

**METROLINX
PARTNERSHIP AND SPONSORSHIP
OPPORTUNITIES**

Introduction

Metrolinx is an agency of the Government of Ontario, overseeing GO Transit, PRESTO, and UP Express. Metrolinx's GO Transit service serves a population of more than 7 million people through the Greater Golden Horseshoe area (GGH).

Metrolinx owns approximately 300 kilometres of rail corridor spanning across the GGH, as well as over 60 GO Train Station properties.

Partnership and Sponsorship Objective

Metrolinx is seeking partners and/or corporate sponsors in a variety of different categories, and for various services, programs and amenities for GO Transit, UP Express, and PRESTO. Metrolinx will consider the following principles when negotiating and evaluating partnerships:

- alignment with Metrolinx's strategic objectives;
- provides a positive return on investment through increased revenue, ridership, and/or enhanced customer experience and,
- strengthening the reputation of Metrolinx or its sub-brands.

Partners may request a meeting with Metrolinx to discuss developing a proposal for any category or part of a subcategory.

Available Partnership and Sponsorship Categories

Categories include but are not limited to:

- Airline
- Apparel
- Beverage
- Consumer Electronics
- Health & Wellness
- Media
- Personal Care
- Telecommunications
- Debit/Credit Cards and Payment Solutions (GO Transit and PRESTO only)
- Financial Institution (GO Transit and PRESTO only)
- Insurance (GO Transit and PRESTO only)
- Other categories as requested

PRESTO specific categories include but are not limited to:

- MaaS (Mobility as a Service) Platforms
- Loyalty and Offers Providers
- Mobility Service Providers (e.g., ride-share, car-share)
- Fare Media and Product Issuer/Distributors
- Other categories as requested

Services, Programs, Amenities, and Products Available for Sponsorship

Interested Parties may request a meeting with Metrolinx to discuss developing a proposal for any service, program, amenity and/or product that fits with their business objectives or mandate. A potential partner may choose to include one or multiple services, programs, amenities or products as part of a category proposal. Note: the listing below is not a complete list of services, programs, amenities, or products.

GO Transit and UP Express

Services

- Express Trains - operate Monday to Friday during rush hour
- Kids GO Free - Kids 12 and under ride free on GO Transit and UP Express
- Fan Service - GO Transit operates additional service during sporting events that expect large crowds
- Special Event Service - GO Transit operates additional service during events that are near the service area and expect large crowds arriving or leaving an event
- Early Home bound Service for Christmas Eve and New Year's Eve - GO Transit offers increased early afternoon service to improve customer experience
- New Year's Eve Free Service - GO Transit and UP Express offer free service from 7 p.m. to "X" on New Year's Eve to promote safe travel
- Travelling with your Pets - GO Transit introduced a new policy that allows animals to ride the service with their owner during regular service (does not include rush hour service times)

Programs

- Carpool - a parking permit program allowing access to carpool parking at select stations
 - Visit <https://www.gotransit.com/en/stations-stops-parking/carpool-parking/carpoolparking>
- Etiquette Campaign - marketing campaign with the objective of increasing ridership etiquette and consideration
- Safety Campaign - awareness campaign with the objective of improving safety awareness and responsiveness across the network
- Sustainability and the Environment - green initiatives across the Metrolinx network and its sub-brands
- Integrated Art Program - initiative to deliver and integrate high-quality public art into our stations and properties

Amenities

- Quiet Zone - Monday to Friday during peak rush hour (3 hours a.m., 3 hours p.m.), the top level of every train coach is designated as a quiet zone for customers who wish to sleep, read or enjoy the silence and decompress
- Reserved Parking Lots or Designated Parking Areas
- Station Waiting Areas - opportunity to provide comfortable and welcoming areas for customers to relax while they wait for their train
- Heated shelters on platforms - opportunity to provide comfortable areas for customers to relax while they wait for their train
- Charging Ports/USB ports in stations and on trains and buses
- On-Board Train Bathrooms

