



PUBLIC RELATIONS CASE STUDY

Inspire the Fire

OVERVIEW

The goal of event PR is to generate interest and registrations for your event. Make it easy to for a press piece to turn readers into attendees by providing journalists with all the key information upfront. To rise above the noise in journalists' inboxes, you need to make it clear why the public will care about your event's story and BCG knows just what to do to get your story heard.

"When I founded this organization at 17 years old I could not imagine or fathom the growth Inspire The Fire would have over the years. It has lead to not only Presidential awards and accolades but has connected me with people like Natalie and Jonathan Stewart. They believe in the mission of having kids discover and foster their talents on and off the stage, so when they brought the BCG team on board for event public relations support I knew we were in good hands. We loved the coverage that we received and the awareness it brought to the organization. We love the way the BCG team works and enjoyed the experience!"

– **Dennis Reed (Founder, Inspire The Fire), Jonathan and Natalie Stewart (Board Members)**





PUBLIC RELATIONS CASE STUDY

Inspire the Fire, cont.

APPROACH

Local Charlotte nonprofit, Inspire The Fire, has received national accolades partnered with retired NFL leading rusher Jonathan Stewart and his wife Natalie to host an annual fundraiser. The 90s themed Fall Ball event was seeking press exposure with only a short lead time.

Strategic Planning and Communication: BCG created a strategy and communications plan and identified targeted outlets

Media Relations: Providing experienced pitching the BCG team secured media coverage from top tier outlets and key influencers in the Charlotte area with the **objective to secure quality media impressions and visibility for the event and nonprofit.**

RESULTS

Secured media placements on/in:



FOX46:
Averaged 2.6M viewers in primetime



SOURCE MAGAZINE:
American hip hop and entertainment website and magazine with a circulation of 175k



QCITYMETRO:
An independent, online news source based in Charlotte with a value of placement estimated at \$2.5k



WBTV:
Reaches an avg. of 650k unique users every month with more than 3M page views on the website



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