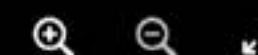




BACKPACK PEORIA

Giselle & Ashlyn





ANYTHING IS POSSIBLE

WITH BACKPACK PEORIA



Backpack Peoria provides underprivileged kids the opportunity for success and the chance for a greater future.




Donate today.
www.dreamcenterpeoria.org

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Donate today.

www.dreamcenterpeoria.org

 Dream Center Peoria

February 23 at 9:00 AM ·

Help make dreams come true! Backpack Peoria can transform the lives of children- starting with school. Backpack Peoria is in need of donations to keep this program running.

For more information, to sign up to volunteer, or to learn about donation times, please visit

www.dreamcenterpeoria.org/give

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 Like

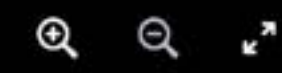
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Write a comment...





ANYTHING IS POSSIBLE

With Backpack Peoria



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👍 Like 💬 Comment ➦ Share

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 Write a comment...



ANYTHING IS POSSIBLE



Backpack Peoria can make dreams
come true- starting with school.



Donate Today.

www.dreamcenterpeoria.org

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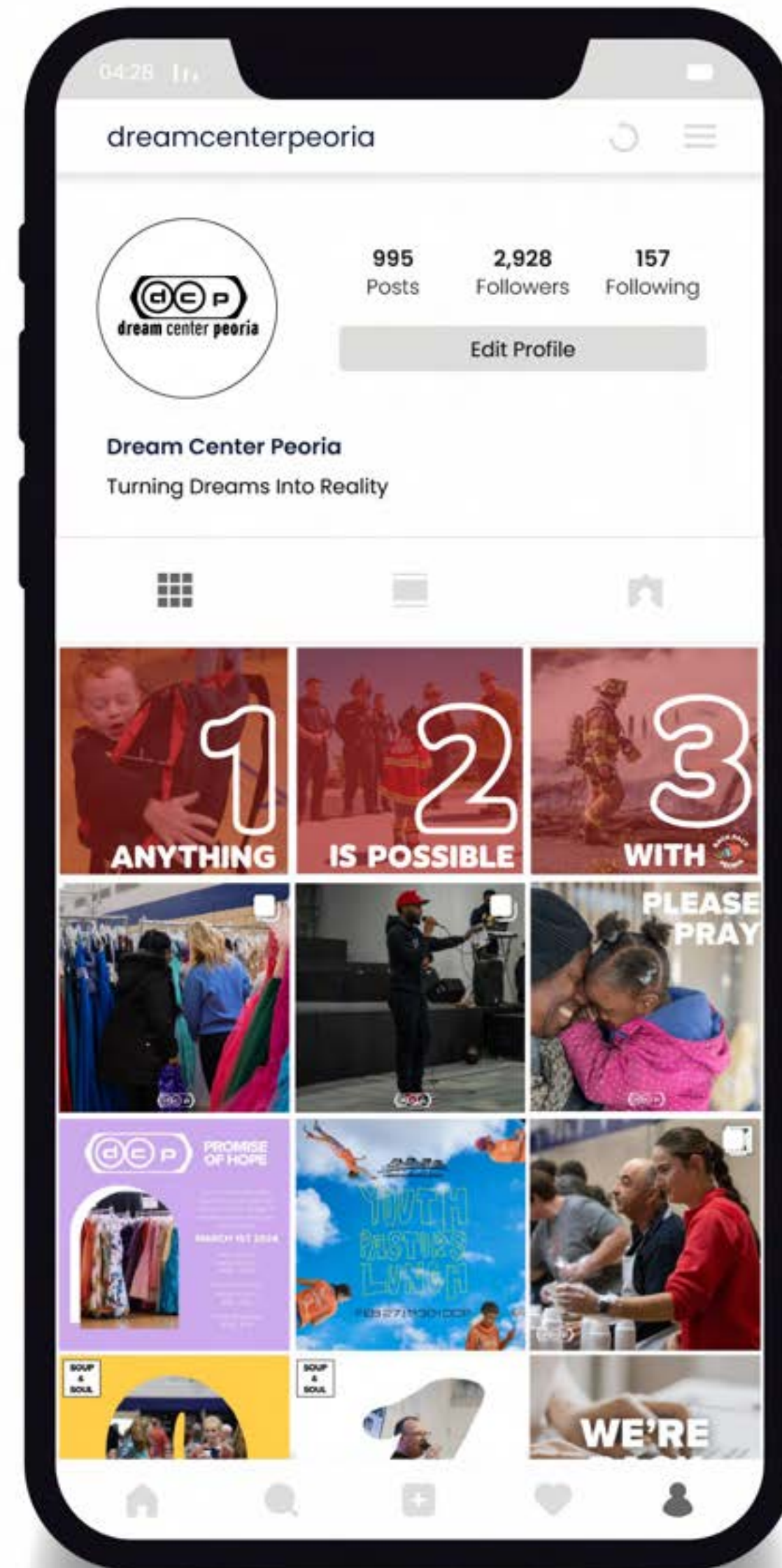


