

DONATION AND RAFFLE PROGRAM

SERVICE. WE LOVE PROVIDING IT

1

Communicate

Discuss the request with your department head and strategize whether your event is best suited for the donation request.

2

Request Form

Fill and sign donation request form selecting which level of marketing will be done in exchange for the store's donation.

3

Submit Before Marketing

Submit donation request two weeks prior to the development of marketing materials for your event.

4

Marketing Meeting

If the donation request is approved, schedule a meeting with the Computer Store Managers to discuss the marketing strategy.

Contact Us



@APUCOMPSTORE



RBENJAMIN@APU.EDU



626.815.5096



COMPUTERSTORE.APU.EDU

PROGRAM GUIDELINES



DEPARTMENT CAN'T EXCEED MORE THAN 2 DONATIONS PER CALENDAR YEAR.

DEPARTMENTS CAN NOT USE THEIR DONATION FOR THE BENEFIT OF ANOTHER DEPARTMENT.

RAFFLE REQUESTERS MUST HAVE APPROVAL FROM DEPARTMENT HEAD.

DONATIONS ARE GIVEN BASED ON THE LEVEL OF MARKETING (BRONZE, SILVER, GOLD, PLATINUM) SELECTED BY THE DEPARTMENT.

DEPARTMENTS WHO DO NOT EXECUTE THE MARKETING PLAN TO THE COMPUTER STORE'S EXPECTATIONS WILL FORFEIT FUTURE OPPORTUNITIES FOR DONATION/RAFFLE ITEMS.



AZUSA PACIFIC
UNIVERSITY

MARKETING PLAN

Bronze level marketing is perfect for small events and for departments looking to test out this new partnership with the computer store.

BRONZE LEVEL

Up to \$175

MINIMUM REQUIREMENTS



2 EMAIL BLASTS

ONE EMAIL MENTIONING COMPUTER STORE'S INVOLVEMENT WITH EVENT
ONE EMAIL MENTIONING COMPUTER STORE'S SERVICES, DEALS, AND WEBSITE



1 SHOUT OUT AT EVENT



PRINT 175 HALF SHEET FLYERS AND HAND OUT AT EVENT



INVITE COMPUTER STORE LEADERSHIP TO EVENT



CHOOSE YOUR PLAN

Know what you need



MEET WITH COMP STORE

Collaboration is key



EXECUTE THE PLAN

Success!!!

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MARKETING PLAN

If you're looking for a raffle item that will give your event the boost it needs to draw a crowd and leave one lucky customer happy, the silver plan is for you

SILVER LEVEL

\$250 to \$380

MINIMUM REQUIREMENTS

- ✓ **3 EMAIL BLASTS**
TWO EMAILS MENTIONING COMPUTER STORE'S INVOLVEMENT WITH EVENT
ONE EMAIL MENTIONING COMPUTER STORE'S SERVICES, DEALS, AND WEBSITE
- ✓ **2 SHOUT OUTS AT EVENT** (STORE LEADERSHIP WILL PROVIDE DIRECTION FOR THIS)
- ✓ **PRINT 300 HALF SHEET FLYERS AND HAND OUT AT EVENT**
- ✓ **INVITE COMPUTER STORE LEADERSHIP TO EVENT**
- ✓ **PLACE STORE LOGO ON ALL MARKETING MATERIAL**
- ✓ **INCLUDE A STORE PARTNERSHIP STATEMENT IN MARKETING MATERIALS**



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MARKETING PLAN

If you're planning a major event and are wanting to end the show with a bang, the gold plan is the way to go. You'll not only leave attendees ecstatic; you'll leave them wanting more!

GOLD LEVEL

\$550 to \$1000

MINIMUM REQUIREMENTS

- ✓ 4 EMAIL BLASTS
(STORE LEADERSHIP WILL PROVIDE DIRECTION FOR THIS)
- ✓ 3 SHOUT OUTS DURING EVENT (STORE LEADERSHIP WILL PROVIDE DIRECTION FOR THIS)
- ✓ PRINT 500 FULL PAGE FLYERS AND HAND OUT AT EVENT
- ✓ INVITE COMPUTER STORE LEADERSHIP TO EVENT
- ✓ PROMINENTLY PLACE STORE LOGO ON ALL MARKETING MATERIAL
- ✓ INCLUDE A STORE PARTNERSHIP STATEMENT IN MARKETING MATERIALS
- ✓ PROJECT COMPUTER STORE ADVERTISING ON ALL MONITORS
- ✓ HIGHLIGHT COMPUTER STORE WITHIN DEPARTMENT (AD SPACE ON DEPT. WALLS)



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MARKETING PLAN

Welcome to the big leagues! For the biggest event of the year, you're going to want the biggest prize of the year. The platinum plan won't disappoint you or your constituents.

PLATINUM LEVEL

\$1000 to \$1800

MINIMUM REQUIREMENTS

- ✓ 7 EMAIL BLASTS
STORE LEADERSHIP WILL PROVIDE DIRECTION FOR THIS
- ✓ 5 SHOUT OUTS DURING EVENT (STORE LEADERSHIP WILL PROVIDE DIRECTION FOR THIS)
- ✓ PRINT 1000 FULL PAGE FLYERS AND HAND OUT AT EVENT
- ✓ INVITE COMPUTER STORE LEADERSHIP TO EVENT
- ✓ PROMINENTLY PLACE STORE LOGO ON ALL MARKETING MATERIAL
- ✓ INCLUDE A STORE SPONSORSHIP STATEMENT ON ALL MARKETING MATERIALS
- ✓ PROJECT COMPUTER STORE ADVERTISING ON ALL MONITORS
- ✓ HIGHLIGHT COMPUTER STORE WITHIN DEPARTMENT (AD SPACE ON DEPT. WALLS)
- ✓ DISPLAY COMPUTER STORE BANNER DURING EVENT
- ✓ 6-WEEK BANNER PLACEMENT ON DEPARTMENT WEBSITE (IF APPLICABLE)



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EXECUTE THE PLAN

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