

AUTOMOTIVE.

COMMERCIAL PARTNERSHIP OPPORTUNITY

Toronto Pearson 



CONFIDENTIAL

Please Read: **Legal Disclaimer.**



This document Commercial Partnership Opportunity "CPO" represents a preliminary framework of potential terms and conditions, for discussion purposes only, in relation to a media sales and servicing opportunity with the Greater Toronto Airports Authority ("GTAA"). It is not an offer or commitment by GTAA to enter into a definitive agreement.

The Commercial Partnership Opportunity has been created by GTAA. All questions and information requests related to the CPO are to be made to GTAA. Interested firms shall not communicate with any other GTAA personnel regarding the CPO, failing which the GTAA may in its sole discretion disqualify such firms.

The GTAA shall not be liable or responsible for errors or omissions in this Commercial Partnership Opportunity document or any information provided to firms.

Information in this package is preliminary for discussion purposes only. All future negotiations will be done directly with the GTAA. The final terms of any arrangement will be contained in the form of a definitive agreement executed by GTAA and its chosen partner.

Without limiting the generality of the factors which may be reviewed by the GTAA during the evaluation and rating process, the GTAA may consider the proponent's history of experience, co-operative relationships, past dealings and claims with current and past clients (including, without limitation, the GTAA) and the suitability and compatibility of the personnel to the GTAA.

Confidentiality & Non-Disclosure:

This Commercial Partnership Opportunity and the information contained herein constitutes "Confidential Information" under the terms of the confidentiality, non-disclosure or similar agreement ("NDA") signed between the recipient of this Commercial Partnership Opportunity ("Recipient") and GTAA and the Recipient agrees its use of this Commercial Partnership Opportunity consistent with the terms of the NDA.

Hi Automaker!

As Canada's largest airport, serving over 46.8 million passengers in 2024, we believe Pearson is the premier commercial environment in the country, offering a unique opportunity for brands to connect with a highly targeted, desirable, and influential audience.

With an average dwell time of 45-120+ minutes in our terminals, Pearson provides brands with an exceptional opportunity for deeper integrations, extended brand awareness, innovative activations, and longer-form showcases.

We are thrilled to offer your company the chance to partner with us during this exciting period of growth. As the GTAA is looking for an engaging, creative, and innovative partner to become our **commercial automotive** partner at Toronto Pearson- including advertising , retail, fleet and branding rights.

Please review this document carefully, as adherence to timelines and criteria for each stage of the process is essential. Your primary contacts throughout the Commercial Partnership Opportunity process will be Brandon Moonrei (Moonsawmy) and Danielle Mele at the GTAA.

Be a part of something **special.**

Toronto Pearson 



199

Destinations



70

Countries Served



53

Passenger Airlines



46.8M

Passengers



An Integrated Commercial Partnership Opportunity that **Never Sleeps.**

At the airport, “event days” do not exist — This is one of Toronto Pearson’s most valuable assets. While many integrated partnerships experience fluctuations in visibility based on the rise and fall of event calendars.

Pearson airport sees a constant flow of people 24 hours a day, 365 days a year. **We expect to see 65 million annual passengers per year by the early 2030s** - an increase from about 46.8 million annual passengers today — this property represents more than just a global hub for travelers.

Consistency of traffic at these levels provides certainty for brands who are looking to reach large audiences.

Toronto Pearson offers a blank canvas in which large-scale integrated partnership offerings can unfold, and meaningful connections with consumers can be made.

Toronto Pearson is in a league of its own.

Toronto Pearson is Canada's largest airport in terms of total passenger traffic and North America's second largest in terms of international traffic. With daily non-stop flights to many of the world's economies, we move people and goods across the country, the continent and around the globe. When compared to other major partnership opportunities, Toronto Pearson Airport sees 5.2x more visitors annually than the highest trafficked Toronto venues combined!

46.8m million annual visitors - Pearson Airport



8.95m annual visitors

Budweiser Stage, Metro Toronto Convention Centre, Scotiabank Arena, Rogers Centre - COMBINED



The **future of air travel** begins now, with a plan to increase connectivity and foster a diverse, creative and innovative economy.

