



JERK FEST

ROYAL BANK OF CANADA SPONSORSHIP MARKETING

TITLE SPONSORSHIP FOR JERK FEST

The title sponsorship of Jerk Fest by the Royal Bank will provide the Royal Bank with the event marketing opportunity to be integrated within an established family event and immerse itself with a Caribbean-Canadian cultural institution through media awareness and public relations connectivity with both existing clients and client prospects which enjoy Caribbean music, culture and cuisine.

The title sponsorship also provides RBC with an opportunity to entertain staff members through providing an opportunity for staff to mingle and connect within a fun staff development occasion outside the confines of the office.

EVENT MARKETING BENEFITS FOR ROYAL BANK OF CANADA

- Heighten public relations visibility within the media and subsequently amongst Toronto-based Caribbean-Canadian community and those who enjoy Jerk cuisine (chicken, pork, seafood and experimental dishes).
- The network marketing opportunity to connect with the executives of other sponsoring corporations in an informal atmosphere to discuss collaborative projects and prospects.
- Royal Bank will gain the opportunity to entertain existing and prospective clients in the Royal Bank designated VIP areas whilst experiencing Canada's largest Jerk Festival.
- The Jerk Fest is also a phenomenal way to entertain staff members and engage with them through a variety of staff development activities within the Festival.
- Royal Bank's sponsorship will also assist staff development and staff recruitment initiatives through the event branding distribution of merchandise (Royal Bank branded shirts, caps, whistles and Carnival hand-flags). Prospective employees will witness how well Royal Bank treats their employees through this experiential marketing opportunity.

ACTIVATION TACTICS

Branded entertainment on radio

The activation will commence with a four (4) week RBC radio competition every Thursday morning on G98.7FM in July 2013 leading up to the event. Mark & Gem from the popular breakfast radio program 'Mark & Gem in the Morning' will ask listeners to answer questions on-air about the entertainment career of the festival's performers. This branded entertainment segment called 'The RBC Jerk Experience' will give the listeners who provide the correct answer the chance to win two (2) VIP tickets to attend the Jerk Fest. Each of the four (4) winners will gain CDN\$100.00 dollars courtesy of RBC to enjoy the Jerk Fest. The winner must present their RBC credit or debit card in order to obtain the CDN\$100.00 prize.

All radio interviews with Jerk Fest performers and organizers will be announced as being sponsored by RBC, providing RBC with on-air mentions by the show's host, a fifteen (15) second sponsorship announcement before each commercial break and the first advertisement played in the advertisement cluster during this branded entertainment opportunity. All branded entertainment opportunities will provide RBC the chance to promote new financial products being introduced to the Greater Toronto Area in the third quarter of 2013.

EVENT MARKETING

Sizzle in the City

The proposed July 18th, 2013 'RBC Sizzle in the City Jam' is a lunch hour (12pm-2pm) mini festival with Caribbean music and jerk cuisine being offered to all RBC employees from the top three (3) Jerk restaurants which competed in Jerk Fest 2012. The events will be held at three (3) strategically selected Royal Bank locations across the Greater Toronto Area based on RBC's third quarter public relations programs and community relations initiatives within specified regional markets.

This staff development, community relations and customer appreciation lunch hour festival will provide RBC with the opportunity to collect donations for RBC supported charities, provide publicity exposure for community relations projects and corporate social responsibility initiatives supported by RBC. The community picnic styled event will allow RBC to host regional performers, local disc jockeys and RBC staff members with a culinary skill to display their talents at this community connective event.

Sizzle in the City: Sizzle & Spice Clash

The event will also provide RBC with a staff and consumer engagement activity in challenging the attendees to participate in the competition called the RBC 'Sizzle & Spice Jerk Competition' on July 18th, 2013 which allows RBC employees and RBC charity partners the opportunity to provide their own Jerk chicken/pork/seafood sampler sized meals with their home-made sauces to be served to attendees. RBC employees and charity partners will be given this team building opportunity to work together and create winning sampler-sized jerk cuisine meals to be served on July 18th, 2013. Only two (2) RBC teams will be allowed at each regional event along with one (1) of the top (3) competitors from Jerk Fest 2012. RBC, WalMart, Tru Juice and Maple Lodge Farms will co-sponsor the 'Sizzle & Spice Clash' cook-off competition in providing the chicken, pork, seafood, tropical fruit juices and barbecue grills for the mid-day community festival and lunch-hour competition.

Attendees at each of the three (3) regional events will be asked to vote for which team they think created a winning sampler meal based on the taste of the meal and the sauce. Attendees will be offered judging sheets in order to give their vote based on flavour, tenderness, unique ingredients, innovative choice of meats or preparation technique as well as culinary showmanship.

