

PARAMOUNT FINE FOODS CENTRE

VENUE RENTAL & TECHNICAL GUIDE



paramount
FINE FOODS
CENTRE

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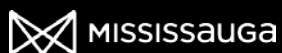
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About Paramount Fine Foods Centre

Proudly owned and operated by the City of Mississauga, the arena capacity varies by event, with 5,133 fixed seats (excluding Suites).

 paramountfinefoodscentre.com

Owned and Operated by



Since opening in October 1998, the Paramount Fine Foods Centre has hosted nearly 3000 event days and welcomed more than 4 million visitors.

The venue is home to two major sport tenants: the Mississauga Steelheads of the Ontario Hockey League, and the Raptors 905 of the NBA G-League.

Over its twenty years of operation, the facility has staged numerous high profile events including regional, provincial, national and world hockey and figure skating championships, such as Skate Canada International. The venue has also hosted the Duke University Basketball Tour and the world famous, Harlem Globetrotters. The facility has welcomed artists such as Green Day, Russell Peters, The Strokes, The Tragically Hip, Kadim Al Sahir, Joker Xue, B.B. King, the White Stripes.

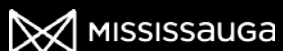
The venue has also been a notable location for local film and commercial productions. For more information about film permits, please visit the [film permit site](#).

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With this impressive list of profile events the Paramount Fine Foods Centre team has also managed to secure many community events vital to the residents of Mississauga. These events include the annual Carassauga Festival, which draws over 100,000 visitors to the Paramount Fine Foods Centre site alone. In 2013, Mississauga became the host city to The Little Native Hockey League tournament which has over 200 teams participating. The Paramount Fine Foods Centre is proud to host the Opening Ceremonies and tournament games for the LNHL.

In 2007, the Sportsplex was built at the Paramount Fine Foods Centre. The facility includes a full size FIFA indoor artificial turf field, a gymnastics centre, triple gymnasium (the official practice court for the Raptors 905), fitness centre, meeting spaces and licensed lounge. This is in addition to three NHL sized community rinks.



MAIN ARENA

Main Arena

Designed for live events, the Paramount Fine Foods Centre's main arena comes equipped with lighting, audio and video systems that are operated by in house production staff, as part of our Live Events Media Production team.

Most live events will require additional production equipment. Venue contracted third party labour is mandatory for the setup, teardown, and all performance related operations of non in house equipment.

Capacity Size

3,000 – 6,000

(depending on stage size & placement)

Arena Capacities

- Maximum total capacity: 3000-6000
- Fixed seating capacity: 5,133
- Floor seating capacity: 1,200
- Accessible seating capacity: 32
- Suite seating capacity: 320
- Hockey/skating/ice-in: seated 5,133
- Basketball: seated 5,133 + 400 floor
- Concert Centre Stage 360°: seated 5,133 + 1,148 floor
- Concert End Stage: seated 3,082 + 1,148 floor
- Concert Half Bowl: seated 2,104 + 570 floor

The Paramount Fine Foods Centre is a non-union house that employs third-party contractors for production services and labour. This includes and is not limited to labour associated with setup, teardown, rehearsals, performances and equipment rentals.

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Capacity Size

3,000 – 6,000

(depending on stage size & placement)

Arena Floor:

200' x 85' (17,000 sq. ft)

Load Capacity:

500 lb/sq. ft (smooth concrete*)

Roof Height Top Rigging Steel:

Top steel 56' (all rigging to high steel)
Low steel 38' (no rigging to low steel)

Max Stage Size:

60' x 40'

Stage Height:

Adjustable from 4'-6'

Risers:

Will build to suit using 4'x 8' decks
(12"-24" high)

Stage Skirting:

Black available on all three (3) sides

Barricade:

84' Free standing Stage Right CC 500
Crowd Control with sound "blow thru"
panels

Chairs:

1,200 Burgundy padded floor seats

* Floor ice cover for events from
September - May

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Capacity Size

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(depending on stage size & placement)



Dressing Rooms

- Dressing Room 1: 10'5"x10'3", 1 stall(s), 1 shower
- Dressing Room 2: 16'x28', 2 stall(s) , 3 showers
- Dressing Room 3: 13'x19'9", 1 stall(s), 3 showers
- Dressing Rooms 4, 5, 6: 14'x25'6", 1 stall(s), 3 showers

