



# *Dig Pink!*®

FOR OUR FIFTH ANNUAL  
CAMPAIGN

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26 January 2025

Integrated Marketing Campaign Event

9860 West Rd.  
Harrison, OH 45030

Great Oaks/Harrison  
High School

# TABLE OF CONTENTS

I	EXECUTIVE SUMMARY.....	1
II	EVENT DESCRIPTION.....	2
III	CAMPAIGN OBJECTIVES.....	3
IV	CAMPAIGN TARGET MARKET...	4
V	CAMPAIGN SCHEDULE.....	5
V	CAMPAIGN ACTIVITIES.....	6-7
VI	BUDGET.....	8-9
VII	KEY METRICS.....	10
VIII	BIBLIOGRAPHY.....	10

# EXECUTIVE SUMMARY

## DESCRIPTION OF EVENT :

Across 5 divisions and hundreds of teams, friends, family, recruiters, avid fans, and more flock to the Columbus Convention Center for 3 days of fast-paced tournament volleyball play. But it's found that the focus is not on the wins and losses, but the ever-increasing tally of donations towards Dig Pink and the SideOut Foundation over the course of the tournament. Schools go all-out raising funds in hopes to clinch the top-contributor trophy at the conclusion of the games, but regardless of the winners, everyone leaves with spirits high, knowing they were part of something bigger than themselves in making a change in their community and finding a cure for Breast Cancer.

## CAMPAIGN OBJECTIVES :



ATTENDANCE

Increase attendance by 20% and reach 10% of targeted area



AWARENESS

Increase event engagement (online or in person) by 10%



ACHIEVEMENT

Raise 3 million dollars to fund breast cancer research

## CAMPAIGN ACTIVITIES / SCHEDULE :

### SEPTEMBER

Campaign Kickoff & T Shirt Design Contest: 9/17/25

### OCTOBER

Pink Ladies on the Avenue: 10/3-4/25

Tackle Breast Cancer Game: 10/5/25

Making Strides Against Breast Cancer: 10/11/25

Cash Out Cancer: 10/12-18/25

"Play-With-A-Purpose" Volleyball Tournament: 10/24-26/25

## CONCLUSION :

We believe that our 45-day marketing campaign for Dig Pink and the Side-Out Foundation will grow awareness and engagement by over 20%, greatly boosting the fundraising ability of this event and the amount of funds available for breast cancer research. As we enter this 5th year of exponential growth, the future of Dig Pink is a bright one.

## CAMPAIGN TARGET MARKET :

### PRIMARY

1. Ohio Schools & Volleyball Programs
2. Breast Cancer Survivors & Families
3. Breast Cancer Awareness Foundations

### SECONDARY

1. Volleyball Enthusiasts
2. Local Businesses and Corporations
3. Community Members and Volunteer Groups.

## BUDGET :

Expected total <u>expenses</u> :	\$279,563
Expected total <u>revenue</u> :	\$3,492,200
Expected total <u>donation</u> to The Side-Out Foundation	\$3,212,637
Average ROI per activity:	246.3%

\*Exempt from federal income taxes under subsection 501(c) of the Internal Revenue Service (IRS) tax code.

## KEY METRICS :

### TICKET SALES

25,000+ THRU  
TOURNEY AND  
100,000+ TOTAL

#  
1,000,000+  
INTERACTIONS

ENGAGEMENT

### DONATIONS

68% OF REVENUE  
72% OF PROFIT

212 GROUPS &  
GROWING!

PARTNERSHIPS

# EVENT DESCRIPTION

OCTOBER 27T - 29TH

Every year, the state of Ohio community comes together to recognize Breast Cancer patients, survivors, and those who cannot be with us today. This year, we are expanding beyond just the state of Ohio and opening registration to the surrounding area of the Midwest and Tri-State areas. October is the official month of Breast Cancer Awareness, and through Dig Pink sponsoring the “Play with a Purpose” volleyball tournament, the SideOut Foundation will receive all of the profits, which will go directly to aiding stage four breast cancer patients, their doctors, and their families, along with improving research facilities to help Fund The Cure.



Dig Pink 2022, held in Wildcat Arena  
Photo by Jack Ward

## 1095 GAMES, ONE GOAL

Across 5 divisions and hundreds of teams, friends, family, recruiters, avid fans, and more flock to the Columbus Convention Center for 3 days of fast-paced tournament volleyball play. But it's found that the focus is not on the wins and losses, but the ever-increasing tally of donations towards Dig Pink and the SideOut Foundation over the course of the tournament. Schools go all-out raising funds in hopes to clinch the top-contributor trophy at the conclusion of the games, but regardless of the winners, everyone leaves with spirits high, knowing they were part of something bigger than themselves in making a change in their community and finding a cure for Breast Cancer.





