



JAMAICA NATIONAL BUILDING SOCIETY TORONTO REPRESENTATIVE OFFICE

JNBS TRO “KEEP ON JUMPING” EVENT MARKETING CAMPAIGN

INTRODUCTION

This entertainment marketing campaign will assist JNBS TRO in its objectives in connecting with the second and third generation Caribbean-Canadians in the ages 18-35 demographic of both Jamaican-Canadians (primary market) and Caribbean-Canadians (secondary market) living, working and being educated in the Greater Toronto Area. We recommend that the Jamaica National Toronto Representative Office engage Ocean Flame Communications for a summertime event and multi-media (Radio, Print and Social Media) campaign leveraging exciting summertime events and radio campaigns to capture the attention and consideration of the young urban professionals of Toronto to build JNBS TRO brand equity and product awareness through these festivals.

This entertainment marketing campaign will allow Jamaica National to directly gain the attention of the target market through being associated with music artists and summertime festivals enjoyed by the young urban professional market JNBS TRO seeks to engage for the promotion of the Pioneer account and thereafter the JNBS debit card allowing professionals doing business in Jamaica or frequently vacationing in Jamaica to save money directly to their debit card which enables them to independently access their business/pleasure funds upon arrival in Jamaica.

The ‘Keep On Jumping’ campaign is a Jamaica National TRO public relations and event marketing program providing both prospects and existing customers with the opportunity to win a trip for one (1) to the West Indian Day Parade (also known as Labour Day Carnival) in Eastern Parkway, Brooklyn USA. The prize will provide the winner with flight, hotel accommodations and event tickets to the carnival events (August 29th – September 4th). Jamaica National TRO prospects may only enter a filled ballot into the event ballot box after successfully providing the correct answer to a skill testing question (The address of the JNBS TRO Office, the name of the new account or the rate of return for the new account etc.) to a Jamaica National representative at one of the events which JNBS TRO will be sponsoring during

Summer 2013. The winner will be drawn from the spun drum by the Jamaica National Chief Representative Officer live on G98.7FM on August 15th, 2013 at 6pm during Jester's evening drive program called 'G-Drive with Jester'.

Prizing valuation is CDN\$3,000.00

Jamaica National TRO's existing customers who have done business with JNBS TRO within the past year will gain the '**JNBS TRO International Festival Key-Pass**'. This winner which will be announced on Flow 93.5FM on October 25th, 2013 at 8:30am during the popular J.J. & Melanie morning show will win flights, hotel accommodations and event tickets to the Grace Jamaican Jerk Festival (Markham Park, Florida. November 10, 2014) and Jamaica Carnival (Kingston, Jamaica. April 13th, 2014).

Prizing valuation is CDN\$6,000.00

The prizing from the campaign will be an incentive to prospects to sign JNBS TRO's data-capture ballots providing the growing telephone sales (tele-sales) team with new sales prospects to sell Jamaica National products and investment services. The entertainment prizing is also directly related to the events and festivals, as it is directly in keeping with the carnival and reggae festival vibe abuzz in Toronto during the summer months.

EVENTS

- Redemption 'Bob Marley Birthday' Reggae Show (February 1st, 2013)
- Carasauga 'Caribbean Village' (May 24th – 26th, 2013)
- Scarborough Rib Fest (August 2nd, 3rd and 4th, 2013)
- 'Jamabana' Jamaican Family Fun Day and Concert (August 5th, 2013)
- Etobicoke Jerk Fest (August 17th and 18th of 2013)
- Caribbean Tales Film Festival (September 4th to 15th)

JNBS TRO will be a **Silver Sponsor** of each event with an investment of **CDN\$5,500.00** per-event. This includes the VIP area, the JNBS TRO sponsored performance and radio/print media public relations opportunities associating JNBS TRO with the event in accordance with the sponsorship activation strategy negotiated with the event producer and Ocean Flame Communications. Ocean Flame Communications recommends an additional investment of **CDN\$3,500.00** per-event to sponsor radio programs (branded entertainment) featuring interviews with the performers on the events as well as to sponsor branded content (advertorials) featuring the biographical information about the performers or organizers of each event JNBS TRO will be sponsoring this summer.

N.B. Preceding the presentation of the headlining act, Jamaica National TRO's Chief Representative Officer will follow his speech with the pulling of a ballot from the ballot collection drum and announcing the name of the person who will gain a Jamaica National branded photo with the performer as well as Jamaica National merchandise and a Grace Kennedy gift basket at the Film Festival events which will also host a diverse audience curious about Caribbean culture and offshore investment.

TACTICS

JNBS TRO will be the sponsor of VIP Section gaining a captive audience to engage prospects in discussions about product benefits and the prize offers in the 'Keep on Jumping' campaign. JNBS TRO will also be the branded entertainment segment sponsor of Jamaican headlining performer, allowing the Chief Representative Officer the opportunity to deliver a one (1) minute speech about the campaign and conduct a prize giveaway before joining the master of ceremonies in introducing the headlining Jamaican act who's performance segment is sponsored by JNBS TRO.

