



Project Scope

Hello Mrs. Geneviève Lajoie,

Following our most recent meeting for the Sponsorship Advertising and Naming Rights Sales, it is with pleasure that we send you our detailed submission, in good and due form, for the sales, the management, the production, and the installation of the advertising and naming rights opportunities for this project for the next few years.

KB Media is a bilingual agency, which has more than 35 years of experience in the design and production of various communication and promotional tools. Our goal is always to develop and maintain long-term relationships with our clients, exceeding expectations by providing unparalleled service and expertise. We would therefore be delighted to take on this new challenge with you and play the role of consultant for this project, in order to guide you in achieving your advertising and naming rights objectives. Our way of working is clear and transparent: after a series of initial meetings to make sure everyone is on the same page, we start the work and the different tasks, in order of priority.

This personalised proposal details the main stages of our work. If you have any questions, please do not hesitate to contact us by email at mkelly@kbmedia.ca and smillette@kbmedia.ca or by phone at 613-764-7446.

Looking forward to working together!

Mark Kelly
CEO
KB Media Corp.

Stéphanie Millette
Directrice des relations clients et de l'administration
KB Media Corp.

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Mandate & Objectives

Our understanding of the mandate and objectives set forth by the Municipality of Casselman is to hire a service provider who will be responsible for conducting sales activities pertaining to advertising and naming rights across a wide range of opportunities within the village. The primary focus is to assess the feasibility and potential for advertising rights within various village programs and activities, with the goal of securing advertising partnerships on behalf of the village.

The selected proponent will thoroughly evaluate the different programming and activities offered by the village, identifying potential spaces and avenues where advertising rights can be effectively utilised. This involves a comprehensive analysis of the target audience, market trends, and the suitability of each opportunity for advertising purposes. Through this evaluation, the proponent will develop a strategic approach to attract and secure advertising partnerships that align with the village's objectives.

Furthermore, the service provider will actively seek out and negotiate agreements for naming rights of buildings, parks, or any other infrastructure within the village. This entails identifying potential sponsors interested in associating their name with prominent village assets and working towards establishing mutually beneficial agreements. The proponent will leverage their expertise in naming rights to create compelling proposals that highlight the value and exposure associated with such partnerships.

In addition to these core responsibilities, the proponent will also remain proactive in identifying emerging advertising opportunities that may arise from time to time. This requires a continuous monitoring of the advertising landscape, industry trends, and innovative approaches to advertising. By staying abreast of new possibilities, the proponent will provide the village with valuable recommendations on additional advertising avenues that could generate revenue or enhance the visibility and brand image of the Municipality of Casselman.

In summary, the service provider's mandate encompasses evaluating the potential for advertising rights across village programs and activities, securing advertising partnerships, negotiating naming rights agreements, and identifying emerging advertising opportunities. By fulfilling these objectives, the proponent will contribute to the village's revenue generation, enhance its public image, and optimise the utilisation of its assets for advertising purposes.

Corporate Qualifications & Experience

A. Qualifications & Expertise

KB Media Corp. is a well-established marketing and production agency that operates primarily within the United Counties of Prescott-Russell. With our extensive experience and strong track record, we have built long-standing relationships with a diverse range of clients, including small and medium-sized businesses

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(SMBs), national corporations, municipalities, and non-profit fundraising groups. You can refer to our references for current and past performances on projects of similar size and complexity.

Advertising & Sponsorship Programs:

One of our key strengths lies in our ability to design and execute effective advertising and sponsorship programs. We understand the importance of reaching the right audience with the right message, and we leverage our expertise in media production and content strategy to create compelling campaigns. From developing creative content to selecting the appropriate channels, we ensure that our clients' advertising efforts are impactful and align with their objectives. Additionally, we have successfully managed sponsorship programs, helping our clients secure partnerships that provide mutual benefits and contribute to their overall marketing goals.

Naming Rights Programs:

KB Media Corp. is adept at identifying and developing potential naming rights programs for municipalities and events. We understand the significance of naming rights as a valuable marketing and branding opportunity. With our expertise in this area, we assist our clients in leveraging these opportunities to enhance their visibility and establish strong brand associations. We work closely with municipalities and event organisers to identify suitable naming rights options, negotiate agreements, and ensure compliance with the Canadian Code of Advertising Standards.

Compliance with Canadian Code of Advertising Standards:

At KB Media Corp., we prioritise ethical practices and adhere to the guidelines set forth by the Canadian Code of Advertising Standards. We are committed to maintaining transparency, honesty, and fairness in our advertising and sponsorship programs. Our team is well-versed in these guidelines and ensures that all campaigns and initiatives meet the required standards. By doing so, we protect our clients' and the municipality's interests while also promoting responsible and ethical advertising practices.

In summary, KB Media Corp. is a trusted marketing and production agency that excels at running advertising and sponsorship programs for a diverse client base. We have extensive experience working with SMBs, national corporations, municipalities, and non-profit fundraising groups. Additionally, we possess expertise in developing naming rights programs while adhering to the guidelines of the Canadian Code of Advertising Standards. With our proven track record and commitment to excellence, we are dedicated to delivering effective marketing solutions that drive results for our clients.

B. Client References and Similar scope Projects

Municipality of Alfred-Plantagenet

KB Media Corp. has taken on the significant task of developing an extensive Advertising & Sponsorship Program specifically tailored for the Municipality of Alfred-Plantagenet. Recognizing the municipality's rich

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park system and numerous municipal structures, we identified the need for a program that would generate revenues and community sponsorship while allowing municipal staff to focus on their daily operational responsibilities.

To ensure the success of this program, KB Media Corp. has conducted thorough research and analysis to gather key demographic information for both the venues and potential advertisers. This data enables us to have a comprehensive understanding of the target audience and effectively match them with suitable advertisers. By aligning the interests and preferences of the audience with the offerings of potential advertisers, we create mutually beneficial partnerships that maximise the impact of the program.

