



TEAM  
JAMAICA HOUSE

JAMAICA  
NATIONAL  
SPONSORSHIP  
PROPOSAL

2015

ATLANTIS

909 LAKESHORE BOULEVARD, TORONTO, ON

JULY 20TH - 24TH, 2015



# BACKGROUND



The Pan American Games are the world's third largest international multi-sport Games; they are only surpassed in size and scope by the Olympic Summer Games and the Asian Games.

As we return from a successful London Olympic Games, Team Jamaica has cemented its foot print as a dominant athletic nation and to have champions in Badminton & swimming also it only serves well that we celebrate these achievements here in Canada for the 2015 Toronto Pan Am Games.

Toronto serves as one of the largest Jamaican populations outside of the island which has not only established itself within the diverse mosaic of the Greater Toronto Area but proves the stereotype of everyone's desire to be Jamaican.

Team Jamaica House will serve as an escape to our culture, Music, Dance, Food, & Sports all while watching Team Jamaica once again dominate at these games. These 5 days will see an international community ascend on Team Jamaica House to celebrate every moment with us the hottest spot in the city.

## ABOUT TORONTO

### Government / Population

- 5th largest municipal government in North America; 2.5 million people
- One third of Canada's population is located within 160 km radius of Toronto
- One half of the population of the United States is within one day's drive of Toronto
- Toronto is closer to New York City than 80% of the United States population
- Toronto is heralded as one of the most multicultural cities in the world
- Toronto has over 7,800 restaurants and 32,000 hotel rooms
- North America's largest public transit system after New York
- Toronto is ranked as the safest metropolitan area in North America by Places Rated Almanac

### Business / Economic Development

- North America's largest continuous underground pedestrian system, connecting 1100 stores and restaurants, 48 office towers, six major hotels and several entertainment centers
- Known as "Silicon Valley North" with seven of the top 10 information technology companies; the 4th highest concentration of commercial software companies in the world.
- One of the best telecommunications networks in the world, with one of the highest percentage of fiber optic cable installed, and more wireless phones per capita, than anywhere in North America
- 20.1 million tourists per year support 88,000 jobs

### Arts, Culture & Entertainment

- Home of four professional sports teams; The Toronto Maple Leafs (Hockey), The Toronto Argonauts (Football), The Toronto Raptors (Basketball) and the Toronto Blue Jays (Baseball).
- 3rd largest English-language theatre center in the world behind London and New York
- Considered "Hollywood North" by film industry: 3rd in TV & film production, and 2nd as exporter of TV programming, in North America.

# PAST & PRESENT SPONSORS



# GOLDENEYE VIP LOUNGE

## JAMAICA NATIONAL

Presented by Jamaica National Building Society, the VIP lounge will celebrate one of Jamaica's legacies as the home and place of inspiration of Ian Flemming whilst he authored the James Bond series of adventure novels. The suite will showcase James Bond images from the motion picture 'Dr. No', James Bond Beach and imagery of 1960'S Jamaica's music and culture inspired by the vision of both Premier Norman Manley and Prime Minister Alexander Bustamante.

Bliss Tropical Catering and Grace Kennedy will create a VIP buffet experience along with servers for drinks and appetizers. The Grace Kennedy photo booth will provide attendees with the opportunity to take pictures with performers, following their performances.

The Goldeneye VIP Lounge and Gift Bags will be co-sponsored by Marley Coffee, First Fridays, Kazembe Law and Stephen Mohammed Real Estate.





## 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:

\$30K

Media Investment:

\$20K

## 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)**

**DYNAMIC**  
Hospitality & Entertainment Group

ATLANTIS



## 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 with green and yellow sections. The background is a solid grey.

# WE LOOK FORWARD TO HEARING FROM YOU

## **CONSTANTINE BATCHELOR**

ENTERTAINMENT MARKETING MANAGER

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MINIMUM PAYMENT VISA