Our Automotive Commercial Partnership will support the GTAA's greater mission to make Toronto Pearson a "global leader in airport performance, customer care and sustainability." This will be anchored by our new program Pearson LIFT* (Long-Term Investments in Facilities and Terminals). With passenger numbers projected to grow to 65 million by early 2030's, the GTAA has set out an ambitious plan to meet growing passenger demand and create a global transportation hub built for the digital age.

Accelerator - UNDERWAY

The first program under Pearson LIFT has begun and we are planning to have shovels in the ground in 2025. It will deliver vital upgrades and revitalization of our airport assets, aiming to improve our on-time performance, reduce emissions, mitigate climate-change impacts and accommodate near-term passenger growth.

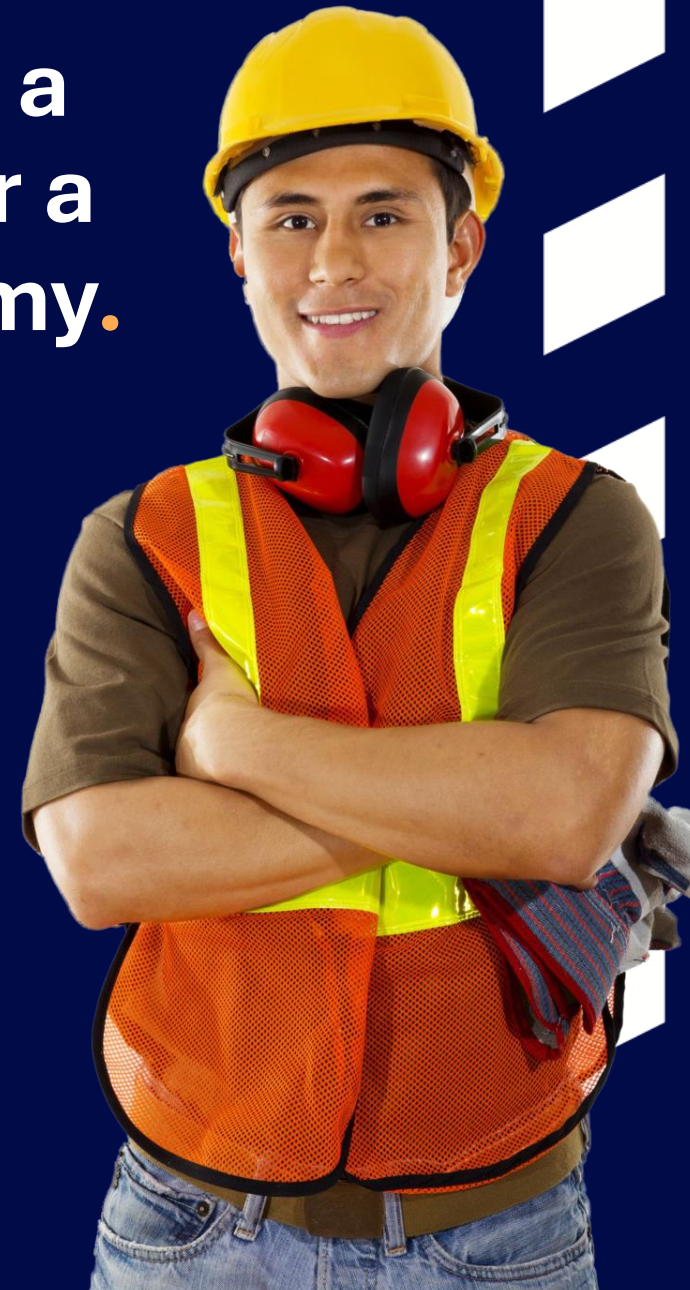
Gateway - HORIZON

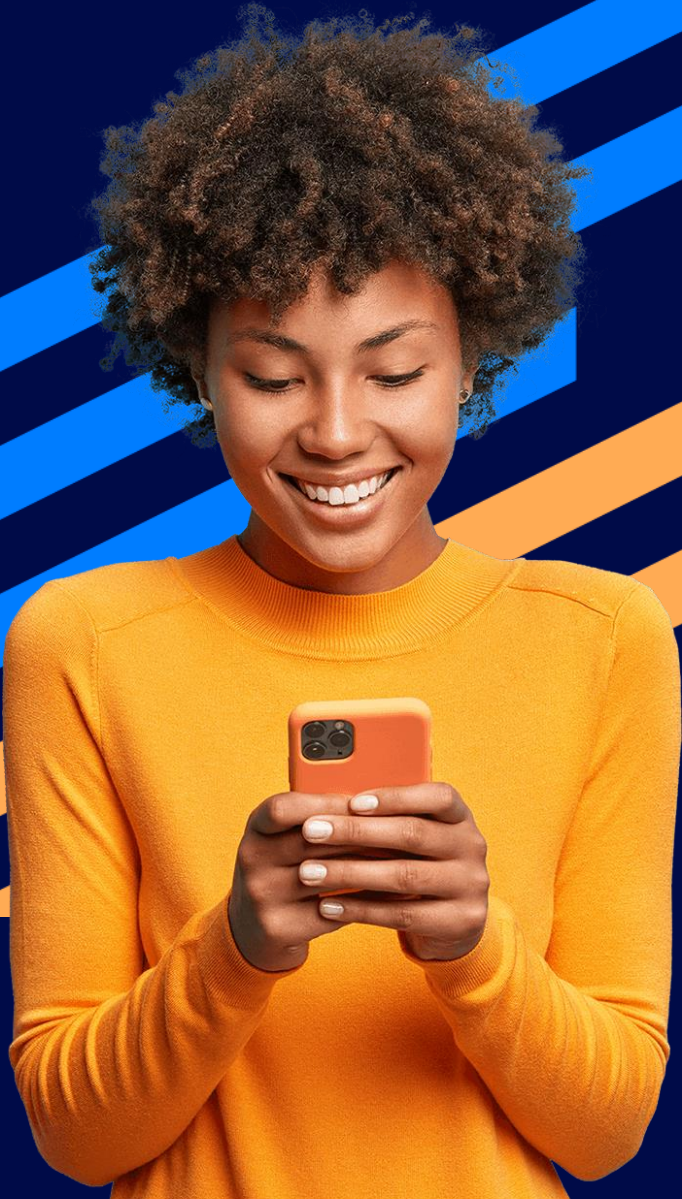
We expect to see 65 million annual passengers per year by the early 2030s - an increase from about 45 million annual passengers today. To prepare for this growth, we are evaluating options for expanding our terminal facilities.

T1/T3 Revitalization - HORIZON

We plan to invest in Terminals 1 and 3 with modernized retail, amenities and passenger processing spaces, increased digitalization of the passenger journey, renewal of critical assets and new employee areas. Additionally, we will invest in optimizing parking facilities and groundside access, ensuring a smoother arrival and departure experience.

Please note that any agreement with a successful proponent may include provisions dealing with Pearson LIFT and its impacts on the assets > [LEARN MORE ABOUT WHY WE NEED LIFT](#)





Partnership Evaluation Criteria.

