

Forget the gift card! This Key Gives All Year Long.
**THE ULTIMATE VIP KEY & EXPERIENCES
TO GIFT YOUR STAFF AND CLIENTS.**



PERSONALIZED PACKAGING + KEY OPTIONS TO CO-BRAND YOUR COMPANY

VIP KEY EXPERIENCES FOR RECIPIENTS **ALL YEAR LONG.**
POSITIVE BRAND ECHO EFFECT FOR YOUR COMPANY.

WHAT IS TORONTO KEY TO THE CITY?

Loyalty is Key.[™] Toronto Key To The City is a lifestyle VIP loyalty program.

Our unique instant-loyalty program, designed for the current NOW generation, takes the form of a gold and black Key. The Key is purchased, activated and then flashed at a curated best of the city selection of restaurants, nightlife, spas, entertainment, shops and more. Each carefully selected partner business rewards Keyholders for their business, instantly, all year long.

Instant VIP perk benefits include complimentary appetizers, drinks, desserts and off-the-menu items at restaurants. Nightlife partners reward Keyholders with skip-the-line, no cover VIP access, exclusive savings on tickets and more. Spas and hotel partners reward Keyholders with upgrades and savings. Entertainment partners including Toronto FC, Toronto Raptors, CNE, Second City, Ripley's Aquarium, Cirque Du Soleil and so many more give exclusive savings to Keyholders. We also hold exclusive Keyholder-only events to further build on the community behind our Keys. The list goes on; **The Toronto Key To The City gives VIP greatness all year.**





CASE STUDY: SIBOS 2017 WORLDWIDE FINANCIAL CONFERENCE

DATE VISITED: OCTOBER 16-19 2017

CONFERENCE SIZE: 7,500 KEYS

PURPOSE: **CO-BRANDED** WELCOME GIFT +
GUIDE TO THE BEST TORONTO RESTAURANTS,
NIGHTLIFE, SPAS AND SAVINGS ON SHOWS.

CLIENT TESTIMONIAL

“SIBOS hosted 8,000 attendees in October 2017 and the Toronto Key was an overwhelming success as a gift with welcome packages.

The Toronto Key was the #2 most socially-shared posts across all social media channels according to COMSCORE. We have never had a gift from our annual conferences get shared above most other posts. Thank you! Flawless execution and the package co-branding was brilliant.

It was an absolute pleasure working with you, from start to finish, on this memorable gifting opportunity for our guests at our SIBOS 2017 conference. Bring a Key to London for SIBOS 2019!”

- **Stephanie Cash, SIBOS Event Lead, Grass Roots - www.grg.com**

What is the Toronto Key To The City?

Toronto Key To The City is the instant loyalty VIP perks program that's become a real game-changer in recent years. Local consumers are willing to give their loyalty and business to companies, but **they want rewards NOW not later.**

Keys are VIP subscriptions purchased online and a calendar year Key is sent to them. The recipient then **shows their Toronto Key at the best of curated restaurants and get rewarded with every visit all year long.** VIP perks include complimentary appetizers, a Chef surprise amouse-bouche or off-the-menu items, drinks and more. The Key also gifts VIP loyalty perks instantly at the best of Toronto spas and shops with spa upgrades and bonus gifts on every visit, plus skip the line/cover at the best of the city's nightlife. And so much more!

Keyholders also get exclusive VIP savings on all tickets, throughout the year, at the best of the city's attractions, shows, services and entertainments. Savings include 25% off all UP Express fares, 20% off Ripley's Aquarium / The ROM / Second City / Hockey Hall Of Fame / Cirque Du Soleil and more.

The Key works at only curated best-of spots across all genres, categories and districts. **There is also a mobile app** that helps with navigation and reminds Keyholders whenever nearing Perk Partner locations throughout the year.

