



PICKERING RIB FEST

SUPREME AUTO GROUP 'WHY I DRIVE' SPONSORSHIP MARKETING STRATEGY

INTRODUCTION:

The Supreme auto group 'Why I Drive' campaign is a four (4) week media and event sponsorship activation campaign meant to provide sport and luxury car lovers with an experiential marketing opportunity to both test-drive the latest sport and luxury cars through the on-site activation and learn about the features and benefits of owning a luxury car through the online and media activation strategy.

The media activation strategy which includes branded entertainment (radio segment sponsorship) to host a luxury car contest which will allow callers to win prize packages courtesy of Supreme auto group based on the correct answers provided to questions about the new features, attributes and retail locations of the new Luxury cars.

The luxury car's impressive features and consumer benefits will be showcased on supreme auto group's 'Why I Drive' webpage. The ten (10) listed features, attributes and benefits which make the Supreme Auto Group luxury cars the best choice for drivers will be displayed for visitors to both view and memorize for their participation in the radio contest. This public relations initiative will also be publicized in the print media.

Supreme Auto Group will post a full-page advertorial on May 14th, 2013 commencing the four (4) week campaign with branded content showcasing a photo of the Supreme Auto Group summer 2013 fleet of vehicles surrounded by excerpts from positive reviews of the vehicles taken from various automotive critics.

The media activation strategy will publicize the arrival of the latest sport and luxury vehicles in a cool approach befitting the car's brands. The entertainment focused public relations program will endeavour to inform the public about the cool features of the vehicles and invite them for an opportunity meet the new sport and luxury cars, gain a test-drive and enter for a chance to drive away with the new Chevy Camaro following the Pickering Rib Fest event. Though the main focus of the sponsorship marketing

campaign is the sport and luxury cars, Supreme Auto Group will be encouraged to showcase all other family vehicles at this men, meat and family community event.

PRE-EVENT ACTIVATION:

Media activation (radio)

Morning radio personalities Mad Dog & Maura of Virgin 99.9FM are the definitions of cool and the new sport and luxury cars are cool by design. Mad Dog & Maura's show will be sponsored by Supreme Auto Group on 'Supreme Cool Fridays' on May 17th and 24th as well as May 31st of 2013.

In this hour long branded entertainment morning drive opportunity from 8am to 9am, Supreme Auto Group will utilize the 'Supreme Cool Fridays' segment sponsorship to give listeners the opportunity to request what they deem to be the "coolest" songs from any era. The listeners will be asked to tell why they think these songs are so cool and why the artists of the songs should be defined as "the coolest".

The hour long music request segment called 'Supreme Cool' is a Luxury cars branded entertainment experience for Mad Dog & Maura's listeners. Listeners will be encouraged to log-on to Mad Dog & Maura's 'Luxury cars Cool' webpage on the Virgin 99.9FM website and view the 'Cool List' of songs requested by other listeners, view the 3D model of the Luxury cars, review the new features/benefits of the sports and luxury cars and help Mad Dog & Maura select which sports and luxury cars color design they should chose for the sports and luxury cars when they premiere it to the public at the Pickering Rib Fest.

The listener who creates the winning design by either using the online tools or e-mailing a hand-drawn and coloured/painted design will win a CDN\$1,000.00 prize from Supreme Auto Group. Listeners will also be requested to vote on which is the coolest song from "the Cool list" to be played during the Supreme Auto Group's entrance to the Rib Fest.

The song which gains the most votes on the Mad Dog & Maura website will be played by Mad Dog & Maura's disc jockey 'DJ Danny D' when the vehicle is being driven onto the grounds of the Pickering Rib Fest on June 1st, 2013. The Virgin 99.9FM listener who chooses the winning track will get a cool CDN\$500.00 from Supreme Auto Group and the opportunity to drive away in the new Chevy Camaro. The winner will be announced at the Pickering Rib Fest before the cameras of Rogers Community Television, Channel 12, CTV and Snap Magazine.

The ultimate public relations exposure for the sports and luxury cars will be provided when listeners are asked to provide six (6) reasons they would drive the new Chevy Camaro. Listeners who correctly provide six (6) reasons from the list of ten (10) provided on the Virgin 99.9FM 'Luxury cars Cool' webpage will win cash and merchandise prizes courtesy of Supreme Auto Group during the weekly hour-long sponsored segment. Listeners must answer the questions with the words '*Why I'd Drive the new Chevy Camaro...*'.

Media activation (Print)

The print media activation campaign will feature branded content (advertorials) in the Metro Toronto Newspaper, the Toronto Star and Durham Region's Snap Magazine showcasing images of the new sports and luxury cars illustrating the ten (10) attributes noted on the Virgin 99.9FM 'Supreme Cool' webpage.

The advertorial will also include excerpts from positive reviews provided by automotive critics in Canada as well as social media posted comments about the sports and luxury cars left of Mad Dog & Maura's social media pages from fans commenting on the sports and luxury cars endorsement. The advertorials will be placed in the newspapers every Wednesday during the four (4) week campaign, commencing on May 15th, 2013.

ON-SITE ACTIVATION:

Cool in my supreme cars

The 'Cool In my supreme cars' kiosk will host Mad Dog & Maura and DJ Danny D who will be entertaining the crowd on the evening of June 1st, 2013 with the tracks from the 'Cool list' as well as their selections from today's 'Top 40' hits.

