



PERFECT PAIRINGS FUNDRAISER
EVENT DATE: JUNE 7, 2024
MARKETING BRIEF

Description

Perfect Pairings is Bounce’s primary spring fundraising event. This signature event brings together emerging entrepreneurs and established professionals, including exhibits, special presentations, and the “perfect pairing” of a signature entrée and cocktail/beverage.

Objectives/Goals

- Increase overall community awareness of Bounce Innovation Hub.
- Raise donations of approximately \$10k - \$15k after expenses.
- Help create connections between Bounce clients (emerging entrepreneurs) and established business leaders.
- Provide a positive showcase of Bounce, its facilities/spaces, programs, and staff.

Target Audience

This event is targeted toward the following primary audiences:

- Existing and potential Bounce clients who are emerging entrepreneurs who want to network and make connections for their company.
- Established business leaders who believe in fostering entrepreneurship and connecting with new companies developing innovative products and services.
- Community leaders and “influencers” that can help Bounce recruit new clients and increase overall awareness of the programs and services it offers.
- Professional service firms (accountants, lawyers, insurance companies, etc.) that have a commitment and mission to support non-profit and/or community initiatives.

Key Marketing Messages

As we develop our key marketing messages, materials, and advertisements for this event, we will build on and around the following key messages that align with our targeted audiences.

- **Innovation** – Just as our clients explore innovative ideas, we believe our programs should have some aspect of “innovation” and doing “more” than everyone. The proposed title of the event, “Tequila...& more Tequila” is a positive, slightly “innovative” twist from other similar events.
- **Fun** – We want to ensure that our key audiences see this as a fun mixer and networking event.

- **Networking & collaboration** – This is a strong theme that accurately represents the “Hub.” One of the primary values we provide is the ability to meet other entrepreneurs and innovators and help foster growth and collaboration between them.
- **Community Commitment** – The fundraising event helps to ensure that Bounce can continue its overall mission as a change agent that helps to transform lives and our surrounding communities.

Marketing Tactics and Vehicles

We will use the following marketing vehicles to help promote this signature event.

- **Social Media** – We will develop an aggressive social media campaign consisting of paid posts, ads, and stories and non-paid posts. The stories will focus on the impact Bounce has on the community and some success stories of emerging entrepreneurs that Bounce has helped. Other social media activities include:
 - Facebook Event listing
 - Featured header graphics on our channels.
 - Short video of our CEO promoting the event
 - Cross-posting and sharing on other area/community/business pages and groups.
 - Feature Luis in a video promo for the event to showcase both his personality and how Bounce is using local entrepreneurs to help other entrepreneurial initiatives.
- **Email Invites** – A series of email invites including:
 - Advance Announcement to targeted sponsors.
 - Email invites to a list of clients and targets.
 - Email selected community leaders (e.g. Mayor, etc.) and influencers.
 - Reminder emails to all the above 1-week before the ticket sale deadline
- **Press Releases** – We will send two press releases to our media list:
 - When the event is announced to the public
 - One week before the event as a reminder
- **Community Calendar** – We will add the event listing to other online area calendars.
- **Posters/Flyers** – We will develop a post and/or flyer based on the event logo and social media marketing materials. The event team can distribute and post these in key areas around the building and the community
- **Hot Cards/Menu/Program** – This item will be a small, printed piece (size, TBD) that attendees will receive at the event. It will list the menu, schedule for the evening, sponsors, and other important event information. Additionally, it will have a QR code and a short “call to action” statement for attendees to quickly donate online to Bounce.
- **Eventbrite** – information about the event will be set up on Eventbrite for people to purchase tickets.



Marketing Timeline

Date	Task
3/18	Finalize event name
3/18 – 3/20	Create, review, and approve design ideas
3/20 – 3/22	Draft event information including: <ul style="list-style-type: none">• Press release.• Email to potential sponsors.• Email to our target lists
3/25 – 3/29	Design and finalize social media graphics including “save the date announcement”
4/2	Send emails to potential sponsors
4/10 or 4/11	Full announcement of event details (social media, press releases, etc.)
4/15 – 6/1	Ongoing social media campaign promoting the event
6/1	Social media post about the last day for ticket sales (need to confirm)
6/7	Event Date