



## Event Marketing/PR Plan Template

< Revised 03.22.16 >

The development of an effective marketing and communications plan, or simply *EMP* (Event Marketing Plan), is essential for the delivery of a successful event.

The key is to match your event concept (the theme, program, and mission, etc.) with the appropriate audience (those who will attend or participate in your event). In order to do that, you must have a strong idea of what the event actually offers and to whom. You also need to have an effective plan of action (to effectively reach your audience and compel them to attend the event) and the necessary resources to implement it.

This document is a marketing and public relations plan template. It is not an exhaustive list of elements for inclusion within an event marketing plan; rather it is to be used as a guide, a framework around which event organizers can develop their own plan.

The elements contained within it are not mandatory for inclusion, but it is recommended that any event marketing plans being submitted in conjunction with your event work order contain the following:

- Event Summary (*Who, What, Where, When*)
- BIG Idea (motivations, mission and purpose - *Why*)
- Goals / Outcomes / Key Performance Indicators
- Target Audience(s)
- Marketing / Profit Plan
- Marketing-Communications Timeline
- Notes (Success Keys)
- Appendices (Including Budget and Registration Form Outlines)

**< Insert Event Title >**

**< Event Date >**

(< insert version # > < insert date >)

## **Event Summary**

**(Who, What, When, Where, Why)**

### ***Example: Red Hawk Ride***

Simpson University, specifically the office of Student Development in partnership with Advancement will be hosting an (annual) community bike ride in and around Redding each Spring (April/TBD).

The primary purpose of the event is to raise money for, and awareness of, the need for student scholarships for deserving students, who may otherwise be unable (to afford) to attend Simpson University.

We will offer a family-friendly, community bike ride with routes for all levels (novice to competitive, including children) of riders. Discounts will be given for early registration (to help plan and also motivate more riders to sign up), and also for students (K-12 and any college). Children under 10 will ride for free.

Beyond the ride itself, what will enable us to ultimately raise the most money for scholarships will be the degree to which each rider is motivated to secure their own sponsorships from friends, family, and beyond.

We intend to encourage each rider to participate in raising the additional money (beyond their ride registration fee) by building a profile on everydayhero.com which will serve as a viral/share component to help us raise money and awareness for the student scholarship fund.

## Big Idea

**We believe a college education, especially at/from a private, Christian school like Simpson University is highly valuable, but *many worthy students are unable to attend Simpson for financial reasons. When these students graduate from Simpson, they can become great ministers of the Gospel.***

### **A Simpson education is...**

- Valuable to the student, in expanding their mind and deepening their faith, and helping them develop healthy interpersonal and professional skills.
- Valuable to the Kingdom of God in equipping students to live out their faith in whatever career or ministry they embark upon after leaving Simpson.
- Valuable to the community, in developing the types of people who will build strong families, and become ambassadors for Christ in Redding and beyond.

College can be expensive for many people, and many students are choosing to attend secular institutions because they can't afford a school like Simpson, that lacks government subsidies, corporate grants, and economies of scale that state funded schools may offer, allowing their tuition to cost less.

Many of these students who instead choose to attend secular colleges will deny or slide away from their Christian faith because they lack the training, motivation, encouragement and support system that a Christian university can provide them.

\*If 70% of students who attend a secular school will leave the faith, and 50% who attend a Christian school will too, then we are definitely at a crisis point where Christians must realize the urgency and importance of building up strong Christian schools, who will help build and equip strong (Christian men and women) ambassadors of Christ.

If we can communicate the need/urgency to Christians of influence in Redding, including current Simpson students, that there *is* a crisis, and Simpson has answers, then people will be motivated to ride and give with their whole hearts, as well as share the mission and vision with others in their circle of influence.

We must touch the hearts and souls of influential Christians in the community that this is not just an Athletic event. This is an opportunity to support and grow PEOPLE of FAITH in our community, by supporting Simpson and by supporting our students – and this event is ONE GREAT WAY to do that!

\*<http://www.patheos.com/blogs/warrenthrockmorton/2013/11/12/david-barton-half-of-students-in-christian-colleges-leave-church-due-to-pagan-professors/>

## **Goals (Key Performance Indicators)**

**A successful outcome will include:**

- Greater awareness in the Redding community of faith that a Christian university is worth investing in
  - 20% Student Body, Staff and Faculty Participation (volunteers/workers/facilitators if not riders)
    - 90% Alumni Awareness
      - 50 Riders in Year 1
      - 100 Riders in Year 2
- \$1,000 in Corporate Donations or 10 Company Sponsors
  - \$5,000 in Rider Sponsorships (EveryDayHero.com)
- Increased Community Affinity for Simpson University
  - Great Testimonies of Fun from Riders
    - Ideas for Improving Next Year

## Target Audience

- Christian Influencers in Redding (Pastors, Churches, Ministries)
  - Simpson Students and Alumni
  - Bike Enthusiasts in Redding (Bike clubs)
  - Corporate Sponsors (Local Bike Shops, etc.)

