

CREATIVE CAMPAIGN





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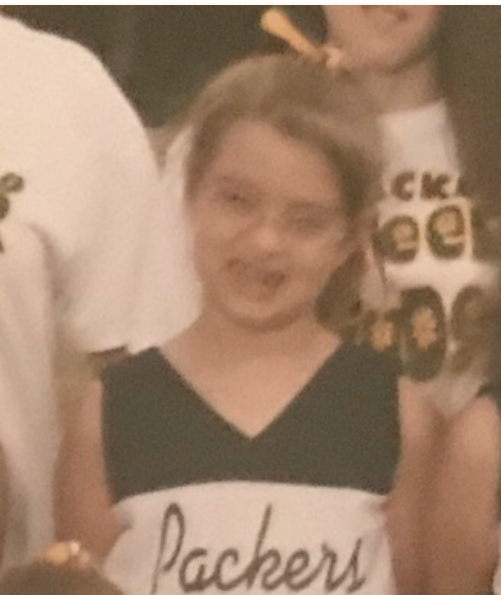
RADIA GENCY

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WHO WE ARE

It's hard to see through the clouds sometimes. It's even harder to be seen through the clouds. At RadiAgency, we shine light on brands that matter. We are here to be your guiding light through the often hazy world of marketing.

We believe that these core values are your strongest asset. We will work tirelessly to uncover what those truly are and use them as our guiding principle for our campaign development. We aren't here to change you, we're here to help you be the best version of yourself.



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RESEARCH



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FOSTER CARE FACTS

Foster youth who experience more and more placements are 15% less likely to complete high school.

High school drop-out rates are three times higher for foster youth.

Only 25% of foster youth will receive a high school diploma or GED.

At 18, 20% of teens in foster care become instantly homeless and they are more likely to get pregnant or use drugs.

Only 3% of foster youth wind up earning a college degree.

70% of foster kids say they would like to attend college one day.

FOSTER CARE FACTS CONT.

- 427,910 in foster care
- 269,509 kids enter in a given year
- 52% boys, 49% girls
- 9% age out of the system each year
- 9 years old average age
- 2 years average stay in the system
- 6% of foster kids remain for 5+ years
- 75% make an unscheduled school change





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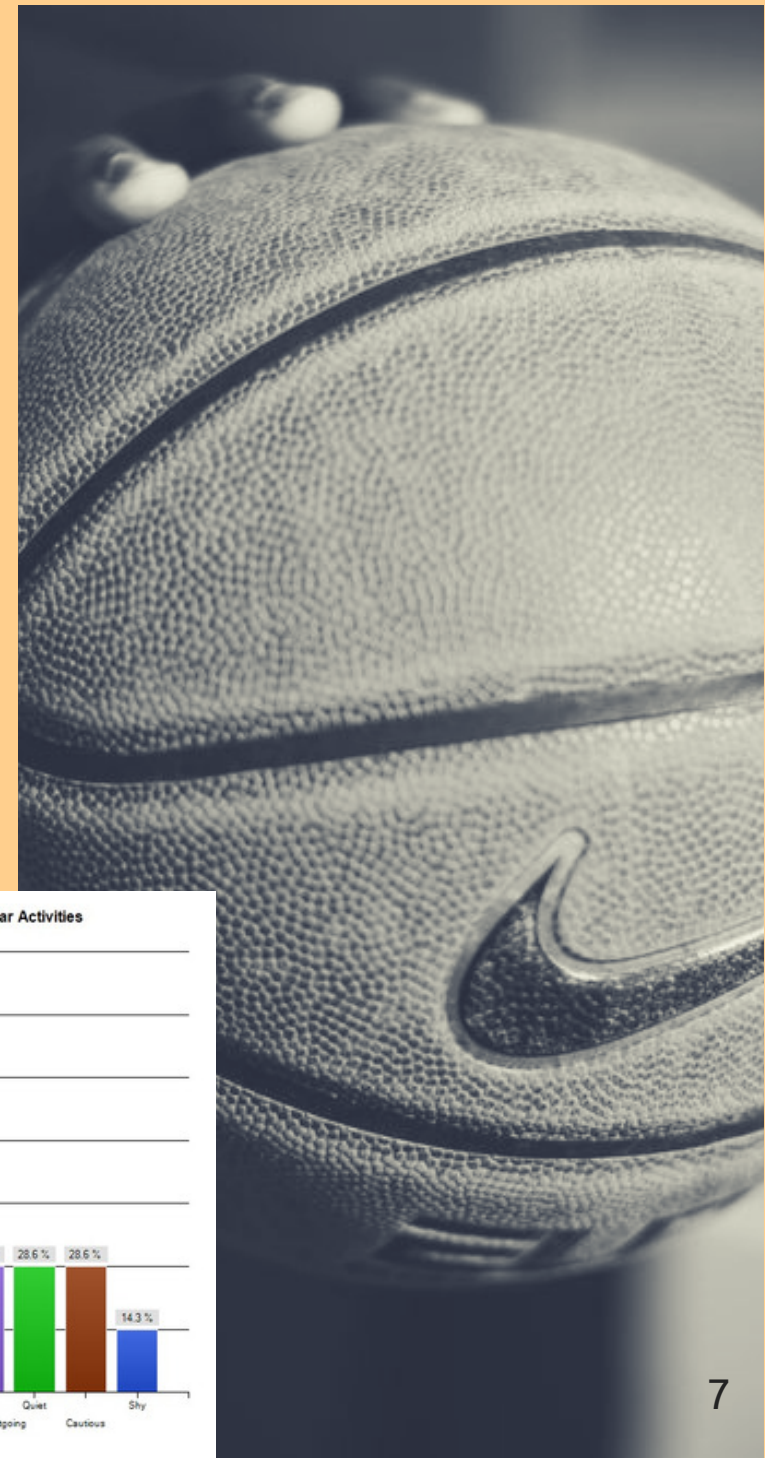
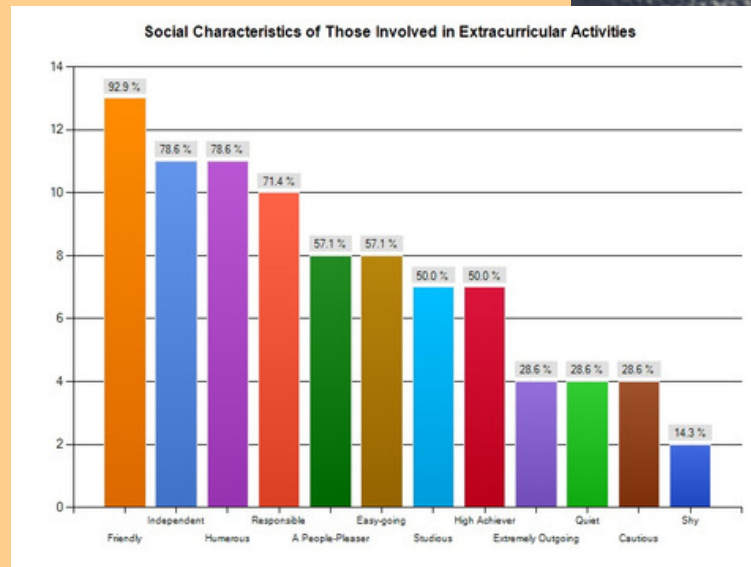
TICKET TO DREAM: AT A GLANCE

