

The University of Iowa Marketing Institute

OPUS CONCERT CAFE

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WHAT WE'LL DISCUSS

PRESENTATION HIGHLIGHTS

Rental Events

Self Hosted Events

Advertising

Tie-in and Buy-in

Rental Events

Daytime Events

TARGET:

- Retired people
- Companies without office space

POSSIBLE EVENTS:

- Workshops
- Tastings, brunches, coffee
- Artisanal/craft fairs
- Space for non-profit, start-up, religious, or PTO meetings
- Corporate events

Corporate Events

Goals:

- Increase Space Utilization During Weekdays
- Promote Small Team Meetings



Team building /
Retreats



Executive /
Shareholder
meetings



Conferences

Corporate Events

Competitors and Target Markets

COMPETITION

Shores Event Center: Holds 150 people

Area hotels: Marriott, Hampton Inn,
Kirkwood Center

TARGET COMPANIES

Larger CR area companies: Rockwell
Collins, TransAmerica, United Fire

Smaller companies who frequent Shores:
Hawkeye Fire and Safety, The Ghosh
Center

Current Daytime Event Pricing

PRICING

- \$200/ hour
- 2 hour minimum

DISCOUNTS

- \$100 off for non-profits
- 50% off for Corporate Gold Level Sponsors and above

