

CROSSKEY PR

Proposal for Elephant Nature Park



WRITTEN AND PRESENTED BY

*Victoria Persoglio, Rae Anne Reyes, Tanisha
Smith, Sam Sokol and Beth Vrantsidis*

Table of contents

Executive Summary	5
S.W.O.T. Analysis	6
Strengths	6
Weaknesses	6
Opportunities	6
Threats	6
P.E.S.T. Analysis	7
Political	7
Economic	7
Social	8
Technological	8
Goal	9
Objectives	9
Strategies	9
Tactics	10
#ImNotIrrElephant Social Campaign	10
Phase one: social campaign launch	10
Phase two: #ImNotIrrElephant social contest	11
Revamp Website and Create Landing Page	12
The Trunk Show: Pop-Up Shop	13
Proposed Venues	13
Proposed Merchandise	14
Elevent: Gala	14
Sponsorships	16



Company profile: CrossKey PR

We are CrossKey PR, a public relations and communications agency that is driven to create comprehensive public relations and corporate communications campaigns for causal organizations. At CrossKey PR, we combine passion for activating positive change with expertise in providing top-quality services. Each member of our team has extensive experience in their area of choice. Our services include digital and visual communication, social media strategy, media relations and event planning and management.

The team

Beth Vrantsidis

Beth Vrantsidis is a public relations professional with ten years experience creating impactful digital, visual, and social media campaigns. In her third year at CrossKey PR, Beth has created comprehensive digital campaigns for Canadian Red Cross and the SickKids Foundation. Beth has always wanted to work with non-profit organizations and charities in order to tie together her skills in communications and public relations with her drive to help others. Beth is a *creative communicator* in that she is always finding ways to send the right message to the right audience in a creative and engaging way.

Victoria Persoglio

Victoria Persoglio's experience within public relations has provided the foundation for her current success. Victoria has worked at CrossKey for five years and her involvement in campaigns with organizations such as World Vision Canada, Princess Margaret Cancer Foundation and Toronto Humane Society has provided her with superior skills in social media, digital campaigns, and event planning. Currently, Victoria's passion is to work for non-profit organizations that help make the world a better place. Having a greater impact on others is her personal commitment to this company.

Sam Sokol

Sam Sokol has been working in the public relations field for eight years, three of which have been with CrossKey PR. Sam's love of volunteering for non-profit organizations has led her to a successful career in social media, digital marketing and content creation for various charities such as WE Movement, Rev it Up for Sick Kids, and Save



the Children Canada. She is proud to give back to her community and make a global impact through her work with CrossKey PR. When she's not working or volunteering, you can find her writing on her personal blog or using her creative skills on Canva.

Tanisha Smith

Our resident social media maven, Tanisha Smith, has been expertly designing social media campaigns for the past seven years. Her specialties include media relations, influencer relations and social media strategy. Since joining CrossKey PR in 2013, Tanisha has worked on numerous national campaigns, including the Air Canada Foundation, the Make-A-Wish Foundation, and the Tim Horton Children's Foundation. Through her passion project, as an avid travel blogger and Instagram influencer, she has also created meaningful connections in the travel and tourism industry. When she is not in the office, rest assured she is off exploring yet another corner of the globe.

Rae Anne Reyes

Being inspired by books her mother read to her as a child, Rae Anne has had a fondness for storytelling since she first learned how to write. What began as writing stories and drawing illustrations with crayons on handmade books made of blank sheets of paper has led her to exercise her creative capacity as a media relations specialist, social media strategist, and content creator. Among the many hats she wears, event planning is her favourite specialty. She has been bringing ideas to life and creating experiences with CrossKey PR since 2012 and has no intentions of slowing down. If she is not at the office or overseeing the flawless execution of an event she has helped organize, she is likely helping create the makeup and beauty trends you see on catwalks and in magazines.



Executive summary

CrossKey PR has created an engaging public relations program for Elephant Nature Park to earn donations, gain volunteers and boost awareness through a social media campaign and contest, website redesign, and two types of events.

