



# PARAMOUNT FINE FOODS CENTRE

VENUE RENTAL & TECHNICAL GUIDE



paramount  
FINE FOODS  
CENTRE

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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).

[www.paramountfinefoodscentre.com](http://www.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 Toronto Rock of the National Lacrosse League, and the Raptors 905 of the NBA G-League.

Over its twenty-five 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: 4,911
- Floor seating capacity: 1,200
- Accessible seating capacity: 41
- Suite seating capacity: 310
- Club Lounge capacity: 56
- Standing room capacity: 101
- Hockey/skating/ice-in: seated 4,911
- Lacrosse: seated 4,911
- Basketball: seated 4,911 + 400 floor
- Concert Centre Stage 360°: seated 4,911 +1,148 floor
- Concert End Stage: seated 2,909 + 1,148 floor
- Concert Half Bowl: seated 1,966 + 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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(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

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## Dressing Rooms

- Dressing Room 1: 10'5" x 10'3", 1 stall(s), 1 shower
- Dressing Room 2: 16' x 28', 2 stall(s), 3 showers
- Dressing Room 3: 13' x 19'9", 1 stall(s), 3 showers
- Dressing Rooms 4, 5, 6: 14' x 25'6", 1 stall(s), 3 showers

## Green Room

- Green room 2: 13' x 9'7", 1 stall

## Officials Room

- Officials Room SW: 13' x 8', 1 stall(s), 1 shower
- Officials room 1 (South): 8'4" x 12'9", 1 stall(s), 1 shower
- Officials room 2 (South) 9'8" x 10'7", 1 stall(s), 1 shower

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# 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)
- LED ribbon addition during summer 2024 renovation



## 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:

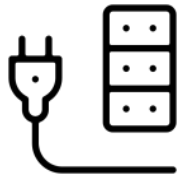
- 120/208V 3-phase
- 1 x 400A disconnect switch
- 2 x 200A disconnect switch

### 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 \$1,000 confetti clean up surcharge.

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.



# 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

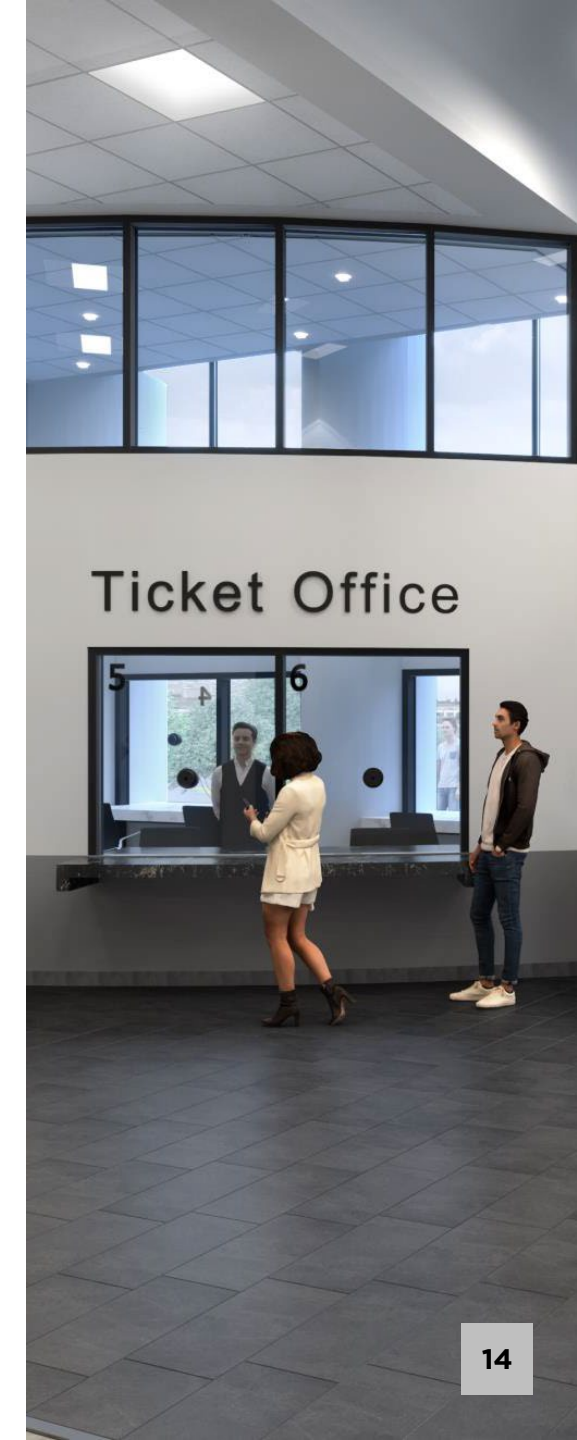
Complimentary onsite parking can accommodate up to 1,900 vehicles and is shared for all visitors to the complex.