Additionally, we have implemented well-designed advertising and sponsorship revenue packages for each park and facility within the Municipality of Alfred-Plantagenet. These packages provide attractive opportunities for businesses and organisations to promote their products, services, or brand while supporting the municipality's community initiatives. The revenue generated through these advertising and sponsorship agreements contributes to the financial sustainability of the municipality while enhancing the experience of visitors and residents within the parks and facilities.

Throughout the development process, KB Media Corp. maintains a collaborative approach, working closely with the Municipality of Alfred-Plantagenet to ensure that the program aligns with their goals and objectives. Our team of experts combines their knowledge of effective advertising strategies and sponsorship management to create a program that optimises results and fosters positive community relationships.

By implementing an Advertising & Sponsorship Program, KB Media Corp. aims to create a win-win situation for both the municipality and potential advertisers. This program not only generates revenue for the municipality, but also offers local businesses and organisations an opportunity to reach their target audience effectively. The careful selection of advertisers ensures that the program enhances the community experience without compromising the integrity or values of the municipality.

In summary, KB Media Corp. has developed and is currently in the process of implementing an extensive Advertising & Sponsorship Program for the Municipality of Alfred-Plantagenet. Through the utilisation of demographic data and the creation of tailored revenue packages, we strive to create successful partnerships that benefit both the municipality and advertisers while enhancing the community as a whole.

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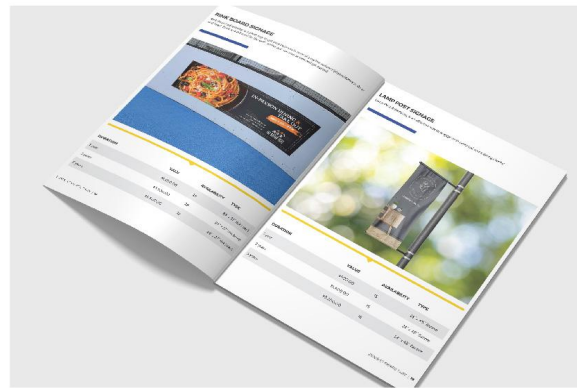
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Potential revenues of **\$225,000 - \$425,000** annually

<https://kbmediaoutdoor.ca/>

Contact information :

Alfred-Plantagenet Simon St-Denis, Communications Officer, SStDenis@alfred-plantagenet.com

Municipality of Russell and Kin Club of Russell

KB Media has played a significant role in numerous fundraising initiatives within the Municipality of Russell. These initiatives have ranged from supporting community charities to contributing to the maintenance of community infrastructure. Here are some key examples:

1. André-Philippe Gagnon Concert (2017): KB Media collaborated with the Kin Club of Russell to establish a corporate sponsorship program for the André-Philippe Gagnon Concert. This event garnered substantial attention and sold out within just five days. The concert managed to raise an impressive amount of over

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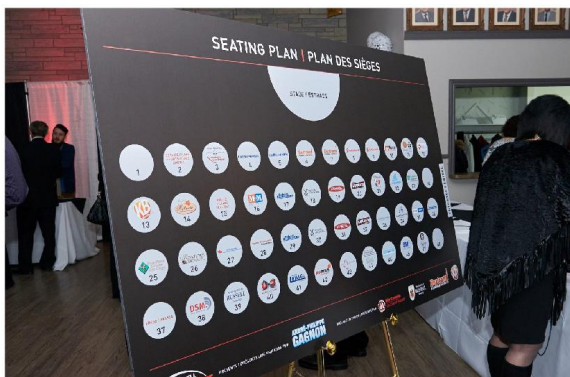
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\$140,000. The funds raised from this event were subsequently donated to the construction of the New Russell Dome.



Raised sponsorship revenues: **\$140,000** for this event

Contact information: Doug Anthony Kin Club of Russell, kindoug27@gmail.com

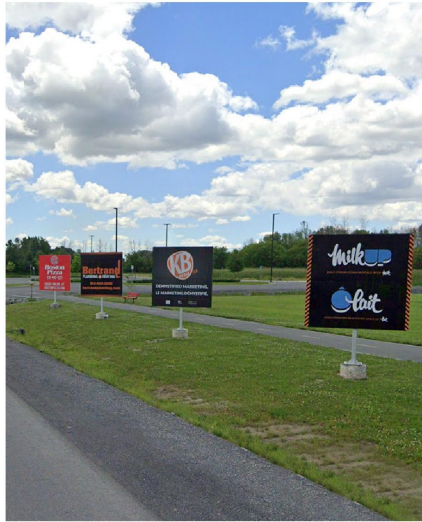
2. Corporate Signage Program (2018): In 2018, KB Media partnered with the Russell Township to devise a Corporate Signage program. The primary objective of this program was to generate funds to support the maintenance and upkeep of a specific facility. The program focused on securing corporate sponsorships through various signage opportunities and can attain revenues of between **\$25,000.00 to \$40,000.00** annually.

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Currently generating revenues of **\$25,000 to \$40,000** annually

<https://kbmediaoutdoor.ca/>

Contact information : Sonia Clement, Municipality of Russell, SoniaClement@russell.ca

3. Hybrid "Chase the Ace" Initiative (2019): KB Media worked closely with the Kin Club of Russell in 2019 to create a hybrid version of the popular fundraising game called "Chase the Ace." This innovative approach allowed ticket sales to be conducted both in physical stores and online, expanding the reach and accessibility of the lottery. This initiative proved highly successful, as the Russell Kin Club was able to generate an

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average of over **\$1,000,000.00** per lottery. Consequently, this achievement solidified the Kin Club of Russell as one of the most successful and influential fundraising social clubs in the Prescott-Russell area.



Generating revenues averaging **\$1,000,000** per lottery

Contact information: Doug Anthony Kin Club of Russell, kindoug27@gmail.com

Through these collaborative efforts, KB Media has made significant contributions to fundraising and community development in the Municipality of Russell.

