



Brew Pup

* MARKETING PLAN

GOAL: Increase awareness of the CASCPA and overall number of adoptions by "tapping into" craft beer, foodie culture and outdoor tourism of Charlottesville/Albemarle area.

PRINT



- Flyers
- Pull-up Banners
- COASTERS**
- Posters
- Postcards
- Cross-promotion

WEB/MOBILE



- Event page
- Homepage
- 3 min Pop Up Ad

PRESS



- Press Releases (2)
- Media Kits
- PSA (Radio)
- Local TV

SOCIAL MEDIA



- "Big 3"
- Boosted Posts
- Influencer posts
- Pawtner Posts
- Facebook Event

1 OBJECTIVE: EVENT DEMOGRAPHIC & TARGET AUDIENCE



CRAFT BEER & THE OUTDOORS

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MILLENNIALS

=



Brew Pup

2 PAWNTERSHIPS: EVENT VENUES

BLUE MOUNTAIN BREWERY



STARR HILL

=



CHAMPION BREWING

THREE NOTCH'D BREWING

SPONSOR SLEEVES

3 SPONSORS: A SUPPORTIVE COMMUNITY



CASH

&



IN-KIND DONATIONS

4 MARKETING: PUBLICIZING BREW PUP *



5 LAUNCH: MASTER PLAN



6 POST-EVENT: MEASURING SUCCESS

Social Media Engagement, Survey Results, Donations, Adoptions



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x2

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