



Magical Wishes for Kids

INDY DISNEY

MEET 2017

MARKETING PLAN



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OBJECTIVE

The marketing plan objective is to create an environment that supports those organizations and companies that support the INDY DISNEY MEET, either in material, financial, or other format. This support will include, but not be limited to, promoting, recognizing, and developing ongoing relationships with these groups to ensure that we meet fundraising goals in 2017, as well as to build a foundation of support for future Meet events.

EVENT PURPOSE & PARTNERS

EVENT PURPOSE

INDY DISNEY MEETS are held annually to provide a fun environment for Disney fans in the Midwest to join together in celebration of all things Disney. The Meet has within it a core goal to raise money in support of, and build awareness of Give Kids the World Village.

ABOUT US

Magical Wishes for Kids is non-profit LLC that was created to raise funds for charitable donation through the hosting of Indy Disney Meets. Here are some facts about our group:

- We host the longest-standing Disney Meet event in the nation, starting back in 2007.
- Almost all of our expenses are covered by donations, making a large percentage of our proceeds passing directly to our philanthropic partner.
- Through the 2016 event, we have donated approximately \$56,000 to Give Kids the World Village. This is quite an accomplishment as our annual Meets are free to the public and generate funds from sponsorship, auctions and raffles.

EVENT REACH

Statistics you should know:

- Our website www.mwfk.org hits for 2016 totaled in excess of 20,000
- Our Facebook page - Indy Disney Meet - has over 1,300 followers
- Our Meet event pulled over 500 attendees in 2016. We are moving to a larger hall in 2017 to accommodate our growth
- Local promotion includes WIBC radio (on-line and on-site) annually and Fox 59 News select interview opportunities
- Disney-inspired bloggers and Podcast companies including Be Our Guest Podcast, Man of the Mouse, The Lemon Sisters, Disney Indiana, DIS Unplugged, DubDeeDub Review, and others, have all covered our event in person or remotely the last several years. Their reach, in addition to our stats above, is in excess of 10,000-15,000 streams per day and social media followers in the thousands as well.

CHARITY PARTNER

Give Kids the World Village is a nonprofit resort in Kissimmee, Florida for children with life-threatening illnesses and their families. The resort's focus is providing accommodations,

a magical experience through events at the Village and access to donated theme park tickets.

Website: <http://www.gktw.org/>

Give Kids the World Video PSA: <https://www.youtube.com/watch?v=awsb3QbUI1c&list=PL57BB6145D93604EB>

MESSAGE SUMMARY

Your support of the Indy Disney Meet brings much needed help to families and community here in the Central Indiana area. The meet audience gathers not only to celebrate all things Disney, but is also motivated by a strong desire to provide families with challenging medical needs with a valued respite in the Orlando area. This audience needs your help to grow its ability to aid in this effort.

SPONSOR PACKAGE

IN WHAT FORM WILL MY STORY BE TOLD TO ATTENDEES?

For sponsoring organizations, we will provide a package of promotional views to the Meet audience. That package will include exposure on our Facebook page and organization website, as well as print materials and signage at the Meet on August 26, 2017.

Support of the Indy Disney Meet will provide sponsoring organizations with exposure to several hundred central Indiana residents in an engaging, focused setting. The Disney fan base is considered a highly loyal demographic that is open to promotional messaging and appreciates the support of worthy charitable programs.

WHAT DO WE NEED FROM SPONSORS?

We request a logo in a vector-based EPS or similar format for promotional usage.

WHAT DO YOU NEED FROM US?

Many sponsors have asked us for our charitable organization Tax ID. That number is **46-5562249**

If you require a letter from our organization, please feel free to ask.

PROMOTIONAL PACKAGES

Item	Vibranium Sponsor (\$5,000)	Platinum Sponsor (\$1,000 or more)	Gold Sponsor (\$500 - \$999)	Silver Sponsor (\$250 - \$499)	Bronze Sponsor (\$100 - \$249)
Event Program Listing†	✓	✓	✓	✓	✓
Banner Listing‡	✓	✓	✓	✓	
Electronic Ad (FB/website/Event media)	✓	✓	✓		
Event Featured Sponsor €		✓	✓		
Event Title Sponsorship	✓				

†All sponsors will receive mention in the Event Program. Platinum & Gold sponsors will also receive a partial page advertisement if requested.

‡A banner with the logos of all Vibranium, Platinum, Gold, & Silver sponsors will be prominently placed at the event.

Platinum Sponsors can feature their sponsorship the day of the event in one of the following one-of-a-kind opportunities: Kids' Hall, Silent Auction Closing 1, Silent Auction Closing 2, Dole Whip Station, Entertainment Stage, and 50/50 Raffle. Gold Sponsors can choose to feature their sponsorship the day of the event to close one of six (6) power-hour raffle closings.

PROMOTIONAL SCHEDULE

While your sponsorship is valued for the full year, we request that all marketing materials related to your sponsorship (logo, business information, etc.) be submitted by July 15, 2017, in order to maximize your exposure to our Meet fans and patrons.

DONOR INFORMATION

I AM DONATING AN ITEM FOR THE RAFFLE OR THE SILENT AUCTION. CAN I GET A LETTER SO I CAN WRITE THIS OFF ON MY TAXES?

Of course! Please contact kdelprince@yahoo.com, list what item you have donated, and we will e-mail you the document you need.

WHAT ELSE DO YOU NEED FOR THE MEET?

We are always looking for help, and we are open to whatever works best for you. Of course, a financial donation is the best, as it can go to our overall goal directly. Nevertheless, we also need the following at our annual event, and a donation of these items will help us defray event costs. Please check with our organizer to see if any of these have already been provided, but some examples include:

- Raffle Prizes
- Auction Items (a minimum bid will need to be provided)
- Gift Cards

HOW DO YOU FIND US ON-LINE?

Visit our website at www.mwfk.org

Like our fan page on Facebook called “Indy Disney Meet”. All prior event pictures and details are available there.

THANK YOU FOR YOUR SUPPORT

On behalf of our family of Disney enthusiasts and Give Kids the World Village, thank you for supporting our event. Through your efforts we are able to help families find a healing place that allows them to escape their daily medical challenges and celebrate the magic in their lives.