



NEW XM ACTIVATIONS FOR 2026: SPORTS

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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

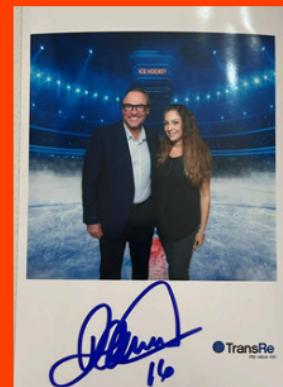


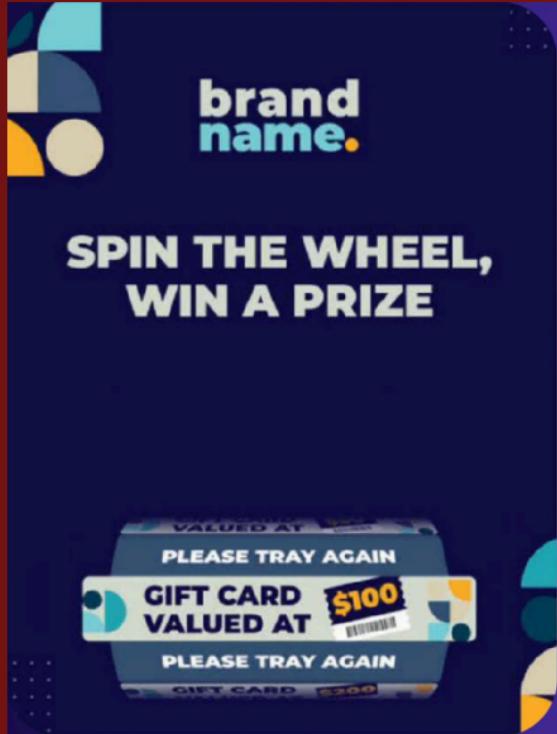


FAN ENGAGEMENT ACTIVATIONS

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





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



BEFORE

AFTER

AI PHOTOBOTH

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



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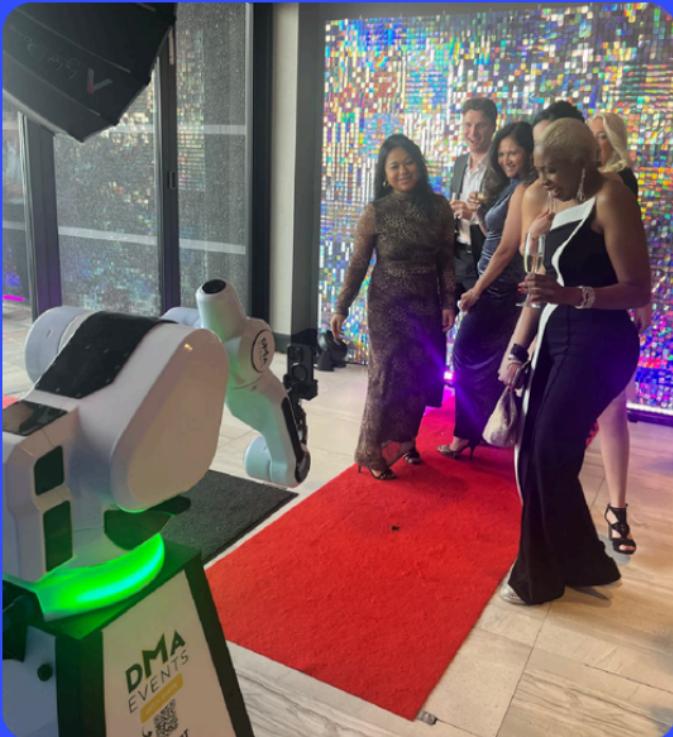


