

EASTWOOD HOMES CHARITABLE GOLF OUTING

2016 INTEGRATED MARKETING CAMPAIGN

EASTWOOD HOMES CHARITABLE GOLF OUTING

COMPANY OVERVIEW

Eastwood Homes, founded in 1977, is a regional homebuilder based in Charlotte, N.C., with six divisions in the Carolinas and Virginia. The "Built With Care" builder is the 45th largest homebuilder in the U.S., yet prides itself on being a private, family owned company run by father-son team Joe and Clark Stewart. The new home builder offers single-, two- and three-story homes for first-time homebuyers, move-up buyers and downsizers. Features include up to three car garages, second story porches, sunrooms, covered patios, finished basements, and all the designer features sought after by today's buyers.

Eastwood Homes believes in building up its community while building its new homes. In its flagship city of Charlotte, the construction company also drives its largest philanthropic effort - the support of the Levine Children's Hospital, which was founded in 2007. A portion of every home sale goes to the regionally vital hospital. Eastwood also provides a hospitality cart at the hospital, which supplies families much needed necessities like toothpaste and deodorant, as well as other materials like magazines, books, and snacks. Often times, a trip to Levine Children's Hospital is unexpected for families, and Levine and Eastwood both strive to lessen this dreaded experience.

Eastwood Homes holds annual charitable golf outings to raise money for Levine Children's Hospital. The builder's trade partners support sponsorships that drive the fundraising effort of the event. In the three years that Eastwood has held the Charitable Golf Outing, \$156,000 has been raised for the children's hospital from the event alone.

While the builder has successfully moved into the digital world for its modern day marketing strategy for its new home sales, the Charitable Golf Outing has yet to claim the attention that such a large fundraising effort for a well-known hospital should receive. This IMC campaign will increase the community awareness of the Eastwood Homes philanthropic effort while also raising additional funds for the hospital through a new effort to raise donations from the general public.

EASTWOOD HOMES CHARITABLE GOLF OUTING

LOGO REDESIGN

Original Logo:



Redesigned Logo - Full Color:



Redesigned Logo - Black and White:



Redesigned Logo - Grayscale:



Redesigned Logo - Reverse on black:



Most sponsors and participants of the golf outing are in the construction industry and many are male. The new logo design incorporates strong fonts with a simple design that will resonate with a predominately male construction-oriented audience. The tagline reinforces how important the trade partner sponsors are to the success of the annual event.

EASTWOOD HOMES CHARITABLE GOLF OUTING

PRINT PROMOTIONS

Pocket folder, front and back:

