

**The**  
**Ambitious Soul**®  
GLORIA CUNNINGHAM  
— **Business Strategist** —

Strategy | Branding | Graphic Design

**EVENT MARKETING MANAGEMENT**

client



AFRICAN AMERICAN MEN  
OF WESTCHESTER

11.18.2017

*Visionary Awards*

*Gala*

**The Ambitious Soul**

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Gloria Cunningham, Founder & CEO

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# Summary

The African American Men of Westchester along with three consultants are planning the 30 Year AAMW Visionary Awards Gala. This marketing plan will serve as a blueprint for all parties involved in marketing this gala both physically and digitally. This gala marketing strategy has been divided into 5 phases. Each phase will have its own section with a breakdown of the following elements; description of phase, general and specific marketing strategies, target dates, execution process, the goals for each specific effort , additional concerns that may need to be noted, and finally, the total budget for that phase (excluding consultant fees).

## *Target Audience*

The board has identified three specific targets of focus: potential donors, community members, and future AAMW members. Each phase contains a separate target which is detailed under the PHASE DESCRIPTION.

## *Unique Selling Proposition:*

AAMW delivers meaningful educational programs and services that are tailored to enrich the lives of diverse segments within Westchester County. Westchester residents who attend AAMW programs and services benefit significantly which contributes to their continued success.

“We make a Difference” |

Proposed 30 year tagline targeting potential funders: “*Together we make a Difference*”, “Help us make a Difference” or “Help us continue to make a Difference”

## *Pricing, Positioning, and offer:*

Tickets are priced at \$250 and includes a cocktail reception, featuring a jazz band, plated dinner with entertainment, , and dancing at the prestigious Glen Island Harbor Club in New Rochelle, NY. Gala is formal attire. A private VIP Reception is by invitation only for key sponsors and special guests. Among the VIP invitees are key politicians, Visionary Award honorees, board members, gala sponsors, and long time supporters. Exclusive VIP features include:

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Sponsorship, advertisement, and other participation opportunities are available for businesses, individuals, politicians, and foundation representatives.

*Pricing for all participation packages  
Are detailed in the official Participation Package*

## **Organization’s positioning**

- Largest Black Male Westchester based organization with loyal supporter/donor base

## **Competing Events:**

- November 9, 2017 | New Rochelle | NAHREP (The National Association of Hispanic Real Estate Professionals) Westchester Bronx: Gala Awards Ceremony
- .....

## **Gala Goals:**

- Number of attendees
- Number of journals ads
- Number of sponsors
- Number of tables sold
- Total amount raised

## *Marketing Partnerships:*

AAMW should leverage relationships from key organizations identified below and solicit marketing partnerships. In exchange for displaying AAMW's graphics on the organization's website and e-blasts (digital skyscraper) with live link to AAMW's landing page they will be extended a credit of \$250 towards any participation package.

Recommended partners include:

- Arts Westchester
- Lois Bronz
- Good for Girls
- Zeta Beta Sorority
- Beta Alpha Alpha
- Union Baptist Church
- White Plains Youth Bureau
- Mount Hope AME Zion Church
- Westchester Bar Association
- Boys and Girls Club
- Alpha Kappa Alpha Sorority, Inc.
- NAACP/White Plains/Greenburgh Chapter
- Black Democrats
- Additional Fraternities/Sororities
- Lodge memberships
- Places of Worship

## Target The board has identified three targets as a focus

### *Funders*

- Seeking promotion of their brand and message in exchange for funding
- Believe in the educational development of youth in order to ensure future
- Have an interest in helping increase the quality of life in the diverse communities of Westchester County

**AIM:** To increase focus on minority owned businesses, mid to small size businesses, and Westchester based companies.

**Challenge:** Developing solid and creative ways to promote donors.  
Consistent identification and development of key relationships with potential donors.

### *Community*

- Youth success and educational development
- Those who desire to increase the quality of life through education
- Engagement of leaders and member and present a sense of unity
- The community and present a positive sense of community
- Those who need mentorship through presence

### *Future Members*

- Candidates interest in joining an organization which serves as a successful network and brotherhood they can also contribute to
- Those seeking to enhance their impact in the community

*Specific target groups will be noted and located within each phase description.*

# Media

Media will be used as a promotional tool. Efforts include: website announcement and programing, social media announcements, e-blasts, advertisements, and press release distribution under the supervision of designated Media Managers.

