



# CORPORATE SPONSORSHIP PACKAGE FOR PROCTER & GAMBLE

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By Ankeet Mahadik  
Public Relations and Marketing Diploma





August 13, 2019

Dear Chrystal,

As per our previous meetings and telephonic conversations, The Canadian Marine Foundation (TCMF) is extremely pleased to have the opportunity to present a customized sponsorship package for Procter & Gamble (P&G), Canada.

We, at TCMF, would be highly obliged to have P&G as our main sponsor for our "Plastic Neutral Program" event on June 8, 2020 (i.e. on World Oceans Day). You will receive the benefit of including your brand name/logo in all promotional activities and materials, naming rights for event marketing purposes for the next three years and the privilege to witness our new product launches. Through this partnership, we aim to reduce and eliminate the on-going issue of plastic pollution and alleviate poverty simultaneously. Additionally, through this collaboration, we can collectively work towards solving the problem of plastic pollution crisis and impact the lives of billions of people, which represent a perfect fit for your organization and will direct you to set roadmaps for your future sustainable initiatives.

This package outlines all the offers and activation recommendations that we firmly believe will make this partnership mutually beneficial and help create our mother Earth a better place than it was when we arrived. We have also added the cost and terms and conditions in this package. Please review the whole package and if it seems appropriate, we may move forward towards implementing this offer.

We strongly believe this exchange of values will serve as a platform for your organization to increase its brand value, help achieve your sustainable initiatives and promote your brands to be the first preferences of customers. Moreover, if this partnership is implemented, P&G can be recognized as a sustainability leader within its sector and can increase the value it creates to its environmental footprint by 2030. We are looking forward to partner with your organization and are open to your feedback and flexible to make amendments regarding the package.

Sincerely,  
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## Procter&Gamble

### About Procter & Gamble (P&G)

Companies such as Procter & Gamble and its sister companies generate tons of plastic and pollute our environment. According to P&G's 2018 annual report, the multinational company has several sustainable initiatives but has no sponsorships for environmental causes. Additionally, a P&G brand 'Head & Shoulders' has taken efforts to make shampoo bottles out of ocean waste plastic. However, these bottles are not bio-degradable and might end up going into oceans. Moreover, as per a recent study, if shampoo bottles are not recycled, more than 552 million plastic bottles could end up in landfills or oceans each year. These statistics are only related to shampoo bottles. Now imagine the plastic waste created by P&G through all its other brands.

Considering these facts, P&G is a perfect fit for our organization since it has not achieved its 2020 sustainable initiatives but it takes tremendous efforts to accomplish its objectives.

Hence, TCMF can set roadmaps and solutions for P&G to achieve their 2030 sustainability goals, deal with several issues to reduce their environmental footprints and create an impact by manufacturing their products made by our compostable materials which are similar to plastic.





## About The Canadian Marine Foundation (TCMF)

TCMF is a national not-for-profit organization. TCMF was established in Winnipeg, Manitoba in 2015. It is committed towards protecting our marine life and focuses on solving the on-going plastic pollution issue. TCMF aims to bring a change to society by inviting other environmentally-conscious organizations to join together to solve this global crisis. Through its initiatives, TCMF strives to alleviate poverty and eliminate plastic pollution by creating plastic waste collection centres, monetizing plastic waste, utilizing compostable materials which are similar to plastic and by incinerating plastic waste by 100 per cent to form products that are made of marine plastic waste. TCMF pursues its objectives by collecting plastic waste, incinerating it and reating it to symbols of change by repurposing it.

## Fifth Annual National Conference Event of TCMF

The purpose of the Fifth Annual National Conference of TCMF will be to encourage individuals, governments, businesses and communities to take collective action against plastic pollution. This event will also serve as a platform for influencers, business icons, educational institutes and leaders to come together and be a part of the solution. In the previous year, TCMF made a provision of \$50,000 for our purpose due to our participants' generosity. Additionally, in the previous fiscal year, only 6 per cent of provisions received were spent on administration and the remaining 94 per cent were spent on our organization's causes. This year, TCMF aims to raise \$100,000 for its causes.

