



MAGNA INTERNATIONAL 'INNOVATION' SPONSORSHIP MARKETING

SCOTIABANK TORONTO CARIBBEAN CARNIVAL 2013

DEAL POINTS:

- ❖ Branding of designated seating for twenty (20) VIP guests at the Junior Carnival and the King & Queen competition of the Scotiabank Toronto Caribbean Carnival.
- ❖ Magna's twenty (20) VIP guests will be served lunch and dinner by assigned Trinidadian, Guyanese and Jamaican catering companies.
- ❖ Magna guests will be provided with "Revel bands" which allow them to gain priority 'line-skip' service in any line they join during the two (2) events.
- ❖ Magna guests will gain the opportunity to get photographs with select bands making presentations at each of the two (2) events.
- ❖ The placement of Magna guests should always be in close proximity to General Motors executives and senior management.

- ❖ ALL benefits of the **SILVER PACKAGE**
 - Inclusion of name/logo on all print marketing and advertising materials
 - Mention in select media interviews and public relations material
 - Full page ad in corporate gala program
 - Signage at select festival event sites
 - Full page, four-color ad in Festival Guide
 - Inclusion of logo/link on official festival website for 6 months
 - Can provide gift(s) for gala swag bags
 - One (1) exhibit booth (10' x 10') at King & Queen competition (proximity to VIP area)
 - Can provide an 'Innovation & Ingenuity Award' at the King & Queen Competition
 - Permission to use Festival name and logo in corporate promotional campaigns

Constantine Batchelor (416) 602-2524 constantine@oceanflame.ca