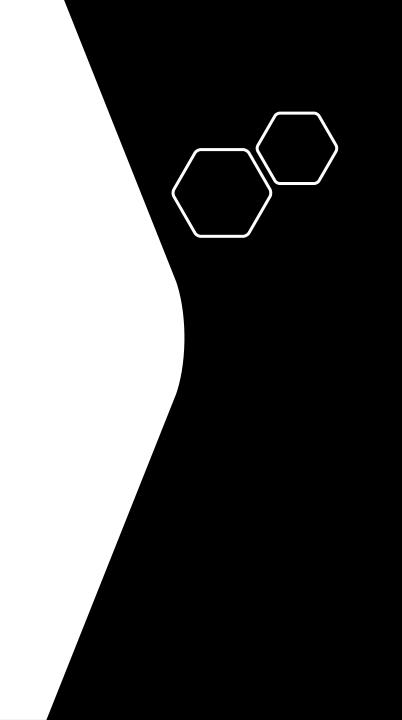
CAIN CENTER FOR ARTS

MARKETING COMMITTEE - 8.17.20



MARKETING GOALS (BIG PICTURE):

- 1. Engage strategies and tactics that will lead to the completion of \$1,500,000 public phase of the Capital Campaign which includes:
 - Local and Regional Businesses
 - Individuals and Families
 - The Brick Campaign
- 2. Introduce Cain Center for the Arts to the LKN community and beyond through institutional marketing/branding and awareness.
- 3. Establish means for marketing support of future annual fund, endowment, and other campaigns.
- 4. Oversight of securing proper support strategies through hiring of staff or outsourced means



MARKETING GOALS (IMMEDIATE NEEDS):

- 1. REVIEW/FEEDBACK/APPROVAL OF CURRENT MARKETING STRATEGIES PROPOSED FOR PUBLIC PHASE OF THE CAPITAL CAMPAIGN (TODAY)
- 2. ASSISTANCE IN PROCESS OF SEARCH FOR NEW MARKETING COMPANY (Q3)



Marketing Spending & Budget

PRINT AND WEB DESIGN

Hype Mill LLC

- Web Design
- Mobile Web Design
- Graphic Design
- Branding Design

Monthly Retainer - \$1,200 (Operating Budget)

VIDEO PRODUCTION

Wheelhouse Media

- Video Production
 - Shorts/longform
 - Additional As needed

Monthly Retainer - \$2,500
Through December 2020
\$5000 – Brick Campaign Vid
\$11,572.50 – Other As Needed
(Capital Budget)

Social Media Coordinator

MS Squared

Social Media Mangement

Monthly Retainer - \$1,000 Through December 2020 (Capital Budget)

Marketing Spending & Budget

Operating Budget - \$25,000

- Retainer \$14,400
- Marketing \$10,600

Campaign Budget

- Retainers thru Dec 2020 \$17,500
 - Video \$12,500
 - Social Media \$5,000

CAPITAL CAMPAIGN PUBLIC PHASE

DIGITAL STRATEGY

SOCIAL MEDIA COORDINATOR:



SOCIAL MEDIA PLATFORMS:



SOCIAL MEDIA GOALS:

- INCREASE FOLLOWERS
- BRAND AWARENESS
- DRIVE SALES



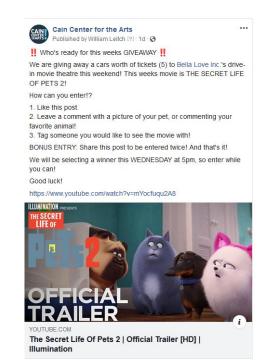
CAPITAL CAMPAIGN PUBLIC PHASE

DIGITAL STRATEGY



#CainCenter #CainArts #Cornelius #Huntersville #Davidson #Mooresville #PerformingArts #ArtsEducation #NonProfit













CAPITAL CAMPAIGN PUBLIC PHASE

Assets/Content

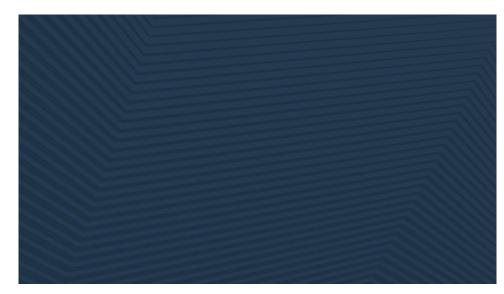
Multimedia content and editorial articles to broaden our message











CAMPAIGN MARKETING BUDGET

Item	Budget	Detail	Approved Budget
Content Specialist	\$5,000	MS Square monthly retainer	\$5,000
Digital Media	\$10,000	Funds allocated to boost posts, targeted ads	\$10,000
Print Advertising	\$32,500	Charlotte Business Journal	\$10,000
		Business Today /Cornelius Today	\$5,000
		Lake Norman Citizen Cluster	\$5,000
		Currents Magazine	\$5,000
		Lake Norman Woman	\$5,000
		Lakeside Living	\$2,500
General Campaign Collateral	\$8,800	Printed Pledge Cards	\$500
		Campaign Booklet Refresh (1,000)	<mark>\$4,600</mark>
		Founders' Society Welcome Packages	\$1,500
		Construction Fence Wrap	\$1,700
		Printed Renderings for Presentations and Events	\$250
		Other Presentation Materials	\$250
Brick Campaign Marketing	\$17,500	Rack and Display Cards (1,000)	\$200
		Posters (1,000)	\$300
		Banners (2)	\$850
		Website	\$100
		Printed Order Forms	\$500
		Direct Mail	\$-
		Equipment: iPads (2)	\$-
		Square Readers	\$125
		Contingency	\$15,425
Additional Contingency	\$725		
Total Allocation:	\$76,525		