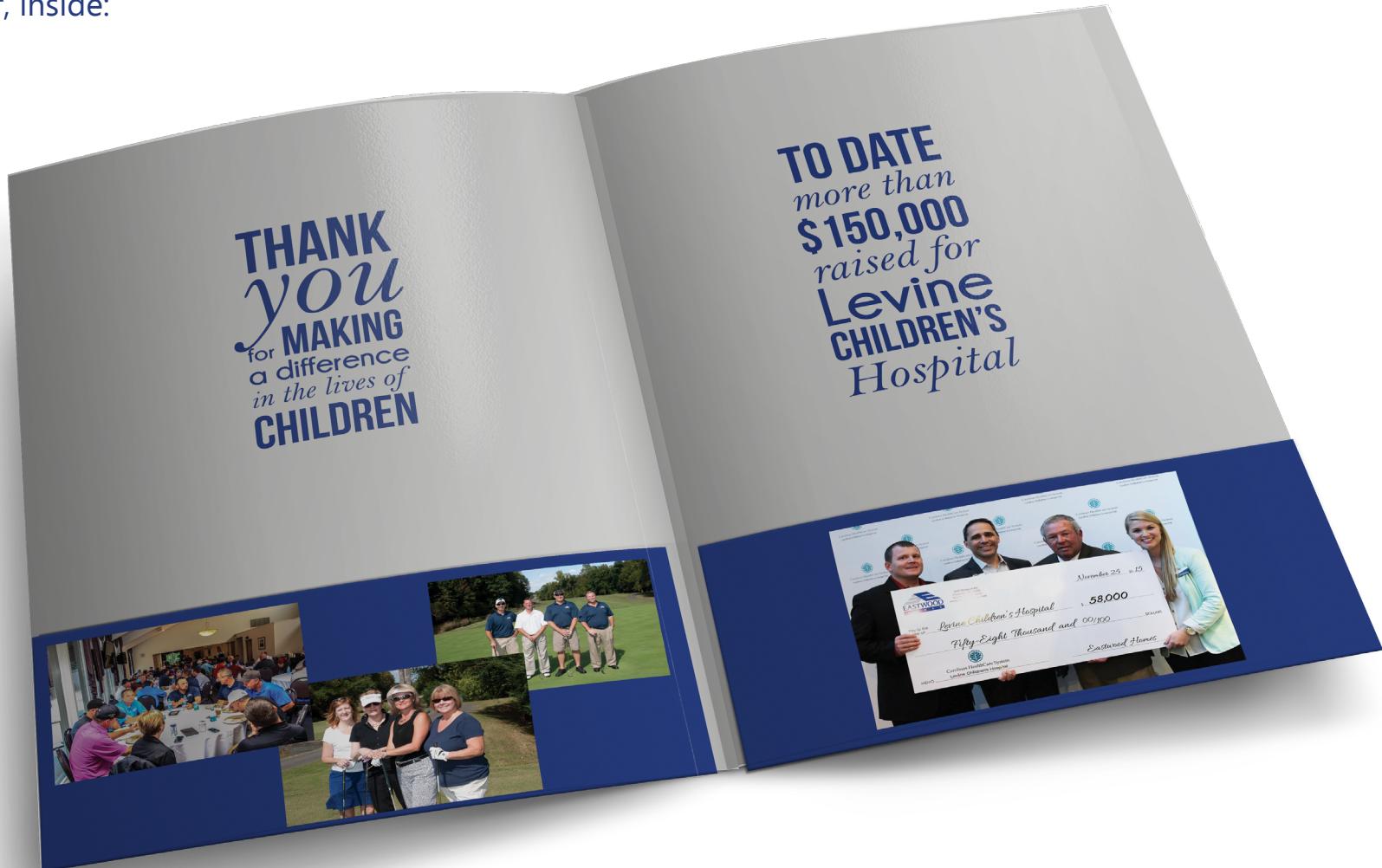


Pocket folders can be distributed to sponsors and to golf teams. They can also be used while soliciting new sponsors for the event.

EASTWOOD HOMES CHARITABLE GOLF OUTING

PRINT PROMOTIONS

Pocket folder, inside:



EASTWOOD HOMES CHARITABLE GOLF OUTING

PRINT PROMOTIONS

Promotional Flyer:



Informational Postcard:



