



Case Study

Non-profit Charity Event Branding and Promotion



IGM Creative Group

Advertising | Marketing Strategy | Web Development

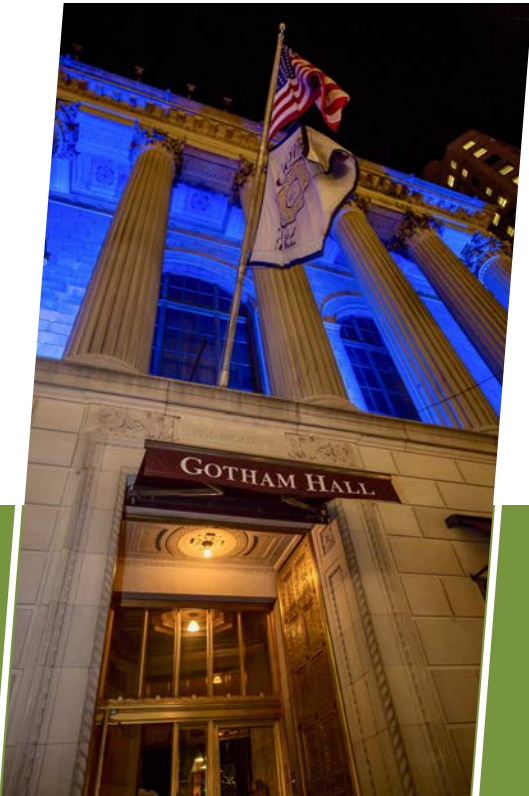
Client and Project Overview

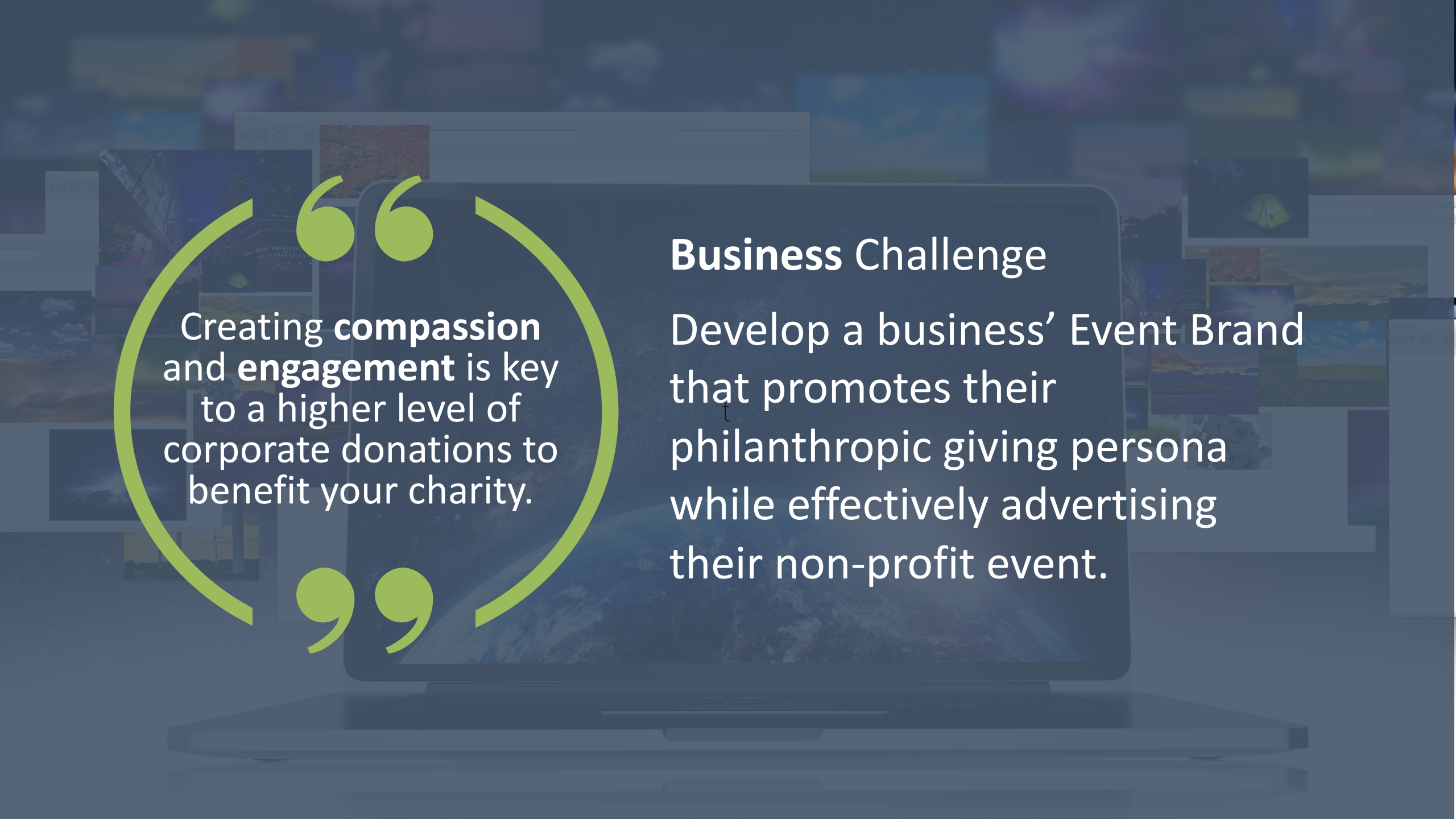
CoreMedia Systems delivers media software solutions to media agencies and marketers that measures their marketing performance and ROI. In this instance, they engaged IGM Creative Group to help advertise and promote their 25th Anniversary Celebration and Fund-raising Concert to benefit Good Tidings Foundation children's charity.

