



SCOTIABANK TORONTO CARIBBEAN CARNIVAL

MINI COOPER 'COLOR ME CALYPSO' SPONSORSHIP MARKETING STRATEGY

INTRODUCTION:

The Mini Cooper 'Color Me Calypso' sponsorship marketing project is a six (6) week public relations program utilizing online incentives, media segment sponsorships, event on-site attractions and post-event sponsorship activation tactics to increase brand connectivity between young urban professionals and the Mini Cooper as well as to grant greater access for prospects to test-drive the new Mini Cooper. This offering will consequently increase experiential marketing opportunities for Torontonians who have always wanted to get behind the steering wheel of a Mini Cooper and gain a Mini sales professional's advice on the features, attributes and benefits of the vehicle as well as incredible financing options during a proposed summertime sales promotion.

Mini's participation as a sponsor will allow attendants of the festival to experience driving the vehicle, being driven in the vehicle and exploring the exterior aesthetic options and interior design assembly through this interactive online campaign allowing the visitors of the Mini Cooper 'color me calypso' site the opportunity to paint a Mini Cooper in the colors that represent their personality, lifestyle and the band they are marching with during the carnival parade. Using the paint tools and design options provided on the website, visitors will create their own look and manipulate the provided interior décor options of the vehicle to create their own feel of driving comfort. The visitors called "Mini designers" will be required to provide their name, age, occupation, e-mail address, municipality of residence and their Carnival ticket number to participate. 'Mini Designers' will be encouraged to post their design to their social media sites and encourage others to vote for their design in order to increase their chances to win the grand prize of CDN\$3,000.00 and having Mini Cooper Canada paint a car using their design for the purpose of transporting headlining celebrities for the carnival's post-parade concert and finally the winner will be able to drive away in the vehicle following the August 4th, 2012 event.

Mini will be positioned as the active vehicle, transporting the media (CTV, Caribbean Connections of City TV, CP24, Toronto Star and Flow 93.5FM), festival organizers and celebrities as the official vehicle of the festival. The Mini will also be the official vehicle used by the Visa Canada concierge service which will be transporting the winners of the Visa Canada and GO Transit (Metro Linx) 'GO with Visa' sponsorship marketing campaign; providing Visa Canada customers holding a 'Visa Canada Carnival Key Pass' who are travelling in groups of three (3) the opportunity to test drive the Mini Cooper along with a Mini sales representative along the Visa Canada concierge route from the GO Transit carnival stop at the Canada National Exhibition (CNE) to the parade stop of their preference at either Marilyn Bell Park, the dispersal area at Colborne Drive or the post-parade concert site at Ontario Place.

Mini Cooper is both the urban and suburban vehicle for young urban professionals and the free-spirited mature demographic who enjoy urban night-life and cosmopolitan hospitality as much as they anticipate off-road adventure from the cottage to the beach, or the ranch to the golf course. Mini defines the adventure of the spontaneous lifestyle of the young professional and the Scotiabank Toronto Caribbean Carnival would like to take the Mini Cooper adventure to urban prospects through this experiential marketing initiative within the sponsorship activation opportunity.

PRE-EVENT ACTIVATION:

Online activation

The campaign commences on July 3rd, 2012 with media support encouraging participants of the Mini Cooper 'Color Me Calypso' online competition to visit the Mini Canada powered 'Color Me Calypso' website to design their very own Mini Cooper. Visitors will be provided with a variety of colors and design templates to create their very own Mini Cooper paint job. Visitors will also be provided with interior décor and feature options for the interior assembly of their very own concept vehicle. The contestants or 'Mini Designers' as they will be called will be encouraged to submit their own hand drawn, hand coloured or painted Mini portraits if the designs offered by the website do not reflect their vision for the Mini Cooper for their lifestyle and calypso persona.

Following providing their names (First name and last name initial), age, occupation, e-mail address and municipality of residence, visitors will be advised to upload their design to their social media sites in order to promote their design and gain the votes of others supporting their victory over the four (4) week public relations program.