PRESTO Products

- Fare media and products that includes pay as you go electronic purses and passes on PRESTO card and potentially limited used tickets
- Sales and customer service channels that includes the website, mobile app, and vouchers (allows organizations such as universities, community service groups, and businesses to issue PRESTO cardholders a unique code to redeem fare products)
- Potentially aggregated data sharing opportunities (except Personal Information data)
- Triplinx - a mobile app that enables trip planning for 11 Transit Agencies and some paratransit providers across the GGH
- Sales and fare payment equipment that includes devices to issue/load PRESTO cards and accept fares

In addition Metrolinx will accept meetings and proposals from a consortium of companies that wish to submit a proposal together to meet a business objective or solution. We are committed to working together to create partnerships that will meet shared objectives, increase market share for our partners and provide a positive customer experience.

Metrolinx's Unique Position

Metrolinx and our business brands (GO Transit, UP Express, PRESTO) provide direct access to 76 million riders for your brand to engage. From a vast advertising network to a captivated audience on a GO Train or Bus for an average 30 minutes per day, Metrolinx demonstrates a strong connection through reach frequency to the GGH population.

Metrolinx provides a unique position within the market through an engaged customer base and a network that connects the region to the things that matter to them.

Over the next 5 years, Metrolinx is investing in an expansion program that will quadruple the service capacity and increasing ridership. We are moving towards a regional express rail service that provides a network of connections throughout the day and the weekend, including the backbone commuter service. Metrolinx is allowing more mass transit travel choice for the region that saves time, money and is ultimately better for the environment.

Partnership and Sponsorship Benefits

Outlined below are just some of the benefits available that Metrolinx can provide to partners to meet their business objectives. The specific terms of such partnership and/or sponsorship would be set out in an agreement between Metrolinx and the partner.

The selected partner(s) will be recognized as an official partner of Metrolinx (or GO Transit, UP Express, PRESTO) in a mutually agreed upon category. Evaluation of potential partnerships within each category will be based on the criteria outlined on the pages below.

Metrolinx Partnership and Sponsorship Benefits	
General Rights and Benefits of Association	<ul style="list-style-type: none"> • Official Partner/Sponsor designation within specific product category • Right to use Metrolinx brands, trademarks, logo, imagery, etc., in marketing promotions, based on partners proposal and as negotiated • Access to 65+ stations, 80 trains, 500 buses across 11,000 km², servicing 72 million boardings per year for in-market promotions, activations and customer-focused engagements (in areas where the partner has the legal authority to operate, and/or where no restrictions apply)
Experiential Opportunities	<ul style="list-style-type: none"> • Collaboration with Metrolinx (or sub brands) to provide co-branded opportunities and consider innovative ways to promote partners and improve the customer experience • Branded marketing areas and go-to-market programs throughout the Metrolinx network and assets • Opportunity to activate experiences and promotions on-site, including onboard opportunities • Opportunity to feature new products and services through customized activations • Opportunity to develop a co-branded campaign that can deliver on shared business objectives, which includes social programs to help the underserved communities • Brand activation management support for any co-branded activations • Opportunity to create unique experiences integrated into Metrolinx service (i.e. trains and buses for hospitality or transportation requirements)
On-Site Exposure and Recognition	<ul style="list-style-type: none"> • On-site advertising and signage throughout the GO Transit and UP Express system, including station buildings, parking garages, surface parking lots, pedestrian bridges and tunnels, platform shelters, and platform fencing • Numerous branding opportunities on over 700 train coaches and 500 buses, including interior signage (posters, vinyl graphics, window graphics) and exterior (vehicle wraps and decals) signage • Access to existing and future communication channels (email, website, social media, etc., including those to be developed) for co-promotions • Current network consists of multiple media channels including digital and static opportunities • Future advertising assets and communication channels may include co-developed options not currently in use by Metrolinx at this time • Deliver content to over 72 million boardings annually
Business Opportunities	<ul style="list-style-type: none"> • Opportunity to supply Metrolinx with products and services • Position partners and Metrolinx as a leader in respective fields and improve brand affinity • Enhance visibility and strengthen reputation by partnering with a brand that shares customer experience priorities, consumer safety values and highlight community involvement through the partnership • Drive consumer purchase intent through awareness and special offers • Potential for integration with Metrolinx and third party technology assets/systems • Opportunity to cross-promote with existing partners to develop a new customer experience if applicable