Based on the identified assets and criteria, we are asking proponents to submit proposals based on a minimum **three (3)-year term**, addressing the following key areas. Each section will be evaluated and weighted as outlined below.

1	Advertising	30%
2	Passenger Experience	25%
3	Retail	15%
4	Fleet	15%
5	Cultural Alignment	15%

1. Advertising

With over 120,000+ passengers traveling through the airport's terminals daily from morning to night. A partnership opportunity at Pearson gives new meaning to "Always On." As such, we are excited to hear about proponent's ideas to showcase their brand message to passengers.

Evaluation Criteria ***This section will account for 30% of the total evaluation score.***

1a What is your planned advertising investment during your proposed sponsorship term?

1b As the official automotive partner at Pearson, you will have access to dedicated locations for vehicle displays, locations could include. Please specify your investment and plan for car displays, include specifics such as number of vehicles, platform, etc. Please include examples of your best current or past car displays.

1c Will you advertise any special offers to passengers? Any exclusive to Pearson? Employee Network?

1d How will you adapt your advertising strategy during construction periods due to LIFT?



2. Passenger Experience & Keyholder Benefits

Attracting a highly cultured consumer group, Toronto Pearson offers a platform for brands to target a variety of ages, ethnicities, incomes and interests, all under one roof. We are looking for our automotive partner to co-develop programs and opportunities that find the perfect balance of building their brand or meeting KPI's – while solving a passenger pain point or enhancing/ creating a new experience. In addition, use this section to include exclusive opportunities for keyholders.

Evaluation Criteria

This section will account for 25% of the total evaluation score.