# CAMPAIGN OBJECTIVES

The Dig Pink campaign goes beyond traditional fundraising by creating a movement centered on education, unity, and lasting community impact. It's not just about increasing attendance or hitting fundraising targets; it's about fostering a collective sense of purpose and empowering individuals to contribute to a cause greater than themselves. By educating the community on the profound effects of cancer and the power of solidarity, we are not only raising funds but building a strong, informed network of advocates. This campaign invites everyone to be a part of something transformative, ensuring that the fight against breast cancer is as united and impactful as possible.

## ATTENDANCE

Increase attendance by 20% and reach 10% of targeted area

In showing those who are fighting that they are not alone, coming together for one cause is the most impactful image of solidarity through the most challenging fight of someone's life that those around them can do to show their support. Large numbers of people come together to rally around those impacted by breast cancer, and the total number of participants through all events is posted online at the conclusion the campaign.

## AWARENESS

Increase event engagement (online or in person) by 10%

Teaching individuals of all ages that being a part of something larger than themselves is often the most rewarding donation one can provide, along with explaining to the community the impact cancer can have on everyone, not just those fighting. In addition to publicity gained through this event, we continue to spread awareness by providing resources for people to use to educate others on our website.

## ACHIEVEMENT

Raise 3 million dollars to fund breast cancer research

Combining the two other objectives creates more than an event, but a call-to-action for community members everywhere to help out those who need it most. Educating and uniting people of all ages, along with raising the most funds possible for Breast Cancer support and research is what defines success for Dig Pink.

# TARGET MARKET

## PRIMARY

- **Ohio Schools & Volleyball Programs**

- OHSAA Athletes, Families, and Friends
  - Ex. Harrison Highschool, Mason Highschool, etc.
- Club volleyball teams based in Midwest
  - Ex. Elevation, Mintonette, NKYVC, etc.

- **Breast Cancer Survivors & Families**

- Females, age 35-60, living in Midwest and Tri-State Area
- Family members and friends of surviving or passed breast cancer patients.

- **Breast Cancer Awareness Foundations**

- Local hospitals, cancer treatment centers, and nonprofit organizations
  - BCRF, The Pink Fund, Susan G Komen Foundation, etc.

Engaging with local breast cancer survivor networks and support groups, as well as active volleyball programs, is crucial for both participants and volunteers. They will help raise awareness, generate enthusiasm for the event, and make up the majority of the participants.

## SECONDARY

- **Volleyball enthusiasts**

- Schools in the Midwest with active volleyball programs
  - Ex. St. Henry's and Notre Dame Academy
- College volleyball program recruiters
- Volleyball merchandise vendors
  - Nike, Goat USA, Molten, etc

- **Local Businesses and Corporations**

- Local businesses that focus on sports, health, and charity may want to sponsor the event or donate products for prizes or raffles.
- Larger companies with a track record of supporting charitable causes
  - Estee Lauder and Macy's

- **Community Members & Volunteer Groups**



- Individuals with a strong sense of loyalty to family and community
- Families in local community centers, churches, or other social organizations
- Local civic groups
  - Rotary or Lions Clubs



By splitting the market into primary and secondary categories, the event can focus on engaging those most likely to participate and contribute, while still attracting broader support from other groups.

# SCHEDULE

## SEPTEMBER

14	15	16	17 	18 <hr/>	19 <hr/>	20 <hr/>
21 <hr/>	22 <hr/>	23 <hr/>	24 <hr/>	25 <hr/>	26 <hr/>	27 <hr/>
T - SHIRT DESIGN CONTEST						
28 <hr/>	29 <hr/>	30 				

## OCTOBER

			1	2	3 	4 
5 	6	7	8	9	10	11 
12 	13	14	15	16	17	18 
CASH OUT CANCER						
19	20	21	22	23	24 	25 
26 	27	28	29	30	31	



GRAND TOTAL REVEALED NOVEMBER 1ST



# CAMPAIGN ACTIVITIES



2024 design winner with sample shirts

Beginning at the campaign kickoff, design entries are sent in from individuals across the midwest with the hopes of being selected to have their design printed across all Dig Pink merch for the year. All submissions must include a written entry of 300 words or less describing their "why" for wanting to contribute to Dig Pink's efforts so intimately. The winner will be announced October 1st with all credits to the designer at each event.

A two-night festival taking place in 6 major cities throughout Ohio the weekend of October 3rd & 4th will host festivities such as food, drinks, dancing, and shopping in support of Dig Pink and the SideOut Foundation. Dig Pink pays for the street shutdown, and local businesses then pay Dig Pink for rental space to display their products and services. The Dig Pink booth will be present at this event displaying Dig Pink clothing with the design of our competition winner, cups that can be used across food and drink vendors that are present, and raffle baskets donated by local businesses.