C. Detailed information on the number of years in business and general qualifications and profile

KB Media Corp. was founded in 2009 as a comprehensive media solutions agency serving the United Counties of Prescott-Russell. Over the years, our agency has grown and currently consists of a dedicated team of 22 professionals. We offer a wide range of services that cater to various aspects of media production and marketing.

Our services include:

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1. Design & Marketing: We provide creative design solutions for various marketing collateral such as brochures, flyers, logos, and branding materials. Our team works closely with clients to develop effective marketing strategies and deliver visually appealing and functional designs that communicate their brand message.
2. Web Development: KB Media Corp. specialises in web development, creating visually appealing and user-friendly websites. We utilise the latest web technologies to build responsive and optimised websites that align with our clients' objectives and enhance their online presence. We develop websites that are UX and WCAG optimised when needed.
3. Digital Marketing: We offer social media management services, helping clients establish and maintain a strong presence on popular platforms such as Facebook, Instagram, Twitter, and LinkedIn. Our team develops tailored online strategies, creates engaging content, and manages advertising campaigns to reach the target audience effectively. We also help manage our clients' online reputation, newsletters, Google Ads, and more.
4. Print Production & Installation: KB Media Corp. handles print production projects, ensuring high-quality output for various promotional materials, banners, signage, and more. We manage the entire production process, from design to printing and installation, ensuring a seamless and worry-free experience for our clients.
5. Out of Home Inventory Development: Our agency specialises in out-of-home advertising, including inventory development. We work with clients to identify suitable locations and platforms for their advertising needs, such as billboards, digital signage, transit advertising, and more.
6. Sales Programs: KB Media Corp. provides sales program development services, assisting clients in creating effective sales strategies, training materials, and sales support resources. We aim to optimise sales performance and help businesses achieve their revenue goals.

With our diverse range of services, KB Media Corp. offers comprehensive media solutions to meet the evolving needs of our clients. We strive for excellence in delivering creative and effective marketing solutions while utilising the latest industry trends and technologies. With our extensive expertise and commitment to client satisfaction, we aim to provide exceptional media services to help businesses thrive in the ever-changing media landscape.

D. Prime firm

As the prime firm submitting this proposal, KB Media Corp. proudly stands at the forefront of this endeavour. With our extensive experience, expertise, and a strong track record in marketing and production, we are confident in our ability to successfully execute the project outlined in this proposal. As the lead

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agency, we will oversee and coordinate all aspects of the project, ensuring seamless integration of various elements and delivering a comprehensive solution. With our proven capabilities and commitment to excellence, we are fully prepared to take on the responsibility of driving the success of this project as the prime firm.

Experience in Both Languages

KB Media Corp. prides itself on being a bilingual agency with the ability to provide services in both official languages. We understand the importance of effective communication and meeting the language preferences of our customers. Our team includes professionals who are fluent in both English and French, allowing us to seamlessly interact with clients and deliver services in their language of choice.

When working with KB Media Corp., clients have the option to communicate, interact, and contract services in either English or French. We ensure that all communication channels, including email, phone conversations, and meetings, are conducted in the language preferred by the client. Our team is well-versed in providing excellent customer service and maintaining a high level of professionalism in both languages.

Furthermore, KB Media Corp. recognizes the significance of complying with local bylaws and regulations, such as the village's Signage Bylaw. We have access to appropriate translation services to address any signage requirements that may arise. This includes translating content for signage, ensuring that it adheres to the guidelines and regulations set forth by the village. Our goal is to deliver signage solutions that meet the requirements while effectively conveying the intended message to the target audience.

By prioritising bilingualism and offering translation services, KB Media Corp. demonstrates its commitment to serving clients in both official languages and complying with local regulations. We aim to provide a seamless and inclusive experience for all our clients, ensuring effective communication and delivering high-quality services that meet their language preferences and signage requirements.

Team Qualifications & Experience

B. Proponents should identify if the proposed Proponent team has worked together in past projects

Mark Kelly, the CEO and Founder of KB Media Corp. since 2009, is an industry veteran with over 35 years of experience in managing clients' brands. Throughout his career, Mark has developed a deep understanding of

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the media landscape and has surrounded himself with a team of experts to meet the diverse media-based requirements of his clients.

In 2018, Mark identified a gap in the Ad Sponsorship and Advertising revenue generation and management systems within the region of Prescott-Russell. Recognizing the potential for growth in this area, he took the initiative to develop the KB Media Out-of-Home advertising program (kbmediaoutdoor.ca) in 2019. This program aimed to address the shortfall and provide effective advertising solutions for businesses in the region.

Furthermore, Mark has been actively involved in developing sponsorship programs for not-for-profit organisations, municipal infrastructures, and community fundraising initiatives. By leveraging his extensive experience and industry connections, he has collaborated closely with brands such as Canadian Blood Services, Royal LePage, Remax, Century 21, National Capital Commission, Canadian Museum of Nature, and many others. Through these partnerships, Mark has helped organisations generate sponsorship revenue while enhancing their brand presence and community impact.

Mark's leadership qualities are evident in his ability to bring together a skilled team that works synergistically to achieve clients' brand objectives. By leveraging the collective expertise of his team, he ensures that clients receive comprehensive and integrated media solutions that help their brands reach new heights.

Mark's extensive experience, strategic vision, and ability to assemble a talented team have made him a trusted leader in the industry. His development of the KB Media Out-of-Home advertising program and success in creating sponsorship programs demonstrate his commitment to driving revenue growth and brand development for his clients. With a track record of working with prominent brands, Mark continues to be a valuable asset in helping clients achieve their marketing and advertising goals.

Craig Walsh, the Senior Web Integration Specialist at KB Media Corp. since 2009, plays a vital role in the company's web development and integration processes. With a strong commitment to client satisfaction, Craig ensures that every phase of web integration is executed seamlessly. Beyond his role as an Integration Manager, he also takes on a client care role, ensuring that client needs are met and exceeded.