- 2a What investment level will you make over the term to support passenger experiences?
- 2b What types of experiential activations do you plan to launch annually, and what is the preferred duration of each?
- 2c How will you evaluate KPI's against your activations? How will you balance those against the GTAA's goals?
- 2d What are your plans for keyholder benefits? What is your strategy for communicating these exclusive offers to keyholders?
- 2e Please provide at least one example of a past or current keyholder benefit program and at least one example of a past or current experiential activation executed within a partnership or property setting.

3. Retail

Predictability of traffic flow and mass reach are two key factors to consider when it comes to a meaningful integrated partnership — Toronto Pearson promises both, representing one of the highest visibility traffic venues in Canada, while also boasting targeted engagement opportunities. We are looking for exciting proposals from proponents to improve passenger experience while also generating revenue.

Evaluation Criteria

This section will account for 15% of the total evaluation score.

3a As the official auto partner at Toronto Pearson, you could have access to an on-site footprint (e.g., retail, lounge, or similar). Would this interest your brand? If so, answer the following:

- Provide high level description of your overall concept(s) and design.
- What would be the main purpose of this footprint? What services would you offer?
- What would be the KPIs of your retail space?
- How would this tie into other areas of your partnerships? (keyholder benefits, activation, etc.)
- List the ideal location(s) (arrivals, post-security international, domestic, etc.)
- Provide proposed rent for the space



4. Fleet

There is also opportunity to support the operational side of the airport. This section should focus on the provision of airside and staff vehicles that help GTAA personnel move safely and efficiently around the airport property. Fleet solutions that improve logistics, lower emissions, and align with GTAA's sustainability and safety standards will be prioritized.

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Evaluation Criteria

This section will account for 15% of the total evaluation score.

3a.

Please indicate if you would be interested in participating in our fleet program. Specify types of vehicles available, proposed annual quantity, integration and transition, team support, and compliance.

3b.

Please outline any available discount programs, including volume-based pricing. Provide a rate card or pricing structure if applicable.



5. Culture

We're working hard to manage our environmental footprint and be a good neighbour to our local communities, while meeting the demands of a growing air travel industry. As such, we are looking for an auto partner whom shares our values, and is dedicated to building a better world with us at every step of the way.

Evaluation Criteria

This section will account for 15% of the total evaluation score.

- 4a** Describe your Canadian manufacturing footprint over the next 5 years (ending Dec 31, 2030) – specifically:
of current Canadian production sites & committed new sites (specify locations)
- 4b** What commitments can you make around job creation in Canada over the next 5 years (ending Dec 31, 2030) – specifically outline: # of full-time jobs in Canada – current and planned
- 4c** How active are you with industry associations and community groups to strengthen Canada's automotive ecosystem over the next 5 years (ending Dec 31, 2030) – specifically outline: Name and description of current industry associations and/or community groups where you have an active presence.
- 4d** How does your organization ensure they are at the forefront of innovation? What sets your organization apart from others?
- 4e** What is your organization's ESG strategy?



Additional Information:

1. Submission Format

All proposals must be submitted in PDF format, developed using Word or PowerPoint. Proposals must not exceed 30 pages, with up to 10 additional pages permitted for appendices.

2. Proposal Requirements

Submissions must include a detailed execution plan including a comprehensive financial breakdown for each year of the term.

3. Mandatory Declaration of Intent

Proponents must declare their intent to respond by **August 23, 2025 at 5:00 PM EST** by emailing brandexperience@gtaa.com. Failure to declare by this deadline will result in your removal from the process. Proponents will be required to sign a non-disclosure agreement to continue in the process.

4. Clarifications and Site Visit

Once a declaration of intent has been submitted, and a non-disclosure agreement have been signed, proponents may request two (2) virtual meetings for clarification. In addition, proponents may request up to one (1) airport tour, with a maximum of six (6) guests per visit.

Selection Process.

Commercial Partnership Opportunity Open

July 30, 2025

GTAA to provide Commercial Partnership Opportunity to interested parties for their consideration.

Airport Tours & Question Period

August 27-September 5, 2025

Upon receipt of your intent to respond, you may request a virtual meeting(s) and a tour of the airport may be scheduled. Given security restrictions, tours and participants may be limited.