The contestant or 'Mini Designer' with the most votes will gain the opportunity to win a Mini Cooper with the design they created. The winner's Mini Cooper will be used to transport the journalists of CTV and CP24 during the parade and transport performing celebrities to the Carnival concert at Ontario Place following the event.

The 'Color Me Calypso' website will also include a webpage titled the 'Mini Advantage'. This page will include ten (10) new features, attributes and benefits the new Mini Cooper has over the Mini Cooper models of years prior and why Mini Cooper is the best choice for urban drivers. Visitors to the site will be encouraged to get familiar with these features/benefits, as they will be useful in their participation in the radio contest element of the sponsorship activation campaign.

Media activation (Print)

The media activation will be a print/radio advertising, branded content (advertorial) and branded entertainment (radio segment sponsorship) marketing and public relations campaign. The campaign which commences on July 3rd, 2012 and concludes on August 11th, 2012 will begin with a media relations initiative in the Toronto Star and Metro Toronto Newspaper.

The campaign will include the half-page and full-page placement of branded content (advertorials) showcasing the design of the contestant with the most votes each week. Every Tuesday the contestant with the most votes will have their design shown in a half-page advertorial in the Toronto Star and Metro Toronto Newspaper. The advertorial will include the contestant's first name and municipality of residence as well as excerpts from the comments made about the contestant's design taken from the 'Color Me Calypso' website as well as the contestant's social media streams and their answer to the question "Why Mini defines my urban lifestyle".

Media activation (Radio)

The media activation will also include branded entertainment (segment sponsorships) on the popular 'Roz & Mocha' morning show on Kiss 92.5FM. Every Thursday during the six (6) week campaign Mini Cooper will sponsor a thirty (30) minute segment on the popular morning show from 8am to 8:30am. The Mini Cooper 'Keys & Cash' segment will offer listeners the opportunity to win CDN\$300.00 each week and gain entry for a grand draw offering a Mini Cooper and CDN\$3,000.00. Listeners will be encouraged to call in and request their favourite songs in response to the radio show host's question "What would be the first song you play rolling in your new Mini Cooper?".

When listeners call in, they will be asked "What are six things that gives you the Mini Cooper advantage?"; if the caller correctly states six (6) of the points provided on the 'Mini Advantage' webpage, they will gain the opportunity to request their 'Rolling Song' which they would play in their new Mini. The first caller to correctly state six points will win the branded segment's CDN\$300.00 prize, the opportunity to request their 'Rolling Song' and entry for the grand prize. Every caller who correctly states six (6) features/attributes from the Mini Advantage webpage thereafter will gain a Mini Cooper merchandising item, entry for the grand prize and the opportunity to request their own 'Rolling Song'.

Roz and Mocha will also provide their comments on the designs being submitted for the 'Color Me Calypso' online competition during the sponsored segment and encourage their listeners to check out the 'Color Me Calypso' website and create their own submission or vote for a contestant's submission and make a comment on the contestant's social media streams. Roz and Mocha will provide multiple brand mentions and sponsor announcements during the segment. Mini Cooper will also gain a segment

sponsor billboard directly preceding the advertisement break as well as having the Mini Cooper advertisement be the first advertisement played during the break.

The six (6) week radio campaign will provide Mini Cooper with the opportunity to gain further brand connectivity with the target audience as well as to further publicize the features and benefits of owning a Mini Cooper as well as to develop awareness of the Mini driving advantage possessed by all Mini Cooper owners. Roz and Mocha will also promote the 'My City Mini' retail level campaign during their segment sponsored broadcast on Kiss 92.5FM

Retail activation

The pre-event retail activation campaign is called 'My City Mini'. 'My City Mini' is a six (6) week retail activation campaign which will be promoted within the pages of the Metro Toronto Newspaper and Toronto Star as a mirroring advertisement in a double page media buy, directly mirroring the weekly branded content (advertorial), which will support the 'Color Me Calypso' online competition.