Please join us our
4th Annual Charitable Golf Outing
benefiting the Levine Children's Hospital.

Sponsorship opportunities available!
Contact Stephanie Cox at 843.446.7424
or [scox@eastwoodhomes.com!](mailto:scox@eastwoodhomes.com)

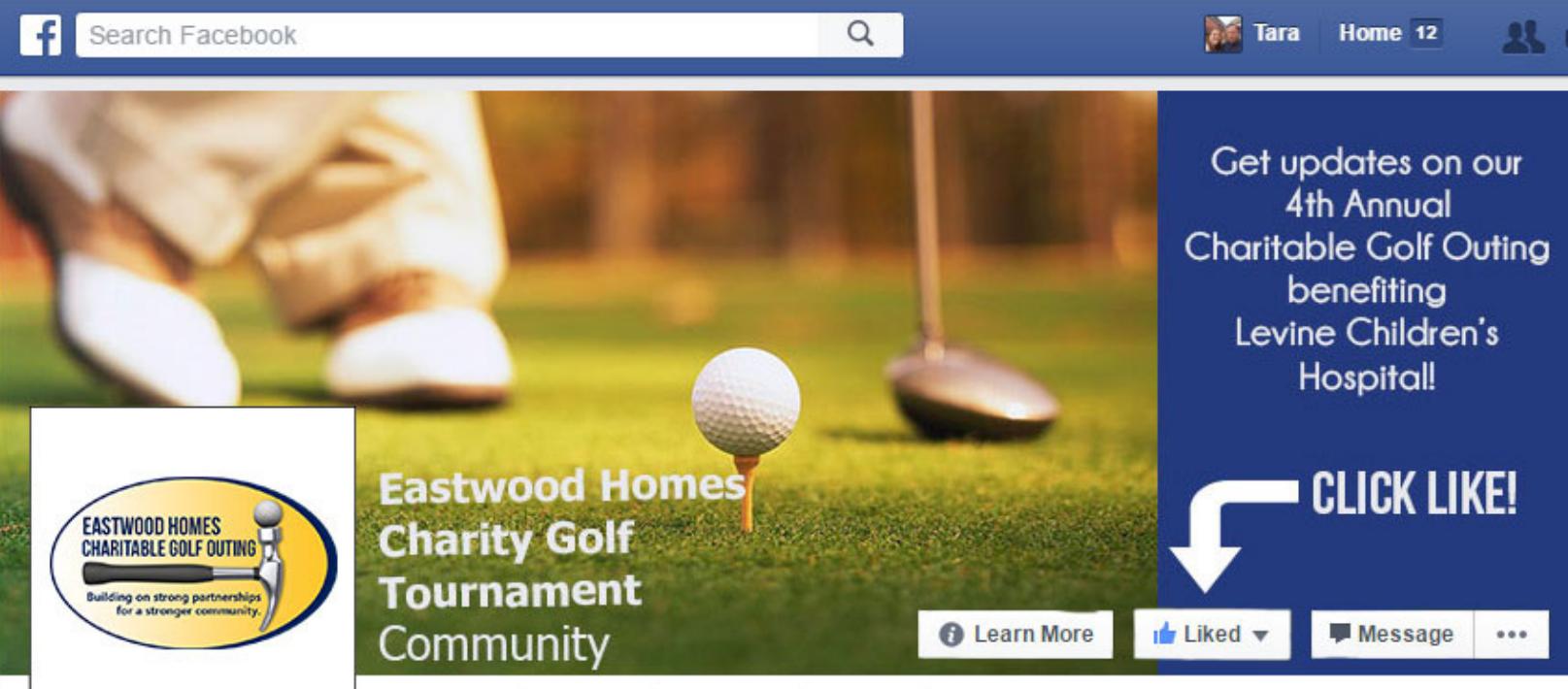
Get the latest info at
www.facebook.com/eastwoodhomescharitygolf

