



WESTERN UNION JERK FEST VIP SPONSORSHIP MARKETING

JERK FEST 2013

INTRODUCTION

As an iconic corporation within the Caribbean-Canadian and Asian-Canadian communities Western Union will be incorporating Jerk Fest within their third quarter marketing communications campaign by integrating the Western Union brand within Jerk Fest music and culinary culture as a the 2013 title sponsor of Jerk Fest 2013.

MEDIA ACTIVATION

- ❖ Western Union customers who send more than \$400.00 in a single remittance are entered for a grand draw of an 'Ultimate VIP Pass' for themselves and four (4) guests at Jerk Fest as well as a cash gift of \$800.00 and a photograph with their choice of two (2) of the performing artists appearing at the Jerk Fest. As the Jerk Fest 'Ultimate VIP' the winner will also gain the services of a concierge who will have all their food and drinks served to them at their table from any vendor they select.
- ❖ The Western Union Jerk Fest VIP competition will be advertised and publicized during G98.7FM's Mark & Gem show every Thursday in July & August 2013 leading up to August 17th, 2013 weekend events. The sponsorship advertising spots will be the first spot played in the advertising cluster stating the program is "brought to you by Western Union" whilst stating the date, time and venue of the events as well as Western Union's latest services and summertime promotion. Mark & Gem will also speak about their experiences at Jerk Fest in the past and their thoughts about the competition and performing artists.

- ❖ The Western Union sponsored 'Jerk Fest VIP Segment' which will be aired each Thursday morning at 8am during the six (6) week campaign will request listeners call in to answer questions about Western Union's locations, processing fees, services as well as the local and international artists performing at Jerk Fest during Western Union's branded entertainment segment. Callers who provide the correct answer will win one (1) VIP ticket and a \$200.00 cash prize.
- ❖ The radio campaign will also be promoted and publicized in half-page advertisements and branded content (advertorials) within the pages of Share Newspaper in July and August. The Western Union branded advertorials will also feature articles about the local/international performing artists at the Jerk Fest as well as the culinary style and jerk innovation of the vending chefs competing in the Jerk Fest.

ONLINE ACTIVATION

- ❖ Western Union will collaborate with the Jerk Fest in creating a Western Union page on the Jerk Fest website to provide site visitors seeking to compete in the G98.7FM radio competition with the answers to potential questions about Western Union, Jerk Fest and the local/international artists performing in the Western Union branded entertainment segment.
- ❖ Visitors to the site will also gain the opportunity to register for their participation in the "So you think you can Jerk" competition being sponsored by Western Union and Grace Kennedy. Visitors will also be allowed to post their home-made recipes and photographs of their favourite jerk creations on the Western Union sponsored web page. The \$500.00 cash prize for the competition will also be provided by Western Union as a part of the sponsorship.

RETAIL ACTIVATION

- ❖ Western Union retail partners will be provided with posters, flyers and receipt artwork to make customers aware of the Western Union's official sponsorship of the Jerk Fest and the G98.7FM radio competition in July and August. Customers will also be made aware that they could be entered for the 'Ultimate VIP' draw by sending over \$400.00
- ❖ All Western Union customers who send more than \$400.00 in one remittance will be entered for the 'Ultimate VIP' draw; they will also gain a 'Jerk Fest dinner ticket' worth \$10.00 which may be used at any vendor at the Jerk Fest's August 17th and 18th events. The dinner ticket will be given to customers along with their Jerk Fest co-branded receipt at the conclusion of their transaction. This provides Western Union customers with immediate gratification for their participation in the Western Union Jerk Fest competition being conducted on G98.7FM during the summer campaign.
- ❖ All customers who are entered for the 'Ultimate VIP' competition will be asked to provide their name, age range, gender, e-mail address and postal code in order to participate. This data capture opportunity will assist Western Union with marketing research initiatives and post campaign e-mail marketing.

PARTNER ACTIVATION

- ❖ Western Union's sponsorship will be publicized within the restaurants of the competing vending chefs. Each restaurant will be provided with three (3) Western Union Jerk Fest posters to be displayed in their restaurants. These posters will promote the G98.7FM competition, Jerk Fest dinner ticket as well as the restaurant diner's opportunity to gain a 'Western Union discount card' worth \$10 on their next Western Union transaction following their purchase of a meal exceeding \$30 in value.

ON SITE ACTIVATION

- ❖ Western Union will fully brand the entire VIP section. The seating and tables of the VIP section will be draped with the black and gold brand colors of Western Union.
- ❖ Western Union will provide Western Union executives and executives from their five (5) top earning retail partners with VIP passes including the Jerk Fest concierge service.
- ❖ Western Union's VIP's will also gain the opportunity to have their pictures taken with their choice of the local/international performing artists, event hosts and vending chefs.
- ❖ Western Union VIP's will also leave with a Western Union gift bag including Western Union merchandise and a 'Jerk Fest dinner ticket' worth \$10 which may be used at any of the restaurants competing in Jerk Fest 2013.
- ❖ Website registered "So you think you can Jerk" competitors will compete for a \$500 prize by preparing their Jerk meals for the judging of four (4) volunteer judges from Western Union's list of VIP guests accompanying two (2) judges from the Jerk Fest committee.

POST EVENT ACTIVATION

- ❖ Commentary about the Jerk Fest 2013 on G98.7FM's Mark & Gem show, as well as allowing listeners to provide their thoughts about the highlights of this year's Jerk Fest.
- ❖ Western Union branded full-page advertisement in the Share Newspaper showcasing a collage of the highlights of the music and food festival.
- ❖ E-Mail marketing campaign illustrating fourth quarter promotions, remittance products and retail services being offered by Western Union.

SPONSORSHIP MARKETING INVESTMENT: CDN\$35,000.00

NOTES

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