CELEBRATE CANADA DAY!

snapd's virtual program + swag for municipalities

To:	Our Municipal Partner
From:	Daniel Ramlogan
Subject:	Canada Day Virtual Celebration Experience

SNAPD BRINGS THE CELEBRATION TO THE PALM OF YOUR HAND

For over fifteen years, snapd has helped elevate communities and connect residents, businesses, organizations and government at an authentic level. Recognizing the unique season of health concerns, social distancing and economic slowdown, we're planning an exciting initiative for Canada Day that delivers an innovative and uplifting experience tailored to each community for residents to enjoy from a safe distance.

We previously conducted a pilot event in partnership with the City of Markham's Canada Day festivities in 2019, which allowed us to test our newly launched augmented reality (AR) platform. The execution ran flawlessly and has given us the track record to stage virtual experiences at a time where new approaches are necessary for civic engagement, leisure activities, and business interactions.

Shot of the virtual fireworks at Markham's Canada Day event

Local leaders feature in newspaper with ongoing updates provided in AR

Virtual fireworks experience developed and offered at no cost to municipalities for Victoria Day, as a means of encouraging residents to follow the physical distancing mandate and provide a fun memorable holiday event. Promo video: https://youtu.be/bhudO-EWSMM

Program Overview

For the July 1st long weekend, snapd is planning another augmented reality (AR) program that we are offering to communities across Canada. For the virtual fireworks, we are currently in discussions with a major media partner to simulcast a soundtrack to the fireworks on their local radio stations across the country.

Each municipality has the freedom to tailor content and timing of the AR experience to align with their plans, whether they wish to make available all day or set to a specific schedule:

- ✓ Present custom videos and content
- ✓ Set the timing for the program
- ✓ Incorporate local partners/sponsors
- ✓ Add other options to the core package
- ✓ Post-event analytics for each municipality

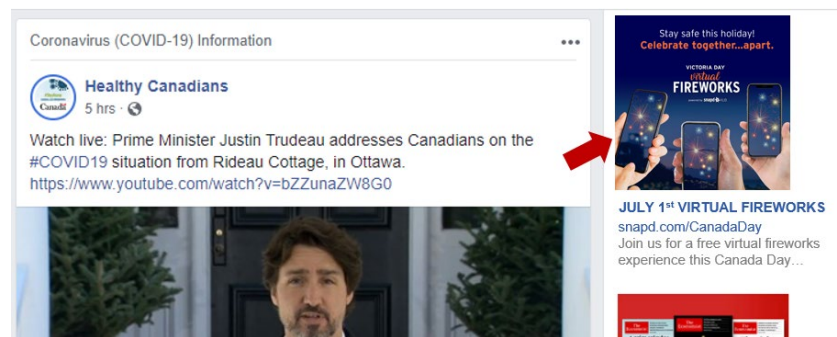| The package includes:	$1,800 Municipalities with less than 20,000 pop.
- Activation and geofence of municipality - Municipality images/messaging in countdown reel - Canadiana theme AR fireworks show - Customized video message from local official(s) - Link to local initiative of choice (* details below) - Promotion on snapd's platforms (print, social, digital) - Supporting marketing collateral (creative, messaging, video)	$2,950 Municipalities with 20,000- 50,000 pop. $3,500 Municipalities with greater than 50,000 pop.

Some additional options available to municipalities include:

Inclusion of a sponsor logo in AR lens and fireworks countdown reel	$750
Paid localized social media marketing	$1,000

Canada-themed stickers for kids with fun AR animation^	$1,800 (20,000 units)
Promotional postcards with AR content (general design with aspects customized for municipality)^ 	$1,800 (6x4 double-sided, 30,000 units)
Customized creative and video production	TBD

^ Quantities can be changed to suit your requirements; AR will remain active for one year.

* We would like to briefly highlight the link to a local initiative that's included in the package. The link will be featured on the AR lens and represents a tremendous opportunity for municipalities to reinforce ways residents can support the reopening of your community. Some examples for possible link:

- YourMunicipality.ca/CanadaDay
- *Open for Business* page on the municipal site
- *Gift certificate program* for local businesses (perhaps offered by the Chamber of Commerce)
- Page highlighting local charities in need of support
- Local COVID-19 info page

 Whether the page already exists or not, we have templates to help you connect residents to their local groups.

snapd's program WILL provide a forum to deliver a new and engaging opportunity for our communities:

- ✓ *Excitement* and *positive messaging when our communities need it most*
- ✓ *Maintenance of physical distancing*
- ✓ *Keeping our families entertained*
- ✓ *Bringing our people across Canada in our communities together while apart #canadastrong*
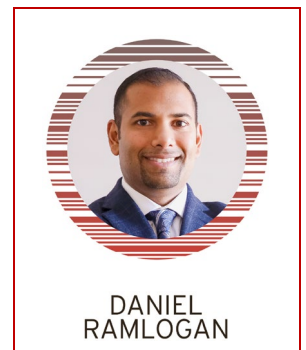
The Neighbourhood Economy Matters

