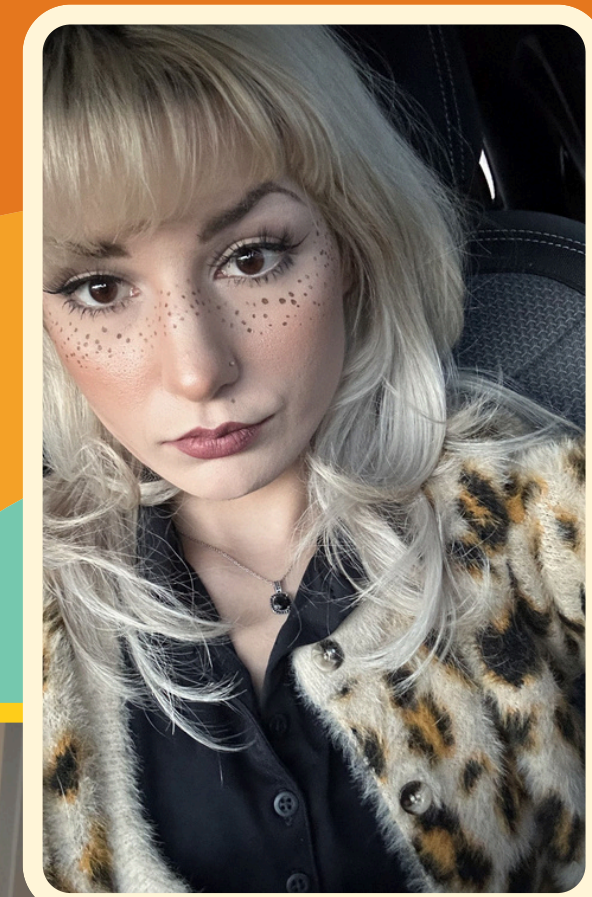




Woofstock

2025

Meet the Team!



The Assignment

What was assigned

Plan, develop, execute, and evaluate a public relations campaign in the form of a benefit concert.

What we came up with

We volunteered to take on the benefit concert with the San Marcos Regional Animal Shelter as our benefit. We scouted 3 local artists to perform at our event which took place at Industry Bar and Restaurant in San Marcos, Texas.

Our Main Objectives

- *Attention*
- *Attendance*
- *Donations*
- *Increase Adoption*



Communication

Venue

Reaching out to Zelicks



Reaching out to Industry



Coordinating meetings
with Daniella

Benefit

Coordinating with the shelter



Talking to Nick and Minnie



Understanding the shelter's needs

Key Communication

Shelter content creation



Adoptable dogs at the event



Building relationship


EVERYDAY. LATE NIGHT

The City of
SAN MARCOS



Regional
Animal Shelter



Hi William,

Thank you so much for reaching out and for considering us for your campaign event! We're thrilled to hear about your group's passion for **animals** and your support for the shelter—it truly means a lot to us.

Your event sounds like a wonderful idea, and we'd love to explore ways to collaborate with you. I'm looping in our Programs Coordinator, Nicholas, who can assist if we want to bring adoptable **animals** to the event. He's the go-to person for all things related to getting our furry friends involved in community events.

We look forward to hearing more details and working together to make this event a success! Let us know how we can best support your efforts.

Thank you again for thinking of us!

