

STAGE 5

"Anything we do for our children to help them live meaningful lives is worth doing."

Alex G. Spanos



**LOS ANGELES
CHARGERS**

**IMPACT FUND
CAMPAIGN**

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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 marginalized communities. Through her work as a 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, but the adjective “creative” also 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.



MEET THE 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 and planning, Rudy makes for a valuable member at Stage Five Agency.

LEXI GONZALEZ

Copywriter

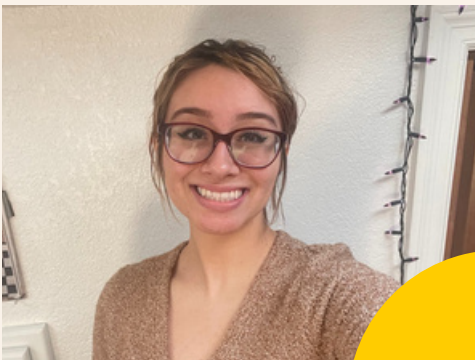
Having lived in Long Beach her entire life, Lexi Gonzales is a known Southern California native. Lexi has combined her interests in communication and politics with aspirations of improving public policy for future generations. In the past, Lexi has held positions such as Vice President of Academic Excellence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



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 for being the first point of contact as well as planner and organizer of agency projects alongside her team.



NOT YOUR ORDINARY COMPANY



Stage Five Agency is a SoCal-based public relations agency; the agency works to help lift the curtain that separates businesses and their clients. 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. Stage Five knows that each team member has a unique skill and mindset to the team, so you can count on us to get the job done.



EXECUTIVE SUMMARY

What we believe will help accomplish set goals.

AIM OF THE CAMPAIGN

As a great non-profit, hoping to help their outstanding community with the resources they worked hard to earn, we at Stage Five Agency are looking to help the Los Angeles Chargers Impact Fund raise and increase donations, awareness, and engagement from the community within the greater Los Angeles area, expanding to other counties of Southern California.

WHAT THEY ARE

Since its founding in 1995, the Los Angeles Chargers Impact Fund has raised more than \$12 million in direct community assistance. The Impact Fund has helped families thrive through high-impact programs, such as **Bolt Academy**, **First Downs for Books**, **Punts for Pets**, and more; with targeted impact areas such as: **youth empowerment**, **supporting families**, **animal welfare**, emergency response.

TARGETED AUDIENCE


Our targeted audience includes fans of the Los Angeles Chargers as well as non-fans that live in SoCal, within the areas of Orange County, South LA, Inglewood, and even San Diego (as it was the last home the team had).

CAMPAIGN MEASUREMENTS

In order to accomplish the goals we have set, we plan to involve the dedicated fans the team already has as sponsors in events hosted and created by the Impact Fund. Fun and inner-active events for the community will create a special bond and deepen as well as expand-the base of loyalty for the team (also creating friendly competition amongst other football teams in California), getting more people involved as possible!

Stage Five Agency is making its mission to help the community feel like the main priority of this campaign. Aside from gaining more engagement and donations, it is the community that receives the overall benefits of the work done by the Impact Fund.

According to our research, the L.A. Chargers' fan base is one of the most racially diverse fan bases in the NFL. This is a huge accomplishment! Stage Five Agency has also found a list of fan accounts and groups that have undying support for the team; we know that they continually hold community events in the name of their fandom for the team. By incorporating this fanbase, the Impact Fund can truly work together with the community and get the results they need and expand engagement, media attention, as well as increase donations.



**THE CAMPAIGN:
Winning On and Off
the Field**



RESEARCH

Primary Research

Primary research methodology is used by researchers to conduct data first-hand which can be a more reliable and credible source to the researcher. For example, primary research includes interviews, surveys, observations, and analyses that can directly access the desired audience. With primary research, the information is guaranteed to be current and up to date and allows for an individual or an organization to have ownership over the data. Primary research would allow us to better understand questions that haven't been asked before or that need to be updated, which we can ask through surveys of our own creation as well as through conducting interviews. However, our group will focus on secondary research as it is more affordable (with our budget), convenient with the regulations of the COVID-19 pandemic and it would be difficult having to contact everyone who supports the Los Angeles Chargers.

Secondary Research

Secondary research is beneficial for being inexpensive and easily available with a wide variety of resources. Our agency chose to conduct secondary research to have a clear sense of how we can improve awareness for the campaign. We researched and compared successes and failures in similar or past campaigns to have a proper way of measuring and evaluating the successes and failures of our current campaign. Our secondary research consisted of reviewing social media posts, blog posts, and news articles on the Los Angeles Chargers football team, With this information, we will have an edge against competitors and be able to keep up with any changes in society and or the economy.

Methods

The methods of Secondary Research included using Google Search to find social media accounts and websites related to the Los Angeles chargers and their fan-base. Social Media sites checked out included: Twitter, YouTube, TikTok, Instagram, and Facebook. Personal websites and blogs were found under the name of the Los Angeles Chargers or were related to the team name. Most of what was found were fan-made or about the fans, such as blogs and an Etsy page selling merch.

RESEARCH

Key Findings

Latino/Hispanic Communities (target audience)

- According to Pew Research, as of 2016, three-quarters of Latinos get their news from the Internet. With the rising trend of social media and apps such as TikTok (due to the pandemic going around), this number has more than doubled. People depend on the internet for news sources now. Older generations focus on Facebook, whereas younger demographics focus on apps such as Twitter, TikTok, and Instagram.
- According to the CDC (in 2010), when it comes to Hispanics and Latinos, the Spanish language has cultural meaning tied to people's identities; this results in Hispanics still appreciating and having an attachment to Spanish televisions (even if they consistently watch television in English). It is also been proven that Hispanics use every type of media, but have a tendency for radio and television; results have been proven and testified (i.e., 2010, radio has gone down, however, TV has gone up the rise as people are more image and video focused in this generation) (Cultural Insights: Communicating with Hispanics/Latinos (cdc.gov)).

RESEARCH

Key Findings

Latino/Hispanic Communities (target audience)

- According to Pew Research, as of 2020 both Univision and Telemundo local news stations have increased viewership (which one can assume people watched more to learn more about the pandemic and other resources of help in these tough times). For Telemundo, the best time for viewership, which had an increase of 43%, was in the morning whereas Univision had a 14% in the evening. (<https://www.pewresearch.org/fact-tank/2018/01/11/among-u-s-latinos-the-internet-now-rivals-television-as-a-source-for-news/>).
 - Although audience data was not available, there was a noticeable steady decline in revenue for Spanish radio. Revenue for Spanish radio is now at less than \$1 Million, and steadily decreasing (<https://www.pewresearch.org/fact-tank/2018/01/11/among-u-s-latinos-the-internet-now-rivals-television-as-a-source-for-news/>).
- So-Cal Counties Demographics & Population (Population of Counties in California (2021) (worldpopulationreview.com))
 - Los Angeles County: Los Angeles County, California Population 2021 (worldpopulationreview.com)
 - 2nd largest county in CA
 - Largest population by county in the U.S.
 - Pop. of 9,969,510,
 - 43.42% of L.A. County residents only speak English. The non-English language spoken by the largest group is Spanish, spoken by 39.25% of the population.
 - The overall poverty rate of 14.91%
 - The race most likely is in poverty in Los Angeles County, California is Black, with 20.77% below the poverty line.
 - 30% of females are unemployed; 25.58 of males are unemployed.
 - 51.54% of L.A. County, California residents were born in L.A. County; 16.25% of residents in L.A. County are not U.S. citizens. Of those not born in the U.S., the largest percentage came from Latin America at 44.2%.

RESEARCH

Key Findings

- San Diego County: San Diego County, California Population 2021 (worldpopulationreview.com)
 - 3rd largest county in CA
 - Pop. of 3,347,270
 - 62.40% of the county residents speak only English. The non-English language spoken by the largest group is Spanish, spoken by 24.64% of the population.
 - The race most likely to be in poverty is Black with 18.91% below the poverty level.
 - 49.97% of residents were born in S.D. County; 10.65% of residents were not born in the U.S., the largest percentage being from Latin America at 39.5%.

- Orange County: Orange County, California Population 2021 (worldpopulationreview.com)
 - 4th largest county in CA
 - Pop. of 3,175,130
 - 54.42% of O.C. residents speak only English; the non-English language spoken by the largest group is Spanish, spoken by 25.21% of the population.
 - The race most likely to be in poverty were those who identified as other at 17.88% below the poverty level.
 - 50.52% of residents were born in O.C.; 13.66% of residents were non-citizen most likely to come from Asia.

RESEARCH

Key Findings

Latino/Hispanic Communities (Target Audience)

- Riverside County (Riverside County, California Population 2021 (worldpopulationreview.com))
 - Est. Pop. 2,520,060
 - 5th largest county in CA
 - 58.94% of county residents speak only English; the non-English spoken language the most was Spanish at 34.11% of the population.
 - The race most likely to be below poverty level in this county is California Native at 20.81% below poverty level
 - 60.35% of the population are native-born to this county; 10.61% of residents are non-citizens in the U.S., the largest population coming from Latin America.

TikTok Demographics(Target Audience): (TikTok User Statistics (2021) (backlinko.com))

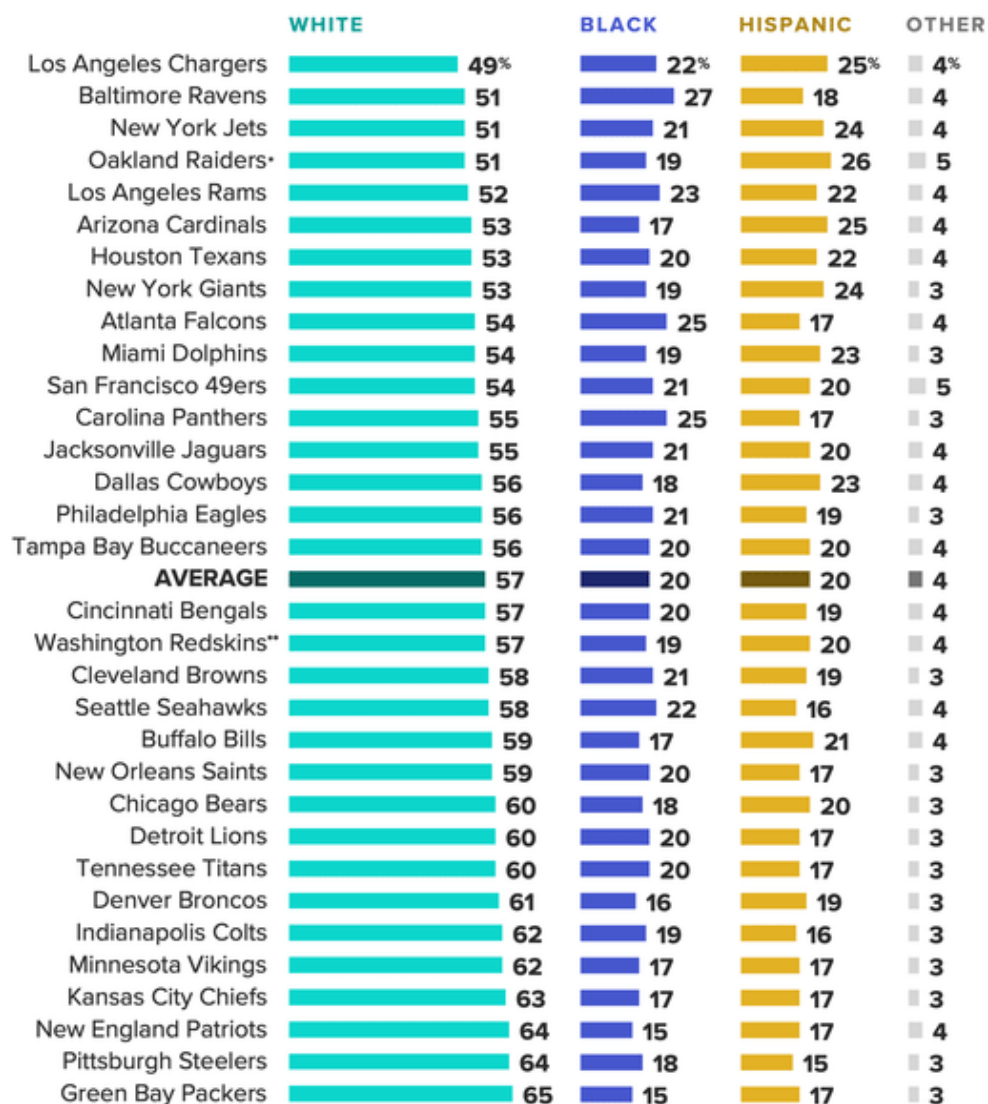
- 1 billion monthly active users
- Ranked as the #7th app of 2021
- Most engaging social media app (with an average session of 10.85 minutes)
- Creators can have up to 100 million followers and earn up to \$5 million annually
- Gen Z is the highest generation usage on TikTok; 47.4% of users are between the ages of 10 and 29.
- There has been a rise of adults going onto the app, growth of up to about 5 times since 2018; 2:1 female to male ratio.
- The avg. U.S. adult spends 33 minutes daily on TikTok (ranking 2nd in daily usage compared to Facebook which is at 35 minutes daily)

[*Further research can be found in the appendix.](#)

RESEARCH

The Racial and Ethnic Makeup of Every NFL Team's Fan Base

The race and ethnicity of U.S. adults who said they have a "very favorable" view of each team:



MORNING CONSULT

*The Oakland Raiders relocated to Las Vegas ahead of the 2020 NFL season.

**The Washington Redskins changed their name to the Washington Football Team in July 2020.

Responses collected Sept. 15, 2019 - March 15, 2020, among 1,575 - 4,201 U.S. adults per team, with margins of error of +/-3% to +/-1%.

RESEARCH

Conclusion

According to our Secondary Research, numbers and engagement with the campaign could increase utilizing the list of loyal fans who have long-running accounts and active engagement. By reaching out to these fan pages and asking them for their personal sponsorship and support, it would very likely increase attendance, participation, support, and enthusiasm. With more people on board, more of your goals can be met. People are drawn to where they feel respected and recognized for their efforts (as treatment goes both ways, one must give to receive); get their respect and attention by showing your supporters that you took the time to understand who they are outside of the team.

We discovered that the best way to communicate with your demographic (more specifically the Hispanic/Latino community) is through local (Spanish-based) television and the internet. Many local radio stations and news channels sponsor and support local community events; to better connect with communities and their needs, we recommend partnering up with local stations to sponsor local events; this tactic will definitely get the Impact Fund more in the know with the community through word of mouth and create a positive public image.

