



***LOS ANGELES
CHARGERS***

Impact Fund Campaign



MEET THE TEAM



Guadalupe Hernandez

Public Relations Officer (PRO)

Born and raised in a melting pot of cultures in Southern California, Guadalupe Hernandez was inspired to communicate with people of diversity. Guadalupe is fluent in Spanish, English, and conversational Korean. Her passion is in global communications and she aspires to share different perspectives of people around the globe, especially those in marginalization. Through her work as web designer for the PRSSA Long Beach Chapter, Guadalupe has helped open new doors in her field for incoming public relations students. With her strong communication and organization skills, Stage 5 Agency is able to bring unity as well as unique opportunities to people of color and diversity.



Sophia Isma

Creative Director

Sophia Isma is a Filipina-American fourth-year student at California State University, Long Beach; born and raised in Southern California. Not only a title to Sophia, the adjective "creative" rings true to her personality and skillset. Sophia is in charge of overseeing the overall vision and narrative of Stage 5 Agency. From marketing, advertising to creative campaigns, she is also interning as the Instagram manager for the Department of Journalism and Public Relations at CSULB.



Lexi Gonzalez

Copywriter

Having lived in Long Beach her entire life, Lexi Gonzales is a known Southern California native. Lexi has combined her interests in communication and politics with aspirations of improving public policy for future generations. In the past, Lexi has held positions such as Vice President of Academic Excellence and Web Designer at Cal State Long Beach, where she has gladly created events and content for her chapter.

MEET THE TEAM



Brenda Payan-Garcia

Project Manager

A third-year public relations student at Cal State Long Beach, Brenda Payan has earned her experience through local community and large company events, such as Speck, in San Diego, California. Brenda is fluent in Spanish, English, and conversational French. Although born in Santa Cruz, Brenda has spent much of her time throughout the U.S. and Mexico. Brenda has dedicated her life to following through a career outlined in diversity, passion, and ethics. She understands community is at the heart of every business and wants to help businesses connect with their communities. Brenda's mission has always been to remind others that passion and creativity are always at the forefront of her work and lifestyle. As Project Manager for Stage Five Agency, Brenda takes responsibility of being the first point of contact as well as planner and organizer of agency projects alongside her team.



Rudy Rizo

Research Analyst

Hailing from Long Beach, California, Rudy Rizo is currently in his last semester as a Public Relations student at California State University, Long Beach. Rizo is currently holding the position as Vice President of Health and Safety, as well as Social Media Chair for Theta Chi's Fraternity at Cal State Long Beach. With his background in survey methods, research analysis, and social media content creation & planning, Rudy makes for a valuable member at Stage Five Agency.

NOT YOUR ORDINARY COMPANY

Stage Five Agency is a SoCal-based public relations agency. We work to utilize all of our resources and media tactics to create special and unique ties with communities, with results such as long-lasting connections. Stage Five believes in strong ethics, focusing on diversity, and delivering clear and concise written & verbal communications while adding eye-catching visuals that audiences can interact with and enjoy.





- **Goals and Objectives**
- **Key Messages**
- **Tactics**
- **Conclusion**

GOALS & OBJECTIVES

IMPROVE IMPACT FUND REPUTATION

- Reinforce the reputation as a family-run business with sponsors and the community.