Best regards,

ARTISTS

**Jordan
Shaw**

Alternative music

San Marcos local

Songwriter, Singer,
Guitarist

@toastkicks



**Stevie
Stevenson**



Indie/ folksy music

Texas State Alumni

Songwriter, Singer,
Guitarist

@stevie.steves

**Mia
Spidel**

Country/ folksy music

Music Student at UT

Singer, Songwriter,
Guitarist

@miaspidelmusic



Brand

Brand Kit

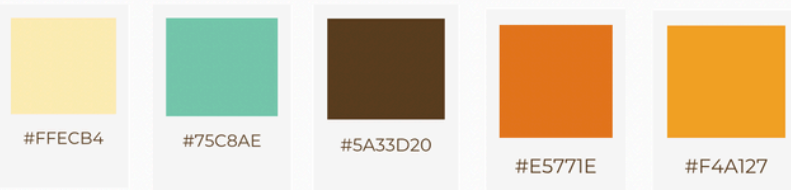
Logo, Color palette, fonts

WOOFSTOCK BRAND KIT

LOGO



COLORS



FONTS

**SERGIO
TRENDY**

Open
Sauce

MOOD BOARD

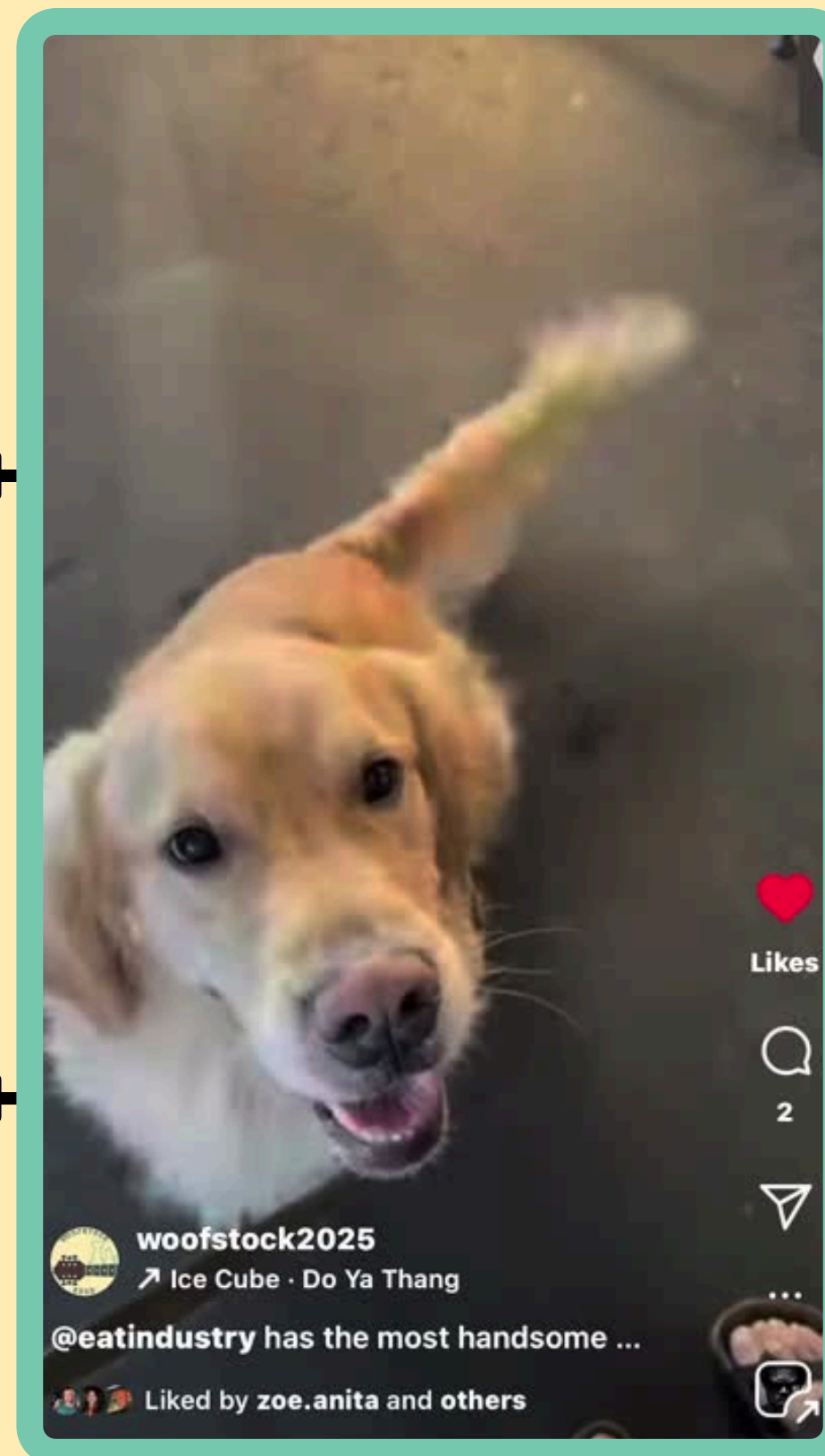
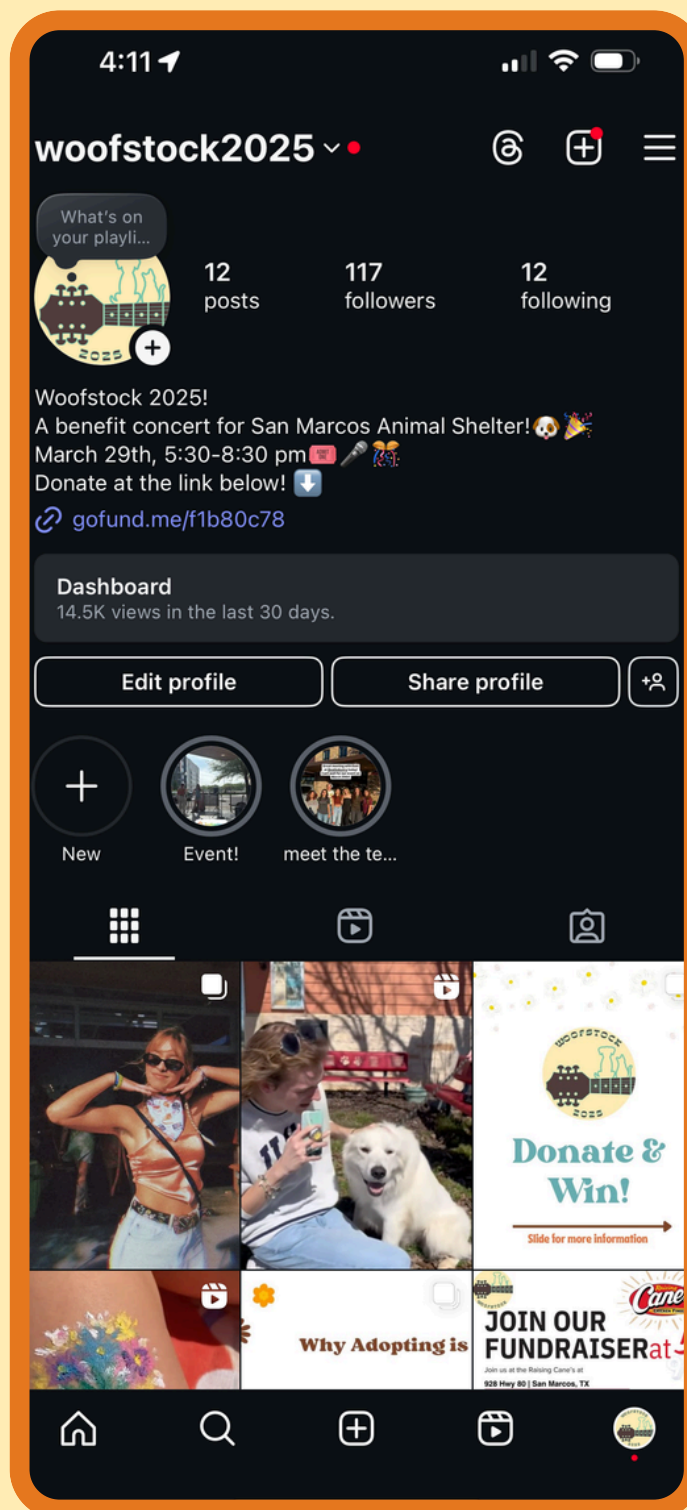


