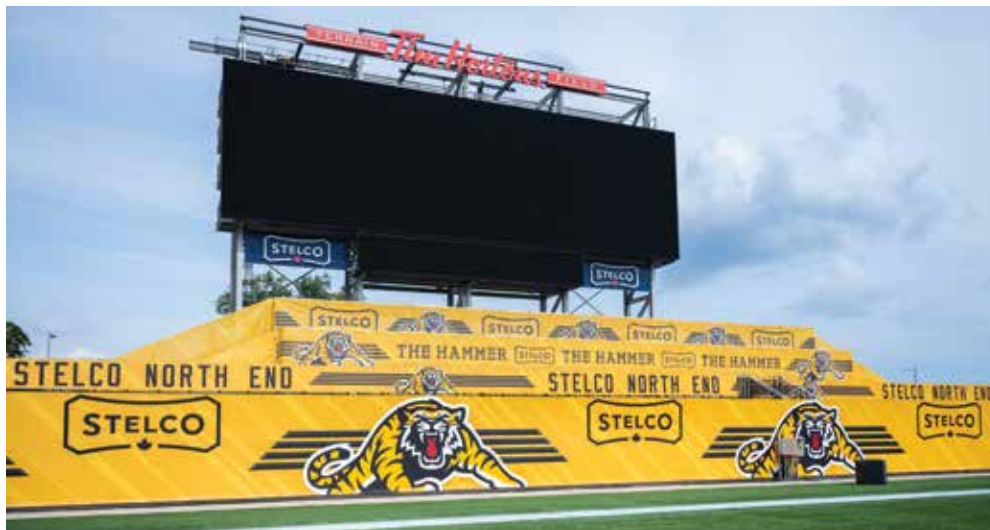


The **LOOK** Company®

VISUAL ENGAGEMENT
SOLUTIONS FOR SPORT



THE LOOK COMPANY

The Look Company is an award winning international visual engagement company. For over 20 years, we have been perfecting our digital printing processes and have won multiple international awards for print quality from FESPA, the worldwide industry association of wide format digital printers. Notably a Gold Medal in 2016, 2017, 2019, and 2020, and the 2018, 2019 Premier Print Award from the Printing Industries of America Association.

Our solutions provide everything you need to fully outfit your sports venue or event. This includes field-of-play, VIP and premium seating areas, sponsor branded areas, concourse wayfinding, stadium exteriors, locker rooms, as well as business and team operations.

As a print partner, we have produced visual solutions for stadiums in the Canadian Football League, Canadian Premier League and U Sports. We have delivered branding and signage for FIFA World Cup Qatar 2022™, FIFA's Women's World Cup, the Olympics, and Pan Am Games, the World Cup of Hockey, Major League Baseball, The National Hockey League, the Canada Games, the Calgary Stampede and several other international sporting events.



COMPLETE SOLUTION PROVIDER

We offer a full range of integrated services with a team of experienced specialists to transform your sport environments into engaging and memorable brand experiences. We can work in collaboration with an existing team or take on the full scope of requirements.

Our project capabilities include:

- ✓ End to end project management
- ✓ Project liaison management between stakeholders
- ✓ Concept and brand guideline development
- ✓ Scoping of facility for real-estate spectaculars and hardware determination
- ✓ Survey and CAD as-built drawings
- ✓ Engineering to regulatory and physical requirements for weight, wind load and facility standards
- ✓ Technical drawings and product development services
- ✓ Design application of brand and sponsor integration
- ✓ Complete project production
- ✓ Full service installation
- ✓ Ongoing venue maintenance and conversions for temporary events

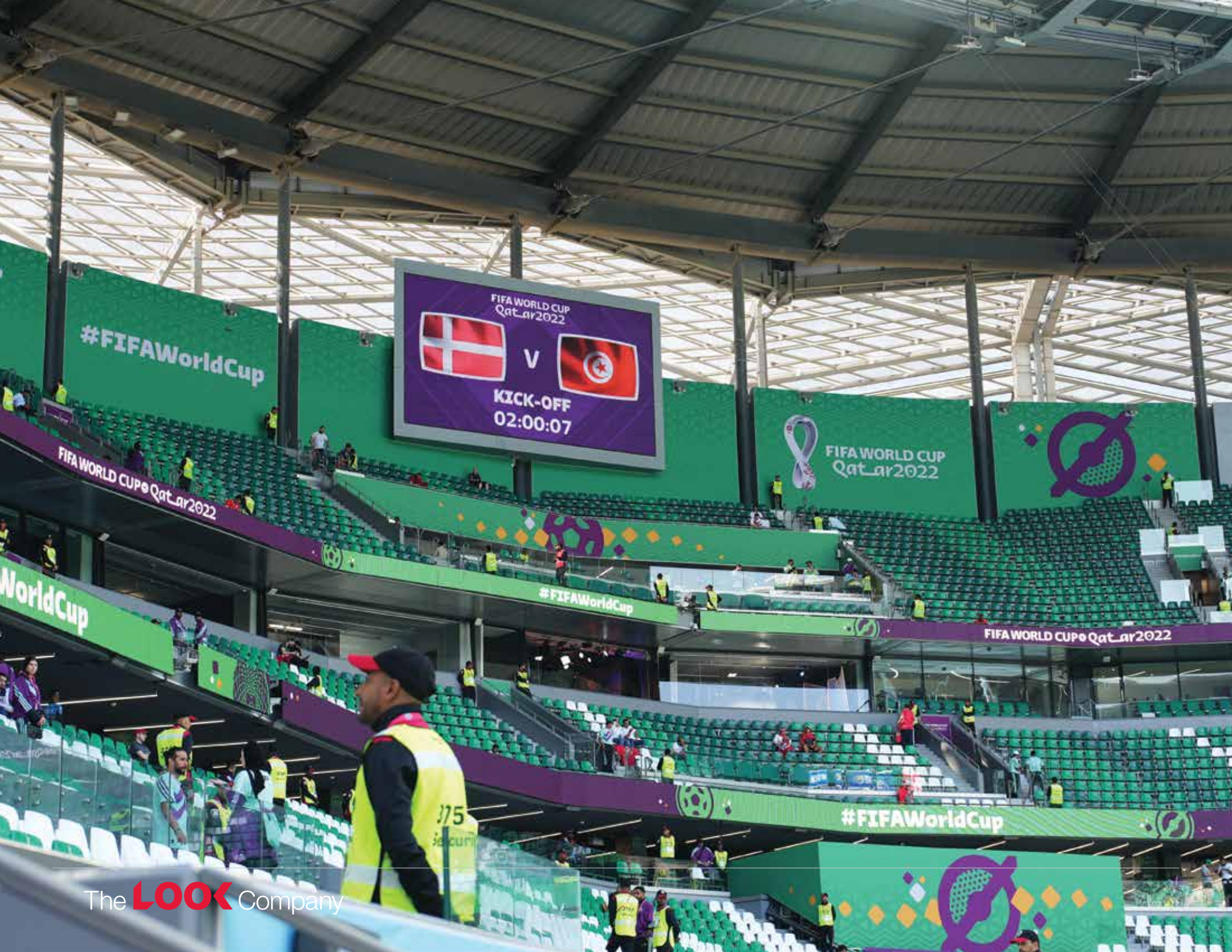


FEATURED PROJECT

FIFA WORLD CUP QATAR 2022™

The Look Company delivered stadium dressings for the 8 main venues, 108 non-competition venues and even the team's fleets of buses. Throughout the city, 87 km of fence scrim, 21,693 street banners and 3,300 flags were installed to aesthetically streamline the entire competition for the ultimate sports experience for fans, teams and sponsors. In total, over 905,000 square meters of branded elements were printed and installed.