Through an organizational and environmental analysis, we recognized an opportunity to leverage the trend of volunteer tourism and popularity of travel bloggers. We also identified the opportunity to target communications to followers of travel bloggers who are looking for life experiences that are philanthropic in nature. All of this combined with Elephant Nature Park's significant online presence, especially in terms of followers on Instagram, led us to create our first strategy to address three concerns: raising awareness, earning funds and gaining volunteers.

The proposed social media campaign, which is centred around the tag #ImNotIrrElephant, is made up of two phases. In the first phase, social media influencers and travel blogger will be "invited" to volunteer for a week with Elephant Nature Park. In phase two, influencers will promote a donate, follow and share contest across all social media, with a focus on Instagram. Both phases are meant to raise awareness, position Elephant Nature Park as *the* volunteer destination, and earn donations.

The social media campaign works in conjunction with the second strategy, which is to make giving to Elephant Nature Park easier. We propose building a donation form into the park's website which will direct funds to the Save Elephant Foundation. This strategy is meant to increase likelihood of supporters completing the donation process.

The third strategy is to utilize events to earn funds from different demographic segments while also raising awareness. We have proposed "The Trunk Show" pop-up shop in Canadian cities to generate buzz and earn funds through selling merchandise. We also propose "Elevents" which are charitable galas held for high-class and high-status North Americans. Gala are meant to generate awareness among a different demographic as well as earn larger donations.

Using our team's well-established connections in the entertainment and travel industry we plan to negotiate sponsorships for the influencer trips, the merchandise for the pop-up shops and the giveaways and speakers for the gala.



Situation analysis

S.W.O.T. analysis

Based on our research into your company's website, social media and competitors, we have created an analysis of Elephant Nature Park's strengths, weaknesses, opportunities and threats. We have come up with the following:

Strengths

Elephant Nature Park has established a significant online presence through the website, Facebook page, Twitter and Instagram profile. Elephant Nature Park also has a fundamentally solid reputation as evidenced by positive reviews and testimonials. The park advocates for a very noteworthy cause, which only strengthens its standing.

Weaknesses

Navigating the Elephant Nature Park website can be confusing when you are trying to search for specific content. Given that the park is located in Thailand, it can be difficult to communicate with your audience in other countries when it comes to time zones. Finally, as Elephant Nature Park receives funding through the Save Elephant Foundation, donating directly to the park is challenging.

Opportunities

There are plenty of opportunities that Elephant Nature Park and CrossKey PR can use to meet our goals. Connecting with donors and building relationships with philanthropic celebrities that support the cause can increase awareness and donations. Advertising and finding donors through galas within the Canadian market will help establish a presence in Canada while providing more donation opportunities. Finally, we can reach new volunteers to travel to Thailand and help with the elephant sanctuary.

Threats

By far the greatest threat comes from other elephant sanctuaries, both reputable and non-reputable. We can overcome this threat by differentiating Elephant Nature Park from competing parks through leveraging the park's strengths and pursuing identified opportunities.



P.E.S.T. Analysis

Political

The political climate of Thailand is in a state of change. According to Thai news sources, the death of the “beloved monarch” of Thailand has reignited the conversation of monarchy in Thailand and its imminent end. There have been continuous efforts to build parliamentary systems and democratize the country. The current prime minister continues to promise the implementation of a “democratic roadmap” for Thailand, insisting there will be a general election sometime in 2018.

Canada has positive political relations with Thailand and is making efforts to strengthen human rights and good governance. Where efforts are concentrated - in the southern provinces among Burmese refugee populations – Canada is recognized as a leader in promoting human rights and encouraging dialogue to alleviate tension.

The changing political climate and positive view of Canada creates a favourable political environment for encouraging Canadians to donate, volunteer for, or visit Elephant Nature Park. However, Canadians travelling to Thailand should be made aware of changing political climate and tensions that exist in southern provinces in order to be respectful visitors.