Graphic Design

flyers, posters, slideshow



Social Media



Before the Instagram creation, our team visited the shelter to take content, conduct interviews and get an overall view of what we needed to produce on our social media

We announced our event on February 25, and we consistently posted pictures, reels and interviews that highlighted our vision, our cause and ways to get involved up until the event ended.



Promotion

- Social Media
- Flyers
- Verbal promotions
- Personal Influence
- Micro Events
- Traditional Media
(radio & newspaper)



painting pop up @
sewell park!! 🌈



Sponsors

- Raising Cane's Chicken Fingers
- Starbucks
- Nothing Bundt Cakes
- Prickly Pear Cooking Classes
- TeaNenergy
- Pie Society
- Got Toys
- Old Soul Exchange
- Vagabond Vintage
- Alchemy Records
- Sundance Records
- Stinky Dawg Wash
- Wake the Dead Coffeehouse

DONATION RAFFLE

Purpose

- incentive for donations
- exposure for local businesses
- fun & rewarding for attendees

Execution

- 4 Baskets numbered (1-4) with corresponding jars for tickets
- Unlimited entries, \$10 each
- prizes offered for adopting



every \$10 value donation
= 1 entry

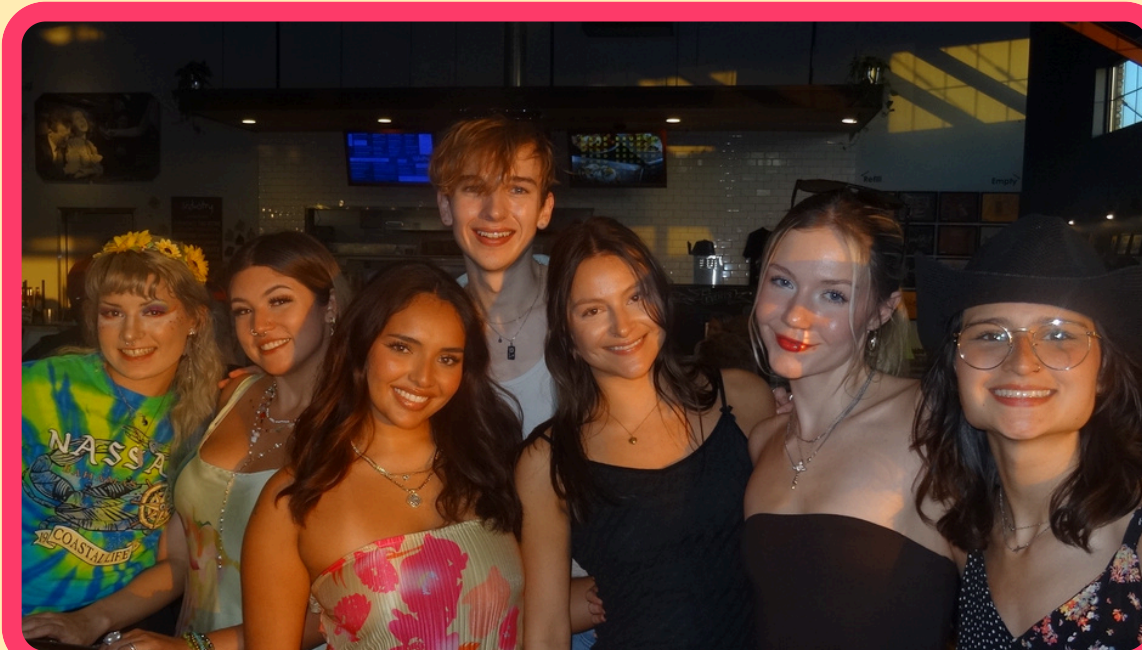


Grab a ticket, write your full name
and phone number on the back

place your ticket into the box in front
of the basket you'd like to win



March 29th



Great turnout so far!
We 🐾 our community



COCKTAIL MENU

"THE ZOOMIES" - SCOUT
COLD BREW, LICOR 43

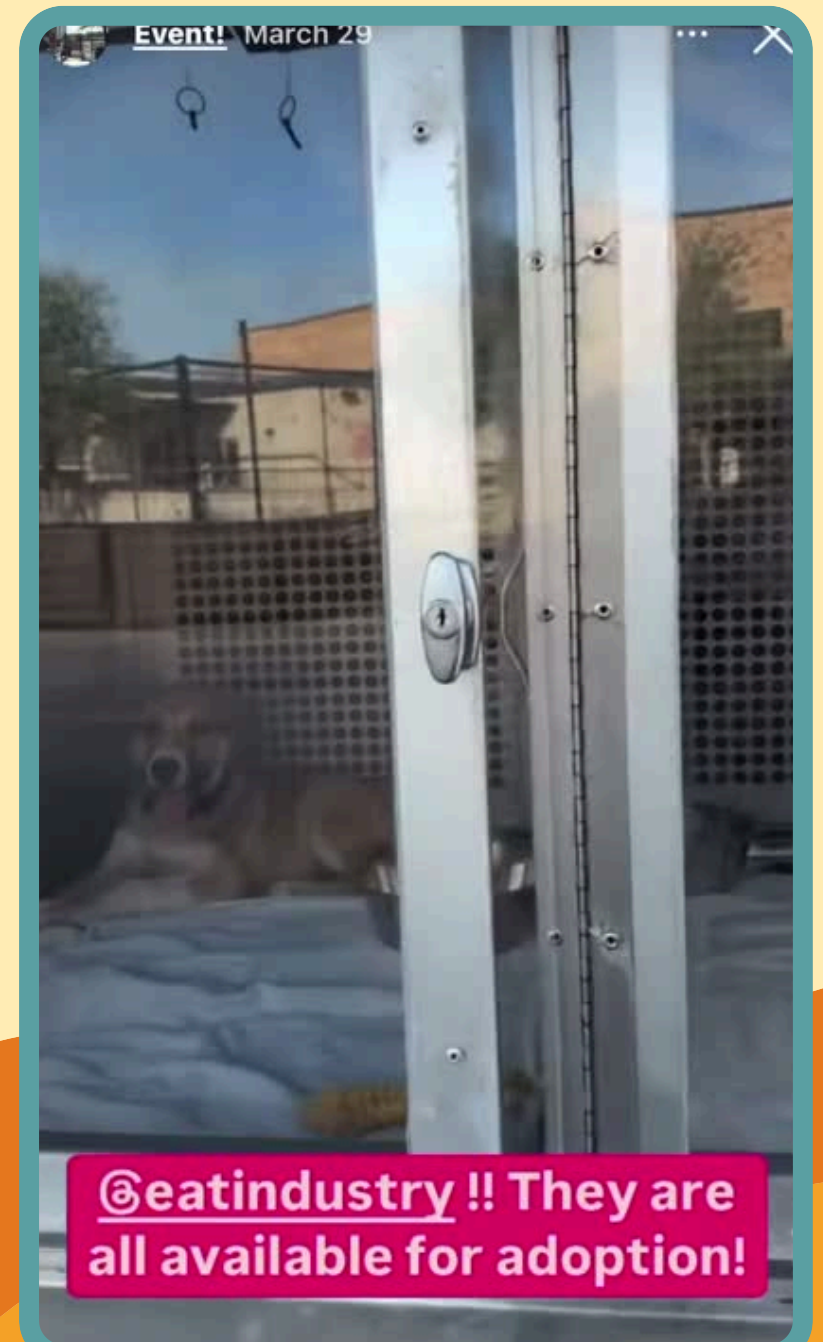
"BLUES CLUES" - MURPHY
COCONUT RUM, BLUE CURACAO, SOUR, SPRITE

"SPLASH ZONE" - SIENNA
CHAMBORD, VODKA, LEMONADE

"GO FETCH" - CANELO
AMARETTO, REPOSADO TEQUILA, LIME, ORANGE

"MANS BEST FRIEND" - XENA
WHISKEY, AMARETTO, ORANGE

GOLDEN DEWEY - "PURR-FECT
MANCHATTEN"
VEET & DRY VERMOUTH, RYE WHISKEY, BITTERS



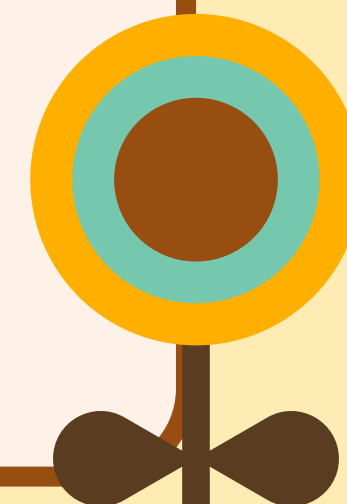
@eatindustry !! They are
all available for adoption!



