
Cosmos retained by City of Mississauga to support sponsorships, naming rights, and business development

We are very pleased to announce that the City of Mississauga has chosen Cosmos Sports & Entertainment to procure sponsorships, naming rights, and to foster business development.

The multi-year agreement will provide Cosmos with the vehicle to support the City's Sponsorship and Corporate Development Unit in their efforts to engage with corporations regarding dynamic and imaginative opportunities within Canada's 6th largest and fastest growing major city.

Mississauga uniquely combines unparalleled multiculturalism with being a hub for hundreds of corporate head offices. This is a tremendous recipe for rapid cultural and entertainment growth in the years ahead, and Cosmos looks to be a big part of this boom.

Specifically, Cosmos will expand on the corporate partnerships at cornerstone facilities such as the Paramount Fine Foods Centre and the Living Arts Centre.

For Cosmos Sports & Entertainment who have operated for 18 years with a Mississauga head office, this announcement is particularly rewarding. President Cary Kaplan elaborated:

"While we have been privileged to work with many phenomenal organizations over the years in the sports & entertainment space, being a Mississauga based company, and having witnessed first hand the meteoric growth of the City in my lifetime, this opportunity is very special. We look forward to working with the City's Sponsorship team and creating tremendous partnerships that will take the City of Mississauga to even further heights in terms of world class entertainment for both residents and tourists alike"

Jodi Robillos, the City of Mississauga's Acting Commissioner of Community Services expressed the City's excitement in working with Cosmos.

"We are very proud that the City of Mississauga has a very progressive outlook towards aligning with the corporate community and to bring more first class events to the City. We are confident that engaging with Cosmos Sports & Entertainment, who have unparalleled experience in this space and have their head office in Mississauga are truly aligned with our vision and they will bring forward some robust corporate partnerships that will ultimately enhance the residents cultural experience in the City"

For over two decades, Cosmos Sports & Entertainment has maintained a vision of
“Creating the Happiest Fans in the Cosmos”

The company has operated, marketed, generated revenue and consulted for
hundreds of organizations, events and municipalities including the NHL, CFL, MLS,
Toronto Blue Jays, Toronto Rock, Edmonton Oilers, Ottawa Senators, Chicago Cubs,
Phoenix Suns, Brampton Beast, U Sports, the Hamilton Philharmonic Orchestra and
GT20 Cricket extravaganza”

Learn more about [Cosmos Sports & Entertainment](#).



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