



SCOTIA BANK TORONTO CARIBBEAN CARNIVAL

DIGICEL 'KEEP DI LINK' SPONSORSHIP ACTIVATION STRATEGY

INTRODUCTION:

The 'Keep di Link' project is an exciting three (3) week public relations program designed for DigiCel's sponsorship marketing participation in the Scotiabank Toronto Caribbean Carnival (formerly known as 'Caribana'). The campaign which will entail a pre-event print and radio promotion called 'Toonie for Ten' as well as an on-site activation tactic called 'Try & Buy' and finally a post-event advertising initiative called 'Keep di Link'. All initiatives promote the Caribbean spirit being harnessed within North America and DigiCel being integrated into the cultural celebration by being a conduit of both good times and connectivity.

The campaign will begin on July 21st, 2012 leading up to the Carnival weekend (August 4th and 5th) and concluding on August 11th with a post event media buy in the participating newspaper and radio stations encouraging listeners and readers to 'keep di link' with Caribbean based family and friends as well as to the DigiCel calling card website for updates on upcoming products, promotions and events.

PRE-EVENT MEDIA SPONSORSHIP:

Toonie for Ten:

The 'Toonie for Ten' promotion is the pre-event media promotional element of the three (3) week DigiCel 'Keep di Link' sponsorship marketing program from July 21st, 2012 to Aug. 4th, 2012. The 'Toonie for Ten' promotion will be a radio and print media promotion offering listeners and readers the opportunity to win CDN\$10.00 worth of DigiCel calling card credit for CDN\$2.00 (known as a 'Toonie') if they can find the DigiCel kiosk during the Caribbean Carnival's parade day. Listeners and readers will be told to present the 'Toonie for ten' flier at the kiosk to receive the promotional pricing of the calling card. Listeners will be encouraged to

print the 'Toonie for ten' flier from the participating radio stations' websites or to cut it from the pages of the recognized Caribbean community newspaper.

Full Hundred:

The 'Toonie for ten' promotion will be aided by a radio promotion called the DigiCel 'Full Hundred'. This will assist DigiCel in integrating the brand with shows loved by the targeted Caribbean-Canadian demographic as well as Canadians who enjoy Reggae/Soca/Urban music. The 'Full Hundred' radio promotion will have the show hosts asking listeners to call in and request their favorite reggae or soca song and tell the other listeners what they consider their favorite thing about the song and artist singing the song they have requested.

The radio and print advertising for the campaign will both state the locations across the Greater Toronto Area (GTA) in which DigiCel calling cards are available for purchase. Radio show hosts will also mention these locations in their respective broadcasts. The tenth (10th) caller who calls in to request a song will be asked to name two (2) locations that the DigiCel calling card may be found in the GTA. If the caller gives the correct answer, they will win CDN\$100.00 and CDN\$10.00 worth of DigiCel calling card credit. This exercise will have listeners unconsciously memorizing the locations in which DigiCel calling cards may be purchased.

Disbursements: DigiCel will be sponsoring these two (2) shows once per week for the three (3) week media promotion. The radio stations will be advised that there can only be one winner per-show, costing DigiCel a total of CDN\$600.00 to gain listeners attention in unconsciously memorizing the retail locations in which DigiCel calling cards are sold.

Point of Purchase promotion: DigiCel will encourage retailers to place the DigiCel calling card sticker at their customer entrances to reassure customers that the calling card is sold there, upon entry to the store.

Full Hundred on I-Octane:

DigiCel will also facilitate the opportunity for Mark & Jem (Morning Show – G98.7FM) and Delroy G. (Delroy G. Showcase – CHRY 105.5FM) to interview Reggae star and DigiCel brand ambassador I-Octane live on their radio shows on August 3rd, 2012. The show hosts will ask I-Octane ten (10) questions, four (4) questions created by the host and six questions taken from fans who have sent in questions by E-mail, Facebook or Twitter.

I-Octane will also say a few words about his upcoming appearance and performance on the DigiCel float and his planned photo sessions with fans at the DigiCel kiosk. I-Octane will be giving away DigiCel merchandise to the hottest girls and most vibrant revelers he sees whilst on the parade route on the DigiCel float.

Find us...Meet I-Octane...Connect with the Caribbean:

On the final week of the pre-event media sponsorship, listeners and readers will be told about the exciting on-site activation which awaits them if they take their fliers with them. They will also be provided with a map showcasing the exact location of the DigiCel kiosk on parade day.

Radio:

Sponsorship of two shows on G98.7FM & CHRY 105.5FM

- CHRY 105.5FM 'Delroy G. Showcase' (popular Reggae/Dancehall show)
- G98.7FM 'Morning Show' (popular urban music show).

G98.7FM has 170,000 listeners across the Greater Toronto Area (GTA).

CHRY 105.5FM has 100,000 listeners across the Greater Toronto Area (GTA).

Radio sponsorship features: Show sponsorship will provide the sponsor with a sponsorship announcement before every commercial break, the first advertisement played in every commercial break as well as brand mentions during the show speaking about on-air competitions or products being promoted by the sponsor.

Print:

- Placement of a quarter-page advertisement in the Share Newspaper for three (3) weeks.

Share Newspaper is a weekly newspaper. It is the most popular and the most highly circulated newspaper from the Caribbean community in Ontario. Share Newspaper's circulation is 30,000 copies across the Greater Toronto Area and Hamilton, Ontario every Thursday since 1978.

