

**FOR IMMEDIATE RELEASE****RBC Place London Announces Encore as the New Title Sponsor of the King Street Patio**

London, ON – March 3, 2025 – RBC Place London is proud to announce Encore as the new title sponsor of its iconic King Street Patio, now officially renamed the *Encore Terrace at RBC Place London*. The five-year sponsorship, beginning March 1, 2025, strengthens the long-standing partnership between RBC Place London and Encore, a global leader in event technology and production.

As part of the sponsorship, Encore will serve as the exclusive provider of event technology and production services for all events held on the *Encore Terrace*, offering full-service, cutting-edge solutions to elevate outdoor concerts, receptions, and special occasions.

“This partnership builds on our strong relationship with Encore, a trusted partner that continually enhances the event experience at RBC Place London,” said Darrin Pollard, General Manager at RBC Place London. “With their expertise in event production and technology, the *Encore Terrace* will be a premier outdoor event space for our clients, creating unforgettable moments in the heart of downtown London.”

The Encore Terrace is a gated and licensed outdoor event space offering an attractive, accessible and safe environment for guests. It is fully equipped with electrical and WIFI connections, as well as customizable and coloured LED lighting to support events. Adding to the ambiance, the terrace features stunning graffiti art murals set within beautifully landscaped surroundings.

“At Encore, we believe in the power of events to connect and inspire people, and we’re thrilled to bring that vision to life on the *Encore Terrace at RBC Place London*,” said Emily Dickson, Area Director, Venues at Encore. “This beautiful space will allow us to deliver immersive experiences that engage audiences in new and exciting ways, ensuring every event is both seamless and impactful.”

As an industry leader in event technology, Encore’s mission is to be an invaluable partner on its customers’ journey to success. This sponsorship reinforces that commitment, providing RBC Place London’s clients with access to world-class event technology, creative, and production expertise.

For more information on booking the *Encore Terrace at RBC Place London*, visit [www.rbcplacelondon.com/encore-terrace](http://www.rbcplacelondon.com/encore-terrace).

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**About RBC Place London:** RBC Place London is the largest convention centre in Southwestern Ontario, providing exceptional experiences to hundreds of conventions, conferences, and special events annually. Formerly known as the London Convention Centre, RBC Place London has a 30-year legacy of service excellence. Offering over 70,000 square feet of modern and versatile meeting and exhibit space, RBC Place London connects individuals from the local, provincial, national, and international community. Learn more at [www.rbcplacelondon.com](http://www.rbcplacelondon.com).

**About Encore:** Encore is the world's largest event production company, supporting meeting and event professionals with event technology, production, tradeshow and exhibition services. With unmatched capabilities, a hospitality mindset and award-winning customer service, Encore is the trusted partner for 2,200 premier hotels and venues worldwide, serving thousands of customers and interacting with 25 million people annually. Encore is a certified Great Place To Work™, a recognition that highlights the company's continual investments in its talented workforce as the key to unlocking event customers' greatest successes. The company is headquartered in Schiller Park, Illinois, and operates in 20 countries across North America, Europe, the Middle East, Australia, and Asia Pacific. Learn more at [encoreglobal.com](http://encoreglobal.com) and connect with Encore on [LinkedIn](https://www.linkedin.com/company/encore).