Proposal Due

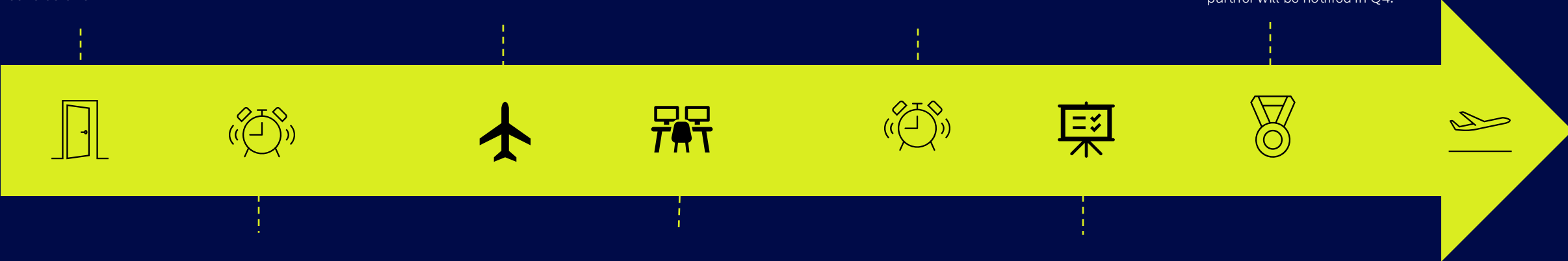
Tuesday September 30, 2025, at 5pm EST

GTAA is seeking responses to a series of key questions about the business opportunity and key terms that will serve as the basis for further discussion.

Partner Follow-up & Award

Q4 2025/Q1 2025

Internal review of submissions. Potential partners may be contacted for further clarification and/or to re-submit their terms for consideration. Winning partner will be notified in Q4.



Declare Intent To Respond

Friday August 22, 2025, by 5:00 PM EST

Should your organization be interested in participating in the process, a signed NDA and email signalling intent is required.



Proposal Development

August 22 – September 30, 2025

Once your organization has expressed interest in participating in the next step; the development of a preliminary proposal for GTAA's consideration is required.



Partner Presentations

October 15-16, 2025

Companies will present their plans and business terms to GTAA for consideration



Please Read: GTAA's Right To Cancel, Reject, Modify Or Reissue Commercial Partnership Opportunity.

The GTAA reserves the right to reject any or all proposals and to invite new proposals or take such other course of action as the GTAA deems appropriate at the GTAA's sole and absolute discretion. The GTAA reserves the right to:

- Waive any informality in any proposal or proposing procedure
- reject any or all submissions including the highest ranked submission and to not qualify any or all the proponents including the proponent with the highest ranked submission
- modify, cancel or reissue this Commercial Partnership Opportunity at any time with or without modification, all without being responsible for any costs, expenses or other outlays incurred by any firms to prepare or make a submission or for any damages whatsoever
- in its sole discretion request additional information from any firm that has made a submission to this Commercial Partnership Opportunity without requesting additional information from any other firm.
- Reject any portion(s) of a proposal
- Select multiple proposals
- Negotiate any or all proposal elements

Any one or more of the following causes, among others, may be considered sufficient for the rejection of a proponent's proposal, regardless of the proponent's qualifications in respect to other evaluation criteria:

- Evidence of collusion among proponents. Parties should also disclose any potential conflicts of interest and outline how these will be handled. Failure to provide complete and comprehensible information may render the submission ineligible for evaluation for the purpose of this Commercial Partnership Opportunity.
- Non-responsibility, as determined by the GTAA, in its sole judgment, as shown by past work, references, or other relevant factors
- Default or payment arrears on any contract or obligation with the GTAA
- Submission of a proposal that is incomplete, conditional, ambiguous, obscure, or that contains alterations or irregularities of any kind
- Submission of a concession plan deemed by the GTAA, in its sole judgment, to be inconsistent with the goals and objectives of the concession program, including its merchandising plan
- Evidence of improper lobbying to any employee of the GTAA or any member of GTAA's board of directors
- Failure to comply with the terms and conditions of this Commercial Partnership Opportunity
- Failure of the Proponent to meet the minimum qualification requirements or be otherwise deemed non-responsive by the GTAA

Thank You.

Next Step: Declare Intent to Respond by Friday August 8, 2025 @ 5pm.

