



MARLEY'S MELLOW MOOD SPONSORSHIP MARKETING
SCOTIABANK TORONTO CARIBBEAN CARNIVAL 2013

De Lime Food Festival and Concert

SPONSORSHIP MARKETING DEAL POINTS

- ❖ Mention in public relations media kit and publicity interviews as beverage sponsor
- ❖ Signage in the parking lot, entry points and beer tent of de Lime concert and food festival
- ❖ Inclusion of Marley's Mellow Mood in all below-the-line advertising and promotional material
- ❖ Serving of Marley's Mellow Mood at the beer tent within the food festival and concert
- ❖ Ability to sample product to the consumer (Marley soda and or tea) throughout the festival event

ALL STATED BENEFITS OF AN ENHANCED CONTRIBUTING SPONSORSHIP PACKAGE

- ❖ Half page ad in corporate gala program
- ❖ Signage at de Lime concert and food festival
- ❖ Half page, four-colour ad in Festival Guide
- ❖ Inclusion of logo/link on official festival website for 3 months
- ❖ Can provide gift(s) for gala swag bags
- ❖ Four (4) VIP Tickets to all official events
- ❖ One (1) exhibit booth (20' x 20') at de Lime concert and food festival
- ❖ Distribute promotional materials or samples at select event

SPONSORSHIP MARKETING VALUE: CDN\$15,000.00