



## ISLAND MIX

### **'Good Food. Healthy Living' summertime sponsorship marketing campaign 2013**

#### **STRATEGY**

The 'Good Food. Healthy Living' sponsorship marketing campaign will provide media exposure, event branding, event sales and an increase in restaurant diners and catering business for Island Mix by eighty percent (80%).

The integrated marketing campaign which commences on June 25<sup>th</sup>, 2013 and conclude on August 30<sup>th</sup>, 2013 will merge radio and event sponsorship tactics with celebrity endorsement multi-media techniques to create an engaging brand experience for Island Mix's existing and prospective client-base beginning in summer 2013.

This sponsorship activation strategy will be executed through strategic marketing tactics such as partnerships with Caribbean brands as well as television/radio hosts and fitness icons from the Caribbean-Canadian community.

## TACTICS

### Media activation (radio)

The summertime 'Hot a yaad' segment is a three (3) minute sponsored segment on G98.7FM providing news on the hottest music and social events in the Caribbean-Canadian community that weekend. The segment will also include updates on the career and personal activities of the major music artists of Jamaica, Trinidad and Guyana.

The branded entertainment 'Hot a yaad' news segment sponsored by Island Mix will be aired every Friday morning at 8am during Mark & Gem's popular morning show. At the conclusion of each broadcast the show's host will state Island Mix's slogan, restaurant location, catering services and hints of the meal preparation technique of the meal being promoted that weekend. G98.7FM listeners are always given a twenty percent (20%) discount when they recite the promo code provided to them by listening to 'Hot a Yaad' segment. The promo code may also be used to gain discounts at Island Mix's event booths. The events and parties which Island Mix will have a booth will also be announced at the end of the show.

The 'Hot a Yaad' segment may also be co-sponsored in the future by Island Mix's creative cooking partners Lasco, Red Stripe, Grace Kennedy (fruit juices), Appleton Rum and others. These sponsors who will also gain signage and category exclusivity (E.g. Red Stripe is the only beer sold at the restaurant) within Island Mix will compensate the restaurant quarterly for this retail signage, category exclusivity and broadcast exposure. In return Island Mix's created recipes should always endeavour to include these brands in Island Mix's meals and provide the brands with the branding within the pages of the restaurant's menu.

**N.B.** The G98.7FM promo codes will always start with G.

### Media activation (television)

The summertime 'Hot a yaad' program will also be applied to television on CBC's Caribbean Connections show on Saturday mornings at 11:30am. The show's host Paradise Nicole Hendrickson will conduct interviews with major Caribbean celebrities at Island Mix's restaurant to provide exposure for the restaurant space.

Caribbean Connections will provide coverage for all meal premiere events and entertainment events being held at Island Mix as well as at Island Mix's booths at the recommended events. The show's host model Paradise Nicole Hendrickson will also be wearing a Island Mix shirt at all Caribbean events being covered by Caribbean Connections during summer 2013 as a part of the media activation opportunity.

Caribbean Connections will produce a segment called 'Hot a Yaad' showcasing the activities and gossip related to all Jamaican, Trinidadian and Guyanese music stars on a weekly basis. This segment which will be sponsored by Island Mix will conclude with the show's host providing a promo code for viewers to receive a twenty percent (20%) discount to try Island Mix before August 30<sup>th</sup>, 2013 which is the conclusion date of the summertime campaign.

**N.B.** The Caribbean Connections promo codes will always start with CC.

### **Media activation (print)**

Island Mix will create a bi-monthly quarter page advertorial which the restaurant will post a discount certificate (meal coupon) in a quarter page advertorial in the Share Newspaper. The discount certificate which will offer patrons a twenty percent (20%) discount on meals will be accompanied by news on Island Mix's brand ambassadors' appearances, Island Mix's event marketing initiatives, weekly meal specials and radio show sponsorship within this bi-monthly advertorial (branded content).

The retrieval of these discount certificates and radio-promoted promo-codes will provide a tangible and measureable evaluation technique for the success of the media promotion element of Island Mix's summertime marketing campaign meant to improve restaurant revenues by eighty percent (80%) by Fall 2013.