JNBS TRO will also be the sponsor of the radio programs in which the headlining Jamaican artists are being interviewed leading up to the events. The stations that will be engaged are the two (2) stations with the highest listenership within the Caribbean-Canadian community within the Greater Toronto Area which are Flow 93.5FM (620,000 listeners) and G98.7FM (892,000 listeners). The advertising strategy applied at times may be that of **ambush marketing** as JNBS TRO is not a platinum sponsor of the events which would ordinarily provide platinum sponsors with broadcast mentions. In this case, JNBS TRO will sponsor radio and print media segments dedicated to the promotion of the specified events in order to gain the attention of the young urban professionals interested in these events.

CAMPAIGN COSTING

- ❖ Silver sponsorship for six (6) events: CDN\$38,500.00
- ❖ Radio and Print Media advertising: CDN\$14,000.00
- ❖ Contest Prizing: CDN\$9,000.00
- ❖ Social Media campaign: CDN\$6,000.00
- ❖ Sponsorship proposal, administration, activation and compliance: \$3,500.00

GRAND TOTAL: CDN\$71,000.00

The 'Keep on Jumping' three (3) month campaign commences on July 30th, 2013 and concludes on November 2nd, 2013. The theme is developed through concept of continuity in merging the Scotiabank Toronto Caribbean Carnival's "Jump Up" mantra and the Jamaica 50 slogan which is "Jump for Jamaica".

Thank you for your time and consideration in reviewing this proposal. We look forward to addressing any questions or concerns you may have. Have a wonderful day!

OCEAN FLAME COMMUNICATIONS SPONSORSHIP MARKETING

Ocean Flame Communications' sponsorship 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, ambush marketing tactics, 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.

PROPOSAL

Ocean Flame Communications may be engaged to create a customized proposal for a multi-media campaign including television, radio, print, online and social media advertising and publicity to promote the client's presence at each selected event. The marketing communications campaign will present the brand, its product line, sales team and distribution channels to the public through engaging, exciting and vibrant strategic marketing tactics.

This effective implementation of the created marketing strategy will lead event attendees directly to the booth of the client at all events in order to secure product sampling or prospect engagement in order to achieve event/retail sales or appointment setting opportunities. All campaigns will also be complete with data-capture tactics for post-event marketing, geo-demographic identification and campaign success evaluation.

ADMINISTRATION

Ocean Flame Communications will complete all necessary event registration documents on behalf of the client and liaise with the event producers to ensure all sponsorship, health & safety, alcohol pouring rights and venue regulations documents are completed to the satisfaction of the relevant parties.

Ocean Flame will also secure the exact location of the booth for the client in advance in order to eliminate any last minute confusion regarding booth size and booth placement within the event grounds. We also ensure that all standing banners being placed within the parking lot, event walkway or on-site are reviewed by the event producer in advance. We also ensure that the space dedicated to the client's banners are not taken by another sponsor on the day of the event by 'accident' or 'oversight'.

Ocean Flame also creates a photographic portfolio for the client's experience at the event. This is used for sponsorship compliance in the client receiving all that was promised and paid for. The captured images are also used for sponsorship reporting in the post-event report sent to the client.

ACTIVATION

Ocean Flame Communications provides activation services for clients who would like to have product sampling, event sales, flyer/coupon distribution and contest prize presentation at events. Our activation team will promote the client's product/services at the event in the absence of the client's staff. These services include the storage, set-up and removal of event marketing materials such as standing banners, scrims, posters, multi-media displays etc.

Our activation services also include the advertising planning, media buying, advertising scripting/copy, media kit creation, ambush marketing tactics and media relations process for the marketing communications element of the sponsorship marketing campaign.

COMPLIANCE

Ocean Flame Communications is the liaison between the sponsors and the event producers in ensuring the sponsors gain all the publicized acknowledgment, advertisement spots/placement, venue signage, on-stage mentions, brand ambassador recognition, agreed time for public speaking and moment for prize presentation as stated in both the event marketing proposal and the contract signed by both the sponsor and the event producer.

Ocean Flame also provides written, video and/or photographic reporting of the sponsors experience to ensure documented proof that the event producer was compliant to the sponsor's expectations as ensured by Ocean Flame's event compliance services.

REPORTING

Sponsors are provided with a brief report including video and/or photographic evidence of their brand being activated within the event and their products/services being exposed to attendees. The detailed report and images showcase the event producer's compliance with the wishes of the sponsor as well as showcasing the event's attendees interacting with the brand. This exposure produces event sales and future retail sales opportunities, garnered from the sponsors directly connecting with the market, through the selected experiential marketing opportunities for product development or market development for the brand.



NOTES:

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