

Arts in Action Marketing Plan

August 21st

- Logos - Erin will let us know which ones
 - Remove WP Chamber of Commerce and 1 other
- Brochure - 1000 qty
 - Digital version - due 7/17
 - Printed version - due 7/17
 - Erin will combine descriptions
- Description
 - A new collaborative program for aging adults that links creativity, performance, and wellness
- Press Release - 7/17
 - Angle - A new collaborative program for aging adults that links performance, creativity, and wellness. National spotlight opportunity. AARP's support and funding, the number one resource for aging adults.
- Social Media Plan
 - Facebook
 - Posts geared towards Facebook users in the area, ages 60+
 - Posts geared towards Facebook users in the area ages 30-45
 - Posts promoted on the feeds of users who already like CFCArts and their friends
- Email Marketing
- Letter to every Choral Patron - 7/17
 - Patrons ages 60+
- Teaser Video 7/16
 - A "sneak preview" of what classes will look like, showing shots of the instructor and students performing on a stage, dancing, and learning music.

Pitch to TV

- Channel 2 WESH - Jason Guy - 7/20
- FOX 35 - David Martin - 7/20
- Channel 6 - David Dominato
- Channel 13 - Allison Walker - 7/20
- PSA - Scott McCallum (Spectrum) - 30 seconds - 7/20

Pitch/Advertise on Radio

- WUCF 89.9 - Jan Whitehouse - 7/20
- NPR - 90.7 - Jackie Wasson
- Magic 107.7 FM - Glory Adonna - 7/20
- Z88.3 - Carol Ellingson - 7/20

Print Collateral

- Flyers
 - Provide general program information and awareness building.
 - To be distributed throughout downtown area to partner organizations.
 - Churches, Rec Centers, Senior Homes, Libraries, Adult living communities 55+
- Postcards
 - Provide general program information and awareness building.
 - Targeted mailing of 3,000 households to areas near programs.

Newspapers/Magazines

- Orlando Sentinel - Matt Palm or lifestyle writer
- Josh Garrick
- College Park Newspaper - Debbie - 7/20
- Orlando Weekly - Graham Jarrett, editor - 7/24
- Orlando Arts Magazine - Cindy LaFronz - 7/17
- Orlando Magazine - Rosalie Bolante
 - 704-248-5207 - rosalie.bolante@orlandomagazine.com
- Growing Bolder
- TV Ch.13 News
- TV Click Orlando/WKMG Local 6 CBS
- The Apopka Chief
- College Neighborhood Arts & Theatre
- Orlando Arts Magazine
- City of Orlando
- Orlando Family Magazine
- One Senior Place - flyers in lobby
- Orange Observer
- The Park Press

Partner Opportunities

- Retirement communities
 - One Senior Place
 - Marks Street Senior Recreation

- Maitland Parks & Rec Senior Center
- Winter Park Public Library
- Churches: Northland, Calvary, Longwood Hills
- Central Florida 55 Plus: Real Estate company whose audience is active seniors. Have already mentioned us on social media. (Facebook)
- OCPS and Osceola County Teachers
 - Reach out to board member Scott, who is with OCPS

Grassroots Marketing

- Flyers distributed to community bulletin boards in restaurants, grocery stores, etc., middle schools and high schools in the area, farmer's markets
- "Pop-up shows" with singing or dancing group at local senior homes to bring awareness and "come be a performer like us"

Promotional Products

- Water bottles
- Calendar
- Pens

Costs

Flyers - \$1,000

Postcards - \$500

Print (Magazines/Newspapers) - \$1,000

Radio - \$300

TV- \$300

Social Media- \$500. This can get Facebook promo for 10 days to gain estimated 45-83 clicks to our page per day

Collateral - \$400