Economic

In 2010, Canada signed a Free Trade Agreement with Thailand as a means to generate increased export and investment opportunities for both countries (Government of Canada, 2014). In fact, Thailand was Canada’s second largest trading partner in 2013 (Ibid). This signifies a positive economic relationship with Thailand which can be leveraged when encouraging volunteer tourism at Elephant Nature Park.

Canadian universities have longstanding relations with Thai academic institutions (Government of Canada, 2014). More and more students are travelling to gain education, work, and cultural experiences (Mohn, 2013). The collaboration between Canadian and Thai academic institutions presents an opportunity to attract more student volunteers looking to gain resume-boosting experiences. This collaboration makes Canadian students a key target public for communications. Elephant Nature Park can speak to youth and students about travelling to Thailand to volunteer as this demographic makes up 20 per cent of long term international travellers (Ibid).



Social

While difficult to measure, volunteer tourism is thought to be the fastest growing sector of tourism. In fact, it is estimated that by the end of the 2010s, volunteer tourism could represent 25-to-30 million trips worldwide (VolunteerTourismViews, 2013). This trend, coupled with strengthened social passion for animal rights protection, means conservation and sanctuary parks are seeing more young travellers looking volunteer. Thailand, especially Elephant Nature Park, is one the most popular destinations for volunteer tourism because of its reputation for being both beautiful and safe (Global Crossroads, 2016). This presents the opportunity for Elephant Nature Park to leverage Thailand's reputation and the social trend of philanthropy to attract more volunteers and donations from Canada.

The rise of volunteer tourism may be correlated to the rise of the social media influencer, especially with regard to travel bloggers/influencers. These social media users have followings made up of thousands of followers and/or readers. Influencers are usually decision-leaders of their followings, meaning followers' travel and volunteer experiences are directly informed by the influencer's past experiences. This social trend presents the opportunity for Elephant Nature Park to sponsor travel influencers to expand reach of messaging and encourage more volunteers, visitors or donations.

Technological

Thailand has well established access to internet and Wi-Fi. This allows for volunteers to stay connected to consistently share their experience with their followers. As travel influencers are look for rich experiences to share with their followers and need to maintain consistency and frequency of posting, Thailand's beauty, volunteer opportunities, and Wi-Fi availability makes it a prime destination for travel influencers.

It is especially important to consider influencers as primary public because their use of social media ensures high reach, while the perception that "they are real people" adds authenticity. When this is coupled with web-based technology that allows for digital donations, there is an opportunity to utilize influencers to establish the reach and credibility necessary to earn funding.

Elephant Nature Park has a strong presence on the most used social media platform today: Instagram. In fact, Instagram has more than 300-million active users that spend an average of 257 minutes per month on the platform. Further, Instagram users are the most invested and engaged in content across all social media channels.



Strategic considerations

Goal

- Create an international presence for Elephant Nature Park in an effort to solicit donations and recruit volunteers.

Objectives

- To achieve 5,000 uses of the #ImNotIrrElephant hashtag on social media within two months.
- To raise \$12,000 in donations through #ImNotIrrElephant social media contest campaign in two months.
- To achieve one per cent engagement on Twitter and 10 per cent engagement on Instagram within one year.
- To earn \$150,000 in funds through the gala ticket sales and donations.
- To earn \$50,000 through pop-up shops.

Strategies

- Implement a social media awareness campaign and contest.
- Redesign website to make giving to Elephant Nature Park easier.
- Negotiate sponsorships for social media contest, galas, and pop-up shops.
- Plan and execute small galas and pop-up shops in major Canadian cities to raise awareness and solicit donations.
- Negotiate sponsorships for social media contest, galas, and pop-up shops.



Tactics

#ImNotIrrElephant social campaign

The launch of the #ImNotIrrElephant social campaign will aim to bring awareness to the global treatment of elephants. The campaign will focus on attracting potential volunteers, positioning Elephant Nature Park as *the* volunteer destination, and incentivizing donations.

