



## **PICKERING RIB FEST 2013**

### **GREEN FOR LIFE SPONSORSHIP MARKETING CAMPAIGN**

#### **PRESENTING SPONSORSHIP FOR THE PICKERING RIB FEST**

The presenting sponsorship of Pickering Rib Fest by the Green for Life will provide the Green for Life with the event marketing opportunity to be integrated within an established family event and immerse itself within both the diverse communities of Ajax and Pickering through the event institution that is the Pickering Rib Fest. Known as the first regional event which commences the summertime festivals each year, the event will provide positive exposure for Green for Life through media awareness, event branding, network marketing and public relations connectivity with regional government officials, the members of the corporate and entrepreneurial business community as well as residents of the community curious about Green For Life's plans for waste management, corporate social responsibility and environmental protection across the Greater Toronto Area and beyond.

The presenting sponsorship also provides Green for Life with an opportunity to entertain staff members and connect with co-sponsoring partners such as Ontario Power Generation, General Motors, City of Pickering and Tribute Communities. The event marketing opportunity will also provide Green for Life with an opportunity for staff, partners and clients to mingle and connect within a fun staff development occasion outside the confines of the office space and the board room.

## EVENT MARKETING BENEFITS FOR GREEN FOR LIFE

- Heighten public relations visibility within the media and subsequently amongst regional residents of Durham and the Greater Toronto Area.
- Connect with Durham corporate executives and government officials in an informal atmosphere to discuss collaborative projects and prospects.
- Green for Life will gain the opportunity to entertain both existing and prospective clients in the Green for Life designated VIP areas whilst experiencing Durham's largest event. The Pickering Rib Fest has an average attendance of 50,000 people over the course of the three (3) day Spring-time event.
- The Rib Fest is also a phenomenal way to entertain staff members and engage with them through a variety of staff development activities within the three (3) day festival. Activities such as participating in the pre-event 'Greening Durham' newspaper/online competition for Durham teenagers, the 'Best Rib' Grill Master competition amongst GFL staff, the on-site Rib eating competition and 'Best Rib' final judging at the Rib Fest. These engaging activities will illustrate the spirit of team work, staff/client appreciation and dedication to the environment within GFL's public relations programs and business-to-business marketing communications campaigns.
- Green for Life's presenting sponsorship will also assist staff recruitment initiatives through the event branding distribution of merchandise (Green for Life branded shirts and caps). Prospective employees will witness how well Green for Life treats their employees through this experiential marketing opportunity.

## PUBLIC RELATIONS

### Greening Durham

The 'Greening Durham' competition will be activated through a partnership with [Durhamregion.com](http://Durhamregion.com) and the regionally distributed Snap Magazine. The public relations campaign will request environmental groups which are mostly comprised of teenagers submit an opinion-editorial piece to the editors of [durhamregion.com](http://durhamregion.com) and Snap Magazine illustrating their concerns about Durham region's approach to 'living green', highlighting what is being done well, providing suggestions on how the approach could be improved and proposing how their green organization can help based on their track record from past initiatives within Durham region.

The best Op-Ed piece as selected by the editors will be printed every Thursday in April and May 2013 along with images of the organizations' previous projects in a full page Green for Life, City of Pickering and Rotary Club co-branded advertorial. This branded content opportunity will allow Green For Life the opportunity to connect with young environmentalist in a very profound way to foster their ideas for environmental preservation.

[Durhamregion.com](http://Durhamregion.com) and Snap Magazine's readers will be invited to visit Green For Life's 'Greening Durham' website to view more images of the previous projects of the teenaged environmentalists as well as any video footage they may have submitted and edited paragraphs from their submitted opinion

editorial pieces. The public will be encouraged to vote for which environmental team they like the most and which team's proposal is most appealing to be sponsored by Green For Life for a summertime 'Greening Durham' environmental project.

The winning environmental organization which has gained the most online votes will gain a CDN\$5,000.00 grant from Green For Life and a CDN\$5,000.00 grant from the Rotary Clubs of Durham and the Regional Council of Durham as well as the assistance and consultation of Green For Life environmentalists to execute their proposed Summer 2013 environmental project within Durham.

## **ORGANIZATIONAL ACTIVATION**

### **'Best Rib' Grill Master**

Green for Life's communications department will be assisted by the Rib Fest's publicist in executing an organizational communications campaign called the 'Best Rib: Grill Master Competition'. This campaign will provide Green for Life's employees the opportunity to prepare their best Rib Fest influenced dishes each week for presentation to the staff every Friday in May 2013. Employees may prepare their specialised meals in groups of other Green for Life employees or on their own. However, cooking teams are encouraged for the team building activity.

Each week staff members will be asked to fill out a confidential grading sheet stating which meal they enjoyed the most of the five (5) groups serving meals each Friday. Staff members will gain the opportunity to try each presenter's sampler sized meal portions. The Pickering Rib Fest branded and Green for Life funded\* organizational communications campaign will provide the staff with an exciting means to engage with the Rib Fest vibe and Barbecue cuisine through this staff development and team building activity.