Green Rooms

- Green room 1: 14'x9'5", 1 stall
- Green room 2: 13'x9'7", 1 stall

Officials Room

- Officials Room SW: 13'x8', 1 stall(s), 1 shower
- Officials room 1 (South): 8'4"x12'9", 1 stall(s), 1 shower
- Officials room 2 (South) 9'8"x10'7", 1 stall(s), 1 shower

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LIVE EVENTS & MEDIA PRODUCTION SERVICES

Live Events & Media Production Services

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Audio System:



- Custom designed Fulcrum Acoustic fully-digital PA
- Built-in AODA-compliant hearing assistance

Lighting:



- DMX-controlled LED lighting system
- 2 x Strong Super Trouper II follow spots

Video System:

- Daktronics Centre-Hung 16' x 9' video board (10mm)



Patching:

- Video and audio patch points available throughout

Patching into any house system requires a LEMP staff member onsite.

Paramount Fine Foods Centre uses the industry standard 4-hour minimum call for all staff, and has strict guidelines for meal breaks to ensure compliance with the Ontario Ministry of Labour.

Live Events & Media Production Services

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Show Power

Sound:

- 120/208V 3-phase
- 2 x 200A disconnect switch

Lighting:

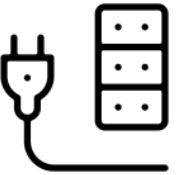
- 120/208V 3-phase
- 1 x 400A disconnect switch
- 2 x 200A disconnect switch

Media Truck:

- 120/208V 3-phase
- 1 x 200A disconnect switch
- 1 x 100A disconnect switch

Arena Floor:

- 125-250V - Orange
- 3 x 60A 3P4W pin & sleeve receptacles



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Pyrotechnics and Special Effects

Paramount Fine Foods Centre requires advance notification of all pyrotechnics three (3) months prior to your event, and special effects one (1) month prior to your event. Written requests must be approved by venue staff. Use of confetti or similar effect, will incur a minimum of \$1500 confetti clean up surcharge.

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AMENITIES, FOOD & BEVERAGE

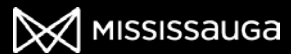
Paramount Fine Foods Centre

Location

5500 Rose Cherry Place

Paramount Fine Foods Centre is located within the Greater Toronto Area and close to a network of major highways and Pearson International Airport (YYZ).

Owned and Operated by



Capacity Size

3,000 – 6,000

(depending on stage size & placement)

Parking

Complimentary onsite parking can accommodate up to 1,900 vehicles and is shared for all visitors to the complex.

Accessibility

In accordance with the Accessibility for Ontarians with Disabilities Act (AODA), the Paramount Fine Foods Centre is committed to meeting the accessibility needs of persons with disabilities through identifying, removing, and preventing barriers to accessibility and inclusion.

Accessible features/amenities:

- Box office counter
- Concession counter
- Accessible parking spots, entrances, and elevators
- Accessible restrooms on the concourse
- Accessible seating available at online checkout
- Service animals and support workers welcome
- Courtesy manual wheelchair available onsite



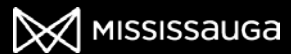
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Public Transportation:

Easily accessible by Mississauga public transit routes that connect to the City Centre Transit Terminal. A taxi stop is located on the South side of the Arena Main Entrance (B-Arena Gate 1). Mississauga's MiWay Transit has two routes that service the facility, routes #39 and #53

Distance to Local Landmarks:

- Square One Shopping Centre (6km/3.7miles)
- Toronto Pearson Airport (YYZ) (10km/6.2miles)
- Downtown Toronto (30km/18.6miles)
- Buffalo Niagara International Airport (160km/99.4miles)
- Detroit Metropolitan Owned and Operated by Airport (377km/234.3miles)



Food and Beverage

Paramount Fine Foods

Best known for its Middle Eastern cuisine, Paramount Fine Foods stands for quality, freshness and service. They have exclusive rights in the venue and provide unique catering options for events consisting of a wide variety of healthy, fresh, and halal options. The Paramount Fine Foods Food and Beverage Team can customize menus to suit your event. Contact the Food and Beverage team to discuss options for catering and backstage needs, as necessary.



Contact Chef

William@paramountfinefoods.com



Concession Stands

There are four (4) permanent concession stands on the concourse level offering a variety of grab and go items. Two mobile beverage stations serve up ice cold beer and house red & white wine.

Backstage Catering

With the exception of backstage catering, Paramount Fine Foods reserves the exclusive right to provide and retain all revenue derived from all food and beverage service including: alcoholic and other beverages, prepared foods, snack and confectionary items.



