



THE CAMPAIGN FOR  
MISSOURI STATE UNIVERSITY

Special Events - Single Day Event

**Missouri State University**  
**Foundation**

# IT'S ON!

OCT. 26 | 5:30 PM

1. Planning stage - Building excitement

“It’s On” Logo Marks



# “It’s On” Building Banner

**IT'S  
ON!**

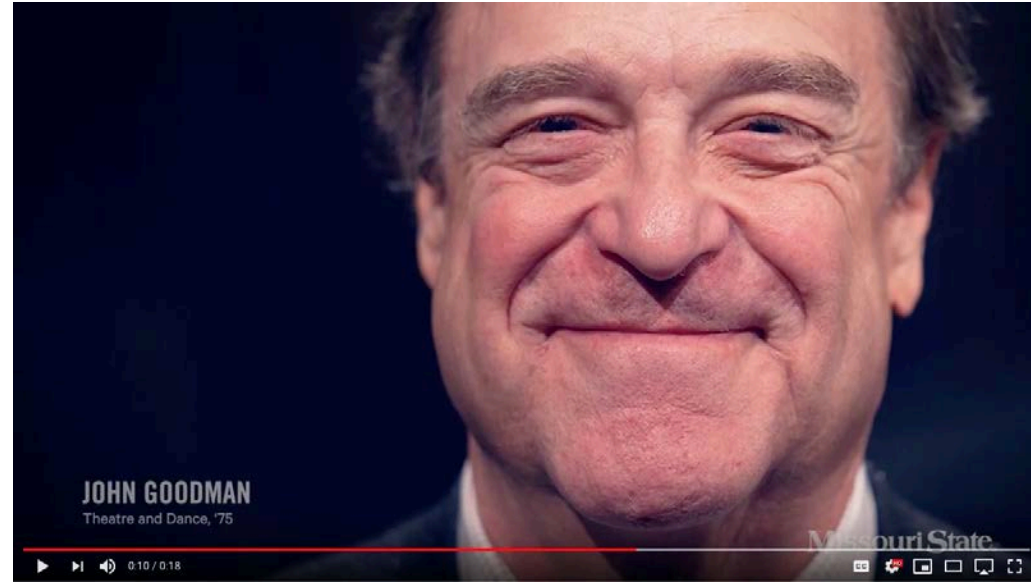
**OCT. 26  
5:30 PM**



# “It’s On” Video Announcements



[Watch President Clif Smart's announcement video](#)



[Watch John Goodman's reveal video](#)

# “It’s On” Social Media Engagement - Facebook

Missouri State University  
Published by Kevin Agee [?] · August 18, 2019 ·

Watch to the end for big news about It's On!

18,054 People Reached    3,455 Engagements    Boost Post

204    22 Comments 52 Shares

President Clif Smart’s announcement on the first day of Fall semester, 2 months prior to launch day

Missouri State University added an event.  
April 10, 2019 ·

SAT, OCT 26, 2019  
5:30 PM

**It's On!**  
Juanita K. Hammons Hall for the Performing Arts ...

11,080 People Reached    0 Engagements    Boost Unavailable

56

Facebook event created 6 months prior to launch day

Missouri State University  
Published by Kevin Agee [?] · July 9, 2019 ·

Fireworks. On campus. Oct. 26  
Be there. Because It's On. #GoMaroon

Missouri State University · It's On!  
Published by Kevin Agee [?] · July 9, 2019 ·

BREAKING NEWS: Join us for a fireworks show in the heart of campus this fall. The fireworks follow an epic event at Juanita K. Hammons Hall for the Performing Arts that's transformational for Missouri State. #GoMaroon

7,140 People Reached    1,097 Engagements    Boost Unavailable

133    7 Comments 8 Shares

Missouri State University  
Published by Kevin Agee [?] · October 21, 2019 ·

You've added another celebrity to the list for It's On! Welcome home, Clay Harbor. #GoMaroon

Missouri State University · It's On!  
Published by Kevin Agee [?] · October 21, 2019 ·

Missouri State alumna, former NFL tight end, The Bachelor and Bachelor in Paradise star Clay Harbor will be here for It's On!

