

Grey Cup

Festival Decorations



The Grey Cup is more than just a football game.

The Grey Cup is the most watched annual sporting event on Canadian Television.

The 2004 Grey Cup will generate over \$49M industry output in tourism, retail and hospitality sectors.

Other revenue opportunities will account for over \$33M



- **Transportation** \$10M
- Accommodations \$8M
- Food and Beverage \$6M
- Other Retail \$5M
- Other Attractions \$4M

The Grey Cup is a 5 Day Event targeting over 135,000 people

52,000 people will attend the game itself.

The game day audience breakdown is as follows:

Ottawa Region 20,000

Ontario (excluding Ottawa) 10,000

Montreal and Western Quebec 13,000

All other Canadian Cities 9,000

Over 1000 volunteers are required to assist with event logistics.





Gord Elser
VP of Marketing
Marketeks
159 Promenade du Portage
Gatineau, Quebec
J8X 2K4

Congratulations!

Marketeks has been selected as the "Official Supplier" of all pageantry and decorations for the 92nd Grey Cup to take place in Ottawa on November 21st, 2004.

The overall success of this event, and increased business in the Ottawa/Gatineau region, depends heavily on the involvement and participation of all businesses displaying their support and association with the Grey Cup through the presence of pageantry.

Our mandate this year is to present the best Grey Cup ever. With your help we will be able to obtain this goal.

Best Wishes,

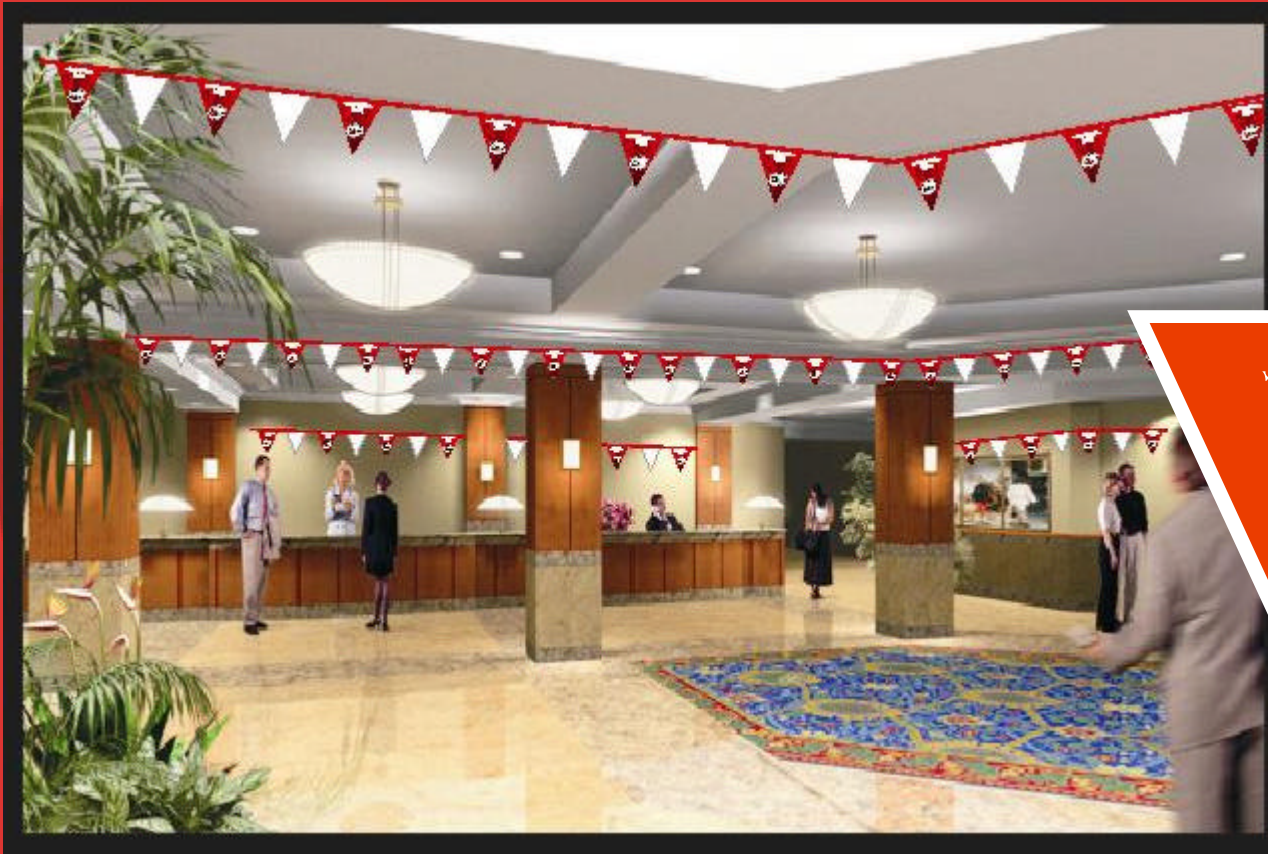
Phil Denyes
Chair of Sales and Marketing Committee
Grey Cup 2004
613.231.5608 ext 273

cc. Brad Watters
President Ottawa Renegades Football Club



50' Festival Pennant Strings

- \$1500.00 - 10 sets
- \$1375.00 - 9 sets
- \$1240.00 - 8 sets
- \$1120.00 - 7 sets
- \$990.00 - 6 sets
- \$850.00 - 5 sets
- \$710.00 - 4 sets
- \$555.00 - 3 sets
- \$385.00 - 2 sets
- \$200.00 - 1 set



www.GreyCup2004.com

11.21.04



4"x6" Festival Window Stickers

- \$240.00 - 100 units
- \$225.00 - 90 units
- \$210.00 - 80 units
- \$190.00 - 70 units
- \$170.00 - 60 units
- \$150.00 - 50 units
- \$130.00 - 40 units
- \$105.00 - 30 units
- \$80.00 - 20 units
- \$50.00 - 10 units



A Chance to win 2 CFL Fantasy Experience Tickets



The CFL Fantasy Experience

Lansdowne Park
Horticulture Building

Saturday November 20th, 2-4:30pm

Cost - \$500/person (food and beverages included)

400 guests



This event is the first of its kind for the Grey Cup and is aimed at corporate executives. A most exclusive 2-½ hour behind the scenes experience will be provided for the guests.

- Areas that you will be able to visit include:
 - o Locker room
 - o TSN Broadcast Studio
 - o Exercise room.
- CFL stars of the past and present will mingle with the guests.
- A photo opportunity with the Grey Cup will be available.



When a guest leaves the event, their impression should be "I just had a very unique and enjoyable experience. The opportunity to visit with players from the past and present in this type of setting was very special"

Outdoor Grey Cup Festival Banners

- Grey Cup Festival Banner along with your logo.
- Single or double sided
- \$10/sqaure foot per side.
- Installation additional and by Quotation.





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A chance to win 2 CFL Fantasy Experience Tickets.

-   **Cheque** **Cash** GST# 898948500

Name on card _____

Card # _____

Signature _____

Expiry _____

SUB-TOTAL
PST/TVQ
7% GST
TOTAL

Payment on delivery

Company _____

Contact Person _____

Address _____

City _____

Postal Code _____

Phone _____

Fax _____

Email _____

Fax Back / Order Form



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