

## **1. MARKETING PLAN**

**Website:** caulfieldcupcarnival.com.au/charityraceday

**Hash Tags:** #CharityRaceDay #Caulfield

**Social Media:**

(Twitter)@MRCTrackNews

(Instagram)@MelbourneRacingClub

(Facebook)@ CAULFIELD RACING - Events & Entertainment

**NOW - week commencing Monday 14<sup>th</sup> July** (announcement)

- Announce participation in Charity Race Day
- Promote ticketing & event date to Supporters, Partners, Corporates (Reception, Meetings, Events etc.)

**Week commencing Monday 4<sup>th</sup> August** (what's on)

*(Refer to artwork CharityRaceDay\_WhatsOn)*

- Update Organisation website event calendar listing
- Create a Facebook event
- Update Email Signature with Charity Race Day Banner
- Distribute EDM to your database
- Use artwork for social media and Website tiles

**Week commencing Monday 25<sup>th</sup> August** (information)

*(Refer to artwork CharityRaceDay\_Information)*

- Increase Social Media Marketing – use Facebook, Twitter, Instagram and LinkedIn
- Contact supporters via telephone to advise them of the event (support groups from previous events)
- Sneak peak about the activities taking place on the Charity Race Day

**Week commencing Monday 15<sup>th</sup> September** (ticketing)

*(Refer to artwork CharityRaceDay\_Ticketing)*

- Promote ticket sales available online with proceeds contributed to organisation for funding, research, equipment. etc.
- Advise that hard copy tickets can be purchased at other events or at a certain location (ie. reception)

**Friday 26<sup>th</sup> September** (countdown)

*(Refer to artwork CharityRaceDay\_Countdown)*

- Reminder social media posts - promote and excite the patrons
- Announce Ambassadors guest appearance or other relevant highlights/activities
- Distribute an EDM early in the morning – don't forget to come down on Sunday & Support us!

**Sunday 28<sup>th</sup> September** (race day)

*(Refer to artwork CharityRaceDay\_RaceDay)*

- Promote the day on all social media pages

- 'Check in' to the event through your own Facebook event

**Week commencing Wed 1<sup>st</sup> October** (post event)

*(Refer to artwork CharityRaceDay\_Post Event)*

- Thank you EDM and post on social media
- Announce total money raised and number of tickets sold