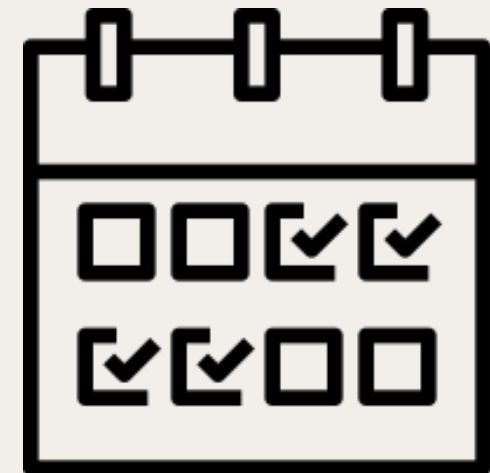
Daytime Event Pricing Options



9-5 Bookings

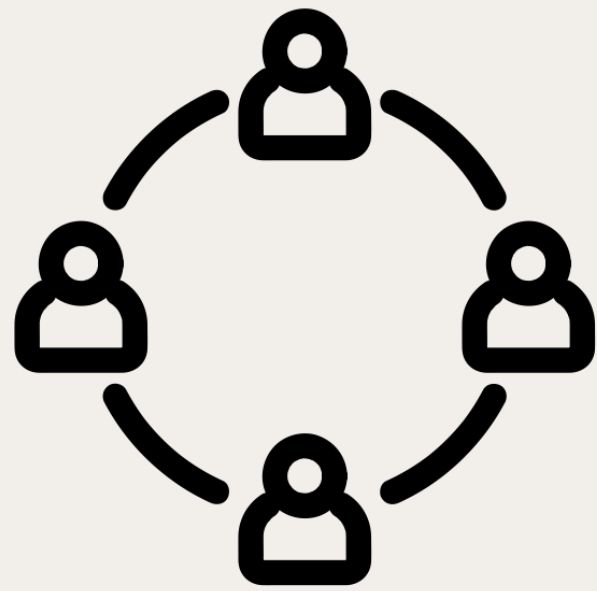


New Bookings

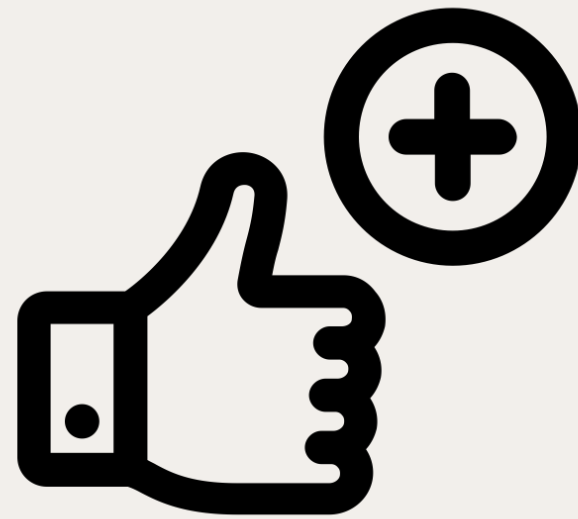


Bulk Bookings

CATERING



COMMUNITY
RELATIONSHIPS



BENEFITS FOR YOU
AND CATERER



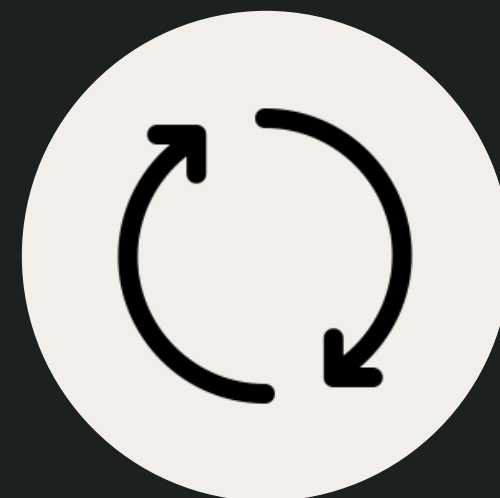
LOCAL
CATERERS

Utilizing Lobby Space

- **Maximize profits in all rentable areas**
- **Add more value to lobby space**



5-10% commission



Rotate quarterly



Focus on local artists

Artist and Small Business Leads

NEWBO CITY MARKET

Vibrant city center, highly concentrated artists and small businesses looking to expand reach

CHERRY BUILDING

Contains the Ceramics Center, among other small artisanal businesses currently selling

CZECH VILLAGE

Potential source of antiques or other unique goods to sell in lobby



Self-Hosted Events

Comedy Club

Target Audience

- Young Adults
Largest Demographic 25-44
- University Students
4 Universities within Driving Distance
- Women
Women make up 51% of the population in Cedar Rapids
- Employees of Surrounding Businesses

Ticket Pricing Options

- **Maximize Bar Sales**
- **Utilize Catering Kitchen**
- **Sell Out Shows**



Two Drink Minimum



Offer Food Tickets
for Purchase



Advance and At-the-
Door Tickets

Frequency of Shows

Open Tuesday's From 8 P.M. to 12 A.M.

