



SCOTIABANK TORONTO CARIBBEAN CARNIVAL

ROYAL YORK HOTEL 'CHATEAU CALYPSO' SPONSORSHIP MARKETING CAMPAIGN

INTRODUCTION:

The chateau calypso is a six (6) week public relations program promoting the Fairmont Royal York Hotel as the exclusive pre-event and post-parade location for professional networking, business meetings and carnival cuisine preceding the carnival and during the carnival. The Fairmont will be the exclusive hotel endorsed by the Scotiabank Carnival as the go to downtown hotel for all things carnival memorabilia, history and carnival cuisine. The campaign will utilize branded entertainment, branded content, restaurant level promotion and event on-site activation as promotional tools during the six (6) week sponsorship marketing campaign.

PRE-EVENT ACTIVATION:

Calypso Cocktail

The public relations program will commence on July 3rd, 2012 with a media relations piece on the mixologists of the Fairmont Hotel being challenged to create a highly publicized drink called the 'Calypso Cocktail'. The public will be encouraged to follow the progress of the developing beverages and the elimination process between July 3rd and July 16th on the Fairmont's social media pages and campaign webpage found through the Fairmont website. The three (3) best drinks selected by the Fairmont's management team as well as the CTV and Toronto Star beverage connoisseurs which will be presented to the public on July 17th, 2012 will be publicized through the Carnival's media partners CTV, Flow 93.5FM and the Toronto Star.

The mixologists are competing for a CDN\$1,000.00 prize, and the public will be encouraged to visit the Fairmont Hotel to try the summertime drink and cast their votes at the bar or through the Fairmont Hotel's 'Calypso Cocktail' webpage and make their comments on the Fairmont Hotel's social media pages. These social media comments will be posted on the Fairmont campaign webpage and may be used as a social media snapshot in the campaign's print media branded content placement in the Toronto Star.

Media activation (print)

The Toronto Star will carry a full-page branded content (advertorial) placement on July 17th, 2012 featuring the three (3) drinks selected as the best by the taste test committee (Fairmont management team, CTV and Toronto Star beverage connoisseurs). The advertorial will also showcase a photograph and brief profile of the mixologists and a short note from the mixologists on the influences and inspiration which lead to the creation of their respective beverages.

Each Tuesday following the July 17th advertorial the Toronto Star will feature a half-page advertorial showcasing excerpts from the social media comments on the three (3) drinks and showcase a snapshot from the Hotel's voting page illustrating which mixologist is in the lead with votes. The advertorial will also display images of people enjoying the drink at the Fairmont Hotel and a few comments from those enjoying the drink with a meal amidst the regal ambiance and renaissance décor of the classic Hotel.

Media activation (radio)

The hosts of the 'J.J. & Melanie' morning show and host of the 'Jeni' evening drive show will be provided with samples of the mixed drinks on both July 19th and 26th of 2012 to give their opinions live on-air on which mixed drink should win the competition. The hosts will encourage their listeners to try the drinks at the Fairmont Hotel and cast their votes online through the Fairmont's campaign webpage and make their comments of the Hotel's integrated social media page. Listeners who have tasted the drinks will be invited to call-in and share their thoughts on who should win live on air.

The half hour segments of each radio show will be sponsored by the Fairmont Hotel, this branded entertainment opportunity will provide Fairmont with numerous brand mentions, a sponsorship announcement preceding each commercial break and the first advertisement played during the commercial break will be that of the Fairmont Hotel.

Chateau Calypso Menu

The Fairmont will provide a special carnival menu of three (3) new Caribbean influenced signature seafood, chicken and pork dishes which will be served with the diner's selection of any of the three (3) publicized competing beverages. The pricing of the meals will be inclusive of the drink. Carnival attendees will get a thirty percent (30%) discount on their meals with the presentation and verification of their carnival ticket once the bill is given to them.

Winning Mixologist

Based on the mixologist with the most votes online and at the restaurant ballot casting level, the winning mixologist will be announced on August 2nd, 2012. The public will be made aware of the winner with a full-page advertorial in the Toronto Star featuring a profile of the drink, it's ingredients and the mixologist who created it. The advertorial placement will be promoted by the Flow 93.5FM hosts who will have a brief interview with the mixologist on both the morning and evening thirty (30) minute Fairmont Hotel sponsored segment.

The Flow 93.5FM hosts will announce a one-day only thirty percent (30%) discount certificate on the chateau calypso menu, giving more people the opportunity to try the summertime drink and the complementing meal. The thirty percent (30%) off discount certificate will be located directly below the winning mixologist's profile.

N.B. The discount certificate is valid for August 2nd only! The attending diner's must present the discount certificate cut from the pages of the Toronto Star to receive the discount. Like the votes cast online and the ballots cast at the restaurant level, attending diners must put their name, municipality of residence and e-mail address on the certificate for Fairmont's marketing research and the campaign's reach evaluation purposes.