SUSTAINABLE SOLUTIONS

To address the goals and objectives of FIFA, the Supreme Committee, and the Q22 Organizing Committee to deliver a sustainable World Cup, The Look Company's delivery program was designed from its inception with sustainability as a key guiding principle. Every decision from product design and function through to materials, manufacturing processes, and vendor selection, were made with the goal of minimizing environmental impact and leaving a legacy of environmentally conscious standards, practices and technologies in Qatar and the surrounding region.



THE 110TH GREY CUP

The Look Company was selected by the CFL to be the sole branding provider for the Grey Cup Festival, entertainment zones, city dressing as well as the stadium in-bowl branding graphics for the 110th Grey Cup. In total, over 51,550 square feet of branded elements were printed and installed at Tim Hortons Field, fan central area on James St., and the Hamilton Convention Centre.



HAMILTON 110

GREY CUP

110 #GREY CUP







MOSAIC STADIUM

This 30,000+ seat capacity, stadium build features our full use of services including scoping, design, production and installation. The Look Company handled all aspects of the stadium graphics including field-of-play, concourses, wayfinding, premium seating and VIP areas, custom entrance gates, ticket office, retail store, team and business operations.

👉👉 Your approach and results delivered are, in a word, outstanding. It is an absolute pleasure to showcase our building and our facilities and proudly tell everyone that the look of our facility was delivered exceptionally by The Look Company 👉👉

— Craig Reynolds, President & CEO,
Saskatchewan Roughriders Football Club.
Mosaic Stadium.







Pi Country

Welcome to Pi Country

adidas®







SECTION
224-228

SECTION
106-128



SECTION
610-619



SECTION
510-523

HARVARD'S
STUDIO 620



AGT
FOODS

LOUNGE



**NORTH
SOUTH**

CLUB



 **SASKATCHEWAN ROUGHRIDERS**

01212242

DAYS

HOURS

MINUTES

SECONDS





TIM HORTONS FIELD

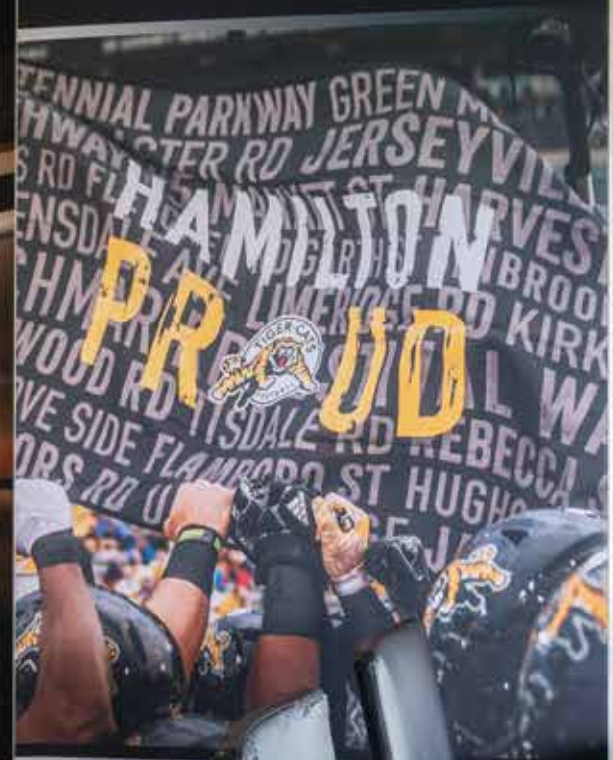
The re-build of Tim Hortons Field presented The Look Company the opportunity to refresh and revitalize the home of the Hamilton Tiger-Cats. Working closely with football operations, The Look Company developed the visuals and design application for the field-of-play, operations, training facilities, fan experience zones, sponsored zones, VIP lounges and exterior treatments. Our project management team then implemented the production and installation of every element within Tim Hortons Field.

