



## **ROTARY CLUB PICKERING RIB FEST TORONTO DOMINION BANK SPONSORSHIP ACTIVATION STRATEGY**

### **INTRODUCTION:**

Complementing the Toronto Dominion Bank's initiative to empower small businesses through professional small business advisors, beneficial small business financial products and services tailored to aid the entrepreneur on their challenging road to success we propose TD Bank's hosting of the 'TD Local Biz' kiosk at the Pickering Rib Fest 2012.

The kiosk will include ten (10) businesses from both Ajax and Pickering being provided the sponsored opportunity to present their products and services to the 25,000 person a day crowd which attends the three (3) day Rib festival each year.

TD Bank will have the opportunity to empower their small business clients from Ajax and Pickering by selecting ten (10) businesses to hold booths for three (3) days or have a day-to-day revolving door of entrepreneurs giving thirty (30) local entrepreneurs the chance to gain exposure to the Rib Fests customers in this incredible event marketing opportunity which supersedes the return on marketing investment (ROMI) potential which advertising or public relations could provide the humble marketing budgets of their fledgling businesses.

In order to connect TD Bank small business clients with their target market and further solidify TD Bank's reputation as a financial institution which empowers entrepreneurs we propose the TD Bank 'About our Success' website. This site will showcase a three (3) minute business biography, allowing TD's selected entrepreneurs to give a video presentation about their background, their vision to start a business, some of the obstacles they overcame in the journey to profitability, their words of advice to upcoming

entrepreneurs and how their TD Bank advisor assisted them in navigating the obstacles small business ownership presents on a weekly basis within the first three (3) challenging years of business ownership.

The entrepreneur's video vignettes will be joined by three (3) minute video testimonials by TD Bank small business advisors who will speak about how TD supports entrepreneurs and local business owners through their products, services and community relations initiatives. Upon obtaining permission from their clients, the small business advisor should incorporate stories about how they have assisted the success of their successful clients through the incredible small business products and services TD Bank offers their clients. The advisors will end their message by recommending upcoming entrepreneurs visit the TD Bank advisors at the 'TD Business Services' booth adjacent the small business kiosk at the Pickering Rib Fest for further information on the advantages of being a recipient of the benefits of the TD small business program.

### **PRE-EVENT MEDIA ACTIVATION:**

The pre-event public relations campaign will have TD Bank branded content in the Ajax & Pickering weekly 'Snap Magazine' and the monthly 'Durham Business Times'. This branded content will be full-page advertorials showcasing up to nine (9) of the ten (10) or thirty (30) entrepreneurs selected by TD Bank for the event. Each week for the duration of the three (3) week pre-event campaign TD will select three (3) entrepreneurs per-week to be featured in the news magazines. The advertorials will feature photos of the entrepreneur's business, a brief biography about them, a blurb about their business and a story about their journey to success in the words of their TD small business advisor. This journey to success blurb will be adjacent to a photograph of the TD small business advisor.

The entrepreneurs and the TD small business advisors will both be requested to invite their business network to the Pickering Rib Fest to visit their 'Local Biz' kiosk as well as to enjoy the food and festivities of the event. Both entrepreneurs and advisors will activate their networks through social media postings which will be posted on the TD 'Local Biz' website. The hash-tags and handles for these social media entries will be posted on the advertorials placed in the local magazines.

Ajax and Pickering entrepreneurs will also be encouraged to tell their own stories of small business success within the 'Rising Stars' section on the 'TD Local Biz' website. Entrepreneurs who have entered stories about their growing business and developing business ideas will be incentivized by an offer of winning CDN\$10,000.00 for their business and six (6) months of FREE coaching from a TD Bank small business advisor along with FREE access to TD Bank small business seminars and webinars within those six (6) months. The winner of the 'Rising Star' grand prize will be voted by votes casted through the website by their customers making positive comments about their products/services, the votes and comments of their customers will account for fifty percent (50%) of voting authority, the other fifty percent (50%) will be that of a collective of small business advisors from TD Bank's Durham Region small business team.