In conclusion, combined efforts with long-established fans and their communities would drastically raise the desired results of the campaign. Many of these established fans look to help one another and connect through community events, which they tend to do in the name of the Los Angeles Chargers (showing an established loyalty and sense of assistance for the community). The radio may still hold importance to the small groups that listen, however, it is clear that most audiences tend to depend on their local television news and internet access for their sources of communication and information. We recommend the Impact Fund direct their efforts into partnering up with local television news stations, including those in Spanish, such as Univision and Telemundo, and local as well.

SITUATIONAL ANALYSIS

STRENGTHS

- The fund has already begun giving back to the community and already garnered enough success stories to make news stories.
- There are already major notable partnerships established, e.g. Boys & Girls Club, MetroLA, and LAUSD.
- Another resource the fund has is the local news and radio stations.
- Internal communication works well because the foundation message of the fund is family. Therefore, the internal team works as a family.
- Already have an established fan base in San Diego.

WEAKNESSES

- Establishing and holding a strong fan base in Los Angeles, because they are relatively a new team to Los Angeles.
- Potential customers and investors fail to acknowledge the fund is because there is more focus on the team.
 - The social media team focuses on the team rather than the fund.
- There still has been no new announcement for the Pledge campaign.
- Struggling to bring in fans for the fund beyond the already existing football fans.

SITUATIONAL ANALYSIS

OPPORTUNITIES

- The fund already has a team pet, Bolt, that can be used to promote the fund.
 - Can be targeted for the Animal Welfare pillar.
- Use local social media influencers that have an affinity for the fund.
- Can do both in-person and virtual events.
- Use players past and present to boost public awareness and gather support
- Use and update their existing Twitter account.
 - Potentially create other social media platforms.

THREATS

- Already existing sports teams that have a very loyal fan base e.g. basketball Lakers, hockey Kings, and football team The Rams.
- Lack of player availability. The team players already have their own funds they support, and the NFL limits the team to how many they can promote.
- Having to balance both Los Angeles and San Diego communities.
- The fund locations do not reflect the target audience (lower-income areas) appropriately.
 - The strategies need to be targeted towards such areas and thus thorough research needs to be conducted

KEY PUBLICS

Before creating and releasing any messages, it is important to understand who is receiving the message. How the receiver intakes their information; how they communicate; what works and what doesn't. Understanding who you want to talk to will help get any message you desire across, especially with good intention behind it. With our research, we were able to find who was a fan of the team and how they communicate with each other.

DEMOGRAPHICS

With our research, we found multiple fan pages that included demographics of the most active fans and which sites they tend to be most active on. As displayed in the chart from Morning Consult, 49% of fans identify as white, 22% identify as black, 25% identify as Hispanic, and 4% identify as other. A constant we saw in the bios of the social media pages were that these fans were largely Latino with some Asian. The fact that these fans showed diversity means that key messages must always be considered by a diverse crowd.

PSYCHOGRAPHICS

Questions on diversity are always important to ask once understanding your key publics. How many cultures are you supporting in your message? What events have you helped sponsor for each culture of your key public? Have you conducted any surveys identifying the different cultures of your fans? Have you managed to ask and investigate their input on how to make them feel more at home and appreciated for their various cultures? Every culture of each key public should be appreciated. This display would show fans that the team and fund are welcoming of all and genuinely appreciate their fans not only for their support but who they are as people outside the team playoffs.

KEY PUBLICS

There are there various target audiences for each goal proposed above.

GOAL 1

- **Primary Audience:** The Immediate Community surrounding Inglewood, California, and under-funded and developed communities across the Los Angeles district.
- **Secondary Audience:** Football fans across Southern California that are unaware of the Impact Fund's message and community efforts.

GOAL 2

- **Primary Audience:** The Immediate Community surrounding Inglewood, California, and under-funded and developed communities across the Los Angeles district.
- **Secondary Audience:** The established community in San Diego where important relationships with the Impact Fund need to be focused on such as their “Back To Football Grant” that they give to high schools throughout Southern California.

GOAL 3

- **Primary Audience:** Local news affiliates, media personnel, and broadcast channels.
- **Secondary Audience:** Community bloggers and social media influencers (Instagram, Facebook, and TikTok).

CHALLENGES AND OPPORTUNITIES

During a campaign, it is important to identify the key challenges that may impede any chances of success. Once the challenges have been identified, one can work on the opportunities that arise when resolving such issues. Below we have identified the three top challenges: **lack of media coverage, underutilized social media, and limited team usage.**

Challenge #1

There do not seem to be many outside news articles concerning the fund, which is an obstacle for communication with the outside public. However, the Chargers website itself does frequently post updates on the fund and we believe that is the main communication channel for their direct public. We looked at possibly the biggest sports team, the Lakers, and they seem to be getting more local news coverage besides their website. We believe that is both an obstacle and opportunity, creating press releases for the local news to connect, again, with the local community.

Challenge #2

We believe Instagram and TikTok would be a more effective communication channel for Issue#2 as these platforms are more image-based. On these platforms, we can showcase the PuntforPets and the Literacy campaigns, possibly showcase them together. Finding the right communication channel is obstacle number 2 and we believe the following opportunity is to use TikTok and Instagram.

Challenge #3

There are limited opportunities when using the team itself. Due to the NFL requirement, players are only allowed certain charities they can be a part of; Therefore, we cannot rely on the players as much. Herein lies the open opportunity to use sports influencers, pet influencers, and book influencers (to target the three pledges). Using outside influencers can garner a large audience outside of football

KEY MESSAGES:

ONE

Improve and reinforce the Chargers Impact Fund reputation as a family run business among competitors and the community.

Primary Audience: The Immediate Community surrounding Inglewood, California, and under-funded and developed communities across the Los Angeles district.

Secondary Audience: Football fans across Southern California that are unaware of the Impact Fund's message and community efforts.

TWO

Promote better appreciation and relationship with the new local community of Los Angeles, as well as maintain relationships with the San Diego publics.

Primary Audience: The Immediate Community surrounding Inglewood, California, and under-funded and developed communities across the Los Angeles district.

Secondary Audience: The established community in San Diego where important relationships with the Impact Fund need to be focused on such as their "Back To Football Grant" that they give to high schools throughout Southern California.

THREE

Partnership with local news affiliates for media coverage to promote the campaign and Impact Fund.

Primary Audience: Local news affiliates, media personnel and broadcast channels.

Secondary Audience: Community bloggers and social media influencers (Instagram, Facebook and TikTok).

CAMPAIGN OVERVIEW

Stage Five Agency aims to cement the Chargers and the Impact Fund legacy in Los Angeles through community building. We reiterate the fund's goals of engaging with the new local community with the four pillars: youth mentoring, supporting families, animal welfare, and disaster response. **This campaign will help you win on and off the field!**

THEME

- Punts for Pets
- Giving Back To Loyal Fans
- Tail-Gating

TAGLINE

- Winning ON and Off the Field
- Best Fans in SoCal

HASHTAG

- #ChargersTAILgate
- #BoltFam

LOGO/COLORS



Cobalt Blue
#004aad



Yellow
#ffc950



Orange
#ff7958

GOALS, OBJECTIVES AND STRATEGIES

Goals

1. Reinforce the Chargers Impact Fund's reputation as a family-run business with sponsors and the community.
2. Improve community and media relations by promoting appreciation and relationships with local communities of Los Angeles - as well as San Diego- and promoting Impact Fund campaigns.
3. Increase funds and donations for the Impact Fund.

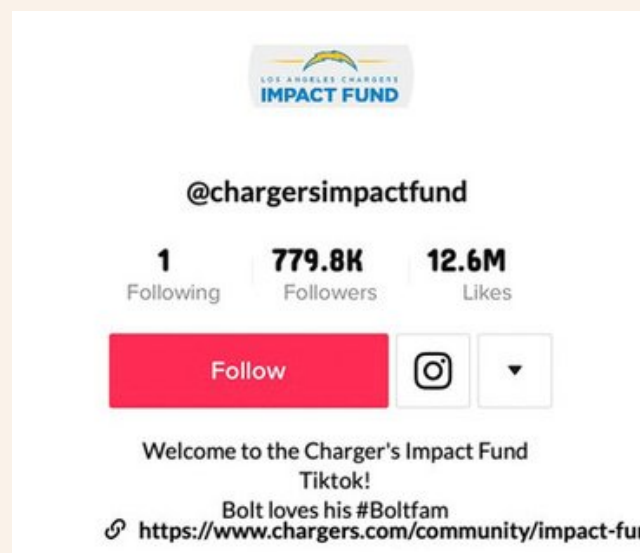
Objectives

1. Increase (local) news media impressions by 40%.
 - a. Create weekly segments with a local television station. For example, KTLA 5, ABC 7, Good Day LA, California Live (Los Angeles and San Diego).
 - b. Include the Impact Fund in local newspapers, such as Inglewood Today and the Inglewood Public Library. Target college media where students are eager to earn experience.
2. Create and raise social media impressions.
 - a. Establish Charger Fan "Tail"-gate events as popular and increase engagement with hashtags #PuntsforPets #ChargersTailgate by 30%.
 - b. Create a TikTok for the Chargers Impact Fund and gain 100K followers. Increase media engagement by 400%.
3. Raise funds and donations by increasing pledge commitments by 30% during the incoming 2022 football season.
 - a. Use a positive motive, such as a walkway of donations bricks that guide visitors to the new (public) stadium.

TACTICS

Reputation Management Tactic:

- Invite the D'amelio Family (supporters of the Chargers) to take part in the team's TikTok account where they present their three dogs and spread knowledge on the Impact Fund to broader, younger demographics.
- Post puppy content of Bolt, the team's dog throughout the team's/Impact Fund's media channels, i.e., TikTok, Facebook, Instagram. Creating content that follows popular trends (while consisting of a genuine manner), will garner media attention from even non-fans, who will find wholesome animal content entertaining. In lending the channel to celebrities or social media influencers, this will definitely bring in more donors and supporters, or at least help raise awareness of the Fund's campaigns; our focus would be on Punts for Pets.
- Host events outside of football games, call them "tail"-gates to get attention for Punts for Pets. To get media attention across California, call these events "The Best Tail-gates in California!"



TACTICS

Relationship Management Tactic:

- Fans want to know that the Chargers are here to stay (for them); what better way to leave a lasting and permanent impression of their loyalty to their fans than near the Inglewood Stadium. Having the names or hands of supporters of the Impact Fund cemented into the ground or even having a mural of photos of them would truly cement a deep and long-lasting relationship for the Fund. For Example, Disneyland once did commemorative bricks laid down before the entrance to Disneyland and California Adventure. The Fund can do something similar in creating a path of commemorative bricks leading to the new El Segundo Facility.



- Like the Disneyland bricks, we can designate different symbols and colors for the different commitment pledges: Blue for Punts for Pets, Gold for Touchdowns for Turf, and White for First Downs for First Books.
- Prior to scheduled games, tailgates sponsored by fans of the team and community members could be held *outside* of the So-Fi stadium. Music, games, activities, and Instagram-style areas for pictures would all be included. Alongside the event, an information booth could be included that reads "Impact Fund." A raffle with a colorful spinning wheel could be considered as a new approach in hosting a 50/50 Raffle).
- A gala could be held inviting players (of other SoCal football teams too), top donors, and Impact Fund's SoCal partners to raise more donations and support. This gala could be sponsored by past football players on the team, this would show that it must be for a real good cause if they came back to show continuous support.

[*more samples and mock-ups of the tactics can be found in the appendix](#)

TACTICS

Task Management Tactic:

- KSBW and Central Coast ABC have an exclusive and pre-existing partnership with the Los Angeles Chargers. Collaborate with local T.V. news stations already established and familiar with the community: KTLA 5, Inglewood Times, Inglewood Today, LA Times, ABC7, Good Day LA, and California Live (LA and San Diego; Chargers associated in those two areas). Consider working with colleges and universities and their news channels.
- Having a feature on news outlets that allow fans to submit photos of the #BoltFam and other devoted Chargers members for their local news segment.

[*more samples and mock-ups of the tactics can be found in the appendix](#)

PROPOSED TIMELINE

The purpose of a timeline is to provide an overview of how and when to plan and execute the tactics and events we suggested. Timelines are always important because you want things done in a timely manner, and by providing deadlines, you are able to decide whether things are being done in time and whether they are effective and see what needs to change.

Draft (End of April, beginning of May) - Start connecting with targeted communities, get to know who they are, and start building that relationship. Start communicating and incorporating fans. Start thinking about who you want to target for donations (specific individuals).

Training (May through August) - Hold events supporting those in training sponsored by different campaigns of the Impact Fund each week; reach out to the local news with these events. Gather pictures in support of beneficial claims of donations; put a face onto whom they are helping.

Pre-season (August) - Stress the importance of the Impact Fund amongst communities within the local news. Start initiating responses on social media and begin measuring the effectiveness. Build larger connections by having fans talk to their communities about the campaigns the Impact Fund supports.

Official Season (September through January) - Hold fan-sponsored tailgate events outside of the stadium. Get as much media attention as possible; have attendees use given hashtags. Allow participants to take pictures with Bolt, the dog.

Play-Offs (January) - Celebrate the victories and support of the community. Commemorate what you have learned from them; this will strengthen bonds. Also, commemorate those who made large donations, they should always be made to feel supported and appreciated.

Super Bowl (February) - Celebrate and congratulate whoever wins and thank everyone for their support for the Impact Fund for the football season; use all social media platforms for this. This will result in positive media impressions, and perhaps more donations and participation in the fund.

BUDGET

COST SUMMARY

Entertainment

Interactive Games

Venue Space

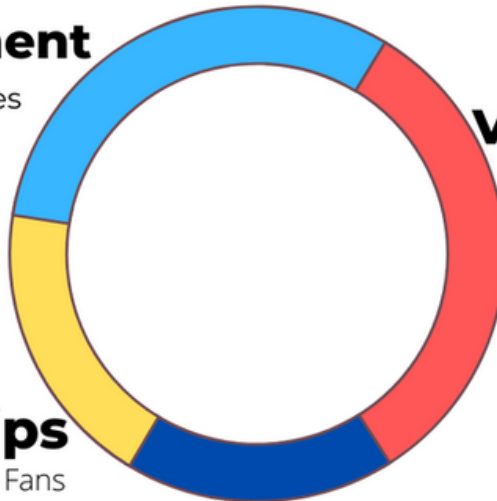
Photo Opportunities

Partnerships

D'amelio Family and Fans

Social Media

Tiktok and
Instagram upkeep



EVALUATION PLAN

To determine the success of the Impact Fund objectives, we advise monitoring:

- Attendance at the tailgate and sponsored events
- Count media mentions
 - Gather a portfolio of news clips and stories for each news media interaction
- Social media responses (positive or negative)
 - Hashtags and posts under hashtags used.
 - Likes and comments, reposts/shares
 - Further interactions & engagement with fan accounts
- (Monitor and compare) donations before and after the campaign
 - Measure weekly progress
- Website traffic to the fund page to see if it increases compared to before and after campaign.