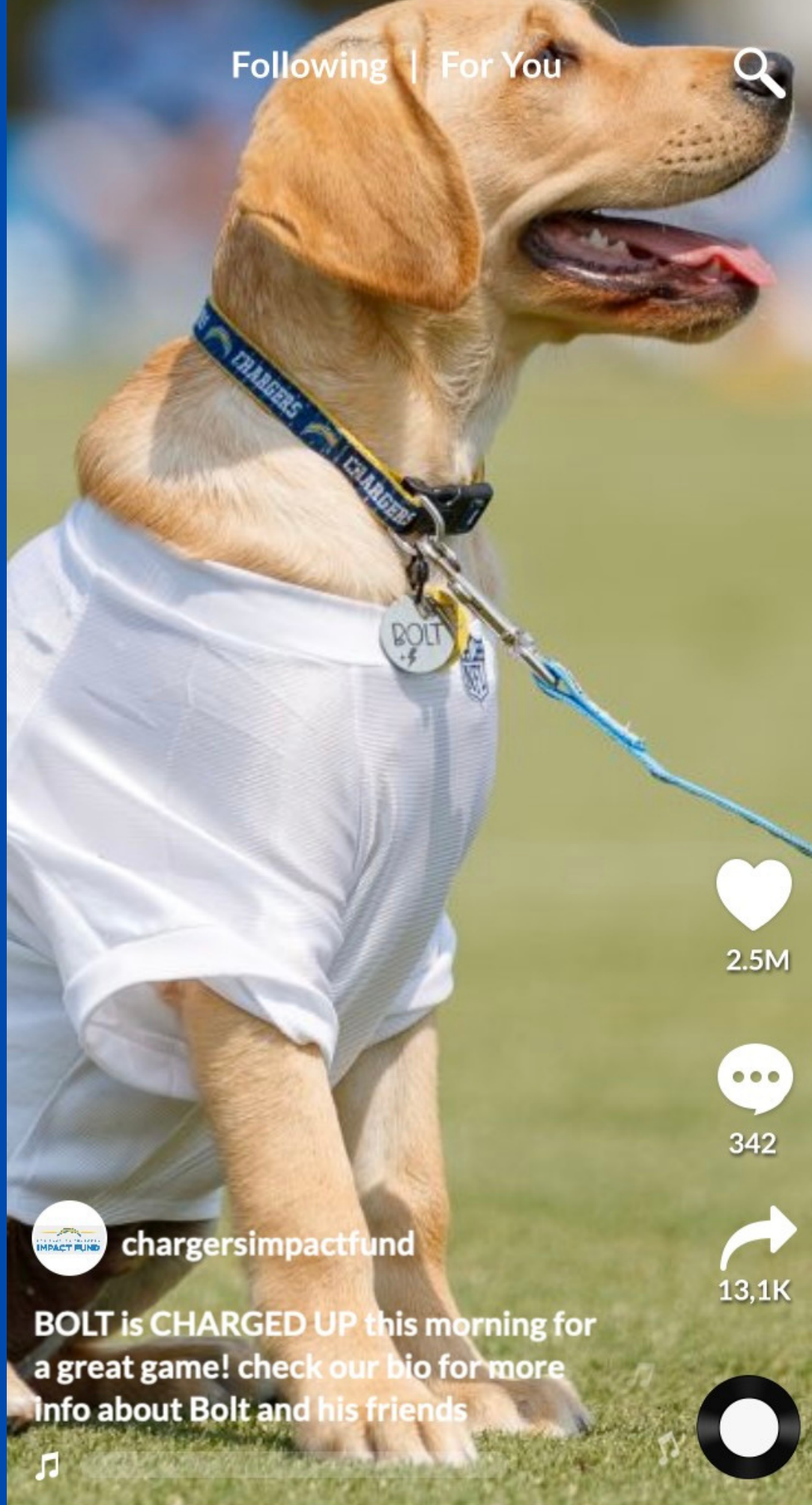
INCREASE FUNDS AND DONATIONS

- Raise funds and donations by increasing pledge commitments by 30% during the incoming 2022 football season.

IMPROVE COMMUNITY & MEDIA RELATIONSHIPS

- Promote a relationship with the local community of Los Angeles, as well as San Diego publics, through social and local medias through promoting Impact Fund campaigns.
- Gain a following on social media (large to medium scale, consistent and interactive), specifically for TikTok and Instagram with the team's dog being the main focus. Measure through number of reshares, likes and comments, positive vs negative comments per post.

