



NEW XM ACTIVATIONS FOR 2026: SPORTS

📞 416-450-0450

🌐 WWW.DIGITALMIRROR.CA





WHO WE ARE

DMA EVENTS IS A TORONTO-BASED EXPERIENTIAL AGENCY TRUSTED TO DELIVER HIGH-IMPACT ACTIVATIONS AND FULL EVENT EXPERIENCES AT SCALE.

We blend entertainment, branding, and content creation to turn global moments into measurable engagement.

WHY DMA

ONE PARTNER. TOTAL EXPERIENCE.

- Proven premium experiences with global brands
- Trusted for high-volume public events
- Experienced planners trusted with large-scale, high-profile events
- Concept development aligned with sports and sponsor objectives
- Vendor coordination, project, and on-site management



DMA
EVENTS



SIGNATURE TRADING CARDS

A STANDOUT FAN TAKEAWAY

- Personalized sports-style trading cards created live
- Fully branded with sponsors, teams, or city themes
- Physical keepsake plus digital version

📄 www.digitalmirror.ca/sportstradingcards





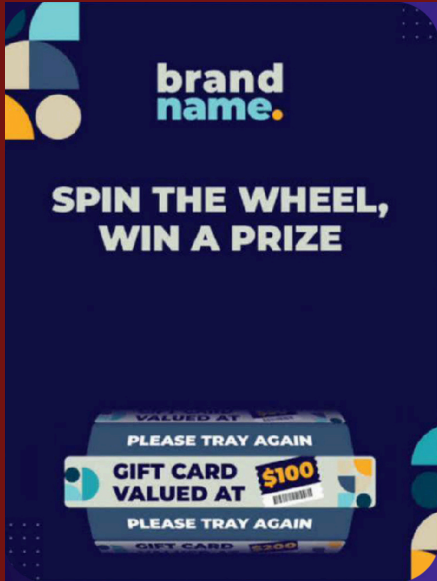
FAN ENGAGEMENT ACTIVATIONS

HIGH-VOLUME. HIGH-ENERGY. BUILT FOR CROWDS.

- Photo Booth experiences with custom sports and sponsor branding
- AI Photo Booths with immersive sports-themed environments
- Magic Green Screen



DMA



GAMIFICATION ADD-ON

**INNOVATIVE BRAND EXPOSURE WITH A TAKEAWAY
GUEST EXPERIENCE**

- After taking their photo or video, guests are prompted to scroll the wheel for their chance to win a prize
- Fully customized with branding, setting the winning chance, minimum duration between wins, and stock amount for each prize
- Portable and digital: as part of our photo activations, this experience fits in a 2x2ft space



AI PHOTOBOOTH

AI POWERED PHOTOS THAT TURN FANS INTO INSTANTLY SHAREABLE BRANDED MOMENTS.

- Drives massive engagement with personalized, high shareability content
- Scales seamlessly across fan zones, stadiums, and sponsor footprints
- Turns every guest into a branded storyteller on social platforms

📄 www.digitalmirror.ca/torontoaiphotobooth





360 VIDEO BOOTH

**CINEMATIC SLOW MOTION VIDEO CAPTURING
ENERGY FROM EVERY ANGLE.**

- Creates dynamic video assets perfect for social, reels, and recaps
- Elevates brand presence through motion, emotion, and spectacle
- Designed for high throughput environments without sacrificing quality

📄 www.digitalmirror.ca/360booth





GLAMBOT EXPERIENCE WITH RED CARPET

LUXURY RED CARPET SLOW MOTION MOMENTS
WITH GLOBAL EVENT APPEAL.

- Instantly positions brands as premium, aspirational, and exclusive
- Generates iconic hero content for sponsors and VIP experiences

📄 <https://www.digitalmirror.ca/glambot>



LED TUNNEL EXPERIENCE

IMMERSIVE WALK THROUGH EXPERIENCE USING
LIGHT, MOTION, AND BRAND.

