



The Canadian Out-of-Home Awards Names 2025 Title Sponsor Alongside an Expanding Sponsor Lineup

Toronto, February 13, 2025 – As the Canadian Out-of-Home Awards enters its third year of celebrating OOH excellence, sponsorship opportunities garnered immediate excitement from COMMB members. [UB Media](#) secured the Title Sponsor position, while additional sponsors eagerly claimed their spots. As interest in sponsorship continues to grow, the Canadian Out-of-Home Awards show will continue to welcome sponsorships for those who are interested.

Returning for their third consecutive year Michael Minicucci from UB Media had this to say about their commitment to recognizing excellence in the industry, “As the title sponsor for the third consecutive year, we’re proud to continue championing the incredible creativity and innovation that drive the out-of-home industry forward. The award show will be a testament to the power of OOH, and we’re honored to support the recognition of the bold ideas and campaigns that make a lasting impact.”

Partners sponsoring this year’s event to-date consist of [UB Media](#) (Title Sponsor), [Astral](#), [Billups](#), [Broadsign](#), [Captivate](#), [Cineplex Media](#), [Lamar](#), [Pattison](#), [Quebecor](#), [REC Media](#), [Statements Media](#), [Talon](#), [Vendo Media](#). Photography and videography are provided by [1Impression](#), with event



staffing and logistics supplied by [Media Staffing](#).

On May 15th, 2025 at the Arcadian Court in Toronto, guests can expect an award show focused on celebrating the impact of out-of-home within nine categories which highlight the use of creativity, strategic campaign planning and data-driven executions. Brands, media agencies, marketers and out-of-home media operators will be in attendance, making the Canadian Out-of-Home Awards an excellent opportunity for connecting with the industry.

[Click here to purchase tickets to the Canadian Out-of-Home Awards 2025.](#)

About The Canadian Out-of-Home Awards

The Canadian Out-of-Home Awards is an all-encompassing industry celebration recognizing the creative, technical, and strategic achievements of agencies and advertisers for their out-of-home campaigns. Winning categories will encompass innovation, data integration, programmatic/digital technology, audience targeting, and comprehensive 360 planning, and more.

About COMMB

COMMB is the national not-for-profit organization for the Canadian out-of-home (OOH) industry. Our membership base is comprised of advertisers, agencies, programmatic tech stacks, and OOH companies, large and small. COMMB is responsible for the collective marketing and measurement efforts for the OOH industry, developing proprietary audience measurement methodologies for a variety of OOH media formats, and ensuring the voice of OOH is at the forefront of media via broad marketing and communications initiatives.

Award Show Contact:

Lara Menzies

Director, Marketing & Partnerships

lmenzies@commb.ca

PR Contact:

Jennifer Copeland

Director, Brand Communications

jcopeland@commb.ca