For the team's convenience, all marketing materials and updates are accessible through a private webpage.

Link: <https://www.theambitioussoul.com/aamw-galaproject> Password: gala30

Items include but are not limited to: live links, all approved graphics, sponsorship/participation package, media package, working marketing strategy document, and timeline.

## *Media managers*

- Public Relations – KW Kimberly Winston
- Website Programing – BT Bernard Tombs
- Social Media – ST Stephan Cantave
- Graphics – GC Gloria Cunningham

## *Media elements*

- Online forms (Eventbrite) | BT
- AAMW Website | BT
- Social Media (Facebook) | SC
- Eblast (Constant Contact) | KW and GC
- Graphics | GC
- Journal Ads | GC

## *Access & Approval Process*

Current email access to [events@aamw.org](mailto:events@aamw.org) includes KW & BT. Desired email access includes GC. Fax number 914.313.1668 belongs to the Ambitious Soul. Faxes are received via email as a PDF. All AAMW gala related faxes will be immediately forwarded to KW.

All items created for marketing purposes will follow the following process:

1. GC's desk
2. KW's approval
3. TG's approval
4. TG to distribute to Gala Chair, Co Chair, and necessary board members.
5. GC to distribute all final items to corresponding media managers including press releases, graphics, items to be loaded on webpage, eventbrite, and social media.

## *30 Stories for 30 Years*

Under the direction of KW, each story will be crafted and published once approval process is complete. Key stories will assist in creating a buzz for the organization and the gala.

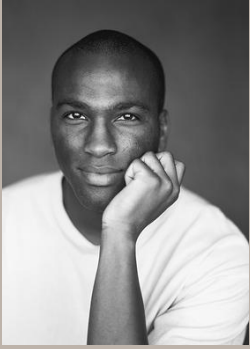
Key stories will be added to Media Kit, website, and social media efforts.

Each story will follow a development cycle:

1. Story crafting by KW
2. Submission to TG for approval
3. Submission to GC for graphics
4. Media process and calendar to follow as effort is developed

# Layout Sample & Color Palette

## THE CORPORATE CLIMB



### *Story Goes Here:*

What needs were identified – who moved on the need and why – when was a solution developed – what was the solution – how did the idea make a difference

Or

A personal example someone who was impacted by the mission of the AAMW

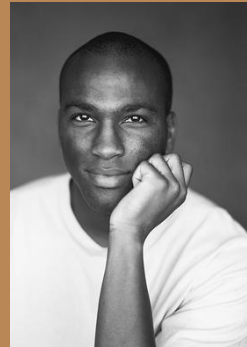
Or

A personal story that others may find inspirational from one of the AAMW members – Mentorship through presence.

*Name*

## PERSEVERANCE

## ALWAYS DO YOUR BEST



### *Story Goes Here:*

What needs were identified – who moved on the need and why – when was a solution developed – what was the solution – how did the idea make a difference

Or

A personal example of someone who was impacted by the mission of the AAMW

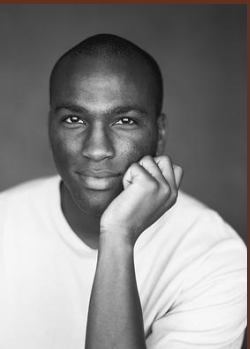
Or

A personal story that others may find inspirational from one of the AAMW members– Mentorship through presence.

*Name*

## EXCELLENCE

## ALWAYS DO YOUR BEST



### *Story Goes Here:*

What needs were identified – who moved on the need and why – when was a solution developed – what was the solution – how did the idea make a difference

Or

A personal example someone who was impacted by the mission of the AAMW

Or

A personal story that others may find inspirational from one of the AAMW members– Mentorship through presence.

*Name*

## COMMITMENT

## CORNERSTONE OF SUCCESS



### *Story Goes Here:*

What needs were identified – who moved on the need and why – when was a solution developed – what was the solution – how did the idea make a difference

Or

A personal example someone who was impacted by the mission of the AAMW

Or

A personal story that others may find inspirational from one of the AAMW members– Mentorship through presence.