Black Bear Diner	Redding Bank of Commerce	Mercy Medical Center
Personality Analysis System	Barr and Mufford Attorneys	MD Imaging
Dick's Sporting Goods	Redding Kia Subaru	Lassen Canyon Nursery
Cliff Bar	Crown Motors	Perry Wright
Redding Rancheria (Win River Casino)	Redding Bank of Commerce Shasta Regional Hospital	

## Keys to Reaching our Target Audience

We must do a good outreach to area churches, requesting time to speak to their congregations and post notices in their bulletins and posters in their hallways. This is a family-friendly, athletic event, but the goals and purpose is to help the body of Christ in Redding and the world add to our numbers by helping gifted and qualified students to attend the *only* Christian university in the North State.

The key will be reaching these two audiences with our message (our big idea):

- I. Christian Influencers (and Churches)
- II. Athletic / Community Minded Businesses

## What Marketing strategies and channels will work best?

- Tapping into existing relationships and networks (churches, businesses, students)
  - Email marketing, esp. to alumni and students
  - Social sharing (Facebook, Twitter, YouTube)
- A compelling, educational (informative) video is a MUST
  - A celebrity endorsement (Ride Blind Racing)

## Event Feasibility

S.W.O.T. Analysis - *What are the Strengths, Weaknesses, Opportunities and Threats?*

- S** There aren't any other Christian universities in this area to support. So how bout us?
- W** We've never done this before.
- O** We think there may be a lot of people in Redding who want to ride bikes for a good cause.
- T** Cool April Nights and Other BIG community events are right around the same time.

## Status (Planning Phase) < Research, Planning, Implementation, Launch, Post-Launch >

*Where are we now?*

We haven't run a big event like this before, but there is also little competition for anything like this in the community, and we also know the motivation in Redding is HIGH for supporting a fun, family event. AND, the Christian community in Redding has demonstrated (proven?) they're interested in supporting our mission. We need to do a better job in communicating the crisis to them though. If we do that, their motivations to participate financially will be real.

## Initial Conclusions

Because this is new to us, we should do our homework. Study and interview those who have ran events similar to this one. What was the result? How much time and resources were involved? Is it worth it? We have attended a conference on how to run a major event, and we are well connected with churches and bike riders in the community. We also believe we can generate a lot of interest amongst our student population. If we start working on this 4-6 months in advance (with a modest advertising and development budget) we should have enough time to make it a success.

# Marketing Mix

## Marketing Mix

PPPP... - *Product, Price, Profit, Place, Promotion, Partnerships, Purchase Options, Personnel, Process*

<b>Product</b>	Family-Friendly Bike Ride of 6mi., 18mi., 38mi., 69mi. (FUN/FITNESS/SPORT/ELITE)
<b>*Price</b>	Child=FREE, Students/Earlybird (save \$5/\$10/\$20/\$30), G.A. - \$25/\$35/\$55/\$75
<b>*Profit</b>	Ride fees will be 100% profit – go directly to scholarships
<b>Positioning</b>	Middle-Class Christian Home-Owners, Redding Bikers, and SU Students
<b>Place</b>	All rides start and end at Simpson
<b>**Promotion</b>	PR, Social Media, Email, Alumni Newsletter, Website, Church Bulletins, Posters
<b>Partners</b>	Banks, Bike Shops, Churches, EventBrite, Redding.com
<b>Purchasing</b>	On and Offline Registrations and Sponsorships ( <a href="http://simpsonu.edu/redhawkride">http://simpsonu.edu/redhawkride</a> )
<b>Personnel</b>	SD Directors and Student Volunteers, Advancement and Marketing Directors
<b>Process</b>	Event Logistics, Training and Promotion/Communication Timeline (attached)

## Marketing Mix (Key Points / Detail)

### \*Marketing Mix – Pricing and Profits (Detail)

We believe by offering 4 different ride types, this event will be accessible to all budgets (student – homeowner) Event Costs, not including advertising and marketing costs, will be supported by staff and volunteer time. Only hard costs will include \$100-\$200 for registration form and 3% transaction costs for credit card processing. We intend to make additional profit from SWAG and food sales. Estimated time involved in planning and development for the ride by Simpson employees (including marketing and communications development) is 800 man hours. We hope to utilize a budget of \$1,000 for additional marketing and advertising costs, and \$1,000 for SWAG and food expenses. Profit risks include not selling SWAG, or not selling more than 50 tickets. We also hope to receive donations of food, snacks and water from local stores/vendors.