APPENDIX

RESEARCH

- #WeChargeLA | LOS ANGELES CHARGERS FANS
 - Website for LA Chargers fans. Contact: info@wechargela.com
 - “First and original LA based chargers fan club, since 2011.”
- Los Angeles Chargers Fans (@lachargersfans) · Instagram photos and videos
 - 1,947 posts 5,273 followers 2,908 following
 - Bio: WeChargeLA↗LA Chargers Fans↗LA's oldest Chargers Fan Club↗Charger Dolls↗Boltz Brigade↗818 Valley Bolts↗Bolt Godd↗Los Rayos
- (8) Los Angeles Chargers Fans News and Updates - Posts | Facebook
 - Pinned post from September 21, 2021 after football game: Reposted from @jbp_619 @chargers season ticket solders please check your e mail. They want to know our game day experience. I thank all those who lined up 2hours+ on Sunday #ThunderAlley w/ the addition of #WeChargeLA we showed Unity it was a beautiful thing. So let's keep it classy in responding so that we can continue doing what we do best Throwing the Best Tailgate Fan experience in #California (Quote me on that) I'll be checking in again w/ Fred Maas of the Chargers again this week. Less than two weeks for the next Southern Cali Thunder Alley Tailgate #BoltPride World Wide FAMLY #WhosGotMyBack #UnitedWeStand
- @chargersdolls Chargers Dolls Instagram profile, view story, followers, followings, tagged posts, photo and video (apkun.com)
 - The Chargers Dolls could definitely help with the Impact Fund if we helped them sponsor events. That would make them feel special, display the same loyalty for them as they display for the team and their excitement for their appreciation for their loyalty for the team will surely motivate them enough to bring enough people to participate in the Impact Fund if we ask for their help n what could be a grand gesture of hosting a whole even n their name.
 - They have a good following; it's a start that they have a name for themselves and a strong loyal group is better than large numbers that never show support in the end; besides these numbers can always grow if the team shows them a little appreciation.
 - Instagram: @chargersdolls 153 posts 680 followers 117 following
 - Private Facebook Group: Chargers Dolls 342 members Created August 7, 2017
- Instagram: #boltgang has 41,399 posts
- (8) Los Rayos | Facebook
 - Facebook group: Los Rayos @LosAngelesRayos
 - Est 2018↗
 - Los Angeles Chargers Fans

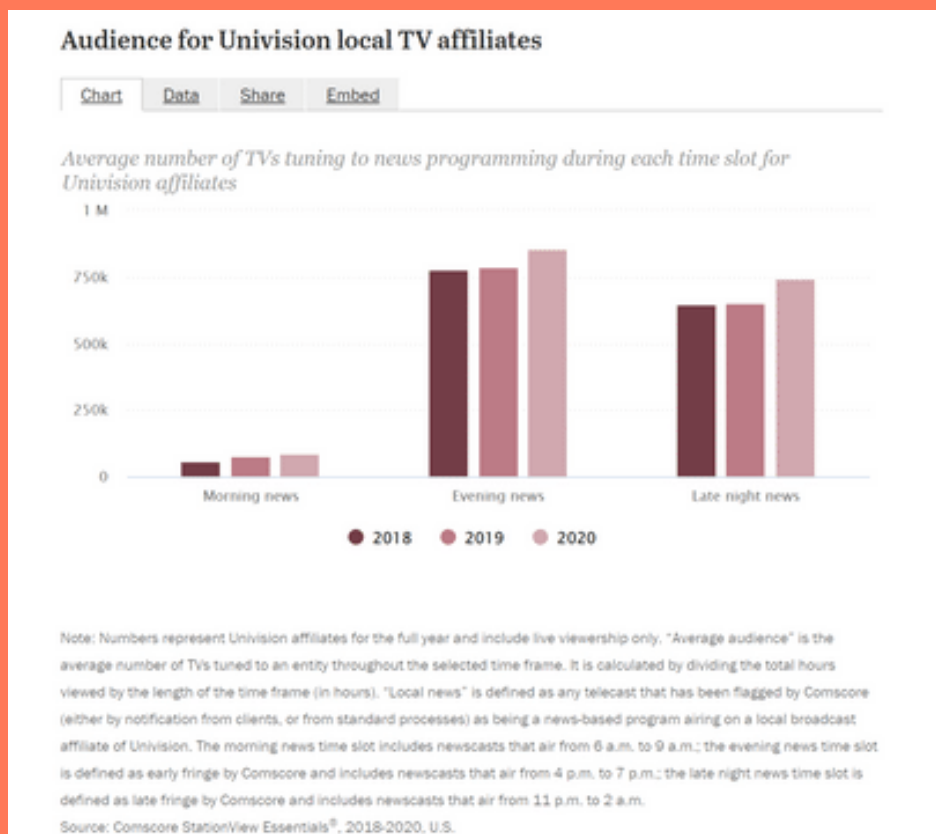
APPENDIX

- (8) Los Rayos | Facebook (contd.)
 - Beer drinking enthusiasts
 - Eaters of large portions of food
 - Weekend warriors
 - #Boltup
 - #LosRayos
 - #LosAngeles
 -
 - https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.etsy.com%2Fshop%2FLosRayos%3Ffbclid%3DIwAR1sPLw2jhROQp7D0AtXII_FIGJZq14_J7xmbGAE3dCjaito-zefTb-HZJ4&h=AT2I9N640tDlyMRJFukoge9RIWaN1vIKhxXpcE0RyYJ5NBWoVOoJC4qcOWPak1VRvPhWs3OnzH1t68DIHiG9MLZzfZ1LANdrR8WGxvwmTVjyYh8h3KzRkLySxTHdFXt_QLEzXOwdwrq74Dqj9dltQ (etsy)
 - They do however sell really cool Los Rayos merch. Sadly they only have 26 sales.
 - 624 people like this page 667 people follow this page
 - Very low to minimal interactions with posts.
- Los Rayos (@LosAngelesRayos) / Twitter
 - Est. 2018 Los Angeles Chargers Fans Beer Drinking Enthusiasts Eaters of large portions of food Weekend warriors #Boltup #LosRayos #LosAngeles
 - Created April of 2020, 360 following, 1,120 followers
 - *I have noticed people tend to love a football player named Herbert.
- NFL 2021 Fan of the Year | NFL.com (Article)
 - From picking up fan gear for people that couldn't get to the stadium, to leading giveaways that she pays for out of her own pocket, Jen Mills is a selfless and dedicated fan. She is active within the Chargers community on Twitter and as a fan in LA. Most notably, when a fellow Chargers fan's home completely burned down last May, Jen jumped into action. She organized fund raisers and rallied the support of fellow fans, players, and even Pat McAfee to help raise \$10,000 so far for the family.
 - How the Chargers, Pat McAfee, and Bolts fans changed the lives of one family - Sports Illustrated Los Angeles Chargers News, Analysis and More (Article)
 - She is known as "Bolts Mom" to a lot of fans because she does giveaways and is very active in the Chargers fan community.
 - Jen Mills (@JenniferMills21) / Twitter
 - Thoughts = Feelings = Actions = RESULTS! Chargers, Dodgers & UCLA...DHBC member #BoltUp #BoltBaddie @BoltBaddies

APPENDIX

- Joined January of 2012
 - 65.2k tweets 2,631 Following 8,437 followers
 - Gets decent to good engagement.
 - Chargers Community (@ChargersCR) / Twitter **** This is the Twitter account for the IMPACT FUND
 - The Los Angeles Chargers and Chargers Impact Fund are dedicated to honoring volunteers, empowering youth, and helping critical causes in our community
 - Joined July 2015
 - 182 following, 3,940 followers
 - Very low engagement
-
- Articles
 - Sports Illustrated Los Angeles Chargers News, Analysis and More
 - Bolts From The Blue, a Los Angeles Chargers community

Univision: Hispanic & Latino Viewers Graphics

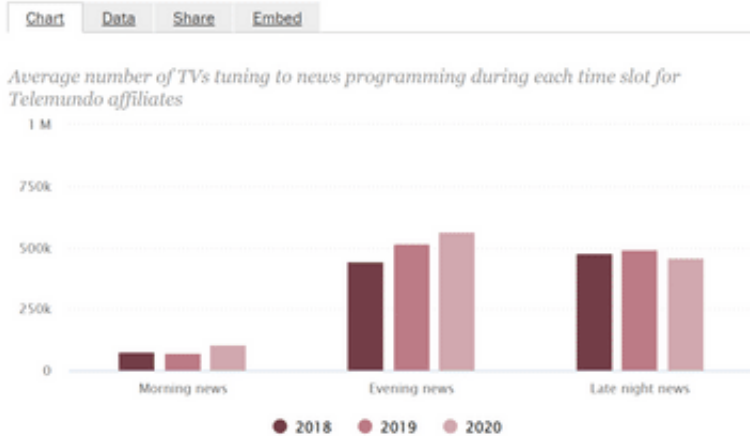


[For US Latinos, internet now rivals TV as source of news | Pew Research Center](#)

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Telemundo: Hispanic and Latino Viewers

Audience for Telemundo local TV affiliates



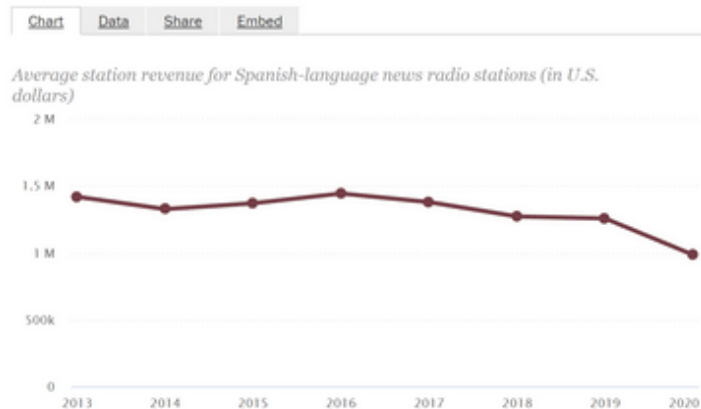
Note: Numbers represent Telemundo affiliates for the full year and include live viewership only. "Average audience" is the average number of TVs tuned to an entity throughout the selected time frame. It is calculated by dividing the total hours viewed by the length of the time frame (in hours). "Local news" is defined as any telecast that has been flagged by Comscore (either by notification from clients, or from standard processes) as being a news-based program airing on a local broadcast affiliate of Telemundo. The morning news time slot includes newscasts that air from 6 a.m. to 9 a.m.; the evening news time slot is defined as early fringe by Comscore and includes newscasts that air from 4 p.m. to 7 p.m.; the late night news time slot is defined as late fringe by Comscore and includes newscasts that air from 11 p.m. to 2 a.m.

Source: Comscore StationView Essentials®, 2018-2020, U.S.

PEW RESEARCH CENTER

Revenue for Spanish Radio News Stations

Revenue for Spanish news radio stations



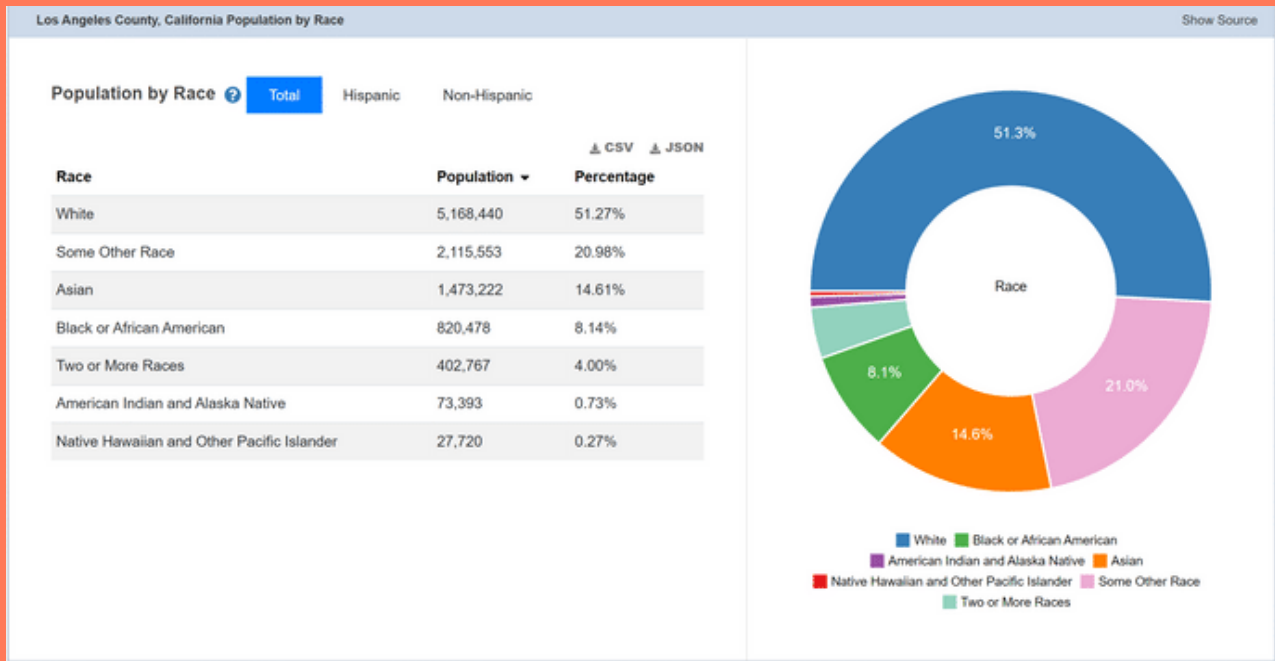
Note: Data from previous years is updated annually. Stations here include the formats Spanish News, Spanish News/Info, Spanish News/Sports, Spanish News/Talk, and Spanish News/Variety in BIA Advisory Services' database, which contains revenue data for 21 stations in these formats. BIA Advisory Services typically does not report revenue for stations that are not part of a radio market. Data includes full-power AM and FM radio stations in the BIA Advisory Services database in 50 U.S. states and Washington, D.C.

Source: Pew Research Center analysis of MEDIA Access Pro and BIA Advisory Services data.