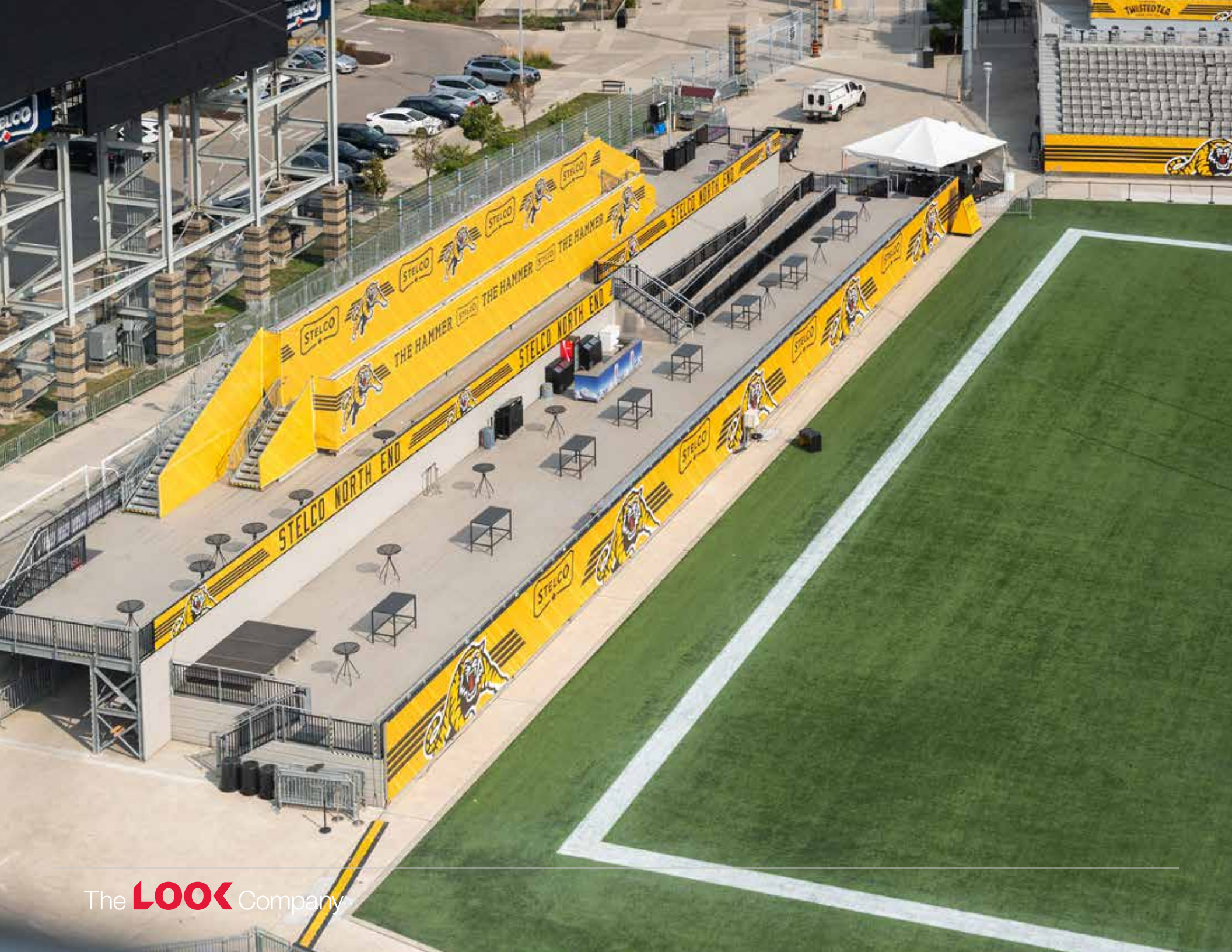




STELCO

STELCO





CHUK 77 GROVER COVINGTON 3 PAUL OSBALDISTON 42 ROB HITCHCOCK

MOSCA 68 FALONEY 10

ONE THE SPEC ZONE

107 SECTION





TIM HORTONS FIELD STADIUM CHANGEOUT: HAMILTON TIGERCATS & FORGE FC

Forge FC joined the Tiger-Cats at Tim Hortons Field in 2019. The Look Company collaborated with the operations crew to create a system that allowed them to do a full change out for the soccer team. Using a polywoven with block out, the stadium staff is able to transform the entire field-of-play, cover some seats and update the broadcast visible fascia from black and gold to orange and grey for every game.