Food truck vendor at Pink Ladies 2023



Pre-game flag presentation at Tackle Breast Cancer 2024

In an exciting game between Ohio's two NFL teams to be held on Sunday, October 5th at Paycor Stadium in Cincinnati, Dig Pink volunteers will have a booth set up for fans to donate and purchase merchandise, along with a donation check presentation on behalf of the Cincinnati Bengals and Cleveland Browns before the game. All fans are encouraged to wear pink, and all players will be wearing special pink and white jerseys sponsored by Dig Pink.





# CAMPAIGN ACTIVITIES

In partnership with Making Strides, 5k walks & runs will take place in 6 major cities in Ohio on the morning of October 14th. Groups or individuals can sign up through the Dig Pink website with a minimum donation of \$50 per person, with all profits (except the Dig Pink Booth) being split 60/40 between Dig Pink and Making Strides. Special “Making Strides Against Breast Cancer” shirts, water bottles, wristbands, sunglasses and more will be available for purchase, and stories from survivors and families will be shared during the event to bring these communities together under the same cause.



Group at Making Strides 2022



Facebook post by Sitka High School at their Cash Out Cancer Event.

Throughout active fundraising school districts in the Midwest and Tri-State Area, there will be a week dedicated to raising money for Dig Pink with simply the excess change people have in their pockets. Beginning with “Penny Monday” and moving all the way through “Dollar Friday,” students and staff will be asked to donate their change into buckets separated by grade, with the winning grade level getting rewarded with prizes donated by Dig Pink throughout the week. Schools are also encouraged to hold their own, separate fundraisers to raise even more funds in hopes of winning the top school contributor award. The school with the most raised overall will get a shoutout when the grand total is revealed at the “PWP” tournament! Dig Pink will provide marketing materials for these schools to not only promote Dig Pink events, but to educate their students on the effects of breast cancer in their communities.

As the pinnacle event of the Dig Pink program, over 30,000 athletes, coaches, and parents flock to the Greater Columbus Convention Center for 3 days of competition & community in raising funds and awareness for Breast Cancer. 1095 games across 5 divisions give teams across the midwest an opportunity to show off big skills and give big support in hopes to be named a Dig Pink Top Supporter! This mid season tournament for charity is Dig Pink’s favorite event to host due to the amount of people it brings together and the sense of community that is created over those three days.



PWP 2024 pre-game moment of silence



# BUDGET

## EXPENSES

EVENT	DESCRIPTION OF COSTS	TOTAL
<b>T-shirt design contest</b>	<ul style="list-style-type: none"> <li>• Basic Dig Pink tee: <math>\\$2.00 \times 40,000 = \\$80,000</math></li> <li>• Dig Pink with Making Strides tee = <math>\\$2.00 \times 5000 = \\$10,000</math></li> <li>• Tackle Breast Cancer tee: <math>\\$2.00 \times 8000 = \\$16,000</math></li> <li>• Play with a Purpose tee: <math>\\$2.00 \times 20,000 = \\$40,000</math></li> </ul>	<b>=\$146,000</b>
<b>Pink Ladies on the Avenue</b>	<ul style="list-style-type: none"> <li>• Street shutdown: <math>\\$900 \times 6 \text{ locations} = 5,400</math></li> <li>• Permits: <math>\\$50 \times 6 \text{ locations} = 300</math></li> <li>• DJ: <math>\\$1,190 \times 6 \text{ locations} = 7,140</math></li> <li>• Decor/Signage: <math>\\$500 \times 6 \text{ locations} = 3,000</math></li> </ul>	<b>=\$15,840</b>
<b>Tackle Breast Cancer</b>	<ul style="list-style-type: none"> <li>• Custom pink jerseys: <math>\\$30 \times 53 \text{ players} \times 2 \text{ teams} = \\$3,180</math></li> <li>• Custom pink socks: <math>\\$0.50 \times 53 \text{ players} \times 2 \text{ teams} = \\$53</math></li> </ul>	<b>=\$3,233</b>
<b>Making Strides Against Breast Cancer</b>	<ul style="list-style-type: none"> <li>• Awards: <math>\\$3 \times 30 \text{ people} \times 6 \text{ locations} = \\$540</math></li> <li>• Bibs: <math>\\$0.25 \times 500 \text{ people} \times 6 \text{ locations} = \\$750</math></li> <li>• Timing systems: <math>\\$1000 \times 6 \text{ locations} = \\$6000</math></li> <li>• EMS/First aid: <math>\\$400 \times 6 \text{ locations} = \\$2400</math></li> <li>• Insurance: <math>\\$225 \times 6 \text{ locations} = \\$1350</math></li> <li>• Course Certification: <math>\\$200 \times 6 \text{ locations} = \\$1200</math></li> </ul>	<b>=\$12,240</b>
<b>Cash Out Cancer</b>	<ul style="list-style-type: none"> <li>• Dig Pink website design + maintenance: \$5,400</li> <li>• Social media manager: \$12,000</li> <li>• Advertising designs + materials: \$7000</li> </ul>	<b>=\$24,400</b>
<b>Play with a purpose tournament</b>	<ul style="list-style-type: none"> <li>• Convention center rental: \$30,000</li> <li>• Referees: <math>\\$30 \times 1095 \text{ games} = \\$32,850</math></li> <li>• Other Staff = \$10,000</li> <li>• Misc: \$5000</li> </ul>	<b>=\$77,850</b>