**WINNING
ON AND
OFF THE
FIELD!**



Following | For You



chargersimpactfund

BOLT is CHARGED UP this morning for a great game! check our bio for more Info about Bolt and his friends



2.5M



342



13,1K



Home



Discover



Inbox



Me



@chargersimpactfund

1

Following

779.8K

Followers

12.6M

Likes

Follow



Welcome to the Charger's Impact Fund Tiktok!

Bolt loves his #Boltfam

<https://www.chargers.com/community/impact-fund>



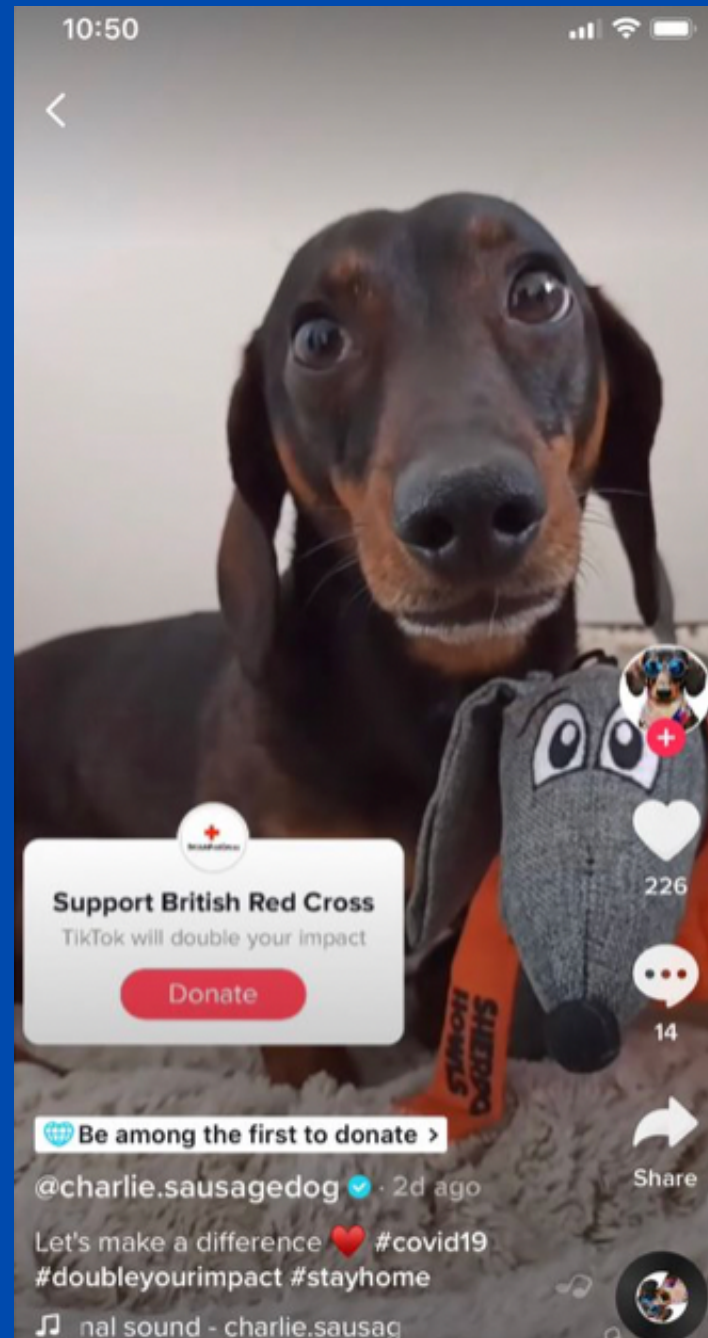
