



LASCO FOODS 'POWER' SPONSORSHIP MARKETING CAMPAIGN

INTRODUCTION

The Lasco Foods 'Power' sponsorship marketing campaign is a third quarter (Q3) event marketing and public relations campaign. The three (3) month campaign promoting the energy, nutrients and vitality Lasco products offer a healthy diet will connect the Jamaican brand directly with the Caribbean-Canadian Diaspora and first/second generation Caribbean-Canadians through integrating the Lasco brand within Caribbean-Canadian sports and music events in the summer of 2013. This sponsorship marketing program offers Lasco Foods media exposure through advertising, publicity and radio competitions during the proposed Lasco sponsored reggae/dancehall music programs. The opportunity also provides product sampling opportunities through event marketing and the chance to increase Caribbean-Canadian as well as Canadian brand equity through youth connectivity during this 2013 summertime campaign.

The 'Power' campaign is constructed around the principle that nutrition, energy and vitality are the cornerstones of success and perseverance. In positioning Lasco Foods with an advertising campaign sub-slogan of 'Power to achieve, Power to Persevere' which supports the main slogan which is "Maximize your Potential!", this messaging will resonate with young achievers, those on the rocky road to their goals as well as to inspire the procrastinators. The advertising slogan will complement the public relations key message in illustrating the brand as a 'vital source of both empowerment and nutrition for an active and healthy lifestyle'. The advertising, public relations and event marketing tactics which construct the sponsorship marketing strategy will assist Lasco Foods and distribution partners in developing an effective pull promotions campaign to secure more retail partners for the brand across the Greater Toronto Area and Ontario through creating increased demand for the product through this integrated marketing communications campaign.

As a **SILVER** sponsor for the event portfolio which consists of City of Mississauga's Canada Day Festival, Scotiabank Toronto Caribbean Carnival (also known as 'Caribana'), Jambana, Jerk Fest and Town of Ajax's Celebrate Ajax Food Festival (also known as 'Taste of Ajax'), Lasco Foods will gain public relations, publicity and advertising support from the sponsorship activation tactics gleaned from the silver sponsorship. Lasco Foods will also gain constant mentions from the masters of ceremonies at the various events, which will direct traffic to the Lasco Foods booth for product sampling and event sales.

PRE-EVENT ACTIVATION

Media Activation (Radio)

The Lasco Foods sponsored 'Power Hour' (8am-9am) will be a live request show hosted on G98.7FM's popular 'Mark & Gem' morning show every Friday morning during the three (3) month sponsorship marketing campaign. The campaign which commences on June 25th, 2013 and concludes on September 20th, 2013 will provide listeners the branded entertainment opportunity to call in and request their favourite song following answering the questions "What powers your purpose?" and "How do you empower?". The question which will require listeners to tell a brief story of what or who keeps them empowered and motivated to achieving their life goals and most importantly how do they use their experiences and successes to empower the dreams and ambitions of friends, family and colleagues/classmates.

Following sharing their stories on G98.7FM'S morning show, callers will be provided with a posting code to access the posting area to post their answers on the Share Newspaper and Lasco Foods 'Power' website. The posting of their answers will give them a chance to win a trip for two (2) to Jamaica for an October 4th, 2013 weekend stay at Sandals Resort. Visitors to the site who did not share their stories on G98.7FM are encouraged to vote for their favourite stories in order to gain coupons for Lasco Foods products and promo codes for the 'Leave with Lasco' retail campaign.

Mark & Gem will remind their listeners to look out for details about the campaign in the Share Newspaper every Thursday, weekly prizes and updates on the campaign's website and to watch the same 'power hour' questions get posed to celebrities, athletes and political leaders by host Paradise Hendrickson on CBC's Caribbean Connections program on Saturday mornings at 11:30am.

Media Activation (Television)

The Lasco Foods sponsored 'Power Players' segment will be aired on Canadian Broadcasting Corporation's Caribbean Connections show each Saturday morning at 11:30am. The branded entertainment segment will begin with a Lasco advertisement and conclude with another advertisement spot. The segment produced by Caribbean Connections will feature the show's host model Paradise Nicole Hendrickson asking celebrities, athletes and political leaders "What powers their purpose?" and "How do they empower?" during this Lasco Foods sponsored 'Power Players' segment. During the segment, the Lasco logo will be displayed in the top left corner of the screen, the host will mention that the segment is sponsored by Lasco twice during the segment and give Lasco gift baskets to special guests as complimentary giveaways every other week during the three (3) month summer sponsorship.