PEW RESEARCH CENTER

APPENDIX

Worldpopulation.com: Los Angeles County, California Population by Race, 2021

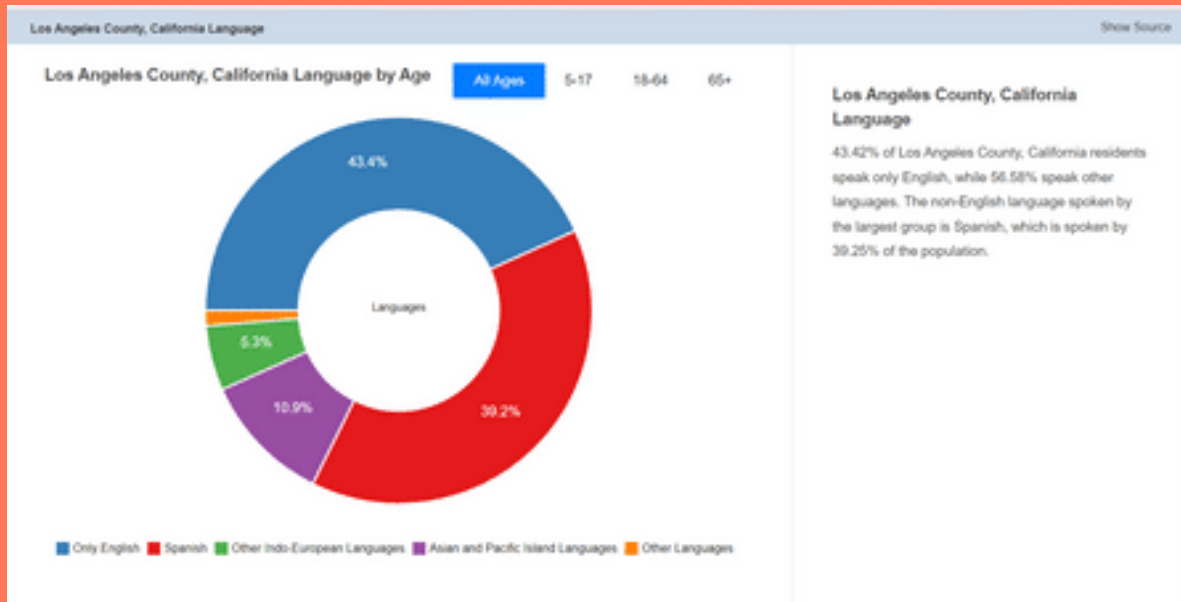


Worldpopulation.com: Los Angeles County, California Population by Age, 2021

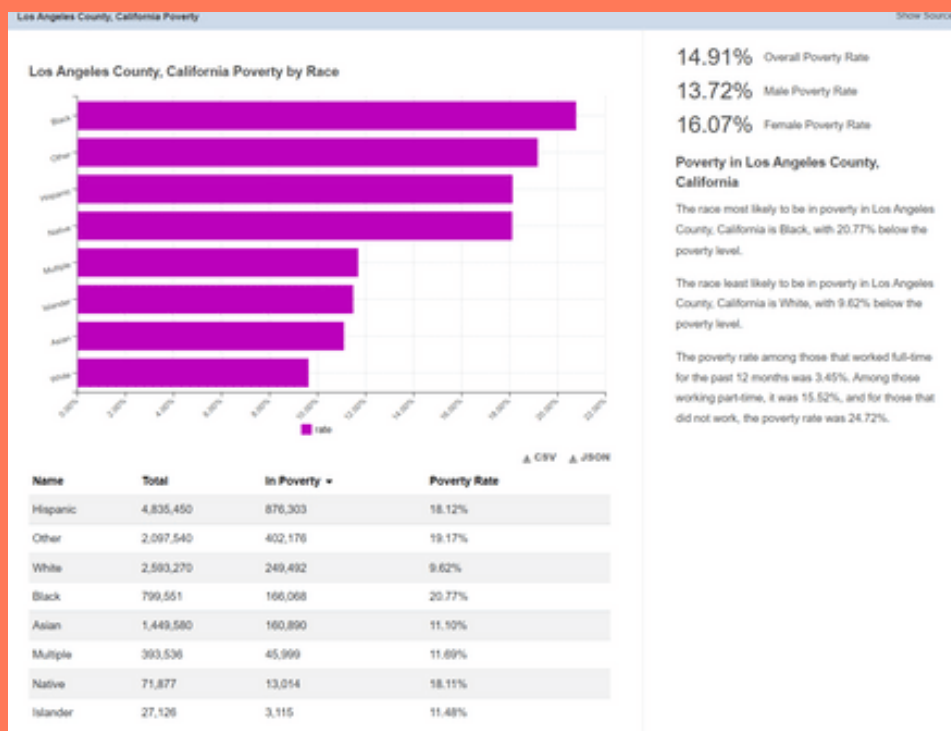


APPENDIX

Worldpopulation.com: Los Angeles County, California Language, 2021

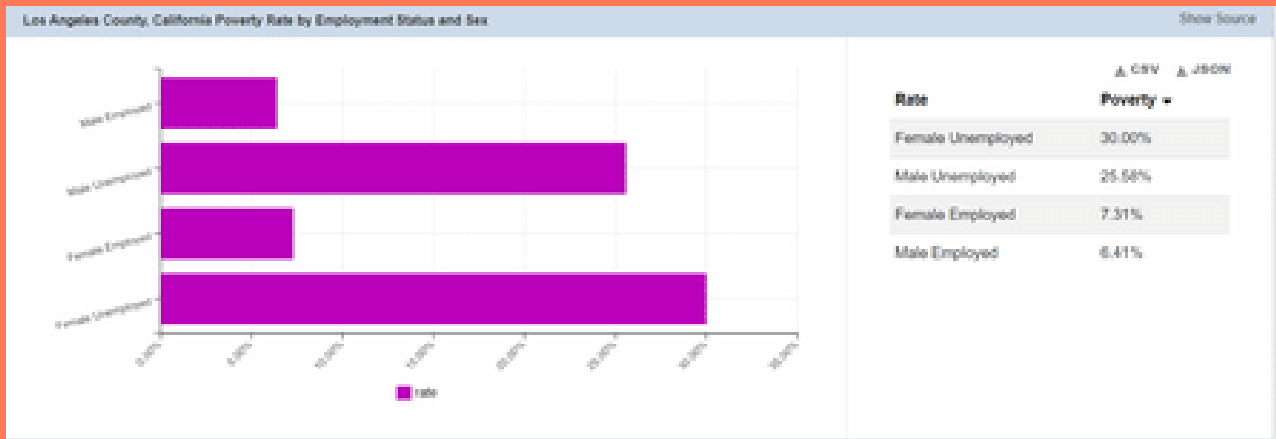


Worldpopulation.com: Los Angeles County, California Poverty, 2021

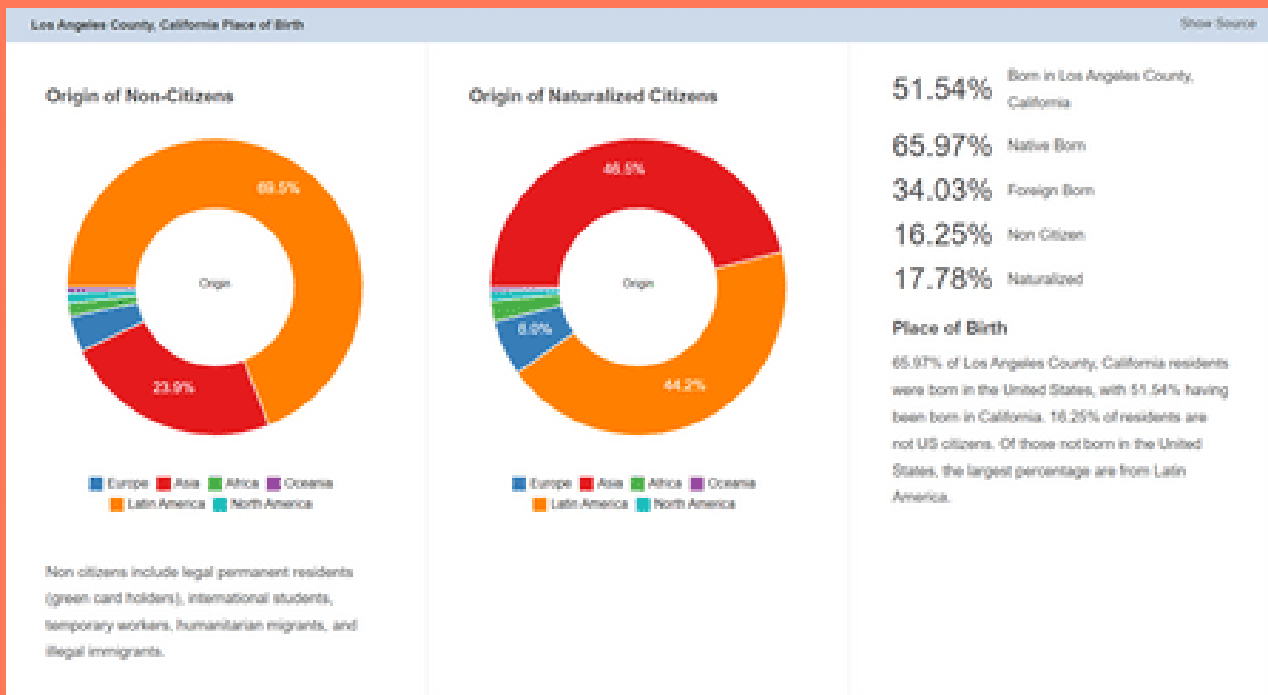


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Worldpopulation.com: Los Angeles County, California Poverty, 2021

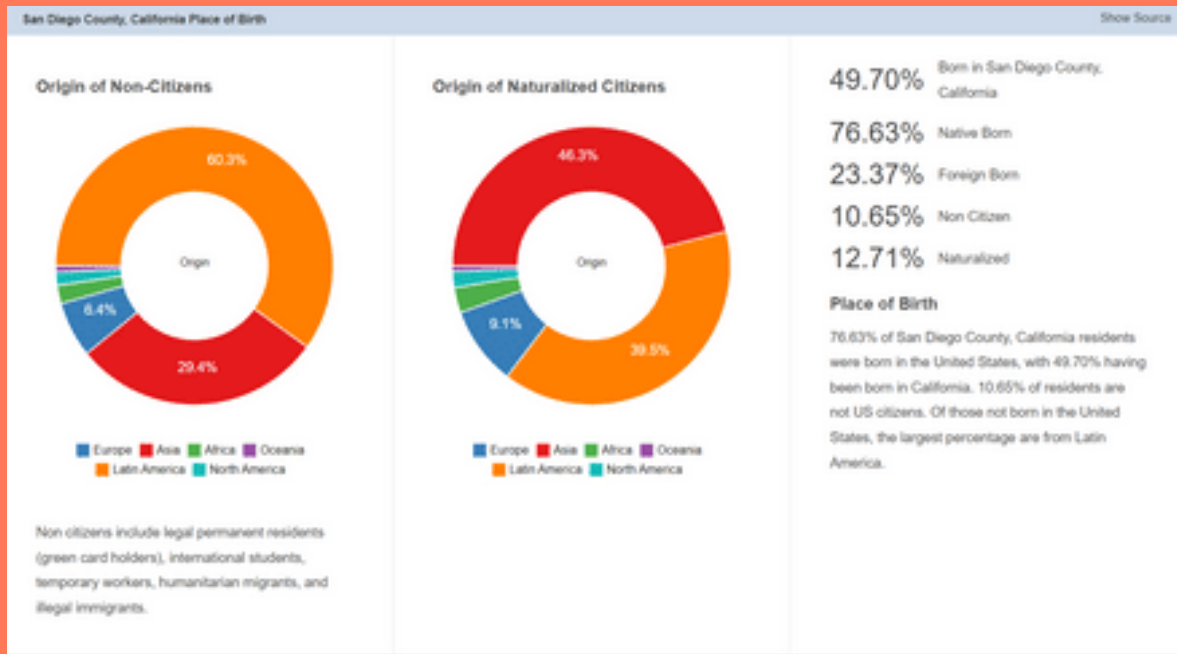


Worldpopulation.com: Los Angeles County, California Poverty, 2021

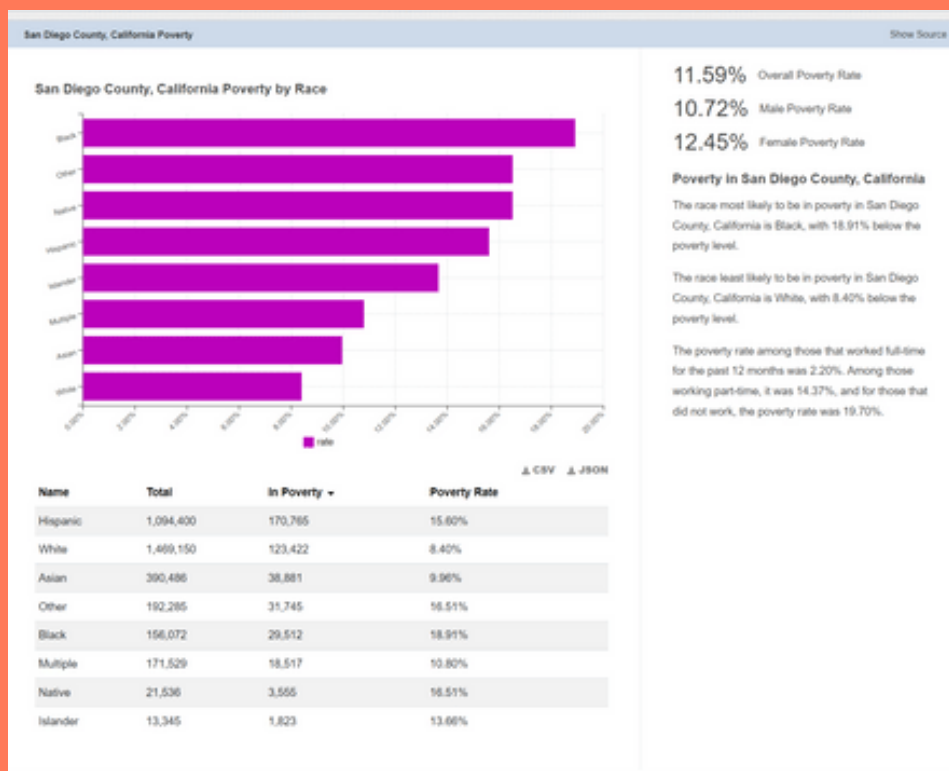


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Worldpopulation.com: San Diego County, California Place of Birth, 2021