Ticket to Dream is a non-profit organization that was established in 2008. It primarily aims to provide foster children across the nation with impactful care and meaningful experiences. Through monetary, item, and experiential donations, foster kids are given the chance to just be kids -- embracing the structure and fun that comes with extracurricular team activities.

GO PLAY!

Research has shown that extracurricular activities have led to higher self-esteem, better attendance and improved grades. Joining a little league team can be the spark that inflames the long-term commitment and perseverance needed to graduate high school, as so many foster children would like to do if given the chance.

Through the the GoPlay! initiative, Ticket to Dream funds foster youths' passions, stimulating personal and professional growth by providing access to extracurricular activities.





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BENEFITS OF EXTRACURRICULAR ACTIVITIES

Being on a team requires players to communicate, trust one another and support each other.

Physically challenging sports will teach players how to persevere through the difficult times.

The arts are an application of creative thinking and help students think outside the box.

Extracurriculars overall allow children to gain a sense of confidence and sense of identity.



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TARGET MARKET

PRIMARY MARKET: GENERATION X

Born between 1965 and 1979, this demographic is currently between 35 and 50 years old. This is the first age group to donate online. With 2/3 members of Gen X being married and 71% having children, this age group is likely to have children who currently benefit or have benefited from extracurricular activities. This audience is also young enough to readily recall their childhood experiences. Gen X tends to fundraise on behalf of an organization, make a pledge, or volunteer their time -- all key components of Ticket to Dream's outreach. In fact, about 30% of Gen X members volunteer, the most out of any demographic. Additionally, with the highest average income among generational groups, the average Gen X member makes donations of \$1033.28 annually.



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TARGET MARKET

SECONDARY

MARKET: MILLENNIALS

Born between 1980 and 1995, millennial audiences are inclined to "text to donate" or watch videos before giving, which aligns well with digital, interactive content and channels distributed through FOX Sports. This demographic is also the key to lasting change in the foster care system, as they are the emerging decision makers in society with value-oriented belief systems. Many of them also have kids who participate in extracurricular activities.

TERTIARY

MARKET: BOOMERS

Boomers, born between 1945 and 1964, are more financially stable and experienced. They gravitate towards incremental donations, every month, quarter, or year. These donations certainly aid Ticket to Dream's mission, but this demographic lacks in the need for brand interaction that is really necessary to electrify this campaign.



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FOX SPORTS: AT A GLANCE

Fox Sports Network, more commonly known as Fox Sports, is a national sports network that focuses on broadcasting 24-hour coverage of live sporting events and shows. The network reaches about 83 million US homes through cable and satellite providers. With a portfolio of 12 regional sports networks across the country, Fox Sports owns broadcasting rights to more than 65 professional sports teams, as well as regional events like college and high school sports. The network is a subsidiary of Twenty-First Century Fox and started as a joint venture between Fox entertainment and Liberty Media in 1996, and bought out Liberty Media's interest in 1999.

Fox Sports covers major sports events in leagues such as the NFL, NBA, MLB, FIFA, and more across multiple different platforms. These platforms include radio, podcasts, television, and mobile. Fox Sports is one of the top rated sports networks in the broadcast industry, winning 11 Sports Emmy awards in 2017 among over 30 nominations.

Fox Sports was also a 2017 Cynopsis Social Good Awards Finalist, highlighting their positive impact on the community and their concern for social issues. Overall, they were nominated for three different awards: The social Good Shining Star, which recognizes any media brand/TV network that has explicitly integrated its business model to improve the social good of its audience; Best Spot for their "Rebuild" video for their Merging Vets + Players program; and Best Public Service Announcement for their "Stigma Free" PSA for the National Alliance on Mental Illness.



