

SPRINGFIELD Memorial Hospital

Mark Banks Sports Medicine Complex Campaign

Campaign Objectives

- Build excitement about new complex
- Reaffirm community as focus of SMH
- Create materials to boost awareness
- Plan events to increase community involvement

Op-Ed

- "Bringing a Spotlight to Springfield: Why You Should Support the Mark Banks Sports Medicine Complex "
- Springfield Memorial Hospital Chief Executive Officer John Lewis
- Addressing community concerns
- Highlights benefits of complex:
 - Economic Growth and Job Creation
 - Honoring a Local Legend
 - Investing in Community Wellness
- Encourages Springfield to support the complex
- Reaffirms community-focused orientation

Pitch Letter

- Goal: Spread awareness of SMH and Mark Banks complex via national news outlets
- Strategy: Target sports writers interested in Pittsburgh professional sports to show value of complex beyond Springfield
 - Mike DeFabo - Steelers Beat Writer @ The Athletic
 - Stewart Mandel - Editor-in-Chief of The Athletic's college football coverage
 - Pat Forde - Sports Illustrated columnist

News Release

- "Cutting-Edge Sports Medicine Complex to Serve Athletes of All Levels"
 - Subhead: Springfield Memorial Hospital to Unveil New Mark Banks Sports Medicine Complex
- Highlights Mark Bank's legacy and support of complex
- Details of ribbon-cutting ceremony
- Mention of Pittsburgh Steelers Hall of Famer Lynn Swann and "Batman" star Michael Keaton attendance to spark interest
- Instagram and Facebook livestream to involve supporters across the country

Internal Newsletter – Hospital Happenings

- Simple format, distributed via email
 - Primarily employees, avoiding extra links
 - Posted on company webpage as well, utilize engaging gifs
- November issue articles:
 - Hall of Fame for a Day – Register for Lunch with Lynn Swann!
 - Upcoming Employee Events
 - Costume Contest Winners

Social Media Campaign

- "Sneak Peeks" series showing scenes of new complex to build excitement
 - Simple graphics focused around the image itself
 - Appealing to older generations
 - Consistent, simple format
- Event promotions
 - Grand opening
 - Details in captions
 - Simple, attention-grabbing graphics



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