Phase one: social campaign launch

Sponsor bloggers and social media influencers to do a “volunteer” week with Elephant Nature Park. We propose recruiting two influencers or five micro-influencers in the niches of travel, lifestyle and/or social awareness.

- Influencer requirements:
 - Must have a following of at least a 10 thousand (are verified) for linking Instagram stories
 - Must have good engagement rate (at least three per cent)
- Sponsorship will include:
 - Flights to/from Bangkok
 - One night accommodation at a hotel in Bangkok
 - Transportation to/from Suvarnabhumi Airport to Elephant Nature Park in Chiang Mai
 - One week accommodation at Elephant Nature Park
 - All meals for duration of stay at Elephant Nature Park
 - Elephant Nature Park “Swag Bags” that include #ImNotIrrElephant gear to be placed in social content
- Sponsorship requirements:
 - Each influencer will work with CrossKey PR to establish messaging that communicates the importance of volunteers and donations, but also resonates with their following.
 - Influencers are required to make at least one post per day across all social media platforms while on the trip. (Insta-stories and Facebook live should also be utilized to provide behind-the-scenes looks.)



- Posts must include #ImNotIrrElephant tag to allow tracking of campaign growth and reach.
- Influencers must include at least two posts regarding the #ImNotIrrElephant contest (See phase two).
- Birthday features for each elephant at Elephant Nature Park highlight the necessity of the services provided and creates opportunity for donation (see Appendix 1).
- Create buzz around the inner workings of Elephant Nature Park by doing various “walks around the sanctuary” or “a day in the life” segments using instagram stories and facebook live.
- #ImNotIrrElephant merchandise will be sold through the Elephant Nature Park website and linked through influencer insta-stories, tweets, and facebook posts.

Phase two: #ImNotIrrElephant social contest

- Influencers will promote a donate, follow and share contest across social platforms with a focus on Instagram.
- Contest will run for two months.
- One winner will receive an all expenses paid trip for three to visit and volunteer at the Elephant Nature Park Sanctuary.
 - Flights to/from Bangkok
 - One night accommodation at a hotel in Bangkok
 - Transportation to/from Suvarnabhumi Airport to Elephant Nature Park in Chiang Mai
 - One week accommodation at Elephant Nature Park
 - All meals for duration of stay at Elephant Nature Park
 - Elephant Nature Park “Swag Bags” that include #ImNotIrrElephant gear.
- All entrants must complete the following in order to be eligible to win:
 - Follow Elephant Nature Park on Instagram
 - Donate two dollars to the #ImNotIrrElephant Fund through the website
 - Share an Instagram post confirming donation with the #ImNotIrrElephant tag
 - Tag two friends for additional entries (optional)



Revamp website and create landing page

We propose redesigning the Elephant Nature Park website to distinguish it from Save Elephant Foundation, make it easier to navigate, and most importantly, making giving easier.

We recognize that Elephant Nature Park receives funding through the Save Elephant Foundation and it is currently impossible to give directly to the park from the website. As it is proven that embedded donation forms improve donation revenue (Cindy Younan, CanadaHelps) we propose building a donate page with embedded donation forms. These forms will still direct funds to the Save Elephant Foundation. By simplifying the donation process, it is likely that supporters complete the donation process - rather than defecting mid-way.

In addition, Elephant Nature Park's website currently looks practically identical to that of its funding foundation. It is currently difficult for website visitors to distinguish between the websites and it is equally difficult to navigate them to find desired donation and volunteer information. We propose redesigning the Elephant Nature Park website to make it more user-friendly and distinguishable from the Save Elephant Foundation website.

The website's revamp will be crucial in implementing the #ImNotIrrElephant campaign and contest. The website will be the only way supporters can enter the contest, which will be initiated by the two dollar donation. Again, ensuring donation forms are embedded in the website will better ensure the contest produces a return on investment.

Overall, the new website will act as a hub of information. It will connect supporters between the social media campaign and the events that will be discussed below. Making it easier to navigate will ensure supporters get the information they need to attend the events.