Finally a loyalty program that your staff & clients can get excited about and **requires no work at all from your company.** We manage and grow the program while your recipients enjoy the best of Toronto. **Keys can be co-branded so your brand and logo are front-and-centre** on the package and/or the Key they carry all year as well. There are also options to track usage, through the unique NFC chips on the Keys, by your recipients to let you know just how useful the Keys were to your staff and clients each year.

This year, forget the gift card of old and gift them a VIP Toronto Key.

Give your clients something to use and talk about.



torontocitykey
Metro Toronto Co... Following

torontocitykey Yes indeed, @fuszel - you're officially a Toronto Keyholder! Welcome to the thousands of attendees to our great city of #Toronto for the SIBOS 2017 financial convention. Enjoy the VIP perks and experiences you get at the city's best restaurants, spas, nightlife and entertainment this week with your special SIBOS edition, VIP Toronto Key To The City! #sibos2017 #torontokeyholder #torontokeytothecity @sibos @seetorontonow @johnatory #torontovip #torontoloyalty

..... #Repost @fuszel
They actually do give you the key to the city. #sibos #sibos2017 #toronto #keytothecity

kathleeenna Amazing!
torontocitykey

240 likes
7 DAYS AGO

Add a comment...



torontocitykey
Metro Toronto Co... Following

torontocitykey Hi @lulurey. The Toronto Key looks good on you. Welcome to #Toronto! Enjoy your VIP #torontokeyholder experiences, indeed, while you're here for #SibosToronto! Only the best restaurants, nightlife and more shown on the app and in your welcome booklet! #sibos2017 #sibos.

..... #Repost @lulurey

Looking forward to unlocking Toronto's gems. #keytothecity #sibos2017 #sibos #toronto

261 likes
OCTOBER 15

Add a comment...



torontocitykey
Metro Toronto Co... Following

..... #Repost @chantel_elloway
I'm thrilled to be a part of #SIBOS, the world's premier financial services #business forum for the global financial community, hosted by #Swift, where the focus is on areas of #payments, #securities, #cashmanagement and #trade.

Over 8000 business leaders, decision makers and thought leaders from financial institutions, #FINTech organizations, market infrastructures and multinational corporations from all over the globe traveled to #Toronto to join #Canadians for #Canada150 and the collaboration of innovation in technology and finance. I am enjoying working with this event and unlocking the @torontocitykey of course. @sibos

355 likes
4 DAYS AGO

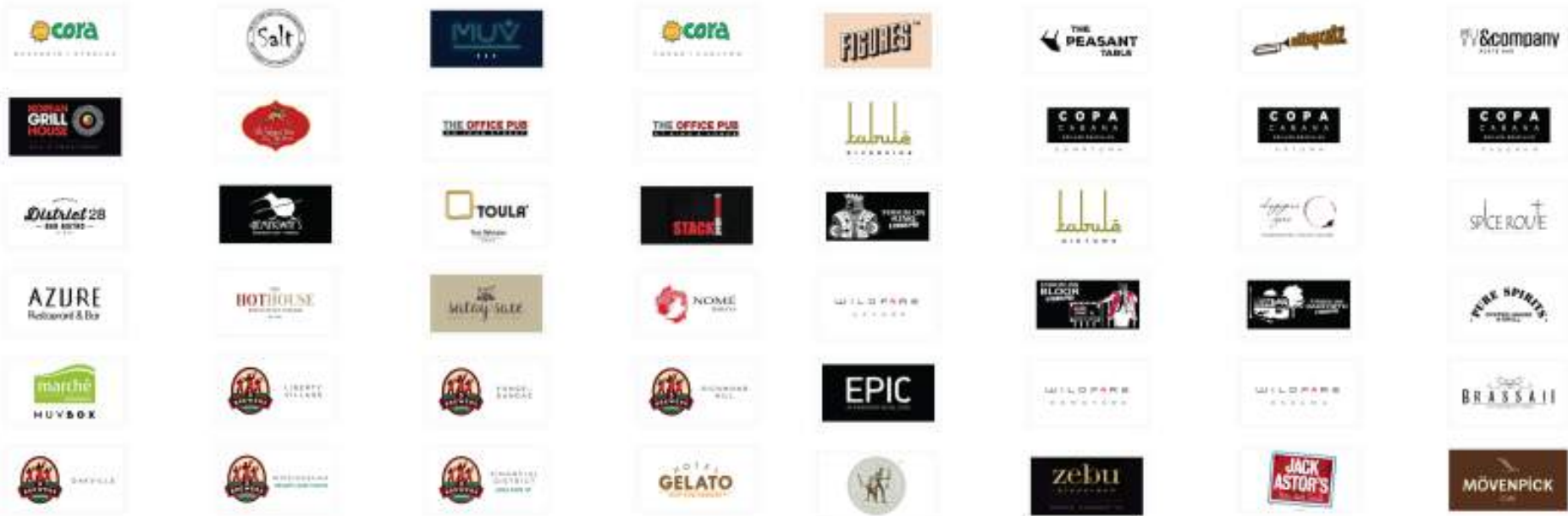
Add a comment...