*Name*

## EDUCATION

# Phase Explanation | *Phase I, II, III, IV, V*

[Description](#) | [General Strategy](#) | [Calendar](#) | [Goals](#) | [Additional Notes](#)

## *Description*

This area will give a brief description of the phase and the graphics being used in each phase. We will also explain the purpose for this section, the target for this section, and the teams responsibilities.

## *General Strategy*

Each phase has an internal and external communication strategy with submission, approval, and execution deadlines.

**Internal Communications:** Includes target dates for internal communication as well as the general process for communication.

**External Communications:** Includes the structure for how and what is shared externally. Selected marketing outlets are identified, communication deadlines are explained, social media efforts are detailed, eblast efforts are addressed, and any applicable PR efforts are documented.

## *Calendar*

This section is a quick view of the working calendar and timeline for each phase.

## *Goals*

In this section we identified goals set by the board. Goal analysis will be used post gala as data documentation.

## *Additional Notes*

Important notes, considerations and concerns.

# PHASE I — *Set up & Save the Date cards*

Description | General Strategy | Calendar | Goals | Additional Notes | Budget

Phase I includes set up of entire marketing strategy for the gala. It also includes management of the Save the Date cards mailed to a selected list on 5/17/17. Identified audience list totals 385 contacts. Graphic selected, Easy Sunset - Save the Date design was approved 4/20/17. The save the date graphics set the stage for the general look and feel for this year's effort.

An additional 150 postcard mailers are provided to board for general distribution and mailing.

A second round of 1,000 postcards will be printed for general hand out. Instead of being formatted as a postcard, this version will include the organization's mission. A third round will be edited to include \_\_\_\_\_ (as per BT) 1000 will be printed for general hand out.

## *General Strategy*

Internal communication completed.

External communication includes save the date mail outs, eblasts, and social media efforts

- Completed: Save the date mail out completed 5/17/17 and 1<sup>st</sup> Eblast completed 5/19/17 by KW & GC
- Round 2: Printed postcards q/1000 to be used for distribution at local events: Juneteenth and African American Heritage Festival. To be delivered 6/23/17
- Leverage Partnerships *(page 3)*: Establish connection with selected outreach partners by 6/22/17. Each partner will have their own strategies based on the agreed upon benefit. Each partner will be furnished with necessary images and active links for participation.
- Website: Phase I - landing page to be finalized by 6/6/17
- African Heritage Festival participation 6/25/17

*Board to forward organization's Save the Date eblast to personal email contacts.*

## *Calendar*

- 5/17/17 Save the date postcards mailed
- 5/19/17 Save the date digital eblast emailed. Result – 31% of emails opened. (234 out of 753)
- 5/28/17 Save the date announcement on social media begins (results? 14 likes to date)
- 6/6/17 Save the date announcement is placed on website
- 6/30/17 Leverage partnerships for advertisements (IE: Westchester Arts)
- 6/23/17 Round 2 of printed save the date cards delivered to board for distribution
- 6/25/17 Collect emails, promote gala, and hand out save the date postcards | African Heritage Festival

## *Goal*

- Mail out to a total of 500 contacts (385 to date)
- Distribute 1000 postcards
- Develop 50 post likes on facebook

## *Additional notes*

*Total budget for this phase: \$710.90. (Save the date \$435.90 + \$275 1k postcards)*

# PHASE II - *Sponsorship*

Description | General Strategy | Calendar | Goals | Additional Notes | Budget

Phase II targets funders and it includes the development of the sponsorship/participant package. We will print 250 sponsorship/participation packets. The board has identified approximately 100 potential supporters who will receive the entire printed sponsorship package via mail. The remaining amount is to be used for meetings, advertising, and general solicitation by the board. The sponsorship package is a full color 12 page 8x5.5 booklet. Same size cover letter will match the package with detailed information. Participation package includes the following bulleted description; gala's expected demographics, brief description about the gala, mission statement summary, general gala press release, participation levels, benefits, commitment forms, past supporters, and general event details. All sponsorship letters will be electronically signed by Eric D. Eller. (? Or other)