At the conclusion of each Lasco segment, the host will mention the Lasco Foods gift basket promotional code (promo code: CCLascoGift) which offers viewers a thirty percent (30%) discount certificate on Lasco Gift Baskets. The host will also state the name of that week's featured retail partner. In store inquiries about the gift basket with the recital of the promo code is the success metric and evaluation tool for the measurement of the success of the televised element of the branded entertainment campaign.

Retail activation

Voters on the Lasco Foods and Share Newspaper 'Power' website will be rewarded for their time with coupons for Lasco Foods products which are provided complete with a list of Lasco Food's retail partners across the Greater Toronto Area.

In exchange for this online exposure, Lasco Food's retail partners will be requested to post window posters and shelf talkers in their stores and shopping isles. By posting the campaign poster in their windows, retailers will allow prospective patrons to know that they are participating in the campaign and will accept their coupons. The Lasco coupons will provide the retail partners with additional foot traffic for the sale of the other products which they carry.

Each week the G98.7FM 'Power Hour' will announce one of Lasco Food's retail partners who will gain the opportunity to give away a Lasco Foods gift basket to the tenth (10th) customer to purchase any Lasco Food's item during the weekend. The retail partner will be made aware of the announcement two (2) weeks in advance and will also gain the incentive opportunity to have the G98.7FM personality mention the name and address of their store along with one (1) non-Lasco item they have 'on special' that weekend. This participation incentive will complement their participation in the retail level 'Leave with Lasco' sweepstakes. **Retail partners must honour all Lasco coupons which are presented during the three (3) month campaign.**

Online activation

The Lasco Foods 'Power' website will feature a social media linked thread for those who received a posting code to post the extended version of their empowering stories they shared on G98.7FM in response to the on-air questions. The site will also showcase the coupons to be accessed by voters, images of the gift baskets for the 'Leave with Lasco' retail sweepstakes and the list of Lasco's retail partners highlighting the retailer selected for the 'Leave with Lasco' sweepstakes each week.

The website will also showcase press clippings and news highlights from the campaign and provide promotional banners, creative hyperlinked interstitials and superstitials (rich media) for in-kind sponsors. Sponsors such as West Jet and Sandals Resorts who are providing the trip for two (2) for a weekend in Jamaica; as well as Lasco's wholesale and retail partners who chose to use the website advertise their businesses and participation in the campaign. These prizing trips will be awarded to the person who gains the most votes for their inspiring story as well as the GTA-based high school athlete who has gained the most athletic accolades and online votes for their successful rise onto the scene of high school athletics.

The website will also promote the dates and venues of the events that Lasco will be promoting their products, sponsoring activities, offering product sampling and making event sales. People who participate in the 'Love Mi Lasco' taste test at these events will be encouraged to post their taste test pictures on social media (hash-tag [#LoveMiLasco](#)) and the Lasco 'power' campaign website for a chance to gain an additional Lasco coupon by e-mail and entry into the Lasco pepperpot draw. The website will also provide an event map to illustrate for visitors exactly where the Lasco 'Power' booth will be located at the Canada Day Festival, Caribana, Jambana, Jerk Fest and Taste of Ajax.

Print activation

Each week the Share Newspaper will print a half-page advertorial illustrating the progress of the summertime campaign. The advertorial will feature the story of empowerment which has gained the most votes from the visitors of the 'Power' website, it will also showcase which retail partner will be hosting that week's 'Leave with Lasco' sweepstakes as well as display the logos and brand messaging of the campaign's sponsors.

The advertorial will also showcase images captured during Lasco's event marketing presentations, providing a snapshot of people interacting with the brand and trying Lasco products. All images captured during events will be posted on the website. In-kind sponsors Sandals, West Jet and retail partners will be given the opportunity to showcase their logo and brand messaging within this branded content opportunity with the Caribbean-Canadian community's number one newspaper (Share Newspaper) which boasts circulation of 30,000 newspapers every Thursday across the Greater Toronto Area, Peel Region, Vaughan Region, Durham Region and Hamilton.