Give your staff or clients the ultimate gift with something they can use and talk about!

Co-branding will send a positive brand echo effect with every VIP perk and savings your recipients enjoy all year long.

VIP BENEFITS OF THE TORONTO KEY TO THE CITY

Restaurant PERK PARTNERS



Nightlife PERK PARTNERS

Entertainment PERK BENEFITS



VIP BENEFITS OF THE TORONTO KEY TO THE CITY **CONT.**

Spa + Lifestyle PERK PARTNERS



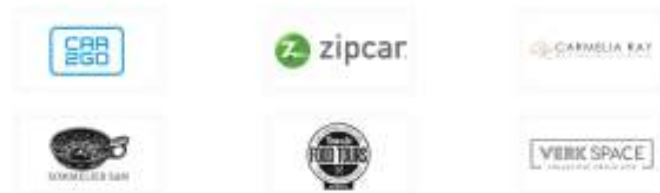
Hotel and Travel PERK PARTNERS



Boutique Shops PERK PARTNERS



Other Services PERK PARTNERS



THE TORONTO KEY TO THE CITY ADDS NEW PERK PARTNERS MONTHLY AND ALSO WORKS FOR VIP BENEFITS IN OUR FOLLOWING SISTER CITIES:

| | | |
|-----------|--|--|
| TORONTO | | 115+ CURATED PERK PARTNER BUSINESSES REWARD KEYHOLDERS |
| VANCOUVER | | 40+ CURATED PERK PARTNER BUSINESSES REWARD KEYHOLDERS |
| MONTREAL | | SCHEDULED OPENING FOR JANUARY 1, 2019 |

FOLD-OPEN PACKAGE WITH KEY + PRINTED VIP PERKS BOOKLET RESIDES INSIDE.

2018 KEY PACKAGE FRONT WITHOUT CO-BRANDING



KEY PACKAGE WITH CO-BRANDING (SAMPLE LAYOUT)



PACKAGING THAT LOOKS GREAT ON ITS OWN OR THERE ARE OPTIONS TO CO-BRAND WITH YOUR LOGO (**OR SPONSOR LOGOS**) WITH QUANTITIES.

**BESTOW THE ULTIMATE WELCOME
FOR YOUR CONFERENCE GUESTS.**



TORONTO
KEY TO THE CITY

INSTANT LOYALTY VIP PERKS

KEEPSAKE GOLD KEY + GUIDE + VIP PERKS/SAVINGS

ATTENDEES **GET IT, SOCIAL SHARE IT,**
USE IT AS A GUIDE + VIP PERKS, KEEP IT.

INQUIRE ABOUT USER CASE EXAMPLES + GROUP RATES AND PERSONALIZATION OPTIONS: 1.888.313.0269 EXT. 6