## *Strategy*

Commitments for sponsorship/participation and initial supporters will be channeled through mail, fax, and email. All items received must follow the below process: Scan and emailed to [events@aamw.com](mailto:events@aamw.com) or faxed to 914.313.1668. All data is managed by KW. Post commitment, GC sends a confirmation email to each contact detailing the following steps of their commitment (*Find commitment confirmation letter on page 13*)

1. First draft sent to TG following KW's edits: 5/15/17
2. Sponsor package and cover letter to be finalized and approved by 6/8/17
3. Sponsorship mail out 6/22/17
4. E-blast to go out with digital skyscraper for sponsorship/participation package 6/22/17
5. Press release emailed to media 6/22/17 – 1<sup>st</sup> round
6. Leverage Partnerships – Furnish partners with sponsorship/participation package digital skyscraper with the active link 7/10/17
7. Website – Sponsorship/Participation package loaded on website 6/30/17
8. Social Media – Artwork of available sponsorship packages to be supplied to the social media manager 6/22/17. Advertise support and advertising opportunities. Focus on sponsor list and small businesses in the area looking for advertising options.

*Board to forward sponsor and support packages to personal email list*

## *Calendar*

- 6/8/17 Sponsorship/Participation Package approved by all parties
- 6/20/17 Marketing partner list sent to GC (contact name, phone number, and email)
- 6/22/17 Sponsorship package mailed out, website updated, eblast to participants and media, and social media announcement posted. Boost Sponsorship detail July 4<sup>th</sup> week for \$125

## *Goals*

- Mail out to a total of 150 contacts
- Develop 50 post likes on facebook
- Commitment forms submitted = 20 by 9/1/17

## *Additional Notes*

Items needed: Sponsorship sample letter

*Total budget for this phase: \$650 (includes: printing of package, letter, envelope, postage and social media effort)  
+75 for RSVP envelope*

# PHASE III — *Official Invitation*

Description | General Strategy | Calendar | Goals | Additional Notes | Budget

Phase III targets additional donors, community members, and future members (if organization is recruiting). Phase III includes development, management, and design of the official invitation. Two versions of the invitation will be presented to the gala's chair and board. Invitation will display an official 30-year anniversary logo.

Pending development: general invitation and VIP invitation. Committed participants will receive an invitation reminder with no RSVP detail since their level of participation and a direct line of communication has been previously established. We expect approximately 500 official invitations to go out. An extra 100 official invitations will be provided to the board for additional distribution. Official invitation package includes the following elements: High gloss invitation, custom printed envelopes with logo, VIP invite, RSVP card and envelope.

## *Strategy*

All RSVP forms received via mail or email must follow the below process: Scan and emailed to [events@aamw.com](mailto:events@aamw.com) or faxed to 914.313.1668. RSVP's are also received via event brite and through the AAMW P.O. Box. Alternative methods to RSVP are discourage in order to maintain order.

Both will be accessed by KW for list management. Post RSVP mailing, their email will be added to constant contact for participation confirmation and additional marketing. (*please see sponsorship/participation commitment confirmation*)

1. Celebration logo submitted for selection 7/24/17
2. Official invitation submitted for review 8/4/17 (*3 versions | general invite, VIP invite, sponsor/participant invite*)
3. Eventbrite online form with all participation categories completed 8/15/17
4. Social Media artwork of the official invitation to be supplied to the social media manager 8/30/17. Official invitation with eventbrite link posted and boosted for \$125 Labor day weekend. Additional advertising budget of \$150 between October and November.
5. Official invitation to be mailed out 9/8/17
6. Additional Printed invites q/250 with instructions to register digitally 9/8/17
7. Leverage Partnerships (*page 3*): – Furnish partners with official invitation skyscraper 9/13/17
8. Website: Phase III - landing page updated with official invitation to be finalized by 9/13/17
9. Add gala to community calendars (5 identified: Patch, Town planner, Westchester Magazine, County Press, and The Examiner News. (any suggestions)

*Board to forward organization's official invitation e-blast to personal contacts.*

## *Calendar*

1. 7/24/17 Official celebration logo submitted for review and selection
2. 8/7/14 Entire invitation artwork submitted for review.
3. 10/9/17 Close out date for sponsors to have logo on invitation
4. 8/15/17 Eventbrite online form activated, and invitations mailed out
5. 9/1/17 Social media invitation efforts kick off
6. 9/8/17 Official invitation mailed out
7. 9/13/17 Official invitation e-blast mailed out. Artwork and link sent to marketing partners and website is updated

