



LIME 'OPENING ACT' SPONSORSHIP MARKETING

SCOTIABANK TORONTO CARIBBEAN CARNIVAL, GUYANESE FEST, JAMBANA & JERK FEST 2013 ACTIVATION TACTICS

MEDIA ACTIVATION (RADIO)

- Lime 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 Lime brand within Caribbean-Canadian radio culture and engage listeners with an exciting and publicized campaign increasing Lime's brand-equity with Caribbean-Canadians

MEDIA ACTIVATION (PRINT)

- Lime 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 'Lime VIP' sweepstakes for Lime's retail partners

RETAIL ACTIVATION

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

ON-SITE ACTIVATION

Scotiabank Toronto Caribbean Carnival

- Lime will place standing banners in the parking lot and along the pedestrian walkway of the four (4) major events
- Sponsorship of Renaissance Mas Productions publicized carnival float, gaining hourly mentions from the float's disc jockey mentioning the 'Opening Act' campaign and location Lime's booth and the on-site games and prizes to be gained by the booth's visitors. Renaissance revellers will also distribute flyers to spectators about Lime's summertime products and promotions. Renaissance Mas Productions carnival theme will be created around the Lime brand.
- Lime will co-brand the Beer tent at both the Carnival's King & Queen competition and the Grand parade in order to gain a captive audience of people coming to tent to enjoy beer. Lime will provide lime slices and branded cups to beer drinkers along with Lime's promotional material.
- Lime will also gain VIP passes for staff and clients to attend the King & Queen competition and the Grand Parade. Providing Lime staff and clients the opportunity to be seated in the VIP area and be served by Carnival staff whilst networking with executives from other sponsoring corporations participating in the Carnival

Guyanese Festival, Jambana and Jerk Fest

- Lime will place standing banners in the parking lot and along the pedestrian walkway of the four (4) major 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 Lime 'Opening Act' entry and direct attendees to the Lime booth for games and prizes
- Lime'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 'Lime Opening Act' preceding the headliner
- Lime's 'Opening Act' winner will take pictures with fans at the Lime booth following their performance at both festivals
- Lime will sponsor the Domino competition and 'So you think you can Jerk' competition at Jerk Fest.
- Lime will sponsor the dominoes section and car show garden for the Guyanese Festival
- Lime will also fully brand the VIP section of the Guyanese Festival and Jerk Festival providing Lime 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

- Lime 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 4th, 2013 and concludes on August 29th, 2013 will end with a half-page advertorial in the Share Newspaper with a Thank You note from Lime's Canadian representative, collage of Lime's activation at Jambana and Jerk Fest as well as photos of all the prize winners.

ATTENDANCE NUMBERS

GUYANESE FEST

(Markham Civic Centre – June 22nd, 2013)

Attendance: 12,000

SCOTIABANK TORONTO CARIBBEAN CARNIVAL

(King & Queen Competition and Grand Parade - August 1st and 3rd, 2013)

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

JAMBANA

(Downsview Park - August 5th, 2013)

Attendance: 45,000

JERK FEST

(Centennial Park – August 17th – 18th, 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
- ❖ Scotiabank Carnival contributing sponsor: CDN\$15,000.00
- ❖ Renaissance Mas Productions gold sponsor: CDN\$5,000.00
- ❖ Jambana gold sponsor: CDN\$5,000.00
- ❖ Guyanese Fest gold sponsor: CDN\$3,500.00
- ❖ Jerk Fest gold sponsor: 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\$65,000.00

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:

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