360 VIDEO BOOTH

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 PHOTOBOTH

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

CUP

كأس السوبر المصري للأندية الأبطال

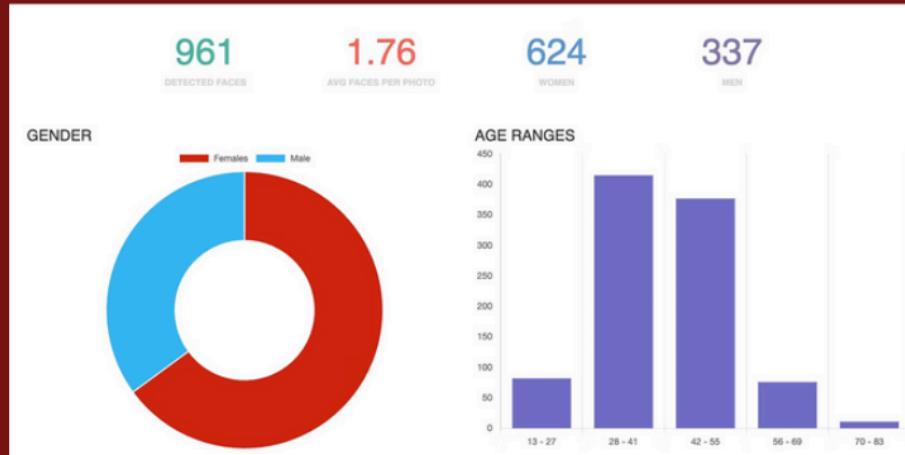
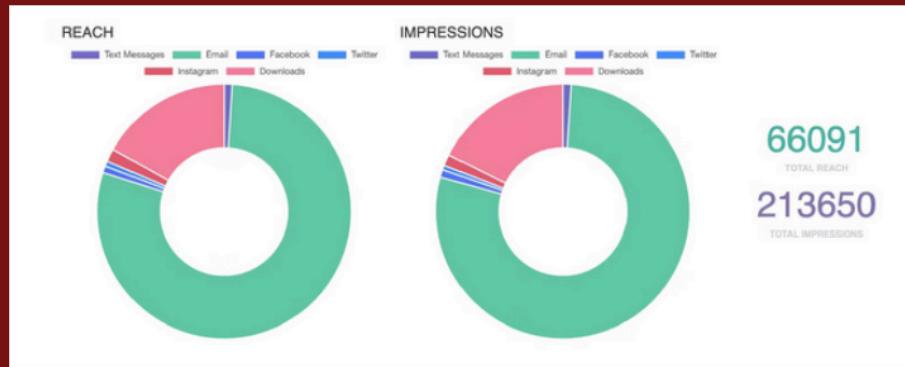


EVENT PHOTOGRAPHY & VIDEOGRAPHY

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

DMA



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

THANK YOU!

CONNECT WITH US



1(416) 450-0450

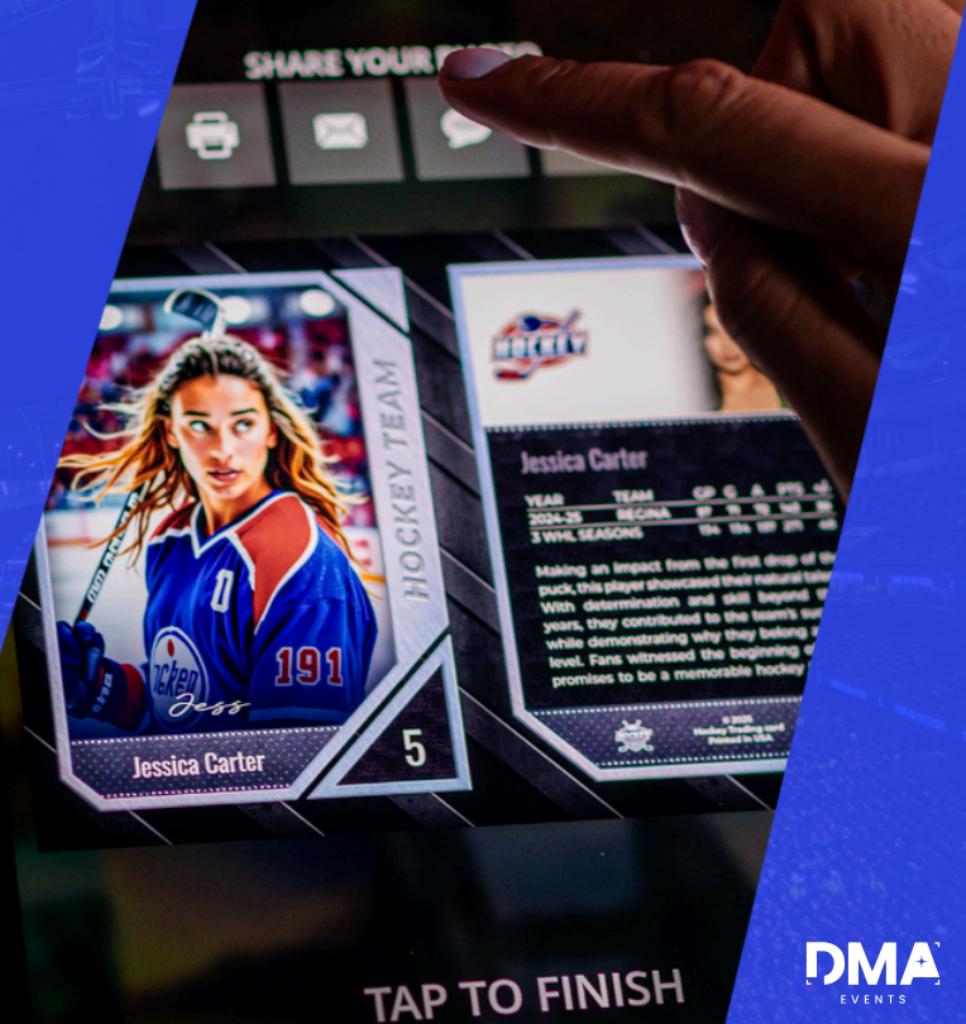
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TAP TO FINISH

DMA
EVENTS