

Sponsorship Agreement Key Terms

Parties: City of Edmonton and World Triathlon Series Edmonton

Term: January 1, 2021 to December 31, 2021

Sponsorship Contribution: \$1.8 million to be allocated as follows:

- Up to \$1.1 million for required civic services sponsorship
**Note: any unused civic services could be allocated to the local organizing committee for direct event expenses for 2021*
- \$700,000 cash sponsorship
- Sponsorship recognition for the \$2.8 million contribution
 - \$1 million advances previously provided (2017, 2018 & 2019)
 - \$1.8 million cash & civic services (2021)
- In the event the 2021 ITU Grand Final event is cancelled due to a continuing COVID-19 pandemic, any unused City contribution would be returned to the City of Edmonton.