

2/15/2023



MARKETING PLAN

CACW 50

FOR: CHICAGO AUTO CLUB WEST
PREPARED BY: JOSHUA DEMORE

PLAN OVERVIEW

Event Name:	CACW 50
Campaign Name:	Project Foster
Dates:	May 1 st - June 24 th 2023

SECTION 1: MARKETING GOALS

GENERATE SOCIAL MEDIA AWARENESS FOR CACW 50

We will use extensive social media campaigns, utilizing analytics by Google, Facebook, and Hootsuite

GENERATE ONLINE AWARENESS FOR CAYUGA CENTERS

Intertwine a two-week segment that highlights just what the company does. We will use analytics to provide engagement data.

HIGHLIGHT CONTRIBUTING VENDORS FOR THE CACW 50

We will visit the local vendors and secondary sponsors for the event.

SECTION 2: TARGET MARKET

EVENT DEMOGRAPHICS

For the CACW 50, the specific attendees are first and foremost going to primarily be invested in the local aftermarket or exotic car community. They are going to frequent locations such as Hochman Performance, AMS Performance, Cannonball Garage, RADA Performance, Chicago Auto Pro's. They are going to frequent establishments like Michael Jordan's Steakhouse as well as Rios Cuisine. Most men and women attending will be looking for ways to donate to the local community. Attendees are familiar with the CACW Group itself and attend the car shows on a regular basis.

TARGET CONTACT DEMOGRAPHICS

The target audience groups are going to be men ages 21-49 and children ages 8-18. These individuals are primarily going to be Caucasian and African American. They will either be single or with families and children. This group is additionally employed with a minimum income of \$75,000 with a max income of \$250,000. Typically, they will enjoy activities like drinks or a social outing with friends or a community event or family-oriented activity. Generally, they dine in and eat out. Popular media outlets would be things like Business Week, ESPN, and Fox Sports. Generally, both groups will play video games with first person shooters and sports simulation titles taking first place.

SECTION 3: UNIQUE SELLING PROPOSITION

The best part of this opportunity is CACW is the largest car group in Illinois with roughly 4,000 members. The event itself plays host to the Midwest's largest performance shops. Additionally, we are partnered with the premier go-karting track in the state of Illinois. We have planned this event to be centrally located in the heart of Racing in Illinois.

SECTION 4: DISTRIBUTION CHANNELS

Information pertaining to the event will be found on not only Chicago Auto Clubs social media pages on Facebook, Instagram, and Twitter. Tickets will be made available for purchase on the main website as well. These are tickets for not only the go-kart race, but

the car shows as well. Cayuga Centers will have a link on their website dedicated to their work and the purpose of the event.

SECTION 5: PARTNERSHIPS/STAKEHOLDERS

Our great sponsors AMS Performance, Chicago Auto Pro's and Michael Jordan's Steakhouse of Oakbrook will all 3 sell event tickets at the physical locations. Additionally, they will be made for purchase on their websites as well. Event information can also be found. Vendor level partners like Cannonball Garage, Hochman Performance, Aston Martin of Chicago, and Chitown Exotics. Social media campaign information will additionally be distributed on their social pages as well.

SECTION 6: PROMOTIONS STRATEGY

PAID ADVERTISING/PROMOTIONS

The first paid promotional option will come from CACW sponsor ABC 7 Chicago. We will utilize the commercial spot on the local ABC affiliated station.

The second paid advertisement will come utilize a promotional space in Chicagoland's largest magazine/newspaper publication, The Daily Herald. We will use the event poster created,

FREE ADVERTISING/PROMOTIONS

The first free advertising to be utilized is all our vendors first and foremost. Our event posters will be available at all CACW locations. Additionally, we will utilize the Zeigler Automotive Group and the Iron Gate Car Condominiums as well.

Since the event is at Autobahn Country Club, we will have event information available there on their premises.

SECTION 7: ONLINE MARKETING STRATEGY

- **Keyword Strategy:** CACW 50, Go-Karting, CACW, Chitown Exotics, Project Foster, Cayuga Centers, Chicagoland Exotics, CACW of Chicagoland
- **Paid Online Advertising Strategy:** We will utilize ABC 7's website for paid online promotions.
- **Social Media Strategy:** Facebook will contain all our social media strategy as that is where each sponsor and CACW have the largest reach. For 6 weeks, we will highlight a particular sponsor and what they do. The remaining 2 weeks will culminate with a central focus on the event itself. We will use paid reach, to acquire more viewers and increase attendance.

SECTION 8: PROMOTIONS CAMPAIGNS

<SPONSOR SPOTLIGHT: CAYUGA CENTERS>

The first highlight is going to be on Cayuga Centers themselves. This will take place on week one of the campaign. The idea is to bring awareness to them and why we opted to partner with them.

<WHY EXOTICS? WHY GO-KARTING? >

This campaign will cover why we as organizer choose a go-kart tournament, as well as an exotic car show. How does this event help spread the message of Cayuga Centers and CACW combined.

SECTION 9: MARKETING COLLATERAL

The following items will be needed for dissemination at the locations of our sponsors.

- Event Posters
- Event Brochures
- Event Business Cards

The commercial itself will be produced by CACW Sponsor AMS Performance. The commercial is a 1-minute spot that covers the event and who why we are creating it. It will utilize B-Roll footage of go-kart racing.

SECTION 10: APPENDIX

MARKETING MATERIALS