WeatherTech

112

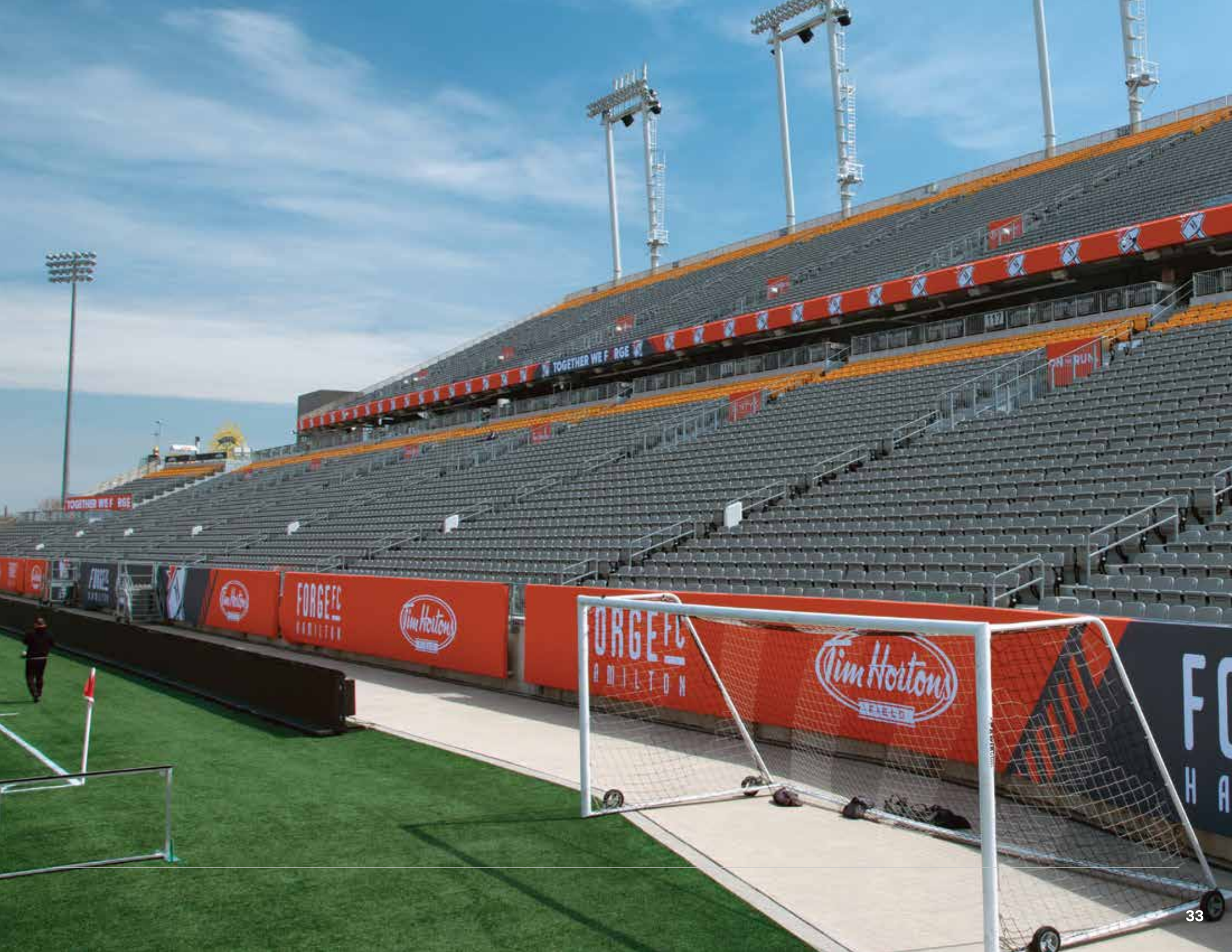
113

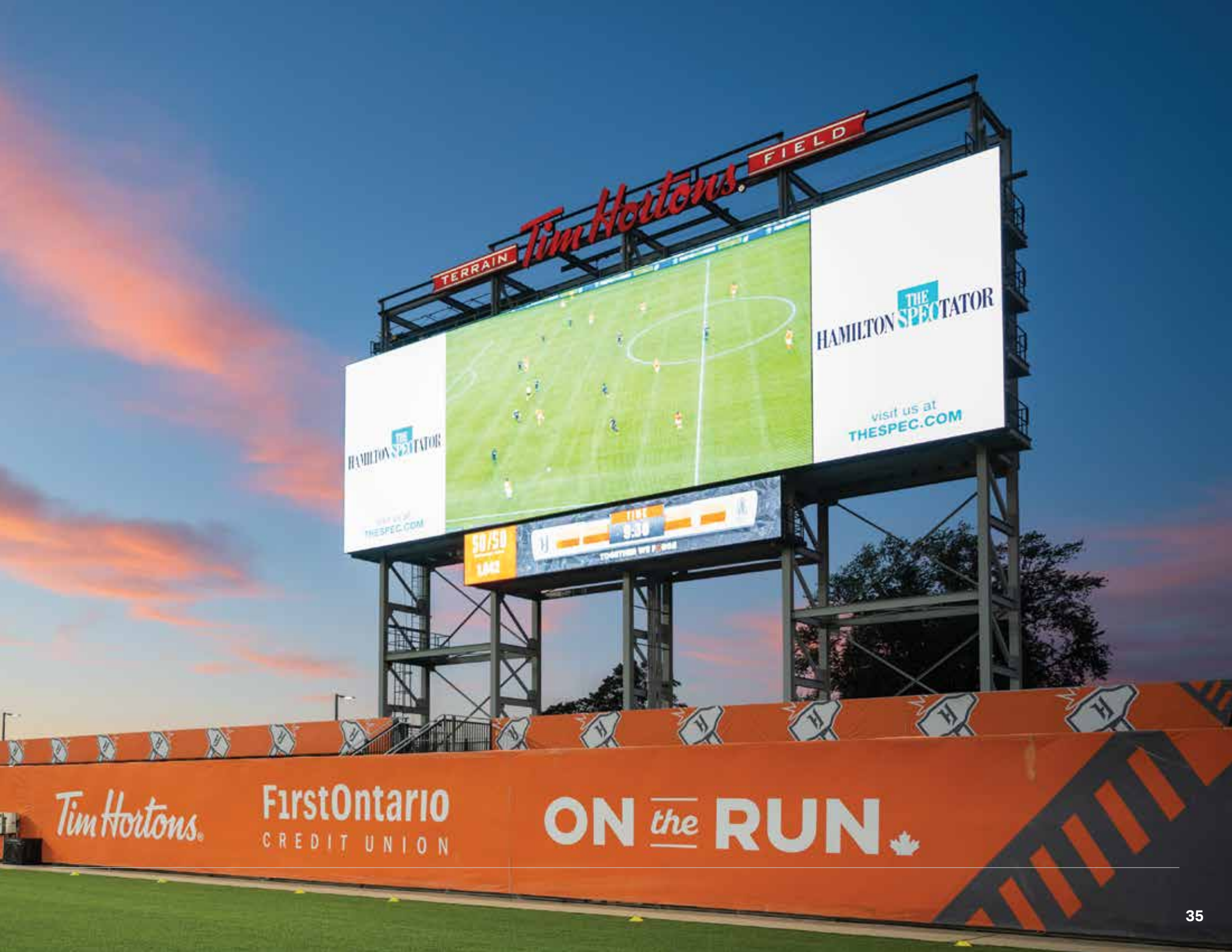


Tim Hortons
FIELD



Tim Hortons





TERRAIN *Tim Hortons* FIELD

THE HAMILTON SPECTATOR
visit us at
THESPEC.COM



THE HAMILTON SPECTATOR
visit us at
THESPEC.COM

50/50
11:00
8:30
TOGETHER WE CAN

Tim Hortons

FirstOntario
CREDIT UNION

ON the RUN



U SPORTS

University athletics has been an excellent venue for The Look Company to bring its combined knowledge of retail, stadium and court graphics. Our turn-key programs produce a cohesive look across all venues in the athletics department.





Queen's
175
YEARS

Q

QUEEN'S

CLXXV

Queen's
175
YEARS

Q

QUEEN'S

CLXXV

Queen's
175
YEARS

Q

QUEEN'S

CLXXV



STADIUM

76:00

GUEST 0

GO 2

BALL ON QTR 12

szg

NEVER SURRENDER

Gallagher Centre Live Stage



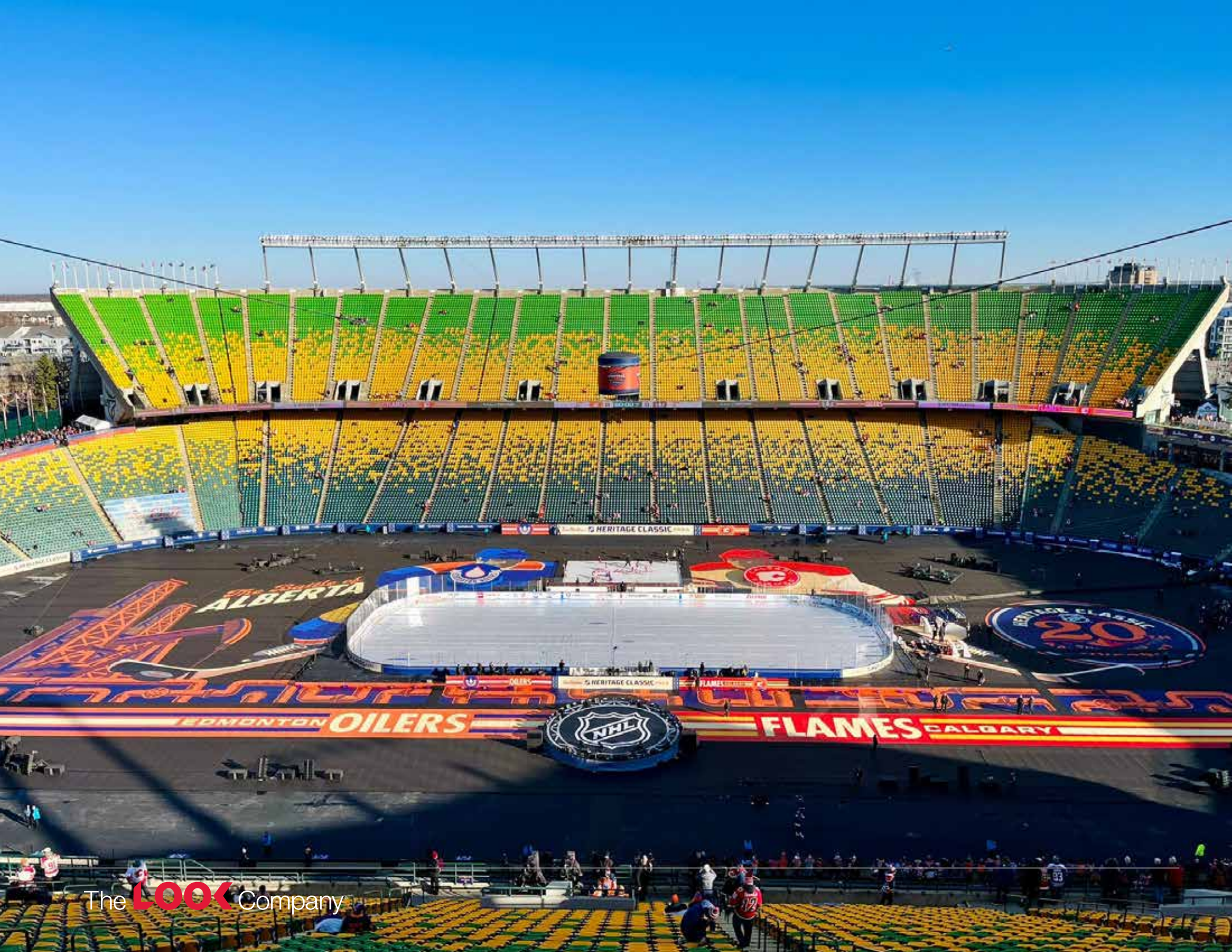
NHL HERITAGE CLASSIC

The Look Company has worked in close collaboration with the NHL for the 2019, 2022 and 2023 Heritage Classic outdoor games. Our team worked on the design, production and installation, providing fans and players alike, with an unforgettable experience within the venue and throughout surrounding cities.

We produced the full scope of required elements including the pre-game experience, field-of-play signage, upper fascias, retail, hospitality areas, hotels, airport and wayfinding signage. All branding required temporary placement, without damaging existing signage and structures. The Look Company accomplished a clean decommission, leaving the stadiums in pristine condition.



