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**Special Event Plan: R.A.C.E.**

Intro:

As a company who cares about their community, Amped Marketing and Advertising wants to put on an event to bring people together. Since many people are interested in eating and watching movies, Amped decided to work with the University of Arizona to put on a movie night. This movie night isn’t the normal movie night, the proceeds made will be going to Leukemia Cancer Research.

Research:

When the University of Arizona does movie nights on the mall, many people come to it, but its free. We wanted to see how many people would come to an event in which they had to pay, but the money would go to Cancer Research. To find out, Amped Marketing and Advertising, along with University of Arizona worked together to survey people in the Tucson community, on and off campus. The survey asked people to state their favorite movie genre. It also asked people to state whether or not they would pay to see a movie on the University of Arizona mall, where all the proceeds went to Cancer Research. After conducting research, we got that 90% of the survey answers said they would pay to see a movie on the mall which supports such a great cause.

Action:

The action plan for this event is very attainable. We are going to go up to local food places and ask them to sell their food at the event. We will also get with sorority and fraternity students and ask for their help. The Greek affiliated students will be asked to sell snacks and drinks at the event. In return for the students helping, they will be able to get community service hours. To add, to get tickets to this event, people can purchase tickets in person and online. For the people that are unable to come to the event, there will be a donation link for people to give money.

Communication:

The primary communications are by phone, email, and in person. All these communication channels can allow for people to ask about how to donate, become a part of the event, or even just get information. The phone number is 520-777-8309. The website: <https://amped-m.com> can be used to purchase tickets to the event or where you can contact people to send an email out. To let people know about the upcoming event, there will be printed and online advertisements. The University of Arizona will email details about the event and where to purchase tickets to anyone who has or had a university email. People will be asked to share the event on all social media platforms.

Evaluation:

I believe that the calls to action are very successful. By implementing time to advertise the event, more people will likely show up. In addition, by getting people to sell their products at the event, more money will be made towards Leukemia Cancer Research. To add, since there will be a donation place that will accept donations, anyone who isn’t able to come to the event but wants to support can help. All in all, I believe this event will be successful, and everyone should come and support this great cause.

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*Amped Marketing and Advertising is a company that is ready to help local businesses around Tucson sprout to the best of their abilities. This company is an all in-house company with a highly experienced team who is ready to hit the ground running. Every detail matters from both an advertising and marketing viewpoint, so make the most out of every detail within your business. If your business needs more advertising or a new marketing route, don’t hesitate to come in for a free consultation. The solution to your issues has been right under your nose this entire time. With the help of Amped Marketing and Advertising, your business will be better than you have ever imagined. If you would like more information about this topic, please call Mauricio at 520.777.8309 or email at* *info@amped-m.com* *We look forward to hearing from you soon.*