To see wireframes of new website, see Appendix 2.



The Trunk Show: pop-up shop

The pop-up shop industry has been valued at around \$10 billion in sales. More than just a trend, pop-up shops are a relevant and intelligent way to increase awareness for an organization, as well as raise donation revenue. Here are five more reasons to use a pop-up shop to benefit Elephant Nature Park:

- Low cost way to explore additional revenue streams.
- Engage customers offline
- “Get It While It Lasts” Urgency
 - Scarcity drives action and a pop-up shop puts you in a perfect position to take advantage.
- Educate new customers
- Generate brand awareness

Proposed venues

We have included two venues for your consideration - one in Toronto and one in Vancouver. These cities have already been home to several successful pop-up shops and are the ideal market for “The Trunk Show” pop-up shop.

For a Toronto pop shop, we suggest Toronto’s beautiful Trinity-Bellwoods area and easily accessed via public transportation. It is 400 square-feet and has space for 50 people. Wifi is included in the price plan, as well as POS support. The venue would cost \$4000 for two weeks and includes \$2 million insurance coverage if booked through thisopenspace.com.

It includes heat for the cold Canadian weather, a bathroom and even a kitchen should we choose to sell food and drinks. In the past, the space’s owner has provided a discounted rate to pop-up shops benefiting charitable causes. Pictures and other information can be found at thisopenspace.com/spaces.

For a Vancouver pop up shop, we suggest Vancouver’s Mount Pleasant, an up-and-coming neighbourhood home to many young professionals and homeowners. The space is 850 square feet, holds 85 people, and would cost \$6405 (fees included). They’ve already worked with numerous brands and their pop-up shops. It includes free wifi, heating and a bathroom. It also includes \$2 million insurance coverage if booked



through thisopenspace.com. Pictures and information can be found at thisopenspace.com.

Given the success of pop-up shops in both cities, we are confident that having one pop-up shop in each city for the duration of two weeks would be the right move. However, please note that these are only suggested pop-up locations and the length of time the shops will be opened for are flexible.

Proposed merchandise

- The cost of creating our own merchandise at 100 pieces per item are as follow:
- Crew Neck T-Shirts (100% Organic Cotton): **\$6.57/piece**
- V-Neck T-Shirts (100% Organic Cotton): **\$10.61/piece**
- Long Sleeve Shirts (100% Cotton): **\$9.10**
- Crew Neck Sweaters (75/25 Cotton): **\$10.39**
- Pullover Hoodies (50/50 Heavyweight Hoodie): **\$15.17**
- Zip-Up Hoodie (100% Cotton): **\$23.65**
- Recycled Canvas Tote: **\$4.85**
- Stickers: **\$0.91**

The pricing was found through <http://www.mycustombandmerch.com/> and is subject to change depending on the quantity purchased.

Another option for merchandise is to collaborate with a Canadian designer. Collaborating with an established and respected Canadian designer, allows us to reach their existing clientele and offer more value for the merchandise customers are purchasing in addition to knowing all profits are going to a great cause.



Elevent: gala

We have projected three event venues for galas in three different cities as potential options. Toronto, Montreal, and Vancouver, are a few of the biggest and most recognized cities in North America. The venues in these cities were chosen carefully to distinguish the kind of audience we wanted to engage for Elephant Nature Park. We are confident that these venues and cities will bring many people to our event in support of our cause. *The venues below are:*

The Art Gallery of Ontario is the perfect spot for gala of this magnitude. AGO has a collection of more than 80,000 art pieces and is among the most recognized museums in North America. From Canadian to European works of art, these contemporary collections will mesmerize all kinds of visitors. The Baillie Court was chosen for the Toronto event gala because is a light-filled room that offers accommodation for events. This extraordinary space with south-facing views of the Toronto skyline will be an unforgettable and artistic experience. It holds approximately 400-450 guests, has unlimited audio capacity and a dedicated culinary team to present guests with quality meals all included for \$40,000. The Baillie Court offers a beautiful custom-designed ceiling which many people will be able to look up at as they are walking up to the third floor of the AGO. The expected cost after setup is \$75,000, and revenue is expected to be \$150,000 after the sales of tickets at \$550 and extra merchandise purchased at the event. Initial profit after discounting the cost of the venue is \$75,000. Pictures and further information can be found at [AGO Website](#) and [AGO Event Info](#).