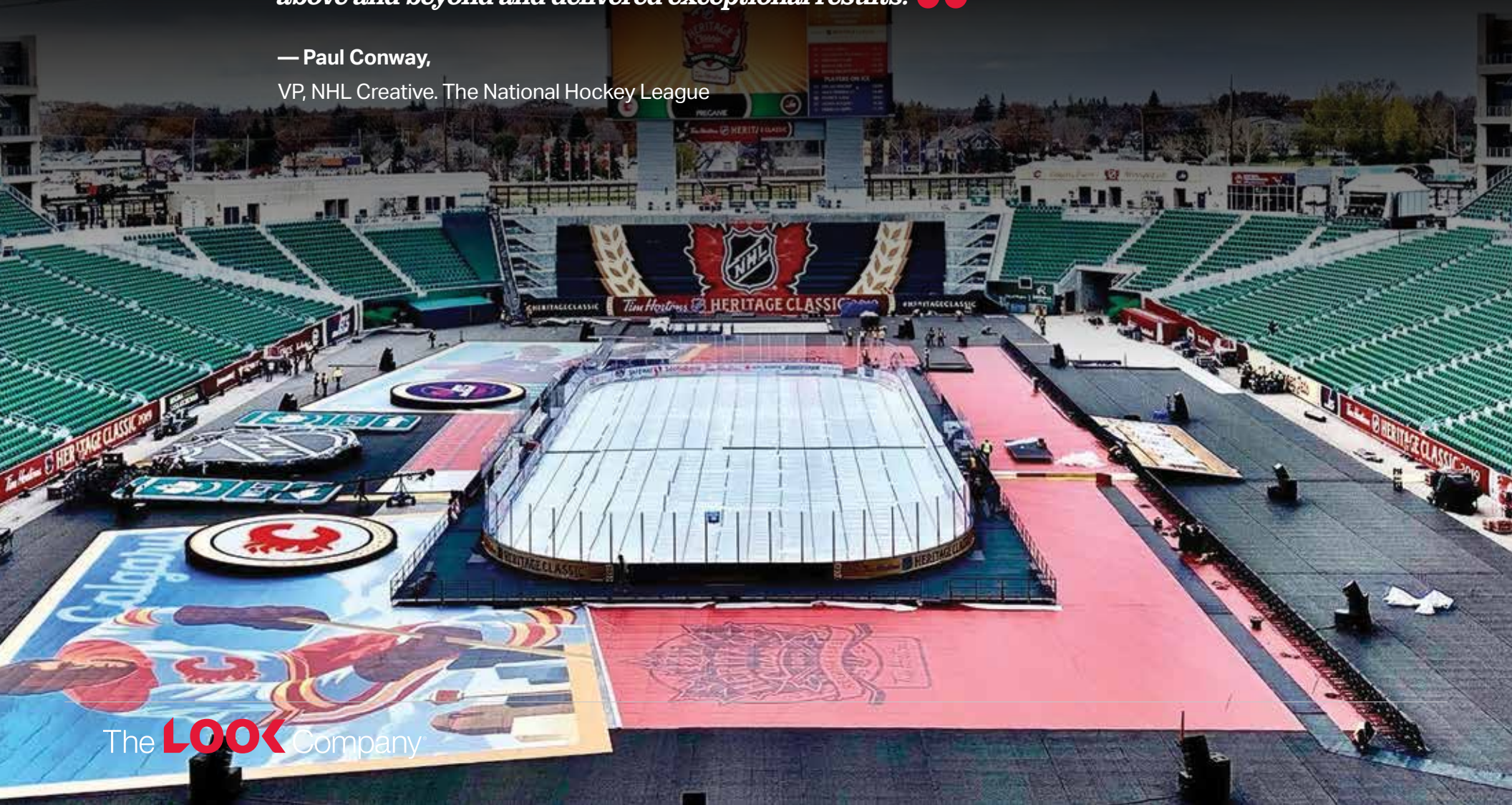
CORB LUND
55





“ The Look Company was a valuable asset in helping the NHL deliver a very successful, top notch branded experience for the 2019 Tim Hortons Heritage Classic. Their institutional knowledge of Mosaic Stadium, project management, production, printing, fabrication and installation was extremely beneficial in our planning and execution to deliver a World Class event. Bottom line, TLC went above and beyond and delivered exceptional results. ”