The 'Best Rib' competitors will be competing for a cash prize of CDN\$2,000.00 and the chance to be one of the three (3) vendors exclusively catering to the Green for Life branded VIP sections designated for the staff of Green for Life. This will provide the 'Best Rib' winner with an event sales opportunity alongside the 1<sup>st</sup> place and 2<sup>nd</sup> place winners of Pickering Rib Fest 2012 who will provide order-taking services exclusively for Green For Life staff.

## **ON-SITE ACTIVATION**

### **Green for Life VIP experience**

Green for Life employees will receive designated Green for Life branded cabanas for Green for Life staff to enjoy the Rib competition from a strategic vantage point. These viewing points will provide Green for Life employees with a full view of the ribbers performing their tricks, flips and attention seeking theatrics to gain sales.

Green for Life employees will be provided with 'Green for Life Skip' arm-bands which will provide them with the privilege of skipping the lines for any food or craft vendor involved in the three (3) day Rib Fest.

## **POST-EVENT ACTIVATION**

### **Post & Play Competition**

Green for Life's dedicated event photographer will be capturing Green for Life employee's experience at all the events related to the Rib Fest. The employees photographed in the most activity engaging or amusing positions in the festival will have their pictures posted in a Green for Life sponsored full page advertorial in Snap Magazine.

The Green for Life branded full page advertorial which will be headed by the image collage will feature the members of the Green for Life communications department in collaboration with the Rib Fest's public relations team thanking all members of Green for Life's staff who participated in the Rib Fest's sponsorship activation activities whilst recognizing the outstanding participants of the Rib Fest 'Best Rib: Grill Master' competition.

Green for Life employees will be requested to seek their images in the Snap Magazine and post their clipped photograph on the Green for Life corporate notice board. Employees who have discovered their images in the collage may also request the picture from the photographer for voting purposes.

### **Sandals Paradise**

Employees who have found their images in the Snap Magazine are now entered for the opportunity to win a trip to either Jamaica or the Bahamas courtesy of Green for Life, West Jet and Sandals Resorts. In order to win, the employees whose images were posted in the Snap Magazine collage will have their photos voted on by other staff members based on the level of the staff members engagement in the activity they are seen participating or just the level of amusement (laugh-o-meter) that the beholder received upon looking at the image.

\* Green for Life will be asked to provide funding for disc-jockey to play music during the Friday afternoon lunch parties. Green for Life may also be required to provide partial funding for staff members who may require financial assistance to prepare food samplers for the significant Green for Life work force.

The Green for Life staff member who receives the most votes from their co-workers will receive CDN\$1,000.00, three (3) vacation days and a trip to Sandals Resorts (Bahamas or Jamaica). This team activity will showcase to Green for Life employees as well as the public the full engagement of Green for Life within the Rib Fest, as well as Green for Life's dedication to creating a fun-filled work environment for their prospective and existing staff-members whilst creating networking opportunities for Green for Life executives.

### **THANK YOU**

Thank you for your time, consideration and attention to our sponsorship marketing proposal for Green for Life's proposed participation in the Pickering Rib Fest 2013.

### **SPONSORSHIP MARKETING INVESTMENT**

- ❖ Sponsorship activation fee: CDN\$20,000.00
- ❖ Platinum sponsorship fee: CDN\$15,000.00
- ❖ Greening Durham contest prizing: CDN\$5,000.00
- ❖ Ocean Flame Communications campaign management: CDN\$3,500.00

**Sponsorship Marketing total: CDN\$77,000.00**

### **OCEAN FLAME COMMUNICATIONS**

Ocean Flame Communications' event marketing PAACR™ Principle.

- Proposal
- Administration
- Activation
- Compliance
- Reporting

Ocean Flame Communications will provide the management services for the proposed campaign. Our management services include sponsorship marketing planning, campaign execution, advertising scripting/copy, publicity (media relations), media buying, campaign evaluation and post-campaign reporting. We also provide brand/celebrity partnership negotiations, event marketing administration, sponsorship activation and sponsorship compliance services. We create the sponsorship marketing plan for the client, we also have all event registration documents filled and prepared for the client's signature and provide details concerning health department seminars and hygiene requirements for securing and maintaining the event booth space for the client.

In providing activation services we offer promotional staff to distribute product, conduct sampling or event sales; as well as to have a 'strike' team erect the booth, banners and promotional material to activate the sponsorship across the event. Finally, Ocean Flame provides sponsorship compliance services in ensuring that sponsors receive all the pre-event and on-site signage, mentions and advertising/publicity exposure they were promised in their sponsorship package from the promoter or their respective sponsorship marketing agent. We ensure that the event producer/promoter remains compliant with this agreed upon understanding prior to the event and during the event.

The logo for Ocean Flame features a stylized flame in shades of pink and red rising from a circular base. The base is composed of overlapping, semi-transparent rings in light blue and cyan, creating a sense of depth and movement.

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