	<ul style="list-style-type: none"> • Create station-specific opportunities that drive business objectives for the partner and Metrolinx • Opportunity to participate in new customer experience and service enhancements as they are developed • Introduce new products and services to PRESTO's growing customer base that have access to the largest transit authorities in Ontario. • Develop and foster innovations within the PRESTO network using a standardized framework to ensure access to PRESTO customers, transit agencies and potentially partners. • Establish a Mobility as a Service (MaaS) platform in Ontario that integrates journey planning and payment with PRESTO that has 11 Transit Agencies and a growing customer base • Other business programs as desired and negotiated with Metrolinx
Data Exchange	<ul style="list-style-type: none"> • Opportunities to develop shared learning opportunities with access to an engaged customer base for research • Potential for anonymized customer insight and data exchange • Potential use of aggregated and anonymized PRESTO ridership and sales data (excluding PRESTO Personal Information data) for research collaboration, customer mapping research
Tickets or PRESTO cards	<ul style="list-style-type: none"> • Tickets for GO Transit or UP Express for promotional use • Promotional pricing opportunities • Access to PRESTO cards for in-market promotions • Ability to co-brand PRESTO cards to engage customer engagement and top of wallet behaviour
Other	<ul style="list-style-type: none"> • As mutually agreed

Certain restrictions may apply to benefits outlined above.

Process

Interested parties may request a meeting to discuss partnership opportunities by contacting Rick Radovski, Director, Non-Fare Sales at rick.radovski@metrolinx.com.

Partners may request a meeting with Metrolinx to discuss developing a proposal for any category or part of a subcategory. Interested proponents are encouraged to contact Metrolinx to schedule a one-to-one meeting as soon as possible.

Interested parties may submit a proposal at any time, subject to the availability of a category, service, amenity, or product.

For any exclusive category, service, amenity, or product, Metrolinx will negotiate with all parties until September 30, 2019. On or after October 1, 2019, any given exclusive category, service, amenity, or product may be committed to a different proponent and unavailable for other proponents.

Metrolinx reserves the right to enter into a partnership or sponsorship agreement(s) with one or more interested parties for various categories, services, amenities, and or products. Should Metrolinx receive multiple proposals for a specific category, service, amenity, or product, with one or more proposal, including a request for exclusivity from one or more potential partners, each proposal will be

evaluated based on the overall value to Metrolinx (net revenue, customer experience, marketing benefits, and brand alignment).

There is no deadline for meetings, or submission of a proposal. Each category, service, amenity or product will remain open until advised by Metrolinx.

About Metrolinx

We are embarking on a massive transformation of the GO Rail network - the backbone of regional rapid transit in the region - to give customers a faster, more convenient way to connect with the things that matter.

Metrolinx provides communities with the connection to the people, places and events that matter to them. Union Station is one of many hubs in the network, centered in downtown Toronto with direct access to the Scotiabank Arena, Rogers Centre, Ripley's Aquarium, and the CN Tower. Exhibition Station provides direct access to Budweiser Stage, BMO Field, the CNE, Honda Indy and many more cultural events and festivals. For many fans and attraction seekers, their ride on the GO Train becomes an enjoyable extension of their experience. Other transit hubs include the Hwy 407 Bus Terminal, a multi-modal transit hub hosting TTC subway, and YRT/VIVA and GO Transit bus service.

UP Express launched in 2015 as a world class air rail link providing exceptional customer service. This unique line provides service to downtown Toronto from Pearson Airport in 25 minutes, connecting Toronto city centre to the world.

PRESTO is the fare payment system that enables the integration of Transit Agencies across Ontario. Eleven municipalities use the PRESTO card as their fare collection system. These are Brampton, Burlington, Hamilton Street Railway, Miway, Oakville, OC Transpo, TTC, York Region as well as GO Transit and UP Express. The integration of one fare payment solution across the region allows for co-fare and discounts when travelling between Transit Agencies.

Our vision: to get our customers to their destinations better, faster, easier.

Our mission: to connect our communities.

Our values: to serve with passion, think forward and play as a team.