ON-SITE SPONSORSHIP ACTIVATION:

Skype:

DigiCel will transcend the connectivity experience by allowing revelers to show their costumes to their friends and relatives in the Caribbean through a Skype connection made available at the DigiCel 'Keep di Link' booth. Each person who has purchased a DigiCel calling card for a toonie (CDN\$2.00) will gain the opportunity to use the Skype service to connect with loved ones.

Try & Buy:

DigiCel will also provide a twenty percent (20%) discount card (business card sized flier) to everyone who has purchased a DigiCel calling card, allowing the revelers to try the card and buy another at a discounted promotional price made available at the listed retailers across the Greater Toronto Area until September 1st, 2012.

I-Octane:

DigiCel will have I-Octane perform on the proposed DigiCel and Tru-Juice carnival float and have Reggae star and DigiCel brand ambassador I-Octane performing and giving away DigiCel merchandise and Tru-Juice juice packs to the hottest revelers he observes whilst on the float.

I-Octane will also make three (3) scheduled appearances at the DigiCel kiosk throughout the August 4th, 2012 parade day. He will be asked to pose for pictures with fans, do autograph and album signings as well as assist the DigiCel staff in serving customers with calling cards as a treat to purchasers.

Photos are branded and exclusive: Photos with the I-Octane are to be taken *exclusively* by the DigiCel appointed photographer. These DigiCel branded images will be made available for download exclusively through the DigiCel Toronto Carnival website. Visitors to the site will be able to download their DigiCel branded photos and gain another opportunity to obtain a limited time twenty percent (20%) off discount card for a DigiCel calling card at a retailer near them.

Television coverage:

DigiCel has the option of being a segment sponsor on the popular television show 'Caribbean Connections' which covers events in the Caribbean community within Ontario. The show is broadcasted on City TV which is the third most watched television station in Canada with 350,000 viewers in the Greater Toronto Area alone. The show which is hosted by model/actress Paradise Hendrickson is also watched on numerous television stations across the Caribbean providing advertisers and segment sponsors with maximum visibility.

'Caribbean Connections' segment sponsorship for the Carnival will provide DigiCel with having the DigiCel logo at the top left corner of the screen for half of the segment which will be showcasing highlights of the 2012 festival. The host will also mention DigiCel's slogan whilst reminding viewers that the segment is sponsored by DigiCel. A sponsorship billboard will be created to announce that the broadcast segment is sponsored by DigiCel before commencing the commercial break. The sponsorship billboard will include a brand name announcement, DigiCel's logo, slogan and the locations in which DigiCel's calling cards may be purchased at a discount during the 'Keep di Link' campaign.

'Caribbean Connections' will also provide an interview with I-Octane, DigiCel's North American marketing manager, product showcase opportunities as well as the brand placement opportunity of having the show's host wear a DigiCel branded shirt for half of her day at Caribana whilst interviewing other brand managers, celebrities, revelers, event organizers and being featured by other television broadcasters as the premiere Caribbean-Canadian news outlet with reach across Canada and in the Caribbean.

POST EVENT BENEFITS:

'Keep di Link':

DigiCel will encourage all new, present and potential customers to obtain their carnival images from the DigiCel Toronto Carnival website. This will also be an introduction of the DigiCel Canada website which will feature future promotions, products and an events calendar showcasing future Toronto events which DigiCel will be involved in.

The post event initiative will also feature one final advertisement placed in the Share Newspaper promoting the twenty percent (20%) discount card which may be cut from the pages of the paper for a discount at any retailer selling the DigiCel phone card. The post-event initiative will also be promoted through advertisements and sponsorship billboards placed on G98.7FM and Flow 93.5FM directing people to the radio stations' websites to gain the discount flier for the 'Keep di Link' initiative which requests DigiCel customers stay connected both with DigiCel and through DigiCel.

- ❖ Print/Radio Media Campaign Cost: CDN\$4,500.00
- ❖ Caribbean Connections segment sponsorship: \$3,500.00
- ❖ Media buying & Campaign administration: CDN\$1,500.00



Float rental, branding opportunities in other festival events (Junior Carnival, King & Queen competition, Carnival Gala and Jerk Festival) may be negotiated between CDN\$35,000 and CDN\$50,000. Please refer to the other attachment for the Carnival's events for which we have recommended the **SILVER** package for DigiCel's participation in the carnival. This package complements the proposed sponsorship activation strategy.

Sponsorship Marketing Investment: CDN\$75,000.00

The quotation is negotiable based on the modifications to the proposed campaign.

Thank you for your time and consideration in reviewing this proposal. We look forward to hearing from you. A follow-up call will be made on April 17th, 2012 concerning your interest in the sponsorship marketing opportunity with Scotiabank Toronto Caribbean Carnival. Negotiation and confirmation must be completed before the May 22nd, 2012 unveiling presentation of the Carnival's 2012 route, events and sponsors. This presentation will be made at a news conference hosted and broadcasted by the Carnival's television media partner CTV* and covered by our print media partner the Toronto Star*.

*CTV is Canada's most recognized television station for the 18-35 demographic and Canada's most watched television station with a daily viewership of 800,000 viewers across Canada. *The Toronto Star's daily circulation is 546,829 across the Greater Toronto Area.

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