

TORONTO ARROWS

**GRASSROOTS ASSISTANCE
PROGRAM (GAP) OVERVIEW**





EXECUTIVE SUMMARY

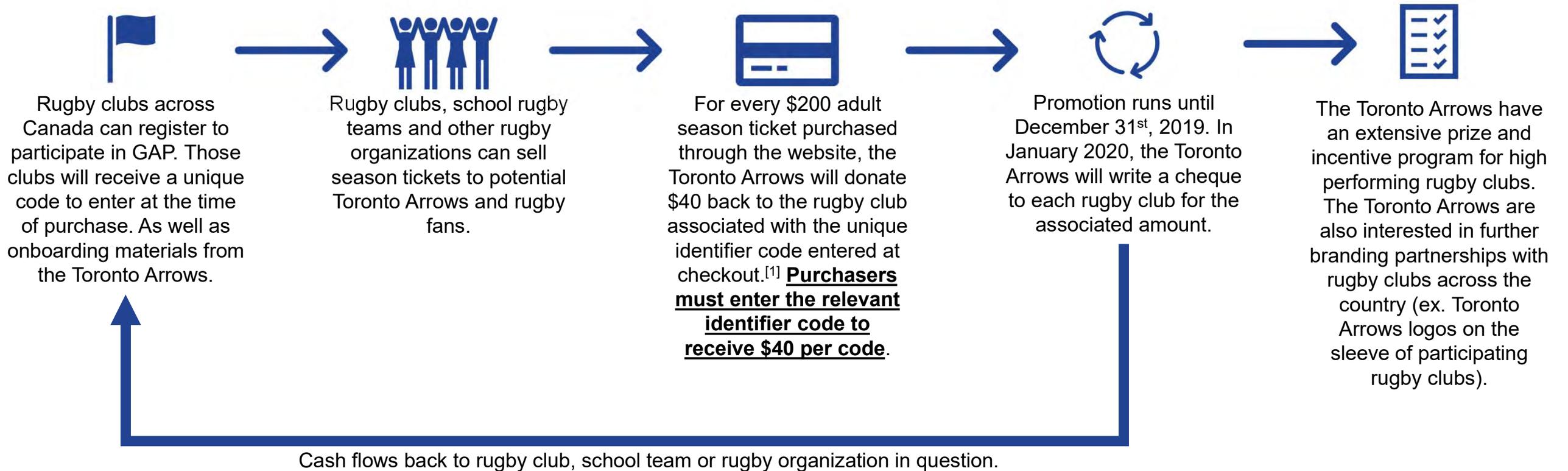
The Toronto Arrows are Canada's first and only professional rugby union franchise. Established in November 2018, the Arrows compete in the MLR (Major League Rugby), a North American league that includes teams in New York, Boston, Washington, Houston, San Diego, Austin, Seattle, Salt Lake and Glendale, Co. Major League Rugby represents the highest level of professional rugby on the continent. With a rapidly growing roster of elite international talent joining the competition, including former All Black Ma'a Nonu and former Wallaby Digby Ioane, the league is on a trajectory to bring rugby to the forefront of North American professional sports..

The Toronto Arrows believe the backbone of the Canadian rugby ecosystem is club rugby, and as a result, are dedicated to supporting grassroots rugby across the country. The Toronto Arrows are pleased to announce the 2020 Grassroots Assistance Program (GAP). For every season ticket sold by a Canadian rugby club or a member, the Toronto Arrows will donate 20% back to the relevant club to support grassroots rugby operations.

Toronto Arrows

GRASSROOTS ASSISTANCE PROGRAM

How it works:



[1] For Youth and Senior season tickets, the Toronto Arrows will donate 20% of the \$120 face value back to the relevant club (\$24 per ticket).