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FOX SPORTS SUPPORTS

As noted by their award recognition and many achievements, Fox Sports puts a great emphasis on their charity initiatives and are proud partners with several nonprofit organizations. So much so that they've dedicated a whole section of their website to the charities they work with. Their current partners and initiatives include Ticket to Dream, Girls Inc., The Mission Continues, Good Sports, and The Jackie Robinson Foundation. At [Foxsports.com/supports](https://foxsports.com/supports), viewers can check out updates about events Fox is involved with, press releases, and learn more about the different organizations they've worked with.

Fox Sports Supports has aided over 40 charities, and the site's tagline, "Team up for good," perfectly captures their mission. For the last nine years, Fox Sports Supports has donated millions of dollars to their partners and campaigns through production of public service announcements, broadcast and cable airtime, special event activation, messaging during Fox Sports programming, as well as monetary and gift donations. Their involvement has led to them becoming industry leaders in raising awareness for youth, sports, education and the military. On top of the millions of dollars they've accumulated for their partners and the causes they represent, their PSAs have received tens of millions of dollars' worth of airtime across all of their network channels.



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PHILANTHROPIC COMPETITORS

The top three networks that serve as major competitors to Fox Sports are CBS, ESPN, and NBC as far as ratings and marketshare go. However, that's not the case when it comes to their charitable initiatives. In this field, NBC Sports and CBS Sports, excluding their parent companies, have done very little for charity compared to the efforts of Fox Sports and ESPN. ESPN is a top competitor in charitable sports networks, establishing ESPN Corporate Citizenship which focuses on helping the community almost exclusively through charities regarding sports.

Fox Sports is in a unique position because of their three main competitors in general, only one (ESPN) is on a similar level as far as charity initiatives go. Fox Sports is one of very few major sports broadcasting networks that focuses a lot of their business model on philanthropy and making an impact on society. This allows Fox Sports an opportunity to step forward and position themselves in consumers' minds as the most charitable major sports network, highlighting the money, events, PSA's, and partners they've had an impact on over their last near-decade of service.

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CREATIVE



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CREATIVE: OVERALL MESSAGE

Light. When we embarked on this journey we had a recurring image of sunlight beaming through our minds and filling the creative space around us. As we began thinking of the overall voice for this campaign, the words “hope”, “bright”, and “wish” inspired the tone that would later be used in the commercial, digital, and outdoor ads.

The creative process behind this campaign was simple. We wanted to communicate not only the importance of donating to Ticket to Dream, but also the fact that foster kids were just that - kids. The campaign message centers around the concept of “more than.” Foster kids are more than their label. They’re dreamers, artists, baseball players, dancers, and debate club presidents. This campaign brings awareness to the often overlooked fact that kids in the foster care system don’t always have the same opportunities to participate in extracurricular activities. The goal of this overarching message is to not only bring awareness, but also to inspire the audience to view foster kids in a different light.



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VIDEO CONCEPTS

Our creative message comes to life through two video concepts. The first "More Than" spot is a standard commercial video message while the "Sponsored By" spot is a digital video intended for social media and mobile applications. While both videos have been created for 30 second spots, the concepts can easily be condensed into comprehensive 15 second spots or expanded into more long-form messaging. The two videos, while very different, communicate Ticket To Dream's core messages and value.

The "More Than" commercial is an ideal representation of the campaign. This is an extremely uplifting message, but it is also thought provoking. The juxtaposition of copy that pulls at the heart-strings with bright and cheerful visuals creates that emotional roller coaster of a viewing experience that will really resonate with consumers. The message is that the kids get what they want through these teams they are able to be a part of because of Ticket to Dream and Fox Sports. Donations help provide access to these crucial opportunities in a kid's life.

The digital video, "Sponsored By," is more playful and immediately engaging. While the television spot builds the drama and connection as it goes on, the digital video is meant to grab the attention of the audience quickly, which matches viewers' expectations of instant gratification on mobile platforms. On social media, it's important to grab the attention of the audience quickly so that they stay on the page long enough to be affected. This spot is effective because potential donor viewers, particularly primary audience members of Gen X, are influenced by messages where they can see tangible effects of charitable impact. The televised sporting parody "Sponsorship" video does so in a lighthearted and humorous way. This video demonstrates the hope and joy that extracurricular activities can inspire as well as the direct contribution that a donation makes possible.

TV SPOT: "MORE THAN"



FADE FROM BLACK
MUSIC IN AND THROUGHOUT-
Stay Positive by FSM Team

EST - WS of field with CU of girl in foreground speaking to camera

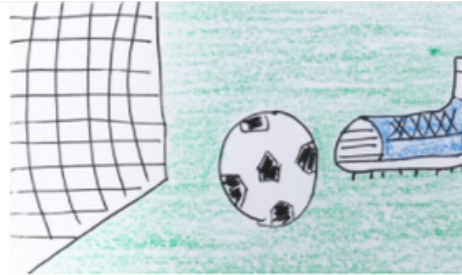
SOCCER GIRL: I want 23 best friends.

soccer girl turns and runs toward the ball preparing to kick a goal



CU of basketball swishing into net

SFX: SWISH INTO NET



CU/ECU of soccer ball getting kicked into net

SFX: REF WHISTLE



Similar WS of theater from stage perspective -
MS of girl in foreground speaking to camera
as dancers behind her rehearse and lace up
their pointe shoes

BALLERINA: I want to feel like I belong.



