



SEASON 4

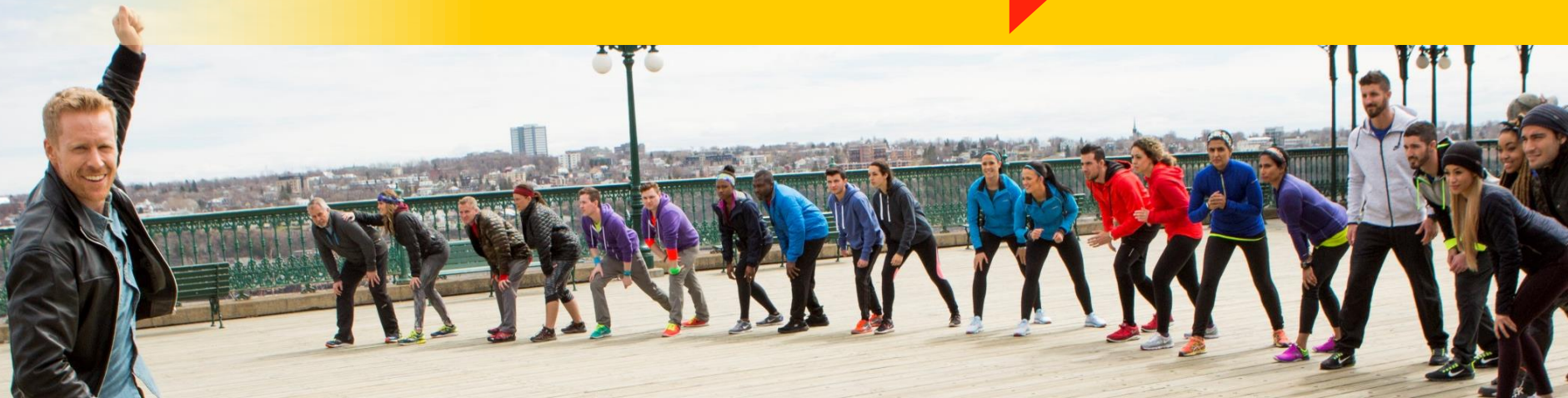
**THE AMAZING
RACE
CANADA**

PARTNERSHIP OPPORTUNITY



READY, GET SET, GO!

THE AMAZING
RACE
CANADA



BE PART OF CANADA'S HOTTEST SERIES

Fresh off an incredible third season, with over **2.4 MILLION VIEWERS EVERY WEEK**, join Olympic champion and Canadian hero Jon Montgomery as he takes 10 teams and millions of Canadians on a journey to discover the magic in their own backyard and abroad.

The **#1 SHOW OF THE SUMMER** and the **BIGGEST CANADIAN SERIES EVER**, fans from across the Country can now set their sights for an exciting, edge-of-your-seat new season of The Amazing Race Canada. The highs are high and the lows are low. It's winner-take-all in the most extreme and challenging series ever.

SEASON 4. SUMMER 2016.

Source: Numeris Canada, 2014-15 BYTD (wks 1-52) – Summer Season (wk 39 of 2014-15 to wk 2 of 2015-16) – TARC S3 (wk 45 of 2014-15 to wk 3 of 2015-16), Total Canada, Season 3 does not include Episode 12 (Finale). #1 Show for the Summer for A18-49 & A25-54. TARC ranked as most-watch among CDN Shows based on all three seasons.





THE PERFECT PARTNERSHIP

PROVEN PROPERTY

More than **10 MILLION CANADIANS** watched The Amazing Race Canada, that's **1-IN-3 CANADIANS**.

CANADIANA

The Amazing Race Canada is a celebration of everything that makes our country amazing. **2.9 MILLION CANADIANS** loved seeing Alex Trebek greet racers in his hometown, Sudbury, Ontario, making it the highest episode of the season for key demos.

REACH YOUR IDEAL CONSUMER OVER-INDEXES ON ALL KEY DEMOS

MAKE YOUR BRAND PART OF THE STORY

Integration and branded content opportunities weave your brand into the narrative of the program.



THE AMAZING RACE FANS HAVE SPOKEN

OVER 33 MILLION SOCIAL IMPRESSIONS

The Amazing Race Canada Season 3 had the HIGHEST SOCIAL ENGAGEMENT rate of any CTV show via commenting, sharing, video views, links, re-Tweets, Favourites and Replies.



100,379K
LIKES

24,461,189
IMPRESSIONS

71%
GROWTH VS. S2



52.3K
FOLLOWERS

9,309,515
IMPRESSIONS

24%
GROWTH VS. S2



6K
FOLLOWERS

HIGHLY
ENGAGED WITH
ABOVE
AVERAGE LIKES
& COMMENTS



6K
FOLLOWERS

8,436K

OUR FANS GET ENGAGED WITH YOUR BRANDS

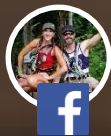
Our brand partners get very positive recognition for their affiliation with The Amazing Race Canada brand.



KATH McG @canakatydid
Those mural are so cool!!!
@AmazingRaceCDA I know
want to go #chile!!



Julie S @Mama_Bear66
Now I am craving mentos!
@AmazingRaceCDG
#AmazingRaceCanada



KURT REPCHULL
I love the new Chevy Colorado,
perfect sized truck! Mine is 8
years old now, I think its time to
get the new one!!!



THE HOOK @TheTerribleHook
The coolest thing about winning
#AmazingRaceCanada? Gas for life
from @petrocanada! Yep.



ERIKA J HARPER
Good work Air Canada !!! Shame to see them leave the race