



PICKERING RIB FEST

CHEVROLET CAMERO 'WHY I DRIVE' SPONSORSHIP MARKETING STRATEGY

INTRODUCTION:

The General Motors 'Why I Drive' campaign is a four (4) week media and event sponsorship activation campaign meant to provide Camero lovers with an experiential marketing opportunity to both test-drive the new Camero through the on-site activation and learn about the features and benefits of owning a Camero through the online and media activation strategy.

The media activation strategy which includes branded entertainment (radio segment sponsorship) to host a Camero contest which will allow callers to win prize packages courtesy of General Motors based on the correct answers provided to questions about the new features, attributes and retail locations of the new Camero.

The Camero's impressive features and consumer benefits will be showcased on the Camero's 'Why I Drive' webpage. The ten (10) listed features, attributes and benefits which make the Chevrolet Camero the best choice for drivers will be displayed for visitors to both view and memorize for their participation in the radio contest. This public relations initiative will also be publicized in the print media.

Camero will post a full-page advertorial on May 14th, 2012 commencing the four (4) week campaign with branded content showcasing a photo of the new vehicle surrounded by excerpts from positive reviews of the vehicle taken from various automotive critics.

The media activation strategy will publicize the arrival of the new Camero in a cool approach befitting the cool Camero brand. The entertainment focused public relations program will endeavour to inform the public about the cool features of the vehicle and invite them for an opportunity meet the new Camero, gain a test-drive and enter for a chance to drive away with the new Camero following the Pickering Rib Fest event. Though the main focus of the sponsorship marketing campaign is the Camero, General Motors will be encouraged to showcase all other family vehicles at this men, meat and family community event.

PRE-EVENT ACTIVATION:

Media activation (radio)

Morning radio personalities Mad Dog & Maura of Virgin 99.9FM are the definitions of cool and the new Camaro is cool by design. Mad Dog & Maura's show will be sponsored by General Motors on 'Camaro Cool Fridays' on May 18th and 25th as well as June 1st of 2012.

In this hour long branded entertainment morning drive opportunity from 8am to 9am, General Motors will utilize the 'Camaro Cool Fridays' segment sponsorship to give listeners the opportunity to request what they deem to be the "coolest" songs from any era. The listeners will be asked to tell why they think these songs are so cool and why the artists of the songs should be defined as "the coolest".

The hour long music request segment called 'Camaro Cool' is a Camaro branded entertainment experience for Mad Dog & Maura's listeners. Listeners will be encouraged to log-on to Mad Dog & Maura's 'Camaro Cool' webpage on the Virgin 99.9FM website and view the 'Cool List' of songs requested by other listeners, view the 3D model of the Camaro, review the new features/benefits of the Camaro and help Mad Dog & Maura select which Camaro color design they should chose for the Camaro when they premiere it to the public at the Pickering Rib Fest.

The listener who creates the winning design by either using the online tools or e-mailing a hand-drawn and coloured/painted design will win a CDN\$1,000.00 prize from General Motors Canada. Listeners will also be requested to vote on which is the coolest song from "the Cool list" to be played during the car's entrance.

The song which gains the most votes on the Mad Dog & Maura website will be played by Mad Dog & Maura's disc jockey 'DJ Danny D' when the vehicle is being driven onto the grounds of the Pickering Rib Fest on June 2nd, 2012. The Virgin 99.9FM listener who chose the winning track will get a cool CDN\$500.00 from General Motors Canada and the opportunity to drive away in the new Chevy Camaro. The winner will be announced at the Pickering Rib Fest before the cameras of Rogers Community Television, Channel 12, CTV and Snap Magazine.

The ultimate public relations exposure for the Camaro will be provided when listeners are asked to provide six (6) reasons they would drive the new Chevy Camaro. Listeners who correctly provide six (6) reasons from the list of ten (10) provided on the Virgin 99.9FM 'Camaro Cool' webpage will win cash and merchandise prizes courtesy of General Motors during the weekly hour-long sponsored segment. Listeners must answer the questions with the words '*Why I'd Drive the new Chevy Camaro...*'.

Media activation (Print)

The print media activation will campaign will feature branded content (advertorials) in the Metro Toronto Newspaper, the Toronto Star and Durham Region's Snap Magazine showcasing images of the new Camaro illustrating the ten (10) attributes noted on the Virgin 99.9FM 'Camaro Cool' webpage.