WS of boy alone in an empty court - he is
facing the camera while dribbling the
basketball

SFX: DRIBBLE NOISES

BASKETBALL BOY: I want a place to call
home.



MS/WS from worm's eye view of baseball
team in a huddle - one player speaks to
the camera

BASEBALL BOY: I want to achieve.

TV SPOT: "MORE THAN"



WS B-roll of soccer girl playing on the field with her teammates

ANNCR (VO): Give foster kids a different kind of family.



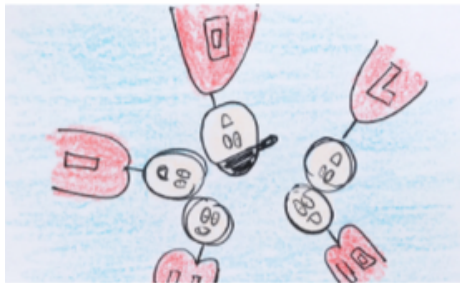
WS B-roll of ballerinas performing confidently on stage from audience's perspective

ANNCR (VO): By donating to Ticket to Dream,...you can help give them the opportunities...



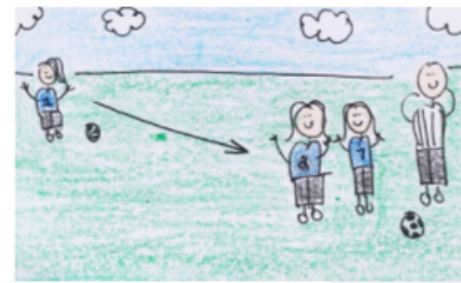
WS B-roll of basketball boy now playing on a team

ANNCR (VO): ...they need to be a part of their dream team



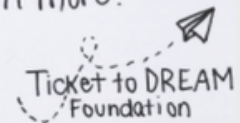
MS/WS of same worm's eye view huddle while boys join hands in a break on three motion.

BASEBALL BOY: I'm more than a foster kid.



WS OF SOCCER GIRL HAPPILY RUNNING TO JOIN TEAMMATES

Visit foxsportsupports.com to learn more.



Face/Dissolve to graphic

ANNCR (VO) : Visit Tickettodream.org to learn more.

MUSIC FADE OUT/ FADE TO BLACK

Repeat of ES with girl speaking to camera

SOCCER GIRL: I belong.



TV SPOT: "MORE THAN"

2.

CUT TO:

1. EXT. SOCCER FIELD

A young girl (age 5-7) stands talking to the camera. Behind her a pee-wee soccer match is being played. She is dressed in one of the team's uniforms, indicating she is playing for one of the teams.

GIRL 1
(Hopeful, childlike
tone)

I want 23 best friends!

We see a soccer ball get kicked into a net.

CUT TO:

2. INT. DANCE STUDIO

Similarly to before, a young girl (age 10-12) stands in a ballet uniform, talking to camera. Behind her, other girls her age are putting on ballet slippers.

GIRL 2
(Same hopeful tone)
I want to feel like I belong.

We see a basketball fall through a basketball net.

CUT TO:

3. INT. BASKETBALL COURT

A young boy (age 12-14) stands on the bleachers, talking to camera. Behind him other kids are playing basketball. He's wearing the same uniform kids behind him are wearing.

BOY 1
(Same hopeful tone)
I want a place to call home.

CUT TO:

4. EXT. BASEBALL FIELD

We see a huddle. We cut to a shot from inside the huddle, focused in on one boy (age 13-15). Each team member has their arms over the shoulders of the team member on either side of them. They're swaying back and forth, getting ready to play.

BOY 2
I want to achieve.

We see b-roll of each kid previously shown participating in their respective sports. The little girl scores a goal, the second girl is dancing and laughing with her friends, the first boy scores a basket and is cheered on by his team, the second boy breaks the huddle with a chant. A voice over plays during this footage.

FEMALE VOICE OVER
Give foster kids a different kind
of family. By donating to Ticket
to Dream you can help give them
the ballet slippers, football
helmets, and soccer cleats they
need to be part of their dream
team.

5. EXT. SOCCER FIELD

We see the first girl from before, same position, talking to camera.

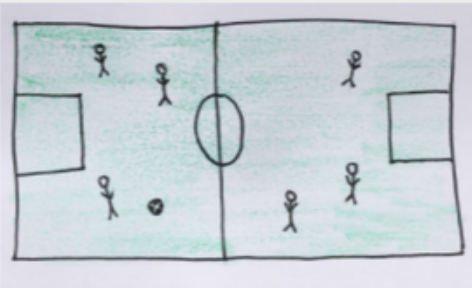
GIRL 1
(Hopeful)
I'm more than a foster kid. I
belong.

SFX: Referee's whistle

The girl happily runs to join her teammates.

END

DIGITAL VIDEO: "SPONSORED BY"



MUSIC IN AND THROUGHOUT -
Get Up by Nicolai Heidlas Music

ES/EWS of pee wee soccer field
from bird's eye view - dramatic
parody of televised sporting event



ECU - shot of cleats

ANNCR : Morgan steps up to
take the kick.