— Paul Conway,
VP, NHL Creative. The National Hockey League

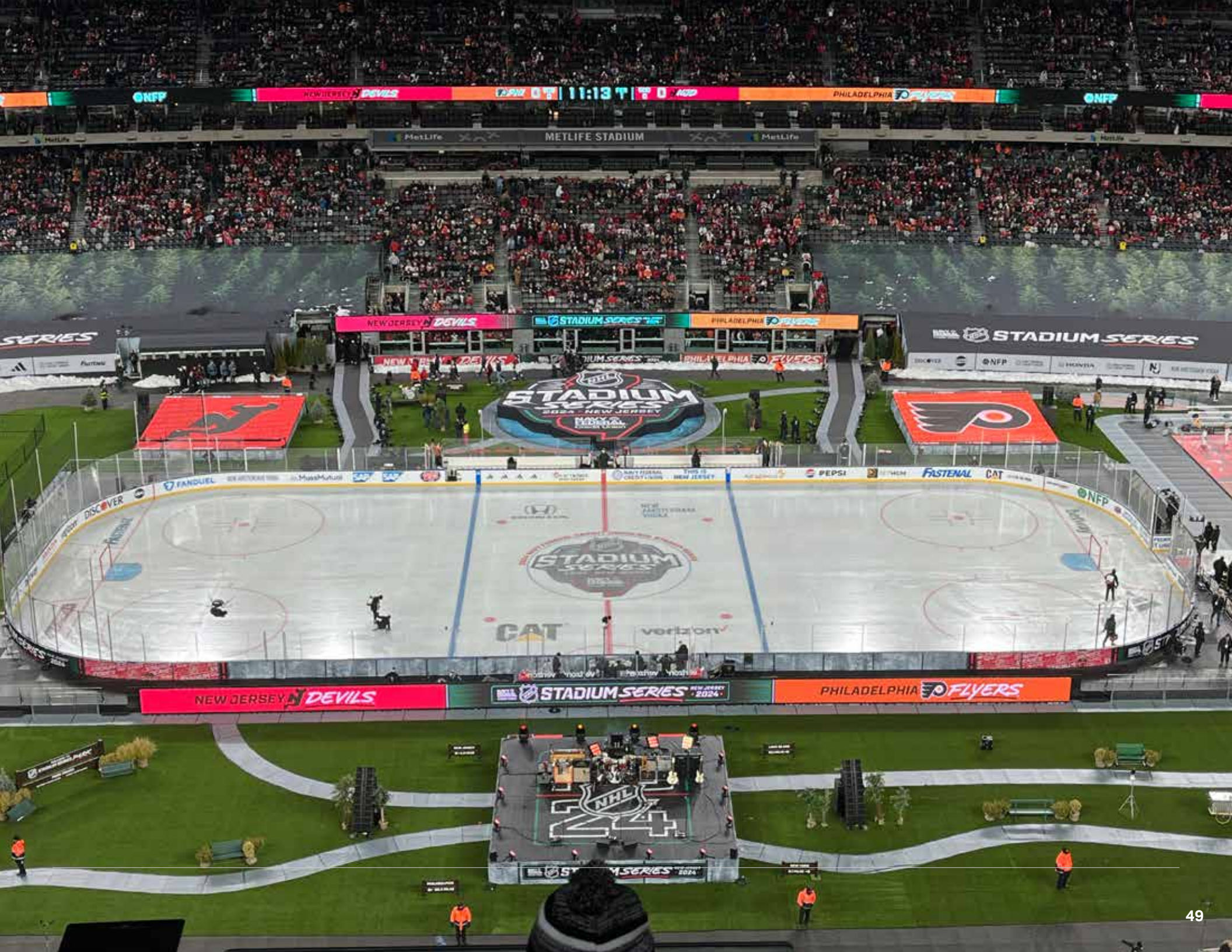






NHL STADIUM SERIES

The NHL Stadium Series are regular season outdoor games held throughout the United States. The Look Company produced and installed branded elements to transform football stadiums into outdoor hockey arenas, and parking lots into FanFest areas. We provided graphics throughout the stadiums, in partnership with Elevate Creative. In 2020, the game took place on the campus of the U.S. Air Force Academy in Colorado Springs and in 2024 at MetLife Stadium, East Rutherford, New Jersey.



ONFP

NEW JERSEY DEVILS

11:13 | 0-0

PHILADELPHIA FLYERS

ONFP

MetLife

METLIFE STADIUM

MetLife

MetLife

SERIES

NEW JERSEY DEVILS

STADIUM SCORES LIVE

PHILADELPHIA FLYERS

NBA STADIUM SERIES

NEW JERSEY DEVILS

STADIUM SERIES

PHILADELPHIA FLYERS

NBA STADIUM SERIES



NEW JERSEY DEVILS

STADIUM SERIES 2024

PHILADELPHIA FLYERS

PHILADELPHIA FLYERS



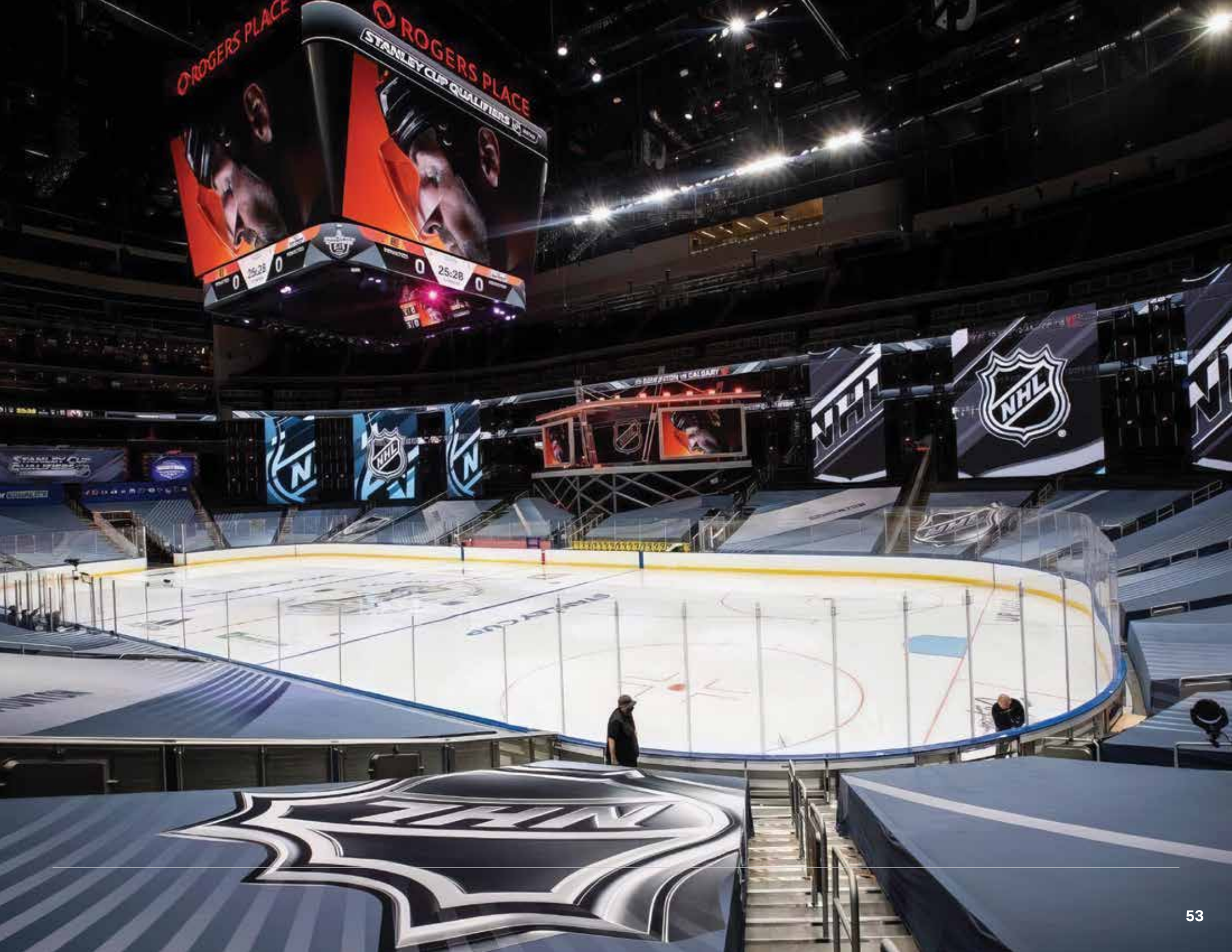






NHL BUBBLE

The Look Company produced the seat covers used by the National Hockey League at both Scotiabank Arena in Toronto and Rogers Place in Edmonton for the 2020 hub city season, Stanley Cup Playoffs and Stanley Cup Final. In total, 61,716 sq. ft. of fabric was printed for both the Toronto and Edmonton venues.



ROGERS PLACE
STANLEY CUP QUALIFIERS

0 25:28 0
0 25:28 0





WINNIPEG JETS AND OTTAWA SENATORS

We worked with the Winnipeg Jets and the Ottawa Senators to get their arenas ready for their 2021 return to play at home. This included customized framing systems and branded broadcast visible graphics to cover the seating areas at MTS Bell Place in Winnipeg and Canadian Tire Centre in Ottawa.





PEGASUS WORLD CUP INVITATIONAL

The Pegasus World Cup Championship Invitational Series takes place at Gulfstream Park in Miami. It is highlighted by the richest stakes on dirt and turf in North American horse racing. For race day, The Look Company installed branding throughout the venue on race day including the entrance gates, paddock, walkout, infield, building fascias, scale house and winner's circle.



