

Project Name:

Winter Pride & Gala 2020: "Sashaying through the Snow"

Supportive Copywriting Messages:

In line with the "Roaring 20s" theme for Pride 2020, "Sashaying through the Snow" embodies the LGBTQA+ community staple of drag and couples it with Winter and the focus on dance through the 1920s.

Very professional and 20s era glamour for Gala.

Voice:

Winter Pride tends to be drag-centric, so we will use that in our marketing messages.

Messages/Mediums:

Marketing Messages will incorporate this idea of dancing through winter pride with the art deco style marketing messages for Pride 2020.

For Gala, use a Retro-chic kind of look in the marketing based off of fashion during the 1920s.

SHIFT EVERYTHING UP 2 WEEKS ON TIMELINE EXCEPT SCHOLARSHIP DEADLINES

Schedule:

- **November 1st-16th: 1-3x/week**
 - Announce Gala/Winter Pride first weekend in November (Nov 2).
 - Publish a Facebook event with theme and "more details coming soon"
 - Begin teasing Silent Auction Items as they come in (no details yet)
 - Sponsor registration live on the website
 - Email to last year's sponsors offering the chance to do it again
 - Make posts on Facebook encouraging new sponsors
 - Link to website registration
- **November 17th-30th: 1-3x/week**
 - Thanksgiving Week:
 - *Open scholarship applications*
 - Promote the scholarship
 - Features of last year's scholarship winners
 - Posts about giving back
 - Add Schedule of events to FB event for Gala and Winter Pride
 - Make tickets available to public
 - One more sponsor push
- **December 1st-7th: 1-3x/week**
 - Begin publishing sponsors for Gala
 - Make them co-hosts of FB Events
 - Begin publishing sponsors of Winter Pride
 - Co-hosts
- **December 8th-21st: 2-4x/week**
 - Publish Schedule of events for Winter Pride
 - Publish separate events for anything ticketed

- Promote ticket sales when sharing these and link to eventbrite
- **January 1st-10th: Daily posts**
 - Close scholarship applications JAN 1 at 8pm
 - Last chance to apply posts during these days
 - Post silent auction items with details in Gala Event page
 - Promote Winter Pride events each day
 - 1 week away from (xyz event)
 - Event posts for Winter Pride
 - Day of Lifestyle posts from Gala
- **THIS IS THE WEEK OF WINTER PRIDE January 11th-18th: Daily posts**
 - Publish separate events for non-ticketed things
 - Promote Gala attendance and share ticket link
 - 15th: 10% fund night
 - 16th: Gala (Thursday Night)
 - 17th: All King Show
 - 18th: 2nd Ultimate Entertainer Pageant
 - 19th: Pride Brunch (headliner Mary Jane)

Approvals Needed:

SFP Board