Food & Beverage

Review all Food & Beverage amenities provided by Paramount Fine Foods



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Budweiser Lounge

The Budweiser lounge is located on the upper level of the North side of the arena, with a prime view over the arena floor. Standing capacity for up to 80 people, this lounge offers food and beverage services provided by Paramount Fine Foods that includes two standalone bars and a spacious food service station area.

Bud Light Lounge

The Bud Light Lounge is located on the South side of the Arena Concourse level, near section 19. The lounge overlooks the neighbouring community rink and has capacity for up to 30 people. Food and beverage services provided by Paramount Fine Foods via a concession and bar stand.



Suites

There are 25 suites, located on the upper level of the South side of the arena. The Suites offer great sightlines and have seating capacities between 12 and 24 people. Paramount Fine Foods offers exclusive menu items to suite ticket holders and their guests.

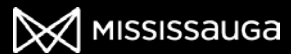
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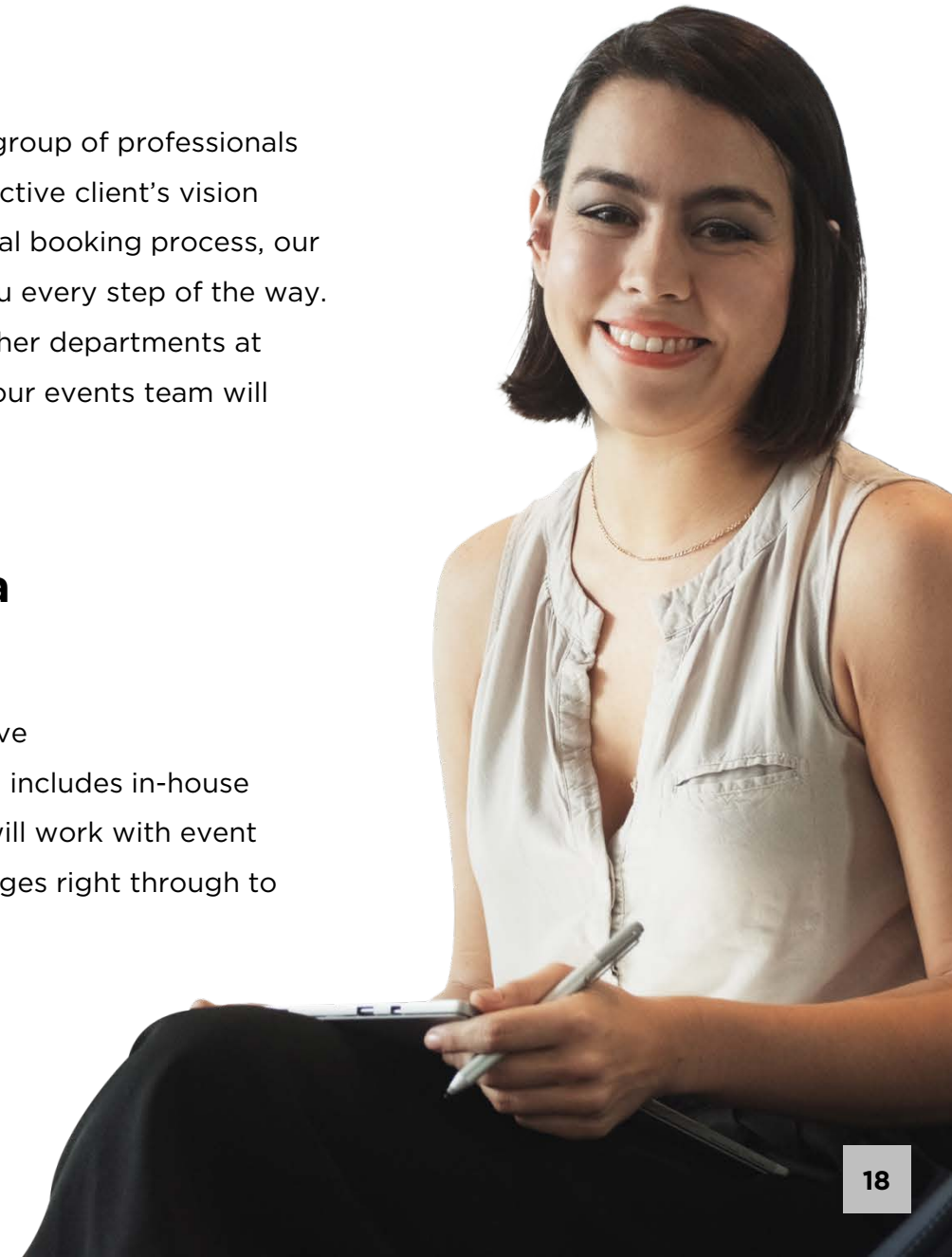
(depending on stage size & placement)

Events Team

Our events team is a dedicated group of professionals whose focus it to make a prospective client's vision become a reality. From the initial booking process, our events team is there to assist you every step of the way. Working in tandem with all of other departments at Paramount Fine Foods Centre, our events team will ensure your event is a success.