## Accessibility

In accordance with the Accessibility or 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:

- Ticket 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](mailto: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





# Food and Beverage

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### Contact Chef

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## Club Lounge

The Club 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 newly renovated lounge offers food and beverage services provided by Paramount Fine Foods that includes two standalone bars and a spacious food service station area.

## Sport Lounge

The Sport Lounge is located on the South side of the Arena Concourse level, near section 13. The recently renovated lounge 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 18 suites, located on the upper level of the South side of the arena. The Suites offer great sightlines and have seating capacities between 11 and 75 people, including a party suite that can accommodate up to 75 people. Paramount Fine Foods offers exclusive menu items to suite ticket holders and their guests.

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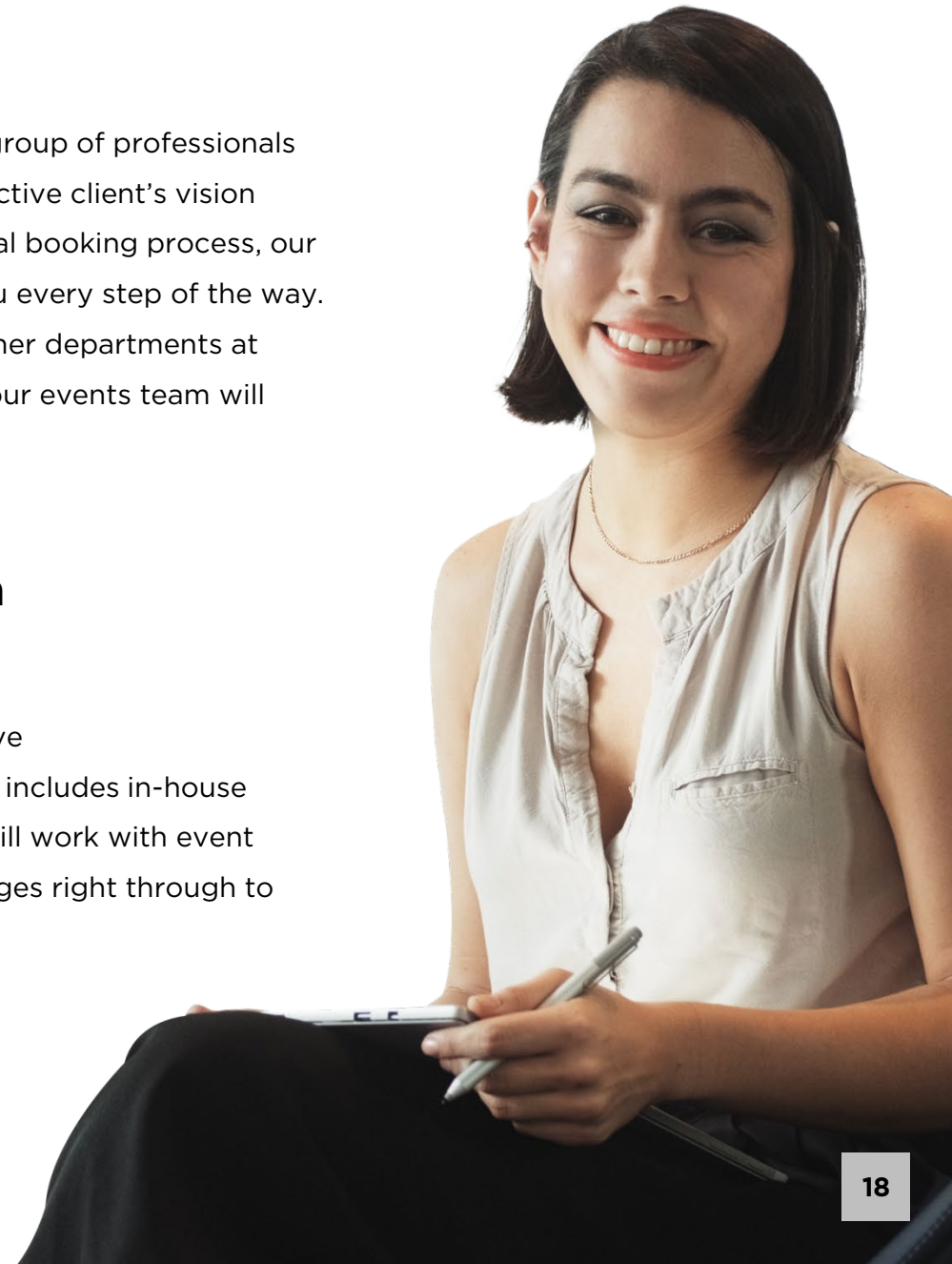
(depending on stage size & placement)