The second event venue we propose is in Montreal, Quebec. The Industrial Multidisciplinary Space is a rare room that has a modern and sophisticated appearance. This event space features 3,200 square-feet of event space, 12-foot ceilings, 300-guest capacity, a fully equipped kitchen, a bar and a professional light system at a cost of \$3,000 per day. It is perfect to accommodate an event of this size and can be booked through [This Open Space](#). The expected cost after setup is \$25,000, and revenue is expected to be \$50,000 after the sales of \$300 tickets and merchandise. Initial profit after discounting the cost of the venue is \$25,000. Pictures and further information can be found at [Industrial Space Montreal](#)



Our final event gala venue is located at the Vancouver Art Gallery in Vancouver, British Columbia. The main gallery includes the lobby, forecourt and rotunda and are extraordinary spaces to host the 350 guests. This rustic concept of a gallery brings an old and modern touch with a unique setting. This historic gallery is 4244 square-feet and priced at \$7,355 is one of the most recognized spaces in Vancouver. The expected cost after setup is \$40,000, and revenue is expected to be \$80,000 after the sales of tickets at \$400 and extra merchandise purchased at the event. Initial profit after discounting the cost of the venue is \$40,000. Pictures and further information can be found at [Vancouver Art Gallery](#)

We chose different locations because Canadian climate is always changing. We believe optimal exposure will be reached by holding gala events in multiple locations. The galas will be promoted as high profile and exclusive. Potential celebrity guests may include Leonardo DiCaprio, Shania Twain, Coldplay, Britney Spears and the like due to their known involvement with animal sanctuaries.

Our primary candidate is Leonardo DiCaprio because he consistently uses his platform to promote environmental and animal activism. We expect DiCaprio to give a 15-minute keynote speech on the topic of conservation strategies in order to solicit contributions from donors. Leonardo DiCaprio's Foundation aims to protect the world's wildest inhabitants and places. Leonardo has over 40-million followers with Twitter and Instagram combined. He uses his social media platforms to inspire the public to donate to his foundation. Due to his social media presence and activism he has access to many influencers that would potentially donate to Elephant Nature Park.

We would invite other philanthropic celebrities that are known activists and would be inviting them digitally through our website. Top grossing companies in Toronto, Montreal, and Vancouver that are involved in environmental and animal rights would receive a hard copy invitation from CrossKey PR. At the gala events, we would engage invitees through a silent auction that would be helpful in endorsing donations to Elephant Nature Park. We would want guests to engage throughout the event by taking pictures using the tag #Elevents. When leaving the gala, guests will receive a swag bag



from us that includes Elephant Nature Park gear. We aim to secure a sponsor to cover the costs of the swag.

Sponsorships

We will be working to secure lucrative sponsorships for the following areas:

- #ImNotIrrElephant Social Campaign and Contest
 - Airline tickets
 - Hotel stay
 - Placement of product in influencer swag bags
- Elevents (galas)
 - Event swag bags
 - Silent Auction
- The Trunk Show (pop-up shops)
 - Merchandise partners



References

<https://www.forbes.com/sites/tanyamohn/2013/10/07/the-new-young-traveler-boom/#54b74784ff14>

<https://www.globalcrossroad.com/what-are-the-most-popular-volunteer-abroad-destinations/>

<https://volunteertourismviews.wordpress.com/2013/03/25/what-is-the-size-of-the-voluntourism-market/#ref13>

Voluntourism Institute(2014) 20 Million U.S. Voluntourists by 2020? [Internet Blog].[Accessed 08 August 2017].