Craig's technical expertise is a valuable asset in developing the KB Media outdoor website development cycle. His extensive knowledge in product development and international purchasing, coupled with his senior management experience, brings a unique blend of skills to the table. These skills enable Craig to effectively work on various project requirements and drive solutions to completion.

As a Senior Web Integration Specialist, Craig is responsible for managing the integration of web solutions and ensuring their smooth operation. He utilises his technical know-how to seamlessly integrate various components, functionalities, and systems, creating a cohesive and user-friendly website experience. His

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attention to detail and dedication to quality contribute to the success of the web development projects he is involved in.

Moreover, Craig's experience in senior management allows him to understand the broader objectives and goals of the projects he works on. This enables him to align technical solutions with strategic business objectives, ensuring that the final products meet both functional and business requirements.

Craig's role as a Senior Web Integration Specialist at KB Media Corp. is characterised by his commitment to client care, technical expertise, and ability to drive projects to completion. His blend of technical knowledge, product development experience, international purchasing insights, and senior management skills makes him a valuable asset in meeting client needs and achieving project success.

Corin Benoit, the COO & Creative Director at KB Media Corp. since 2013, is a highly skilled and versatile creative thinker. With a passion for design in all its forms, Corin eagerly takes on projects and continuously seeks new and exciting endeavours to challenge himself creatively.

With a focus on functional and intelligent design, Corin ensures that his creative productions not only look visually appealing but also serve their intended purpose effectively. His multi-disciplinary approach allows him to bring a diverse range of creative skills to the table, ensuring that he can tackle various design projects with expertise and innovation.

Corin's professional journey began in 2009 as a creative freelancer, collaborating with design agencies in the Ottawa region and Prescott-Russell. This mixed experience provided him with valuable insights and exposure to diverse clients in both the private and government sectors. Thriving in a fast-paced team environment, Corin excels in collaborating with colleagues and clients to deliver outstanding design solutions.

One of Corin's strengths lies in his fluent bilingual communication skills. Being able to communicate effectively in both English and French allows him to connect with a broader range of clients and continuously expand his network of professional relationships.

Corin, as the COO & Creative Director at KB Media Corp., brings a wealth of creative expertise, a passion for design, and a willingness to embrace new challenges. With a focus on functional design and a diverse skill set, Corin consistently delivers innovative solutions. His experience as a freelancer and collaborations with design agencies, along with his bilingual communication skills, contribute to his success in creating impactful and visually appealing designs for clients.

Jonathan Blouin, the SEO & Digital Ad Specialist at KB Media Corp. since 2017, brings a unique combination of writing skills and expertise in digital marketing, social media management, and search engine optimization

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(SEO). With a background as a former journalist with Le Droit and a writer for the NCC (National Capital Commission), Jonathan has seamlessly transitioned his writing talents into the realm of digital marketing.

Jonathan's fluency in both English and French allows him to excel in his role as he leads dozens of accounts weekly and manages significant budgets for pay-per-click (PPC) advertising campaigns. With his strong writing abilities, he crafts compelling and engaging ad copy that effectively reaches and resonates with the target audience. By leveraging his linguistic skills and writing expertise, Jonathan ensures that clients' businesses stand out within the competitive online landscape.

As a creative and strategic thinker, Jonathan develops custom-made plans for diverse clients, tailoring strategies to meet their specific needs and goals. He combines his knowledge of digital marketing, social media management, and SEO to create comprehensive and effective campaigns that drive results. By staying up-to-date with the latest trends and best practices, Jonathan maximises clients' readership and visibility in the online space.

Jonathan's expertise in managing PPC ads is particularly valuable, as he oversees budgets amounting to hundreds of thousands of dollars. By optimising campaigns and implementing strategic targeting, he helps clients maximise their return on investment (ROI) and achieve their advertising objectives.

Jonathan, as the SEO & Digital Ad Specialist at KB Media Corp., brings a wealth of experience in writing, digital marketing, social media management, and SEO. With his fluency in multiple languages, creative thinking, and strategic approach, Jonathan develops customised plans to make clients' businesses stand out online. His expertise in managing PPC ads and his ability to maximise readership and visibility contribute to the success of KB Media Corp. and its clients.

Stephanie Millette, the Director of Accounts & Administration at KB Media Corp. since 2019, is a highly skilled professional with a strong background in advertising and marketing. She graduated from the Advertising and Marketing Communications Management program at Algonquin College, where she obtained an Advanced Diploma and developed a solid foundation in the industry.

Stephanie's passion lies in the dynamic and ever-changing advertising and marketing industry. She thrives in this environment as it allows her to tap into her creativity and apply it to the core of a business setting. With her extensive experience in customer service and team leadership, Stephanie brings a customer-centric approach to her role at KB Media Corp.

Throughout her career, Stephanie has managed traditional media and sales projects, working with renowned brands such as Bell Media, Postmedia, SaltWire Network, and many others. Her involvement in these projects has allowed her to travel extensively across North America, collaborating with clients on event planning while overseeing Sales and Account Executives.

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Stephanie's key strengths include her exceptional organisational skills, problem-solving abilities, and her love for learning and being challenged. She approaches tasks with a creatively strategic mindset, ensuring that she can deliver innovative and effective solutions to clients and meet their unique needs.

Stephanie, as the Director of Accounts & Administration at KB Media Corp., brings a wealth of knowledge and experience in the advertising and marketing industry. With her strong background, customer-centric approach, and expertise in team leadership, Stephanie ensures that client projects are managed effectively and efficiently. Her organisational skills, problem-solving abilities, and passion for learning and creativity make her a valuable asset to KB Media Corp. and its clients.

Alicia Westfall, the Account & Administration Coordinator at KB Media Corp. since 2022, brings a unique combination of skills and experience in both finance and communications. With a passion for creative flair and business management, Alicia is well-suited to her role in managing accounts and handling administrative tasks.

Alicia's career started in journalism after she graduated with honours from Algonquin College. Her background in communications has provided her with a strong foundation in effective communication strategies and writing skills. She has worked with various agencies in the publishing industry, including Glue Magazine, the Ottawa Citizen, and the Winchester Press, where she honed her skills in writing and content creation.