18,128 People Reached    2,229 Engagements    Boost Unavailable

111    57 Comments 25 Shares

Missouri State University  
Published by Kevin Agee [?] · October 21, 2019 ·

Alumnus David Glass is appearing at It's On! #GoMaroon

Missouri State University · It's On!  
Published by Kevin Agee [?] · October 21, 2019 ·

Add another star! Missouri State alumna, current Kansas City Royals pitcher and former Walmart CEO David Glass will be here for the celebration. #GoMaroon

9,657 People Reached    1,008 Engagements    Boost Unavailable

100    2 Comments 4 Shares

Event details were gradually unveiled on the event page from 3 months prior to 5 days prior: Fireworks show, Alumni John Goodman, Clay Harbor and David Glass

Missouri State University  
Published by Kevin Agee [?] · October 15, 2019 ·

It's time for a big announcement. A longtime friend is joining us for It's On! #GoMaroon

Missouri State University · It's On!  
Published by Kevin Agee [?] · October 15, 2019 ·

48,847 People Reached    10,075 Engagements    Boost Post

512    51 Comments 278 Shares

Missouri State University  
Published by Kevin Agee [?] · October 25, 2019 ·

The fountain at Juanita K. Hammons Hall for the Performing Arts is a chemist-approved shade of maroon. Happy #BearInHomecoming and It's On! friends! ❤️

Missouri State University · It's On!  
Published by Kevin Agee [?] · October 25, 2019 ·

34,068 People Reached    6,124 Engagements    Boost Post

195    58 Comments 114 Shares

One day before the event, the fountain in front of the venue was dyed maroon, our official school color

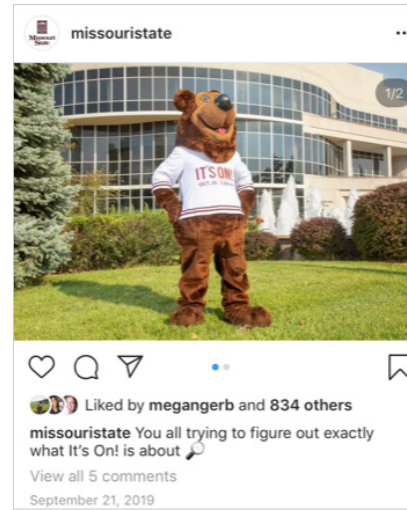
# “It’s On” Social Media Engagement - Instagram



President Clif Smart’s announcement on the first day of Fall semester, 2 months to launch day



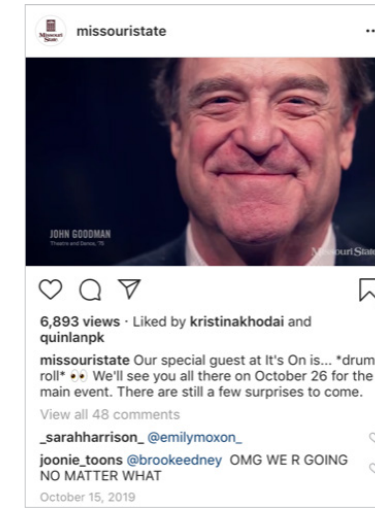
July announcement, 3 months to launch day



September post, 1 month to launch day



October engagements, 2 days prior to launch day



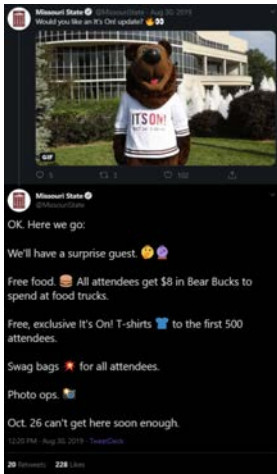
Event special guests unveiled during the month: Alumni John Goodman and Clay Harbor



# “It’s On” Social Media Engagement - Twitter



July update, 3 months to launch day



August update, 2 months to launch day



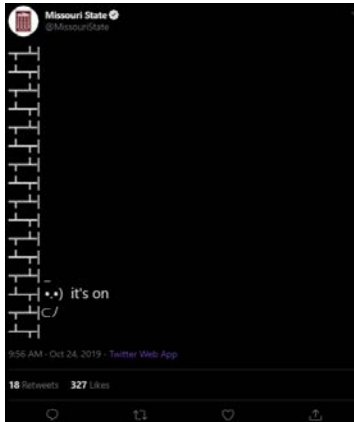
Special guests detail unveiled 11 days prior to launch day: Alumni John Goodman, Clay Harbor and David Glass



Engagement tweet, 3 days to launch day



Audience engagement tweet, 2 days to launch day



Twitter promo week of launch







# “It’s On” Social Media Engagement - Linked In

 **Missouri State University** 102,831 followers  
3mo • 




Actor and alumnus John Goodman returns to Missouri State for a BIG announcement - It's On! Join us at 5:30 p.m. Oct. 26.  
<https://bit.ly/2VNIx0n> #GoMaroon



