



**FIREFLY**  
Agency Newsletter  
January 2017





# FIREFLY

## Agency Newsletter

Hello Friends,

Welcome to Firefly! Firefly is our point formed Newsletter for Ocean Flame Communications' sponsorship and food vending clients. This bi-quarterly (every 6 weeks) update will provide you with insight on upcoming regional advertising, municipal promotion and national/international event marketing opportunities with all our Radio/Digital Media, Festival, Concert and Night Club partners across Ontario, Quebec and New York State.

This bi-quarterly platform celebrates our clients' achievements and new products, services or menu items as well as market expansion.

Thank you for your continued business. If you have any questions or concerns. As always... Call me anytime!

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Marketing & Sponsorship Manager

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(Ocean Flame Communications)



(@oceanflameimc)

Stay Connected twice a day for hourly updates on Event Marketing opportunities



## FIRE 5

The Hottest Trade Shows, Concerts and Festivals

### EARLY BIRD SPECIAL ISSUE

Please ask us about the 10% agency discount on select events (deadline February 17th, 2017)

### Q1 - 2017

**Roundhouse Winter Beer Fest** (February 11th, 2017)

**Toronto Auto Show** (February 17th-19th, 2017)

### Q2 - 2017

**Toronto Food & Drink Market** (March 31st – April 2nd, 2017)

**Electric Element Festival (Wasaga Beach)** (May 20th - 21st, 2017)

**Montreal Lobster Clam Jam** (May 21st, 2017)

**desiFEST Indian Festival** (May 27th, 2017)

**Mac & Cheese Festival** (June 3rd - 5th, 2017)

**Bestival** (June 10th -11th, 2017) **BESTIVAL**

**MoHawk Racetrack North American Cup in Milton** (June 17th, 2017)

**Wasaga Beach Fest** (June 24-25th, 2017)

### Q3 - 2017

**Woodbine Racetrack Queen's Plate** (July 1st, 2017)

**Digital Dreams** (July 6th - 9th, 2017)

**Kitchener CMT Music Festival** (July 8th -9th, 2017)

**Taco Fest** (July 16th -18th, 2017)

**Way Home Electronic Music Festival** (July 28th - 30th, 2017)

**Beer Fest** (July 28th - 30th, 2017)

**Toronto Caribbean Carnival** (July 29th, 2017)

**Veld Electronic Music Festival** (July 29th-30th, 2017)

**Toronto Jerk Fest** (August 4th-6th, 2017)





## FIRE 5

# The Hottest Trade Shows, Concerts and Festivals

### Q3 - 2017 (Cont'd.)

Niagara Craft Beer Festival (August 6th - 7th, 2016)

Boots & Hearts Country Music Festival in Barrie (August 10th -13th, 2017)



Ottawa International Reggae Festival (August 12th, 2017)

Montreal International Reggae Festival (August 25th -27th, 2017)



CNE Food Truck Frenzy (August 25th - 27th, 2017)

James Street Super Crawl (Food & Entertainment Festival in Hamilton) (September 8th -10th, 2017)

## LIT SIX

## LIT 6

# The Hottest Events at Night Clubs and Lounges

Wayne Wonder at Barcode Night Club (December 10th, 2016)

Twas the night before Christmas Fete at The Trovador (December 24th, 2016)

Soca or Die at Rebel Night Club featuring Kes (December 30th, 2016)

Moments New Year's Eve Soca Party featuring Dr. Jay & DJ Whiteboy at the Hilton (December 31th, 2016)

DCAL (Don' cry a leavin') (January 28th, 2017)

Redemption (Bob Marley Celebration) (February 3rd, 2017)



Jerk Brothers Food Truck premieres the Irie Burger



Heirloom Food Truck introduces the Cheese Cake on a Stick



St. Bess Products presents their Yawdie Jerk Sauce & Pepper Jelly



## PORTFOLIO

Ocean Flame Communications Night Show Sponsorship Team

### OFC Energy Team:

Activating sponsor clients brands and directing Food Truck and Tent Vendor ('Pop-Up') clients at Festivals, Concerts and Community Events across Ontario, Quebec, New York State and Georgia.

**Developments:** OFC Energy introduces the Client Communications System (CCS) which communicates major event and catering opportunities for Sponsorship and Food Services clients through our social media platforms. Please see the coding on the Client Communications System page within the Integrated Marketing realm of the Ocean Flame Communications website.

### OFC NSS Team

Activating Sponsor clients' brands and directing Food Trucks at Night Club events and Night worker vending engagements across the Greater Toronto Area.



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Ocean Flame Communications Night Show Sponsorship Team

### Crimson Food Services Bureau

Introducing Ocean Flame Communications' Catering and Delivery division, the Crimson Food Services Bureau (CFSB) manages Executive Chef, Food Truck and Food Handling clients for Catering, food Delivery and event Staffing assignments with our corporate, organizational and public relations clients across the Greater Toronto Area and surrounding regions. Join our list of multicultural Chefs by submitting your seasonal menus, images of your specialty dishes and Administrative Coordinator in order to participate in our tri-weekly menu tendering/proposal process for catering opportunities.

The Food Delivery arm of CFSB, known simply as 'Crimson Carry' is presently being test marketed in Durham Region's Pickering, Ajax and Whitby municipalities, before a Fall 2017 expansion into Peel Region's Etobicoke, Mississauga and Brampton municipalities delivering from local Restaurants and popular Food Trucks when they are in the area. We also provide sales/sampling opportunities for condiment and beverage partners for new products or existing products being introduced to a new market as a part of our Crimson Connect direct marketing program.

Crimson Carry Catering (C3) is CFSB's catering delivery logistics group, which provides delivery group, which provides delivery services for Catering assignments in which the client does not require Waiters, Servers or Bartenders. C3 also works as Catering Support, as a road runner on stand-by to deliver food, utensil and multiservice items to Caterers whilst they are executing a catering assignment.



### Sponsorship Deals

To Be Announced in the April 2017 FireFly Issue. We have exciting news on the way!

### Vending Deals

This year we'll be taking the Toronto culinary flavor to Barrie, Ottawa and Montreal whilst synergizing vending efforts with ethnic-specific sponsors and exhibitors. Our strategic selection of festivals and events represent various cultural backgrounds, diverse international cuisine, fusion loving palates and innovative cooking, hence challenging our Chefs to bring their creativity to these competitive territories, ultimately developing new dishes to take back to the Restaurant or Food Truck Menu.

*Delivering Delicious*

#crimsoncall



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Ocean Flame Communications Night Show Sponsorship Team

### SEASON IN REVIEW

**Winners:** Toronto Caribbean Carnival, Jerk Fest, James Street Super Crawl, Gourmet Food & Wine Expo, City of Mississauga Light Up the Square, City of Toronto Cavalcade of Lights.

**Developments:** Jerk Fest Toronto is now officially a three (3) day event with the addition of the 'Love and R&B' Friday evening event which featured R&B Stars Joe, Ruben Studdard and July Black in 2016. Promising legendary R&B acts in 2017 making the Friday evening event a mandatory food and entertainment experience for attendees and a superlative opportunity for food vendors. Jerk Fest is providing an Early bird discounted vending fee, which concludes on January 15th, 2017.



**New Opportunities:** Niagara Caribbean Carnival (Tentative date: August 20th, 2017) presented by the producers of the Toronto Caribbean Carnival.