**N.B.** Share Newspaper boasts circulation numbers of 30,000 newspapers every Thursday across the Greater Toronto Area, Peel Region, Vaughan Region, Durham Region and Hamilton. The Share Newspaper is the leading Caribbean-Canadian newspaper in Ontario.

### **Event activation**

As a VIP small business sponsor of all the below listed events, Island Mix will gain marketing exposure within the most popular summertime festivals in demographic specific regions within the Greater Toronto Area, Durham Region and Peel Region which will bring the restaurant both Caribbean-Canadian and Canadian customers. Island Mix will be the exclusive restaurant within the VIP section of the events which provides meals for the VIP's, backstage staff and the event performers.

As small business sponsors of each event, Island Mix will gain pre-event brand exposure on radio, print and online advertising and public relations initiatives promoting the events. Island Mix will gain event signage in the parking lot of the event, at the entrance to the event, five (5) mentions from the master of ceremonies directing attendees to the Island Mix booth as well as the mentioning today's promoted 'special' on the Island Mix menu.

## EVENT LISTING

- ❖ **City of Mississauga's Canada Day** (July 1<sup>st</sup>, 2013) – Past attendance: 1,500 people
- ❖ **Scotiabank Toronto Caribbean Carnival** (Junior Carnival: July 20<sup>th</sup>, 2013) – Past attendance for Junior Carnival: 8,000 people.
- ❖ **Beer Fest** (July 26<sup>th</sup>, 27<sup>th</sup> and 28<sup>th</sup>, 2013) – Past attendance: 35,000 people over three (3) days.
- ❖ **Jambana** (August 5<sup>th</sup>, 2013) - Attendance: 40,000
- ❖ **CariVaughan** (August 10th and 11th, 2013) – Attendance: 12,000 over two days
- ❖ **Jerk Fest** (August 16<sup>th</sup>, August 17<sup>th</sup> and 18<sup>th</sup>, 2013) - Attendance: 25,000 over two days
- ❖ Town of Ajax' **Celebrate Ajax** (August 24<sup>th</sup>, 2013) - Attendance: 2,200

## Celebrity activation (Endorsements)

Island Mix may acquire five (5) brand ambassadors for the summer of 2013. These brand ambassadors, namely comedians Oliver Samuels, Owen “Blakka” Ellis and Soca-cize's two (2) main instructors and Renaissance Mas Productions' band leader, for the June to August 2013 term.

## COMEDIANS

As sponsor of the comedians, this provides Island Mix with the opportunity to have the comedians wearing the Island Mix branded shirt at every event they are master of ceremonies at during the summer. Island Mix will also gain brand mentions in all radio and print interviews being done by the comedians during their summertime event promotion initiatives.

Island Mix will benefit from having the comedians include the brand in their comedy skits and have both the comedians record radio advertisements for Island Mix's summertime radio sponsorship campaign. Island Mix will also be the exclusive backstage and VIP catering company attached to every event being hosted by these comedians, as per special arrangements with the comedians and the events respective producers.

The comedians will also host a Island Mix sponsored (platinum sponsor) and promoted (G98.7FM and Share Newspaper) comedy show which will be held at Island Mix on August 9<sup>th</sup>, 2013 leveraging the post Caribana crowd and the CariVaughan patrons. The first annual 'Caribbean Comedy Fest' will grow as a Island Mix event in which Island Mix will be the exclusive food provider, allowing event sales opportunities for non-food sponsorship partners only.

## **Soca-Cize**

In promoting 'Good Food. Healthy Living' as a new slogan in July 2013, Island Mix will become advocates of a health lifestyle whilst maintaining the ability to enjoy tasty Caribbean-inspired meals. The ideal brand ambassador for this strategic marketing messaging is the Soca-cize organization which has successfully created a lucrative partnership with Good Life Fitness and Smart Water in 2012.