## Events Team

Our events team is a dedicated group of professionals whose focus is 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](mailto:pffcrentals@mississauga.ca)



[paramountfinefoodscentre.com](http://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 decide 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 Ticket 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 via cheque once final settlement document is signed off by the event promoter.



**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 tentative until a contract has been signed and payment of the Facility Rental Fee has been received.

### Ticketed Events (one (1) day rental):

- Full payment of the Facility Rental Fee (non-refundable) is due at the time of booking.
- A secondary payment of 50% of the estimated Event Fees is due 45 calendar days prior to the event; payment may be made in full or in part from ticket sales revenues.
  - If ticket sale revenue is insufficient to cover the secondary payment, a pre-authorized payment or post-dated cheque for the balance of estimated Event Fees is required at that time.
- The balance of the estimated Event Fees is due ten (10) calendar days prior to the event; payment may be made in full or in part from ticket sales revenues.
  - Payments made by cheque less than 14 days prior to an event must be by certified cheque.
- Payment of any additional charges incurred during or after the event date is due within 30 calendar days after receipt of the final invoice.

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[Main Arena Event Rental Request Form](#)



[Other rentable spaces at PFFC](#)

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### Ticketed Events (Two (2) or more consecutive rental days):

- A (non-refundable) deposit of the first two (2) days of Rental Fees is due at the time of booking.
- A secondary payment of 50% of the estimated Event Fees and the balance of the Rental Fees is due 45 calendar days prior to the start of the event; payment may be made in full or in part from ticket sales revenues.
  - If ticket sales revenue is insufficient to cover the secondary payment, a pre-authorized payment or a post-dated cheque for the balance of estimated Event Fees is required at this time.
- The balance of estimated Event Fees is due ten (10) calendar days prior to event; payment may be made in full or in part from ticket sales revenues.
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[Main Arena Event Rental Request Form](#)



[Other rentable spaces at PFFC](#)

## Deposit Requirements & Contract Execution

All arrangements for rentals are tentative until a contract has been signed and payment of the Facility Rental Fee has been received.

### Non-Ticketed Events:

- Full payment of the non-refundable Facility Rental Fee and pre-authorized payment or postdated cheques for 100% of estimated Event Fees is due at the time of booking.
  - A booking is only confirmed upon the receipt of both the Rental Fee and pre-authorized payment or post-dated cheques for estimated Event Fees.
- 25% of the estimated Event Fees is due 60 calendar days prior to the event.
- The balance of estimated Event Fees is due 30 calendar days prior to the event.
- Payment of any additional charges incurred during or after the event date is due within 30 calendar days after receipt of the final invoice.



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CENTRE

paramount FINE FOODS CENTRE

Ticket Office

2

# TICKET OFFICE AND SALES

# Ticket Office and Sales

All ticket services pertaining to the event are performed through our Ticket Office, exclusively by Ticketmaster Canada. The Ticket 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.