Live Events & Media Production team

The experienced and talented Live Events & Media Production team includes in-house technical production staff who will work with event organizers from the planning stages right through to execution.





BOOKING INFORMATION

Booking Information

Event bookings at the Paramount Fine Foods Centre are processed by our Booking Event Coordinator. All booking inquiries are evaluated on a number of criteria. All event arrangements are considered tentative until a contract has been issued and executed. To inquire about booking an event at Paramount Fine Foods Centre, please contact us at:



pffcrentals@mississauga.ca



paramountfinefoodscentre.com



dial 3-1-1 within city limits



[Main Arena Event Rental Request Form](#)



[Other rentable spaces at PFFC](#)

Main Arena Bookings

All prospective clients are asked to complete a [Main Arena Rental Request Form](#). Booking inquiries taken into consideration are at minimum 4 months prior to the event date. Upon return of a fully completed rental application, the team at PFFC will review the application and will make a decision on the event requested, based on a thorough review of the information provided and on the following criteria:

- Availability of requested date(s)
- Scope and footprint of the event
- Review of technical rider and production requirements
- Review of past events and references
- Completion of risk assessment

Submission of a rental application does not Guarantee that the event will be booked.



Rates and Fees

Paramount Fine Food Centre



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Main Arena Event Rental Request Form



Other rentable spaces at PFFC

Insurance Requirements

General liability insurance is required for all events at Paramount Fine Foods Centre. The following insurance requirements must be met for all events at the Centre:

- \$5 million general liability insurance
- Name “The Corporation of the City of Mississauga” as an additional insured
- Cover all event dates including set-up and clean-up
- Proof of Insurance will only be accepted on the City of Mississauga template, and must be signed, dated, and stamped by the insurance

Final Event Settlement

At the conclusion of the event, the licensee will be responsible for settling all outstanding facility expenses. The Box Office staff will provide the Promoter with a Ticket Audit report. In the settlement, the Licensee will be presented with available documented facility expenses including, but not limited to: rental balance, ticketing expenses, labour expenses, equipment rental, third party services, Socan/Resound fees and taxes. Final payout is processed once final settlement document is signed off by the event promoter. Preferred payout method is Electronic Fund Transfer (EFT).



Event Insurance Fact Sheet

Paramount Fine Foods Centre



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Main Arena Event Rental Request Form



Other rentable spaces at PFFC

Deposit Requirements & Contract Execution

All arrangements for rentals are considered to be tentative until a contract has been signed and deposit payment has been received.

Events two days or less (including load in/out days):

- 100% of Facility rental fees are required at the time of booking and are non-refundable.
- 50% of estimated event fees due no later than 90 calendar days prior to the event start date.
- Full payment of the balance of the estimated event fees due no later than 30 calendar days prior to the event start date.

Events greater than two days (including load in / out days):

- 50% of Facility rental fees are required at the time of booking and are non-refundable.
- Full payment of the remaining Facility rental fees due no later than 120 calendar days prior to the event start date and are non-refundable.
- 50% of estimated event fees due no later than 90 calendar days prior to the event start date.
- Full payment of the balance of estimated event fees due no later than 30 calendar days prior to the event start date



TICKET SALES AND BOX OFFICE

Ticket Sales and Box Office

All ticket services pertaining to the event are performed through our Box Office, exclusively by Ticketmaster Canada. The Box Office will act as treasurer for all event revenue and will be responsible to the promoter for accurate accounting of all admission rights. Revenue cannot be released to the promoter prior to the execution of the event, in case of a cancellation where ticket refunds are necessary. The cost of the above service will be factored into your rental and expense agreement.



pffc.boxoffice@mississauga.ca



paramountfinefoodscentre.com



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Ticketmaster

The Promoter understands that the Paramount Fine Foods Centre uses Ticketmaster as their ticketing platform for all attractions hosted in the Main Arena. Ticketmaster's services are limited to serving as its agent for the sale and distribution of tickets. The Promoter is solely responsible for the marketing and promotion and the success of the Attractions.

