



## **SCOTIABANK TORONTO CARIBBEAN CARNIVAL**

### **MASTER CARD CANADA 'PRICELESS CARNIVAL EXPERIENCE' SPONSORSHIP MARKETING STRATEGY**

#### **INTRODUCTION:**

The Master Card Canada 'Master Card Priceless Experience' campaign is a four (4) week sponsorship marketing project pairing the Master Card Canada with Toronto's GO Transit for a collaborative strategic marketing venture. The campaign which begins on July 17<sup>th</sup>, 2012 and concludes on August 10<sup>th</sup>, 2012 will consist of radio program sponsorships and print media branded content (advertorials), on-site activation tactics for the event as well as a post-event initiative to leverage the database of prospects gained from the sponsorship marketing campaign.

Master Card customers will enjoy a thirty percent (30%) discount to the Carnival events with the purchase of the 'Master Card Carnival Key Pass'. This gold coloured pass gets the Master Card customers a thirty percent (30%) discount on their GO Transit tickets for the 'Master Card Priceless Experience' "rail to rubber" program which takes Master Card customers from their local GO Transit Station by bus or train to the Canada National Exhibition (CNE) grounds. Master Card customers will thereafter be taken by shuttle bus to their choice of Marilyn Bell Park, Ontario Place or parade dispersal point at Colborne Lodge Drive.

Master Card customers who are traveling in groups of three (3) will be given the opportunity to gain a test drive of the Mini Cooper and drive their group and the Mini Cooper sales representative to their requested destination by following the assigned route. The 'Master Card Carnival Key pass' will also provide Master Card customers with a thirty percent (30%) discount on all food and drink purchased during the festival. The designated line, like the shuttle and Mini Cooper service will serve as an experiential demonstration of the elite benefits of being a Master Card customer, these attributes will be visible to non Master Card customers who will be experiencing slower moving lines and transportation problems in the crowded downtown area, whilst Master Card customers are travelling in

GO Transit shuttles and Mini Coopers on a designated Master Card branded route which has been cleared for Master Card customers.

There will be a designated line for Master Card Carnival Key pass holders for all Carnival events allowing expedient access for Master Card customers. The Master Card Carnival key-pass program will be sponsored and branded by Master Card and exclusive to Master Card customers. The gold ticket will feature the Master Card logo and the smaller logos of participating partners GO Transit and Mini Cooper. Master Card will be the exclusive credit card service attached to the Scotiabank Toronto Caribbean Carnival.

### **PRE-EVENT MEDIA ACTIVATION:**

#### **Radio activation:**

The pre-event sponsorship activation initiative for the 'Master Card Priceless Experience' campaign will be called 'Master Card Full Access'. The segment sponsorship campaign which will be done with urban music station Flow 93.5FM will grant the ninth (9<sup>th</sup>) caller on Flow's morning program 'J.J. & Melanie' the opportunity to win a 'Master Card Carnival Key Pass', CDN\$500.00 dollars and a case of rum courtesy of Appleton Estate Jamaican Rum on the Master Card sponsored thirty (30) minute segment.

The Master Card Full Access segment will be broadcast every Thursday during the four (4) week campaign. The radio campaign which begins on July 19<sup>th</sup>, 2012 on the 'J.J. & Melanie' morning show on Flow 93.5FM will make listeners aware that this particular thirty (30) minute segment is sponsored by Master Card Canada; the radio hosts will state the Master Card slogan and announce every ten (10) minutes the features and benefits the 'Master Card Priceless Experience' campaign offers Master Card customers.

'J.J. & Melanie' will announce to their listeners that the 'Full Access' segment is exclusively for Master Card customers who will gain the opportunity to win a 'Master Card Carnival Key pass' and CDN\$1,000.00 if they are the ninth (9<sup>th</sup>) caller and can correctly state the name of the campaign and Master Card's slogan. All callers will be asked to state the campaign's name and the Master Card slogan, however only the ninth caller will be asked 'Why do you choose the Master Card priceless experience?' before being told that they are the ninth caller. The winners will be asked to pick up their prizes at the Flow studio. The listeners will also be made aware that they must present their Master Card for verification that they are in fact a Master Card customer in order to collect their 'Master Card Full Access' prize package. **N.B.** There will only be one (1) winner per sponsored show.