Carnival Hospitality

The Fairmont Hotel will be the exclusive meeting location for all business meetings associated with the Scotiabank Carnival. The Hotel is being requested to provide all meals, beverages and rooms at a thirty percent (30%) discount to Scotiabank executives, the Festival Management Committee and celebrity guests performing on the carnival's concert events.

International Marketing

Please let us know if you would like to discuss being a part of our international marketing campaign as our hotel partner for the 2013 instalment of the carnival. These international marketing opportunities will be discussed upon the request of the Fairmont Hotel's management team.

ON-SITE ACTIVATION:

Branded Event Program

The Scotiabank Toronto Caribbean Carnival Gala will be catered by the Fairmont Royal York's culinary staff who will serve the three (3) chateau carnival dishes, the three (3) calypso cocktail drinks and premiere a new dish and two (2) Caribbean influenced desserts. This branding opportunity will provide the Fairmont Royal York with exposure in the event's program, the program's Royal York branded menu page, branding at the event entry points and on the event stage which will be in full view of the City of Toronto politicians, government officials and Toronto Board of Trade members, Scotiabank executives and Festival Management Committee members attending the exclusive invitation only event. The event will be covered by media sponsors CTV, the Toronto Star and Flow 93.5FM.

Executive Chef Kiosk

The Fairmont will also host an executive chef kiosk in the VIP booths at both the Junior Carnival and 'The Lime' post-parade concert. In 'The Lime' concert, the Fairmont will have a booth both in the VIP section as well as backstage for easy access to celebrities, event planners and entertainment industry insiders. The Fairmont will be the only food vendor allowed backstage at 'The Lime' event. No food is allowed backstage which has not been sold by the Fairmont Executive Chef kiosk.

Television Coverage (Caribbean Community):

Beyond coverage by the Carnival's television media sponsor CTV, the Fairmont will have 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 150,000 viewers in the Greater Toronto Area alone. The show which is hosted by model/actress Paradise Hendrickson is seen across the Greater Toronto Area (GTA), across Canada and also viewed on numerous television stations across the Caribbean providing advertisers and segment sponsors with local and international exposure.

'Caribbean Connections' segment sponsorship for the Carnival will provide the Fairmont Hotel with having the Fairmont 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 Fairmont's slogan, whilst reminding viewers that the segment is sponsored by the Fairmont. A sponsorship billboard will be created to announce that the broadcast segment is sponsored by the Fairmont before commencing the commercial break. The sponsorship billboard will include a brand name announcement, Fairmont's logo, slogan and the location of the Fairmont Executive Chef kiosk and the features of the Fairmont's on-site activation campaign.

'Caribbean Connections' will also provide an interview with the winner of the 'Calypso Cocktail' online contest, an interview with the Fairmont's marketing managers and Executive Chef, provide product showcase opportunities as well as the brand placement opportunity of having the show's host wear a Fairmont branded shirt for half of her day at the Carnival whilst interviewing other brand managers, celebrities, revellers, event organizers and being featured by other television broadcasters as the premiere Caribbean-Canadian television news outlet with reach across Canada and in the Caribbean.

POST-EVENT ACTIVATION:

E-mail marketing

The Hotel will utilize the data collected from the pre-event campaign's online initiative to execute an e-mail marketing and social media campaign to make voters and attendees aware of various value offerings on rooms or meals being offered at the Hotel for the rest of the summer.

Media activation

Every Thursday, the Hotel will provide a thirty percent (30%) discount on the chateau calypso meal until the end of the post-event campaign on September 29th, 2012. The details of the post-event campaign will be announced on the final Flow 93.5FM radio sponsored radio show on August 7th and in the pages of the final Toronto Star advertorial on August 9th of 2012.

COSTING SNAPSHOT:

- ❖ Scotiabank Carnival GOLD Sponsorship: CDN\$50,000.00
- ❖ Agency creative for advertising, public relations and on-site: CDN\$30,000.00 (approximation)
- ❖ Print/Radio media buying cost: CDN\$25,000.00
- ❖ Cash Prize giveaways for media and on-site activation: CDN\$1,000.00
- ❖ Caribbean Connections segment sponsorship: CDN\$3,500.00
- ❖ Optional Ocean Flame Communications campaign coordination: CDN\$1,500.00

Please refer to the other attachment for the Carnival's events for which we have recommended the **GOLD** package for Fairmont's participation in the carnival. This package complements the proposed sponsorship activation strategy.

Sponsorship Marketing Investment: CDN\$111,000.00

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 May 8th, 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* and radio media partner urban music station Flow 93.5FM*.

* 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. * Metro Toronto Newspaper has a circulation of 300,000 per day across the Greater Toronto Area as well as Durham, York and Peel Regions. * The Toronto Star's daily circulation is 546,829 across the Greater Toronto Area. * Flow has a daily listenership of 220,000 across the Greater Toronto Area.

NOTES:

CONTACT INFORMATION:

Constantine Batchelor
Entertainment Marketing Manager
Ocean Flame Communications
Office: (905) 239-2626
Cell: (416) 602-2524
E-mail: constantine@oceanflame.ca