### \*\*Marketing Mix – Promotion (Detail)

We have \$800 to spend on printing of brochures, mailing letters, and boosting our facebook posts. Beyond this, we would like to hear from the Marketing Dept. what ideas they have for helping us get the word out. We think advertising on EventBrite, Redding.com, Active NorCal and other local websites is also important.

### \*\*\*Marketing Mix – Further Elaboration / Summary (Detail)

Event Planners: Please feel free to elaborate on any of the other “P’s” you believe are important. What is the reputation, style and “feel” or “vibe” of the event? Does it match the expectations of your target market (*positioning*)? Is it priced appropriately? How have similar events fared? What are the personal benefits your audience will receive by joining you in this event? How can you make it special/memorable? Will it be convenient/easy to purchase, and easy to share? What incentives can you create so that partners and volunteers are rewarded, and/or motivated to participate? How early/often should marketing messages be delivered (*promotion*)?

## Marketing Channels/Components

<b>Promo Video</b>	3 versions (1 informational, 1 educational/motivational, 1 testimonial)
<b>Photography</b>	Need some good stock photos of families on bikes (or custom shoot)
<b>Design</b>	We will need a logo for this (SWAG, Signage, Route Maps, etc.)
<b>Collateral</b>	Brochure, Postcard, Flier, Alumni Letter, Sponsor Letter, Signs, Banner
<b>Website</b>	Event Page and Registration (\$), Banner Graphics, Sponsor Sign-up
<b>Social Media</b>	FB Posts (and boosts), Tweets, YouTube Promotion

## Event (Communication) Timeline

<b>SEP</b>	Branding/Site Build, Sponsors and Influencers Engaged (contacted)
<b>OCT/NOV</b>	Sponsor Meetings / City Permissions Granted / Routes Confirmed
<b>DEC</b>	SWAG, Brochure, Poster Design / Registration and Sponsor Forms Outlined
<b>DEC/JAN</b>	FB Page and Posts, Bike Shops and Churches Contacted, PR Written
<b>JAN</b>	All Print and Marketing Collateral Finalized, Volunteers Confirmed
<b>FEB</b>	Target Market – First Touches / Registration Open / Email Campaign
<b>MAR</b>	EB Pricing Ends / Email Communication Ramped Up
<b>APR</b>	Let's Ride (April 6)

## Notes / Success Keys

- Reaching Influencers (Bikers, Christian Churches, Simpson Alumni in Redding)
- Communication of our BIG Idea (Christianity in Crisis)
- Adherence/Follow-through of Every Day Hero Fundraising by EVERY rider

## Appendices

### SWAG (Sportswear and Gifts) Pricing

Red Hawk Ride Sticker - \$2	Sport Tech T (LS) - Lrg - \$20
RHR Wristband - \$2	Sport Tech T (LS) - XL - \$20
RHR Window Cling - \$3	Sport Tech T (LS) - XXL - \$20
RHR Swag Bag - \$4	Sport Tech Hoody - Sm - \$35
Polar Insulated H2O Bottle - \$15	Sport Tech Hoody - Med - \$35
Mesh Hat - \$25	Sport Tech Hoody - Lrg - \$35
Sport Tech T - Sm - \$15	Sport Tech Hoody - XL - \$35
Sport Tech T - Med - \$15	Sport Tech Hoody - XXL - \$35
Sport Tech T - Lrg - \$15	SU/RHR Cycling Jersey - Sm - \$85
Sport Tech T - XL - \$15	SU/RHR Cycling Jersey - Med - \$85
Sport Tech T - XXL - \$15	SU/RHR Cycling Jersey - Lrg - \$85
Sport Tech T (LS) - Sm - \$20	SU/RHR Cycling Jersey - XL - \$85
Sport Tech T (LS) - Med - \$20	SU/RHR Cycling Jersey - XXL - \$85

**Registration Form Outline** (*Continued – Next Page*)

**Corporate Sponsor Registration Form Outline** (*Continued*)

**Budget** (*Continued*)



## Registration Form Outline (simpsonu.edu/redhawkride)

### Primary Registrant (Primary registrant must be at least 14 years old.)

Name\*

First Name\*

Last Name\*

Age\* (14-17 18-22 23-30 31-50 51-65 65+)