Listeners who plan to call in during the sponsored segment will be informed that the winners will have their pictures taken to be published in the Metro Toronto Newspaper as a part of the 'Master Card Priceless Experience' print media campaign. Upon coming into the radio station to claim their prize, the winner will fill-out a form requesting their occupation, their name, their municipality of residence, how long have they been a Master Card holder and most importantly 'Why I chose the Master Card Priceless Experience'. The 'Why I chose Master Card' question may be answered with one word or a short sentence. All winners in the campaign will fill out forms including their residential address and e-mail

address for Master Card Canada's e-mail and direct-mail post-event marketing campaign; this information will not be posted in the print media advertorial campaign.

Segment sponsorships will always make mention of the 'Master Card VIP' contest on August 2<sup>nd</sup>, 2012. Listeners will be advised to check the 'Why I am a Master Card VIP' webpage accessible through the Master Card Canada website. Listeners will be provided details about the on-air contest through mentions during the sponsored segment as well as on the Flow 93.5FM website.

### **Master Card VIP**

The Master Card VIP program will require Master Card customers to go in the Master Card Canada website and visit the 'Why I am a Master Card VIP' webpage to view ten (10) advantages of being a Master Card holder. On Thursday August 2<sup>nd</sup>, 2012 the entire 'J.J. & Melanie' morning show will be sponsored by Master Card Canada. The sponsorship will provide Master Card with continuous slogan mentions, an on-air interview with the Master Card Canada marketing manager, a sponsorship announcement before each commercial break, the first advertisement to be played during each commercial break will be the 'Master Card Priceless Experience' spot and the hosts will continuously mention the features and benefits of the Master Card Carnival Key Pass.

On August 2<sup>nd</sup>, 2012 Master Card will be offering one lucky winner two Master Card VIP Passes. The platinum coloured pass will provide the winner with being picked up at their home by a Sales Representative from Mini Cooper and being driven to their choice of event sites in downtown Toronto. The winner and a friend will have the Mini Cooper sales person on-call as their personal driver throughout the day to take them to any event site of they wish to go to. The winner will be provided with a Master Card concierge to purchase them CDN\$1,000.00 worth of food, refreshments or anything they wish from anywhere in the downtown core on the day of the event (August 4<sup>th</sup>, 2012); the winner will not handle the money, as all the money must be spent that day by the Master Card Canada concierge at the instruction of the winner who will be provided with a list of receipts by e-mail by August 9<sup>th</sup>, 2012. The VIP winner will also win a prize package of CDN\$2,000.00 and an Appleton Treasure Chest courtesy of Appleton Jamaican Rum and a 'Master Card VIP Backstage Access Pass' at 'The Lime' concert event being held at Ontario Place from 8pm-11pm on August 4<sup>th</sup>, 2012. The winner will be awarded their CDN\$2,000.00 cheque and Appleton Rum treasure chest at the beginning of 'The Lime' concert at 8pm at Ontario Place on August 4<sup>th</sup>, 2012 before CTV, Caribbean Connections (CityTV) and Toronto Star cameras.

In order to win this extraordinary prize package to be the Master Card VIP, listeners who call in during the August 2<sup>nd</sup>, 2012 morning radio show sponsored by Master Card Canada will have to correctly answer seven (7) questions illustrating the benefits of being a Master Card holder. The answers for these questions will be available within the ten (10) points on the 'Why I am a Master Card VIP' webpage on the Master Card Canada website. Each caller will be asked two (2) questions and given the opportunity to request their favourite song, only the seventh (7<sup>th</sup>) caller will be asked seven (7) questions and offered the Master Card VIP platinum ticket if they get all seven questions correct.