EXCLUSIVE GRASSROOTS ASSISTANCE PROGRAM SEASON TICKET OFFER FOR ALL RUGBY CLUBS, SCHOOL AND ORGANIZATIONS ACROSS CANADA

FOR EVERY \$200 ADULT, \$120 JUNIOR OR \$120 SENIOR SEASON TICKET SOLD, THE TORONTO ARROWS WILL DONATE 20% BACK TO THE RELEVANT CLUB TO SUPPORT GRASSROOTS RUGBY

Benefits included in the Season Ticket Package:

- General admission to seven (7) home games
- Invitations to in-season Season Ticket Membership events
- 10% off a 2020 Toronto Arrows Replica Jersey through merchandise partner, The Rugby Shop
- Priority access to 2020 playoff tickets
- Priority access to 2021 season tickets
- Unused ticket exchange program
- Additional ticket program
- Guaranteed giveaway item at giveaway games

PRIZES AND INCENTIVES

Prizes are as follows (one per organization):

- First 4 teams to sell 50 Season Tickets (adult or senior/youth):
 - 1x Home 2020 Team Signed Jersey
 - 1x Away 2020 Team Signed Jersey
 - 2x 2020 Arrows Captain signed ball
 - 50x Arrows t-shirts (various ranges)
 - Club honoured at half time + post-match front of the line meet and greet with players for 50x people
- Sell 20 Season Tickets (adult or senior/youth) invited to open training session + 20 hats
- Sell 10 Season Tickets (adult or senior/youth) tunnel clap for 10 persons at a game determined at Toronto Arrows discretion, limited to 14 clubs/school
- Sell 5 Season Tickets (adult or senior/youth) 5x Toronto Arrows t-shirt by 2020 Arrows Captain



TERMS & CONDITIONS

To participate, a club must register for the Grassroots Assistance Program (GAP) by contacting Daisy Morris (dmorris@torontoarrows.com), Director of Community and Fan Engagement at the Toronto Arrows.

Prizes are limited to one per club and given at discretion of the Toronto Arrows. All registered entrants will be notified directly by Toronto Arrows at close of contest (January 1st, 2020 12:01am). Clubs that qualify for more than one prize will have a decision period after contest close to inform Toronto Arrows which they select - time period to be determined by Toronto Arrows. Unique code must be entered at the time of purchase to be counted toward total sales and prize count.

Money will be determined and given to the club after the contest closes as a lump sum (20% of all season tickets (Adult, Senior, Youth) sold). All entries and registered teams must be affiliated with rugby. Participation is determined at discretion of the Toronto Arrows. Prize money must be used for rugby purposes only.

Clubs are also eligible to use the Toronto Arrows logo on their 2020 club kit if they desire, however, they must be registered with the program and inform the Toronto Arrows.

By participating, entrants agree to abide and be bound by these Official Rules and the decisions of Toronto Arrows, which are final and binding in all matters.

ON TORONTOARROWS.COM TICKET PAGE SIMPLY SELECT THE NUMBER OF SEASON TICKETS AND ENTER THE UNIQUE CLUB IDENTIFIER TO CLAIM THE ASSOCIATED GRASSROOTS ASSISTANCE PROGRAM FUNDS

1 Select the 'Buy Tickets' option on the Ticketing homepage.

2020 Season Tickets

The following packages are now on sale:

Regular Single Season Adult Ticket
 Regular Single Season Youth Ticket (ages 4-17)
 Regular Single Season Senior Ticket (65+)

VIP Area Season Ticket
 VIP Area Corporate / Group Season Ticket (10 Tickets)



Buy Tickets

2 Enter the number of season tickets for purchase and hit proceed.

| | | | | |
|---|------------|---|----------|---|
| Adult GA Season Ticket | \$200.00 | - | 1 | + |
| Youth GA Season Ticket (Ages 4-17) | \$120.00 | - | Quantity | + |
| Senior GA Season Ticket (65+) | \$120.00 | - | Quantity | + |
| VIP Season Ticket | \$1,050.00 | - | Quantity | + |
| VIP Corporate Group Season Tickets (10) | \$8,750.00 | - | Quantity | + |