**TOTAL EXPENSES = \$279,563**

# BUDGET

## REVENUE

EVENT	DESCRIPTION OF INCOME	TOTAL
<b>Pink Ladies on the Avenue</b>	<ul style="list-style-type: none"> <li>Dig Pink Merchandise: \$3,000 average x 6 locations = \$18,000</li> <li>Donations: \$1,600 average x 6 locations = \$9,600</li> <li>Spot rental: \$4,000 x 6 locations = \$24,000</li> </ul>	<b>=\$51,600</b>
<b>Tackle Breast Cancer</b>	<ul style="list-style-type: none"> <li>Donations: \$25,000 x 2 teams = \$50,000</li> <li>Dig Pink booth: \$18,000</li> </ul>	<b>=\$68,000</b>
<b>Making Strides Against Breast Cancer</b>	<ul style="list-style-type: none"> <li>Entry fees: \$50 x 500 people x 6 = \$150,000 x 60% = \$90,000</li> <li>Sponsorships: \$300 x 20 sponsors x 6 = \$36,000 x 60% = \$21,600</li> <li>Donations: \$10 average x 400 people x 6 = \$24,000</li> <li>Merchandise: \$20 average x 200 people x 6 = \$24,000</li> </ul>	<b>=\$159,600</b>
<b>Cash Out Cancer</b>	<ul style="list-style-type: none"> <li>\$1200 goal x 2000 participating schools = \$2,400,000</li> </ul>	<b>=\$2,400,000</b>
<b>Play with a Purpose tournament</b>	<ul style="list-style-type: none"> <li>Ticket sales: \$30 x 24,000 people = \$720,000</li> <li>Tournament merchandise: \$80,000</li> <li>15% of retail vendors: \$7,500</li> <li>15% of food vendors: \$5,500</li> </ul>	<b>=\$813,000</b>

\*Exempt from federal income taxes under subsection 501(c) of the Internal Revenue Service (IRS) tax code.

- **Estimated Profit:** \$3,212,637
- **Profit after 10% estimation error:** \$2,891,373
- **Average ROI per event:** 246.3%
- **Average ROI per event:** 219%

☆ All profits will be donated to the Side-Out Foundation.

**EXPECTED TOTAL DONATION ≈ \$3,052,005**

# KEY METRICS

## OBJECTIVE: ATTENDANCE

### TICKET SALES

Tickets and signups for all events are sold online through the Dig Pink website

Over 15% of Ohio's population, and 10% of the surrounding midwest target area, is reached across the campaign with over 2,000,000 individuals interacting in some way.

30,000+ athletes, coaches, and their families will be attending the OHSAA tournament alone across its 3-day runtime, being the pinnacle event of the Dig Pink program.

### DONATIONS

Coming from all backgrounds and walks of life with the goal of Funding the Cure, people look to help the Dig Pink cause by any means possible.

Making up 68% of the revenue margin and 72% of the total profit margin, donations are vital to the success of this campaign and what Dig Pink can give to those in need.

Schools and other groups continue to impress with the creative ways they raise money to Fund the Cure.

## OBJECTIVE: AWARENESS

### ENGAGEMENT

Branching out through participating schools and other groups participating in Dig Pink fundraising through existing platforms as well as through our own accounts we have grown over the past five years allows Dig Pink to reach the exact right audience at exactly the right time. By utilizing the analytics features on social media platforms, we are able to accurately measure engagement levels.

Groups are provided with marketing materials that can be personalized to display their program's name, pay tribute to a loved one, or be utilized for additional fundraisers.

### PARTNERSHIPS

From the biggest donors to the youngest volunteers, 32% of revenue comes from devoted groups, such as the Bengals, Making Strides, and Ladies on the Avenue, looking to make a change with Dig Pink.

Across all events, schools, families, other non-profit organizations, and more give their time, money, talents, and resources to create the feeling of hope that surrounds Dig Pink each year.

As the program continues to grow, so does its support, making the future of Dig Pink a bright one.

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