



SCOTIABANK TORONTO CARIBBEAN CARNIVAL

BIG IT UP 'THE LIME' SPONSORSHIP MARKETING CAMPAIGN

The Big It Up sponsorship marketing opportunity will provide Big It Up with the branded entertainment opportunity to be the exclusive hat sponsor presenting the performance of Two-time Grammy Award winning R&B vocalist Melanie Fiona, as well as Soca King Machel Montano and reigning reggae dancehall sensation Popcaan (pron. Popcorn) as well as upcoming high rotation local artists A-Game and Luu Breeze.

As a contributing sponsor to this A-List entertainment segment on August 5th, 2012 at Ontario Place, Big It Up will be the exclusive hat brand announced before each stated performer within the Big It Up branded entertainment segment. During this segment the master of ceremonies will direct the event's patrons to the Big It Up co-branded Jerk Cabanas to enjoy Jerk chicken, pork and seafood meals. Big It Up will have a booth adjacent to the cabanas to sell hats to the captive audience waiting in line to be served jerk meals.

Big It Up 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 'Big It Up Main Event' segment by the festival's organizers and the performing artists associated with the event.

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

Sponsoring print mediums The Grid and Toronto Star will provide branded content opportunities for Big It Up by printing Big It Up branded quarter-page and half-page advertorials about the artists in the Big It Up Main Event line-up. The snapshot biographies about the artists will be accompanied by an image of all five (5) artists and the Big It Up logo and slogan which will be placed in the upper-left corner of the advertorial border which will be created in Big It Up's brand colors and preferred font or presentation style that best represents the brand.

Big It Up will be the segment sponsor for the concerts headlining performances. As a contributing sponsor, Big It Up will receive the aforementioned public relations benefits in addition to those stated in the attached sponsorship marketing document for 'The Lime' concert. The CDN\$5K for 'The Lime', the King & Queen competition and the main parade event's 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 Big It Up's participation as the co-sponsor of this year's main event segment for 'The Lime' concert's headlining acts.

CONTACT INFORMATION:

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