Additionally, Alicia has experience in the finance field, which brings a valuable perspective to her role at KB Media Corp. This experience equips her with the ability to effectively manage financial aspects related to accounts and administration. Her understanding of financial processes and attention to detail contribute to the smooth operation of account management and administrative tasks.

Alicia's dynamic work experience in both finance and communications enables her to bridge the gap between creative and business aspects. She leverages her skills to effectively coordinate accounts, ensuring that clients' needs are met and that projects progress smoothly. Her ability to balance creative thinking with business acumen allows her to contribute to the overall success of KB Media Corp. and its clients.

Alicia, as the Account & Administration Coordinator at KB Media Corp., brings a unique blend of skills and experience in finance and communications. With her background in journalism and work with various publishing agencies, she possesses strong writing and communication skills. Additionally, her experience in finance provides her with the ability to manage accounts effectively. Alicia's passion for creative flair and business management makes her a valuable asset in coordinating accounts and handling administrative tasks at KB Media Corp.

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Sarah Hayes, the Operations Coordinator, Project Manager & Designer at KB Media Corp. since 2015, is a talented and passionate local designer. With a strong background in design and a graduate from La Cité, Sarah brings her creativity, motivation, organisation, and customer service skills to her role.

Sarah's passion for all types of design fuels her eagerness to take on any project that comes her way. Whether it's graphic design, web design, or other creative endeavours, she approaches each project with enthusiasm and a commitment to delivering high-quality results.

Known for her creativity, Sarah has always expressed her innovative ideas and artistic flair through her work. She continuously strives to bring fresh and unique perspectives to her designs, ensuring that they stand out and make an impact.

In addition to her creative skills, Sarah's customer service abilities play a crucial role in her role at KB Media Corp. She excels in providing clients with a great experience, understanding their needs, and delivering solutions that meet and exceed their expectations. Her effective communication and interpersonal skills contribute to building strong relationships with clients.

Sarah's fast learning skills and adaptability enable her to thrive in fast-paced environments. She can quickly adjust to changing project requirements and work effectively both independently and collaboratively. Her ability to work well within a team ensures smooth project management and successful outcomes.

Sarah, as the Operations Coordinator, Project Manager & Designer at KB Media Corp., brings a combination of design expertise, creativity, customer service skills, and adaptability. With a passion for all types of design, she approaches projects with motivation and organisation. Sarah's ability to provide clients with a great experience, fast learning skills, and collaborative approach make her an asset to KB Media Corp. and its clients.

Sarah Dupont-Denis, the Graphic Designer & Event Coordinator at KB Media Corp. since 2013, is a passionate and talented individual with a strong background in design and art. As a graduate of La Cité, Sarah brings her creative skills and a keen eye for design to her role.

Sarah's creativity knows no boundaries, and she approaches each project with a fresh perspective and innovative ideas. Her determination and hard-working nature enable her to deliver exceptional design solutions that meet the clients' objectives and capture their vision.

With her corporate design experience in the provincial government, specifically with the St. Lawrence Parks Commission, Sarah brings valuable expertise to KB Media Corp. Her experience in this role has further honed her design skills and provided her with insights into creating effective designs for outdoor programs, particularly for municipal projects.

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Sarah's keen eye for design has been instrumental in the development of many of KB Media Corp's outdoor programs for municipalities. Her attention to detail and ability to create visually appealing designs that align with the client's brand and messaging have contributed to the success of these programs.

In addition to her design responsibilities, Sarah also serves as an Event Coordinator. This role showcases her organisational skills and ability to plan and execute successful events. Her creative flair translates into creating visually appealing and engaging event experiences for clients and attendees.

In summary, Sarah, as the Graphic Designer & Event Coordinator at KB Media Corp., brings a wealth of creativity, determination, and design expertise to her role. With a background in corporate design and experience in developing municipal outdoor programs, Sarah consistently delivers exceptional design solutions. Her organisational skills as an Event Coordinator further enhance her contribution to KB Media Corp. and its clients.

Josh Geigel, the Designer & Project Coordinator at KB Media Corp. since 2023, is a recent graduate of the Graphic Design program at La Cité. Josh is ready to bring new and fresh ideas to the table. Constantly honing his skills in the creative field, his creative soul has a strong passion for illustration, branding, and motion graphics. With previous field experience during his studies, including a year and a half as a student graphic designer and animator for the National Relocation Office at Employment and Social Development Canada, he's ready to tackle any projects with ease and efficiency.

Noah Bazinet, the Print and Production Manager at KB Media Corp. since 2019, is a valuable member of the team with a diverse skill set and a passion for continuous learning. He initially started his journey with the company as a vehicle wrap and sign installer and has since grown in his role.

Noah's initiative and eagerness to learn have been evident since day one. He constantly seeks opportunities to expand his knowledge and improve his skills, making him a quick learner in various aspects of print and production. His fluency in both English and French allows him to effectively communicate with clients and team members, contributing to a seamless workflow.

As the Print and Production Manager, Noah is responsible for overseeing the production process, ensuring that all projects are executed with precision and meet the highest quality standards. His keen attention to detail plays a crucial role in maintaining the excellence of the final products that KB Media Corp. delivers to its clients.

Noah's willingness to get his hands dirty demonstrates his dedication to his work and the team. He is not afraid to tackle any task, big or small, and is always ready to contribute to the success of the projects at hand. His upbeat personality adds positivity to the work environment and makes him a great addition to the ever-growing team at KB Media Corp.

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Noah, as the Print and Production Manager at KB Media Corp., is a valuable asset to the company. With his eagerness to learn, quick learning ability, fluency in multiple languages, and keen attention to detail, Noah consistently delivers high-quality print and production outputs. His willingness to take on any task and his upbeat personality contribute to the positive and dynamic work atmosphere within the team.