**N.B.** Each time the seventh caller gets a question incorrectly, the count to the seventh caller restarts. Callers will only know they are the seventh caller if their Master Card Question number three is about the advantages of being a Master Card holder as opposed to being asked “What song would you like to request?”

The winner gets to request two (2) songs in celebration of their victory.

#### **Print activation:**

Master Card will place a full-page advertisement in the Metro Newspaper (Toronto) on July 17<sup>th</sup>, 2012 to advertise features and attributes the ‘Master Card Carnival Key Pass’ will give the Carnival experience of Master Card customers attending the Scotiabank Toronto Caribbean Carnival. Following the July 17<sup>th</sup>, 2012 full page advertisement, every Tuesday thereafter during the four (4) week campaign, Master Card will place an advertisement showing the winner of the Flow 93.5FM ‘Master Card Full Access Sweepstakes’. The advertisements will feature a photograph of the winner holding their ‘Master Card Carnival Key Pass’ toward the camera. The winners will provide a brief profile for the advertisement which will state their names, their category of occupation, their municipality of residence and how long they have been a Master Card holder.

#### **REACH**

- Flow 93.5FM (‘J.J. & Melanie in the Morning’: 6am-10am) – Flow 93.5FM has 700,000 listeners in their morning drive daypart.
- Metro Newspaper – The Metro Newspaper circulates 300,000 newspapers per-day across subways and regional transit terminals the Greater Toronto Area (Toronto, Durham, York and Peel Regions).

#### **ON-SITE ACTIVATION:**

The on-site activation strategy will feature Master Card customers who have used their Master Card cards to purchase their ‘Master Card Carnival Key pass’ through the Scotiabank Toronto Caribbean Carnival website or through approved ticket vendors gaining the benefits of the key-pass, which are as follows:

- ❖ Thirty percent (30%) discount on GO Transit to Canadian National Exhibition (CNE) grounds.
- ❖ Exclusive transportation service to Marilyn Bell Park, Ontario Place and the Dispersal Area (Colborne Lodge Drive) courtesy of GO Transit shuttle buses and Mini Cooper (for parties of three) along the designated Master Card Canada branded route bypassing the masquerading parade participants and the traffic blocked streets. Transportation to event sites is FREE to the Master Card customer, this service is provided courtesy of Master Card Canada for their customers.

- ❖ Master Card customers will enjoy a thirty percent (30%) discount on all food and drink served by vendors showcasing the 'Master Card Key Pass Accepted Here' sign at their booths. Master Card customers will also be reminded to ask the vendors if they are participants of the Master Card Key Pass program, as the vendors may not display their sign due to space restrictions at the event.
- ❖ The Master Card Key Pass will provide Key Pass holders with access into all the events with their 'Master Card Carnival Key Pass'. Key Pass holders get into events faster through the 'Master Card Carnival Key Pass' fast-track line.
- ❖ Master Card will also host a 'Spend Smart' booth at Marilyn Bell Park and Ontario Place. The 'Spend Smart' booths will offer laptop computers with wireless internet access allowing Master Card customers to check their Master Card balances and transfer funds to their cards to keep the party going. Master Card will offer CDN\$2,000.00 in cash prizes at the booth on the August 4<sup>th</sup>, 2012 parade day. A prize package of CDN\$500.00 will be offered to any four (4) people who can correctly answer seven (7) skill testing questions about the advantages of being a Master Card Card holder. The answers for these questions will be available within the ten (10) points on the 'Why I am a Master Card VIP' webpage on the Master Card Canada website.

#### Television Coverage (Caribbean Community):

Beyond coverage by the Carnival's television media sponsor CTV, Master Card Canada has the option of being a segment sponsor on the popular television show 'Caribbean Connections' which covers events in the Caribbean community within Ontario. The show is broadcasted on City TV which is the third most watched television station in Canada with 150,000 viewers in the Greater Toronto Area alone. The show which is hosted by model/actress Paradise Hendrickson is seen across the Greater Toronto Area (GTA), across Canada and also viewed on numerous television stations across the Caribbean providing advertisers and segment sponsors with local and international exposure.