- Fully customizable lighting and visuals to match sponsor storytelling
- Perfect for entrances, fan zones, and high visibility brand moments

📄 <http://www.digitalmirror.ca/ledbooth>



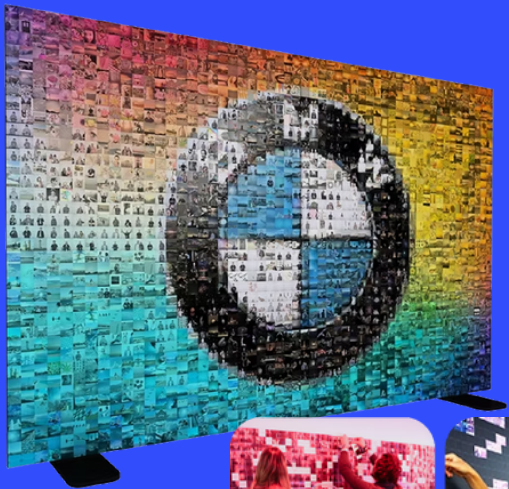


PHOTO MOSAIC EXPERIENCE

LIVE FAN PHOTOS BUILDING ONE POWERFUL BRANDED IMAGE.

- Encourages engagement as the final image comes together
- Leaves a lasting visual legacy for sponsors and host venues
- Digital option available with live feed

www.digitalmirror.ca/livemosaicwall





HEADSHOT PHOTOBOOTH

PROFESSIONAL PORTRAITS FOR CORPORATE
GUESTS AND PARTNERS.

- Delivers high value takeaways for guests
- Strengthens brand association with professionalism
- Makeup and hair artists for on-site touch ups available

www.digitalmirror.ca/headshotlounge



DJ, ENTERTAINMENT & ATMOSPHERE

ENERGY THAT MOVES THE CROWD

- Professional DJs experienced with large public events
- Music programming tailored to diverse audiences
- Optional interactive trivia games during lunches and dinners to entertain guests



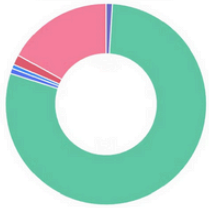
EVENT PHOTOGRAPHY & VIDEOGRAPHY

PROFESSIONAL CONTENT THAT LIVES BEYOND THE EVENT

- Event photographers capturing candid and branded moments
- Cinematic video highlights and social-ready edits
- Social roaming photographers engaging fans on the move
- Optimized content for PR, social, and sponsor reporting

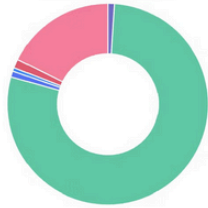
REACH

Text Messages Email Facebook Twitter
Instagram Downloads



IMPRESSIONS

Text Messages Email Facebook Twitter
Instagram Downloads



66091

TOTAL REACH

213650

TOTAL IMPRESSIONS

BRANDING, DATA & ROI

EVERY INTERACTION IS A MEASURABLE BRAND TOUCHPOINT

- Sponsor logos embedded across photos and videos
- Multi-sponsor integration capability
- QR codes, surveys, and email capture
- Post-event analytics and reporting

961

DETECTED FACES

1.76

AVG FACES PER PHOTO

624

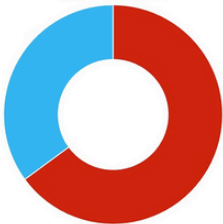
WOMEN

337

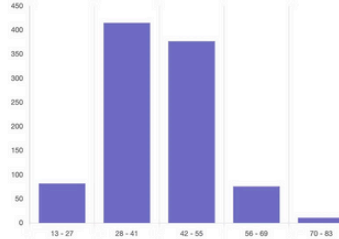
MEN

GENDER

Females Male



AGE RANGES



THANK YOU!

CONNECT WITH US



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🌐 company/dmaeventsgroup



TAP TO FINISH