



SCOTIABANK TORONTO CARIBBEAN CARNIVAL

CORONA CANADA 'URBAN SAND' SPONSORSHIP MARKETING STRATEGY

INTRODUCTION:

The Corona Canada 'Urban Sand' campaign is a six (6) week sponsorship marketing project which takes Corona's 'Find Your Beach' initiative to Torontonians on their urban terrain. Corona will host a Jerk chicken cabana with the City's finest Jerk chefs on the Carnival's August 4th parade day. The Corona Cabana will be the exclusive provider of beer and jerk chicken at both the evening concert (called 'The Lime') being held at Ontario Place on the evening of August 4th as well as during the day long August 4th parade. The Corona cabana will feature an on-site pool, a fishing hole and the best jerk meal in the city as voted by jerk lovers through the Corona 'real jerk' online competition to assist the well known downtown Toronto jerk haven 'The Real Jerk' in their quest to find a new Sous Chef.

The 'Real Jerk' competition will allow jerk chicken enthusiasts and chefs who have a passion for island cuisine the opportunity to submit a five (5) minute video résumé showcasing their style of jerk chicken, shrimp, pork, fish etc. as well as other Caribbean cuisine styled meats and showcase their choice of vegetables and carbohydrates chosen to be served with the meat. Each Friday in July 2012, 'The Real Jerk' Restaurant will host a 'Corona Jerk Jam' sampling party, allowing the public who have been following the publicized online campaign the opportunity to taste the mainly jerk meals prepared by the five (5) finalists selected by Corona and The Real Jerk's senior chef and management team. The finalists will post videos and blogs showcasing what they will be preparing for guests each Tuesday in July. The guests will be requested to fill-out a ballot indicating which potential sous chef's service approach, meal and presentation they enjoyed the most.

Their will be cumulative pricing for the five (5) chefs, allowing diners to enjoy samples from each chef and a cold Corona for CDN\$30.00 per-person upon entry in the restaurant. Corona will be the exclusive beer at 'The Real Jerk' during the six (6) week sponsorship marketing campaign and the complementary media relations program which begins on July 3rd, 2012 and ends on August 10th, 2012. Corona will also be the exclusive beer brand at the Scotiabank Toronto Caribbean Carnival events as a part of the strategic marketing plans set forth in this sponsorship marketing project.

PRE-EVENT MEDIA ACTIVATION:

The pre-event campaign of the urban sand activation will be called 'Real Jerk'. The online campaign hosted by the Corona Real Jerk website will be promoted through social media postings, media relations initiatives, print advertising and radio segment sponsorships on a popular urban music show. Chefs specializing in Caribbean cuisine will be invited to publicly apply for the position of sous chef at the award winning 'The Real Jerk' restaurant in downtown Toronto. Chefs will be requested to upload a five (5) minute video of themselves preparing their favourite jerk meal, showcasing the ingredients and technique used to achieve a certain taste, flavour and presentation.

The public will be invited to join the marketing managers of Corona, the chefs and management of the 'The Real Jerk' restaurant in selecting five (5) finalists to enter the second round of the competition. The second round of the competition will allow the finalists the opportunity to meet and treat those who voted for them and posted blogs about their cooking on the blog spot and voting boxes on the Corona Real Jerk website.

Each person who casts a vote for a potential chef on the website will receive a CDN\$5.00 discount on the CDN\$30.00 entry fee for the four (4) Real Jerk sampling parties being held throughout July. Patrons will have to present the coupon they printed from the website in order to gain the discount at the door. The coupon which also serves as a measurement tool for the effectiveness in return on marketing investment (ROMI) of the advertising, media relations and online campaign will also triple in utility as a ballot to be filled out for an opportunity to win a trip for two to the Bahamas and CDN\$3,000.00, which will be announced live on radio on the morning of August 7th, 2012 as a part of the Corona 'Urban Sand' post event campaign.

The winner of the Sous Chef competition will be announced live on morning radio on July 31st based on the votes and comments of the public on the competitions website and the votes and comments received at the sampling parties. The winner will also gain exposure in a half page advertisement placed in the Metro Newspaper and Toronto Star welcoming the new sous chef to 'The Real Jerk' family as their new employee.

MEDIA

- Flow 93.5FM ('J.J. & Melanie in the Morning': 6am-10am) – Flow 93.5FM has 700,000 listeners in their morning drive daypart.
- Metro Newspaper – The Metro Newspaper circulates 300,000 newspapers per-day across subways and regional transit terminals the Greater Toronto Area (Toronto, Durham, York and Peel Regions).

ON-SITE ACTIVATION:

The on-site activation strategy will be the Corona 'Jerk' Cabana. The cabana will include a sanded area for sun-bathers, a pool for those who would like to dip their feet in water, fishing hole and the five (5) finalists who competed for the sous chef job opportunity at The Real Jerk Restaurant. The finalists including the winner will be preparing various jerk meals (jerk chicken, fish, pork, shrimp etc.) as well as other preferred Caribbean cuisine items. In order to give customers the sense of authenticity in their meal preparation, it is preferred that the meals are cooked in jerk drums on-site before the eyes of customers. Beyond the food and fellowship, there will be excitement.

