



 Pan/ParaPan Am  
**TORONTO 2015**™/MC

TEAM  
JAMAICA HOUSE

—  
**GRACE  
KENNEDY**  
—

**2015**

**ATLANTIS**

909 LAKESHORE BOULEVARD, TORONTO, ON

JULY 20TH – 24TH, 2015

*Jacana*  
GROUP



**JAMAICA**<sup>®</sup>  
HOME OF ALL RIGHT

OCEAN  FLAME  
COMMUNICATIONS



# FAITH'S PEN: TASTE OF JAMAICA

## GRACE KENNEDY

Presented by Grace Kennedy and Bliss Tropical Catering, Taste of Jamaica will showcase Jamaican cuisine for sale and sampling for each day of the event. The menu will change each day to reflect the era of Jamaican music and culture being portrayed by the performers.

The Taste of Jamaica suite and Shopping Bags will be co-sponsored by Marley Coffee, Rubicon, Palm Palace (Chinese-Jamaican cuisine).







## LEAD PARTNER

This is the maximum level of exposure available for your organization. We will be positioning your organizations name and image as the exclusive presenter of the "TEAM JAMAICA HOUSE" & all pre & post events associated with the event. This includes:

- Exclusive headline positioning on all forms of media (radio, television, website, and print) throughout North America and Jamaica with major concentration within local markets.
  - Radio Partners (Jamaica and Canada) Promotional Value \$250,000USD
  - Further exposure through social media outlets like Instagram, Twitter, Facebook, etc.
  - Website Partners (Canada and Jamaica) each website has a minimum of 30,000 hits per month and a combined email list of over 380,000 members
  - Print partners (Canada and Jamaica)
- A reoccurring 60 second silent commercial on the jumbo screens on the day of the events. The Title presenter will have exclusive merchandising position with product placement throughout the venue, where viewers will be able to identify with your organizations product creating significant product awareness.
- The text direct message board where members of the audience can TWEET, BBM and TEXT live messages to their friends in the audience.
  - 50,000 Flyers will be printed which will be personally handed out by a street teams across the Greater Toronto Area and Jamaica with major concentration within local markets.
  - 1,000 Posters will be posted up in prime locations throughout the Greater Toronto Area and Jamaica with major concentration within local market in major retail locations.

The official sponsor will receive complementary VIP tickets, and complimentary premium tickets to the events for corporate entertainment and will be invited as a guest at the official launch of "TEAM JAMAICA HOUSE" and as well be able to build employee moral by creating volunteer positions for their employees to work hand in hand with the producers of the events.

Activation Investment:

\$25K

Media Investment:

\$15K

## ADVERTISING PLATFORMS

**Print:** Weekly Voice, Epoch Times, Metro Newspaper, Toronto Star, National Post

**Radio:** Flow 93.5FM, G98.7FM, Z103.5FM and Kiss 92.5FM

**Television:** CTV & CP24



## IGNITION (6:00PM – 12:00AM)

DAY 1 – JULY 20TH – MEDIA DAY  
LEAD PARTNER: JAMAICA TOURIST BOARD

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This will be the launch of TEAM JAMAICA HOUSE where we invite the media and friends into our house to experience what the week long festivities will include and also be entertained by a special guest performance from the list of daily talents which JACANA Group INC. will recruit to ensure that the caliber of the evening entertainment will be world class and representative of our nations culture.

This night we invite everyone to enjoy our food, music, art, and as well a meet and greet with some of our artist to wish them well. We will announce to the media that all artist will enjoy free admission to Team Jamaica House where there will be Liaisons for the city to provide them with assistance with navigating the G.T.A throughout our information centre for the athletes and visitors. This evening we will provide entertainment from:

**FREDDIE MACGREGOR**  
**KACI FENNEL**



## LAUGH & LIME (6:00PM – 12:00AM)

DAY 2 – JULY 21ST  
LEAD PARTNER: LIME WIRELESS

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"This will be an official Lime where we invite the public to come and hang out with the artist and enjoy some gut busting laughter and food authentic to our Island Style. This evening we will provide entertainment from:

**TAURUS RILEY**  
**JAY MARTIN**





## **RAE TOWN (6:00PM – 12:00AM)**

DAY 3 – JULY 22ND  
LEAD PARTNER: APPLETON

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This evening will draw from all 41 countries participating in the Pan Am Games in the hundreds as they flock to Team Jamaica House, where their taste buds will be taken on a Hill & Gully Ride of flavor & taste of the islands international dish to the world. This evening we will provide entertainment from:

**ROOTS UNDERGROUND**

**KEN BOOTH**

**JAY MARTIN (HOST)**





## JERK FETE (6:00PM – 12:00AM)

DAY 4 – JULY 23RD

LEAD PARTNER: GRACE FOODS



Remember the times when we used to Rockaway to the true sounds of the inner city, while a nation reflects on a hard weeks work. This will be an official memory lane where we invite the public to come and enjoy some good soulful music with a true Jamaican legend. This evening we will provide entertainment from:

**I-OCTANE**  
**ITY & FANCY CAT**



## **SOUND CLASH (6:00PM – 12:00AM)**

DAY 5 – JULY 24TH

LEAD PARTNER: JAMAICA NATIONAL

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This will be the eve of the medal races and what better way to cheer on our athletes for the big day with a true Jamaican sound clash (friendly) this will get our patrons pumped as we will be mixing the old with the new in our countries dancehall & reggae music. The immortal vs the mix kings will have the athletes and patrons celebrating a true win for our nation and the feeling of being back home in Jamaica. This evening we will provide entertainment from:

**BEENIE MAN**

**STONE LOVE**



A man is shown from the back, wearing a cape that features the colors of the Jamaican flag: green, yellow, and black. He is looking towards the right. The background is a solid dark grey.

# WE LOOK FORWARD TO HEARING FROM YOU

## **CONSTANTINE BATCHELOR**

ENTERTAINMENT MARKETING MANAGER

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MINIMUM PAYMENT VISA