Ashley Cummings, the Assistant Print and Production Installer at KB Media Corp. since 2022, is a highly skilled professional with a diverse background in graphic design, print production, and installation. As a graduate in graphic design with a specialisation in print production and prepress, Ashley brings a wealth of knowledge and expertise to her role.

With over 10 years of experience in the industry, Ashley has honed her skills in design, print, and installation. Her extensive background provides her with the versatility needed to navigate various aspects of the production process and meet project deadlines efficiently.

Ashley's flexibility is one of her key strengths, allowing her to adapt to different project requirements and provide creative solutions. She excels at translating design concepts into tangible productions, bringing them to life with precision and attention to detail.

One of Ashley's defining qualities is her contagious enthusiasm. Her passion for her work shines through in everything she does, and it positively influences the team and the overall production environment. Her energy and enthusiasm contribute to a dynamic and collaborative atmosphere, fostering creativity and innovation.

As the Assistant Print and Production Installer, Ashley plays an important role in supporting the print and production team. Her extensive background in design and installation enables her to assist in various aspects of the production process, ensuring smooth operations and high-quality outputs.

Ashley, as the Assistant Print and Production Installer at KB Media Corp., brings a wealth of experience and expertise in graphic design, print production, and installation. With her flexibility, contagious enthusiasm, and ability to bring design concepts to life, Ashley consistently delivers exceptional results. Her contributions to the team and the production process contribute to the success of KB Media Corp.'s projects.

Mario Bourgeois, the Senior Assistant Print and Production Installer at KB Media Corp. since 2021, is a highly skilled craftsman with a strong work ethic and a strategic mindset. With fluency in both English and French, Mario brings a valuable bilingual capability to his role.

Mario's dedicated work ethic and organisational skills make him well-equipped to take on rigorous challenges in the print and production process. He approaches each project with meticulous attention to

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detail, ensuring that quality production standards are met and exceeded. His commitment to delivering exceptional results is evident in the finished products that KB Media Corp. takes pride in.

As a true craftsman, Mario leverages his experience and expertise to execute projects with precision and care. He brings a wealth of knowledge and technical proficiency to the table, enabling him to handle various tasks and responsibilities in the print and production field.

Mario's strategic mind allows him to approach projects from a holistic perspective, considering not only the individual tasks at hand but also the overall objectives and desired outcomes. This mindset contributes to the successful completion of projects and the achievement of client satisfaction.

Mario, as the Senior Assistant Print and Production Installer at KB Media Corp., is a highly skilled and dedicated professional. With his bilingualism, dedicated work ethic, organisational skills, and strategic mindset, Mario consistently delivers quality production standards and contributes to the overall success of projects.

Jose Cachepe is an experienced Vehicle Wrap & Sign Installer currently working at KB Media Corp. since 2023. He brings with him a background in apprenticeship electrician work, which has provided him with valuable hands-on experience that he applies to his role in the graphics industry.

Jose's positive attitude, collaborative nature, and attentive learning style make him well-prepared to take on any production tasks that come his way. With his previous experience as an electrician, he likely possesses a strong understanding of technical aspects and attention to detail, which are crucial in the vehicle wrap and sign installation process.

Approach & Methodology

A&B. Approach & Methodology

At KB Media Corp., we recognize the unique challenges faced by businesses, non-profit organisations, and municipalities in the Prescott-Russell region when it comes to identifying and maximising advertising and sponsorship opportunities. With our extensive experience of over 35 years in the industry, we have gained a deep understanding of our clients' needs and have developed comprehensive solutions to address these challenges.

In recent times, we have identified a particular gap in many municipal structures, wherein there is a lack of internal resources and expertise to effectively identify and quantify potential advertising and sponsorship revenue venues. We understand that municipal staff are primarily responsible for managing and maintaining services and facilities, and may not have the necessary skills or capacity to handle the intricacies of monitoring, inventorying, managing, and selling advertising space.

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This is where KB Media Corp. steps in. We offer specialised services to municipalities, providing them with the expertise and support they need to unlock the full potential of their advertising and sponsorship opportunities. Our team of advertising professionals is well-versed in identifying viable revenue venues within municipal structures, including parks, facilities, and other public spaces.

We take a comprehensive approach, working closely with municipal staff to understand their specific goals and objectives. We conduct thorough demographic analysis and market research to determine the most suitable advertising and sponsorship packages for each venue. Our team handles the entire process, from inventorying available spaces to managing the sales and marketing efforts.

By partnering with KB Media Corp., municipalities can focus on their core responsibilities while entrusting the monetization of advertising and sponsorship opportunities to our capable team. We bring our wealth of experience, industry knowledge, and established relationships with brands and advertisers to ensure that our clients' venues generate the maximum revenue and community sponsorship.

Our commitment to following the guidelines of the Canadian Code of Advertising Standards ensures that our strategies are ethical and aligned with industry best practices. We strive to provide our clients with professional and reliable services that not only maximise revenue but also contribute to the overall growth and success of their municipalities.

In summary, KB Media Corp. understands the unique challenges faced by businesses, non-profit organisations, and municipalities in the Prescott-Russell region when it comes to advertising and sponsorship. We offer specialised services to municipalities, providing them with the expertise, resources, and support to identify and monetize potential revenue venues within their structures. By partnering with us, municipalities can optimise their advertising and sponsorship opportunities while focusing on their core responsibilities.

C. Identify any anticipated challenges to the project

Indeed, the challenge of identifying and quantifying potential revenue venues for advertising and sponsorship within the Municipality requires a systematic approach. At KB Media Corp., we understand the importance of conducting thorough site visits, demographic analysis, and traffic analysis to determine the visibility and value of each venue for prospective advertisers and sponsors.

The first step in this process is to visit each structure and venue within the Municipality. This allows us to assess the physical characteristics, location, and potential advertising opportunities available. During these site visits, we examine factors such as foot traffic, vehicular traffic, and overall visibility to understand the potential reach and impact of advertising within each location.

