



## **SCOTIABANK TORONTO CARIBBEAN CARNIVAL 2013**

### **YELLOW TAIL SPONSORSHIP MARKETING**

The Yellow Tail 'V.I.P' sponsorship marketing campaign will be activated through having Yellow Tail as the sponsor of all things VIP within the festival. The Scotiabank Toronto Caribbean Carnival Gala on July 26<sup>th</sup>, 2013 at the Liberty Grand will host politicians and councillors from the City of Toronto, Corporate Executives, Sponsors, special guests and festival organizers. The tables in which the politicians, councillors and corporate executives will be seated will be sponsored by Yellow Tail in the Yellow Tail VIP section. This networking opportunity amongst the city's movers and shakers will be sponsored by Yellow Tail, positioning the wine as one which brings people together. The yellow table cloth will be complemented by a pre-dominantly yellow floral arrangement and promotional material about Yellow Tail spirits will be placed on the tables next to the cutlery for the VIP guests to learn more about Yellow Tail and possibly participate in Yellow Tail's post-event e-mail marketing campaign which will invite these VIP's to other Yellow Tail sponsored events and wine parties which will connect them with over business and political icons.

Yellow Tail will also host the VIP tent during the Carnival's official launch and tent village at Nathan Philips Square on July 16<sup>th</sup>, 2013. The VIP tent which will be co-branded Scotiabank Toronto Caribbean Carnival will accommodate the gift baskets prepared by small and mid-size companies who are promoting their products and services. These gift bags are exclusively prepared for celebrities, sponsors, councillors, politicians and executives who have been invited. These VIP's will be directed to the Yellow Tail tent to collect their gift bags and complementary passes, at which point Yellow Tail may leverage this captive audience for taste tests, literature distribution and event sales during the launch of the 2013 carnival.

As our VIP sponsor, Yellow Tail will host the VIP area and gain a captive taste test audience and event sales opportunities during the King & Queen Competition (August 1<sup>st</sup>, 2013 – Allan Lamport Stadium) and the VIP Cabanas of General Motors and Scotiabank during the grand parade (CNE and adjacent Ontario Place) on August 3<sup>rd</sup>, 2013. Yellow Tail will also receive branding within the Scotiabank Carnival's public relations campaign with media sponsors CTV, CP24, Toronto Star, The Grid and Flow 93.5FM as the Carnival's VIP sponsor at the carnival's events. The exposure will include mentions during every interview about the events by the festival's organizers and the performing artists associated with each mentioned event.

Yellow Tail's branded entertainment opportunity will be extended to broadcast exposure in having the event's performing artists mention Yellow Tail during their interviews on Flow 93.5FM. The evening drive radio show will request listeners call in and ask the artists a question about what to expect at the events. Flow 93.5FM personalities will also encourage their listeners to call in and correctly answer questions about Yellow Tail or the festival in order to win the opportunity to win a case of Yellow Tail and be a Yellow Tail VIP at a specified carnival event.

Sponsoring print mediums The Grid and Toronto Star will provide branded content opportunities for Yellow Tail by printing Yellow Tail branded quarter-page and half-page advertorials about the artists in the performance line-up at the events in which Yellow Tail will be the exclusive wine sponsor. The snapshot biographies about the artists will be accompanied by an image of the artists and the Yellow Tail logo and slogan which will be placed in the upper-left corner of the advertorial border which will be created in Yellow Tail's brand colors and preferred font or presentation style which best represents the brand.

As a contributing sponsor, Yellow Tail will receive the aforementioned public relations benefits in addition to being the exclusive wine sponsor and the event branding opportunities stated in the attached sponsorship marketing document for the new sponsors to the festival. The CDN\$35K silver sponsorship fee is negotiable based on the scope of sponsorship activation necessary to effectively complement Yellow Tail's 2013 public relations and experiential marketing objectives.

Thank you for your time and consideration in reviewing this abbreviated proposal. We look forward to any questions or comments you may have regarding Yellow Tail's participation as the VIP sponsor for the Scotiabank Toronto Caribbean Carnival 2013.

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