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Target Businesses

Send them:

- a. Business card
- b. Magnet
- c. More information on what Backpack Peoria does

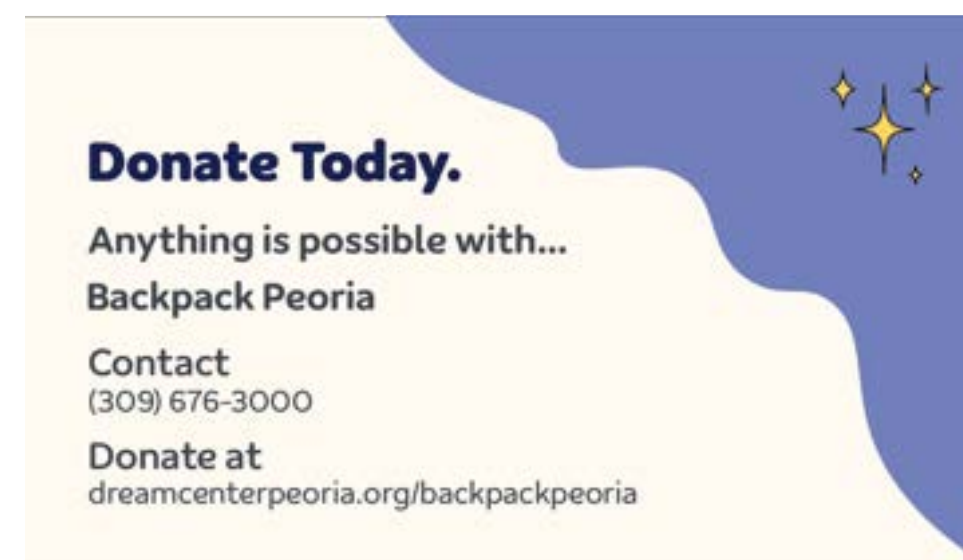
Why?

- a. Keep it cheap and simple.
- b. Get them something to remember.
- c. Direct is best.

Magnet



Business Card



"Anything is Possible...With Your Help."

Events

1. Target events with a fee to get in.
 - a. Alcohol/food tasting events.
2. Target events meant for families.
 - a. Sports, family-friendly, etc.
 - b. Markets, craft fairs, live music, etc.
3. Target events spouses might be at.
 - a. "Ladies Night," "Men's Night."