Impact Fund TikTok



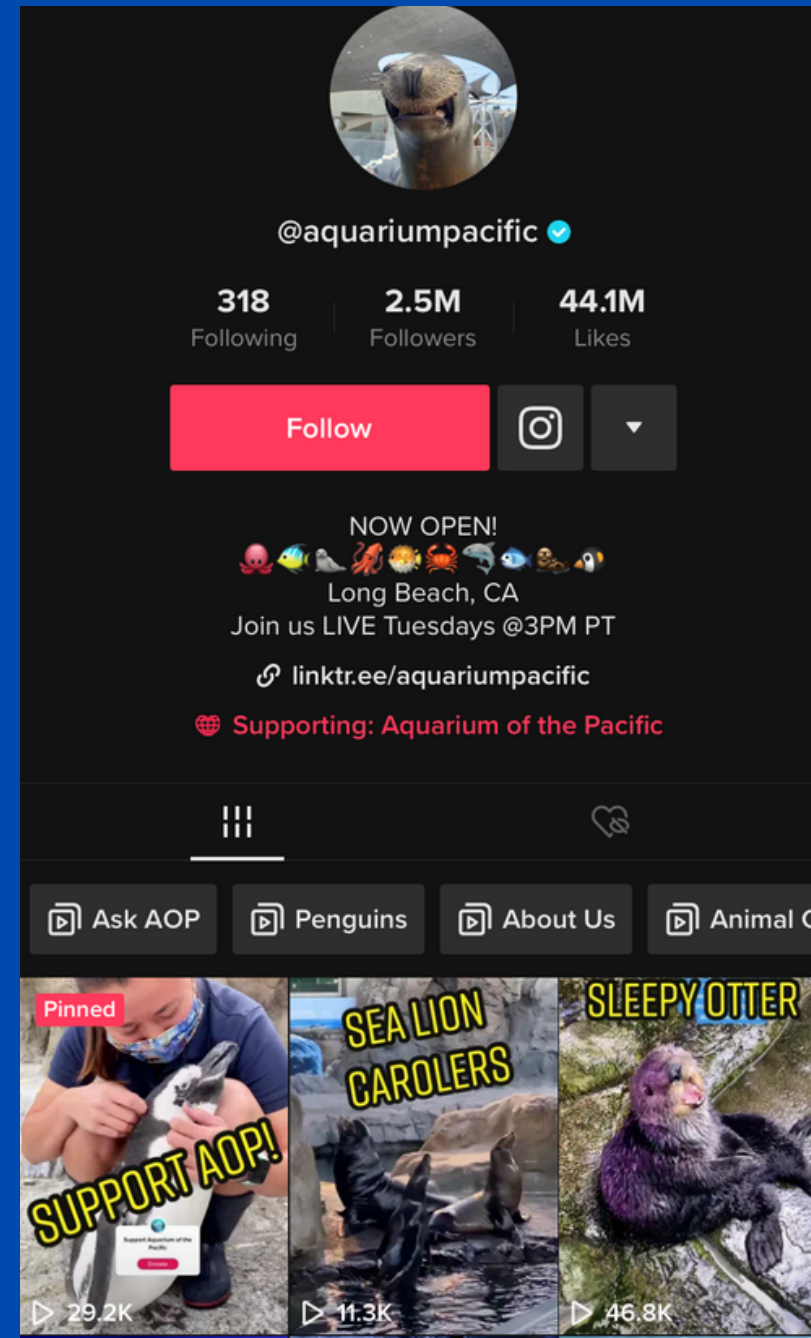
Socia Media platforms, especially TikTok, allow for companies and nonprofits to interact and gain loyal audience members around the world!

- Go Live with Bolt and his friends with **Punts for Pets**
- Post reels from recipients of **Touchdowns for Turf**
- Comment on fellow NFL sports TikTok
- Create Viral dance trends with the D'amelio's
- Publish familial content with the Spanos Family