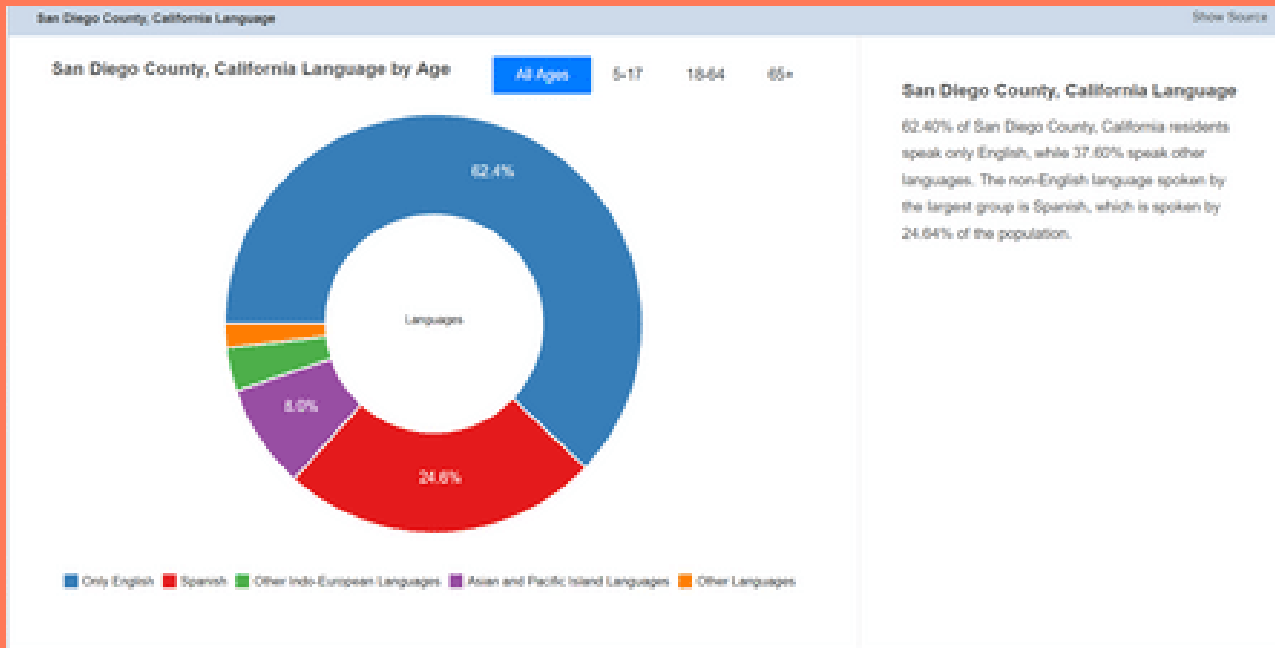


Worldpopulation.com: San Diego County, California Poverty, 2021



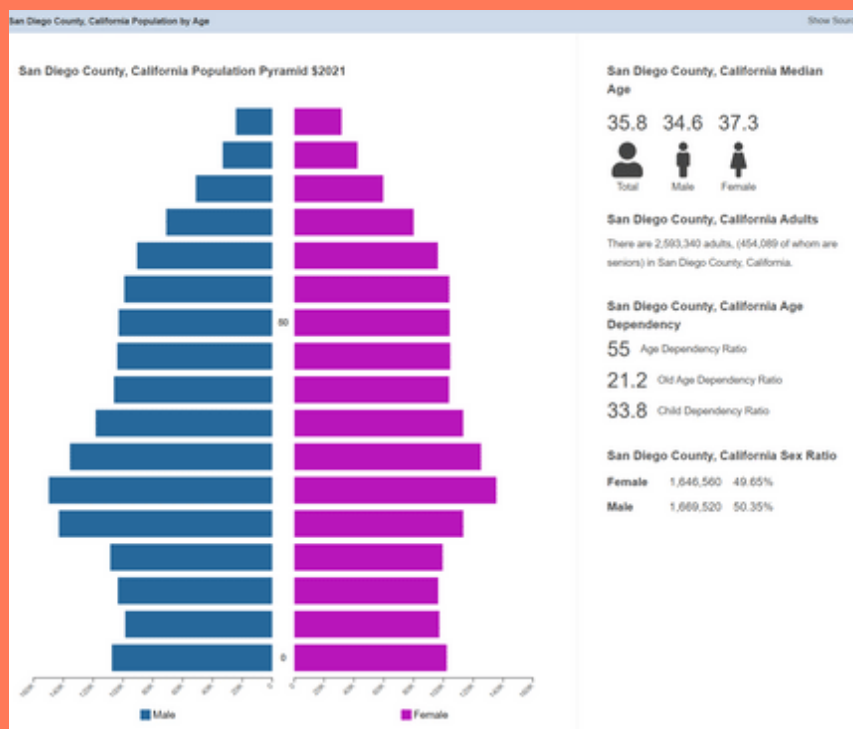
APPENDIX

Worldpopulation.com: San Diego County, California Language, 2021



[Los Angeles County, California Population 2021 \(worldpopulationreview.com\)](https://worldpopulationreview.com/country-profiles/los-angeles-county-california/)

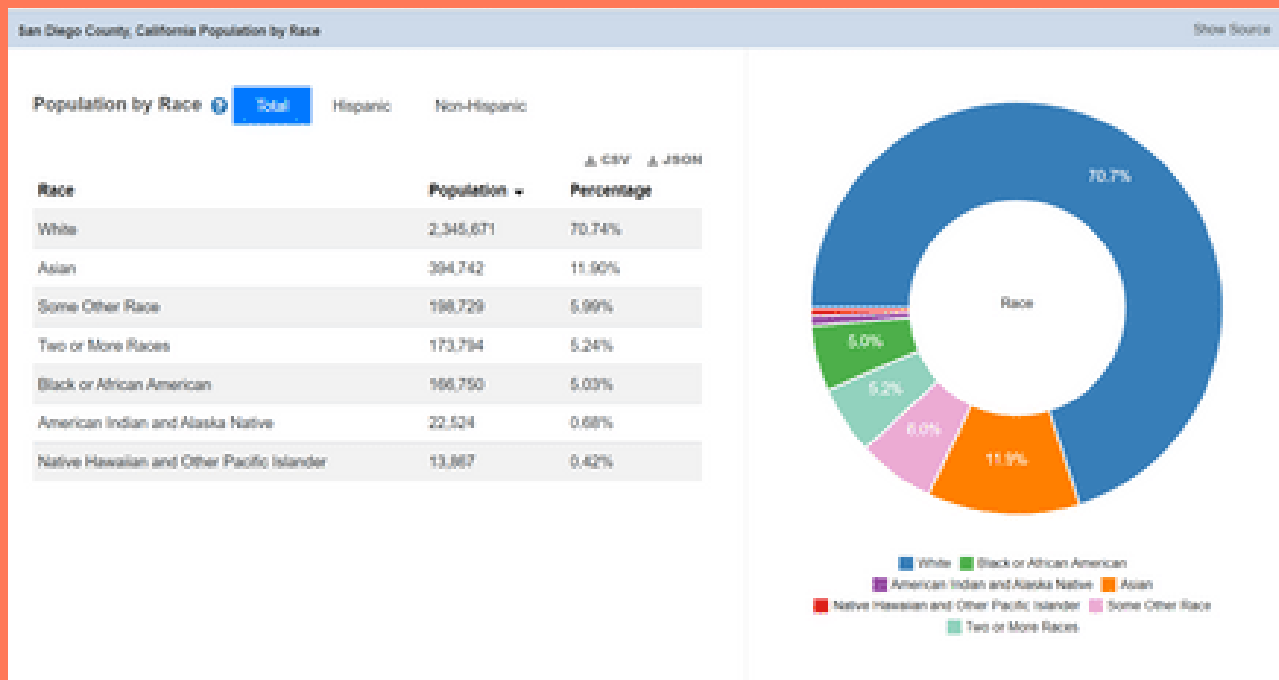
Worldpopulation.com: San Diego County, California Population, 2021



[San Diego County, California Population 2021 \(worldpopulationreview.com\)](https://worldpopulationreview.com/country-profiles/san-diego-county-california/)

APPENDIX

Worldpopulation.com: San Diego County, California Population by Race, 2021



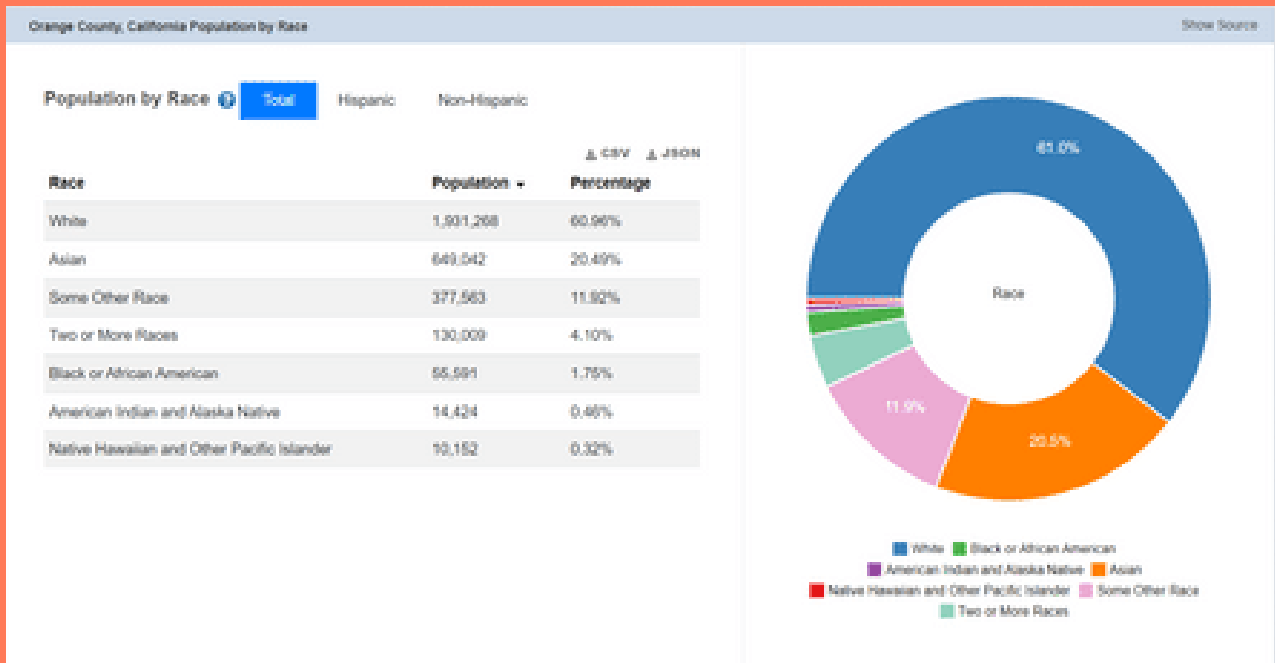
Worldpopulation.com: San Diego County, California Poverty Rate by Employment Status and Sex, 2021



[San Diego County, California Population 2021 \(worldpopulationreview.com\)](https://worldpopulationreview.com/san-diego-county-california-population-2021/)

APPENDIX

Worldpopulation.com: Orange County, California Population by Race, 2021



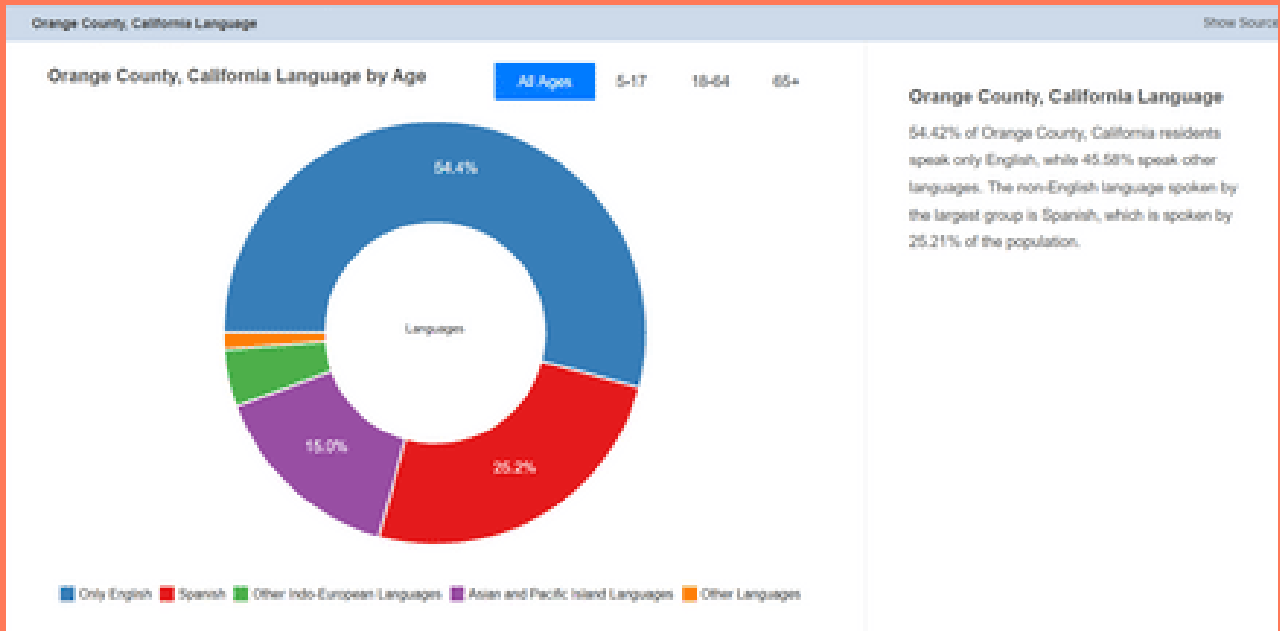
Worldpopulation.com: Orange County, California Population, 2021



