

***Cause Marketing*****Situation:**

You and your partner are to assume the role of public relations specialists for the LOS ANGELES ORCAS, an expansion National Football League (NFL) team. The owner of the team has asked you to develop a public relations plan with OUR TOWN, a local charity organization for orphans. The owner would like this to be a long term arrangement. He wants a press release, a one year overview of promotional activities, and a theme to tie the team with the charity.

OUR TOWN is an organization in the LA area, which has provided shelter and education for orphans for fifty years. They are sponsored by a local church group. Eventually all the orphans are able to find adoptive parents or foster parents. It has a good reputation, and has until recently been sponsored by a major automobile manufacturer which decided to pull out of the relationship due to their financial collapse. The team owner has indicated that, while he's enthusiastic and highly supportive of the OUR TOWN organization, this is not a purely philanthropic effort. Rather, the owner has issued a directive that this is to become a cause marketing campaign for the Orcas football team. It is up to you and your partner to determine which direction to take the campaign.

Instructions:

You will meet with the owner and present your plans for a cause marketing campaign with OUR TOWN. Be sure to stress the value of the concept of cause marketing, how it will benefit the L.A. ORCAS, OUR TOWN, and the fans and community. The owner would also like you to discuss how this will affect the team image and how the initiative ties in to any existing Orcas sponsor relationships.

Your team will present your plan to the owner of the Orcas (judge), and answer any questions the judge may present.

Your team will have 30 minutes to prepare your plan, and 15 minutes to present your ideas to the team owner (judge).

Student Benchmarks:

- 1) Recognize that cause marketing initiatives are *not* purely philanthropic.
- 2) Explain why cause marketing has become one of the hottest trends in sports and entertainment.
- 3) Recognize how an effective cause related campaign can influence consumer loyalties.
- 4) Demonstrate how a cause marketing campaign helps a company from a sponsorship *and* PR perspective.
- 5) Develop a thorough plan for involving the organization in an effective cause initiative.
- 6) Distinguish cause marketing from the concept of sponsorship.