

RF-64 Benson & Hedges Fireworks Sponsorship & CFTO-TV (RBH-1201)
(suite)



BATON BROADCAST SALES

July 13, 1995

Mr. D. McPherson
Special Event Co-Ordinator
Benson & Hedges Inc.
1500 Don Mills Road
North York, Ontario
M3B 3L1

Dear Doug,

On behalf of my colleagues at Baton Broadcasting, let me extend my congratulations on yet another spectacular Symphony of Fire. Each time I come to pen this letter, the first thought that comes to mind is, "What will Benson & Hedges do for an encore next year?". I suppose that becomes as much of a challenge as the logistics of putting on the Symphony of Fire itself. Certainly partial proof of the popularity of the Symphony of Fire is the demand for tickets to both the Grand Finale and the VIP tent. People who you wouldn't normally hear much of all of a sudden become your best friend in order to weasele a ticket.

Baton Broadcasting is grateful for the opportunity to be affiliated with such a high profile event as the Symphony of Fire. We sincerely hope that our efforts contribute somewhat to the success of the overall promotion and that we can continue our mutual relationship for a long time to come. Herewith is a summary of the Baton Broadcasting efforts on behalf of the Benson & Hedges Symphony of Fire for 1995.

PROMOTIONAL

A) CFTO-TV Corporate On-Air Promotion	
June 5 - 25 inclusive	
58 x :30 second announcements	Value \$ 92,275
B) Production of on-air promotion spot	Value \$ 7,000
C) On-Air Giveaways	
2 week Eye On Toronto promotion	Value \$ 15,000

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D) No charge dividends June 5 - July 2 inclusive 33 x :30 occasions	Value \$ 26,880
E) Dini Petty Promotion May 22 - June 8 inclusive i) 1 Promo spot per day in-show ii) 2 Promo spots per day R.O.S	Value \$ 58,950
F) Symphony of Fire Program Half-hour program aired Saturday June 10, 1995 2:30-3 PM	Value \$ 9,600
EDITORIAL	
G) World Beat News 6 x 2 min segments 6-7 PM	Value \$ 52,000
H) Night Beat News 6 x 2 minute segments 11-11:30 PM	Value \$ 40,800
I) Eye On Toronto Doug McPherson interview Approximately 10 minutes	Value \$ 5,000
J) Dini Petty i) Doug McPherson interview and demo Approximately 15 minutes ii) Live tags and throws prior to each on-air prom May 22 - June 8 inclusive	Value \$ 14,500
K) Canada AM Dale Goldhawk interview with Patrick Brault of Concept Fiatlux Thursday July 6, 1995	Value \$ 10,000
TOTAL CFTO-TV/BATON/CTV VALUE	\$ 332,805

I trust that the foregoing meets with your approval. We are entering the fifth and final year of the current agreement with Benson & Hedges. Once the summer frenzy subsides, I would

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like to begin prelliminary discussions vis-a-vis the next five year period, with the intention of ultimately signing another five year (or longer) agreement.

Best of luck in Vancouver and I'll be speaking to you soon.

Kindest personal regards,



Mark A. Kahansky
Sales Executive

c.c. Chris Platt - Saatchi & Saatchi Advertising
Harold Thomson - Benson & Hedges
Sean Delaney - Baton Broadcasting

C F T O - T V

SYMPHONY OF FIRE SPONSORSHIP AGREEMENT

BETWEEN

CFTO-TV AND BENSON & HEDGES

This will serve as the agreement between CFTO-TV Limited and Benson & Hedges for 1993, 1994, 1995 and 1996. The model for this four (4) year agreement will be based on the plan used for CFTO-TV's involvement and contribution to the event in 1992, which worked so successfully for both parties.

CFTO-TV Limited will provide the following:

- **Event promotion during local programming on CFTO-TV with emphasis on news coverage of the event and on air promotion during news programming.** A promotion plan will be provided prior to March 15 each year by CFTO for the approval of Benson & Hedges Inc. Symphony of Fire.
- On air promotion of a major contest will be run each year as part of the Benson & Hedges Inc. Symphony of Fire in-store promotion.
- The airing of one thirty minute television special (supplied by Benson & Hedges). This special will air in June of each year prior to the opening night of the competition. CFTO-TV Direct Sales will use its best efforts to have the special aired on the Full ONT Network.
- One CFTO-TV on-air personality will serve as a judge for the competition. This judge will be available for each and every night of the competition.
- **'The Benson & Hedges Inc. Symphony of Fire' name will be used in its entirety, each time the event is mentioned by the on-air staff.**



C F T O - T V

Benson & Hedges Inc. Symphony of Fire agrees to provide the following:

- CFTO-TV will always receive the majority of the promotional spending with television stations in the Toronto market. CFTO-TV will receive a minimum airtime buy of \$100,000.00 for 1993.
- Given the uncertainty in determining future budgets, for the purposes of this agreement, CFTO-TV Limited will expect to receive the majority of budgeted television airtime of approximately \$100,000.00. Should this figure change substantially, our agreement shall re-open for negotiations.
- All dealings with CFTO-TV Limited will be conducted directly through CFTO-TV Direct Sales on a gross basis, with 7.5% in additional airtime applied toward the net buy.
- CFTO-TV will be prominently featured on all materials produced by Benson & Hedges Inc. Symphony of Fire to promote the event. This will include in-store promotion, promotion of the event by other co-sponsors, all media releases and other such materials promoting the event.
- CFTO-TV will be provided with one (1) table for eight (8) in the VIP area each evening of the competition at no cost.
- CFTO-TV will be prominently mentioned on-site by the announcer for each evening of the competition. The judge supplied by CFTO-TV will be acknowledged at the event each evening and be recognized in all material related to the event.

ACCEPTED BY:

		
Bob Llewellyn Benson & Hedges Inc.	Doug McPherson Benson & Hedges Inc.	Sean Delaney CFTO-TV Limited

ON THIS 15th DAY OF FEBRUARY, 1993.

