

- (a) Designation as a Host City partner of the Event and the right to advertise as such;
- (b) HRM logo listed as partner where other Host Region partners are displayed;
- (c) Right to use Event name, logo(s) and creative imagery, subject to the approval of the Grant Recipient in each case;
- (d) Eight (8) invitations to the Canada Cup Evening Reception;
- (e) One (1) team of four (4) in the Nova Scotia Open Pro-Am (4 playing spots total); includes four (4) VIP gift packages;
- (f) Four (4) invitations to the Nova Scotia Open Pro-Am Pairings Party (Tuesday);
- (g) Sixteen (16) invitations to the Nova Scotia Open Pro-Am Evening Reception (Wednesday);
- (h) One (1) 20x30 private hospitality tent on Event grounds holding up to fifty (50) people; food and beverage incremental;
- (i) 100 general admission all-week passes to Event (includes Canada Cup and Nova Scotia Open);
- (j) One (1) team of four (4) in the pre-event Media Day Pro-am; the Grant Recipient hereby reserves the right to forego the Media Day 18-hole event in its entirety. The parties acknowledge that it will not be considered to be a breach of this Agreement in the event that the Media Day is not held and this benefit is not delivered to HRM;
- (k) Speaking role at the 2014 Event launch press event announcing the event; included in the Event launch press release;
- (l) Recognized as a Host Region partner in the Event boiler plate write up included in each press release;

- (m) One (1) dedicated sponsor side panel for HRM name or logo recognition on an electronic scoreboard; subject to PGA TOUR approval;
- (n) One (1) tee back sign for HRM name or logo recognition; subject to PGA TOUR approval;
- (o) Sixteen (16) :30 second ad units on the Golf Channel, to be aired during Golf Channel's coverage of the Nova Scotia Open or Run of Schedule in other Golf Channel programming during the Event week;
- (p) One (1) Chairman's Message for Mayor or other designated HRM representative, to be aired during the Friday or Sunday Golf Channel coverage of the Nova Scotia Open;
- (q) Nova Scotia Open trophy presentation on Sunday to be conducted by the Mayor or other designated HRM executive; the Grant Recipient/Event reserves the right to have other sponsor representative(s) or designated personalities present the trophy along with the Mayor of Halifax;
- (r) Green-side interview with Mayor or other designated HRM executive conducted during Golf Channel's coverage of the Nova Scotia Open; the Grant Recipient/Event reserves the right to have other sponsor representative(s) or designated personalities participate in the green-side interview with HRM representative;
- (s) PGA TOUR Entertainment to send a crew to Halifax during the Event to develop a feature for the promotion of the Event; feature will be developed by PGA TOUR Entertainment in good faith consultation with the Grant Recipient; HRM to receive indirect exposure through being backdrop for footage;
- (t) One (1) sponsor ad in Event souvenir program;
- (u) Logo placement in thank you section of souvenir program;

- (v) Section within the Event website available to HRM to provide content tied to promoting the Event and the Host City; Grant Recipient and HRM to work together in good faith to ensure all content is aligned with the intentions and communication of the Event;
- (w) Tier II logo placement in standard footer section on Event website;
- (x) HRM Logo listed as Host Region partner in partner section of Event website;
- (y) Tier II logo placement in sponsor boiler plate footer section on Event letterhead;
- (z) Tier II logo placement in sponsor boiler plate section in Event posters or digital placements; Listed as Host City on Event posters or digital placements;
- (aa) One (1) dedicated feature or story in one (1) e-blast to Event Non-Ticket Holder E-Blasts; HRM listed as Host City in Non-Ticket Holder E-Blasts (10 total);
- (bb) One (1) dedicated HRM feature or story in one (1) e-blast to Event Ticket Holders; HRM listed as Host City in Ticket Holder E-Blasts (7 total E-Blasts);
- (cc) One (1) dedicated sponsor feature in E-Blast to opted-in database;
- (dd) HRM to receive one (1) sponsor-specific post per month for five (5) months on Event Facebook and Twitter platforms; all posts to be tied in to HRM's support of the Event, and are subject to Grant Recipient approval.
- (ee) HRM included in briefing notes provided to all Canada Cup participants, encouraging participants to share HRM and Event experience on personal social media channels; The parties acknowledge that the Grant Recipient cannot mandate or guarantee player social media mentions, only encourage players to do so in authentic, natural way via the briefing notes;

- (ff) "Halifax" mentioned or listed in Event print and radio campaigns;
- (gg) Event wrap report with overall highlights, coverage and impact; HRM specific section of Event wrap report based on HRM Event assets and objectives;
- (hh) Two (2) HRM specific questions in Event spectator research survey; and
- (ii) Grant Recipient to work in good faith to develop and execute two (2) Event-related activations in the Halifax downtown

4. Advertising Approvals.

(a) HRM agrees that all uses of the advertising, sponsorship and promotional rights herein granted are subject to the prior written approval of the Grant Recipient in each case. The Grant Recipient agrees that any material submitted hereunder will not be unreasonably disapproved and, if it is disapproved, that HRM will be advised of the specific grounds of the disapproval.

(b) HRM agrees to use the official name and logo of the Event as designated by the Grant Recipient. The official names currently include GOLFest Nova Scotia, RBC Canada Cup, and Nova Scotia Open, which may be updated or changed from time to time, at the sole discretion of the Grant Recipient.

5. Agreement of HRM. HRM agrees to provide the following to SPORTBOX:

- a. Event Listing on the HRM website, in a manner provided and approved by both Grant Recipient and HRM Communications

6. Reservation of Rights. All rights regarding the Event not herein specifically granted to HRM shall be and remain the property of Grant Recipient to be used in any manner that the Grant Recipient deems appropriate.

7. Notices and Payments.

- a. All notices and submissions to the Grant Recipient shall be sent to SPORTBOX Inc. 1171 8th Street East Saskatoon, Saskatchewan S7H 0S3.

b. All notices, submissions and correspondence to HRM shall be sent to: Halifax Regional Municipality c/o Elizabeth Taylor, PO Box 1749, Halifax, NS B3J 3A5

8. Joint Venture. This Agreement does not constitute and shall not be construed as constituting a partnership or joint venture between HRM and the Grant Recipient.