



## *instant impact marketing & media*

### **The Company/Service:**

Recently launched, i2m2 is focused on developing and facilitating a better, more meaningful way businesses and brands can connect and engage with their desired audience, while enriching venues and organizations (e.g. schools, theatres, museums) within our community. A powerful twist on event marketing coupled with a seamless, integrated and results-oriented fundraising/donation component.

### **Background:**

Long-time Bay Area advertising sales executive, Dave Shapiro, has represented market-leading media outlets (KFOG/KNBR, Ask Jeeves) as well as numerous technology oriented start-ups. This venture combines Dave's rich experience in delivering strong, results-oriented advertising and marketing campaigns with his lifelong commitment to schools and local communities.

### **Premise:**

In a crowded and hectic media environment dominated by big brand spending, local businesses/brands need to leverage their unique strengths and community roots to make an impact. Knowing this, many local businesses emphasize promotions and events to get their message across. It's clear: customers like doing business with people in their own community. But local event marketing can be so much more powerful, if it can find ways to connect with the values of a community and its residents. The best way to do this is to "embed" your promotion within events the community is already committed to and has supported for years: plays, festivals, concerts, and athletic events.

### **How it works:**

Businesses provide a discounted ticket price to valued local events. To ensure venue/school(s) support and participation, a 'sponsor fee' increases revenue for the venue directly. The **instant impact...everyone wins**: 1) Patrons pay less-enjoying an "unexpected perk", 2) the venue/school recognizes a 25-50% bump at the gate, and 3) via the event ticket/coupon, the sponsoring merchant/brand collects measurable ROI (redemption). Plus the 'good-will' created by the sponsor leaves a lasting impression among the attending patrons and community leaders.

### **Case-Studies:**

San Rafael vs Redwood High basketball, Sponsored by Melting Pot (1/28),  
Davidson Middle-School Dance, Sponsored by Extreme Pizza (2/4)  
Throckmorton Theatre, Sponsored by Bank of Marin, Brick & Bottle (March/April)  
Mountain Play/high-school tix sales, Mill Valley, Sponsored by Marin Acura (Spring)