Email\*

Phone\*

Address\*

Address Line 1\*Address Line 2

City, State, ZIP Code

Emergency Contact Name\*

First Name\*

Last Name\*

Emergency Contact Phone Number\*

### Select your ride\* (Adjust for EB Pricing until 3/21)

Elite Ride (69 miles) - GENERAL ADMISSION - \$75

Elite Ride (69 miles) - STUDENT - \$45\*\*

Elite Ride (69 miles) - CHILD - FREE (applies to children 10 and under)

Sport Ride (38 Miles) - GENERAL ADMISSION - \$55

Sport Ride (38 Miles) - STUDENT - \$35 \*\*

Sport Ride (38 Miles) - CHILD - FREE (applies to children 10 and under)

Fitness Ride (18 Miles) - GENERAL ADMISSION - \$35

Fitness Ride (18 Miles) - STUDENT - \$25\*\*

Fitness Ride (18 Miles) - CHILD - FREE (applies to children 10 and under)

Fun Ride (6 Miles) - GENERAL ADMISSION - \$25

Fun Ride (6 Miles) - STUDENT - \$20\*\*

Fun Ride - CHILD - FREE (applies to children 10 and under)

Non-Rider Registration - FREE (applies to those who only want to purchase meals and swag)

*Registration CLOSSES 3/30*

*I agree to abide by all ride rules and share the rules with other riders registered on this form. I also agree to sign a liability waiver before riding in the event.\* (YES/NO)*

Please list current school (if student)

*\*\*Must be a current student to qualify and the discount applies to the student's race only.*

**Select your gear (Supplies are limited and will be available while supplies last.)**

*(see SWAG previously listed above)*

**Select your meals**

Spaghetti Feed (Friday Night) - \$10

Breakfast - \$5

Lunch - \$10

**How did you hear about the ride?\***

Google

Facebook

Twitter

Redding.com

Simpsonu.edu

Simpson University Email

Simpson University Student Newspaper

Chapel or Church Bulletin/Announcement

Poster

Another Website

Other

If you selected "Poster" above, please specify where you saw the poster.

If you selected "Another Website" above, please specify which site.

*\*Specific webpage address, if known, is most helpful.*

If you selected "Other" above, please elaborate.

**If you heard about the event through "word of mouth", kindly tell us who's mouth you heard it from.**

Name of Person

First Name

Last Name

**This person is (check all that apply):**

A Simpson Student

A Simpson Alumnus

A Simpson Professor

A Friend or Family Member

A Co-worker

A Local Business Owner or Manager

**Do you want to register an additional rider?\***

Yes/No

## Corporate Sponsor Registration Form Outline

(<http://simpsonu.edu/Pages/About/News/Events/Red-Hawk-Ride-Corporate-Sponsorship.htm>)

Name\*

Company Name\*

Your Name\*

First Name\*

Last Name\*

Address\*

Address Line 1\*Address Line 2

City, State, ZIP Code

Contact Person (if different than registrant )

First Name

Last Name

Phone Number\*

Email\*

Link to Company Website\*

Please upload your company logo (in two formats) for promotion - I.VECTOR (.ai or .eps) II.BITMAP (.jpg or .png) at 100 pixels tall

Note: PLEASE ZIP-COMPRESS BOTH LOGOS INTO A FOLDER WITH YOUR COMPANY NAME BEFORE UPLOADING

What type of donation would you like to make?\*

Product

Monetary

If Product, Which product(s) would you like to donate?\*

*Note: Products needed for the ride include, but are not limited to: bottled water, sports drinks, oranges, bananas, granola bars, energy bars, energy beans, jerky, miscellaneous gear, etc.*

*After submitting this form, you will be contacted to make sure we can accept your donation.*

If Monetary Donation

Sponsorship Levels (choose one)\*

Basic: up to \$150

Fun: \$151 to \$250

Fitness: \$251 to \$500

Sport: \$501 to \$750

Elite: \$751 to \$1,000+

Sponsorship Amount\*

\$

**Budget Plan** (*see next page and attached spreadsheet*)

## Budget Plan

All budgetary information should be listed within this section, or attached separately. Applicants should ensure that information contained within the budget is accurate, taking into account all known variables, and also include some padding for unknowns.

### Summary

Description	Cost
Market Research	N/A
Design & Print	\$500
Distribution/Mail	\$300
Rider (w/EB) Registration	\$150/form
Sponsor Signup Form	\$100/form
Scholarship Donation Form	\$100/form
RSVP Forms (Online)	N/A
Advertising (Radio)	\$500
Advertising (Web)	\$1,000
Advertising (Facebook)	\$200
YouTube Boost	\$250
SWAG	\$800
Environmental Signage	\$800
Other	