



**EVERYBODY PLAYS SPORTS**

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*Colors:*



R: 6 5    C: 0  
G: 6 4    M: 0  
B: 6 6    Y: 0  
          K: 9 0



R: 217    C: 1 0  
G: 9 5    M: 76  
B: 3 9    Y: 100  
          K: 1



R: 3 5    C: 8 8  
G: 9 3    M: 5 2  
B: 1 07    Y: 4 5  
          K: 2 2

*Fonts:*

*Gotham Book Italic*

**A LOVE OF  
THUNDER**



WATERBOTTLE



SHADES



DRAWSTRING BACKPACK



FRONT



BACK



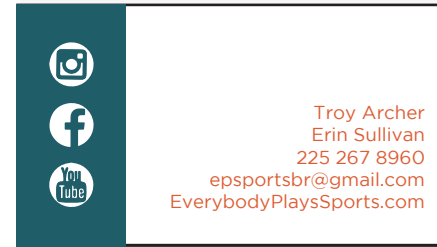
WRISTBANDS



BUMPERSTICKER



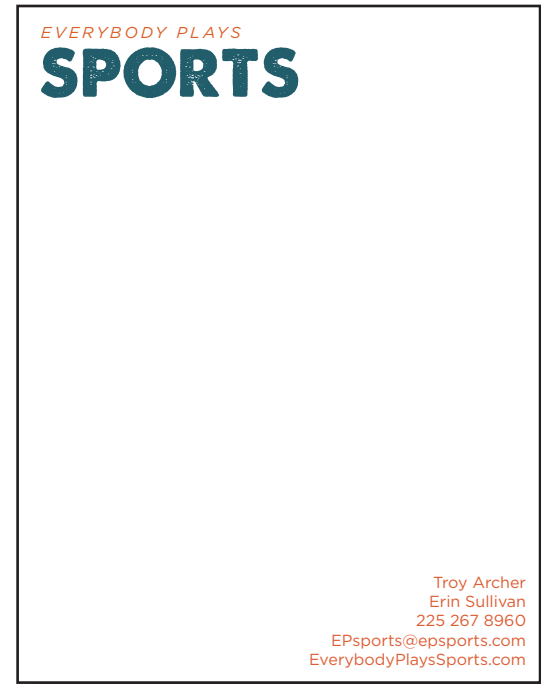
STAFF SHIRT



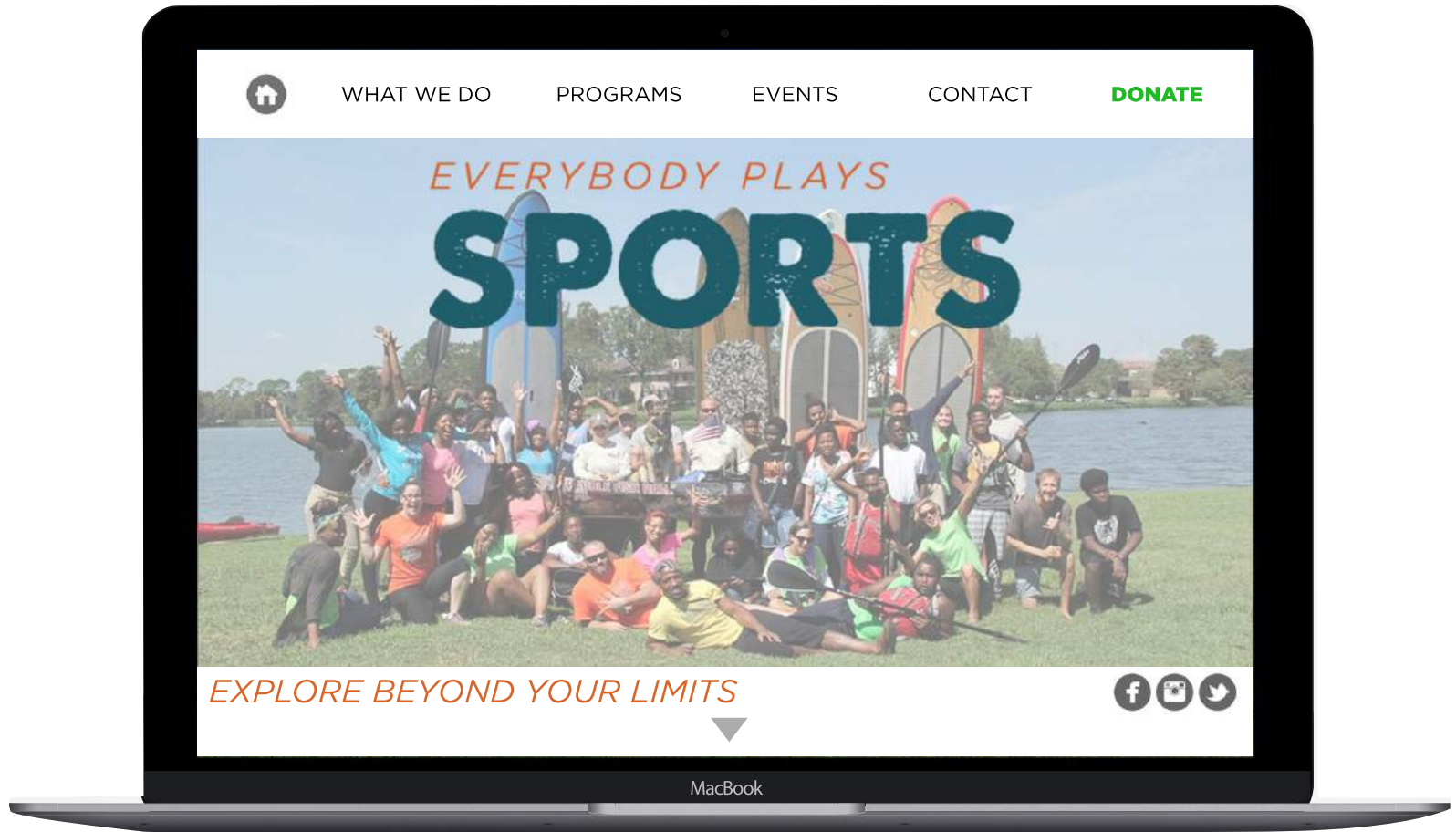
