

Cain Center for the Arts

Marketing Committee Meeting

03.01.2021

BURKE Integrated
Marketing

Agenda

- Redesign of Campaign Documents
- Recent PR Announcements
- Website Updates
- Ad Buy Update

Redesign of Campaign Documents

Naming Opportunities

- Updated with recent commitments
- Ready for print and updated on website

CURRENT NAMING OPPORTUNITIES

Arts Center	COMMITTED
Theater	\$5,000,000
Outdoor Plaza	\$2,500,000
Outdoor Green Space	\$2,000,000
Gallery / Special Events Space	COMMITTED
Stage	\$1,000,000
Lobby Street Level	\$1,000,000
Lobby Top Level	\$1,000,000
Classroom 1	COMMITTED
Classroom 2	\$500,000
Classroom 3	\$500,000
Dance Studio	\$500,000
Grand Staircase	\$500,000
Entryway / Public Art Corner	COMMITTED
Dressing Room 1	\$350,000
Dressing Room 2	\$350,000
Green Room	\$350,000
Administrative Offices	\$250,000
Executive Director's Office	COMMITTED
Board Meeting Room	COMMITTED
Marquee	\$200,000
Lounge & Kitchen	\$150,000
Production Office	\$150,000

Giving Levels & Benefits

- Added Giving Benefits Chart
- Removed Founders' Society Branding to make evergreen
- Ready for print and updated on website



CAMPAIGN GIVING LEVELS

COMMUNITY CIRCLE

Gifts of \$2,500 to \$9,999

CREATIVE CIRCLE

Gifts of \$10,000 to \$24,999

CATAWBA CIRCLE

Gifts of \$25,000 to \$99,999

CAIN CIRCLE

Gifts of \$100,000 or greater

Includes naming gifts

For more information contact
980.689.3101 OR info@cainarts.com

Donors who make a pledge on, or by, May 14, 2021 will become members of the Founders' Society.



GIVING LEVEL BENEFITS

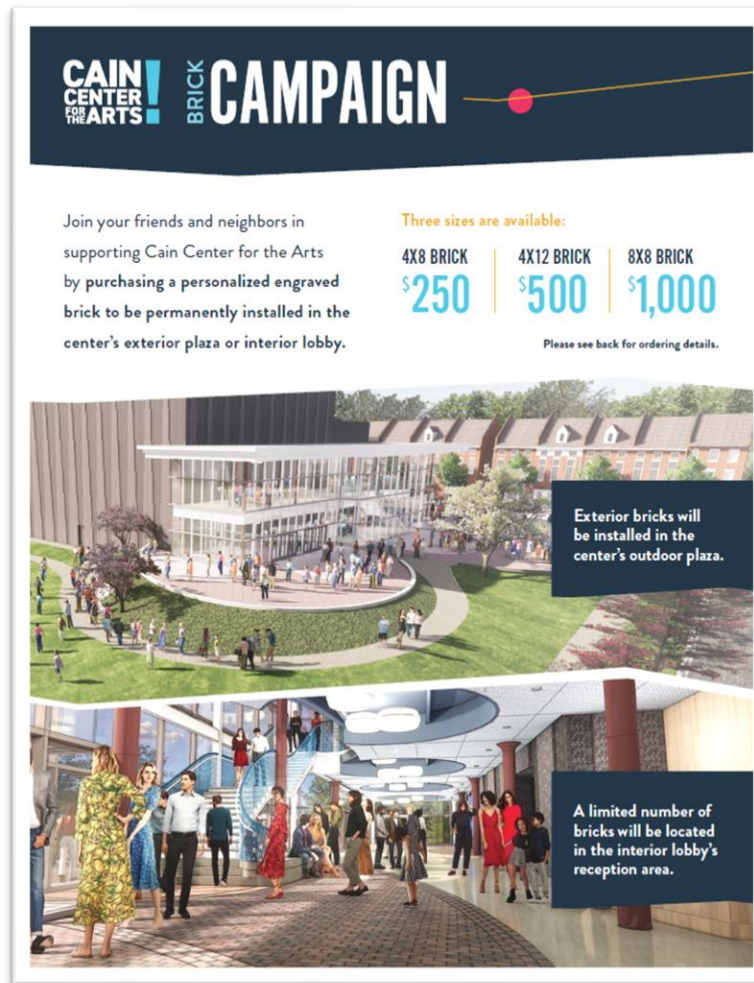
	COMMUNITY CIRCLE	CREATIVE CIRCLE	CATAWBA CIRCLE	CAIN CIRCLE	FOUNDERS' SOCIETY
Recognition on Lobby Donor Plaque	●	●	●	●	●
Advance Ticket Purchase for Opening Gala	●	●	●	●	●
Advance Priority Ticket Access		2 Years	5 Years	10 Years	1 Year
Donor Lounge Access		2 Years	5 Years	10 Years	
VIP Concierge Service			3 Years	5 Years	
Complimentary Opening Gala Tickets (2)				●	
Complimentary Valet Parking (2 Years)				●	
Recognition on Plaza Sculpture					●
1 Year of Advanced Booking Window for Event Space					●
Complimentary tickets to Founders' Society Grand Opening Celebration (2)					●

Advance Priority Ticketing: Donors will be given the opportunity to purchase performance tickets before they go on sale to the general public. Tickets are not discounted, however, the advance purchase period allows these donors to request the best available seats. Advance Priority Ticketing requests will be fulfilled based on a priority that reflects capital and annual donor giving levels and history.

