



This proposal outlines the complete scope of how BestFan can offer your brand the resources as well as brand exposure to potential consumers at one of Canada's premiere award shows.

### What is BestFan?

BestFan.com is one of Canada's top online platforms for popular culture updates, exclusive content and music releases. In 2010 a group of Toronto based entertainment enthusiasts collectively parlayed their passion for music and popular culture into an online media outlet. BestFan prides itself on rewarding fans just for being fans through contesting opportunities and promotional incentive programs. The website offers fans of pop culture access to the industry's biggest stars through contests, promotions and street team initiations - free of any membership fees.

In the past, BestFan has teamed up with Skittles, ToyWatch and LiseWaiter Cosmetics to deliver fans the ultimate MMVA experience.

The MuchMusic Video Awards is one of Canada's largest music awards shows, held annually on the streets of downtown Toronto, hosted at the MuchMusic Headquarters. This awards show is one of a kind, allowing fans to be a part of the audience for free and experience the show closer than any awards show out there. As Canada's #1 source for music videos, MuchMusic celebrates the best in music videos with music's biggest names. The weekend long event garners a demographic of 14-20 year olds in excess of 10,000+ people, spending their weekend in the vicinity of MuchMusic's downtown headquarters to catch the performance rehearsals and a glimpse of their favourite artist/celebrities. With such high volumes of traffic in the streets, this is a perfect opportunity to expose your brand and its products to a niche market, while working closely with a fan based company.

### Our Ask

In order for your brand to receive ultimate exposure during this exciting event, BestFan will require 2,500 units of product to distribute. Our street team will ensure that this product is placed directly in the hands of MMVA attendees through our promotional street campaign. Any additional promotional material

you wish to provide will be an asset to this collaborative experience.

### How It Will Work

In addition to placing your product directly in the hands of targeted consumers, BestFan will engage attendees with a contest promotion that will require each fan to register their name and email in a BestFan's database. This will be accessible through a tablet each street team member will be equipped with. The names will be entered into a draw to win a prize pack with a minimum value of \$250.00 and be signed up to begin receiving exclusive email newsletters. If interested, this database will be made available to your brand for future use. Following the MMVA's, a newsletter will be sent out to the collected address' as well as an already existing database directing fans to exclusive content from the weekend's events, including photos, video content and backstage footage. A promotional space will be made available inside the newsletter for your brands messaging. We expect this newsletter to reach 95,000+ fans.

### Partnership

We see this partnership opportunity as a real asset for not only BestFan but for your brand also. This is a unique opportunity for your brand to access teen fans of pop culture

This is a unique opportunity to align your brand with potential consumers aged 14-20 at one of Canada's most accessible award shows of the year.