



EXECUTIVE SUMMARY

GREATER TORONTO AREA SMALL BUSINESS "MAVERICK" PUBLIC RELATIONS CAMPAIGN

"Maverick" is a six week multi-brand public relations campaign centered around the government organizations including Toronto Association of Business Improvement Areas (TABIA), Enterprise Toronto, Business Development Bank of Canada, Canadian Youth Business Foundation (CYBF) and the Small Business Finance Centre. The campaign will be a multi-media promoted campaign supported by the media relations testimonials and success stories of established business visionaries, young small business owners and adolescent entrepreneurs. This six week campaign will both celebrate and showcase the insight, determination and chivalry of the brave men and women who have chosen to go against the intimidating societal current and the apparent safety of a corporation's employ to carve their own destiny as a burgeoning force amongst the icons and empires of industry.

Branded with the slogan "Soaring Success" the maverick campaign will work in unison with our government organization partners in requesting that entrepreneurs briefly share their success stories and blog/vlog testimonials and encounters on our branded campaign website. We also encourage the video weblogs of young business owners and adolescent entrepreneurs on our advertising enabled website, as a part of our "strive to soar" sub-campaign which provides success tips, tools and talent from our government, corporate and small business partners who seek to aid young entrepreneurs with direction for financing, managing and marketing their dream. The parents of child entrepreneurs will be asked to post pictures of their child's business, from lemonade and hotdog stands to newspaper distribution we would like to hear of their success through still images and video/text testimonials. Adolescent and Child entrepreneurs will compete for a cash prize within their respective categories. These prizes will be awarded based on online votes; winners will be presented with their prizes during the 'Maverick Expo' on April 30th. Voters as well as the general public will be invited to attend the expo to support their local businesses as well as to sample the products and get informed about the services offered by small businesses across the Greater Toronto Area (GTA).

The professional selling element of the campaign in having the participating small businesses showcase the expo's poster in their windows, as well as offer their customers coupons to try their products amongst other businesses' products at a 30% discount at the expo will be a key element in our campaign evaluation and our event marketing tactics. These tactics which comprise our exposure strategy are further complemented by our 'Maverick Mondays' public relations approach which will have us promote three businesses within different regions every Monday leading up to the event. These businesses will offer their customers a 30%-40% discount on their products on that promotional day. This will give us the opportunity to further promote the event and the participants, as well as receive positive media exposure for both the event and the campaign. Maverick Mondays will be promoted through social media posts, our campaign website, radio mentions, media relations and online co-op advertising. 'Maverick Mondays' customers will be encouraged to provide their feedback about the products of the local business they visited on our campaign website; this will be our main campaign data-capture tool along with young entrepreneur voters and event attendees in enabling us to correspond with our growing database via newsletters and notice board e-mail blasts making them aware of upcoming events, small business seminars and entrepreneurial networking sessions.

Beyond campaign promotional and evaluation aiding redeemable coupons and the exciting allure of 'Maverick Mondays', the expo will fundamentally be promoted through media relations. Our media relations strategy will be founded in having local and regional media showcase the success stories of young business owners as well as adolescent and child entrepreneurs from Brampton to Bowmanville. These stories which will showcase the trials, tribulations and ultimate triumph of young men and women who are going against the stream in redefining the dream by engineering their own path, destiny and legacy for both themselves and their families. The television, radio, print and online campaign executed through multi-angled publicity pitches will secure further media coverage on the day of the event and increase awareness and attendance for the event through galvanizing the support of expo participant's customer-bases, online voters voting for their favorite young entrepreneur as well as bargain hunters seeking a discount, investors scanning opportunities and those curious to know what are the new products and services being offered within their respective regions. Free attendance, an additional 10% discount and an entry ballot for a draw to win a trip for two to an exotic Caribbean hotel will be provided for 'M-Pass' holders, M-Passes are awarded to attendees who have invited more than ten other paying attendees. The M-Pass invitee list will be both promoted and made available through the campaign website, the M-Pass will be granted to the winners once they present their list of guests along with their guests' attendance tickets or receipts. Like the M-Pass holders, this campaign seeks to empower our local entrepreneurs for their zeal and undeterred drive in pursuing their passion.

Maverick is a campaign promoting not only our expo event but the skill, talent and determination behind the entrepreneurs we are celebrating and providing exposure for. We invite our Brampton to Bowmanville local and regional communities to support their local business and entrepreneurs by participating in our online activities, attending our expo and inviting their friends and families to join us in promoting and celebrating the spirit of entrepreneurship in our city and in Canada.

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