

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

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March 10, 1997

Wende Cartwright  
Benson and Hedges Symphony of Fire

VIA FAX

Dear Wende,

As per your request, here's a revised letter of agreement regarding partnership with the 1997 Benson & Hedges Inc. Symphony of Fire.

*Citytv will:*

- Create a contest opportunity using our live morning show, Breakfast Television as a vehicle to generate awareness and give away the grand prize of a trip for two to The Vancouver Benson and Hedges Symphony of Fire. Mechanics of the contest to be determined.
- Produce a :30 second promotional spot to support the contest.

Minimum estimated value: \$6,000

- Provide an on-air schedule to support the contest to run on a ROS basis for a ten day period.

Minimum estimated value: \$20,000

- Make live, on air mentions informing viewers of the contest for approximately two weeks.

Minimum estimated value: \$7,500

- Give the trip away live on Breakfast Television.

Minimum estimated value: \$1,500

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- For one week CityLine will execute an editorial only contest giving away the VIP Grand Finale Dinner for four people.

Minimum estimated value: \$3,500

- Make best efforts to broadcast live from the fireworks barge with a BreakfastTelevision LiveEye remote (pending fireworks that can be seen during daylight). This live coverage translates into approximately 12 minutes of live coverage.

Minimum estimated value: \$18,000

- Make best efforts to cover the Benson & Hedges Symphony of Fire in the noon, 6 pm and 11 pm newscasts of CityPulse.

Minimum estimated value: \$9,800

- Offer Symphony of Fire the opportunity to showcase fireworks in a live broadcast of Electric Circus.

Minimum estimated value: \$600

- Offer Symphony of Fire the opportunity to showcase fireworks at the end of a CityPulse at 11 pm live broadcast.

Minimum estimated value: \$9,000

- Best efforts to cover a national angle of the fireworks program on Bravo!

Minimum estimated value: \$2,400

- Conduct on-air giveaways on BreakfastTelevision (simulcast with The New VR), CityLine (syndicated in Halifax, Edmonton, Calgary, Manitoba) Speakers Corner, City On-Line, Electric Circus and our nightly news contest, Newstest.

Minimum estimated value: \$14,050

- Bonus Benson and Hedges' airtime schedule during the media flight.

Minimum estimated value: \$15,000

**Total Estimated value: \$107,350.00**

\*Please note, the value of in show editorial time far exceeds commercial time, therefore, we value on air mentions at twice the commercial cost.

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***In return, Benson & Hedges Symphony of Fire will:***

- **Make a media buy on Citytv of \$120,000.00 net.**
- Provide benefits as outlined in the sponsorship package.
- Provide the grand prize trip of a trip for two to Vancouver's Symphony of Fire including airfare, hotel and spending money.
- Execute details of redeeming trip with the winner.
- Provide 80 family packs of tickets for on-air giveaways.


Wendy, please note, since the BT/Symphony of Fire contest mechanics have yet to be determined, the costing of the value may vary. The promotional spot supporting the contest will be produced in late April, we are happy to invite your creative team at Saatchi to review the script and final spot.

**I look forward to working with you on executing the fireworks on Electric Circus as well as CityPulse at 11.** As always, I'm committed to securing Benson and Hedges Symphony of Fire with the most extensive coverage possible.

On a final note, I will forward New VR ticket giveaway opportunities to you in exchange for a \$20,000.00 media buy.

Please feel free to call me if you have any questions or need further information.

Sincerely,



Jenny Norush  
Manager, Station and Sales Promotion

c.c. Dan Hamilton, Mary Powers, Greg Golds, Sylvia Santino