

RF-10 Benson & Hedges Fireworks Sponsorship, Misc. (RBH-1221) (suite)



THE Province

A Southam newspaper

2250 Granville Street, Vancouver, B.C. V6H 3G2 Telephone (604) 732-2222

July 16, 1996

Julie Prescott
 Benson & Hedges
 106 West 1st Street
 North Vancouver, BC

By Fax: (604) 990-5185

Dear Julie,

Thank you for considering The Province, to give away a prize for two people to see the 1997 Grande Finale on the Benson & Hedges Symphony of Fire.

The Province is pleased to provide Benson & Hedges with the following promotional support:

- Provide editorial coverage to boost the 1996 Benson & Hedges Symphony of fire and "kick off" the in paper contest.
- 3 - 5 x 80 line promotional ads.
- Run in paper contest where readers to write in and describe their most memorable fireworks display.
- Ad Design and layout.
- Province Merchandise for secondary prize. *+ Alfa 10 use cameras*

Total promotional value \$7,500.

Pacific Press (The Province) will not be in default of our obligations to you if our default is due to circumstances beyond our control including strikes, lockouts, or production problems.

Promotional advertisements are subject to space availability which may result in publication changes. The Province reserves final authorization on all promotional advertisements including overall design, logo inclusion, and copy.

Pacific Press (The Province) reserves the right to obtain additional sponsors which will have a lower profile in the promotion provided such as sponsors business is not in direct competition with your principal business. The Province will have first right of refusal

In return Benson and Hedges will provide the following:

- Return trip to Toronto compliments of Air Canada
- A suite at the Royal York Hotel for two nights
- VIP tickets to see the Grande Finale
- VIP dinner before the show
- \$300 spending money.

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Julie, the contest will open with an editorial coverage on Sunday, July 21 in the "Take a Break" section of The Province. Joanne Sasvari will be writing this editorial piece. The run dates for the contest entry ads will be July 24, 31 and August 4.

Please call me if you have any questions or concerns.

Sincerely,

A handwritten signature in black ink, appearing to read 'MB', written in a cursive style.

Michele Brown
Province Province

cc: Audra Witiuk
Doug MacPherson