

Miles Minnick Concert Campaign

Welcome to the strategic presentation for the Warrior Welcome Concert featuring Miles Minnick. Let's create an unforgettable experience that resonates with our audience and achieves our ambitious goals.

J by Jesse Umeh



Made with GAMMA

Campaign Overview



Headliner

Miles Minnick, supporting acts being confirmed soon



Date & Time

August 23, 2025 | 7:00 PM – 9:00 PM



Venue

Jessup University Warehouse with 1,200 capacity



Strategic Objectives

1,000+

Attendees

Target attendance with 1,200+ RSVPs

80%

Engagement

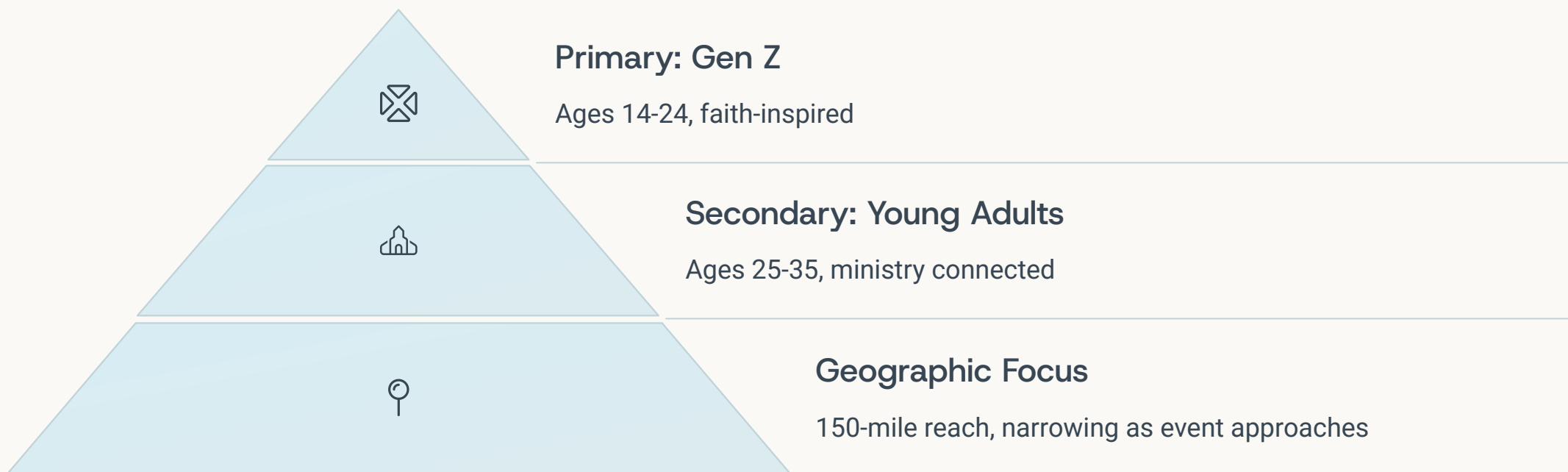
Create buzz and deepen community relationships

100%

Energy

Craft an unforgettable experience for current and future Jessup students

Target Audience



Final Creative Direction (still working on this)



Core Creative Deliverables



Visual Assets

Master poster, social graphics, and billboard designs



Video Content

Teaser videos and paid media vertical videos



Influencer Kit

Ready-to-share content for user-generated promotion

Digital & Social Campaign Strategy



Announcement

June 22: Teasers and initial buzz generation



Activation

June 23 – July 5: Geo-targeted paid social ads



Momentum

July 6 – July 31: Personal invites from Miles



Final Push

August 1 – Event: Increased posting frequency



Traditional Media Tactics

Billboards & Airport Ads

High-visibility location strategically placed throughout July and August.

Focus on major traffic areas and gathering spots for our target demographic.

Email Campaign

Targeted outreach to youth groups and ministries within our geographic focus.

Personalized messaging with easy sharing capabilities.

Radio Spots

30-second promotions on KFIA and/or K-LOVE reaching faith-based listeners.

Strategic placement during peak listening hours.

Potential Strategic Partnerships



Potential Official Food Sponsor

Chick-fil-A providing refreshments and branded experiences throughout the event.



Exclusive Merchandise Collab

Limited-edition co-branded apparel creating lasting memories and visibility.

Campaign Timeline



Development & Design

May 19 – June 20



Soft Campaign Launch

June 22



Full Activation

July 5 onwards



Concert Day

August 23, 2025



Needs: Music & Media Assets



Miles' Music

Permission to use in all marketing materials



High-Resolution Media

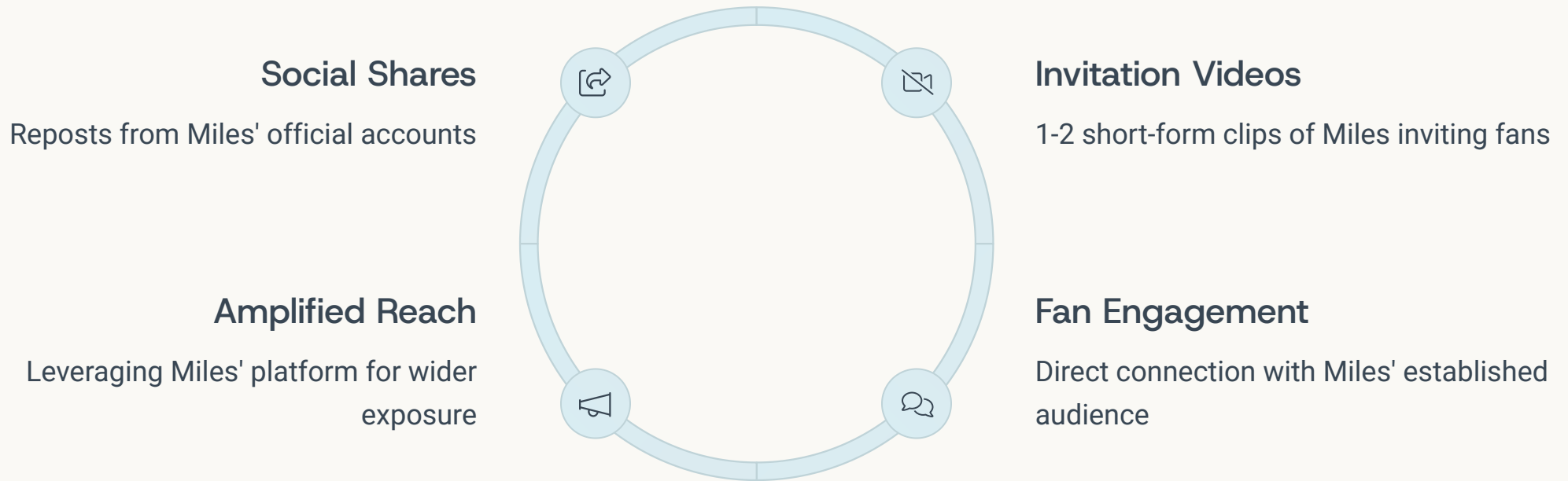
Access to high res photography and MP4 versions of videos for content creation



Promotional Content

Custom content for design and promotional use

Promotion & Content Support for Miles



Next Steps

Finalize Partnership Agreement

Complete contract details and secure commitments from all parties.

Begin Creative Development

Start design work on key visual assets and marketing materials.

Schedule Kickoff Meeting

Bring both teams together to align on vision and execution.

Launch Countdown

Build excitement with a strategic countdown to August 23rd!





Thank You!



Partnership

Creating an unforgettable experience together



Passion

Bringing music and community together



Success

Achieving our goals through strategic collaboration