Amateur Nights

Recommend 2 Acts
Open Mic



Professional Acts

Headliner



Age Restrictions

Limit the 18+ Shows
21+ Shows Should be Most
Popular



Comedy Club's Competition

Penguin's Comedy Club

■ Open Wednesdays Through Saturdays

■ Exclusively 21 & Up Shows

■ Tickets Range \$13-\$20

■ Only Male Comedians Scheduled

POST PARAMOUNT SHOW EVENTS

VIP ACCESS LOUNGE PARTIES



POST PARAMOUNT SHOW EVENTS

VIP ACCESS LOUNGE PARTIES

MEET AND GREETES

Negotiate meet and greets/exclusive performances with performers

Can either mingle or do more formalized autographs/photo ops

POST-SHOW PERFORMANCES

Local artists and bands play cabaret, piano music, or other instrumentals

Potential to offer open mic opportunities for exposure

Advertising

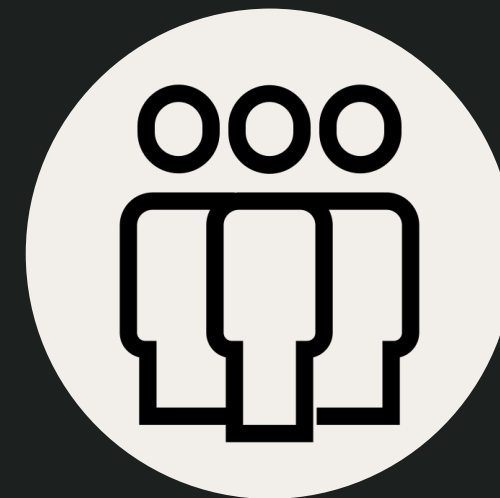
Managing Social Media



Utilize Instagram



Increase consistency
across platforms

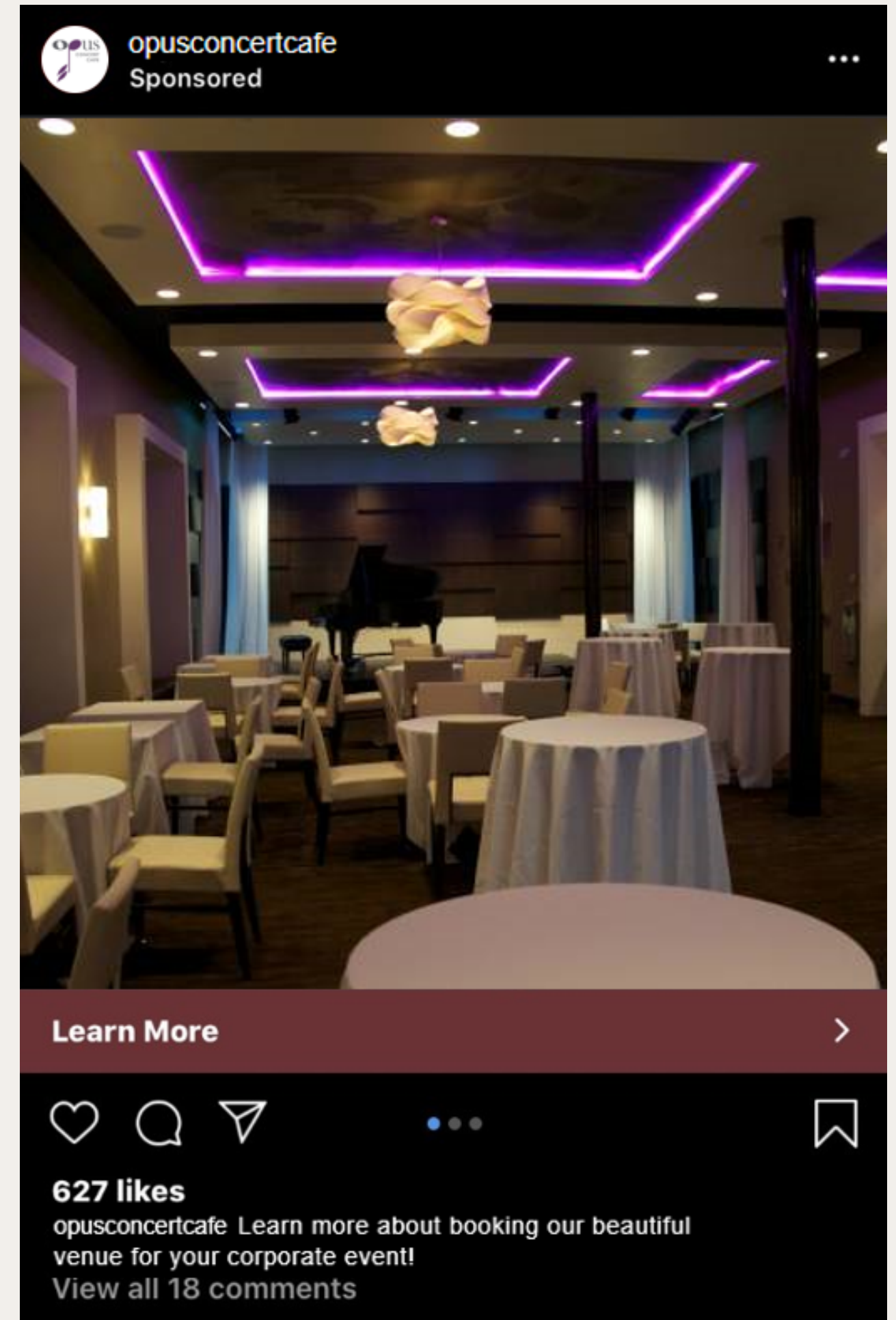


Increase post
engagement

Paid Social Media

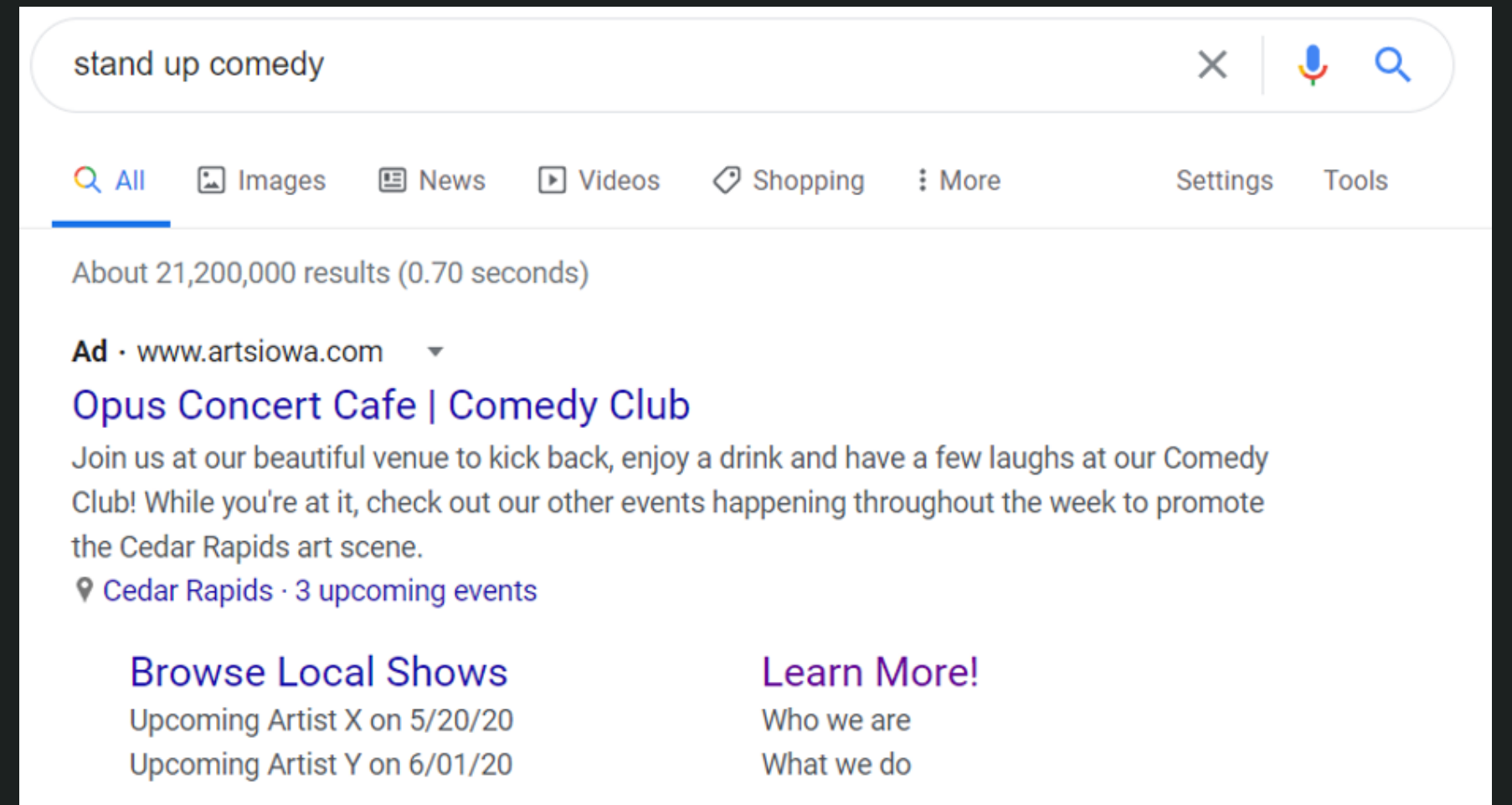
Suggestions for Paid Media:

