Marketing Strategy | Lincoln County Child Advocacy Center | The Price Is Right

Executive Overview:

The Price Is Right for Fighting Child Abuse is a long-standing, highly attended community event that plays a critical role in funding services for children and families served by the Lincoln County Child Advocacy Center.

For 2026, Lincoln County CAC's primary marketing need is not attendance growth, but rather expanded sponsorship and donor participation to strengthen fundraising outcomes and diversify revenue sources.

Event Date: March 28, 2026 | **Sponsors & Donation Deadline:** March 25, 2026

This proposal outlines a focused, short-term marketing approach designed to:

- Increase awareness of sponsorship opportunities.
- Make it easy for businesses and individuals to support the event.
- Support existing face-to-face solicitation with digital outreach.
- Test a targeted paid campaign to attract new sponsors.

The strategy is intentionally lean, time-sensitive, and centered on sponsorship acquisition.

Phase 1: Build Sponsorship Foundations

Establish the core assets needed to support outreach and advertising.

Actions:

1. **Sponsorship Messaging & Positioning**
    - Capture key talking points
        - Who is Lincoln County CAC, and ways to support
        - What is the Price is Right, who it benefits, why sponsorship matters, and ways to support
    - *Assumption*: CAC remains the primary point of contact for sponsor inquiries

2. **Digital Sponsorship Hub**
    - Update existing website with Sponsorship language, details
    - Update existing Facebook Event Page with Sponsorship language, details
    - Pinned Facebook post and Event Page Sponsorship language, details

3. **Visual Asset & Content Prep**
    - ✔·Gather all available images ~~and videos~~ of The Price is Right from years past

- Social media pinned image for CAC's page & Event Page
- Meta Ad still images
- Meta Ad Video, if possible
- ✔ *Assumption:* CAC provides existing photos/videos

4. **Email Outreach, if Desired (Not at this time)**
    - Lincoln County business directory, distribution list
    - Email explanation and sponsorship invitation

Expected Outcomes:

- A centralized digital destination (website + Facebook) where interested sponsors can quickly understand opportunities and contact Lincoln County CAC without friction.
- A repeatable foundation Lincoln County CAC can reuse and refine for future years' sponsorship efforts.

Phase 2: Targeted Paid Awareness

Run a modest, targeted Meta (Facebook/Instagram) campaign focused on sponsorship awareness.

Actions:

1. **Meta Business Profile Setup**
    - Allow LUWELL access to the Lincoln County CAC Facebook page
    - Set up Meta Business Profile
    - Requires a credit card on file for Meta ad spend, limit set

2. **Meta Ad Campaign**
    - Campaign objective: Awareness and Traffic
    - Audience: Business owners, managers, community supporters
    - Demographics: Age 30-70
    - Interests: Community, Volunteering, Small Business, Family
    - Geographic focus: Lincoln County Zip Codes
    - Meta Look Alike Audience: Requires a list of past sponsors' email addresses
    - Creative: Image or ~~short video~~ with sponsorship call-to-action
    - Target launch date: February 28, 2026* (4-week campaign)

    Ad #1 Messaging Framework
    - Awareness: Teach what Lincoln County CAC does.
    - 'Protecting Lincoln County's Children.'
    - 'Child abuse is everyone's business.'

- Images: AI-generated with stats overlaid
- Call to Action: [Donate Now]
    - Link to https://cac-lincolncounty.org/how-you-can-help

Ad #2 Messaging Framework

- Event + Donations: Connect event to mission.
- 'Your donation makes a difference.'
- Images: Past Price is Right photos
- Call to Action: [Contact Us]
    - Link to Messenger

Expected Outcomes:

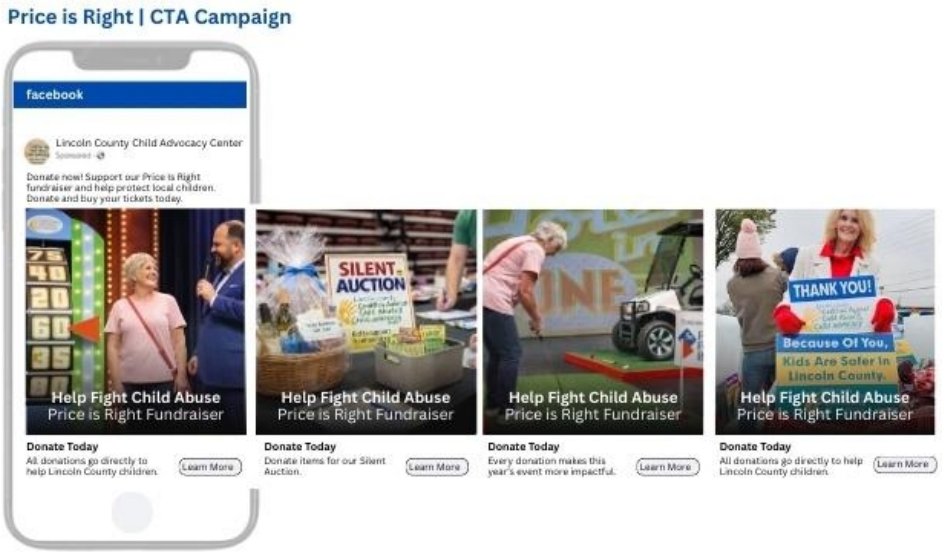
- Increased visibility of sponsorship opportunities
- New inbound inquiries
- Data to evaluate whether paid ads should be repeated or evergreen

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***** Launch date is approximate.

Example Ads:





LUWELL's Role

- Bring 20+ years of marketing leadership, an MBA in Marketing, and experience ranging from Fortune 100s to startups—ensuring Lincoln County CAC benefits from proven, high-level strategy applied with practical execution.
- Provide strategic oversight and guidance for sponsorship-focused marketing efforts.
- Serve as CAC's marketing point of contact for this initiative.
- Develop sponsorship ad messaging and positioning in collaboration with CAC.
- Create and organize digital sponsorship assets, including:
    - Sponsorship language for website and Facebook
    - Pinned social post copy and creative
    - Meta Paid Ad creative concepts

    - Email sponsorship invitation template, if desired
- Manipulation of existing CAC photos and videos for use in the campaign.
- Configure and manage Meta Business Profile access and Ad Account setup.
- Build, launch, and manage targeted Meta Ad campaign.
- Monitor campaign performance and provide basic reporting and recommendations.

Investment

LUWELL Management Fee: $1,750

Covers strategy, content creation, copy, image, ~~and video~~ production, Meta Business Profile & Ad setup, ad campaign monitoring and optimization, campaign management, and reporting.

Meta Paid Ad Budget: $1,700

Zip Codes within Lincoln County
Recommended spend: $1,700
Duration: 4 weeks, Start Date: Feb 28 to End Date: March 25
Paid directly to Meta via Credit Card (Facebook/Instagram Ads)

TOTAL OF MARKETING CAMPAIGN | DONATION & PRICE IS RIGHT: $3,450