[Ticket.Operations@Mississauga.ca](mailto:Ticket.Operations@Mississauga.ca)



[paramountfinefoodscentre.com](http://paramountfinefoodscentre.com)



dial 3-1-1 within city limits

## 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 \$2.55 Capital Refurbishment Fee plus a \$0.75 Single Ticket Processing Fee will be added to each ticket purchased for Attractions at Paramount Fine Foods Centre, on all ticket purchasing channels including the Ticket 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 both fees 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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[Ticket.Operations@Mississauga.ca](mailto:Ticket.Operations@Mississauga.ca)



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dial 3-1-1 within city limits

## 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](mailto:pffcrentals@mississauga.ca)



[paramountfinefoodscentre.com](http://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.



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[paramountfinefoodscentre.com](http://paramountfinefoodscentre.com)



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## 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 premier venues.

 [saugalive.ca](http://saugalive.ca)

 [saugaLIVE](#)

saUGa **LIVE**



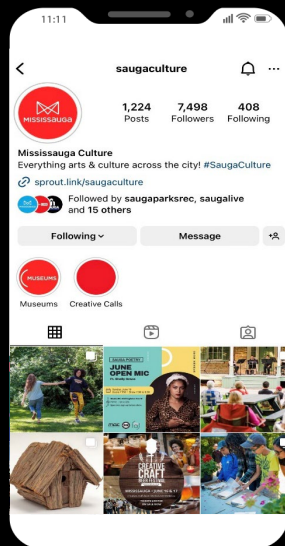
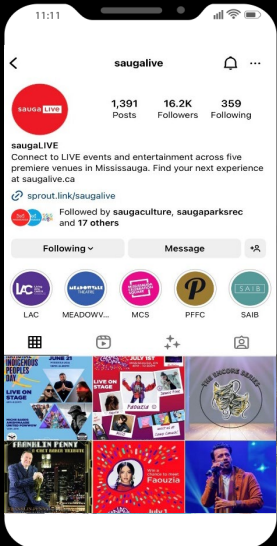
# Social Media



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



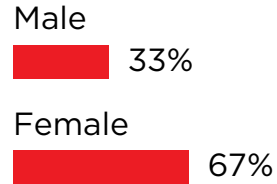
@saugaCulture Invites Mississauga to discover the vibrant world of arts and culture throughout the city! #SaugaCulture



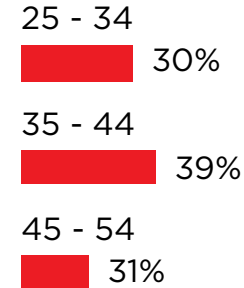
## Demographics

@saugaLIVE

### Gender

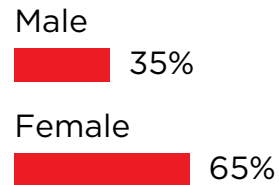


### Age

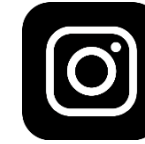
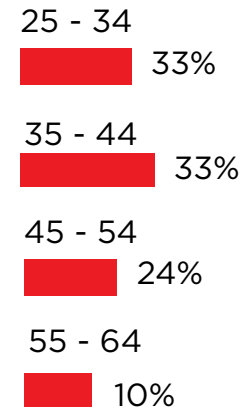


@saugaCulture

### Gender



### Age



### Instagram

@saugaLIVE  
**19.2K Followers**  
 @saugaCulture  
**10.4K Followers**



### Facebook

@saugaLIVE  
**41K Followers**  
 @saugaCulture  
**7.3K Followers**



### Twitter

@saugaLIVE  
**14.5K Followers**  
 @saugaCulture  
**10.5K Followers**

\*Data is for all social media channels

\*Current statistics as of September 2024

\*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](mailto:pffcinfo@mississauga.ca)

 [paramountfinefoodscentre.com](http://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”. 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](http://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



[paramountfinefoodscentre.com](http://paramountfinefoodscentre.com)



[pffcrentals@mississauga.ca](mailto:pffcrentals@mississauga.ca)  
905-615-4404



3-1-1  
within city limits



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



**paramount**  
FINE FOODS  
**CENTRE**