Pepper Pot Draw

Every person who shares a story or casts a vote on the Lasco Foods 'power website' and submits a ballot online or at the 'power booth' including their name, municipality/region of residence, range of age, country of birth and e-mail address will be automatically entered for the Lasco Foods Pepper Pot draw.

The Pepper Pot draw which will be conducted live on G98.7FM on September 19th, 2013 at 8am will be captured by CBC's Caribbean Connections and Share Newspaper's photo-journalists for publicity when they go to air and print respectively. The draw from the spun drum of ballots will award the lucky winner with a weekend for two in Jamaica at Sandals Beach Resort courtesy of Sandals and West Jet and CDN\$3,000.00 courtesy of Lasco Foods.

ON-SITE ACTIVATION

City of Mississauga's Canada Day Festival (July 1st, 2013)

Attendance: 1,500 people

Lasco will be permitted to host the 'Love Mi Lasco' taste test, conduct product sampling, engage prospects for event sales and gain branding acknowledgement from the master of ceremonies who will occasionally mentioning Lasco and directing traffic to Lasco's 'power booth' sampling and gaming as a part of the sponsorship activation provided in Lasco's silver sponsorship package with the event.

Scotiabank Toronto Caribbean Carnival (Grand Parade – August 3rd, 2013)

Attendance: 3,000,000 people (2.7 million Canadians including Caribbean Canadians and 300,000 international visitors)

Renaissance Mas Productions

Lasco will be a silver sponsor for the float of the highly publicized Renaissance Mas Productions band. This will allow Lasco to have promotional sample sized product, retail coupons, energy tickets and site maps distributed by the attractive ladies of the band as they revel down Lakeshore Boulevard West. The site maps will showcase where the Lasco 'power booth' is located within the Carnival marketplace. The energy tickets provide each 'power booth' visitor with their choice of a FREE sample-sized mixed Lasco beverage to re-energize them as they continue to revel or tour the carnival grounds.

Lasco may also consider having the segment leader of Renaissance Mas Productions endorse Lasco as a key energy provider, which provides her with the nutrients for the rigours of leading a high energy segment during the carnival. These thirty (30) second radio spots will be aired on G98.7FM.

In having Renaissance Mas Productions (RMP) as Lasco's summertime brand ambassador, this sponsorship includes the radio endorsement, a special appearance at the Lasco 'power booth' at the Carnival and City of Mississauga's Canada Day celebration. RMP will also shoot poster images for Lasco's distributors and retail partners' summertime posters and Christmas cards. Lasco will also be granted full access for product sampling opportunities at the RMP launch party and all promotional events that RMP is engaged in for the summer of 2013.

'Love Mi Lasco' Taste Test

The power booth will offer product sampling to visitors and the opportunity to guess the name of the flavour of Lasco drink or liquid product they are trying, for a chance to win CDN\$10.00 and a Lasco coupon with the correct guess. Participants of the 'Love Mi Lasco' taste test will be asked to drink three (3) sample-sized drinks and then they will be asked the name of the first, second or third drink. The number of the drink which the contest host will ask for is selected at random, so participants must keep a mental note of each drink tried and what they think the name of the drink may be based on the taste or previous experience with Lasco products.

Lasco Foods will also be allowed to conduct on-site sales whilst gaining signage within the marketplace and announcements from the Renaissance Mas Productions band's float disc jockey.

Jambana (August 5th, 2013)

Attendance: 40,000

Lasco will be permitted to host the 'Love Mi Lasco' taste test, conduct product sampling, engage prospects for event sales and gain branding acknowledgement from the master of ceremonies who will occasionally mention Lasco and directing traffic to Lasco's 'power booth' sampling and gaming as a part of the sponsorship activation provided in Lasco's silver sponsorship package with the event.

The headlining vintage act for the evening will have their performance segment announced as being sponsored by Lasco Foods. This branded entertainment opportunity will allow Lasco to have this particular entertainer be a temporary summertime brand ambassador for the brand, as Lasco will be the sponsor on all publicity tactics undertaken by this particular artist from their radio to print and television engagements, the Lasco brand will be mentioned and/or placed in the background.