Promotional Flyers can be distributed in e-blasts
and posted in our model homes, while Informational
Postcards can be sent out by mail to our previous
sponsors and participants.

EASTWOOD HOMES CHARITABLE GOLF OUTING

SOCIAL MEDIA

Facebook Cover Photo, example 1:



The image shows a Facebook cover photo for the "Eastwood Homes Charitable Golf Outing" page. The main image is a close-up of a golfer's feet in white sneakers and socks, positioned to the left of a white golf ball on a tee. To the right of the ball is a silver putter. The background is a blurred green lawn. On the left side of the cover, there is a logo for the event, which features a blue oval containing a hammer and a nail. Below the oval, the text reads "EASTWOOD HOMES CHARITABLE GOLF OUTING" and "Building on strong partnerships for a stronger community." In the center, the page name "Eastwood Homes Charity Golf Tournament Community" is displayed in white text. To the right, a dark blue sidebar contains the text "Get updates on our 4th Annual Charitable Golf Outing benefiting Levine Children's Hospital!" followed by a large white arrow pointing down and the text "CLICK LIKE!". At the bottom of the cover, there are four buttons: "Learn More", "Liked", "Message", and "...".

Search Facebook

Tara | Home 12

Create Page

Recent

2016

2015

2014

2013

2012

2011

2010

2009

2008

Sponsored

164 people like this

Louise Maguire and 43 other friends

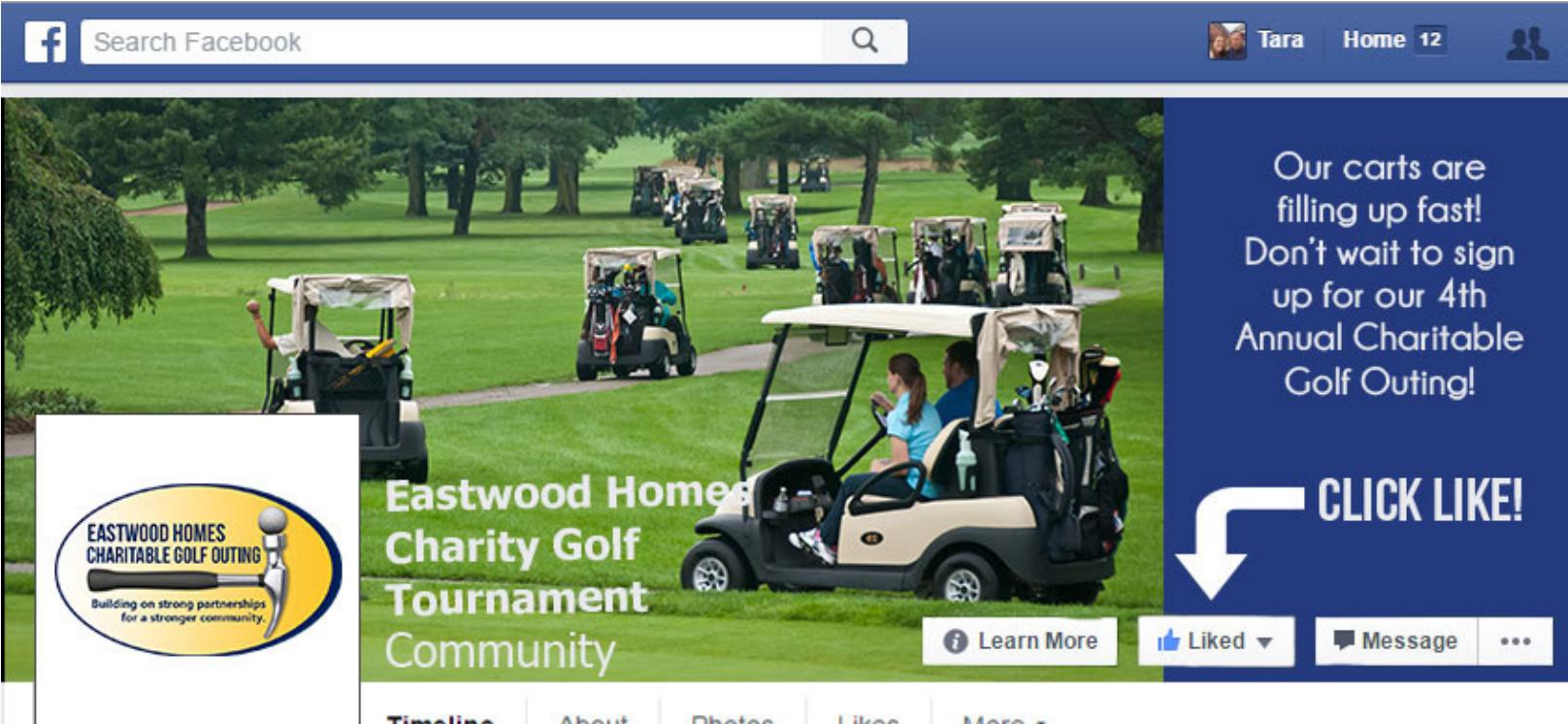
Write something on this Page...

\$205.95 at Amazon - ★★
Brick Firebowl Patio Heater
Outdoor Fire Pit With Cover
\$205.95

EASTWOOD HOMES CHARITABLE GOLF OUTING

SOCIAL MEDIA

Facebook Cover Photo, example 2:



The Facebook cover photo features a scenic golf course with several golf carts in the background. In the foreground, a white golf cart is shown from the side, with two people inside. A circular logo on the left side of the cart contains a hammer and the text "EASTWOOD HOMES CHARITABLE GOLF OUTING" and "Building on strong partnerships for a stronger community". To the right of the cart, there is promotional text: "Our carts are filling up fast! Don't wait to sign up for our 4th Annual Charitable Golf Outing!" followed by a large blue "CLICK LIKE!" button with a white arrow pointing down. Below the cover photo, the page navigation bar shows "Timeline" (underlined), "About", "Photos", "Likes", and "More".

Search for posts on this Page

164 people like this
Louise Maguire and 43 other friends

Invite friends to like this Page

Status Photo / Video

Write something on this Page...

Sponsored



\$205.95 at Amazon - ★★
Brick Firebowl Patio Heater
Outdoor Fire Pit With Cover
\$205.95

EASTWOOD HOMES CHARITABLE GOLF OUTING

SOCIAL MEDIA

Facebook Cover Photo, example 3:

The image shows a Facebook page cover photo. The main image is a close-up of a newborn baby in a hospital setting, connected to medical equipment. Overlaid on the left is a logo for "EASTWOOD HOMES CHARITABLE GOLF OUTING" featuring a hammer icon and the tagline "Building on strong partnerships for a stronger community." To the right of the image is a blue sidebar with white text: "It's about so much more than golf." and "Follow us for ways you can help, too." Below this is a large white arrow pointing down next to the text "CLICK LIKE!"

**EASTWOOD HOMES
Charity Golf
Tournament
Community**

Timeline About Photos Likes More

Search for posts on this Page

164 people like this
Louise Maguire and 43 other friends

Invite friends to like this Page

Status Photo / Video

Write something on this Page...