October - \$125 - \$250 to get in



May - \$150 to get in



August - \$100+ to get in



Medici Country BBQ and Music

May - Free to get in



Chiefs Games

April - September - \$10-\$20

Advertising

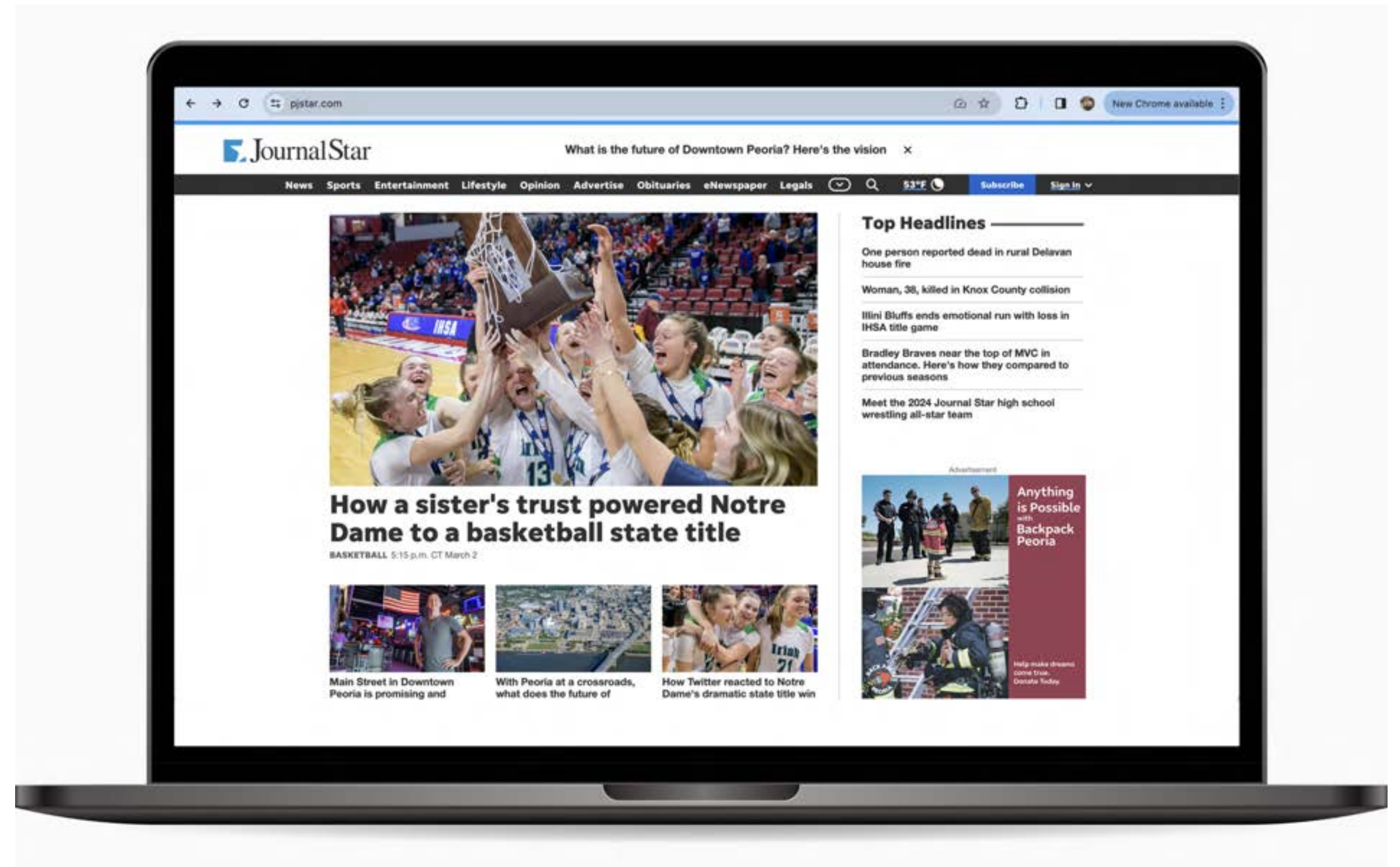
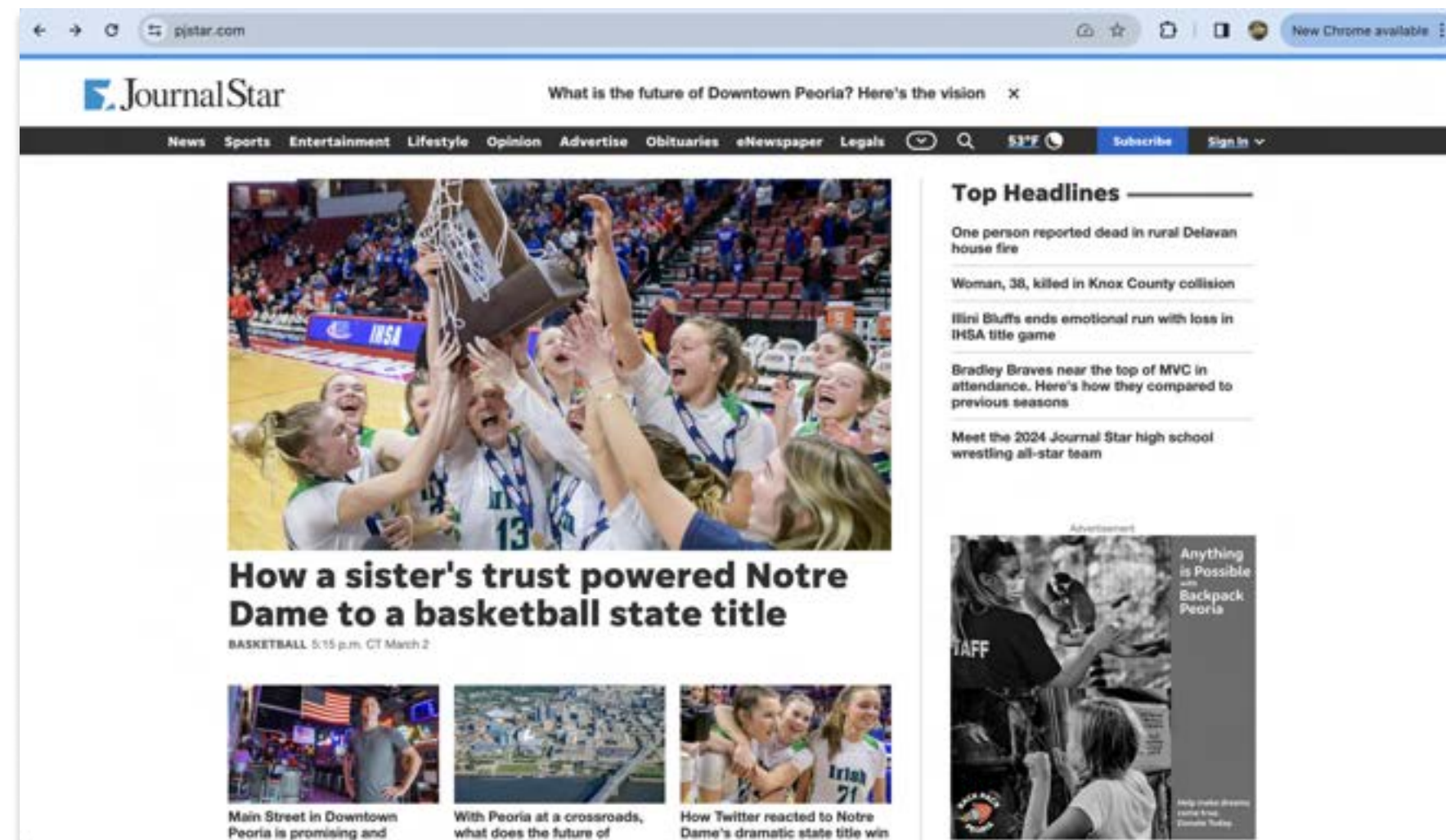
1. Banner ads on direct / indirect websites.
2. Put information in gift baskets.
3. QR codes.
4. Hand out business cards at event.
5. Combine advertising - event logo and BPP logo.
6. On cups, on tables, anywhere at event.
7. Mentions from hosts / entertainment.



Banner Ads

Websites

1. Journal Star
2. Illinois Times
3. Peoria Civic Center



Script

1. Done in local Peoria area or around.
2. Andy explains **success stories**.
3. Can be an **interview** with said kid (now grown).
4. Can have multiple variations.

[Play Audio](#)

Applied to:

1. Radio ad
 2. Commercial
 3. Instagram Reel
 4. Facebook Short
 5. YouTube Video
 6. Sponsor mention
-