The 'My City Mini' retail level campaign will invite Torontonians to test drive the Mini Cooper during the six (6) week campaign and take advantage of the six (6) week thirty percent (30%) discount on Mini Coopers and Mini Cooper merchandise and accessories.

Everyone who test drives the Mini Cooper during the campaign will gain the opportunity to drop their business cards in the drum for a weekly draw. The draw will unfold during the weekly sponsored segment on the Roz & Mocha show.

The draw will give the winner a weekend with the Mini Cooper in exchange for a single paragraph letter and a few photos under the letterhead 'My weekend with Coop'. This open letter including photographs will document the winner's driving and adventure experience with the Mini Cooper, winners will be asked to provide details about the handling, functionality and noteworthy features about the vehicle.

This letter will be posted to Mini Cooper's social media pages for public relations connectivity with prospects which prefer the testimony of a fellow urban driver than the key messages of a publicist or the stopping power and psychographic persuasion of an advertisement spot.

ON-SITE ACTIVATION:

Visa Canada concierge

The Mini Cooper will be the exclusive vehicle transporting groups of three (3) from the Canadian National Exhibition (CNE) who are Visa Canada key pass holders along the Visa Canada, GO Transit and Mini Cooper branded concierge route to the destination of their choice along the parade route. Lucky groups of three (3) will be chosen at random by the Mini Cooper sales representatives stationed at the CNE to participate in the Visa Canada and GO Transit 'GO with Visa' campaign transporting carnival participants in from the suburbs.

Mini Cooper will participate as the elite alternative to Visa Key Pass holders awaiting the arrival of the GO Transit shuttle bus, giving the Visa customers the opportunity to test-drive the Mini Cooper under the guidance of the Mini Cooper sales representative. This exclusive branded route has been set aside exclusively for this purpose and will be the only route for vehicular travel during the parade. The only vehicles traveling this route are Mini Coopers and the GO Transit shuttle van.

N.B. Mini Cooper will be providing this service on both the day of the parade and post-parade concert (Aug. 4th, 2012) and on the day of the Caribbean Brunch and mid-day concert on the beach of Ontario Place (Aug. 5th, 2012). Passengers will be arriving at CNE from 9am-9pm on both days.

Mini Cooper: Driver Docks

The Mini Cooper driver docks will be the cool, colourful and creative kiosks for the Mini Cooper to drop passengers collected at the Canadian National Exhibition (CNE) as well as for Mini Cooper test-drivers to gain a test-drive from any of the three (3) driver docks to the next. Mini will have three (3) driver docks, located at Canadian National Exhibition (CNE), Marilyn Bell Park and Ontario Place.

N.B. Only Visa Canada key-pass holders may test-drive the Mini Coopers departing the CNE.

Each person who test-drives a Mini Cooper will gain the opportunity to 'look under the hood' upon the express request of the test driver. Four (4) out of the ten (10) Mini Coopers being driven that day will have a gift card or cash prize strapped to the engine block on that day. Drivers will be awarded their prize following posting their experience with the Mini Cooper to their **social media** pages using the laptop or tablet computers at the Mini driver's dock. All test-drivers will be encouraged to make a social media posting using the hash-tag [#mycitymini](#) whether they win a prize or not.

Spot Calypso and Win!

Masquerade marchers, revellers and spectators will gain an opportunity to win CDN\$800.00 in the 'spot calypso' on-site competition. Parade participants and spectators will have the adventure of taking a picture with the 'Color Me Calypso' competitions winning car design. The vehicle which will be transporting CTV reporters and celebrities will be painted using the design of the online contestant who won the competition. Carnival attendees who see the vehicle should post to Twitter and Facebook where they saw the vehicle, who was driving it and what were the words emblazoned on the back of the vehicle. Carnival attendees should make their posting with the hash-tag [#mycitymini](#). The winner will be announced at the beginning of 'The Lime' post-parade concert event being held at Ontario Place commencing at 8pm. The winner will be selected through a drum roll styled spinning of all the postings made by people who saw the 'Calypso' car, the "spinning" will be done by shuffling the postings on a tablet computer. The winning entry will be selected on-stage and the winner will be asked to come up and collect their cheque for CDN\$800.00. If the winner has a picture with 'Calypso' attached to their posting, they will win CDN\$1,000.00.