### Event Parameter

**When (Date):** The event will be held on June 8, 2020 (World Oceans Day)

**Where (Venue):** RBC Convention Centre, Second Floor, York Ballroom 1

**Media Partners:** CBC News, CTV News and Global Winnipeg

**Time:** 3:00 p.m. onwards

**Ticket price:** \$80 per person

### Audience

The audience attending the conference will be individuals and groups who share similar interests. Hence, the audience will consist of government officials, community leaders, big and small corporation executives, business leaders, educational institutes, students and volunteers who are passionate regarding environmental causes.

### Additional Information To Know

A mini exhibition will be displayed during the event. This exhibition will showcase different compostable plastic packaging materials which will immediately dissolve in water. It will also display other cosmetics made of plastic-free containers and compostable plastic cups made of VLD plastic that can even be decomposed in landfills. There would also be a few stalls and kiosks. In addition, there will be awards presented for individuals and groups who have made an impeccable impact on sustainability. Moreover, the event will also consist of a presentation regarding our Plastic Neutral Program and our future initiatives.

# Plastic Neutral Program

## Sponsorship Package

### TCMF's Offers and Activation Tips

#### 1) Title sponsorship

You will be entitled as our title sponsor for this event. Therefore, P&G can attract many new customers through its new sustainable initiatives and help create P&G's brands to be the first preferences of customers. Through this sponsorship, P&G can include its brand name/logo in all promotional activities and materials, naming rights for the next three years and the privilege to witness our new product launches.

**Activation tip:** Hold a kiosk at the event site and involve attendees by providing them with information about the ACU's current banking and financial services. Offer them discounts on shopping with ACU credit/debit cards with their partnered businesses. Distribute brochures for take way.

**Specifications:** 2000mm x 800mm (2006mm x 806mm with bleed) and four colour process (CMYK) for print. Please note that the materials used for printing the banners must be made from 100 per cent repurposed paper/plastic materials and should be reused for future events.



#### 2) Awards/Recognitions

P&G will have the privilege of presenting awards to the individuals and groups who have made an impeccable impact in sustainability. This will act as a tool to drive your brand visibility.

**Activation tip:** You can take advantage of labelling your brand logo alongside our logo on the podium during the event.

**Specifications:** Overall dimensions: 27.5" W x 43.3"H x 14" D. Top surface dimensions: 25.8" W x 13" D.



*Procter&Gamble*

### **3) Addressing audiences at the event**

During the event P&G can mention about its partnership with TCMF and the future initiatives it will be taking to tackle the ongoing issue of plastic pollution by implementing compostable materials in their manufacturing process.

**Activation tip:** Five VR kiosks will be placed at the event. These VR kiosks will be placed to address the issue of plastic pollution, explain P&G's commitment to implementing compostable materials in their manufacturing process and how TCMF's initiatives (Waste Management Centres and Monetizing Plastic Waste) are impacting our environment positively.



### **4) Media Coverage**

We are anticipating over 500 participants for this event. We will be pitching our earned media (Global Winnipeg and CTV News) to cover the event. They will perform live coverage of the event. Similarly, our official media partner (CBC News) would also be covering the event.

### **5) Demonstrating TCMF's materials at the event**

P&G will be given access to showcase TCMF's different compostable materials through this event.

**Activation tip:** P&G can use this platform to demonstrate different compostable materials that can be used by them in their future initiatives to avoid the consumption of single-use plastic.



## Cost and Term

This sponsorship package is for a three-year period, i.e. from 2020 to 2023. However, the extension of this contract can be renewed with the mutual agreement of both the parties. The partnership fee for the three-year period would be \$100,000 per year. The amount will be due by December 31 of each year of the contract period. A fulfillment report will be provided one week after the event.

Our brands will set an example to secure the future of the upcoming generations and by working collectively, we can find a common cause to better ourselves and our mother Earth. We look forward to hearing from you and will follow up regarding the same on August 22, 2019.



**Procter&Gamble**



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