The Canada Day offering is just the beginning, as we hope to be part of the solution in helping communities find their footing in the new after-Covid landscape. While people are increasingly connected digitally, their lives are lived locally. This reality will become more pronounced as we are encouraged to shop, play and vacation closer to home.

snapd has built a digital platform to connect people in communities with local businesses, events and organizations. It empowers residents to easily find what they are looking for and make recommendations on what they might like, in a way that enriches their lives:
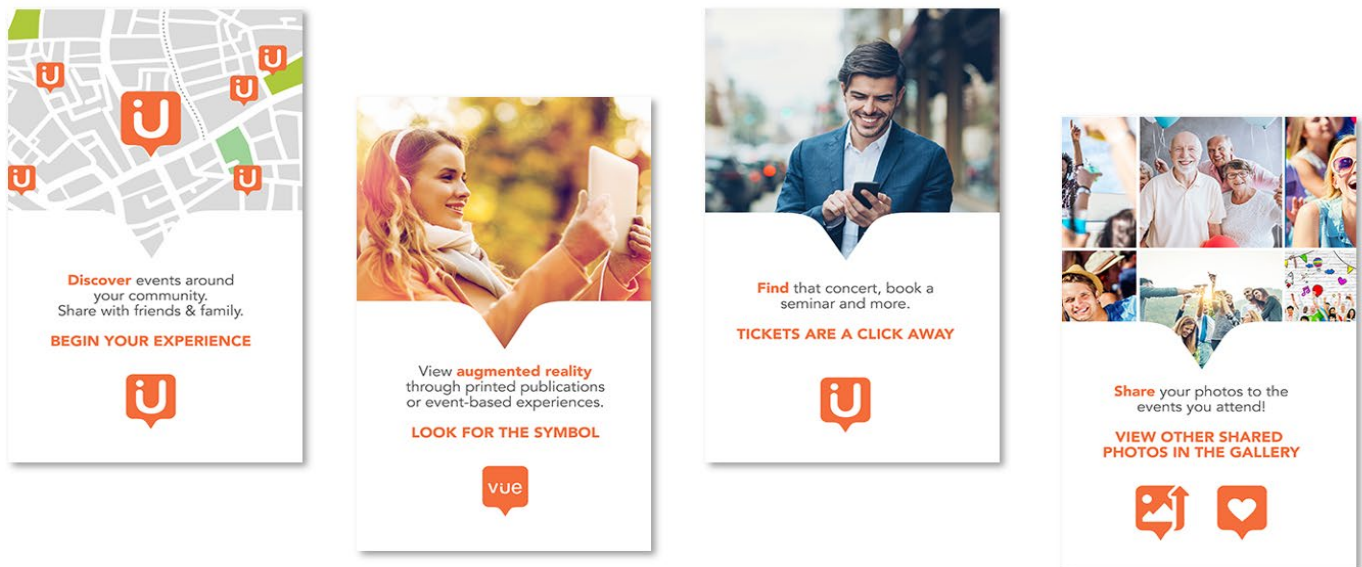
- Augmented Reality
- Events
- Map Overlay
- 4ME (My Experiences)

- Offers
- Photos
- Tickets

Augmented Reality for Business-at-a-Distance

You are getting a glimpse of the augmented reality capabilities with the virtual fireworks, but its utility extends far beyond entertainment. AR enables government, businesses, non-profits, service groups, etc. to connect with people through engaging and ongoing communications. Content can be virtual tours, videos, animations and direct calls to action. It can be triggered from print, signage, magnets, etc. that function as a 'marker'. Our goal is to make this technology affordable and accessible to all, and it represents just one facet of the broader solution. For a quick example of print AR in action, download the snapd Hub app, click the AR button to open the lens and place it over this image taken from my business card:

DANIEL RAMLOGAN

The app will always be free and the current snapd HUB will simply be updated with the new version, as the after-COVID plans become clear and we set the official release date.

Discover events around your community. Share with friends & family.

BEGIN YOUR EXPERIENCE

View **augmented reality** through printed publications or event-based experiences.

LOOK FOR THE SYMBOL

vue

Find that concert, book a seminar and more.

TICKETS ARE A CLICK AWAY

Share your photos to the events you attend!

VIEW OTHER SHARED PHOTOS IN THE GALLERY

To conclude, there is still much to celebrate as municipalities connect with its citizens and as a nation comes together (while apart). snapd's program will provide a forum to deliver smiles, excitement and positive messaging. We look forward to continuing the relationship and communication.