



YOUTH MARKETING

CARNIVAL SCAVENGER HUNT PROPOSAL

PROPOSAL FRAMEWORK

About Campaign

Campaign Mechanics

Time Line of Campaign

Benefits and Metrics of the Campaign

How to Get Involved

Contact Us

ABOUT THE SCAVENGER HUNT

Carnival is Aspirational

The average student can't afford the experience of Carnival. The average student don't understand the history and meaning of carnival outside "Road March" day.

The scavenger hunt was designed to be an experiential event that brings all the pieces of carnival together and for students to win a chance to experience carnival plus be educated on the experience.



**OVER 300
CARNIVAL
PRIZES TO
BE WON**



Carnival costumes
Event Tickets
Stockings
Glamhub Access
Make-up
Branded Shirts/Cups
Carnival Jobs
Sponsor Gift Baskets
And more!



YOUTH MARKETING

3,000+

students graduate each year from university & college. These are potential carnival participants in the next few years. You want to capture their loyalty from NOW

Experiencing Carnival through UCA



THE SCAVENGER HUNT MECHANICS

Location: Hope Zoo

Date: January 18th

Registration Fee:

- \$1,500 (Presold)

- \$2,000 (At the gate)

Expected number of participants: 500

Inclusive

The clues will be hidden all over Hope Zoo for prize redemption. Limit 2 prizes per participant

Educational

Clues can be tied to educating the participants on select brands for redemption

Brand Engagement

Real-life interaction with the brand coupled with online activities.

THE INSIGHT





KEY BENEFITS

Registration Database

With 500 registered participants, the lead list will be shared with you as a partner of the scavenger hunt. The registration will capture the following but not limited to:

- Name
- Contact (Email /number)
- Social Media Names
- Preferred band to jump with
- Preferred Alcohol brand to drink

Offline & Online Engagement

The scavenger hunt will facilitate both engagement to drive brand affinity by tagging & following various partners to redeem their prizes.

#UCACarnivalScavengerhunt

HOW TO GET INVOLVED



Vendor Fee -
\$5,000



Gift Basket/Vouchers
of Your Brand/Product



Ticket giveaways
to Your Event

ABOUT UCA JAMAICA

UCA is a youth marketing agency on a mission to improve youth employment in Jamaica and across the Caribbean.

Our approach is two-pronged – we create diverse opportunities for tertiary students to gain valuable work experience, and for corporate entities to connect with the youth market. AT UCA, we know the minds of millennials and Gen-Z's like nobody else does. We live where they live, do what they do, and understand how they think.

Website: www.ucambassadors.com

Instagram: [instagram.com/ucajamaica](https://www.instagram.com/ucajamaica)

Twitter: twitter.com/ucajamaica



WHEN WE INVEST IN
OUR YOUTH, WE
INVEST IN OUR
COUNTRY AND OUR
ECONOMY

- Gen Unlimited 2019

CONTACT US

Mailing Address

CoWork Ja
115 Hope Road, Kingston

Phone Number

876-287-1858

E-mail Address

ucambassadors@gmail.com