GULFSTREAM PARK

RACE 1 11:03

1	100	45
2	100	45
3	100	45
4	100	45
5	100	45
6	100	45
7	100	45
8	100	45
9	100	45
10	100	45

FROM MICHAEL FRI... PETE ABELLA

WATCH THE WHEELS BLAZING!



pressbet.com

INFO:
Race: 1
MTP: \$6
Time: 11:04

ODDS FOR RACE 1

1	4-5	50	Scr
2	50	5-2	
3	2	16	
4	99	Scr	

PLACE POOL TOTAL \$48

1	104	16	Scr
2	24	238	
3	162	94	
4	16	Scr	



GULFSTREAM PARK

xpre



GULFSTREAM
PARK

NBC
Sports



PEGASUS
WORLD CUP
2019



S WORLD CUP
2019 / CHAMPIONSHIP
INVITATIONAL
SERIES



PECO





MAKERS WANTED BAHAMAS BOWL

This annual NCAA Bowl Game features the C-USA vs the MAC conference champions at Thomas Robinson Stadium in Nassau. TLC has worked on several events in the Bahamas including CARIFTA, the Commonwealth Youth Games and the IAAF World Relay Championships. The Look Company continued this partnership with updated sponsor branding, design and production for the 2018 game.



TOLEDO
ROCKETS

TOLEDO
FOOTBALL

TOLEDO

TOLEDO
ROCKETS

TOLEDO

MAKERS WANTED
MAHAMA





THE
BAHAMAS
BOWL

MAKERS WANTED BAHAMAS



G7 SUMMIT

The G7 Summit is the meeting of world leaders to discuss various agenda points addressing global issues. The Look Company provided an exceptional branding experience working hand-in-hand with the Government of Canada to produce a unique environment.




67 + 2018
CHARLEVOIX







ATHLETE INSTITUTE CAMPUS

Orangeville Prep is Canada's premier highschool prep basketball program competing in the Ontario Scholastic Basketball Association. It's home gym is located at The Athlete Institute, a sports venue, complete with multiple facilities and a 100+ person residence. A rebrand with their elite Nike partner allowed The Look Company to transform their gymnasium and bring this new look to life.



JAMAL HOUSLEY 23
FRED PARKER 14
NOLAN BAALWICK 33
LUDWIGE DOTZ 0
EDDIE BROCKATT 11
KYLE CLEMONS 24

Oranville









WORLD CUP OF HOCKEY FAN VILLAGE

This Fan Festival saw visitors from multiple countries around the world as they gathered to enjoy the excitement of international hockey competition. In association with BaAM Productions, TLC produced all printed graphic elements for scaffolding, staging, flags and fences.





pepsi. LIVE MAIN STAGE



pepsi.
LIVE
MAIN
STAGE







NHL CENTENNIAL CLASSIC

The Centennial Classic, NHL 100 and their Alumni games were all a part of the NHL's 100th Anniversary celebrations. BAaM productions and TLC focused on providing branding for exceptional fan experiences in both Ottawa and Toronto.

The production required a number of elements including scaffolding and fence coverage, field-of-play signage, VOM branding and directional elements. Each venue also required temporary coverage of competing brands.



TORONTO
MAPLE
LEAFS









CANADA GAMES

The Look Company has a 20 year relationship with the Canada Games as their official design and branding partner. We work with the Canada Games Council and each host society to create the look and feel for each city. We design, produce and install across all venues.

JEUX DU CANADA GAMES



PEI-ÎPÉ
2023
JEUX DU
CANADA
GAMES

SP
GRE
EMF
L'EX



ELEANOR MISENER AQUATIC CENTRE



**NIAGARA
2022**
JEUX DU
CANADA
GAMES

Once, Une fois,
and for all. pour tous.









MLB LITTLE LEAGUE CLASSIC

The MLB Little League Classic is a regular season game featuring MLB Clubs playing in front of the Little League Baseball World Series players and their families at Historic Bowman Field in Williamsport, PA. The Look Company provided field of play stadium graphics and exterior branding for the event in partnership with BaAM Productions.





NORTH AMERICAN INDIGENOUS GAMES (NAIG 2023)

The North American Indigenous Games took place in Halifax in 2023. The games bring together 756 Indigenous Nations to celebrate, share and reconnect through sport and culture. TLC provided branding throughout event venues for the 9 day event.



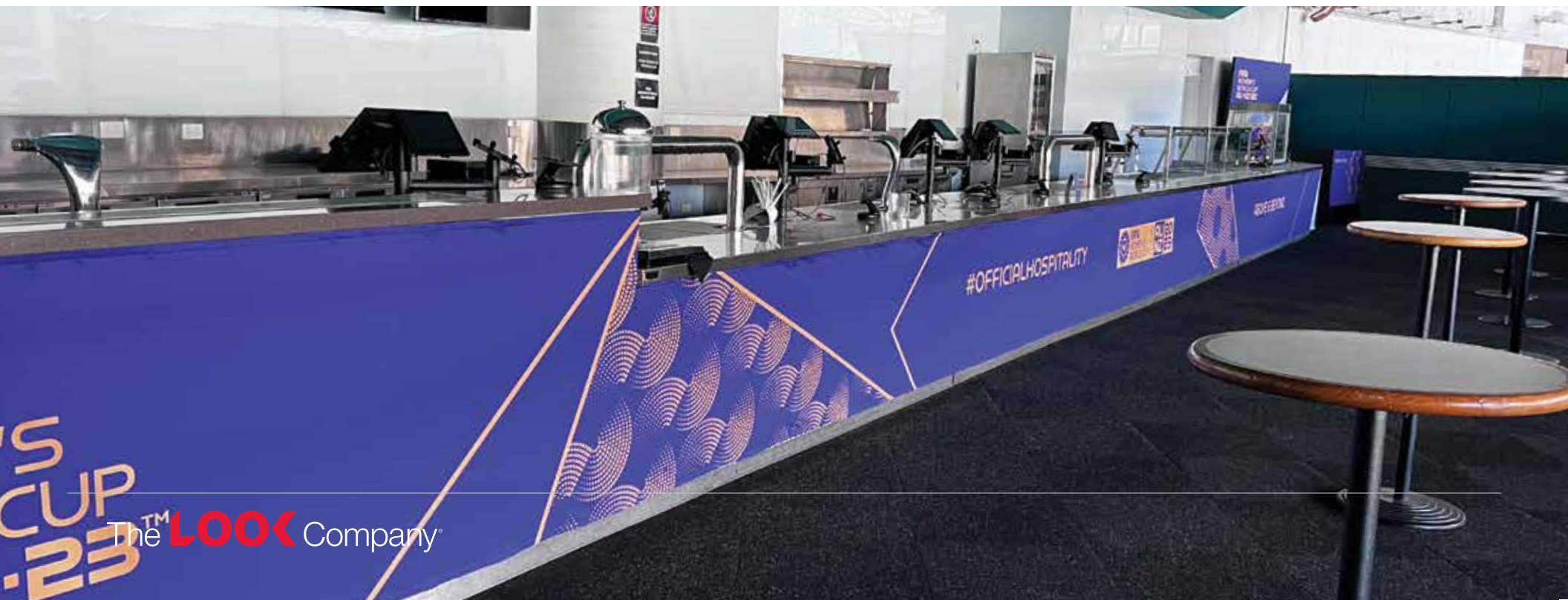


INTERNATIONAL EVENTS

With offices in North America, the Middle East and Europe The Look Company applies the same commitment to print quality anywhere in the world. We can provide project management and support internationally, while continuing to deliver extraordinary sport environments that are beyond expectations.