## *Goals:*

- Official invitation mailed to 500 contacts
- Total of 300 seats sold

*Additional Notes:* RSVP tracking process needed \_\_\_\_\_

*5k sponsors that commit to support the gala before August 7, 2017 will benefit from having their logo on the official invitation*

*Total budget for this phase: \$1220 (includes: printing of invitation, rsvp cards and envelope, envelope, postage, and social media effort.)*

# PHASE IV- *Official Gala Journal*

Description | General Strategy | Calendar | Goals | Additional Notes | Budget

Phase IV targets all gala attendees. It also includes the development, management, and marketing of gala journal. We expect to print 500 gala journals. The journal is a high gloss cover, full color, 8.5x11 vertical booklet. Journal will include brief letter from president, menu, program, list of donors and contributors, keynote speaker bio, political letters of support, organization's historical and developmental timeline, elements of the social responsibility report, organization's mission and activities, 30 stories for 30 years, sponsors and advertisers. Journal will be placed by registration tables and in every attendee's bag.

## *Strategy*

All interested participants are to be either handed a physical package, directed to the website to download the package, or provided the link to download the package

All artwork is to be emailed to [events@aamw.com](mailto:events@aamw.com) (GC will need access). GC will communicate with all advertisers through [events@aamw.com](mailto:events@aamw.com).

1. Skeleton journal concept, art, and layout submitted for approval 8/18/17
2. Journal concept, art, and general layout approved 9/8/17
3. Drop dead date for journal submission 10/9/17
4. Final draft of journal submitted for review 10/16/17
5. Approval of journal needed by 10/23/17
6. Final version of journal sent to print 11/1/17
7. Journals delivered 11/10/17

## *Calendar*

1. 8/18/17 Skeleton journal submitted to board for review
2. 9/8/17 Skeleton journal concept approved
3. 10/9/17 Drop dead date for journal submission
4. 10/16/17 Final draft submitted for review
5. 10/23/17 Final edits completed
6. 11/1/17 Journal sent to print
7. 11/10/17 Journal delivered

## *Goals*

## *Additional notes*

*Total budget for this phase: \$2900*

# PHASE V – *Game Day Marketing & Post Gala Effort*

[Description](#) | [General Strategy](#) | [Calendar](#) | [Goals](#) | [Additional Notes](#) | [Budget](#)

Phase V focuses on gala attendees . All marketing materials in this phase highlight the organization by promoting the brand on the day of the gala, leading up to the gala, and may be used for future brand exposure. Marketing materials include one 5'x 8' step and repeat, one gala vertical banner, one general organization vertical banner, one horizontal banner, two 24" x 36" gloss collages, and giveaway bags. Additional marketing strategies include an onscreen slideshow to follow the agenda and highlight the day's presentation. Phase V is divided into four sections: pre official invitation, post official invitation, gala day, and post gala efforts.

## *Strategy*

### **Pre Official Invitation**

Marketing materials to be developed for gala promotional purposes. Items include one gala vertical banner, one general organization vertical banner, one horizontal banner.

- All items submitted for review on 6/9/17
- Final items submitted for approval 6/12/17
- All items delivered on 6/23/17

### **Post Official Invitation**

Marketing materials developed for gala day. Items include , two 24"x36" gloss collages, giveaway bags, and an onscreen slideshow to follow the agenda and highlight the day's presentation.

- All items submitted for review 9/29/17
- Final items submitted for approval 10/13/17
- All items delivered on 11/15/17

### **Prep and Gala Day**

- Press Release sent out: 11/12/17 and 11/15/17
- Step and Repeat delivered 11/15/17
- Last minute reminders via E-blast
- Social media live updates to FB
- gala gift bags offered to all attendees
- On screen presentation managed by The Ambitious Soul

### **Post Gala**

- Eblast to all individuals that participated.
- Thank you Eblast to be sent to all participants 11/21/17
- Special letter to be mailed to all sponsors and advertisers 11/23/17
- Images populated on website. Link emailed to all participants 12/4/17

## *Calendar*

## *Goals*

## *Additional notes*

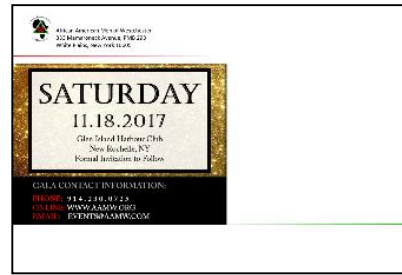
Items needed: Post gala participation letter.

