

# The Canadian Out-of-Home Awards Announces Title Sponsor for 2024

## Subtitle: UB Media Renews Its Commitment as Title Sponsor, Celebrating Innovation and Collaboration in Out-of-Home Media

**Toronto, March 26, 2024** - Amidst the influx of sponsors solidifying their brands inclusion for the Canadian Out-of-Home Awards 2024, UB Media has secured its position as the title sponsor for this year's gala, marking its second consecutive year in this prestigious role, reinforcing its commitment to excellence and leadership in the industry.

Michael Minicucci, President & CEO of UB Media shares his excitement of the inclusion of UB Media this year. He states, "We are elated to announce our role as the title sponsor for this year's OOH Awards Gala. Partnering with BNN Bloomberg for the 2024 Gala amplifies the platform for the Canadian Out-of-Home community, providing a stage to showcase and applaud the triumphs of 2023 on a global scale. Looking back at the success of last year's Gala, where we commemorated our 15-year anniversary, we are thrilled to once again play a significant role in driving innovation and progress in Canada."

Elizabeth Crisante, The Canadian Out-of-Home Awards Executive Producer echoes the excitement of having UB Media as title sponsor. She states, " I am delighted to announce UB Media as our title sponsor once again for the Canadian Out-of-Home Awards Gala 2024. The support and collaborative effort from partners such as UB Media means a great deal to us as we strive to make a significant global impression. We're committed to maximizing the impact for our partners, recognizing the tireless dedication and effort they invest in their work"

[Submit your campaigns today](#) for COMMB member and non-member categories for the Canadian Out-of-Home Awards gala of 2024.

### About The Canadian Out-of-Home Awards

In partnership with BNN Bloomberg, The Canadian Out-of-Home Awards gala will be 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 be focused on innovation, data, use of programmatic/digital technology, audience targeting, 360 planning etc, and featured on BNN Bloomberg increasing global exposure.

### 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.

**For more information, please contact:**

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