Entries for the 'Rising Stars' competition will be exclusively accepted through the filling-out of a ballot at the Rib Fest. Despite posting success blogs and gaining votes on the website, entrepreneurs who do not fill-out a ballot at the event will not be considered as an entrant in the online contest.

### **ON-SITE ACTIVATION:**

TD Bank will host a fully branded ten (10) business 'TD Bank Local Biz Kiosk' accommodating the products, displays and smaller banners of the TD small business clients they are assisting in event marketing opportunities at the Rib Fest.

TD Bank will gain numerous mentions from the stage announcing their sponsorship of these entrepreneurs and their support of local entrepreneurship and new ideas which are strengthening Ajax and Pickering as two (2) progressive municipalities. Mentions will also include reminding the audience to support the small businesses with their patronage, comment on their products/services on the TD Local Biz website and vote for their favorite 'Rising Star' business whilst on the website.

Reminiscent of the 'Business Services' teller booth at the TD Bank locations, there will be a 'Business Services' booth with a TD Bank small business advisor placed adjacent to the 'TD Local Biz Kiosk'. The advisor will be giving short on-site consultations, distributing literature about TD Bank's small business products and services as well as collecting the signed ballots from the entrepreneurs who would like to be officially entered for the 'Rising Stars' online competition.

The collection of these ballots are both a prospecting tool for the small business advisors as well as a marketing evaluation tool illustrating the measurable effectiveness in reach of the online and print media campaign in gaining awareness about the kiosk, the online competition and the need to visit the 'Business Services' booth to be officially registered for the competition. The entrepreneurs' on-site presence provides the small business advisors the direct opportunity to sell these prospects on the features, attributes and benefits of establishing a business account with Toronto Dominion Bank prior to their telephone sales campaign to convert these prospects into TD Bank small business clients.

### **POST-EVENT ACTIVATION:**

Following the event TD Bank will post a final week of advertorials in the Durham Business Times and the Ajax & Pickering Snap Magazines. These advertorials will thank all the entrepreneurs who participated in the booth and publicly recognize the business with the highest sales at the event by featuring that entrepreneur in the advertorial. The advertorial will have a congratulatory message and consist of the same graphic and text format of the pre-event advertorials.

TD will also use a separate half-page advertisement space to award the winner of the 'Rising Stars' online competition which was voted by both Durham Region based TD small business advisors, the general public as well as the businesses' clients/customers.

On the third week following the event, TD will host a small business seminar titled 'Rising Stars' speaking about tactics on overcoming the initial challenges of growing a business, the importance of evolution and strategies on sustainability and diversification. The three (3) speaker seminar will feature interactive presentations from a prominent and publicized Canadian entrepreneur (maybe someone from CBC's 'Dragon's Den' or the technology industry at large) amongst two (2) other exemplary entrepreneurs from the regions of Durham or York.

Entry to this event will be CDN\$30.00, however entrepreneurs who present the flier cut from the pages of the Durham-wide distributed Snap Magazine and Durham Business Times will only pay a fee of CDN\$15.00 for entry into the seminar. Attendees who can prove at the door that they have invited more than ten (10) other attendees will be able to gain entry for only CDN\$5.00.

The event will conclude with the main speaker presenting the 'Rising Stars' grand-prize to this year's winner along with a few words of encouragement based on their informed understanding of the person's journey in business and the person's industry.

- ❖ Rib Fest Platinum Level On-Site Presence: CDN\$10,000.00
- ❖ Prizing for contest winners: CDN\$10,000.00
- ❖ Print/Radio Media Campaign Cost: CDN\$5,000.00
- ❖ Campaign administration fee (optional): CDN\$3,000.00

Please consult the Ajax Rotary Club's sponsorship levels document which was also attached along with this for further details on the on-site activation offering.

**Sponsorship Marketing Investment: CDN\$28,000.00**

**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 17<sup>th</sup>, 2012 concerning your interest in the sponsorship marketing opportunity with the Rotary Club's Pickering Rib Fest.

**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)