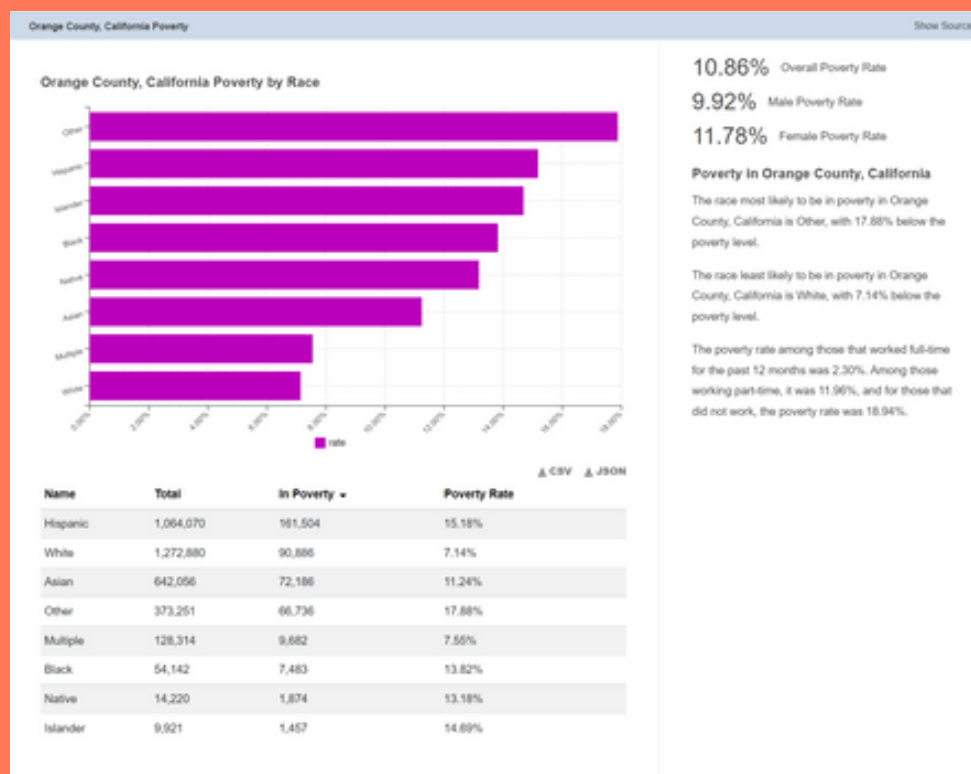
[Orange County, California Population 2021 \(worldpopulationreview.com\)](https://worldpopulationreview.com)

APPENDIX

Worldpopulation.com: Orange County, California Language, 2021



Worldpopulation.com: Orange County, California Poverty Rate by Race, 2021

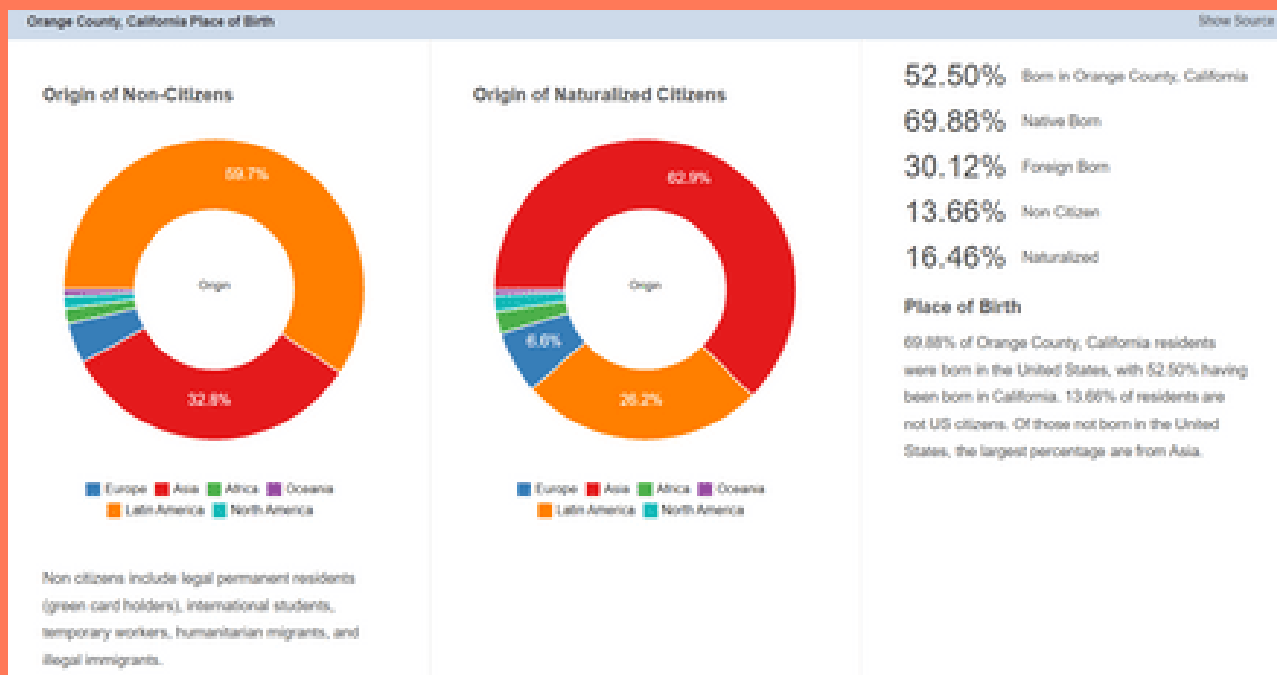


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Worldpopulation.com: Orange County, California Poverty Rate by Employment Status and Sex, 2021

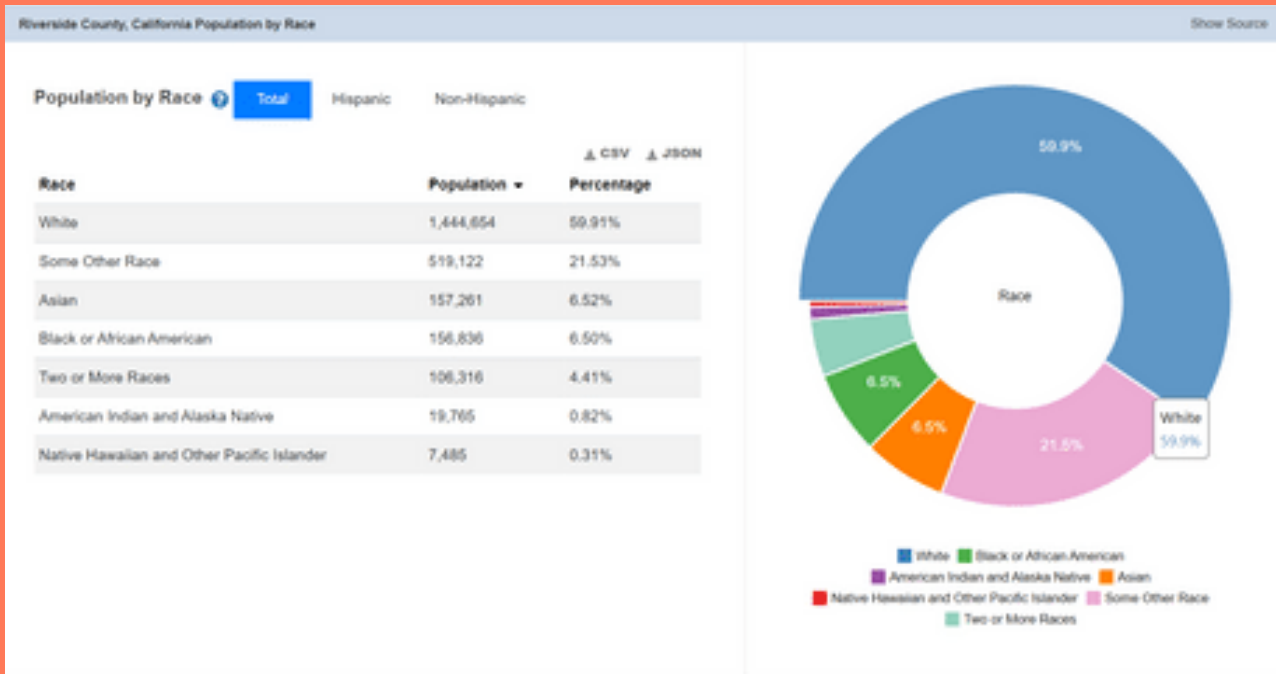


Worldpopulation.com: Orange County, California Place of Birth, 2021



APPENDIX

Worldpopulation.com: Riverside County, California Population by Race, 2021



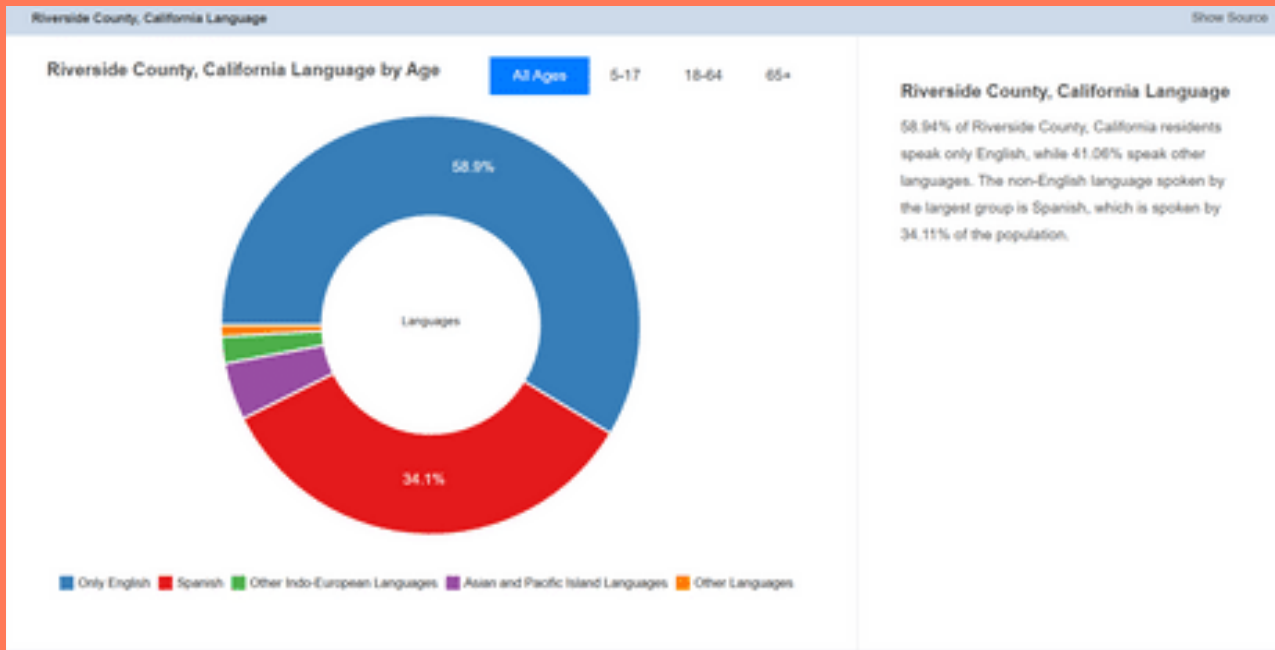
Worldpopulation.com: Riverside County, California Population by Age, 2021



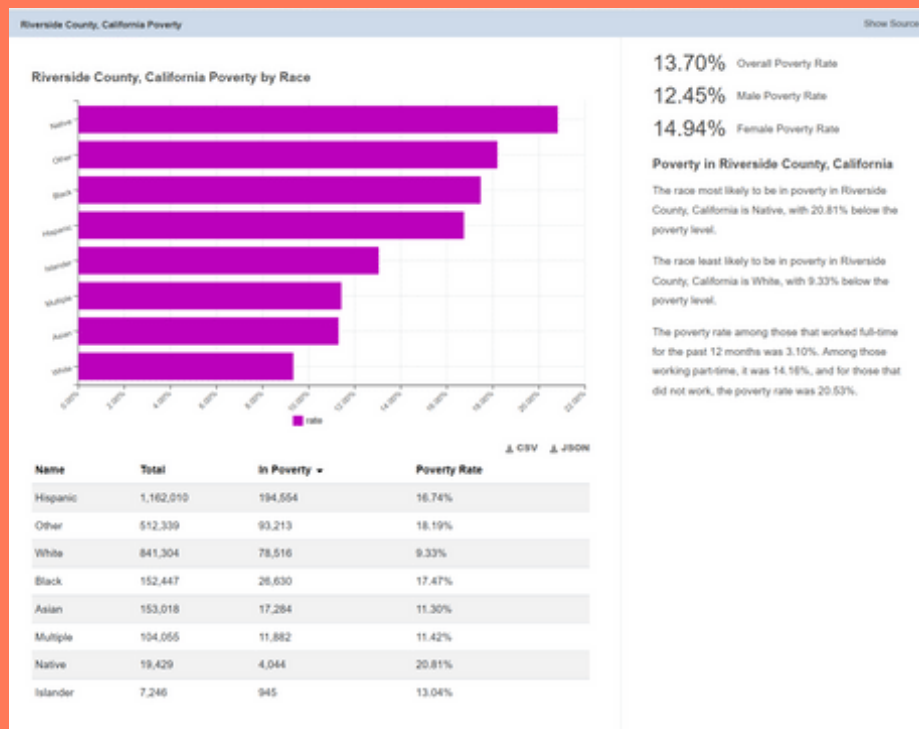
[Riverside County, California Population 2021 \(worldpopulationreview.com\)](https://worldpopulationreview.com)

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Worldpopulation.com: Riverside County, California Language, 2021



Worldpopulation.com: Riverside County, California Poverty, 2021

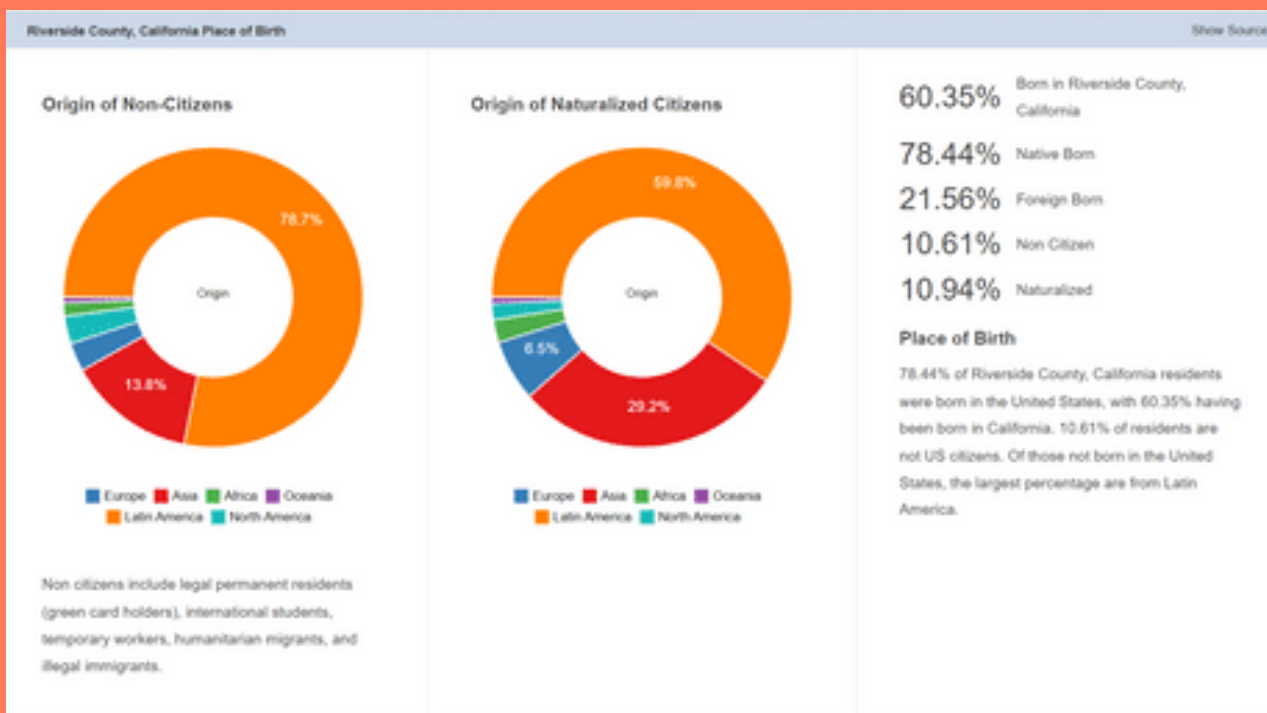


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Worldpopulation.com: Riverside County, California Poverty Rate by Employment Status and Sex, 2021



