIGHBORHOOD BLOCK PARTY



25

Lot D – King George School

The parking lot of King George school, Lot D, is located off Balsam Ave immediately adjacent to Tim Hortons Field on the East Side of the venue

On Gameday, it will be transformed to create the Grey Cup Pre-Game VIP Party

This will be a ticketed event that will be sold incrementally to Grey Cup ticket purchasers

The event will be partially tented, deliver live music, premium food and beverage options from Hamilton's vibrant local culinary scene and be the place to be prior to kickoff

All Guests will be provided a Grey Cup premium item with their ticket purchase (toque, scarf, etc.)

This event will create a major asset to drive partnership revenue for the Festival in the form of title sponsorship



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HAMILTON GREY CUP

WHAT MAKES OUR PLAN UNIQUE?

6. Gameday Experience – Getting Social

CAPACITY AUGMENTATION