- Run ads on Facebook, will also be displayed in parallel on Instagram
- Extremely flexible budget
- Mobile-focused for repeat exposure
- Easy for first time users



Search Engine Marketing

- Larger scope
- Demographic targeting
- Keyword targeting



The screenshot shows a Google search interface with the query "stand up comedy" in the search bar. Below the search bar, there are navigation tabs for "All", "Images", "News", "Videos", "Shopping", and "More". The search results indicate "About 21,200,000 results (0.70 seconds)". The first result is an advertisement from "www.artsiowa.com" for "Opus Concert Cafe | Comedy Club". The ad text reads: "Join us at our beautiful venue to kick back, enjoy a drink and have a few laughs at our Comedy Club! While you're at it, check out our other events happening throughout the week to promote the Cedar Rapids art scene." Below the ad text, there is a location pin icon and the text "Cedar Rapids · 3 upcoming events". At the bottom of the ad, there are two columns of text: "Browse Local Shows" with sub-points "Upcoming Artist X on 5/20/20" and "Upcoming Artist Y on 6/01/20", and "Learn More!" with sub-points "Who we are" and "What we do".

stand up comedy

All Images News Videos Shopping More Settings Tools

About 21,200,000 results (0.70 seconds)

Ad · www.artsiowa.com

Opus Concert Cafe | Comedy Club

Join us at our beautiful venue to kick back, enjoy a drink and have a few laughs at our Comedy Club! While you're at it, check out our other events happening throughout the week to promote the Cedar Rapids art scene.

📍 Cedar Rapids · 3 upcoming events

Browse Local Shows
Upcoming Artist X on 5/20/20
Upcoming Artist Y on 6/01/20

Learn More!
Who we are
What we do

Signage

- Enhance outdoor visibility



Paramount Events

- Good tool for exposure
- More likely to have Opus in their consideration set as a venue
- Great opportunity to have new flyers available

Flyers

Clean up visual clutter:

- Update pictures if possible
- Avoid using image as background
- Increase ability to skim flyer

OPUS CONCERT CAFE



EVENT NAME HERE



**SUB HEADING
HERE**

TEXT TEXT TEXT TEXT TEXT
TEXT TEXT TEXT TEXT TEXT
TEXT TEXT TEXT TEXT TEXT
TEXT TEXT TEXT TEXT TEXT
TEXT TEXT TEXT TEXT TEXT



MMM. DD. YYYY
11.00 am /4.00 pm

119 3rd Ave SE, Cedar
Rapids, IA 52401



DOUBLE CLICK IN FOOTER TO UPDATE WEBSITE AND CONTACT DETAILS

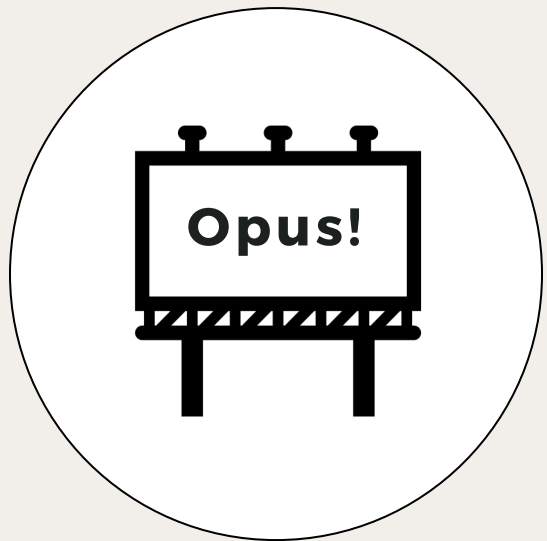
Tie-In and Buy-In



Exciting Self-Hosted
Events



Profit Generating
Rentals



Eye-Catching
Advertisements

What Opus Will Gain

Team Yellow