ECU - Morgan concentrates on
kick

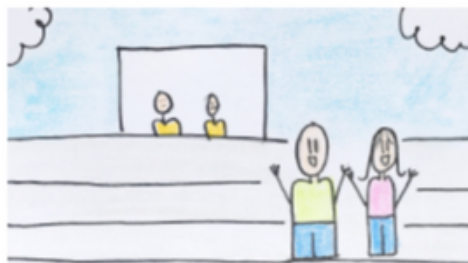
camera pans up to Morgan's face

SFX: MUFFLED CHEERS



ECU - MS of 'game day
commentators' in booth

ANNCR : If she sinks this shot,
the bulldogs win the championship



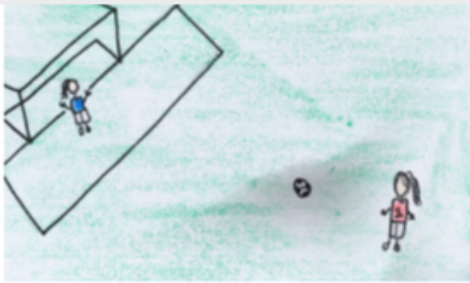
ECU -cut away to MS/WS of
'sponsors' cheering in the stands

ANNCR : Folks, today Morgan is
sponsored by John and Wendy
from Chicago, Illinois and Jim and
Nancy down in Orlando, Florida.



ECU -Morgan looks forward,
intent in concentration and
smiles with confidence

DIGITAL VIDEO: "SPONSORED BY"



EWS from bird's eye view - typical penalty kick shot - Morgan kicks, and she scores!!



WS of crowd sitting in stands - they erupt into a cheer



MS cutaway of Jim and Nancy hugging

SFX: CROWD ERUPTS INTO CHEER

ANNCR(VO): You don't have to raise a kid to raise their hopes. Donating to Ticket to Dream makes sure -

ANNCR(VO): foster kids have the chance to participate -



MS/WS of Morgan being swarmed by her teammates and one announcer



CU of Morgan being interviewed

MORGAN: I'd like to thank my sponsors - no more questions

SFX: REF WHISTLE

ANNCR(VO): in extracurricular activities.



fade to graphic

ANNCR (VO):
visittickettodream.org to learn more

MUSIC FADE OUT, FADE TO BLACK

DIGITAL VIDEO: "SPONSORED BY"

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CUT TO:

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GIRL 2
(Same hopeful tone)
I want to feel like I belong.

We see a basketball fall through a basketball net.

CUT TO:

3. INT. BASKETBALL COURT

A young boy (age 12-14) stands on the bleachers, talking to camera. Behind him other kids are playing basketball. He's wearing the same uniform kids behind him are wearing.

BOY 1
(Same hopeful tone)
I want a place to call home.

CUT TO:

4. EXT. BASEBALL FIELD

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BOY 2
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FEMALE VOICE OVER
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team.

5. EXT. SOCCER FIELD

We see the first girl from before, same position, talking to camera.

GIRL 1
(Hopeful)
I'm more than a foster kid. I
belong.

SFX: Referee's whistle

The girl happily runs to join her teammates.

END

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OUTDOOR



OUTDOOR

The first outdoor ad is a billboard focusing on the concept that participating in extracurricular activities can affect kids' success in the long-term. By showing a child split between two outfits, one side in "professional" clothing and the other in a sports uniform, the message is clear to the viewer: Extracurricular activities foster the skills needed later on in life to pursue higher goals personally and professionally. The copy is effective and quick-to-comprehend, and the alliteration is catchy and will to stick in people's minds longer. Also, the format can be used to show a variety of children and their respective activities/careers.

The second advertisement is for stadium screens, conceptually similar to the billboard except in the form of a video. Instead of splitting the outfits on separate sides of the screen, the child digitally transforms onscreen, and the image will be paired with a surround-sound voice over. This ad conveys the same message as the billboard with more dynamic movement that will capture stadium-goers' attention.





screen digitally transitions -
football uniform becomes a grad
gown and the helmet turns into a
grad cap



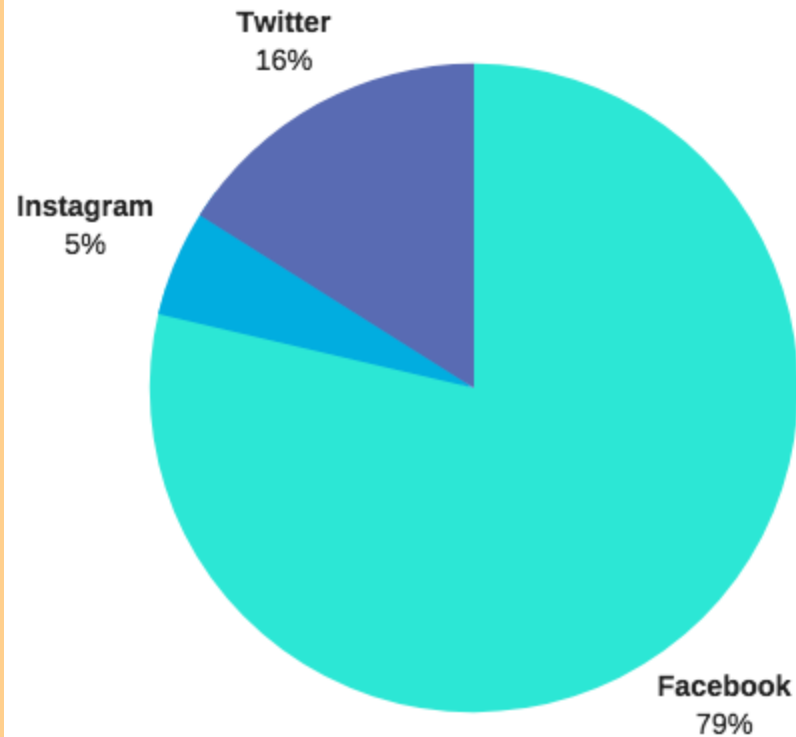
ANNCR (VO): Kids learn skills from playing extracurricular activities that transfer into their social lives, schoolwork, and careers.
kid takes off helmet and holds it to his side, grinning from ear to ear