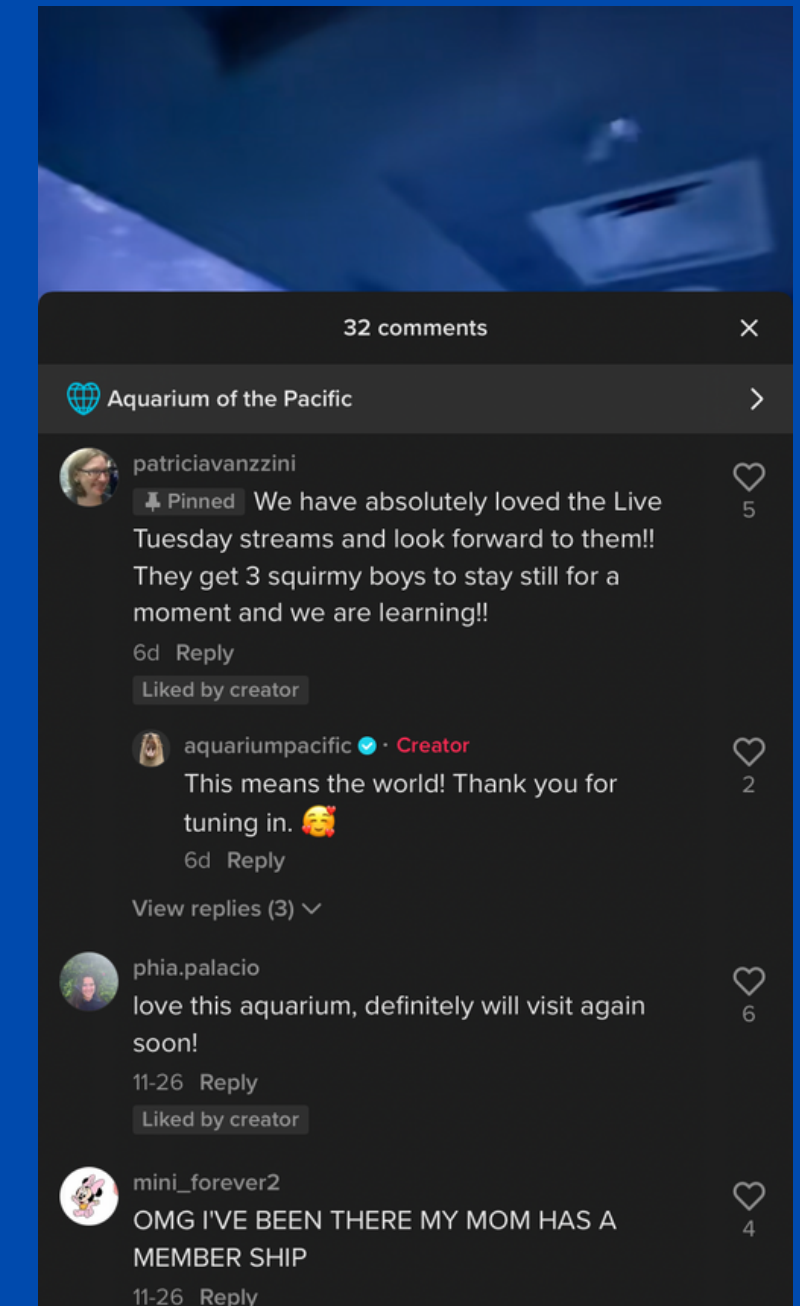
Impact Fund TikTok



Donation Stickers



Other non-profit success



Positive Interaction with Fans

Lasting Legacy: Commemorative Bricks



DISNEYLAND EXAMPLE

These Disneyland commemoratives were offered from the year 2000 to 2007, at the price of \$150 each. They are now located in between the entrances of Disneyland Park and California Adventure.

Lasting Legacy: Commemorative Bricks



PROPOSED PLAN

We propose the new El Segundo Facility build a path of commemorative bricks leading to the facility. As well as, creating a legacy memorial wall inside the facility that lists the name of big donors inside the facility. Unlike the standard red bricks, we can offer white dove concrete so that the donor colors can stand out more.



Conclusion

Based on our presentation, Stage 5 believes the campaign goals and objectives of donations and engagement will be met in the time between team drafting until the end of the Super Bowl.

Thank you for your time.