Jerk Fest (August 16th, August 17th and 18th, 2013)

Attendance: 25,000 over two days

Lasco will be the energy, nutrients and vitality sponsor for the Jerk Food Festival's high school relays on August 16th, 2013. This relay is the epicentre of the 'Power' campaign in empowering adolescent athletes in achieving their dreams. The sponsorship of this relay will connect Lasco directly with a new demographic beyond the 25+ year-old Caribbean immigrants who have shared childhood memories of the Lasco brand with their children.

Lasco will be showcased as the platinum sponsor of the relays. The Lasco 'power booth' will be both the product sampling post and media room for all attending television, radio, print and online journalists covering the event. All interviews will be conducted within the 'power booth' providing Lasco with maximum visibility and brand-reach by having the Lasco brand being in the background of every publicity photo or video interview captured at the event.

The Lasco 'power booth' will also be the rest and re-energize stop for the participating athletes who will be provided one (1) FREE full-sized cup of Lasco product and a coupon to purchase Lasco packets at participating retail partners.

At the 13th annual Jerk Festival On August 17th and 18th of 2013 Lasco will be permitted to host the 'Love Mi Lasco' taste test, conduct product sampling, engage prospects for event sales and gain branding acknowledgement from the master of ceremonies who will occasionally mentioning Lasco and directing traffic to Lasco's 'power booth' sampling and gaming as a part of the sponsorship activation provided in Lasco's silver sponsorship package with the event.

Town of Ajax' Celebrate Ajax (August 24th, 2013)

Attendance: 2,000

Lasco will be permitted to host the 'Love Mi Lasco' taste test, conduct product sampling, engage prospects for event sales and gain branding acknowledgement from the master of ceremonies who will occasionally mentioning Lasco and directing traffic to Lasco's 'power booth' sampling and gaming as a part of the sponsorship activation provided in Lasco's silver sponsorship package with the event.

POST-EVENT ACTIVATION

- ❖ The Lasco power website will showcase the images of the Lasco power booth from all events, photographs of the Lasco gift basket winners receiving their prizes and video footage of the races and interviews captured with the teenaged athletes, Olympic athletes and celebrities who were in attendance at the various events which were sponsored by Lasco.
- ❖ The success of the Lasco 'Power' sponsorship marketing campaign will be measured by how many coupons are retrieved by Lasco's retail partners.
- ❖ The reach of the media campaign will be evaluated through the number of people participating in the online element of the campaign.
- ❖ Branding connectivity will be proven through an increase in retailers requesting Lasco from Lasco's Canadian distributor.
- ❖ The municipality/regional information collected through the ballots will direct Lasco's future geo—demographic targeting for future marketing campaigns. It will also tell if the message is getting to Canadians with no Caribbean background as well as Caribbean-Canadians first or second generation.
- ❖ Finally, the e-mail addresses collected will assist Lasco's e-mail marketing campaign sending coupons, new product information, event marketing ventures and newsletters to prospects and existing customers.

SPONSORSHIP INVESTMENT

- ❖ City of Mississauga Canada Day silver sponsorship: CDN\$5,000.00
- ❖ Scotiabank Toronto Caribbean Carnival *small business* silver sponsorship: CDN\$5,000.00
- ❖ Jambana silver sponsorship: CDN\$5,000.00
- ❖ Jerk Fest silver sponsorship: CDN\$5,000.00
- ❖ Caribbean Connections television sponsorship: CDN\$6,000.00
- ❖ Taste of Ajax silver sponsorship: CDN\$1,500.00
- ❖ 'Love Mi Lasco' event gaming prizing: CDN\$1,000.00
- ❖ Pepper Pot draw prizing: CDN\$3,000.00
- ❖ Media sponsorship spend (radio and print advertising for three months): CDN\$12,000.00
- ❖ Posters, Flyers, Coupons, Shelf-talkers, event signage and branded tent: CDN\$10,000.00
- ❖ Lasco 'Power' campaign website development and maintenance: CDN\$3,500.00
- ❖ Ocean Flame Communications campaign management: CDN\$8,550.00 (15%)

TOTAL SPONSORSHIP INVESTMENT: CDN\$65,550.00

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 November 20th, 2012 concerning your interest in the sponsorship marketing opportunity with City of Mississauga, Scotiabank Toronto Caribbean Carnival, Jambana and Jerk Fest.

NOTES:

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