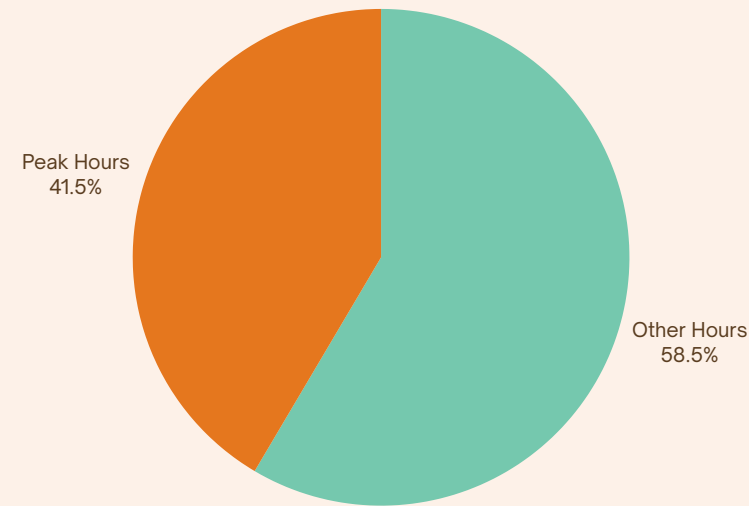
Outcomes



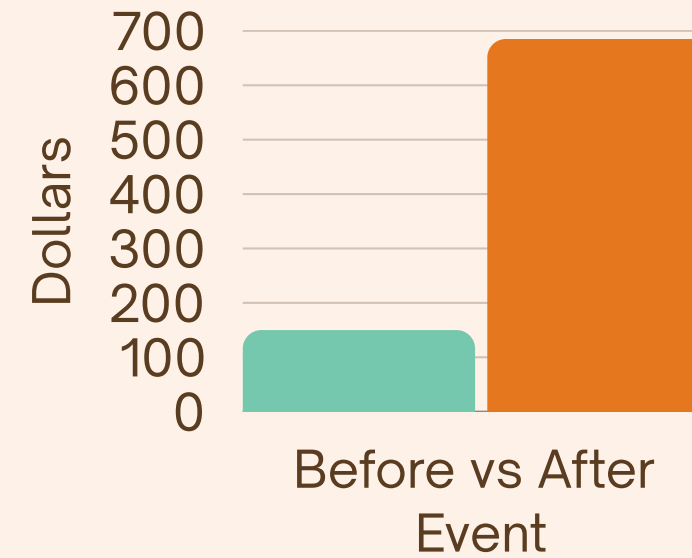
Our instagram reached 122 followers by the time of the event, and the account had over 20 thousand views on the day of Woofstock. Our best post was shared 67 times, got 72 likes and was shared on the SMRAS and Industry pages as well.



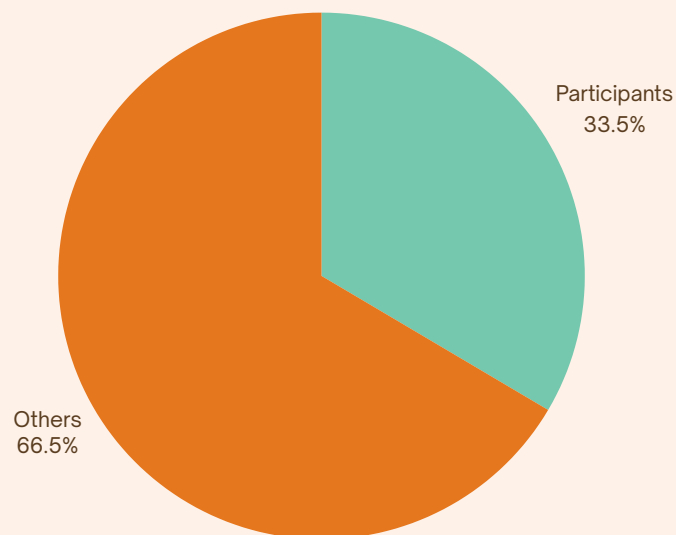
Outcomes



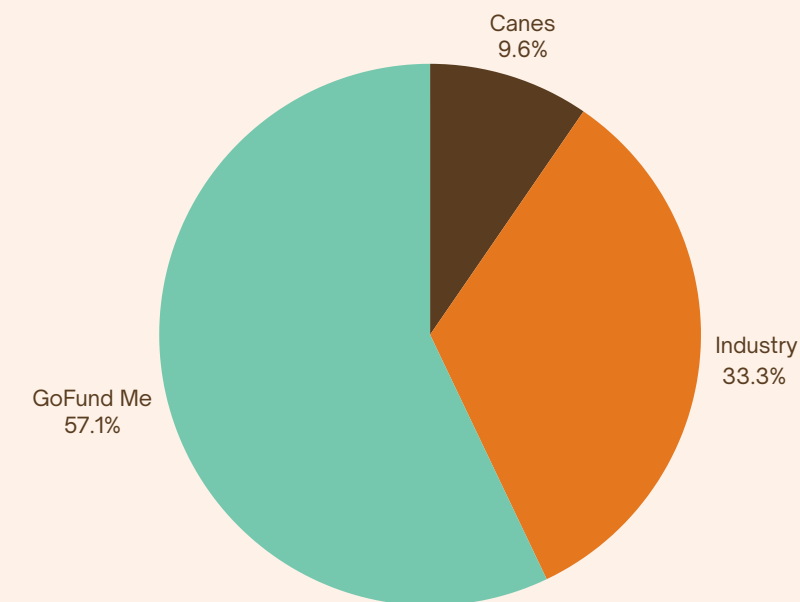
200 total attendees



\$685 in GoFund Me Donations



67 raffle entries



Raised a total of \$1,200





Thank
you!