BUSINESS CARD



STUDENT SHIRT



LETTERHEAD



WHAT WE DO

PROGRAMS

EVENTS

CONTACT

**DONATE**

*EVERYBODY PLAYS*

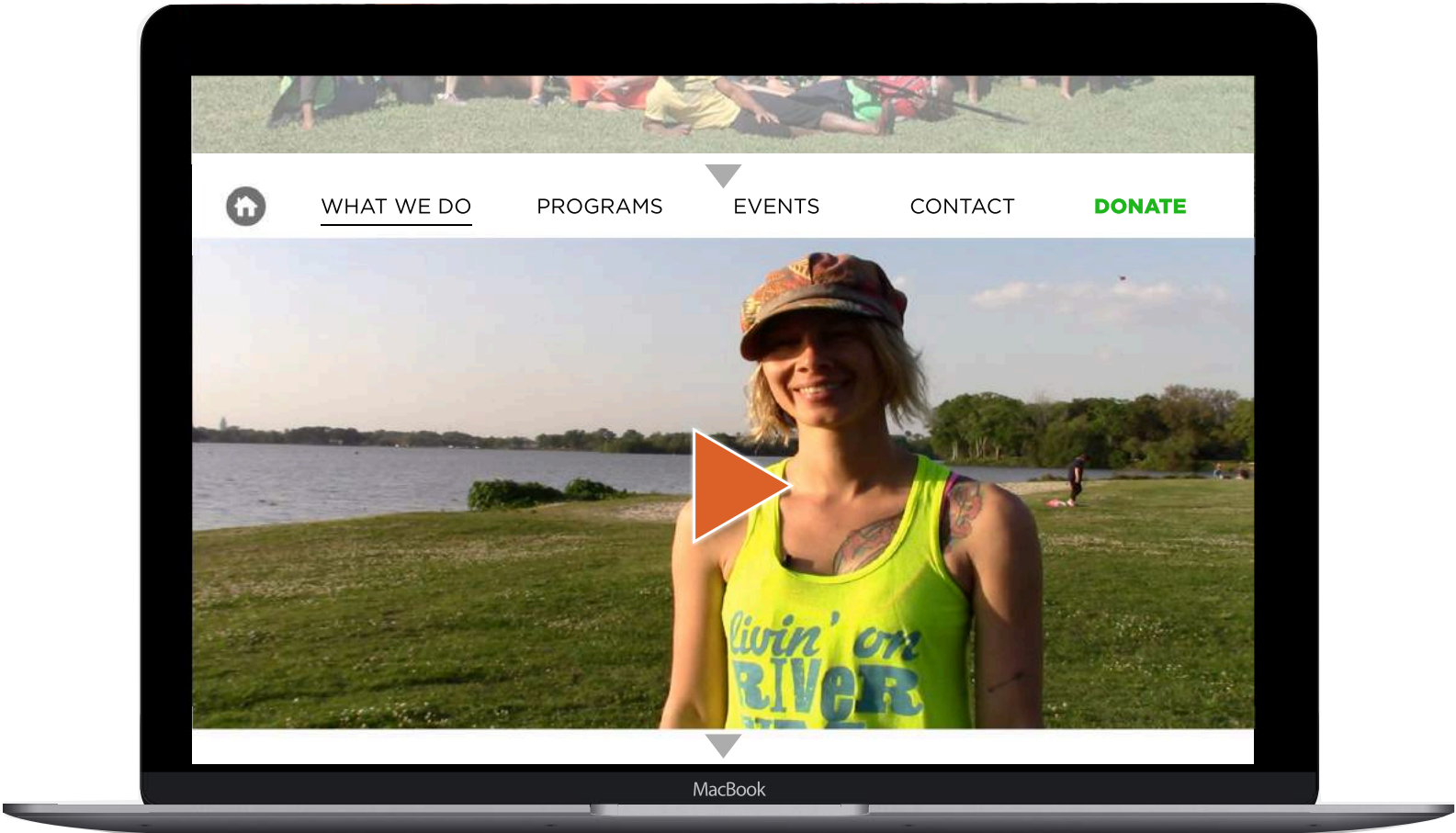
# SPORTS



*EXPLORE BEYOND YOUR LIMITS*



MacBook





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# PROGRAMS



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WHAT WE DO

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EVERYBODY PLAYS

# FUN-RAISER

IT'S MORE THAN JUST A FUNDRAISER...

SIGN UP HERE!

Day Week Month JUNE 2016 Today

	Mon, June 3	Tue, June 4	Wed, June 5	Thu, June 6	Fri, June 7	Sat, June 8	Sun, June 9
08:00				08:30 - 12:30 New event #3			
09:00	09:00 - 14:00 New event #1					09:00 - 13:00 New event #4	
10:00			10:30 - 13:30 New event #2				
11:00							

MacBook



WHAT WE DO

PROGRAMS

EVENTS

CONTACT

**DONATE**



## CONTACT US



**Erin Sullivan**  
225.555.5555  
Erin@EverybodyPlaysSports.com



**Troy Archer**  
225.555.5554  
Troy@EverybodyPlaysSports.com

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# GENERAL AWARENESS:



INSTAGRAM

**Everybody Plays Sports**  
 [everybodyplayssports.com](http://everybodyplayssports.com)  
Non-Profit Organization to raise awareness to the youth community.