Ticketmaster makes no guarantee of the number of tickets that will be sold through the TM System for the Attractions. Further, Ticketmaster does not warrant that the use of the TM System will be uninterrupted or error free and it shall not be responsible for such interruptions or errors.

Facility Fees

A \$2.52 (base) facility fee will be added to each ticket purchased for Attractions at Paramount Fine Foods Centre, on all ticket purchasing channels including the Box Office. The Promoter will be required to advise if the fee will be deferred to the Ticket Purchaser at the time of purchase or added to the final settlement of the Promoter as an additional expense line. Additionally, all complimentary tickets pulled by the Promoter will be charged the \$2.52 facility fee and added to the final settlement as an additional expense line.

* Ticket sale monies may be applied towards outstanding balance owing.

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pffc.boxoffice@mississauga.ca



paramountfinefoodscentre.com



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Complimentary Tickets

Complimentary Tickets cannot exceed 250 tickets per Attraction and must be agreed upon by both the promoter and the Paramount Fine Foods Centre. The Facility Fee will be charged on all Complimentary tickets and applied to the final settlement. Tickets cannot be sold for anything other than the face value, as per provincial law. Should the Licensee be found; exchanging tickets for money, at a value other than the zero dollar face value, a penalty of \$1,000.00 will be applied to the final settlement.

Postponement / Major Changes

When a Promoter makes a major change to an event, date/time change, patrons may request a refund and as per Ticketmaster Agreements, a refund will be granted, regardless of what the Promoter is offering. If an Attraction is postponed, the same rules apply as stated above. Please note, that tickets to the original Attraction date/time will be valid for the new Attraction date/time. No new tickets will be resent via Account Manager, Ticketmaster.ca, or email address, patrons will be asked to keep their original emailed tickets.



Ticketing Terms & Timelines

Paramount Fine Foods Centre





SAFETY & SECURITY

Safety & Security

Health and Safety

As required by the City of Mississauga and provincial regulations, employers and workers are required to comply with fire, health and safety regulations. The following section outlines specific health and safety requirements for Paramount Fine Foods Centre.



pffcrentals@mississauga.ca



paramountfinefoodscentre.com



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Evacuation Procedures

Paramount Fine Foods Centre has established evacuation procedures for emergency situations. All Paramount Fine Foods Centre staff are trained to deal with such situations. In the event of an evacuation, we request full participation and assistance to ensure the safety of everyone.

Working Rules

Loading bays, entrances and back-of-house service areas are considered work zones. Extra precautions and awareness must be adopted when working in or around these areas. All third party contractors must comply with City of Mississauga, Provincial and Building regulations. Contractors are required to provide the venue with a copy of their WSIB Clearance Certificate and Certificate of Insurance prior to the event date.

Guest Services Team

Guest comfort, safety and satisfaction are vital to the success of each event. Each event will be planned and staffed individually based on specific event related information. Final event staffing levels are determined by Paramount Fine Foods Centre staff.



Smoking Policy

The Paramount Fine Foods Centre is committed to creating a safe, comfortable, and enjoyable entertainment experience for all fans. The Region of Peel with City of Mississauga staff and bylaw enforcement will be implementing the Smoke-Free Ontario Act legislation at Paramount Fine Foods Centre.

Safety & Security

Security Plans

Event organizers must ensure that all participants and patrons are adequately safeguarded. Final event staffing levels and component parts of the overall event security plan will be solely at the discretion of the Paramount Fine Foods Centre Staff.



pffcrentals@mississauga.ca



paramountfinefoodscentre.com



dial 3-1-1 within city limits

Security

Paramount Fine Foods Centre has third party contracted security personnel responsible for overall venue security and safeguarding. Venue staff will determine the levels of security staffing required at your event, with all costs of event-related and crowd management security being the responsibility of the client.

Police

Paid Duty Police requirements will be at the discretion of Paramount Fine Foods Centre staff and costs will be the responsibility of the client. Risk assessments completed by City of Mississauga Corporate Security along with Peel Police input will determine number of Paid Duty Police required for the event.

First Aid

Paramount Fine Foods Centre has third party contracted first aid staff that are responsible for any medical situations that may occur during events. Venue staff will determine number of medical personnel required with the costs being the responsibility of the client.



