



## **SCOTIABANK TORONTO CARIBBEAN CARNIVAL**

### **GOODLIFE FITNESS & SMART WATER 'TROPIC FEVER' SPONSORSHIP MARKETING STRATEGY**

The GoodLife Fitness 'Tropic Fever' soca-cize sponsorship marketing campaign is a six (6) week multi-media and services marketing initiative comprised of a four (4) week pre-event promotion culminated with an exciting on-site sponsorship activation at the event, which will be followed by a two-week post event public relations program and e-mail marketing campaign to create awareness for the summertime exercise classes offered by GoodLife fitness meant to complement GoodLife's sponsorship of the 2013 Scotiabank Toronto Caribbean Carnival.

The campaign which commences on July 2<sup>nd</sup>, 2013 will promote GoodLife and Smart Water's summertime 'Tropic Fever' soca-cize work-out class. The class which will further promote GoodLife and Smart Water's engagement with soca-cize will increase GoodLife and Smart Water's customer-base and a different demographic to the gym curious to attempt this innovative island-styled approach to getting their 'summer body' ready for events. The dance work-out will be aided by soca, reggae dancehall, chutney and other Caribbean music genres played during the class. The summertime class will be promoted through a thirty (30) minute segment sponsorship on Flow 93.5FM every Thursday morning; this branded entertainment opportunity will be complemented by testimonial styled half-page branded content (advertorials) in the Metro Newspaper each Thursday during the six (6) week event marketing project which concludes on August 10<sup>th</sup>, 2013.

The media sponsorship activation strategy will provide awareness for the summertime 'Tropic Fever' class as well as the 'jumping soca' online competition. The online competition hosted on GoodLife's 'Tropic Fever' soca-cize webpage and GoodLife's social media pages will encourage carnival participants past and present to demonstrate their best carnival dance moves which they would like to see incorporated into the choreographed 'Tropic Fever' exercise routine. Entrants will be encouraged to conclude their three (3) minute video entry with a request to have people vote for them through social media and the GoodLife and Smart Water's 'Tropic Fever' webpage. The person with the most votes will be announced on July 25<sup>th</sup>, 2013 on radio and through the newspaper. The winner will be invited to be the 'Tropical Fever' class as a guest instructor for a ten (10) minute televised interval before being presented with their grand prize of a cheque for CDN\$2,000.00 courtesy of GoodLife fitness and Smart Water for their consistent and class inspiring online entries and subsequent victory.

GoodLife fitness will provide a thirty percent (30%) discount to all ladies and gentlemen attending the class who can present their Scotiabank carnival tickets. The promoted discount will continue following the carnival during the post-event campaign, however only those who provided their contact information when voting for their favorite soca dance entrant during the online competition and those who filled out the GoodLife ballots during GoodLife's "Soca-cize Dance Competition" on-site event activation will be sent the discount certificate during GoodLife's post-event e-mail marketing campaign supported by the mentioned data-capture initiatives.

The lucrative and exciting six (6) week multi-media promoted sponsorship marketing campaign will provide both significant return on marketing investment (ROMI) and the opportunity to showcase GoodLife's services and facilities to a wider geo-demographic target through this experiential marketing strategy. We look forward to discussing the details of the multi-media campaign, sponsorship activation tactics and GoodLife Fitness and Smart Water's collaborative **silver sponsorship** of the Carnival with you. Thank you for your time and consideration in reviewing our proposal.

#### **CONTACT INFORMATION:**

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

\*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. \*Flow has a daily listenership of 220,000 across the Greater Toronto Area.