Visitors to the kiosk will be asked to mention three (3) cool new features, attributes or benefits about the new sports and luxury cars (these facts were stated on Mad Dog & Maura's 'Supreme cars Cool' webpage). Visitors to the kiosk who can correctly state any three (3) benefits will gain a ballot to be filled out and dropped into the raffle drum.

The lucky participant whose name is pulled from the drum by Mad Dog & Maura's volunteering "lady luck" will gain the opportunity to drive the Luxury cars for a week and have the option of purchasing the vehicle at the *value sponsorship pricing* of a thirty percent (30%) discount.

All the participants who entered their ballots for the draw will not only be entered in the Supreme Auto Group database for e-mail marketing initiatives, their information will be kept on record as the exclusive list of people who may purchase Supreme Auto Group's sports and luxury cars at a thirty percent (30%) off until the end of the 'Cool Supreme Cars Summer' post-event campaign which concludes on September 28th, 2013.

POST EVENT ACTIVATION:

Media activation (print)

Supreme auto group Canada will place a double-page advertorial showcasing photographs of the winners of the pre-event 'cool list' competition as well as the winner of the 'cool in my supreme cars' on-site sponsorship activation kiosk. The winners will be captured posing with their victory vehicles. The winners' images will be surrounded by their own words about what the luxury cars means for their 'cool factor' on the roads.

The post-event advertorials placed in the Metro Toronto Newspaper (young urban professionals*), the Toronto Star (mature professionals*), the National Post (financial/business professionals*) and the Ajax/Pickering/Oshawa Snap Magazine (community relations*) will be complemented by the media relations campaign promoting the 'My Cool Supreme cars Summer' event marketing campaign.

*The bracketed statements indicate the intended target audience or strategic marketing purpose of the media buy for the specified advertorial being directed toward the identified print medium.

My Cool Supreme cars (event marketing)

The 'My Cool Supreme cars Summer' media relations and event marketing campaign will offer visitors to the sports and luxury cars kiosk of any summertime event being held featuring Mad Dog & Maura as the hosts will gain the opportunity to recite three (3) unique features of the vehicle correctly in order to obtain twin ballots which will give them an automatic thirty percent (30%) discount on Supreme's sports and luxury cars as well as the chance to have their name entered in a raffle to have a sports and luxury car for a weekend.

Supreme Auto Group will partner with Virgin 99.9FM's Mad Dog & Maura for one (1) event in July, August and September (three events in all) throughout the Summer season. Mad Dog & Maura as Virgin 99.9FM brand ambassadors for the Supreme Auto Group will represent the brand in all on-air segments (radio) as well as Master of Ceremony and Disc Jockey appearances (events) that they are assigned to throughout the Summer season of 2013.

Mad Dog and Maura will be provided with Supreme Auto Group's strategic selection of a sport and luxury vehicle to drive for the summer season, beginning on June 4th, 2013 and continuing up until the end of the summertime campaign on September 28th, 2013 following the Rib Fest pre-event and on-site event campaign which begins on May 14th, 2013 and concludes on June 1st, 2013 preceding the commence of the post-event summer long campaign which begins on June 4th, 2013.

SPONSORSHIP MARKETING INVESTMENT

- ❖ Advertising creative and segment sponsorship (approx.): CDN\$50,000.00
- ❖ Summertime media relations campaign (approx.): CDN\$15,000.00
- ❖ Brand ambassadors fee (Mad Dog & Maura): CDN\$10,000.00
- ❖ Contest prizing: CDN\$3,000.00
- ❖ Ocean Flame campaign management: CDN\$7,000.00

Please refer to the Offer Sheet attachment for the Rotary Club's Pickering Rib Fest for which we have recommended the **DIAMOND** package for Supreme auto group Canada's participation in the festival. This package complements the proposed sponsorship activation strategy.

Sponsorship Marketing Investment: CDN\$85,000.00

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 May 1st, 2013 concerning your interest in the sponsorship marketing opportunity with the Rotary Club's Pickering Rib Fest. Negotiation and confirmation must be completed before the May 22nd, 2013 unveiling presentation of the Rib Fest's sponsors and performers in the Durham Region Snap Magazine.

OCEAN FLAME COMMUNICATIONS

Ocean Flame Communications' event marketing PAACR™ Principle.

- Proposal
- Administration
- Activation
- Compliance
- Reporting

Ocean Flame Communications will provide the management services for the proposed campaign. Our management services include sponsorship marketing planning, campaign execution, advertising scripting/copy, publicity (media relations), media buying, campaign evaluation and post-campaign reporting. We also provide brand/celebrity partnership negotiations, event marketing administration, sponsorship activation and sponsorship compliance services. We create the sponsorship marketing plan for the client, we also have all event registration documents filled and prepared for the client's signature and provide details concerning health department seminars and hygiene requirements for securing and maintaining the event booth space for the client.

In providing activation services we offer promotional staff to distribute product, conduct sampling or event sales; as well as to have a 'strike' team erect the booth, banners and promotional material to activate the sponsorship across the event. Finally, Ocean Flame provides sponsorship compliance services in ensuring that sponsors receive all the pre-event and on-site signage, mentions and advertising/publicity exposure they were promised in their sponsorship package from the promoter or their respective sponsorship marketing agent. We ensure that the event producer/promoter remains compliant with this agreed upon understanding prior to the event and during the event.

Supreme Auto Group is encouraged to gain project investors and brand partners targeting the same geo-demographic to fully leverage the lucrative benefits of the proposed summer 2013 campaign. This proposal may be used as a reference point for investor relations campaigns upon approval by Ocean Flame Communications Inc.



NOTES:

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