Images of the 'Sizzle in the City' event will be posted on the RBC Jerk Fest website along with the percentage of winning votes given to each competing team from the three (3) regions. The three (3) winning teams from each region will compete against each other at the Jerk Fest on August 10th, 2013 for the title of the champion of the 'Sizzle in the City' competition. Following the collection and count of all votes on both August 10th and 11th, the winner will be awarded on the evening of August 11th, 2012.

Being awarded champion of the 'Sizzle in the City' will provide the winner with CDN\$1,000.00 and a trip for two (2) to Jamaica for a weekend stay at Sandals Hotel courtesy of RBC, West Jet and Sandals Hotel.

N.B. The 'Sizzle in the City' competitors should note that the jerk food should be seasoned before the event; however it must be cooked at the event.

Jerk Fest: Sizzle & Spice Clash (Footnotes)

This competition will determine the top three (3) competitors through online votes and on-site ballots submitted at the event. The winner will be determined during the final 'Sizzle in the City: Sizzle & Spice Clash' which will be concluded on the final day of the Jerk Festival (August 11th, 2013). During the two-day Jerk Fest, patrons will be allowed to sample all three (3) competitors menu by paying one price to sample all three (3) competitor's meals. Each RBC Jerk Chef will encourage all their patrons to vote for them online or drop a signed approval ballot in the competitor's ballot box at their booth.

RBC campaign evaluation metric

All voters who are not RBC employees will be requested to indicate that by checking the 'Not an RBC employee' on the ballot. The ballots which will request name, phone number, e-mail address and residential postal code will be used as a data-capture tool for the proposed RBC post-event e-mail marketing, tele-sales and direct-mail campaign. RBC customers and customer prospects will gain a twenty percent (20%) discount on all Jerk Fest food and merchandise by simply submitting the online accessible Jerk Fest 2013 flier for documentation when making a deposit exceeding CDN\$50.00 at their local Royal Bank (work compensation or business account lodgement also permitted). Only existing and new Royal Bank customers will benefit from the discount.

PUBLIC RELATIONS (EVENT MARKETING)

Jerk Fest Theme Song

Upcoming singers within the Caribbean- Canadian community or those inspired by reggae music will be challenged to create a theme song for Jerk Fest (2013-2015). Entrants for the June and July 2013 music competition must upload their professionally recorded, mixed and mastered song onto the 'RBC Sizzle in the City' website to be considered. RBC customers will be made aware of the competition through direct-mail, e-mail marketing, online advertising and branch level posters. RBC customers will be asked to vote for their favourite track through the Royal Bank 'Sizzle in the City' website. **N.B.** Customers will have to enter their RBC debit/credit card number for validation before they can place their vote.

ON-SITE ACTIVATION

Designated seating

During the Jerk Festival RBC employees will receive designated RBC branded seating space to enjoy the Jerk Fest experience. The 'RBC Arena' will provide RBC employees with a prime vantage point to enjoy the event's performances and presentations.

RBC Concierge team

RBC employees will also receive the VIP treatment in having their group orders taken by a Jerk Fest event concierge team to the chosen Jerk restaurant's booth to place an order. This eliminates RBC employees having to wait in line with other patrons of the Jerk Festival.

RBC VIP Garden

The RBC VIP garden will provide Royal Bank executives with the opportunity to sample Jerk meals from all the competing Jerk restaurants. Each Jerk restaurant will have a table within the RBC VIP garden to present their jerk meals, their ingredients and preparation approach to the RBC executives and the RBC Executive's VIP clients, prospects and special guests. RBC executives in the VIP garden will also gain the opportunity to vote for who they think should win first and second place for the 2013 Jerk Fest jerk cuisine competition.

POST-EVENT CAMPAIGN

Seize the Sizzle

The Royal Bank of Canada will host a post-event e-mail marketing and tele-sales campaign to connect with customer prospects which they gained through various data-capture initiatives across the festival's pre-event and on-site sponsorship activation.

The September-November 2013 post-event 'Seize the Sizzle' e-mail marketing and tele-sales campaign will also include e-newsletters and updates on the event planning, celebrity bookings, host/celebrity interviews, online competitions, Jerk Fest merchandise, sponsor's new products being prepared for premiere in Spring/Summer 2013 leading up to Jerk Fest 2014. This marketing communications will unfold on the RBC Jerk Fest website which will be directly linked to the Royal Bank's website.

SPONSORSHIP INVESTMENT

- RBC Jerk Fest PLATINUM sponsorship: CDN\$15,000.00
- G98.7FM branded entertainment: CDN\$10,000.00
- Online campaign (website creation and management): CDN\$5,000.00
- Sizzle & Spice event management: CDN\$3,500.00
- Ocean Flame Communications campaign management: CDN\$3,750.00

TOTAL SPONSORSHIP INVESTMENT: CDN\$37,250.00

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