


Ryerson Collaboration

Currently Public Facing:

ITEM	LOCATION	DETAILS
Innovation District Bridge Banners x2	Downtown Brampton (Main St & Queen St.)	
Ryerson Cybersecure HQ Office glass wall decals	33 Queen St. Lower level bridge	
Ryerson Cybersecure HQ Offices	George Street exterior wall decal	
University Pull-up Banners	City Hall Lobby	
BIA Spring Magazine	Distributed by BIA	Profile of Innovation District (All partners)
Perspectives – Ontario Edition	Distributed internationally	<ul style="list-style-type: none"> - Profile on Innovation District (All partners) - Print 156, 000 copies - Digital copies are shipped to International Trade Offices - Distributed during all of the Provinces virtual Business Missions - Digital copy will also be posted on the Provinces news feed. - All the Provinces social media feeds will be utilized – as will the Ontario Centres of Innovation site.
INVESTBRAMPTON		
INVESTBRAMPTON MARKETING COLLATERAL		
Cybersecurity Sector Profile		https://investbrampton.ca/wp-content/uploads/2020/05/BRA200121_SectorProfile_Cybersecurity_09.pdf
Talent Profile		https://investbrampton.ca/why-brampton/talent/
INVEST BRAMPTON WEB PAGE		
Innovation District		<p>https://investbrampton.ca/locate-here/innovation-district/</p> <p>ALL RYERSON PROGRAMS</p> <p>Cybersecure Catalyst link https://www.cybersecurecatalyst.ca/</p> <p>Chang School of Continuing Education https://www.ryerson.ca/brampton/changschool/</p> <p>Catalyst Accelerator link https://www.ryerson.ca/cybersecure-catalyst/catalyst-cyber-accelerator/</p> <p>Rogers Cyber Range link https://www.ryerson.ca/cybersecure-catalyst/catalyst-cyber-range/</p> <p>RVZ https://www.ryerson.ca/zone-learning/venture-zone-brampton/</p> <p>Ryerson Venture Zone has Brampton as part of their brand</p> <p>https://twitter.com/rvzbrampton?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</p> 
Finance		Have references to Ryerson in annual and quarterly financial reports and 2021 Budget document. These are publicly accessible documents through the City's website.

DI and IT		Storymap on the GeoHUB called Downtown Transformation'. https://brampton.maps.arcgis.com/apps/Cascade/index.html?appid=f297068e75a74b97afcc67a5c9e1896e
Innovation District Marketing Collateral		Profile https://investbrampton.ca/wp-content/uploads/2021/03/Innovation-District-Profile.pdf Start-up Services brochure https://investbrampton.ca/wp-content/uploads/2021/03/Start-up-Specializations-and-Services.pdf
Innovation District Media Releases		all media releases mention Ryerson with a link back to existing partners Ryerson Venture Zone launched in Brampton https://investbrampton.ca/ryerson-venture-zone-in-brampton-launches/ City of Brampton and Ryerson sign milestone agreement https://investbrampton.ca/city-of-brampton-and-ryerson-university-sign-milestone-agreement-on-innovation-zone/
INVEST BRAMPTON SOCIAL MEDIA		Social media tiles for Innovation District partner announcements - Cybersecure Catalyst, Ryerson Venture Zone, Change School of Continuing Education, Cyber Range, Rogers Catalyst Accelerator (all Ryerson programs) Promotional tiles during trade missions to promote talent and Innovation District SEE ATTACHED LIST FOR EXAMPLES
CITY OF BRAMPTON CORPORATE ASSETS		
CORPORATE WEBPAGE		
Location of Ryerson University		https://www.brampton.ca/EN/City-Hall/University/Pages/Location.aspx
Downtown Brampton Initiatives		https://www.brampton.ca/EN/City-Hall/downtown-brampton/Pages/Welcome.aspx
Downtown Post Secondary Learning	Chang School of Continuing Education	https://www.brampton.ca/EN/City-Hall/Downtown-Brampton/Pages/Post-Secondary-Learning.aspx
Fair Deal for Brampton	Healthcare improvements in Brampton – Ryerson Funding	https://www.brampton.ca/EN/City-Hall/Fair-Deal/Pages/Healthcare.aspx
CITY MARKETING COLLATERAL		
Councillor Ward Reports		https://www.brampton.ca/EN/City-Hall/CouncilOffice/newsletters/Documents/60612_Wards%201%20and%205%20Spring%202021%20Newsletter.pdf
Downtown Initiatives Brochure		https://www.brampton.ca/EN/City-Hall/Downtown-Brampton/Documents/Downtown%20Brampton%20Investments.pdf
Welcome to the new 905 OLD MARKETING CAMPAIGN FOR UNIVERSITY	YouTube Video	https://www.youtube.com/watch?v=W1pprTXXFzI This should be taken down
City of Brampton Media Releases		All media releases connected with Innovation District announcements mention Ryerson - BEHIVE, RIC, Cybersecure Catalyst, Ryerson Venture Zone, Change School of Continuing Education, Cyber Range, Rogers Catalyst Accelerator, Founder Institute.
CITY SOCIAL MEDIA	Innovation District Announcements	Social media tiles for Innovation District partner announcements - Cybersecure Catalyst, Ryerson Venture Zone, Change School of Continuing Education, Cyber Range, Rogers Catalyst Accelerator (all Ryerson programs)

- Ryerson website page that profiles the City of Brampton initiatives
<https://www.ryerson.ca/brampton/>