

GOLDEN SPIKE AWARDS 2022
IRON COUNTY CARE AND
SHARE'S 6TH ANNUAL CHARITY
DODGEBALL THROWDOWN

SPECIAL EVENTS' NON-PROFITS



6TH ANNUAL CHARITY DODGEBALL THROWDOWN FOR IRON COUNTY CARE AND SHARE

Summary:

Iron County Care & Share in Cedar City, Utah wanted to make a comeback from the lack of funds and events in 2020 and 2021 due to the Covid-19 Pandemic. They asked PilmerPR, a Benefit LLC to improve the 6th Annual Dodgeball Tournament increasing donations and awareness of programs provided by ICCS through A) media pre-stories and live coverage B) creating a silent auction and applying for donations C) increase partnerships with influencers and community figures.

The PilmerPR team set out to accomplish these three goals by setting these objectives:

Generate 1 media pre-story, 2 live coverage segments, 1 post-story in Feb, 2022.

Establish a partnership in the form of a social media influencer between in Jan 2022.

Collect \$1,500 worth in silent auction donations between Dec. 1 2021 and Feb 12, 2022.

Audience: Utah residents especially those residing in Iron County.

PR Budget: \$3,000

Total Project Value: \$10,000

Category: Special Events- Not for Profit

Research and Planning:

PilmerPR began by researching past coverage of the event and gathering assets from previous tournament years. This provided a solid baseline for the PilmerPR team. Several areas were identified in which PilmerPR strategized to increase support and connections. One of the most significant suggestions PilmerPR made was to create a silent auction, giving the community more than one way to support the ICCS at the event.

PilmerPR team also identified trends in the media for recent events. They updated the press list, and started making relationships with reporters who may be interested in covering.

PilmerPR researched social media influencers who would fit the brand and mission of the Iron Care and Share, they also started collecting contact information for college mascots that would add a unique family friendly element to the event.

A silent auction wishlist was created, and application deadlines were recorded in a spreadsheet.

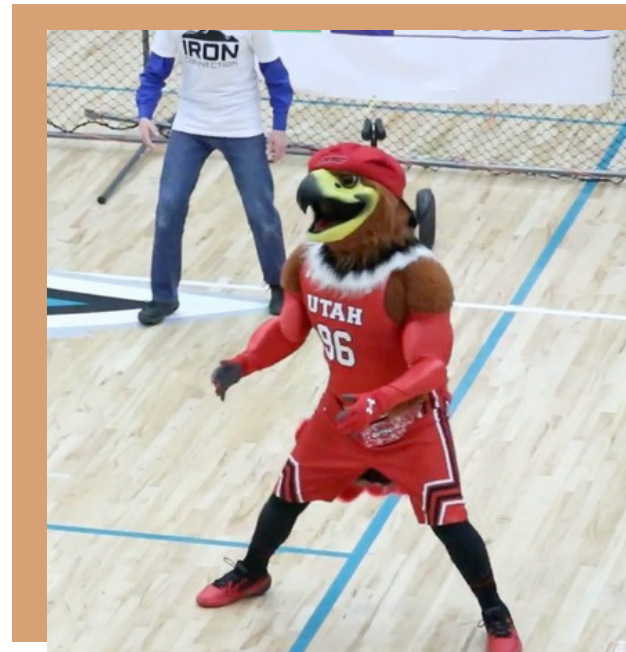
Implementation:

PilmerPR identified a social media influencer who was athletic and willing to help with the cause. An Olympian in training Michael Wilson. They also committed 3 Mascots (one who got sick the night before), to rally at the event.

Over 30 silent auction applications were submitted, some larger organizations were not accepting in-kind donation applications because of COVID restrictions still in affect, 13 organizations sent in-kind donations in support of ICCS.

A press list was compiled based on research. PilmerPR also leveraged existing relationships with local press outlets (ie KUTV, KSL, ABC4, Fox13, KSLRadio) and editors (Deseret News, Standard Examiner, Daily Herald, SL Tribune) that report on community charities, events, and nonprofit work. In addition, Facebook and Twitter were used to extend the reach of the media hits.

PilmerPR created a targeted pitch, press kit, and flyer invitation to send to each of the researched reporters (see supporting items).



Evaluation:

The pitch and press kit were well received and the partnerships and collaboration of sponsors and community figures were an interesting hook for media.

PilmerPR successfully garnered media coverage for the 6th Annual Charity Dodgeball Throwdown with mentions of Iron County Care & Share. The following local media covered it: SUU News, St George News Pre- Story, St. George News Post Story, ABC4 News, KUTV, Fox 13 TV, ABC4 TV, and Iron County Today Paper Pre and Post Story.



The following results exceeded the initial objectives:

- Generate 4 pre stories, 6 live coverage segments, 2 post stories.

Generate 168,000 Nielsen Audience views.

Established a partnership with Michael Wilson, social media influencer and aspiring Olympian.

Collect \$2,558 in silent auction donations.

- 2 mascots in attendance adding to the energy.

Efforts contributed to the total of \$10,000 raised for ICCS.

These quantitative results were in addition to the qualitative results of overall positive feelings and awareness increase of Iron Care and Share.