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Following the site visits, we conduct a comprehensive demographic analysis to gain insights into the target audience and market potential. This involves studying the local population, their demographics, preferences, and behaviours to identify the most relevant and attractive advertising and sponsorship opportunities. By understanding the target audience, we can better align the venues with advertisers and sponsors that will generate a high return on investment (ROI).

Traffic analysis is another crucial aspect of the process. By analysing both foot and vehicular traffic patterns, we can identify high-traffic areas and determine the level of exposure that advertisers and sponsors can expect to achieve. This information is vital in assessing the potential value and impact of each venue, allowing us to provide accurate ROI projections to potential advertisers and sponsors.

It's important to note that this process of identifying and quantifying revenue venues is specific to each structure and venue within the Municipality. We treat each location as a unique entity and conduct the necessary steps to evaluate its advertising potential before publicising the availability of venue space.

By employing a rigorous approach that includes site visits, demographic analysis, and traffic analysis, we can provide municipalities with a comprehensive understanding of the revenue potential for each venue. This allows for informed decision-making and effective marketing strategies that maximise the visibility, value, and ROI for both the Municipality and potential advertisers/sponsors.

At KB Media Corp., we are committed to providing accurate and data-driven insights that guide our clients in making informed decisions about their advertising and sponsorship opportunities. We ensure that our methodologies and processes align with industry standards and best practices, allowing us to deliver valuable results for our clients.

In summary, the challenge of identifying and quantifying potential revenue venues requires site visits, demographic analysis, and traffic analysis. This systematic approach allows us to evaluate the visibility, value, and ROI for each venue within the Municipality. By conducting thorough assessments and providing accurate projections, we enable effective marketing strategies that benefit both the Municipality and potential advertisers/sponsors.

D. Innovation or creativity in approach to project

At KB Media Corp., we pride ourselves on our innovative approach to every project we undertake. While we stay informed about market trends, we understand that true success comes from going beyond the norm and finding better procedures that yield the best results. This mindset guides us in all aspects of our work, including the naming of facilities or venues for municipalities.

We recognize the importance of innovation and creativity when it comes to advertising within a municipal setting. We understand that municipalities are unique entities with distinct characteristics, objectives, and

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target audiences. To effectively reach and engage these audiences, we employ a dynamic and innovative approach that sets us apart.

Our team of creative professionals thrives on pushing the boundaries of traditional advertising techniques. We understand that capturing the attention and interest of municipal audiences requires fresh, captivating ideas that resonate with local communities. With a finger on the pulse of emerging trends and consumer behaviour, we consistently deliver inventive and impactful campaigns.

Naming a facility or venue is a significant undertaking for any municipality, as it involves various considerations on both political and social spectrums. We approach this process holistically, taking into account the unique dynamics and sensitivities of the community. Rather than sending naming rights proposals at large, we prefer to identify and approach potential clients in a more targeted manner. This calculated approach allows the municipality to carefully screen and evaluate potential naming right partners, ensuring a strong fit with their values, objectives, and community interests.

In recent years, the challenges posed by the COVID-19 pandemic have required us to be even more creative in our fundraising efforts for not-for-profit organisations. One successful example is the "Catch the Ace" venue we developed for the Russell Kin Club. With the loss of traditional fundraising capacities due to COVID-19 restrictions, we worked collaboratively with the club to create an online draw that generated millions of dollars with each draw. This innovative approach transformed the club's fundraising capabilities and helped them overcome the obstacles posed by the pandemic.

We believe that innovation is crucial in navigating challenges and finding effective solutions. By thinking outside the box and exploring new avenues, we help our clients adapt to changing circumstances and achieve their fundraising goals. Our commitment to creativity and innovation allows us to stay ahead of the curve and deliver exceptional results for our clients, whether they are municipalities or not-for-profit organisations.

At KB Media Corp., we understand the power of innovative thinking, and we harness this mindset to drive success for our clients. By continuously exploring new strategies, leveraging technology, and adapting to evolving market conditions, we help our clients thrive in an ever-changing landscape.

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Let's Get Started

Joint Venture Agreement

Working together in partnership

Our Client, Municipality of Casselman, currently generates revenues by renting ad spaces in many different sectors and categories within its Municipal territory.

It has been identified that within the Municipal structure, there lacks the internal resources and knowledge to adequately collect and record inventory space, current leasing and licensing agreements with advertisers, and detailed analytics on current and potential advertising venues.

It is acknowledged that the lack of these internal resources affect the current and future growth of both existing and potential revenues for Municipality of Casselman.

KB Media is a media solution company in Prescott Russell with over 30 years experience in the delivery of brand strategies and deployment. We have worked closely with many different municipalities, associations and private interests within the region to deploy their current ad space programs. In doing so we have gained valuable experience and knowledge we believe is needed to bring a successful regional ad space network which will be beneficial to all sectors of our county.

Benefits:

- Fewer municipal resources allocated to maintaining an ad space program.
- A locally dedicated, trained sales team allocated full time on the development, marketing and deployment of the municipal ad space network.
- A targeted online audience, marketed with the most recent online marketing techniques.
- Greater revenue potential.
- An up to date live inventory.
- Analytic & demographic description developed for each ad space venue.
- More accessibility to National ad campaign revenues.
- A fully maintained ad space network.

Costs:

- 10% of gross revenues generated by the ad space network.

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Agreement Content

Please read carefully before proceeding.

THIS AGREEMENT dated the 28th day of September, 2023, is made

BETWEEN:

Municipality of Casselman
(hereinafter called "Client")

AND

KB MEDIA CORPORATION
(hereinafter called "KB Media")
(together called the "Parties")

WHEREAS:

KB Media is a media solutions company based in the region of Prescott-Russell; and

The Client is a duly incorporated lower tier municipality that generates revenue by leasing or granting licences to use and occupy its advertising space to advertisers; and

The Client recognizes and acknowledges it lacks the internal resources to collect and record inventory space, current leasing and licensing agreements with advertisers, and detailed analytics on current and potential advertising venues; and

The Client recognizes and acknowledges that it can optimise its generation of revenue by solving the above mentioned lack of internal resources and by collecting and recording the above mentioned data and analytics; and

The Client desires to retain KB Media to provide media solutions as detailed below, upon the terms set out herein, to remedy the lack of resources as mentioned above.