The Good Tidings Foundation, founded in 1995, is a children's charity that looks to equally support ARTS, EDUCATION, ATHLETICS and DREAMS for youth from communities in need.

This star filled benefit took place at Gotham Hall in Manhattan and featured live performances by Marc Roberge of O|A|R and Questlove, a personal appearance by C.C. Sabathia and a video cameo by Kenny Loggins. They were joined by DJ Natasha Diggs who entertained an enthusiastic crowd that alternately danced and networked for more than five hours.

IGM Creative Group's team consisted of a Creative Director, Sr. Designer, copywriter, account representative, as well as developers and a marketing manager.





Creating **compassion** and **engagement** is key to a higher level of corporate donations to benefit your charity.

Business Challenge

Develop a business' Event Brand that promotes their philanthropic giving persona while effectively advertising their non-profit event.

CASE STUDY

“Value delivered by creating a robust, innovative web solution and developing an effective client partnership”

IGM Creative Group led the process of designing and shaping the infrastructure for the philanthropic Event Brand and web solution, “Response Responsibility”, with the aid of CoreMedia’s creative team, marketing experts and content strategists.

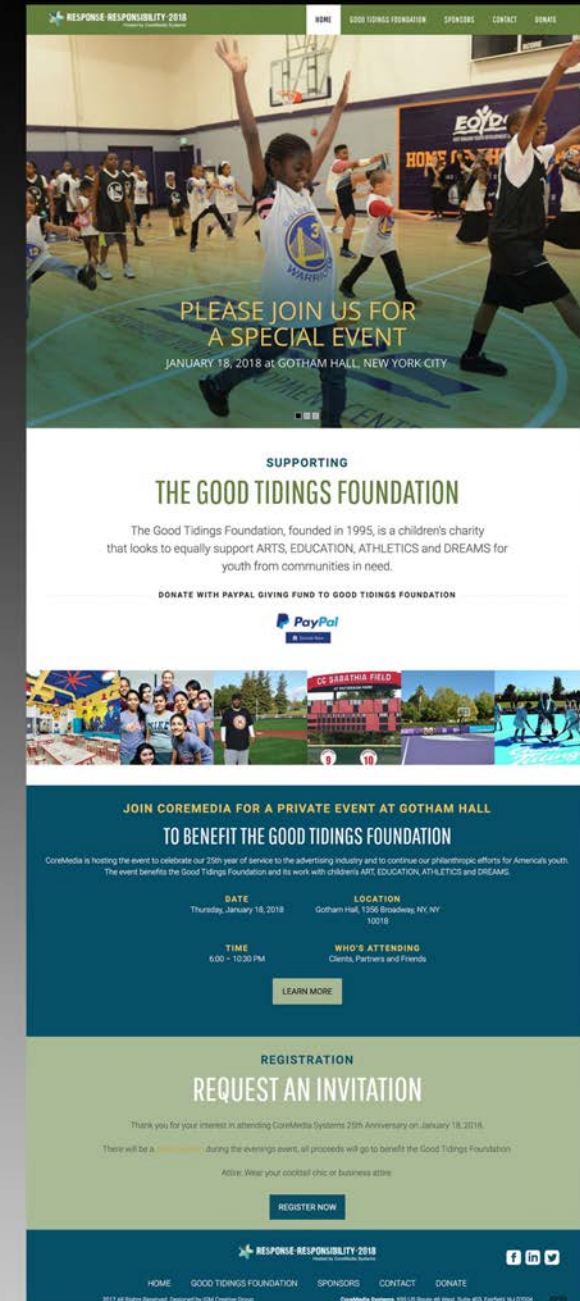


Project strategy

Like most charity benefits, we start with an idea that can inspire the hearts of our audience. Formulizing our project plan a year and a half ahead was beneficial to the event's success. By utilizing a partnership of corporate executives from CoreMedia Systems and IGM Creative Group, we were able to plan a cohesive marketing strategy through online communications with our benefactors.