ANNCR (VO) : A donation to Ticket to Dream helps give these kids the opportunity to be the champions they deserve to be, on and off the field.
kid puts on grad cap and flips tassel over

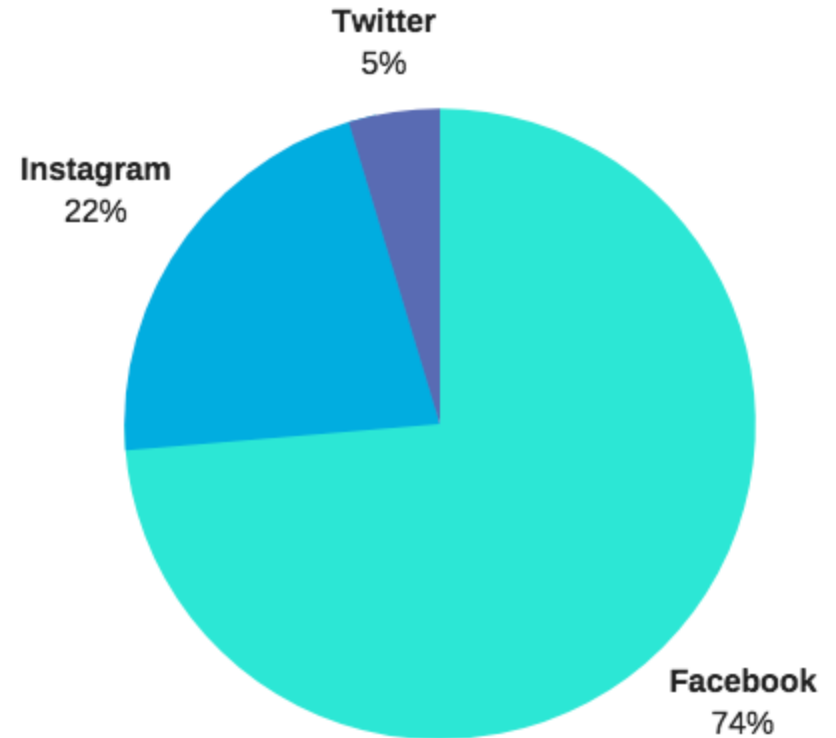
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SOCIAL MEDIA

SOCIAL MEDIA QUICK FACTS



Fox Sports
11,835,474 followers



Ticket to Dream
1,329 followers

FACEBOOK

Although Fox Sports has multiple social media outlets, the bulk of our campaign will revolve around Facebook for the following reasons:

- 79% of Fox Sports' followers are on Facebook, along with 74% of Ticket to Dream's followers
- 98% of non-profits use Facebook because it is the easiest and most effective social media platform used to gain a following
- Organizations are successful on social media when they make it easy for users to engage and provide users with a call to action
- Facebook ads allow us to easily target a specific demographic and expose them to our message.
- On Facebook, organizations can post longer form content, which allows them to improve brand recognition, give information about the cause, and share news about the organization



"GAME CHANGING MOMENTS"

For Facebook, we have come up with a campaign called "Game Changing Moments." This series features the real impact Ticket To Dream has on those involved in the brand. The focus will be to foster a social conversation by touching on important moments throughout kids' and donors' lives.

By portraying real life game changers in children's lives, showing important moments that extracurricular activities have helped them achieve, we can emphasize that legendary moments happen on AND off the field. This creates a call to action for Fox Sports' followers to donate to the Ticket to Dream Foundation. Because we recognize that many foster kids do not like to be identified, only participants who readily want to share their story will be featured. If a kid wants to share his/her story without being identified, there can be a way to do so through anonymous 'journal entry' posts. A large emphasis will also be placed on sharing loyal donors' stories, revealing how involvement with Ticket to Dream has impacted them in other areas of life. The potential to be featured as an 'MVP' donor on Fox Sports Facebook would be an incentive for followers to involve themselves in the cause.

Using Facebook, posts for the Game Changing Moments campaign can be in the form of pictures, statuses, short videos, info-graphics, and so much more. These Facebook posts can also easily be shared on both Fox Sports and Ticket to Dream's other social media, like Twitter and Instagram, to further spur engagement and awareness across multiple platforms. Fox Sports's profile will allow Ticket to Dream to maximize reach, using a massive brand following to create general awareness while incorporating the hot social trend of crowd-sourcing. Integrating and presenting the Ticket to Dream brand mission with content conducive to the Fox Sports account will influence followers to interact and engage with both brands.





"GAME CHANGING MOMENTS"

CAPTION: Meet Jonny. Through Ticket to Dream, Jonny has been given the opportunity to be involved in extracurricular activities. Jonny plays little league baseball and looks forward to playing baseball next year when he moves on to attend middle school. Ticket to Dream has given him more than just the ability to play baseball. It has given Jonny the confidence to take this next big step.