Consideration: text to make a donation / request live donations towards an inspirational effort

*Total budget for this phase: \$1,215*

# Marketing Materials

## Save the Date



## Sponsorship Package:



## Media Package:

## Official Invitation:

## Event Journal:



**"We Make a Difference"**

TEL: (914) 949-9463 ▪ FAX: (914) 949-9473 ▪ WEB: WWW.AAMW.ORG ▪ EMAIL: INFO@AAMW.COM

333 MAMARONECK AVENUE ▪ PMB 293 ▪ WHITE PLAINS, NY 10605

6/15/17

Name of Contact  
Name of Company  
Address

Dear Contact:

The African American Men of Westchester (AAMW) delivers meaningful educational programs and services that are tailored to enrich the lives of diverse segments within Westchester County. Westchester residents who attend AAMW programs and services benefit significantly which contributes to their continued success. The success of our outreach is dependent entirely upon the financial support of corporations and private sponsors. We have been fortunate in past years to have the support from corporations like yours and we are hopeful that this year will be no exception.

We would like to ask that you consider becoming our Visionary Awards Gala corporate sponsor. As a sponsor you will receive positive corporate exposure from your association with AAMW, a 501(c) (3) non-profit.

We have included a sponsor/participation package for your review of participation benefits. If you are interested, in becoming a sponsor, please do not hesitate to contact us. In addition, I will follow up via email within two weeks to see if you have any questions that I can answer about gala participation or our organization. Thank you in advance for taking the time to review our sponsorship/participation package.

**Sincerely,**

*\*Or other*

**Eric D. Eller**  
President

**SPONSOR GALA CONTACT INFORMATION:**

PHONE: 914.230.0725  
FAX: 914.313.1668  
EMAIL: EVENTS@AAMW.COM

*Visionary Awards Gala*

**Eric D. Eller**  
President

**Olney Reynolds**  
Vice President

**Thomas Grayman**  
Treasurer

**Eon Nichols, Esq.**  
Assistant Treasurer

**Rev. Hugh Marriott**  
Secretary

**Office of General Counsel**  
C. Douglas Dixon, Esq.  
John Grimes, Esq.

**Melvin Burruss, Esq.**  
Chairman

## Sponsor Confirmation Letter

[Date]

[Name]

[Organization]

[Title]

[Address]

[City, State Zip]

Dear [Sponsor]:

On behalf of African American Men of Westchester, thank you for being a sponsor of our **Anniversary Gala**. This letter confirms our understanding with regard to your sponsorship and your request for additional information.

You have agreed to a sponsorship amount of \$ \_\_\_\_\_ by check payable to African American Men of Westchester by Friday, September 15, 2017. All contributions are tax deductible to the extent provided by the law. Upon receipt of your payment, we will issue you a gift receipt that acknowledges your contribution.

Proceeds from your donation will be used to support our organization's community initiatives including *Education, Health, Employment, Business/Sustainability, Domestic Violence Workshops and Youth & Women's Programs*.

To acknowledge your sponsorship, we will place your **[Company or Organization]**'s name on our gala materials, program journal, social media and website.

Please send us the following information:

- Email to confirm your receipt of this letter
- Electronic file (jpg or gif) of your logo in 110H x 200W resolution
- Professional photograph, preferably with a neutral background and Bio (if applicable)
- Business information and services in which AAMW members would be interested
- Number of gala ticket(s)/table(s) to be reserved

If you have any questions, please email us at [events@aamw.com](mailto:events@aamw.com).

Again, thank you for your generous contribution and commitment to furthering our efforts to strengthen the economic, social, and educational foundation of our communities.

Sincerely,

Cyprian II

Olney Reynolds

Chairman, 2017 Gala Committee

African American Men of Westchester



#CoachGloria  
CEO of

[www.theambitioussoul.com](http://www.theambitioussoul.com)