Project Goals and Objectives

- ✓ Web presence and marketing materials with a look and feel modern to today's design.
- ✓ Online invitations launched on a private portal with key codes for organizations.
- ✓ Social media and PR ad campaigns in trade publications
- ✓ Video and photography for the event
- ✓ Unification of the direct response industry



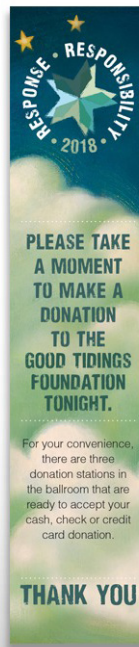



Value delivered with innovative ideas

IGM led the build of the event brand website UI/UX look and feel.


We engaged their executive team in design ideas.

Multiple designs were created and tested for best audience appeal.





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ART, EDUCATION, ATHLETICS AND DREAMS


GOOD TIDINGS FOUNDATION

The Good Tidings Foundation, founded in 1995, is a 501(c)(3) children's charity that looks to equally support ARTS, EDUCATION, ATHLETICS and DREAMS for youth from communities in need.

Good Tidings believes that all youths deserve access to education and the opportunity to pursue their personal, academic, and professional goals beyond high school, regardless of their family's socio-economic situation.

Good Tidings creates original projects and works in partnership with professional sports franchises, businesses and agencies, leveraging resources to increase access to opportunities for deserving underprivileged youth.

It designs, funds and builds projects that are maintained and programmed in perpetuity by school districts, recreation departments and city governments.



ART

EDUCATION

ATHLETICS

DREAMS

ART


Leroy Neiman Art Studios programs

Inspired by the philanthropic work of the late artist Leroy Neiman, Good Tidings has constructed 9 art studios, dubbed Leroy Neiman Art Studios, seven of which were designed by California firm MBH Architects.


New Art Studios have been completed in East Harlem, Phoenix and Chicago's South Side.

In 2015, the foundation debuted its first studio outside of California, at New York City's Union Settlement community center in East Harlem. In collaboration with the Leroy Neiman Foundation, the new space pays homage to Neiman's expressionist works, featuring splatter-painted floors and vibrant sports-related scenes in a palette of reds, yellows, and oranges. The studio, which includes a streetscape mural painted by children under the direction of New York artist Alice Mizrahi, offers a variety of creative classes and workshops for area youths.





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BE A SPONSOR

FOR THIS EXTRAORDINARY EVENT

BENEFITS OF SPONSORSHIP

Exposure to this unique event will put your brand in front of more than 1,000 decision makers including agency, advertiser and marketing executives, media planners and buyers.

Here are just some of the benefits of sponsorship:

- Private invitation-only event
- VIP private entrance and exclusive balcony lounge
- Private invitation-only event
- 100% of your donation goes to support the Good Tidings Foundation and you are qualified for the full 501(c)(3) Tax Deduction.
- Gotham Hall Sponsor passes for attendees from your company
- On-stage jumbo screen and oval wall exposure before and after the concert
- Brand exposure on flat screens at sign-in area
- Listing in full color spread ads in issues of Response Magazine and Electronic Retailer.
- Listing on event web site www.responseresponsibility.com and www.coremedia-systems.com
- Network with clients, vendors and prospects two hours before and two hours after the performance.
- Sponsor VIP's will have early access to the silent auction room, which will include a "buy it now" option.

I WOULD LIKE TO BE A SPONSOR


We certainly would like to hear from you. Fill out the form below or call Susan Renaldo of CoreMedia Systems at (973) 276-0882 and be a part of this important philanthropic event!

DETAILS

Date: January 18 2018


Time: 7:00 pm

Where: Gotham Hall, 1356 Broadway, NY, NY 10018



LOCATION

Gotham Hall, 1356 Broadway, NY, NY 10018



Corporate Responsibility and the Benefits there from.

It's not enough to sell your mission to a corporation. Communication with your followers through e-mail, website, newsletters, social media, and advertising are all contributors to success. Many large nonprofits have all of these. However, if yours is a small nonprofit, with proper advance planning, you still can compete within your local community to gain corporate sponsorship for your event.

Our methodology

IGM Creative Group works closely with our clients marketing and sales team. We forge a relationship built on trust and passion for the work we provided.