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Reserve Selected Tickets

3 On the Shopping Cart page, enter the unique club coupon code.

Shopping Cart

Coupon Code:

Enter Code

Tickets

2020 Season Tickets
 at Venue TBD 04/04/2020 - 31/05/2020.

General Admission
 General Admission
 Expires in: 14:43

Adult GA Season Ticket \$200.00

No Order Fee: \$0.00

Total: \$200.00

Possible Delivery Options for this Order:
 Print@Home Season Tickets (\$2.00),
 Mobile Delivery Season Tickets (\$2.00),
 Will Call Season Tickets Package
 (\$7.00), Regular Mail Season Ticket
 Package (\$15.00)

*Ticket Fees Description
 Proc. = Processing Fee
 HST = Harmonized Sales Tax

Proceed To Checkout

4 Enter your information and payment.

CONCLUSION

The Toronto Arrows want to support grassroots rugby in Canada. We believe the Toronto Arrows Grassroots Assistance Program is a mutually beneficial approach to supporting and growing the game of rugby across our country.

For more information or to answer any questions, please contact:



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Daisy Morris
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APPENDIX



THE TORONTO ARROWS ARE THE FIRST AND ONLY PROFESSIONAL RUGBY UNION TEAM IN CANADA

Founded in November 2018 to compete in the North American-based Major League Rugby

- Majority owned by Bill Webb with a minority shareholder group that includes professional sport expertise, such as Brian Burke
- Foundational to the team is the Ontario Blues program that won 6 Canadian National Championships between 2011 and 2018
- Current roster has 3 Balmy Beach Players – Lucas Rumball, Dan Moor and Jamie Mackenzie

Inaugural season record of 11-5 to finish 3rd in the league and secure a spot in the MLR playoffs

- 3rd highest points scored
- 2nd fewest points allowed





BUILT BY CANADIANS, FOR CANADIANS

- 1 85% of the Toronto Arrows playing roster is Canadian, including 10 players that were included in the Canada 2019 Rugby World Cup squad
- 2 Committed to being a development pathway for up-and-coming Canadian talent
 - Average age of 2019 squad was 25 years old
 - Starting in January 2020, the Toronto Arrows are investing in an academy system that targets 12-15 emerging talents from Canadian universities and provides a professional coaching and training environment
 - Want to cooperatively work with Rugby Canada, Rugby Ontario and other provincial unions to help improve the competitiveness of Canadian rugby on the world stage
- 3 Provide opportunities for Canadian coaches to grow and develop as professional coaches
 - In 2019, 4 out of 5 members of the coaching staff were Canadian
- 4 Aspire to capture the “Raptors Effect” for rugby fans across Canada

MLR HISTORY AND OVERVIEW

- Major League Rugby is a North American-based professional rugby union league founded in 2017
- The league has a 16-game regular season schedule with 12 teams across the North American continent and another two (2) major-media market expansion franchises joining MLR in 2021
 - Major US metropolises with teams include New York, Boston, Washington, Atlanta, Seattle and San Diego
- MLR has national broadcast agreements with ESPN and CBS Sports in the United States and GameTV in Canada^[1]



[1] GameTV was the Toronto Arrows 2019 season broadcast partner. Discussions for the 2020 season are currently ongoing with multiple parties.



Toronto Arrows

STRATEGIC OBJECTIVES

- 1 To be the best professional rugby team in North America - both on and off the pitch - and to develop into a world class Sports & Entertainment business.
- 2 To drive growth and participation in rugby union in Canada at all levels - including youth, schools, universities, academies, clubs, professional and national teams for all genders and interests - with a primary focus on player welfare.
- 3 To be great ambassadors for rugby union and to exemplify the World Rugby core values of: Integrity, Respect, Solidarity, Passion and Discipline.
- 4 To be outstanding partners with our fans, partners, players, staff, governing bodies and investors.
- 5 To be the franchise of choice for premier Canadian rugby talent.