The cabana which will be a rejuvenation chamber for revellers will be emblazoned with Corona's carnival motto 'Revel Rejuvenation'. The Cabana's featured fishing hole will allow patrons to fish for prizes in a large closed lid drum which has a hole at the top only big enough for an arm or fishing rod to fit through. Taking the concept of ice fishing the 'fishing hole' will have prizes such as gift cards, Corona coupons and two gift certificates for CDN\$500.00 each. Patrons may gain the opportunity to 'Go Fish' if they purchase three (3) or more Jerk meals. Each meal comes with a Corona beer, as the price of the beer is built in with the meal. Patrons may opt for a single chef meal for CDN\$20.00 or a five (5) chef meal for CDN\$30.00 allowing them to sample an item from each of the five (5) chefs cooking Caribbean cuisine at the Corona cabana.

Television Coverage:

Beyond coverage by the Carnival's media sponsor CTV, Corona has the option of being a segment sponsor on the popular television show 'Caribbean Connections' which covers events in the Caribbean community within Ontario. The show is broadcasted on City TV which is the third most watched television station in Canada with 150,000 viewers in the Greater Toronto Area alone. The show which is hosted by model/actress Paradise Hendrickson is seen across the Greater Toronto Area (GTA), across Canada and also viewed on numerous television stations across the Caribbean providing advertisers and segment sponsors with local and international exposure.

'Caribbean Connections' segment sponsorship for the Carnival will provide Corona with having the Corona logo at the top left corner of the screen for half of the segment which will be showcasing highlights of the 2012 festival. The host will also mention Corona's slogan whilst reminding viewers that the segment is sponsored by Corona. A sponsorship billboard will be created to announce that the

broadcast segment is sponsored by Corona before commencing the commercial break. The sponsorship billboard will include a brand name announcement, Corona's logo, slogan and the location of the Corona cabana and promotion as well as coverage of the 'urban sand' volleyball competition.

'Caribbean Connections' will also provide an interview with the winners of the online 'Real Jerk' competition, winners of the prizes at the Corona cabana, an interview with Corona's Canadian marketing manager, product showcase opportunities as well as the brand placement opportunity of having the show's host wear a Corona branded shirt for half of her day at the Carnival whilst interviewing other brand managers, celebrities, revellers, event organizers and being featured by other television broadcasters as the premiere Caribbean-Canadian television news outlet with reach across Canada and in the Caribbean.

POST EVENT ACTIVATION:

The party continues the following afternoon with a Corona 'Urban Sand' volleyball competition during the Toronto Carnival breakfast being held on the downtown beach preceding the day long food festival on August 5th, 2012. The winners of each game of volleyball will take home a case of Corona beer and CDN\$200.00 each (maximum three players each team) in the five (5) game volleyball competition.

Participants in the volleyball games will receive a coupon providing them with ten percent (10%) discount at the beer store for a case of Corona. This will measure the success of the volleyball initiative, as the redemption of these coupons will provide exact figures of the exposure to sale conversion gained through the event marketing initiative.

The winners of the volleyball competition and the fishing hole sweepstakes will appear on the Corona website as well as in the Corona 'Urban Sand' print advertisement placed in both the Metro Newspaper and the Toronto Star showcasing Corona as a symbol of good times on the beach, even on a beach in the midst of an urban village.

The winner of the trip to the Bahamas will be featured in a campaign conclusive print advertisement titled 'Found my Beach in the Bahamas'. The winner will make a brief comment on their anticipation for their trip after having their fortune announced on radio in a live draw on J.J. & Melanie's morning show on August 7th, 2012.

- ❖ Print/Radio Media Campaign Cost: CDN\$15,000.00
- ❖ Website construction and maintenance: CDN\$15,000.00
- ❖ Cash and trip prizes for the campaign: CDN\$10,000.00
- ❖ Caribbean Connections segment sponsorship: \$3,500.00
- ❖ Miscellaneous: CDN\$5,000.00
- ❖ Optional Media buying & Campaign administration: CDN\$1,500.00

Float rental, branding opportunities in other festival events (Junior Carnival, King & Queen competition, Carnival Gala and Jerk Festival) may be negotiated between CDN\$50,000 and CDN\$75,000. Please refer to the other attachment for the Carnival's events for which we have recommended the **PLATINUM** package for Corona's participation in the carnival. This package complements the costs associated with the proposed media-rich sponsorship activation strategy.

Sponsorship Marketing Investment: CDN\$125,000.00

The quotation is negotiable based on the modifications to the proposed campaign.

Thank you for your time and consideration in reviewing this proposal. We look forward to hearing from you. A follow-up call will be made on April 17th, 2012 concerning your interest in the sponsorship marketing opportunity with Scotiabank Toronto Caribbean Carnival. Negotiation and confirmation must be completed before the May 22nd, 2012 unveiling presentation of the Carnival's 2012 route, events and sponsors. This presentation will be made at a news conference hosted and broadcasted by the Carnival's television media partner CTV* and covered by our print media partner the Toronto Star*.

* CTV is Canada's most recognized television station for the 18-35 demographic and Canada's most watched television station with a daily viewership of 800,000 viewers across Canada. *The Toronto Star's daily circulation is 546,829 across the Greater Toronto Area.

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