FACEBOOK DONATION TRACKER

As mentioned previously, 50% of Generation X (the target market) say that the ability to see a direct impact of their donation has a significant bearing on their decision to give. We want to take this idea quite literally by implementing a new system via Facebook where after you donate to Ticket to Dream, donors will receive updates on their timelines regarding where their money has gone. Facebook would be the ideal platform to implement this system on because the majority of Facebook users are between the ages of 25-34 followed by audiences between the ages of 35-44. Posts could include confirmation that their donation has been received, what the money donated will be allocated for, and who the donation has helped. We understand for issues of anonymity we may not be able to use names or images of actual kids that have been helped, but even a name and a state could be enough to further spur donations from people. Donors could also then choose to share the progress they receive, showing their friends and family the good deed they've done, and ultimately spreading the word and raising awareness for Ticket to Dream and Fox Sports.



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FUNDRAISER

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CAMP DREAMZONE

Camp Dreamzone is an event hosted by Fox Sports and Ticket to Dream that gives kids a chance to unite over a shared love of sports. The event would take place over the course of a weekend in Mercedes-Benz Stadium, home of the Atlanta Falcons. We chose to hold the event in May since it is National Foster Care Awareness Month as well as the beginning of Summer break for schools, and we chose to hold the event at Mercedes-Benz Stadium since the Atlanta Falcons are a major professional sports supporter of Ticket to Dream.





CAMP DREAMZONE: WHAT IT IS

Camp Dreamzone would brand itself as the ultimate sports camp, comprising of a number of NFL drills and activities for the kids to participate in. Working with the Falcons organization, we would aim to bring in some of their big-name athletes to run events and act as the “counselors” or “coaches” for the weekend. Because the event would be in May, this is an optimal time for big names to become involved because they are currently in their off season. Meanwhile, the kids would run drills like they’re at the combine, compete in flag-football scrimmages, and be able to have an incredible experience with some of the most prominent names in sports right before Summer kicks into full swing.

In conjunction with Fox Sports, Camp Dreamzone would also include the Fox NFL Sunday commentators to participate in part of the camp. Kids would be able to meet the Fox crew and get to see what it’s like to be an analyst or a host. They could read off of a teleprompter like they’re calling a game, give commentary, and even participate in faux-post-game interviews. Some of the different drills and scrimmage games between the kids could be recorded for the Fox Sunday cast to commentate on, and those videos and clips could then be sent out to the kids as souvenirs.



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CAMP DREAMZONE: HOW TO GET INVOLVED

When you're offering the ultimate sports camp experience, there's going to be a high demand for spots with limited spots to give. The first priority is bringing in foster youth from Atlanta and other surrounding cities. These kids get to attend for free and have their lodging and meals covered. A possible deal could be worked out with vendors to provide food during the actual camp. For the general population to attend, they have two different options. An allotted portion of attendees will be able to pay \$400 per person to attend the camp for the full weekend. Parents would have the option of staying and watching from the stadium seating or leaving and coming back when camp ends for the day. This would not include hotel stay or extra amenities. It is just the price for the actual ticket. However, if you're not willing to pay for the ticket, you can enter a raffle by donating to Ticket to Dream. In order to do so, one must donate \$20 to Ticket to Dream on their website through a special Camp Dreamzone landing page. After the initial \$20 donated, every extra \$10 donated will enter that person's name one more time, incentivizing more donations from people.

RADIOAGENCY

EVENT ACTIVATION

THE DREAMZONE

While Dreamzone is already used as the name for the fundraiser, using the term “Dreamzone” and coining the name for various aspects of Ticket to Dream’s business plan would be a great branding strategy to further raise awareness. In this case, The Dreamzone would be the name for box seating at stadiums. It can be labeled “The Ticket to Dream Dreamzone,” or just “The Dreamzone” once it becomes well-known. With this section of the stadium’s seating being named, there are opportunities to further integrate Ticket to Dream and Fox Sports brands into the stadium through signage, advertising on the big screen and throughout the stadium, as well as through tangible goods like shirts, sunglasses, clappers, foam fingers and more. A separate Dreamzone logo could also be placed on these items and around the stadiums to further position ourselves in consumers’ minds.



