



## **DIGICEL 'OPENING ACT' SPONSORSHIP MARKETING**

### **GUYANESE FEST, JAMBANA & JERK FEST 2013 ACTIVATION TACTICS**

#### **MEDIA ACTIVATION (RADIO)**

- DigiCel sponsored 'Opening Act' half hour segment on G98.7FM every Thursday from 8am-8:30am
- Sponsored segment features songs submitted to G98.7FM from rising Canadian reggae/dancehall artists
- Listeners will call in to vote for which artists they like the most in the Jul. -Aug. 2013 competition
- Artists are competing for the opportunity to be the opening act for the Jambana and Jerk Fest headliner
- Radio activation will integrate DigiCel brand within Caribbean-Canadian radio culture and engage listeners with an exciting and publicized campaign increasing DigiCel's brand-equity with Caribbean-Canadians

#### **MEDIA ACTIVATION (PRINT)**

- DigiCel will complement the radio branded entertainment segment with branded content in the Share
- The weekly quarter page advertorial in the Share Newspaper's Jul – Aug. 2013 pages promote campaign
- Advertorial showcases the Top 3 most voted artists, dates of events, retail partners addresses & website

### **MEDIA ACTIVATION (ONLINE)**

- Website will allow fans and followers of the campaign to listen to the songs of the competitors
- Campaign website will also provide visitors with the opportunity to vote for their favourite artists
- Site will provide visitors with clues on sponsorship activation tactics, event images, games & prizes
- Site will also provides details on the 'DigiCel VIP' sweepstakes for DigiCel's retail partners

### **RETAIL ACTIVATION**

- DigiCel's retail partners will be provided with entry ballots for customers to enter for the 'DigiCel VIP' sweepstakes.
- Ballots will request the name, postal code and e-mail address of the customer following their purchase of a DigiCel top-up
- Sweepstake winner will be drawn from a spun drum every other week live during sponsored radio show

### **ON-SITE ACTIVATION**

- DigiCel will place standing banners in the parking lot and along the pedestrian walkway of the three (3) events
- The event's disc jockey will play one (1) track from the Top 5 'Opening Act' competitors each hour.
- The disc jockey will announce the track as a DigiCel 'Opening Act' entry and direct attendees to the DigiCel booth for games and prizes
- DigiCel's Canadian representative will deliver a two (2) minute speech before joining the Guyanese Fest, Jambana and Jerk Fest master of ceremonies in introducing the 'DigiCel Opening Act' preceding the headliner
- DigiCel's 'Opening Act' winner will take pictures with fans at the DigiCel booth following their performance at both festivals
- DigiCel will sponsor the Domino competition and 'So you think you can Jerk' competition at Jerk Fest.
- DigiCel will sponsor the dominoes section and car show garden for the Guyanese Festival
- DigiCel will also fully brand the VIP section of the Guyanese Festival and Jerk Festival providing DigiCel with the opportunity to have staff and clients served by Guyanese Festival and Jerk Fest staff. As well as the opportunity to network with other platinum level sponsors

## POST-EVENT ACTIVATION

- DigiCel will leverage the postal-code information gained from the ballots to direct future distribution channels, event marketing and public relations initiatives within these selected regions
- The e-mail addresses will be utilized for e-mail marketing campaigns making participants aware of new and existing retail partners, as well as upcoming products, sales initiatives and marketing campaigns
- The campaign which begins on July 4<sup>th</sup>, 2013 and concludes on August 29<sup>th</sup>, 2013 will end with a half-page advertorial in the Share Newspaper with a Thank You note from DigiCel's Canadian representative, collage of DigiCel's activation at Jambana and Jerk Fest as well as photos of all the prize winners.

## ATTENDANCE NUMBERS

### GUYANESE FEST

(Markham Civic Centre – June 22<sup>nd</sup>, 2013)

**Attendance: 12,000**

### JAMBANA

(Downsview Park - August 5<sup>th</sup>, 2013)

**Attendance: 45,000**

### JERK FEST

(Centennial Park – August 17<sup>th</sup> – 18<sup>th</sup>, 2013)

**Attendance: 25,000 over two days**

## SPONSORSHIP MARKETING INVESTMENT

- ❖ G98.7FM program sponsorship (based on 2012 rates): CDN\$15,000.00
- ❖ Share Newspaper branded content (based on 2012 rates): CDN\$8,000.00
- ❖ Jambana sponsorship marketing: CDN\$5,000.00
- ❖ Guyanese Fest sponsorship marketing: CDN\$3,500.00
- ❖ Jerk Fest sponsorship marketing: CDN\$7,500.00
- ❖ Radio ticket giveaways and on-site event prizes: CDN\$1,000.00
- ❖ Ocean Flame sponsorship activation/compliance services: CDN\$5,000.00

**TOTAL SPONSORSHIP MARKETING INVESTMENT: CDN\$45,000.00**

Ocean Flame Communications' event marketing PAACR™ Principle.

- Proposal
- Administration
- Activation
- Compliance
- Reporting

Ocean Flame Communications will provide the management services for the proposed campaign. Our management services include sponsorship marketing planning, campaign execution, advertising scripting/copy, publicity (media relations), media buying, campaign evaluation and post-campaign reporting. We also provide brand/celebrity partnership negotiations, event marketing administration, sponsorship activation and sponsorship compliance services. We create the sponsorship marketing plan for the client, we also have all event registration documents filled and prepared for the client's signature and provide details concerning health department seminars and hygiene requirements for securing and maintaining the event booth space for the client.

In providing activation services we offer promotional staff to distribute product, conduct sampling or event sales; as well as to have a 'strike' team erect the booth, banners and promotional material to activate the sponsorship across the event. Finally, Ocean Flame provides sponsorship compliance services in ensuring that sponsors receive all the pre-event and on-site signage, mentions and advertising/publicity exposure they were promised in their sponsorship package from the promoter or their respective sponsorship marketing agent. We ensure that the event producer/promoter remains compliant with this agreed upon understanding prior to the event and during the event.

### **CONTACT INFORMATION:**

Constantine Batchelor  
Entertainment Marketing Manager  
Ocean Flame Communications  
Office: (905) 239-2626  
Mobile: (416) 602-2524  
E-mail: [constantine@oceanflame.ca](mailto:constantine@oceanflame.ca)