



 Pan/ParaPan Am
TORONTO 2015 TM/MC

TEAM JAMAICA HOUSE

WHERE WINNERS MEET

—
AGENCY BRIEF

—
2015

ATLANTIS

955 LAKESHORE BOULEVARD, TORONTO, ON

JULY 20TH - 24TH, 2015

Jacana
group



JAMAICA[®]
HOME OF ALL RIGHT

OCEAN  FLAME
COMMUNICATIONS

FAITH'S PEN: TASTE OF JAMAICA

Activation
Investment:

\$15K

Media
Investment:

\$10K

PORT ROYAL: PIRATE BAY BAR

Activation
Investment:

\$10K

Media
Investment:

\$10K

GOLDENEYE VIP LOUNGE

Activation
Investment:

\$30K

Media
Investment:

\$15K

THE DON QUARRIE WINNER'S CIRCLE

Activation
Investment:

\$150K

Media
Investment:

\$50K

Presented by Grace Kennedy, Bliss Tropical Cuisine and... 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.

Advertising Platforms: Share Newspaper, Pride Newspaper, Weekly Voice, Metro Newspaper and Kiss 92.5FM.

Presented by Appleton, Red Stripe and Old Tyme Ginger Beer, the pirate styled bar will celebrate Jamaica's rich history in Port Royal being the home and seat of command of legendary master pirate Captain Henry Morgan.

The Port Royal Pirate Bay Bar will be co-sponsored by....

Advertising Platforms: Weekly Voice, Metro Newspaper, National Post, Kiss 92.5FM and CP24.

Presented by Jamaica National Building Society and..., the VIP lounge will celebrate one of Jamaica's legacies as the home and place of inspiration for 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.

The Bliss Tropical Cuisine and Grace Kennedy will create a VIP buffet experience along with servers for drinks and appetizers. The Jamaica National Building Society 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....

Advertising Platforms: Weekly Voice, Epoch Times, Metro Newspaper, Toronto Star, National Post, Flow 93.5FM and Kiss 92.5FM.

Presented by..., the elevated suite will provide a strategic vantage point of view to watch the performance stage. This networking and business suite will provide attendees with a menu which changes each day with made to order meals, prepared to the diner's specifications. Executive Chef Selwyn Richards and his Sous Chef will alternate in presenting a meal to a table every hour, providing details about the preparation of the meal and recommendations on alcoholic pairings with each meal.

The Winner's Circle will provide attendees with the opportunity to take photos with Usain Bolt and Shelly-Ann Frazer-Pryce and other A-List Jamaican athletes at the Lead Sponsor's photo booth in the neighboring Sprinter's Mark mini suite.

The Winner's Circle will be co-sponsored by....

Advertising Platforms: Weekly Voice, Epoch Times, National Post, 680 News and BNN.

SPRINTER'S MARK

Activation
Investment:

\$75K

Media
Investment:

\$15K

Presented by Vehicle or Sporting goods Sponsor will be a special corner within the Winner's Circle dedicated to allowing attendees to take pictures with Usain Bolt, Shelly-Ann Fraser-Pryce and the Jamaican athletes participating in the Pan Am Games. Attendees will also gain access to experiencing the features, attributes and benefits of the Nissan Canada 2015 collection.

The Sprinter's Mark will be co-sponsored by....

Advertising Platforms: Weekly Voice, Epoch Times, National Post, 680 News and BNN.

LOUIS BENNETT- COVERLY: SPIRIT OF JAMAICA

Activation
Investment:

\$10K

Media
Investment:

\$5K

Presented by...., the suite will celebrate the spirit of Jamaican culture, creativity and commerce. The corridor will feature eight (8) non-food exhibitors, three (3) of which won their spot through the Sponsor's social media and radio competition for the coveted spots being sponsored by the Lead Sponsor. This will allow these new to Canada Jamaican businesses or Jamaican-Canadian small businesses with the opportunity to promote their products and services to the multi-cultural attendees of Team Jamaica House.

The Spirit of Jamaica corridor will be co-sponsored by

Advertising Platforms: Share Newspaper, Caribbean Camera and G98.7FM.

PARADISE ISLE: SUN...SAND...COOL BREEZE

Activation
Investment:

\$30K

Media
Investment:

\$10K

Presented by Airline, Hotel and other tourism sponsors..., this section is meant to promote Jamaica's travel and leisure sector through creating a tropical experience to showcase the sun, sand and sex image of the island paradise.

The suite will host performances by Jamaican folk singers, cultural story tellers and musicians to entertain visitors to the suite.

Co-sponsored by ...

Advertising Platforms: Share Newspaper, Metro Newspaper, Kiss 92.5FM and G98.7FM.

BOB MARLEY: ROOTS, ROCK, REGGAE ROTUNDA

Activation
Investment:

\$15K

Media
Investment:

\$10K

Presented by Roots Canada

Co-sponsors:

The media rotunda will be a crescent shaped media area providing sponsors with the opportunity to showcase their products and services to the viewers, readers and listeners of the various media houses invited by the event public relations team.

The space will also be made accessible to the event attendees, who would like to take pictures of their favourite performers whilst they are being interviewed by television, radio, print and online journalists. The event attendees will also gain access to the sponsors' to discuss their products and services.

Advertising Platforms: Share Newspaper and Metro Newspaper.

ADVERTISING RATE CARD

EVENT PROGRAM

Quarter Page: \$300

Half Page: \$600

Full Page: \$1,200

*Rates for physical/website event program

WEBSITE

Top Banner Ad: \$750

Button Ad: \$350

Tower Ad: \$500

Screen Stealer: \$900

*Daily rates on website

JUMBO TRON

Logo / Graphic

Advertisement: \$2,500

Video Advertisement

(60 sec.): \$5,000

*These rates cover the five (5) days

CO-BRANDED PROMOTION

Co-Branded content (Media Relations
and Social Media): \$5,000

Co-Branded Radio /

Print advertising: \$10,000

Branding of the Street Team

and pamphlet / product distribution:

\$3,500 (per-region)

EXHIBITOR SPACE

\$900 Per Day (10 Spaces)

Booths 5X5 Non-Food

EXHIBITOR PLATFORM

Exhibitor Space (5" by 5"):

\$900.00 (per-day)

Product sampling and / or Pamphlet

Distribution: \$500 (per-day)

Seminar, Workshop or Main Stage

speaking opportunity: \$50.00

(per-minute)

*Exhibitors are not allowed to sell any food items, unless they are
packaged. On-site consumption is strictly for sampling purposes only.

CONTACT

Constantine Batchelor

Marketing & Sponsorship Manager

Office: (905) 239-2626

Mobile: (416) 602-2524

E-mail: constantine@oceanflame.ca

Jacana
GROUP

JAMAICA[®]
HOME OF ALL RIGHT



OCEAN FLAME
COMMUNICATIONS