The advertorial will also include excerpts from positive reviews provided by automotive critics in Canada as well as social media posted comments about the Camaro left of Mad Dog & Maura's social media pages from fans commenting on the Chevy Camaro endorsement. The advertorials will be placed in the newspapers every Wednesday during the four (4) week campaign, commencing on May 16th, 2012.

ON-SITE ACTIVATION:

Cool in my Camaro

The 'Cool In My Camaro' kiosk will host Mad Dog & Maura and DJ Danny D who will be entertaining the crowd on the evening of June 2nd, 2012 with the tracks from the 'Cool list' as well as their selections from today's 'Top 40' hits.

Visitors to the kiosk will be asked to mention three (3) cool new features, attributes or benefits about the new Chevy Camaro (these facts were stated on Mad Dog & Maura's 'Camaro Cool' webpage).

Visitors to the kiosk who can correctly state any three (3) benefits will gain a ballot to be filled out and dropped into the raffle drum.

The lucky participant who's name is pulled from the drum by Mad Dog & Maura's volunteering "lady luck" will gain the opportunity to drive the Camaro for a week and have the option of purchasing the vehicle at a thirty percent (30%) discount.

All the participants who entered their ballots for the draw will not only be entered in the General Motors database for e-mail marketing initiatives, their information will be kept on record as the exclusive list of people who may purchase a Chevy Camaro at a thirty percent (30%) off until the end of the 'Cool Camaro Summer' post-event campaign which concludes on September 29th, 2012.

POST EVENT ACTIVATION:

Media activation (print)

General Motors Canada will place a double-page advertorial showcasing photographs of the winners of the pre-event 'cool list' competition as well as the winner of the 'cool in my camaro' on-site sponsorship activation kiosk. The winners will be captured posing with their victory vehicles. The winners' images will be surrounded by their own words about what the camaro means for their 'cool factor' on the roads.

The post-event advertorials placed in the Metro Toronto Newspaper (young urban professionals*), the Toronto Star (mature professionals*), the National Post (investor relations*) and the Ajax/Pickering/Oshawa Snap Magazine (community relations*) will be complemented by the media relations campaign promoting the 'My Cool Camaro Summer' event marketing campaign.

*The bracketed statements indicate the intended target audience or strategic marketing purpose of the media buy for the specified advertorial being directed toward the identified print medium.

My Cool Camero (event marketing)

The 'My Cool Camero Summer' media relations and event marketing campaign will offer visitors to the Camero kiosk of any summertime event being held featuring Mad Dog & Maura as the hosts will gain the opportunity to recite three (3) unique features of the vehicle correctly in order to obtain twin ballots which will give them an automatic thirty percent (30%) discount on a Camero as well as the chance to have their name entered in a raffle to have a Camero for a weekend.

General Motors will partner with Virgin 99.9FM's Mad Dog & Maura for one (1) event in July, August and September (three events in all) throughout the Summer season. Mad Dog & Maura as Virgin 99.9FM brand ambassadors for the Camero will represent the brand in all on-air segments (radio) as well as Master of Ceremony and Disc Jockey appearances (events) that they are assigned to throughout the Summer season of 2012.

Mad Dog and Maura will be provided with a Chevy Camero to drive for the summer season, beginning on June 5th, 2012 and continuing up until the end of the summertime campaign on September 29th, 2012 following the Rib Fest pre-event and on-site event campaign which begins on May 15th, 2012 and concludes on June 2nd preceding the commence of the post-event summer long campaign which begins on June 5th, 2012.

- ❖ Advertising creative and segment sponsorship (approx.): CDN\$50,000.00
- ❖ Summertime media relations campaign (approx.): CDN\$15,000.00
- ❖ Contest prizing: CDN\$3,000.00
- ❖ Ocean Flame campaign coordination: CDN\$1,500.00

Please refer to the Offer Sheet attachment for the Rotary Club's Pickering Rib Fest for which we have recommended the **DIAMOND** package for General Motors Canada's participation in the festival. This package complements the proposed sponsorship activation strategy.

Sponsorship Marketing Investment: CDN\$84,500.00

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 May 1st, 2012 concerning your interest in the sponsorship marketing opportunity with the Rotary Club's Pickering Rib Fest. Negotiation and confirmation must be completed before the May 22nd, 2012 unveiling presentation of the Rib Fest's sponsors and performers in the Durham Region Snap Magazine.

NOTES:

CONTACT INFORMATION:

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