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NOW THEREFORE, in consideration of the forgoing and of the mutual covenants and promises herein contained, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties do hereby agree as follows:

1. Appointment to Provide Services

Subject to the terms and conditions herein contained, the Client hereby appoints KB Media and KB Media hereby agrees, to provide and/or to use reasonable endeavours to provide the services as listed in Schedule A (the "Services"). These Services will be provided to the Client by KB Media on an exclusive basis.

For added clarity, and without limiting the foregoing, KB Media, among the other services listed in Schedule A, would be the exclusive source of supply of full design, manufacturing, installation, maintenance and removal of all advertising spaces in the Client's territory.

Should the Client request KB Media to perform additional services beyond what is provided in Schedule A, the Parties will negotiate in good faith with respect to the terms, conditions, and compensation for such additional services. Any agreement for additional services will be set forth in writing and considered an addendum to this Agreement.

2. Fee

The Parties agree that the Fee for the Services will be calculated as 10% of total monthly advertising revenues generated by the Client for the Term of this Agreement.

3. Collection of Revenue and Fee

KB Media will be responsible for collecting all advertising revenues generated during the Term of this Agreement on behalf of the Client. On the 30th day of every month, KB Media shall deliver to the Client those advertising revenues, minus the Fee owed to KB Media. KB Media will also deliver on the 30th day of every month a statement of account of the total inventory and advertising revenues showing payment of the Fee received by KB Media.

KB Media acknowledges that the Client's advertising revenues are sensitive and confidential information. KB Media undertakes not to reveal, and shall cause its shareholders, directors, senior executives, employees and agents not to reveal to any third party any information concerning the Client's advertising revenues.

4. Term

The term of this Agreement ("Term") shall be deemed to have commenced on the day this Agreement is duly executed by the Parties ("Commencement Date"). The Term of this Agreement shall be two (2) years from the Commencement Date.

5. Termination

The Parties agree that this Agreement shall not be terminated without cause.

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Either Party shall have the right to terminate this Agreement at any time, on seven (7) days' written notice, due to the other Party's material breach of any of the provisions contained in this Agreement, where such breach is not cured during such period to the satisfaction of the notifying Party.

Notwithstanding the termination of this Agreement, each Party shall be liable to the other for any amounts due up to the date of the termination. The provisions of this section shall survive the termination of this Agreement.

6. Representations, Covenants and Warranties

The Parties have full legal power and authority to enter into this Agreement and to perform their respective obligations contained herein.

7. Limitation of Liability

In no event will KB Media be liable for any special, indirect, incidental or consequential damages, whether such damages are alleged in tort, contract of indemnity or for loss of profits, interrupted communications, lost business or lost data arising out of or in connection with this Agreement or the Services, even if KB Media has been advised of (or knows or should know of) the possibility of such damages.

Without derogating from the foregoing, under no circumstances shall KB Media be liable to pay damages to the Client in an amount which is greater than the amount paid hereunder by the Client to KB Media for Services in any respect of any calendar year of this Agreement.

8. Independent Legal Advice

The Parties acknowledge that they have read and understand this Agreement, and have obtained (or, as a freely taken decision, chosen not to obtain) independent legal advice concerning the interpretation and effect of this Agreement.

9. Contra Proferentem

Each and every provision of this Agreement shall be construed as though both parties participated equally in the drafting of same, and any rule of construction that a document shall be construed against the drafting party, including without limitation the doctrine commonly known as contra proferentem, shall not be applicable to this Agreement.

10. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the Province of Ontario, and where applicable, the laws of Canada.

11. Severability

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If any provision herein is held to be unenforceable, the remaining provisions shall remain in full force and effect.

12. Entire Agreement

This Agreement constitutes the entire agreement between the Parties and it supersedes all previous dealings, communications, understandings, discussions, representations and expectations of the Parties and constitutes the whole agreement with respect to the provisions of services as contemplated herein. There are no representations, warranties, conditions, or collateral agreements between the Parties with respect to such subject matter except as expressly set out herein.

13. Successors and Assigns

This Agreement may not be assigned or otherwise transferred by any Party without the prior written consent of the other Party. This Agreement shall be binding upon each Party's successors and permitted assigns.

14. Modification of Agreement

Any modification to this Agreement must be in writing, signed by both Parties or it shall have no effect and shall be void.

15. Waiver

No failure or delay on the part of either Party hereto to exercise any right or remedy under this Agreement shall be construed or operate as a waiver thereof nor shall any single or partial exercise of any right or remedy as the case may be.

16. Notices

Any Notice or other communication given or required to be given pursuant to this Agreement shall be in writing sent or delivered to the Party at the address as set out below or as may be notified by such Party to the other:

To KB Media:

Address: 1073 Montee Benoit Road, Casselman, Ontario, K0A 1M0

Attention: Mark Kelly

Email Address: mkelly@kbmedia.ca

To Client

Address:

Attention:

Email Address:

Fax No.:

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17. Schedules

Schedules "A" attached to the herein Agreement form part of the Agreement.

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Schedule "A"

SERVICES

Scope of Services

- A. Study Client's rental products or services;
- B. Analyze Client's present and potential advertising markets;
- C. Create an inventory of the Client's existing and future advertising spaces;
- D. Analyse Client's current leasing and licensing agreements with advertisers and complete a database of same which would include the term and fee/pricing charged;
- E. Provide Client with detailed analytics on current and potential advertising venues;
- F. Supply full design, manufacturing, installation, maintenance and removal of all advertising spaces.

Sign to Accept

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed the day and year first above written.

KB Media:

Per:

I have authority to bind the corporation.

Client:

Per:

I have authority to bind the corporation

Let's get started!

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