



EXECUTIVE SUMMARY

TORONTO RAPTORS "BRING THE RUMBLE" ADVERTISING AND PUBLIC RELATIONS CAMPAIGN

"Bring the rumble" is a six month multi-brand advertising and public relations campaign centered on the entertainment brand of the Toronto Raptors. The campaign will be a multi-media campaign supported by Gatorade, Nike, Pizza Pizza and Wind Mobile along with a select list of gold and silver level sponsors. The campaign will be endorsed by 1da Boi Productions, Raymond Braun Media Group, the boys and girls club, the score network, the fan 590 and basketball eye, who will be lending their names and services to this adrenalin filled competitive campaign to find which regional team across Canada best defines the rumble.

In congruence with the hard striking and quick passing "rumble techniques" of game strategies which the Raptors are being requested to create, which will be complemented in advertisements and amplified in the game arena by Boi 1da's production of a three season theme song titled "Release the rumble" sung by Kardinal Official and Drake featuring Justin Bieber, the campaign requests regional teams showcase their victories, accolades as well as their skills, strategies and techniques on the court through the "define your rumble" online campaign. Gatorade, Nike, Wind Mobile, Pizza Pizza, international basketball recruiters 'Basketball Eye', as well as our other sponsors will be joining the Toronto Raptors in the "Whose got the rumble" public relations element of the campaign, this six month advertising and public relations campaign will be hosting a Canada-wide search for the best regional/municipal team, through a series of games presented by our campaign sponsors and hosted on the respective community television and radio stations as well as features on the score network, the Raptors website and national media which will be covering the professional and human interest stories of the campaign's celebrities, sports icons as well as the competing athletes, their teams and their motivation.

The campaign which begins in July 2011 directly precedes the beginning of the Raptors basketball season in October 2011, providing the Raptors with a public relations opportunity to connect with their national existing and emerging fan-base as well as aspiring professional basketball players and their regional/municipal teams across the country. This three month lead provides the Raptors with the opportunity to host demonstrations and media covered mentorship through their participation in the campaign. Raptors players will provide their input and feedback on the upcoming players through their blogs on the Raptors website, as well as comment on the comments made by other players and the basketball eye recruiters. The best players emerging from this six month competition will gain the national recognition through the campaign, as well as international exposure through the participation of basketball eye.

The four-part television advertisement campaign will feature campaign icons Boi 1da, Drake, Justin Bieber, Kardinal Official, Luu Breeze, select members from the Toronto Raptors, as well as the emerging regional/municipal basketball champions gaining recognition from the campaign through quantified online buzz. The advertisements, including television and radio spots and branded segments and out of home media will be taken from the exposure and product endorsement angles of our platinum level campaign sponsors only. These sponsors will also be provided with public relations, media relations and event marketing exposure opportunities along with our gold and silver level sponsors. All sponsors will be encouraged to participate in the exposure and marketing tie-in opportunities presented through electronic arts Canada development of the "Bring the rumble" video game which will capture and encapsulate the excitement of the campaign with its online prototype to be debuted on the Raptors website for test-marketing prior to the official release immediately preceding the end of the campaign.

The interactive, fiercely competitive, adrenalin-music infused radio, online, television and event marketing campaign will conclude with a nationally televised basketball match with the four competing teams striving for national recognition, a season supply of Raptors tickets, a team prize pack from Pizza Pizza, Gatorade and Nike as well as a \$10,000 cash prize. The campaign slogan "Bring It!" embodies the aggressive, unique and definitive basketball court skills this campaign demands. Join us in this cross country adventure in unleashing the skill and potency of next community based street ball gladiators, who will rise to national recognition as basketball court national greats!

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