Sponsored

\$205.95 at Amazon - ★★
Brick Firebowl Patio Heater
Outdoor Fire Pit With Cover
\$205.95

EASTWOOD HOMES CHARITABLE GOLF OUTING

SOCIAL MEDIA

Facebook Timeline Post, example 1:

 Eastwood Homes Charity Golf Tournament
April 1 at 4:47pm · 

Have you reserved your spot for our 4th annual Charitable Golf Outing? What are you waiting for? Spots are filling up fast! Learn more about the mission behind the fun:
<http://www.eastwoodhomes.com/our-company/eastwood-gives-back>



 Like  Comment  Share 

 Anne Perkins Johnston

1 share

Facebook Timeline Post, example 2:

 Eastwood Homes Charity Golf Tournament
April 1 at 4:47pm · 

Did you know that we've raised more than \$150,000 for Levine Children's Hospital through initiatives such as our Annual Charitable Golf Outing? Find out how we turn golf into giving:
<http://www.eastwoodhomes.com/our-company/eastwood-gives-back>



 Like  Comment  Share 

 Anne Perkins Johnston

1 share

EASTWOOD HOMES CHARITABLE GOLF OUTING

SOCIAL MEDIA

Facebook Timeline Post, example 3:

 Eastwood Homes Charity Golf Tournament
April 1 at 4:47pm ·

Levine Children's Hospital has touched the lives of thousands here in our region, and globally. It touches our hearts, too. This is about more than golf for us. Find out more here: <http://www.eastwoodhomes.com/our-company/eastwood-gives-back>



Like Comment Share

Anne Perkins Johnston
1 share

Social media suggestions:

Eastwood Homes currently uses Facebook to promote its annual Charitable Golf Outing, but not to the extent that it could. This year, the company plans to announce each of its sponsors on its Facebook page and tag those companies when possible, to increase awareness about the event. The company also plans to add a new aspect to this fundraising effort by starting a Gofundme page to allow other individuals including employees and homeowners a chance to participate in the philanthropic event. That effort will be promoted primarily through the Facebook page. Regular posting of two times a week would increase engagement on this page. Posting should increase as the event gets closer.

Eastwood Homes should also consider incorporating its presence on Twitter to expand its reach for this fundraiser. Many professional entities that are tied to this charitable event are on Twitter and cross-promotion is very likely. While it is not recommended to start a separate Twitter account, incorporating tweets about the golf outing once or twice a week would make a strong impact on expanding the reach of the event.

EASTWOOD HOMES CHARITABLE GOLF OUTING

INFOGRAPHIC

PHILANTHROPIC PARTNERSHIP

Since 2008

Eastwood Homes has
given more than \$200,000
to Levine Children's Hospital



PORTION OF
EVERY HOME SOLD
DONATED TO HOSPITAL

Hospitality Cart
sponsorship

- magazines
- amenities
- snacks



Source: Eastwood Homes
internal information and
www.eastwoodhomes.com



Building on strong partnerships
for a stronger community.

24 types of
sponsorships
available



Our world revolves around children.



ANNUAL CHARITY GOLF OUTING



29 teams
of four

MORE THAN 25 VOLUNTEERS ON DAY OF EVENT



EASTWOOD HOMES CHARITABLE GOLF OUTING

WEBSITE

Currently, the Charitable Golf Outing website lives within the Eastwood Homes domain. It serves as a tool to share basic information about the upcoming annual event.

This page could be improved upon with a single scroll design that could incorporate photo albums of past events, as well as grand totals of amounts raised. Sponsors from each year could also be featured. Eastwood Homes could also incorporate posts related to the upcoming gofundme campaign. Updates from the Facebook page for the golf outing could also be shared here.

It would be ideal to post information about how Eastwood Homes is making a difference at Levine Children's Hospital. Some of this information is located on the Eastwood Gives Back page on the website, but it would be helpful to include that information here especially if its expanded into more of a resource about the event and its history.

Four successful years of a fundraiser should be celebrated, and that should be how this page is approached in terms of design and layout.

Screenshot of www.eastwoodhomes.com/charitygolf:

Charity Golf Outing Benefitting Levine Children's Hospital



Eastwood Homes
Invites You to
Participate

in our
4th Annual Golf Outing
to benefit the
Levine Children's Hospital
on

Monday, September
26, 2016

SPONSORSHIP
OPPORTUNITIES

MANY THANKS
TO OUR
SPONSORS!

LEARN
MORE

VIEW
COMPLETE
LIST

REGISTER TODAY ▶

To stay up to date on the Eastwood Homes Charity Golf Outing, visit our [Facebook page](#)

EASTWOOD HOMES CHARITABLE GOLF OUTING

2016 INTEGRATED MARKETING CAMPAIGN

THANK YOU.