PHILIPPINES
30TH SEA GAMES 2019







FIFA
WOMEN'S
WORLD CUP



AU NZ 20 23

TM



FIFA
WOMEN'S
WORLD CUP

AU NZ 20 23





ANOC
ANOC WORLD
BEACH GAMES
التنس الشاطئية
BEACH TENNIS
12-15 أكتوبر 2019

التنس الشاطئية
BEACH TENNIS



التنس الشاطئية
BEACH TENNIS



ANOC
ANOC WORLD
BEACH GAMES
التنس الشاطئية
BEACH TENNIS
12-15 أكتوبر 2019

التنس الشاطئية
BEACH TENNIS



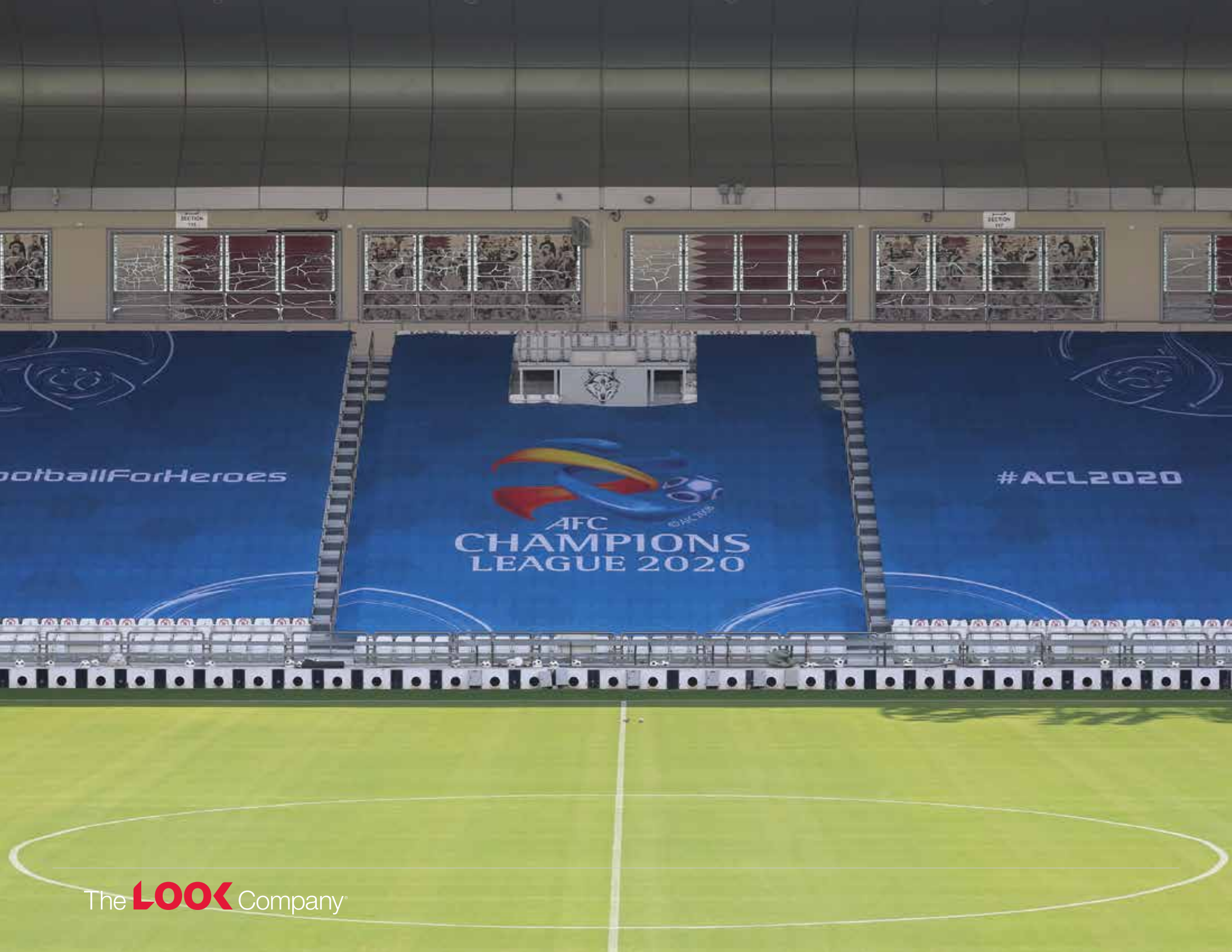
WORLD BEACH GAMES
دورة الألعاب العالمية الشاطئية
لتحاد اللجان الأولمبية الوطنية
12-15 أكتوبر 2019
المقاولون
mqwasalat
ASPIRE
Katar

ZOOM

redoo

The LOOK Company





WHAT WE DO

✓ Wall Treatments

✓ Window Treatments

✓ Exterior Signage

✓ Wayfinding

✓ PSV Applications

✓ Field-of-Play Coverage

✓ VOM Coverage

✓ Scaffold Branding

✓ Banner Stands

✓ Tower & Gantry Covers

✓ Fence Scrim

✓ Temporary Structure Covers

✓ Stage Branding

✓ Banner Poles

✓ Flags

✓ Stadiums

✓ Vomitories

✓ VIP Facilities

✓ Lounges

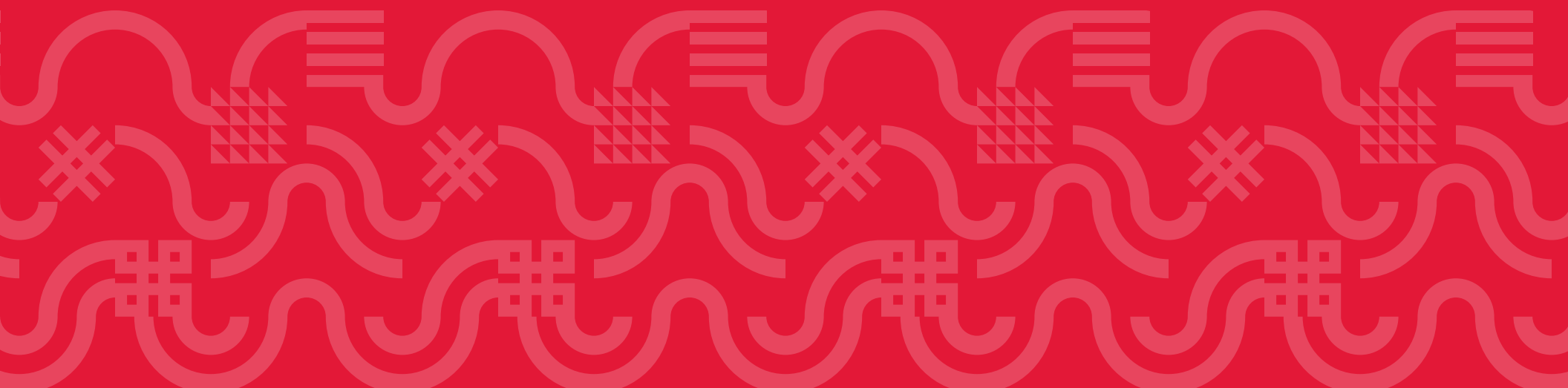
✓ Training Facilities

✓ Operations / Offices

✓ Retail

✓ Concourses

✓ Building Facades



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Canada • USA • France • Qatar

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