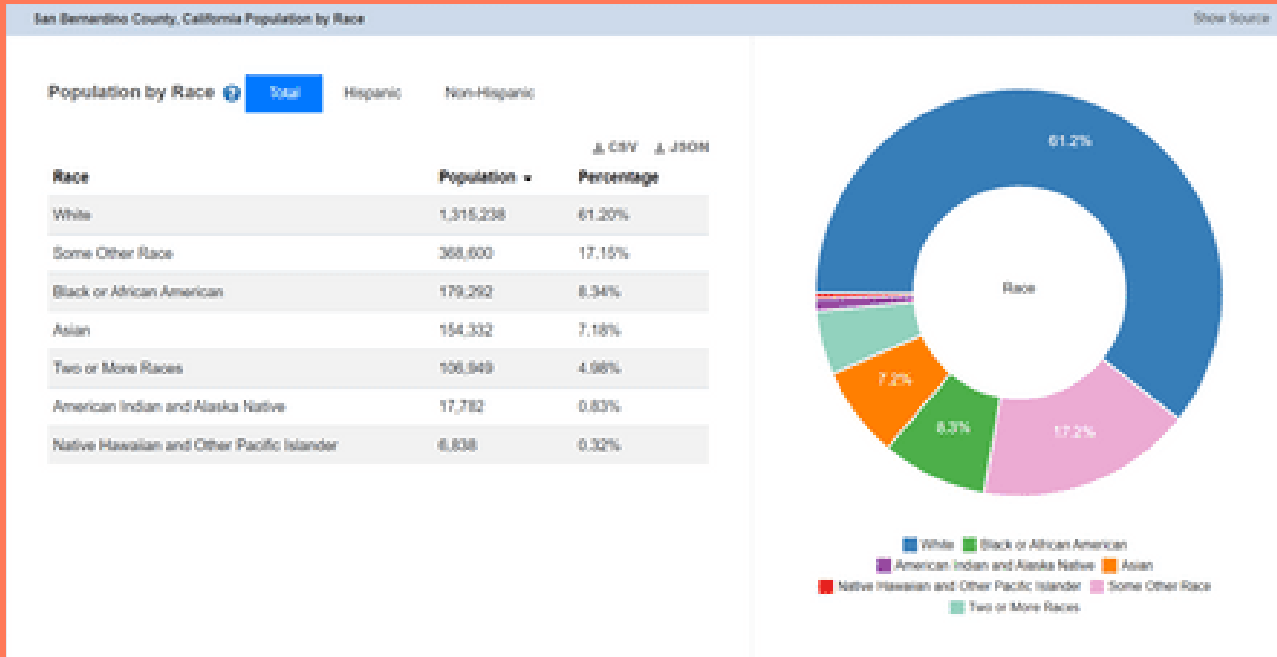
Worldpopulation.com: Riverside County, California Place of Birth, 2021



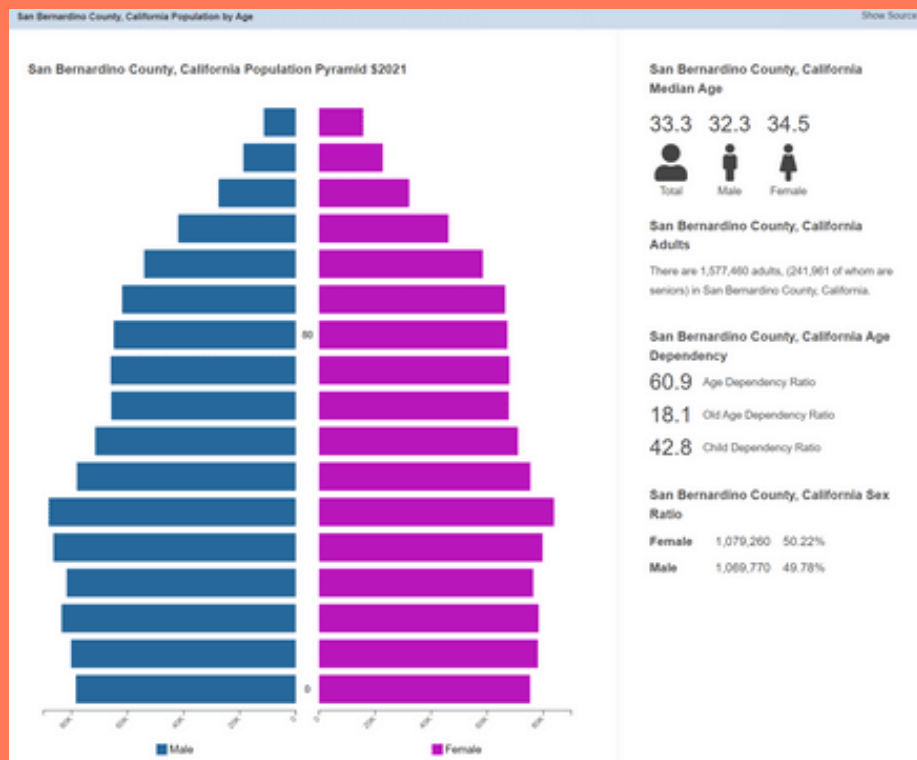
Riverside County, California Population 2021 (worldpopulationreview.com)

APPENDIX

Worldpopulation.com: San Bernardino County, California Population by Race, 2021

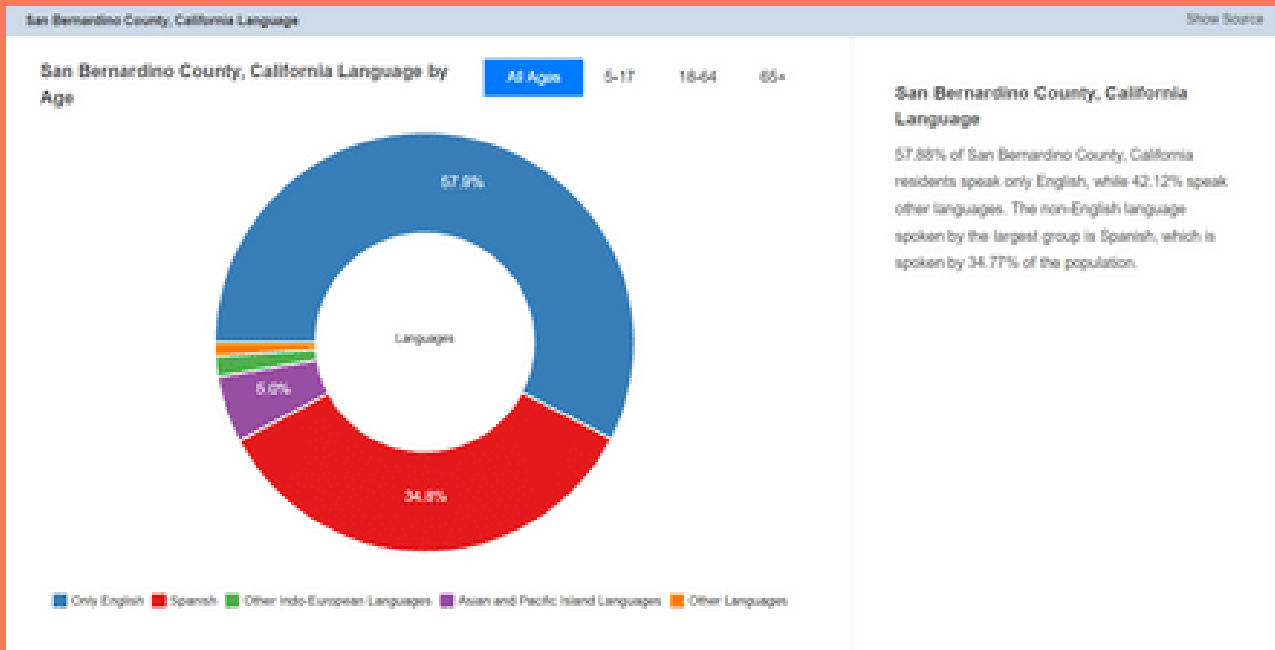


Worldpopulation.com: San Bernardino County, California Population by Age, 2021

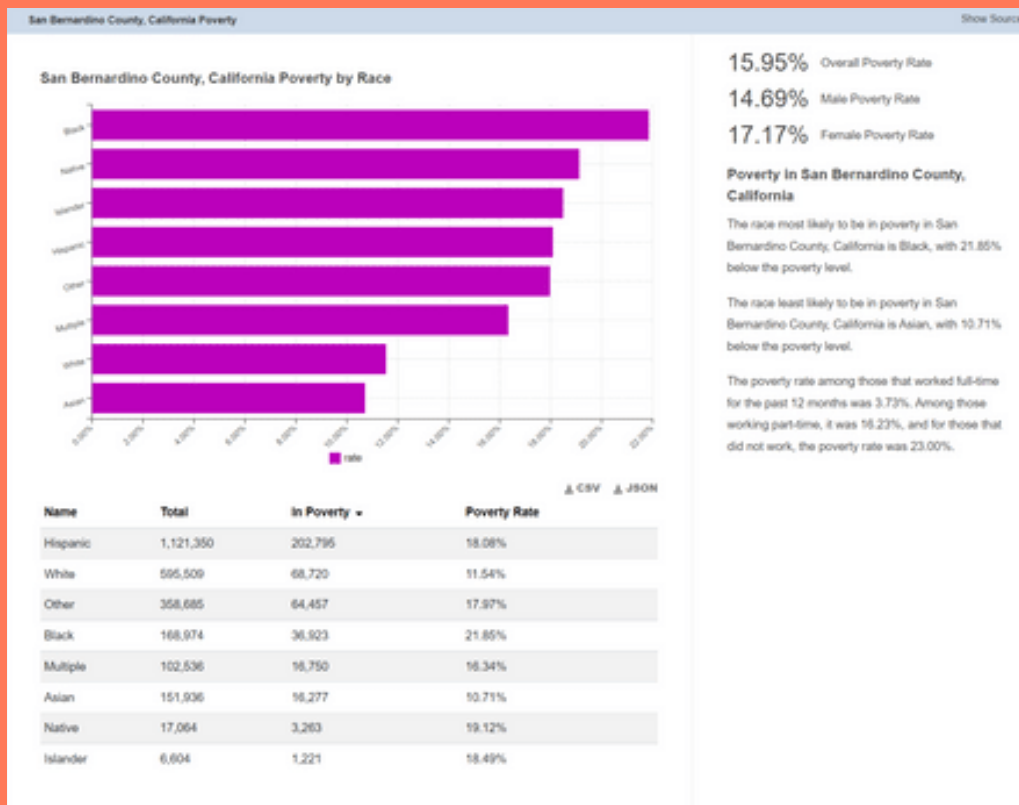


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Worldpopulation.com: San Bernadino County, California Language, 2021



Worldpopulation.com: San Bernadino County, California Poverty, 2021

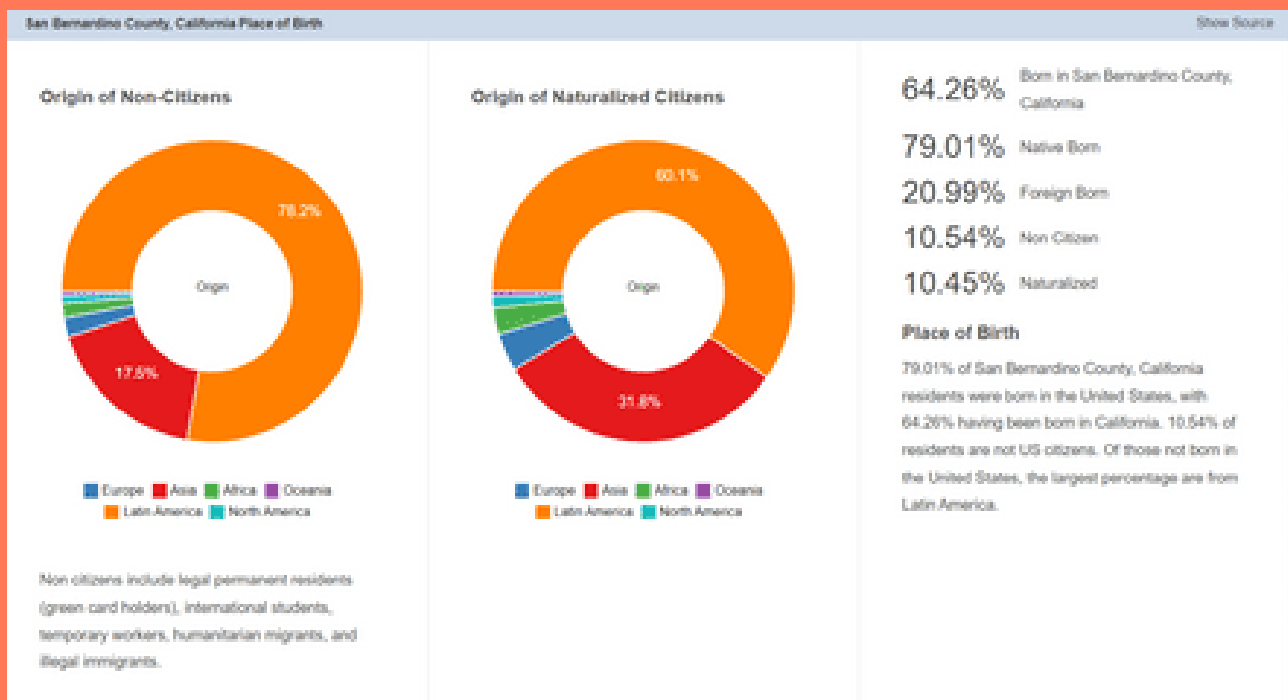


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Worldpopulation.com: San Bernadino County, California Poverty Rate by Employment Status and Sex, 2021



Worldpopulation.com: San Bernadino County, California Place of Birth, 2021



APPENDIX

Backlinko TikTok User Statistics: Top 10 Apps by All-Time Downloads (2010-2019)

Top 10 Apps by All-Time Downloads (2010-2019)

According to AppAnnie, ByteDance's app managed to rank #7 for all-time downloads. Not bad considering they launched two-thirds into the decade the measurement was taken from!