Fan Code of Conduct

Paramount Fine Foods Centre





MARKETING & saugaLIVE

saugaLIVE

A place that connects residents, artists, visitors and communities to live events, entertainment and experiences happening at five venues in Mississauga. Paramount Fine Foods Centre is one of the premiere venues.

 saugalive.ca

 [saugaLIVE](#)

saUGa **LIVE**

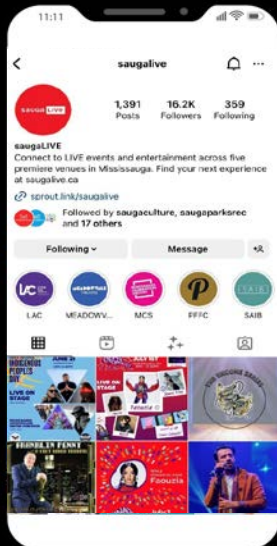
Social Media



@saugaLIVE Connects residents to LIVE events and entertainment across five premiere venues in Mississauga. Find your next experience at saugalive.ca



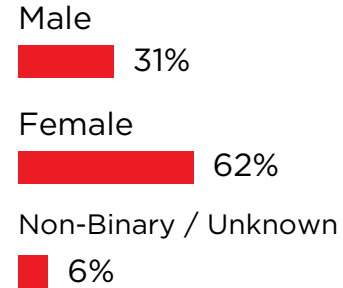
@saugaCulture Invites Mississauga to discover the vibrant world of arts and culture throughout the city! #SaugaCulture



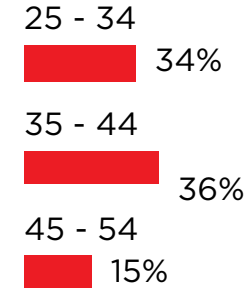
Demographics

@saugaLIVE

Gender

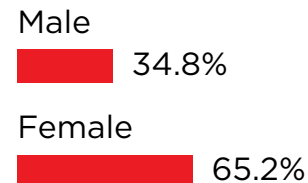


Age

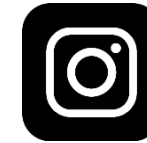
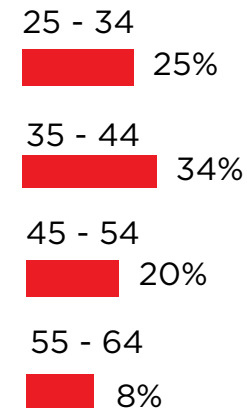


@saugaCulture

Gender



Age



Instagram

@saugaLIVE
16.2K Followers
@saugaCulture
7.4K Followers



Facebook

@saugaLIVE
41K Followers
@saugaCulture
6.3K Followers



Twitter

@saugaLIVE
14.6K Followers
@saugaCulture
10.3K Followers

*Data is for all social media channels

*Current statistics as of June 2023

*Statistics are subject to change

Marketing: In-Kind Assets

We will leverage our in-kind assets to ensure that your event is promoted through our networks.



pffcinfo@mississauga.ca



paramountfinefoodscentre.com



Paramount Fine Foods Centre in-kind assets

- Digital Signage
- Venue Website
- Arts & Culture Event Listing/Calendar
- City of Mississauga Tourism Website
- Event promotion on saugaLIVE social media channels (Instagram, Facebook, and Twitter)
- Pylon digital screen graphic and/or LED text readerboard messages
- In-venue 11x17 posters
- Email blasts and/or enews (when available)

When advertising your event, always use “Paramount Fine Foods Centre”. Any and all use of the Paramount Fine Foods Centre logo or likeness of the venue must be approved by our marketing team, who can also supply appropriate logos.



ABOUT THE CITY OF MISSISSAUGA

About The City of Mississauga

Mississauga is the largest city in the Peel Region with a total population of over 800,000 residents.



mississauga.ca



[@citymississauga](https://www.instagram.com/citymississauga)

The city is part of North America's largest and fastest growing regions, and Canada's most powerful beacon to the world with millions of people seeking economic opportunities, peace and security, and a better quality of life. With the downtown core of Mississauga being conveniently situated between two major Canadian highways, the city can boast a metropolitan reach of nearly 6 million.

VISIT
MISSISSAUGA

A vibrant and culturally-rich city, Mississauga is a top tourist destination in the country that offers its visitors a variety of entertaining, engaging and inspiring experiences through its festivals, museums, theatres, and cultural sites.

Paramount Fine Foods Centre



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pffcrentals@mississauga.ca



3-1-1
within city limits



Follow us at
[@saugaLIVE](https://www.instagram.com/saugaLIVE)



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FINE FOODS
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