



## SCOTIABANK TORONTO CARIBBEAN CARNIVAL

### RED BULL 'REVEL ENERGY' SPONSORSHIP MARKETING CAMPAIGN

The Red Bull 'Revel Energy' sponsorship marketing opportunity will provide Red Bull with the branded entertainment opportunity to be the exclusive energy drink sponsor at the 'The Lime' concert presenting the performance of Two-time Grammy Award winning R&B vocalist Melanie Fiona, Canadian hip-hop icon Kardinal Offishal as well as Soca King Iwer George and reigning reggae dancehall sensation Popcaan (pron. Popcorn) as well as upcoming high rotation Torontonians A-Game and Luu Breeze performing at the Ontario Place hosted August 5<sup>th</sup>, 2012 event. Secondly, in activating the competitive spirit of the clashing bulls illustrated in Red Bull's logo, Red Bull will be also be the energy sponsor of the Carnival King & Queen competition on August 2<sup>nd</sup>, 2012 at Allan Lamport Stadium. By energizing the revelers of the 2012 Scotiabank Toronto Caribbean Carnival by giving them wings, Red Bull gives 'Revel Energy' to the festival.

As a contributing sponsor to the A-List entertainment segment on August 5<sup>th</sup>, 2012 at Ontario Place, Red Bull will be the exclusive energy drink brand announced before each stated performer within the Red Bull branded entertainment segment. During this segment the master of ceremonies will direct the event's patrons to the Red Bull co-branded Jerk Cabanas to enjoy Jerk chicken, pork and seafood meals with a cold Red Bull natural beverage. Red Bull will also have the captive audience of the VIP section which will be branded Red Bull in which to distribute product, branded merchandise and literature.

Red Bull will also receive branding within the Scotiabank Carnival's public relations campaign with media sponsors CTV, CP24, Toronto Star, The Grid and Flow 93.5FM as the Carnival's music sponsor at the carnival main music event. The exposure will include mentions during every interview about 'The Lime' concert's A-List line-up which will be referred to as the 'Red Bull Main Event' segment by the festival's organizers and the performing artists associated with the event.

Red Bull's branded entertainment opportunity will be extended to broadcast exposure in having the mentioned performing artists mention Red Bull during their interviews on Flow 93.5FM's Jeni show on August 3<sup>rd</sup>, 2012. The evening drive radio show will request listeners call in and ask the artists a question about what to expect at the Red Bull Main Event segment. Jeni will also encourage her listeners to visit the Red Bull Jerk Cabanas whilst at the festival to enjoy incredible Jerk cuisine with a Red Bull.

Sponsoring print mediums The Grid and Toronto Star will provide branded content opportunities for Red Bull by printing Red Bull branded quarter-page and half-page advertorials about the artists in the Red Bull Main Event line-up. The snapshot biographies about the artists will be accompanied by an image of all six (6) artists and the Red Bull logo and slogan which will be placed in the upper-left corner of the advertorial border which will be created in Red Bull's brand colors and preferred font or presentation style which best represents the brand.

Red Bull will be the segment sponsor for the concerts headlining performances. As a contributing sponsor, Red Bull will receive the aforementioned public relations benefits in addition to those stated in the attached sponsorship marketing document for 'The Lime' concert. The CDN\$15K contributing sponsorship fee is negotiable due to the late point of entry for this year's proposal.

Thank you for your time and consideration in reviewing this abbreviated proposal. We look forward to any questions or comments you may have regarding Red Bull's participation as the beverage sponsor of this year's main event segment for 'The Lime' concert's headlining acts as well as the carnival King & Queen competition.

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