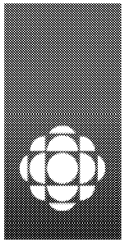




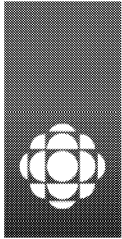
ROYAL BANK OF CANADA (RBC) STRATEGIC PARTNERSHIP

TO:	Board of Directors
MEETING:	January 26, 2016
FROM:	Jean Mongeau
DECISION SOUGHT:	Approval of a 5-year sponsorship agreement with RBC that spans across the Olympic Games, Road to the Olympic Games and a new program RBC Training Ground.
NEXT STEPS:	<ul style="list-style-type: none">Announcement of the partnership is expected for January 25, 2016
DATE:	December 16, 2015



A1. CONTEXT

- CBC Media Solutions has agreed to terms with RBC on a five-year partnership across three unique CBC/RC owned sports properties: the Olympic Games, the new Road to the Olympic Games program and the new Training Ground program.
- CBC and RBC have a positive relationship that stems from their experience with CBC in the Sochi 2014 Olympic Games. This deal represents a large increase in their commitment to the movement and to CBC.
- The five year agreement will serve as a foundational element of CBC Sports' new strategy focused on building high performance sport in Canada through programming, such as Road to the Olympic Games, that is outside of the Olympics.
-
- Due to the duration of the proposed partnership, the agreement requires Board approval.



A2. KEY DECISION ELEMENTS

- **The Olympic Games -** **over three Olympic Games**
 - in the Rio 2016 Olympic Games
 - in the Pyeongchang 2018 Olympic Games
 -
 - in the Tokyo 2020 Olympic Games
- **Road to the Olympic Games -**
 -
- **RBC Training Ground -**
 - Annual investment of : to cover annual costs of \$950k for creative development, program execution, broadcast production, digital production and amplification of the branded content across CBC owned channels.



A3. KEY BENEFITS, IMPACTS & RISKS

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- Through Road to the Olympic Games, we will continue to build and strengthen the Olympic movement in Canada year round.
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- Build on CBC Sports' new strategy, which aligns with CBC/RCs 2020 strategy of connecting with Canadians through meaningful content, increasing digital engagement on all platforms via a financially sustainable business model.
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A4. OTHER OPTIONS CONSIDERED





A5. SUCCESS MEASURES

- CBC Media Solutions and the Royal Bank of Canada will share common objectives of driving brand preference and favourability through the content developed in this partnership. We will track this through ongoing research.
- CBC and Royal Bank of Canada joint key performance indicators still to be mutually agreed upon.
- We will evaluate our success through the content's ability to drive a two-way conversation with Canadians at the community level.



A6. RESOLUTION

- That the President and Chief Executive Officer, together with the Vice-President and Chief Financial Officer, or their delegates, be authorized to enter into and execute a Sponsorship Agreement with RBC on the terms and conditions essentially similar to those presented to the Board of Directors.