http://www.canadainternational.gc.ca/thailand-thailande/bilateral_relations_bilaterales/canada-thailand-thailande.aspx?lang=eng&menu_id=8

<https://www.forbes.com/sites/tanyamohn/2013/10/07/the-new-young-traveler-boom/#22a147ba4ff1>

<https://insights.newscred.com/why-instagram-should-be-part-of-every-marketing-strategy/>



CrossKey PR for Elephant Nature Park

Services

Service	Estimated Profit	Cost of Service	ENP Total
Re-Design Website		\$500.00	
#ImNotIrrElephant Contest	\$12,000.00	\$800.00	\$11200.00
The Trunk Show: Pop-Up Shops	\$10,000.00	\$1,300.00	\$8,700.00
Galas	\$140,000.00	\$14,000.00	\$126,000.00
	TOTALS:	\$16600.00	\$145900.00

ENP Total does not include sponsorships and donations. All numbers are approximate and subject to change.



CrossKey PR for Elephant Nature Park

Travel Costs

	Approximate Cost
Roundtrip flight	\$700.00
One night accommodation in Bangkok	\$150.00
Roundtrip transportation to ENP	\$120.00
One week accommodation at ENP	\$700.00
Meals for duration of stay at ENP	\$500.00
TOTAL:	\$2170.00

The approximate cost is listed in CAD. Approximate cost does not reflect sponsorships. All costs are subject to change. Please note that it costs \$2.00 to enter the contest. The entrant and website views depend on the selected influencer. Estimated travel costs are the same per influencer and per contest winner. All costs are subject to change.



CrossKey PR for Elephant Nature Park

The Trunk Show Merchandise

Merchandise Item	Cost Per 100 Units	Approx. Selling Price	Estimated Profit
Crew Neck T-Shirts (100% Organic Cotton)	\$657.00	\$1800.00	\$1143.00
V-Neck T-Shirts (100% Organic Cotton)	\$1061.00	\$2000.00	\$939.00
Long Sleeve Shirts (100% Cotton)	\$910.00	\$2200.00	\$1290.00
Crew Neck Sweaters (75/25 Cotton)	\$1039.00	\$3000.00	\$1961.00
Pullover Hoodies (50/50 Heavyweight Hoodie)	\$1517.00	\$3500.00	\$1983.00
Zip-Up Hoodies (100% Cotton)	\$2365.00	\$4500.00	\$2135.00
Totes (Recycled Canvas Tote)	\$485.00	\$1000.00	\$515.00
Stickers	\$91.00	\$100.00	\$9.00
TOTALS:	\$8125.00	\$18100.00	\$9975.00

These numbers are approximate. Costs and selling price are subject to change, thus altering the estimated profits.

Venue Overview

	Toronto Trinity-Bellwoods	Vancouver Mount Pleasant
Square Footage	400	850
Maximum Capacity	50	85
Wi-Fi	x	x
POS Support	x	
Heating	x	x
Bathroom	x	x
Kitchen	x	
Cost (for two weeks)	\$4000.00	\$6405.00
Estimated Profit	\$5975.00	\$3570.00

The estimated profits are based on selling 100 per cent of 100 units per merchandise item only. Inventory and profit is subject to change.



CrossKey PR for Elephant Nature Park

Expected Profit Galas

City	Venue	Max. # of Guests	Price/Ticket	Estimated Total Cost	Estimated Revenue	Estimated Profit
Toronto	The Art Gallery of Ontario	450	\$550.00	\$75,000.00	\$150,000.00	\$75,000.00
Montreal	Industrial Multidisciplinary Space	300	\$300.00	\$25,000.00	\$50,000.00	\$25,000.00
Vancouver	Vancouver Art Gallery	350	\$400.00	\$40,000.00	\$80,000.00	\$40,000.00

Estimated profit numbers do not reflect or include sponsorships and donations. Costs, estimated revenue and estimated profit are subject to change.