'Caribbean Connections' segment sponsorship for the Carnival will provide Master Card Canada with having the Master Card logo at the top left corner of the screen for half of the segment which will be showcasing highlights of the 2012 festival. The host will also mention Master Card's slogan whilst reminding viewers that the segment is sponsored by Master Card. A sponsorship billboard will be created to announce that the broadcast segment is sponsored by Master Card before commencing the commercial break. The sponsorship billboard will include a brand name announcement, Master Card's logo, slogan and the location of Master Card's tent and the features of Master Card's on-site activation campaign.

'Caribbean Connections' will also provide an interview with the winner of the 'Master Card VIP' radio contest, an interview with Master Card Canada's marketing manager, product showcase opportunities as well as the brand placement opportunity of having the show's host wear a Master Card branded shirt for half of her day at the Carnival whilst interviewing other brand managers, celebrities, revellers, event organizers and being featured by other television broadcasters as the premiere Caribbean-Canadian television news outlet with reach across Canada and in the Caribbean.

### **POST EVENT ACTIVATION:**

Master Card Canada will place a full-page advertisement in the Metro Toronto Newspaper showcasing the photos of the four winners of the CDN\$500.00 prize during the on-site activation on the day of the event. This advertorial will also showcase all ten (10) of the advantages of being a Master Card holder. The advertorial placement will take the approach of double page print advertising, as both pages will mirror each other. The secondary advertorial will showcase the winner of the Master Card VIP contest along with their name, municipality, their occupation and why they Master Card Priceless Experience. Master Card's marketing manager will use a quarter of the space of the second advertorial page to thank the contest participants, media staff and Master Card marketing team for their participation during the four (4) week campaign.

Master Card Canada will use the contact information collected during all their data-capture exercises in all their prize offering activations to develop an e-mail marketing campaign to attract more people to become Master Card holders and entice existing card holders to increase their engagement with Master Card by taking advantage of new Master Card products and services.



## **COSTING SNAPSHOT**

- ❖ Agency creative for advertising, public relations and on-site: CDN\$30,000.00 (approximation)
- ❖ Print/Radio media buying cost: CDN\$25,000.00
- ❖ Cash Prize giveaways for media and on-site activation: CDN\$9,000.00
- ❖ Caribbean Connections segment sponsorship: CDN\$3,500.00
- ❖ Optional Ocean Flame Communications campaign coordination: CDN\$1,500.00

Please refer to the other attachment for the Carnival's events for which we have recommended the **PLATINUM** package for Master Card Canada's participation in the carnival. This package complements the proposed sponsorship activation strategy.

## **Sponsorship Marketing Investment: CDN\$142,500.00**

**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 April 17<sup>th</sup>, 2012 concerning your interest in the sponsorship marketing opportunity with Scotiabank Toronto Caribbean Carnival. Negotiation and confirmation must be completed before the May 22<sup>nd</sup>, 2012 unveiling presentation of the Carnival's 2012 route, events and sponsors. This presentation will be made at a news conference hosted and broadcasted by the Carnival's television media partner CTV\* and covered by our print media partner the Toronto Star\* and radio media partner urban music station Flow 93.5FM\*.

\*CTV is Canada's most recognized television station for the 18-35 demographic and Canada's most watched television station with a daily viewership of 800,000 viewers across Canada. \* Metro Toronto Newspaper has a circulation of 300,000 per day across the Greater Toronto Area as well as Durham, York and Peel Regions. \*The Toronto Star's daily circulation is 546,829 across the Greater Toronto Area. \*Flow has a daily listenership of 220,000 across the Greater Toronto Area.

**NOTES:**

**CONTACT INFORMATION:**

Constantine Batchelor  
Entertainment Marketing Manager  
Ocean Flame Communications  
Office: (905) 239-2626  
Cell: (416) 602-2524  
E-mail: [constantine@oceanflame.ca](mailto:constantine@oceanflame.ca)