Understanding your market and unique methods to support your effort is paramount.



Strategy

Learn as much as possible about the industry you plan to enter.



Branding

Build a modern, informative, user friendly web presence.



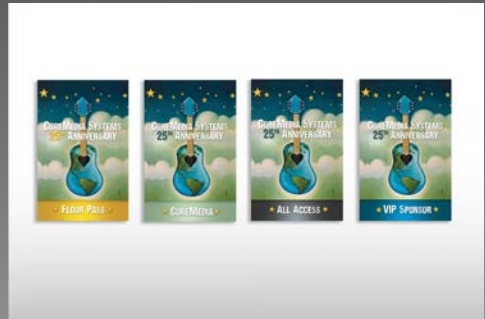
Be Inventive

Build something that provides benefits and generates interest.



Social Media

Engage potential clients or leads.



Results

350 attendees, including ad agency clients, advertisers strategic partners and friends yielding \$345,000 in total contributions. The cause lives on through a website that continues to take contributions. The proceeds from the evening were earmarked to fund the construction of a new Leroy Neiman Art Studio in conjunction with the Muhammed Ali Foundation at his high school in Louisville, KY, two new recording studios to be built in Santa Barbara, CA in conjunction with Grammy Award-winning artist Loggins and teaming with longtime supporter C.C. Sabathia for a complete renovation of the Boys and Girls Club in the Bronx, NY.

CALLING ALL DIRECT RESPONSORS

JOIN THE DIRECT RESPONSE COMMUNITY
FOR AN EVENING OF MUSIC AND GOODWILL
NATASHA DIGGS ★ MARC ROBERGE AND FRIENDS ★ QUESTLOVE

HERE ARE JUST SOME OF THE BENEFITS OF SPONSORSHIP:

- Invitation-only event
- VIP private entrance and exclusive balcony lounge
- 100% of your donation goes to support the Good Tidings Foundation and you qualify for the full 501(c)(3) Tax Deduction
- Gotham Hall VIP badges for company and clients
- On-stage jumbo screen and oval wall exposure throughout the evening
- Listing in four-color spread in Response Magazine
- Listing on event web site www.responsereponsibility.com and www.coremedia-systems.com
- Network with clients, prospects and industry vendors two hours before and two hours after the performance
- Sponsor VIP's will have early access to the silent auction room

JOIN COREMEDIA AS WE CELEBRATE OUR 25TH ANNIVERSARY IN NEW YORK CITY ON JANUARY 18, 2018 TO BENEFIT THE GOOD TIDINGS FOUNDATION

CALL JESSICA AT 973.276.0882 EXT. 323 FOR MORE SPONSORSHIP INFORMATION

GOOD TIDINGS FOUNDATION

MARC ROBERGE OF D/A/R

RESPONSE RESPONSIBILITY 2012

Pathway **WIDEORBIT**

ACTIVE INTERNATIONAL **allscope DIRECT** **AT&T** **CADENT** **CROSS MEDIA GROUP** **FELD DIRECT** **ICON MEDIA DIRECT**

INTERMEDIA **KANTAR MEDIA** **MBMG** **ICON MEDIA MONITORS** **30 YEARS** **DIRAY MEDIA** **Chief Media**

Event Brand development

The first step to a successful launch is the event brand's development and sponsorship. A year ahead of the event having sponsors on board for contribution was a key factor to development.



Big Idea

Show corporate social responsibility



Modern

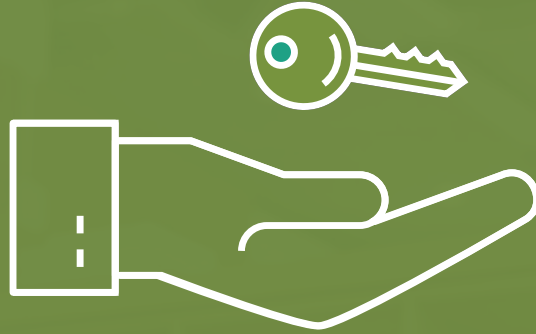
Strengthening a brand image by humanizing it



Sales

Targeting a particular demographic

The resulting contributions indicate that there are opportunities out there for nonprofit organizations that rely on corporate sponsorships. The challenge is convincing those doing the sponsoring that your organization can be a valuable business partner for them. We can accomplish this by offerings brand recognition for our sponsors through marketing channels.



Successful Results

Success is measured by exceeding our business objectives. Quality is the responsibility of an entire organization. We created an event brand and marketing strategy that successfully gained our client's event sponsorship and earned donations beyond their executive team's expectation.



THANK YOU

Contact Us

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