

# CAUSE MARKETING PROJECT

## Project Background

Cause marketing refers to marketing efforts that tie an organization with a charitable cause, a strategy that has quickly become one of the most popular trends in sports and entertainment marketing. Cause marketing is NOT purely philanthropic (meaning the sponsor expects something in return).

**Cause marketing example:** The UPS Store once partnered with NASCAR to support “Toys for Tots”. The campaign featured a limited-edition, commemorative 1:43 scale die-cast replica of the special #88 cars. The UPS Store/Toys for Tots car was sold at participating The UPS Store locations across the country during the holiday season, with a portion of the proceeds going directly to Toys for Tots. Participating UPS Store locations also offered customers the opportunity to purchase a Toys for Tots pledge card for only \$1, with all proceeds going to support local Toys for Tots activities.

## Project Details

You will be assuming the role of sponsorship coordinator for a Fortune 500 company. One of the responsibilities defined in the job description is managing the company’s cause marketing efforts. For this project, you will be responsible for developing a new cause marketing campaign in which you will choose a sports, event or entertainment property to team up with and then align with a non-profit or charity organization for a cause.

You will also need to prepare a PPT presentation to share with your class communicating the results of your cause marketing campaign plans. Your presentation must include the following information:

1. Which Fortune 500 Company are you representing? Do some research and provide as much background information on the company as you can...what product or service do they sell? What industry are they in? Who are the competitors? Are they currently involved with any charities that you are aware of?
2. Which sports, event or entertainment property will you partner with? Provide some background information about their organization.
3. Which charity or non-profit will you team with? Provide some background information about their organization.
4. Explain the goals and objectives of the campaign. What are you hoping to accomplish?
5. How will you accomplish those goals? How will you promote the effort? Provide a detailed analysis of how you plan to market the cause campaign.
6. How will you measure the results of the campaign to determine whether the cause marketing effort was successful?