THE DREAMZONE

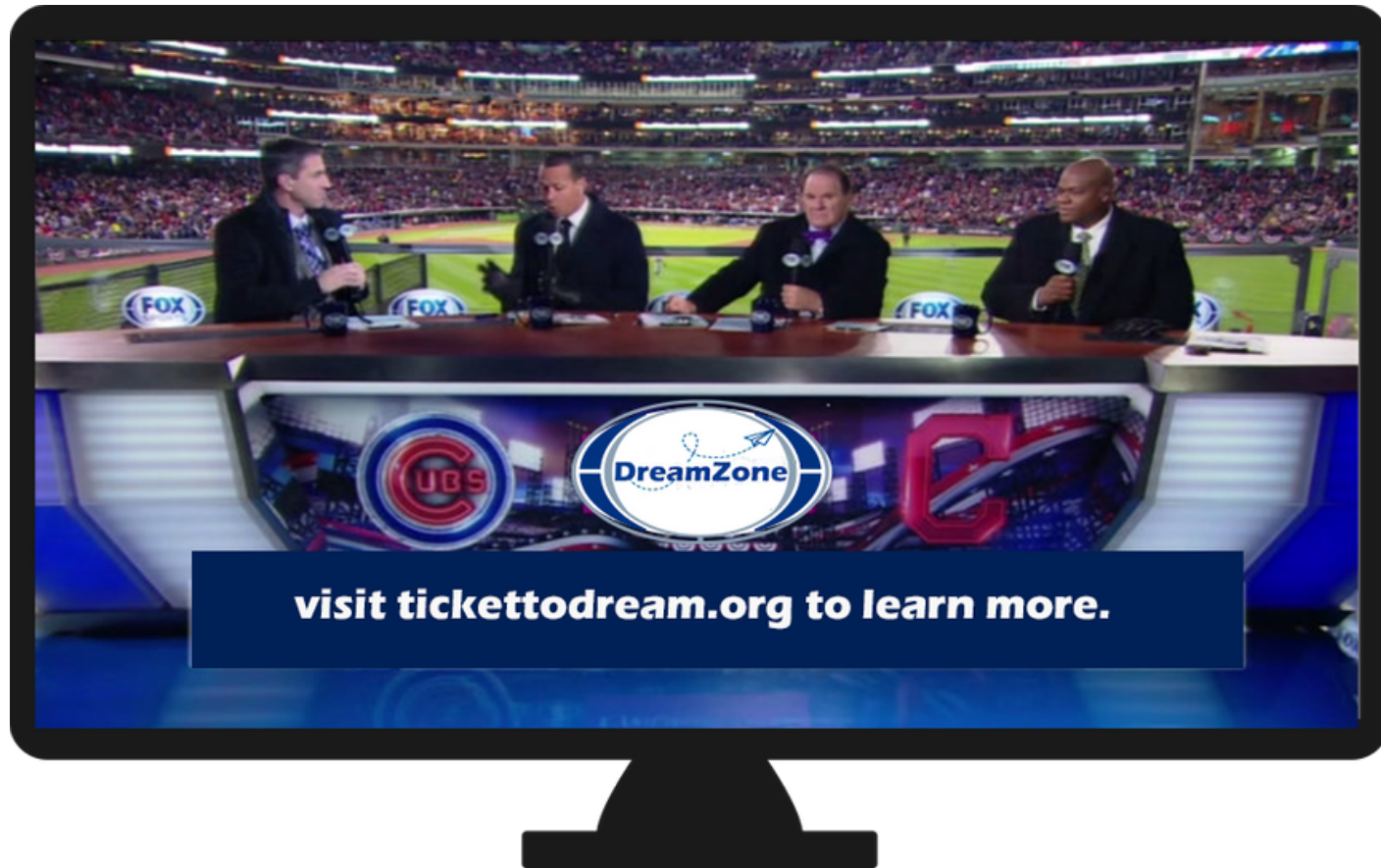
As stakeholders of The Dreamzone, Fox Sports and Ticket to Dream can give foster kids tickets to the games in the box and give them special perks such as food and drinks, souvenirs and prizes. Ticket to Dream and Fox Sports could also organize for the foster kids invited to the games to meet players beforehand and participate in small events during halftime. Throughout the game, the in-stadium announcer and broadcasters could reference The Dreamzone, briefly talk about the work Ticket to Dream and Fox Sports are doing for a great cause, and ultimately help promote Ticket to Dream and Fox Sports Supports to extend their reach as much as possible.

Just as important, we want to reward and highlight those who have donated to Ticket to Dream and/or have made great contributions to the organization and the cause. Therefore, we would also like to offer free seating to those have made a huge impact on the Ticket to Dream mission financially. Large donors could also be shouted out and shown on the big screen during games, further raising awareness for the work done for kids in foster care. This could also spur big donors to donate more, since they will be highlighted and praised in front of many people. Moreover, similarly to Camp Dreamzone, tickets to the Dreamzone box seating can be purchased like any other ticket would. However, to make sure this spurs more fundraising, the box tickets would be sold at a higher cost with the marginal differences being donated directly to Ticket to Dream.

RADIOAGENCY

BROADCAST INTEGRATION

BROADCAST INTEGRATION



ANNCR: Fox Sports is a proud teammate of Ticket to Dream. Tonight, we want to give a special shout out to our MVP Donors, Cheryl and Dave from Atlanta, sitting in the Dreamzone box. Ticket to Dream is known for creating game changing moments on AND off the field. Visit tickettodream.org or Foxsportssupports.com to learn more.

MONTH OF MAGIC

May is Foster Care Awareness month, and we want to make that known. In order to further raise awareness for kids in foster care and the incredible work Fox Sports and Ticket to Dream do to help the cause, we want to launch a new initiative called “Month of Magic.” The Month of Magic would entail working with the NBA to heavily promote foster care awareness. The NBA Playoffs and part of the NBA Finals take place during May, so attendance and TV viewership will be at its peak. This is a perfect opportunity to spread our message to consumers and amp up our marketing tactics. We would encourage more broadcast integration, in-stadium ads, and TV spots during commercial breaks. Along with that, there can be even more tangible aspects of the campaign. Capitalizing on the color blue, the official hue of Foster Care Awareness Month, we could create limited edition light blue shirts that would be placed on every seat in the stadium, further promoting our message. There could also be light blue warm-up gear for the players that referenced during pre-game analysis as well as light blue over shirts, headbands and sweatbands that players could wear during the game. The best way to describe this idea would be an all-out attack. We would really focus our efforts on being seen and heard throughout this month using the NBA as a vehicle. Also, playing off of March Madness, the Ticket to Dream Facebook donate tracker could have a 'bracket' going during the Month of Magic where donors go head to head in outreach, the winner being awarded a special trip to the NBA Championship game.

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THANK YOU!