SUPPORTING DOCUMENTS

SECTION A: TOTAL COVERAGE SUMMARY

Total Coverage Online, Live, Print							
Coverage	Date Published	Monthly Visits (Est)	Coverage Views (Est.)	Social Media	Live Coverage Views (est.)	DA	Circulation
<u>St. George News Prestory</u>	2/8/22	878,000	4,400	21		68	
<u>ABC4 Pre Story</u>	2/9/2022	1,288,111	4858	18		74	
<u>SUU News</u>	2/11/2022	2,890	106			22	
<u>St. George News Post Story</u>	2/15/2022	878,000	4461	68		68	
<u>ABC4 TV</u>	2/15/2022				15,286		
<u>KUTV</u>	2/15/2022				138,332		
<u>Fox 13</u>	2/15/2022				14,416		
<u>Iron County Today Pre-Story</u>	2/9/2022						13,000
<u>Iron County Today Post Story</u>	2/16/2022						13,000
Totals	9	3,047,001	20,945	107	168,034	58	26,000

LINK TO THE COMPLETE COVERAGE BOOK: [CLICK HERE](#)



SECTION B: PITCH AND PRESS KIT AND FLYER

Original Pitch

Subject: Utah's largest dodgeball tournament is coming

Hi Corey,

What would cause an Olympian to pause his rigorous training, companies around the state to donate and college mascots to make appearances?

The answer is Utah's Largest Dodgeball Tournament. This 6th Annual event will be held on Feb 12th at Cedar High School in Cedar City. More than 20 teams are expected to compete, including a team led by the Olympic-hopeful and athletic influencer, Michael Wilson.

In addition to the tournament, there will be a chance to meet mascots from Dixie State, SUU and the U, and a silent auction fundraiser. All proceeds from the event will go to support the Iron County Care and Share, a non-profit that provides for families in need in the Cedar City area.

In Utah, 1 person for every 9 faces hunger, with 1 in 8 of those being a child. The Care and Share helps these families get the food and supplies they are unable to get their own, and this fundraiser will make a huge difference in the recipients' lives, especially in the lives of the children impacted by food security.

I'd love to get you in touch with the organizers of the event and schedule a time at the event for you to meet for a few minutes. Please let me know when would be a good time. You can also check out the press kit with details for the event [here](#).

I look forward to working with you.

Sincerely,
Sara Hall





6TH ANNUAL
**CHARITY DODGEBALL
THROWDOWN**



February 12, 2022
Cedar City, UT;
Canyon View High School

You Decide How to Support!

Donations and proceeds go to Iron County
Care and Share.

Largest Dodgeball Tournament in Utah
with over 30 teams and 1500+ attendees.

**GO BIG OR GO...
COURT**

\$1000 and you can sponsor your
own court.

What's in it for you?

- A banner on the court.
- Free registration for one
dodgeball team
- Advertisement on event map
and marketing materials



See all the fun from
the past here

**UNITE AND FIGHT:
WITH YOUR OWN
DODGEBALL TEAM**

Love Dodgeball? Love fun family
events? Love to support a good
cause? Then create a team and
fight to win! Click here to register
and for more information.

**GIVE IN-KIND SO WE
CAN BEAT THE
UNKIND**

Own a business? We are
accepting gift donations for a
silent auction! All proceeds will
go to the Iron Care & Share
Foundation AND your name will be
included on marketing materials.
Email rachellepilmpr.com for
details.



WHY SUPPORT?

Iron County Care and Share
(ICCS) has a grand responsibility
to care for individuals who reside
in Rural Southwest Utah this
totals: over 18,000 square miles.

ICCS provides a pathway to
stability for individuals in crisis
who have few affordable and
supportive options available.
Your support makes it possible
for them to help the helpless gain
stability in their lives.



Add your name to this list
of current sponsors!



THROWDOWN '22

SECTION C: B-ROLL AND FOOTAGE

SECTION D: SILENT AUCTION

Company	Value	
Olympic Park	\$100	tickets
Hogle Zoo	\$80	4 Tickets Donated
Minky Blankets	\$1,000	10 blankets
Color Country Massage	\$60	60 minute massage
SUU tickets	\$100	12 tickets
Thanksgiving Point Tickets	\$228	6 tickets
Tuachan Tickets	\$110	4 tickets
Dreamland Safari Tour to Peekaboo canyon	\$300	2 passes for a day tour
Little Giant Ladders	\$300	2 ladders
Big 5 2 \$25 giftcards	\$50	2 \$25 giftcards
University of Utah	\$75	Signed Football
Cliffside Inn Restaurant	\$75	\$75 giftcard
LUXE pickleball paddle and swag	\$80	Pickleball paddle
	\$2,558	

SILENT AUCTION SAMPLE REQUEST LETTER



November 14, 2021

Loveland Living Planet Aquarium
ATTN: Charitable Requests
12033 S. Lone Peak Parkway
Draper, UT 84020

Valued Partners at Loveland Living Aquarium,

Iron County Care and Share is a private non-profit dedicated to providing compassionate assistance and resources to individuals and families in need, offering them opportunities to increase their stability and self-sufficiency. Our organization **provides an exit from crisis and a pathway to self-sustainability.**

Our target populations are homeless men, women and children living in poverty and the chronically unsheltered through the 18,226 square miles of Iron, Beaver, Garfield and Kane counties. This population includes the elderly, minorities, the disabled, veterans, developmentally disabled, physically and mentally ill, those with dual diagnoses, and homeless people living in places unfit for human habitation. Iron County Care and Share provides a pathway to stability for individuals in crisis who have few affordable and supportive options available.

We are seeking a donation for the 6th Annual Charity Dodgeball Throwdown. In an effort to expand our fundraising audience and embrace the next generation of philanthropists in southern Utah, we created this event to [#smashhungerinthe face](#) and make it possible for us to serve over 1,500 unique families each year with nutritious food and wrap-around support with the dignity and love everyone deserves.

Thank you in advance for your partnership in fighting hunger and ending homelessness.

With kindness,

Peggy Green
Executive Director

