



CREATIVE BRIEF

CLIENT: THE BREATHING FESTIVAL (TBF)

Project:	The Virtual Breathing Festival
Mission:	Secure 100,000 registrations
Audiences:	Sponsors Speakers Believers Attendees Strategic Alliance
Tone/Style:	100,000 Reaching peace through breathing Breathing helps me..
Dates:	February 21, 2021 (12 days) Three successive weekends for the event
Metrics:	Registrations Attendance Social Media Engagement Email reports Media Placements Alliances Sponsorships Landing page visits
Roles:	Exhibit A

CLIENT SOCIAL MEDIA ACCOUNTS:

Instagram:	https://www.instagram.com/thebreathingfestival
FaceBook:	https://www.facebook.com/thebreathingfestival
Twitter:	https://twitter.com/BreathingFest
YouTube:	https://www.youtube.com/channel/UCAPqiiKmKg-gxjuQjglBtYg
LinkedIn:	https://www.linkedin.com/company/65746814/



Marketing Tools:

- Main TBF postable
- Customized postable with photo/logo
- Set of benefits postables (5)
- Link to register
- Hashtags
- Email image
- Template press release
- Entire list of presenters and headshots + bios

Foundational Marketing Checklist:

- _____ Branding standards guide
- _____ Social Media Editorial Calendar
- _____ Drip Campaign Set up
 - Create strategy
 - Load up database
 - Create landing page
 - Form
 - Integrated SSM functionality
- _____ Custom media list (national, international, podcasts)
- _____ Sponsorship Kit Revisions
 - Identify benefits
 - Postable
 - Links
 - Hashtags
 - Sample content post
 - Email blast
 - Flyer
 - Press release template
- _____ Speaker Marketing Kit development
 - Identify benefits
 - 1-pager with tips
 - Postable
 - Links
 - Hashtags
 - Sample content post
 - Email blast
 - Flyer
 - Press release template
- _____ Influencer Marketing Kit development
 - Identify benefits
 - Postable
 - Links
 - Hashtags



- Sample content post
- Email blast
- Flyer
- Press release template

_____ Believer Marketing Kit development

- Identify benefits
- Postable
- Links
- Hashtags
- Sample content post
- Email blast
- Flyer

_____ Press Kit

- Main press release
- Backgrounder
- Factsheet
- Story Angles
- Media Questionnaire

_____ Campaign Themes

- “I breathe for _____”
- Social media punchlines
- Soundbites

_____ Media Relations (ongoing)

_____ Advertising (ongoing)

_____ YouTube Channel set up

_____ Postables

- Sponsors
- Speakers
- Ambassadors
- Strategic alliances
- Themes (photo collage)

_____ Video Slides

- Sponsors
- Zoom background
- Facebook framer
- Insta stickers



Database:

- Cabo Breath Fest (200)
- Client’s mailing list (7500)
- Opt-in from another website (300)
- Chicago Meet Up Group (500)
- Client’s list (100+)
- Chicago Mailing List (7000)

Event Ecosystem

Who	What	Benefits	Tools
Sponsors	Paid package in exchange for exposure and promotion	Sponsorship levels \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	Kit TBF Marketing Materials Kit
Speakers	An affiliate program opportunity for exposure 30% commission	Exposure/Commission Knowledge	TBF Marketing Materials Kit
Believers	An opportunity to be affiliated with TBF in exchange of exposure & 10% commission	Exposure/Commission Share with their networks	TBF Marketing Materials Kit
Influencers	Exposure- board of strategic connections to reach a captive audience (over 10K)	Commission/Payment Exponential reach	TBF Marketing Materials Kit
Attendees	Opportunity to be part of the first TBF and learn	Knowledge/Be part of an amazing event Honor ticket system	Mini Marketing tools – Share campaign “I breathe for”
Supporters/ strategic alliances	Key Collaboration with member-board organization to bring value to members	Exposure	TBF Marketing Materials Kit