VIP Concierge Services: Donors will be provided exclusive access to a Cain Center representative who will be available to assist patrons receiving this benefit with a variety of performance needs, including the purchase of last-minute performance seats held exclusively for donors up to 48 hours before performance time.

Brick Campaign Order Forms

- Typeface changes for legibility
- Addition of graphic elements to increase ease of readability
- Two versions:
 - 4x8 Interior SOLD OUT
 - 8x8 Interior SOLD OUT




CAIN CENTER FOR THE ARTS BRICK CAMPAIGN

Join your friends and neighbors in supporting Cain Center for the Arts by purchasing a personalized engraved brick to be permanently installed in the center's exterior plaza or interior lobby.


Three sizes are available:

4X8 BRICK	4X12 BRICK	8X8 BRICK
\$250	\$500	\$1,000

Please see back for ordering details.



Exterior bricks will be installed in the center's outdoor plaza.



A limited number of bricks will be located in the interior lobby's reception area.

BRICKS CAN BE ENGRAVED IN ANY OF THE FOLLOWING FORMATS:

- In Memory Of**
"In Memory of John Smith"
- In Honor Of**
"In Honor of Hough High Class of 2020"
- With Family Names**
"The Smith Family," or "Bobby and Ann Smith," or "Bobby, Susan, and Bill Smith"
- With Company Names**
"Lake Norman Bank"

Bricks cannot be printed with slogans, comments, or messages. Cain Center for the Arts retains the right to limit content at their sole discretion. Please note that punctuation and spacing count as characters. All text on bricks will be centered.

4X8 BRICK with Interior Exterior

\$250.00

3 lines | 20 characters per line

Please engrave as follows:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

4X12 BRICK with Interior Exterior

\$500.00

3 lines | 23 characters per line

Please engrave as follows:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

8X8 BRICK with Interior Exterior

\$1,000.00

6 lines | 20 characters per line

Please engrave as follows:

Please contact us at bricks@cainarts.org if you have any questions or need assistance.

Name _____

Address _____

Email _____

Telephone _____

Total Number of Bricks Ordered _____

Total Price \$ _____

To Pay by Credit Card

Name on Card _____

Card Number _____

Expiration _____ CVV _____

To Pay by Check

Please make check payable to:
Cain Center for the Arts
PO BOX 1443
Cornelius, NC 28031

Bricks can also be ordered at www.cainarts.org/bricks | If you would like assistance in ordering more than one brick, please contact us at 980-689-3101
After 30 days without payment, bricks will be returned to inventory unless special arrangements have been made.

Pledge Card

- Removed Founders' Society information to make more evergreen

CAIN CENTER FOR THE ARTS

I want to help bring the arts to life at Cain Center for the Arts!

NAME _____

STREET ADDRESS _____

CITY, STATE, ZIP _____

EMAIL _____

PHONE _____

My total commitment to the campaign for Cain Center for the Arts:

\$ _____

SIGNATURE _____

RECOGNITION

May we honor your contribution by recognizing you in our publications?

Anonymous donation Public donation

NAME(S) TO BE LISTED _____

I INTEND TO FULFILL MY PLEDGE AS FOLLOWS: *(select one)*

My entire gift is enclosed. My initial payment is enclosed.

I have made my gift online. Please contact me to arrange a gift of stock.

Please charge my credit card:

NAME ON CARD _____

NUMBER _____

EXP. _____ CVC _____

FOR CONTRIBUTIONS OF \$1,000 OR MORE, EQUAL PAYMENTS MAY BE MADE OVER A PERIOD OF 2 YEARS. PLEASE CHOOSE FROM THESE OPTIONS:

ANNUALLY, BEGINNING (date) _____

BI-ANNUALLY, BEGINNING (date) _____

QUARTERLY, BEGINNING (date) _____

If you would like information about making a planned gift to Cain Center for the Arts, please contact Anita Overcash at **980.689.3101**.

Press Releases

Press Releases

- February Announcement:
Merger of CAC with CCA
- Upcoming March Announcement:
Groundbreaking May 14, 2021

Website

Website Update Timeline

March

- Reorganize About Us Page
- Create individual landing pages for Founders' Society, Naming Opportunities & Giving Level

April

- CAC Section/Class Signup

May

- Add blog Section

Ad Buy Calendar

Ad Buy Strategy

Direct Response Campaigns

Flight Dates: March –
December 2021

Topics: Founders Push, Brick
Campaign, Auqesta
Challenge, Class Sign-Up

Channels: Social/Digital
Media

Budget: \$500 per month
(\$5,000 Total)

Engagement Campaigns

Flight Dates: March-May &
August- December

Topics: Ground Breaking, CAC
Merger, Classes

Channels: Social/Digital
Media, Local Print

Budget: \$8,000 all in

Branding Campaigns

Topics: Cain Center Core
Values

Flight Dates: March-
December 2020

Channels: Social/Digital
Media, Local Print, Local
Events (Covid Pending)

Budget: \$5,000 all in