N.B. The Mini Cooper representative will continue to call out winners until someone comes to the stage to collect the prize before the cameras of CTV, CP24, Toronto Star, Caribbean Connections (City TV) and Sway Magazine who will be covering the event.

N.B. The words to be emblazoned on the back of Calypso are 'Jump & Wave: Mini Calypso 2012'.

Television coverage (Caribbean Community):

Mini Cooper 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 350,000 viewers in the Greater Toronto Area alone. The show which is hosted by model/actress Paradise Hendrickson is also watched on numerous television stations across the Caribbean providing advertisers and segment sponsors with local and international brand connectivity with the targeted Caribbean-Canadian demographic.

'Caribbean Connections' segment sponsorship for the Carnival will provide Mini with having the Mini logo at the top left corner of the screen for the entire broadcast of the junior carnival and adult carnival costume judging segment as well as highlights from the Carnival breakfast on the beach at Ontario Place. The host will also mention the Mini slogan whilst reminding viewers that the segment is sponsored by Mini. A sponsorship billboard will be created to announce that the broadcast segment is sponsored by Mini before commencing the commercial break. The sponsorship billboard will include a brand name announcement, the Mini logo and the Mini sponsorship marketing slogan.

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

POST EVENT ACTIVATION:

E-mail marketing campaign

The post-event campaign called 'My Mini City' will be a print media, e-mail marketing and social media campaign driven by the e-mail addresses and social media handles collected during the pre-event public relations program. The one (1) week campaign will begin with a newsletter e-mail blast showcasing photos and social media postings of test-drivers documenting their experience with the Mini as well as the postings of those who spotted Calypso during the carnival and images of those who won prizes during the campaign. The newsletter will also include a discount certificate of 30% off on a Mini Cooper and any Mini Cooper accessories and merchandise up until the campaign ends on August 11th, 2012. This database mining initiative will be complemented by the branded content placed in the media post-event activation campaign.

Media activation

The post-event media campaign will include a full-page advertorial placed in the Toronto Star and the Metro Toronto Newspaper which will be mirrored by an advertisement providing a thirty percent (30%) discount certificate for Carnival attendees who test-drove the Mini Cooper. The advertorial like the newsletter will feature the pictures of prize winners, the postings of test-drivers, the comments of those who spotted Calypso as well as a thank you message from Mini Cooper's marketing manager or public relations manager thanking all the Mini Cooper staff, campaign partners and event participants which made the project a success.

Mini Madness Sale (Retail activation)

On August 9th, 2012 Roz & Mocha will host their final Mini Cooper sponsored segment. In this final segment they will ask their listeners to call in and provide their experiences with the Mini Cooper during the six (6) week campaign. Listeners will also be encouraged to visit the Mini Cooper website and check out the limited time offer to purchase the Mini Cooper and Mini Cooper merchandise at a thirty percent (30%) discount during the week-long sale and the finale test-drive party being held at Mini's downtown showroom on August 11th, 2012 which will provide test-drivers with up to fifty percent (50%) off at the dealer's discretion during the day-long 'Mini Madness Sale' culminating the six (6) week campaign.

- ❖ Advertising creative & Media buying (approx.): CDN\$40,000.00
- ❖ Contest prizing: CDN\$6,000.00
- ❖ Caribbean Connections segment sponsorship: CDN\$3,500.00
- ❖ Campaign coordination (optional): CDN\$1,500.00

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

Sponsorship Marketing Investment: CDN\$127,000.00

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 17th, 2012 concerning your interest in the sponsorship marketing opportunity with Scotiabank Toronto Caribbean Carnival. Negotiation and confirmation must be completed before the May 22nd, 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. *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:

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