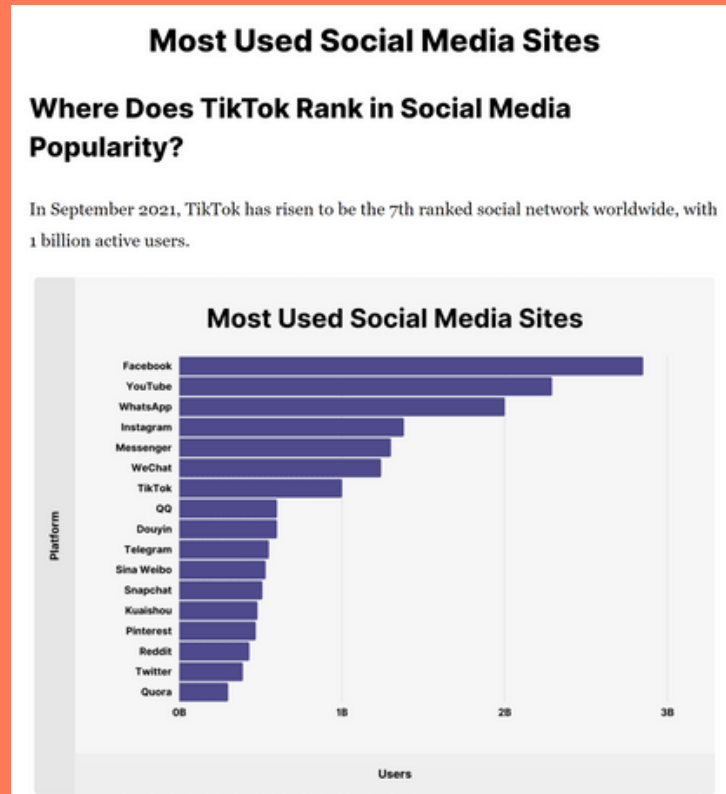
Rank	Apps	Parent Company	HQ
1	Facebook	Facebook	United States
2	Facebook Messenger	Facebook	United States
3	WhatsApp Messenger	Facebook	United States
4	Instagram	Facebook	United States
5	Snapchat	Snap	United States
6	Skype	Microsoft	United States
7	TikTok	ByteDance	China
8	UC Browser	Alibaba Group	China
9	YouTube	Google	United States
10	Twitter	Twitter	United States

Sources: [SensorTower 1](#), [SensorTower 2](#), [InfluencerMarketingHub](#), [Mediakix](#), [TikTok](#), [Statista 1](#), [Statista 2](#), [AppAnnie](#)

[TikTok User Statistics \(2021\) \(backlinko.com\)](#)

APPENDIX

Backlinko TikTok User Statistics: Most Used Social Media Sites (September, 2021)



Backlinko TikTok User Statistics: Most Used Social Media Sites (September 2021)

Here are the exact numbers:

Social Network	Active Users
Facebook	2.853 billion
YouTube	2.291 billion
WhatsApp	2 billion
Instagram	1.386 billion
Facebook Messenger	1.3 billion
Weixin / WeChat	1.242 billion
TikTok	1 billion
QQ	606 million
Douyin	600 million
Telegram	550 million
Sina Weibo	530 million
Snapchat	514 million
Kuaishou	481 million
Pinterest	478 million
Reddit	430 million
Twitter	397 million
Quora	300 million

Sources: TikTok, Statista, CNBC 1, CNBC 2.

APPENDIX

Backlinko TikTok User Statistics: Average Engagement Statistics (September 2021)

Engagement: TikTok User Interaction Statistics

- TikTok is the most engaging social media app out, with an average session length of 10.85 minutes (Double Pinterest's 50.6 minutes that ranks #2 for engagement).
- The average person in the United States will open the TikTok app 8 times a day.
- TikTok engagement in the U.S. has increased by 1,533% between 2017 to September 2019. In comparison, Facebook declined 26% in the same period, and Instagram inched up by only 6%.
- Advertising brands need to pay attention – TikTok has an engagement rate of 5.30% on accounts with 100,000+ followers, compared to Instagram 1.10% and Twitter 0.30%
- In a recent Influencer Marketing Hub study, TikTok user profiles with 100,000+ followers have the highest engagement.

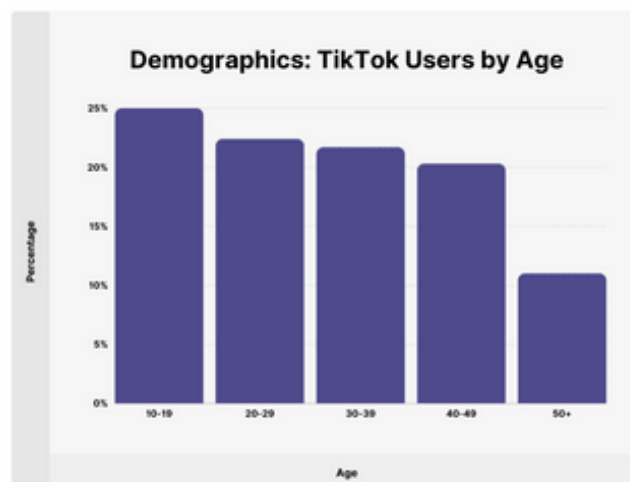
Average engagement rate in 2019 by followers

	<1000	<5000	<10000	<100000	>100000
Instagram	7.20%	5.30%	3.70%	2.10%	1.10%
TikTok	9.38%	8.57%	8.13%	7.23%	5.30%
Twitter	1.40%	1.20%	0.80%	0.40%	0.30%

Backlinko TikTok User Statistics: Users by Age (September 2021)

Demographics: U.S. TikTok Users by Age

Even though more adults adopt the app, only 31.3% of their user base is aged 40 and over. In fact, 47.4% of TikTok users in the U.S. are aged 10-29.



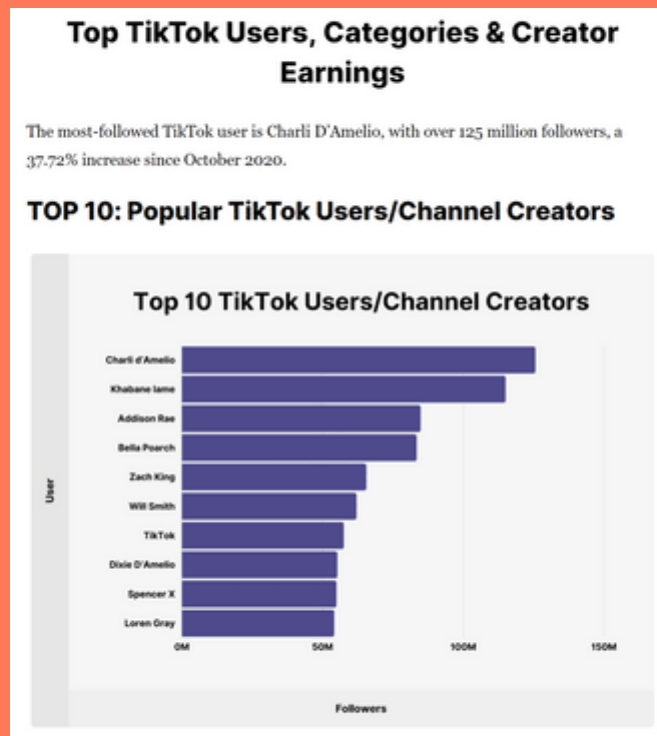
Here's a full breakdown:

- 25% of TikTok's active users accounts in the U.S. are people aged 10-19.
- 22.4% of TikTok's active users accounts in the U.S. are 20-29.
- 21.7% of TikTok's active users accounts in the U.S. are 30-39.
- 20.3% of TikTok's active users accounts in the U.S. are 40-49.
- 11% of TikTok's active users accounts in the U.S. are 50+.

Between 2018-2020, the number of American adults using TikTok grew 5.5 times.

APPENDIX

Backlinko TikTok User Statistics: Top 10: Popular TikTok Users/Channel Creators (2021)



Backlinko TikTok User Statistics: Top 10: Popular TikTok Users/Channel Creators Follower Numbers and Earnings (2021)

Here are the exact follower numbers:

User	Million Followers
Charli d'Amelio	125.6
Khabane lame	115
Addison Rae	84.8
Bella Poarch	83.4
Zach King	65.5
Will Smith	62
TikTok	57.5
Dixie D'Amelio	55.2
Spencer X	54.9
Loren Gray	54.1

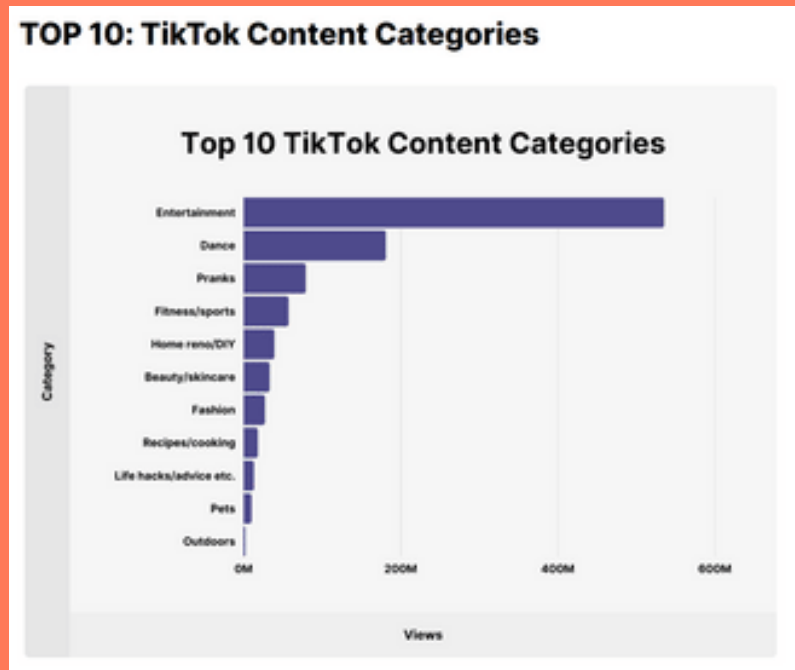
Let's take a look at how much the creators make with that number of followers:

TikTok User Earnings

User	Million USD
Addison Rae	5
Charlie D'Amelio	4
Dixie D'Amelio	2.9
Loren Gray	2.6
Josh Richards	1.5
Michael Le	1.2
Spencer X	1.2

APPENDIX

Backlinko TikTok User Statistics: Top 10: TikTok Content Categories(2021)



Backlinko TikTok User Statistics: Top 10: TikTok Content Categories and 10 Best TikTok Hashtags in Terms of Popularity (2021)

10 Best TikTok Hashtags in terms of popularity

1. # tiktok.
2. # love.
3. # funny.
4. # memes.
5. # followme.
6. # cute.
7. # fun.
8. # music.
9. # happy.
10. # fashion.

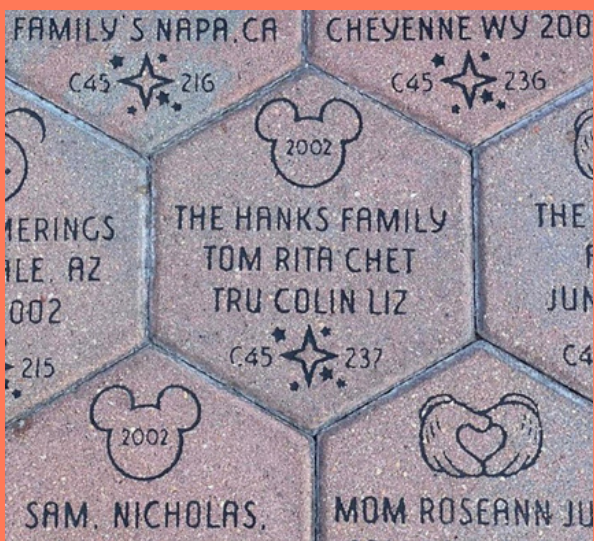
Here's a table with all the numbers:

Category	Billion Views
Entertainment	535
Dance	181
Pranks	79
Fitness/sports	57
Home reno/DIY	39
Beauty/skincare	33
Fashion	27
Recipes/cooking	18
Life hacks/advice etc.	13
Pets	10
Outdoors	2

If you want to get seen, you're going to need the right hashtags to boost engagement.

APPENDIX

LEGACY MEMORIAL: Brick Mock-up



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.

APPENDIX

LEGACY MEMORIAL: Brick Mock-up



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.



APPENDIX

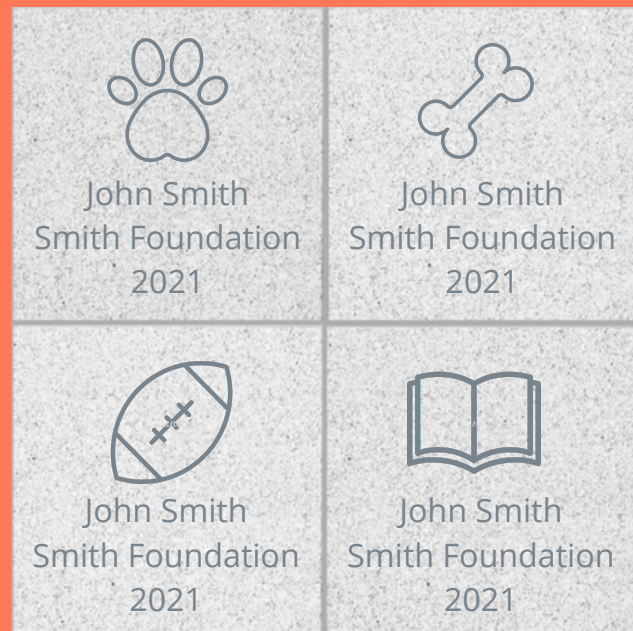
LEGACY MEMORIAL: Brick Mock-up

There is white travertine stone and dove white granite that will both help the donor names stand out, and will still match the facility's sleek and modern design. There can also be change in symbol, instead of color, whatever may seem fit for the facility aesthetic.



White travertine with silver lettering and colored symbols.

- Blue = Punts for Pets
- Green = Touch Downs for Turf
- Gold = First Downs for First Books



Dove white granite with silver lettering and different symbols.

- Paw Print / Dog Bone = Punts for Pets
- Football = Touch Downs for Turf
- Open Book = First Downs for First Books



**LOS ANGELES
CHARGERS**

