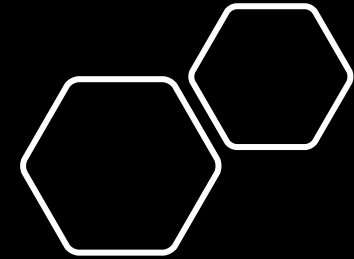


CAIN CENTER FOR THE ARTS



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

Cain Center for the Arts
Published by William Leitch [?] · July 17 · 🌐

Who's ready for the weekend!? Have any exciting plans? Leave them in the comments!

Cain Center for the Arts is wishing you a relaxing and rejuvenating weekend.

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



**Cain Center for the Arts**  
Published by William Leitch [?] · 1d · 🌐

**!! Who's ready for this weeks GIVEAWAY !!**

We are giving away a cars worth of tickets (5) to Bella Love Inc.'s drive-in movie theatre this weekend! This weeks movie is THE SECRET LIFE OF PETS 2!

How can you enter!?

1. Like this post.
2. Leave a comment with a picture of your pet, or commenting your favorite animal!
3. Tag someone you would like to see the movie with!

BONUS ENTRY: Share this post to be entered twice! And that's it!

We will be selecting a winner this WEDNESDAY at 5pm, so enter while you can!

Good luck!

<https://www.youtube.com/watch?v=mYocfuqu2A8>

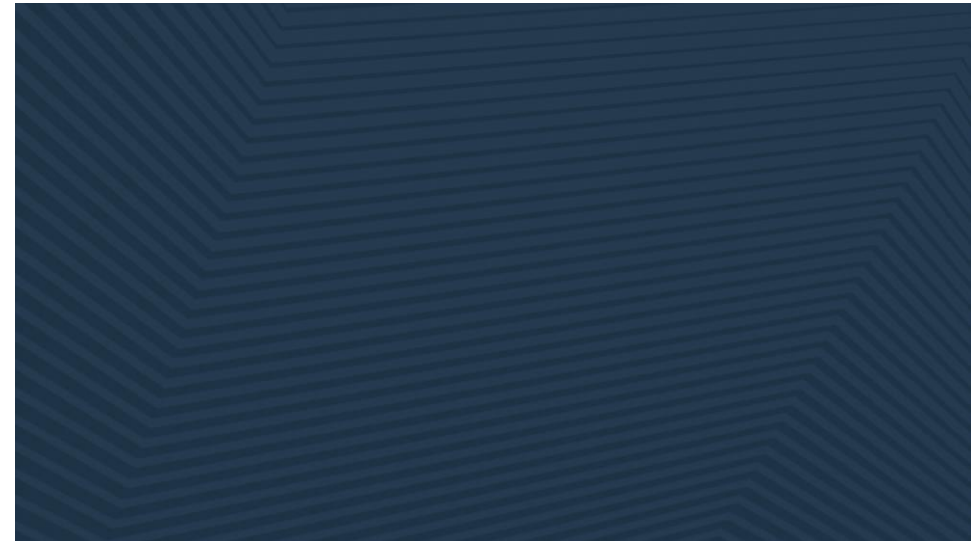


# CAIN CENTER FOR THE ARTS

# 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)                | \$4,600         |
|                             |                 | 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           |                                                 |                 |
|                             |                 |                                                 |                 |
| <b>Total Allocation:</b>    | <b>\$76,525</b> |                                                 |                 |