In having Soca-cize as a partner, Caribbean Chop-house will gain the ability to have soca-cize fitness instructors wearing Island Mix shirts during exercise classes at Good Life Fitness and recommend Island Mix's healthy 'Spice Isle Creations' to their students. Island Mix's special healthy line of meals called 'Spice Isle Creations' are also meant for event marketing and catering delivery to corporate meetings, exercise/fitness groups, fitness trade shows/seminars, house parties and pre-monthly paid meal plans for clients on a strict weight-loss program.

Soca-cize will include Island Mix on their website, mention Island Mix in their advertising and public relations initiatives on radio and in print during the summer of 2013. Soca-cize instructors will wear Island Mix promotional shirts during all televised demonstrations, television interviews as well as within their DVD exercise-discs being recorded during summer 2013 for online/event promotion in Fall 2013. Island Mix will be attached as the exclusive food provider in all Soca-cize's Greater Toronto Area, Peel region, Durham region and Vaughan region promotional initiatives.

## **RENAISSANCE MAS PRODUCTIONS**

As sponsor of the Renaissance Mas Productions band's costumes and float, Island Mix will gain the opportunity to have Renaissance Mas Productions (RMP) as their carnival brand ambassador. In this partnership, Island Mix will gain audience engaging signage on RMP's float and nine (9) mentions from RMP's DJ during their revelery down Lakeshore Boulevard West at Scotiabank Toronto Caribbean Carnival's grand parade on August 3<sup>rd</sup>, 2012.

The DJ will mention the location of Island Mix's booth along the parade route, Island Mix's carnival menu and Island Mix's 'Carnival Backyard BBQ' whilst RMP's revelers distribute Island Mix's flyers to revelers and spectators along the parade route. The two sided flyers, which are coupons on one side and invitational flyers on the other side serve to invite people to visit Island Mix's Carnival booth for a twenty percent (20%) discount on their meal. The coupon will also include an invitation to Island Mix's 'Carnival Backyard BBQ' with a descriptive and photographic introduction to the Carnival menu.

As a sponsor of RMP's 2013 presentation, Island Mix will be the exclusive catering company gaining event sales opportunities at RMP's band launch and other special occasions which RMP will be engaged in for promotional purposes in Summer 2013.

Island Mix will also gain the opportunity to have RMP revelers appear at their proposed **‘Carnival Backyard BBQ’** as greeters during the highly publicized August 4<sup>th</sup>, 2013 event; promoting the restaurant’s summertime fusion menu which combines Trinidadian, Jamaican and Guyanese cuisine for a smörgasbord of savoury spices and succulent delicacies. This event which leverages the post-Carnival crowds from across Canada and international visitors to Toronto, who are still in the mood for color and revelery with a palate for innovative Caribbean cuisine during the exciting Scotiabank Toronto Caribbean Carnival (Caribana) weekend.



## SPONSORSHIP MARKETING INVESTMENT

- ❖ G98.7FM media sponsorship: CDN\$6,000.00
- ❖ CBC's Caribbean Connections sponsorship: CDN\$6,000.00
- ❖ Share Newspaper advertorial: CDN\$2,700.00
- ❖ Event marketing small business sponsorship: CDN\$24,500.00 (CDN\$3,500.00 per-event, providing restaurant with advertising inclusion, event booth & event branding)
- ❖ Oliver Samuels and Owen 'Blakka' Ellis summertime brand ambassador endorsement: CDN\$18,000.00
- ❖ Soca-cize summertime brand ambassador and endorsement: CDN\$12,000.00
- ❖ Renaissance Mas Production's brand ambassador and endorsement: CDN\$3,800.00
- ❖ Ocean Flame Communications campaign management: CDN\$7,000.00

**TOTAL SPONSORSHIP INVESTMENT: CDN\$80,000.00**

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.

Island Mix is encouraged to gain project investors and brand partners targeting the same geo-demographic to fully leverage the lucrative benefits of the proposed summer 2013 campaign. This proposal may be used as a reference point for investor relations campaigns upon approval by Ocean Flame Communications Inc.

## NOTES:

## CONTACT INFORMATION:

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