GOOGLE AD

**When: Spring 2017**

**Where: Perkins Road Community Park**

**What to Wear: Casual work out clothes**

**Who Runs The Event: Kids and Staff**

**What Will Happen:**

There will be 4 different groups that will have an assigned color. Roughly 20 people per a team; 15 adults and 5 kids. All the groups compete against one another throughout different relays. For example...which team can gather all the 4 cards on the rock wall the fastest, which team can paddle around the booeys the fastest, which team can make the most baskets in under 30 seconds, which team can paddle their way around the skate ramp while sitting on a skateboard, etc.

**RSVP:**

Donors/Participants sign up online. They get to pick their colored team they want to be on (Blue, Red, Yellow, Green) and will be given their colored shirt at the time of the event. Each participant has to donate \$20 at the minimum.

**Auction:**

A silent auction will take place during the fundraiser. 10 items will be bid on and given away at the end of the evening. Items will be donated by donors such as Muddy Water Paddle Company, Spectrum Fitness, Varisty Sports, etc.

**Food:**

Donations from Canes, Big Squeezy, Smoothie King, Walk Ons, Subway, etc. will be given to the event to feed the participants and kids at the end of the relays

**Story Time:**

Erin and Troy will talk to the participants at the end about what EP is about and what they are trying to accomplish. 2-3 of the kids, if they are comfortable, will talk about what EP Sports means to them and how it has impacted their lives.

**Donations:**

Donations can be made online on the website or Facebook. Donations can also be made at the event

FUNDRAISER PROMOTION:



**APRIL** Everybody Plays Fundraiser Event  
2017 Sat 5pm Everybody Plays Sports

★ Interested

78 people reached

Boost

FACEBOOK EVENT + EVENT BOOST

PUSHCARD

EVERYBODY PLAYS  
**SPORTS**

**FUN-RAISING  
EVENT**

RSVP at  
[EverybodyPlaysSports.com/fundraising](http://EverybodyPlaysSports.com/fundraising)

**When?**  
April 2017

**Where?**  
Perkins Rd Community Park

**What to Wear?**  
Work out attire

Troy Archer  
Erin Sullivan  
225 267 8960  
[EPsportsbr@gmail.com](mailto:EPsportsbr@gmail.com)  
[EverybodyPlaysSports.com](http://EverybodyPlaysSports.com)

**OBJECTIVE**

To educate sponsors and the public about EP Sports and make it possible for this non-profit organization to accept sponsorship packages and donations.

**AUDIENCE**

The general public in the Baton Rouge area, specifically potential sponsors and those who wish to participate in the program.

**STRATEGY**

The public needs to know what EP Sports does within the Baton Rouge community. They need to be aware that they want to educate kids more about health and fitness while giving them a way to channel their energy and emotions. We need to create a channel that combines this information with a portal in which sponsors can donate to the cause.

**CHANNELS**

We want to spark a fundraising initiative that creates general awareness about EP Sports through a new website, business cards, shirts, a brochure, and a short informational video.

**TACTICS**

The tone of the message needs to appeal to both potential sponsors and potential participants in the program. The logo and tagline need to be both presentable and approachable. Incorporating fun, bright colors into a clean logo design is one way that we might appeal to both audiences.

## ***COMPETITION***

EP Sports is a non-profit organization and therefore does not directly compete with other organizations in the area. They simply strive to keep kids active and out of trouble.

## ***ENGAGEMENT***

People will be able to get involved with this organization on their website. Visitors will be provided with information about the organization, including testimonials from those involved, pictures from events and a short video. There will also be a portal on the website where visitors can donate and become sponsors of the organization.

## ***EXTENSIONS***

It will constantly be ongoing on the organization's website and the gradual expansion of merchandise with the organization's logo on it will also help to keep the brand relevant.

## ***LAUNCH***

The campaign will be launched with an outdoor fun-raising event. Potential sponsors will be invited as well as some of the children who are currently involved in the program. The event will feature 4 different activities that the children are normally involved in with EP Sports and at the end of the event everyone will be given a gift bag

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**SPORTS**

*ASPEN COMAR | BRANDON SMITH | CAROLINE HOLLOWAY | JULIA HEBERT | KRISTIN HUDSON*