   293 • 7 Comments • 8,290 Views

 **Missouri State University** 102,831 followers  
3mo • Edited • 

We're excited to announce that David Glass, MSU alumnus, current Kansas City Royals owner and former Walmart CEO, will join us for It's On! Will you be there?  
#GoMaroon #BearsHomecoming <https://lnkd.in/eMKSRqh>

   152 • 1 Comment


# “It’s On” Media Coverage

**SBJ** E-NEWS SIGN UP ADVERTISE SUBSCRIBE LOG IN TALK TO SBJ

YOUR BUSINESS AUTHORITY SPRINGFIELD, MO

HOME INDUSTRIES - COMMENTARY - DATA - EVENTS - SBJ LIVE - **FEATURED CONTENT** SBJLIVE

Start slideshow



MSU's Kenneth E. Meyer Alumni Center is flying a mysterious banner.

SBJ PHOTO BY GEOFF PICKLE

**Blog: Missouri State's mysterious messaging**

BY: GEOFF PICKLE, WEB PRODUCER | [gpickle@sbj.net](mailto:gpickle@sbj.net)  
Posted online April 12, 2019 | 11:59 am

Missouri State University is teasing something tantalizing. The university on Wednesday launched a Facebook event, and on Thursday, a banner was spotted on a downtown building.

"It's on!" reads the banner hanging from MSU's Kenneth E. Meyer Alumni Center, further pointing to an event at 5:30 p.m. on Oct. 26.

I asked an MSU spokesperson about the teaser campaign. Not much more is being released — for now.

"We can say that it's an event not to be missed and will be transformational for Missouri State. More information will be released as the date nears," spokeswoman Emily Yeap said via email.

Similarly, the Facebook event uses the word "transformational" and indicates the fall event will last three hours.

A couple clues: Oct. 25-26 is marked for MSU's homecoming, and the 5:30 event time comes 30 minutes after the Bears football game against Northern Iowa is expected to finish.


So, will it be a sports-related announcement, or is MSU using already captive eyes at homecoming to unveil something else entirely?

Your guess is as good as mine, and as difficult as it may be to accept, it looks like MSU isn't spilling the beans for the time being.

Search

ADVANCED SEARCH

**EDITORS' PICK**



**Springfield Underground leader earns top chamber award**

Louis Griesemer gets the nod as the 2020 Springfieldian.

**SBJ DAILY UPDATE**

**C-Street shop to close after short run**

Springfield businessman buys Reed's Plumbing

Russell Cellular pens pair of acquisitions

News-Leader employees vote to establish union

**MOST READ**

Trump mistakenly congratulates Kansas for Chiefs win

Independence financial adviser stole \$1M from clients

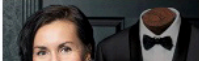
Nixa doughnut shop closes

Missouri Senate approves TIF reforms

Springfield Underground leader earns top chamber award

Planters brings back Mr. Peanut

Chiefs win first Super Bowl in 50 years




**THE STANDARD**  
MISSOURI STATE UNIVERSITY

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**It's On! Missouri State University to host 'transformational' night**

TINSLEY MERRIMAN Oct 21, 2019



Search... Search

A large "It's On!" banner is displayed outside of Kenneth E. Meyer Alumni Center. On Oct. 26, MSU is having a reveal party with fireworks, entertainment and food trucks. Jaylen Early

On Oct. 26, 2019, Missouri State University will present It's On! The event will be a transformational one for MSU, and is totally new according to University Communications.

Prior to It's On!, student body president, Abdillahi Dirie, and senior class president, Chase Stockton, will be holding a Party on the Patio. Located at the Juanita K. Hammons Hall for the Performing Arts at 4:30 p.m., the event will feature music, giveaways and multiple photo opportunities for students.

Hard beverages and coolers are not permitted as per MSU's alcohol-free campus regulations.

The main event will be held inside the hall. Doors open at 5:30 p.m., and after an announcement from a special guest, the event will move into the "Heart of Campus" for food and fireworks.

Food vendors such as London Calling will be available after the event, and all attendees receive \$8 for meals and a "swag bag." The first 500 attendees will also receive a free T-shirt.

MSU posted the full list of vendors online, but said the list is fluid and the finalized vendors will be listed closer to the event.

Lot 28 will host the vendors, located between First & Calvary Presbyterian Church and

# “It’s On” Campaign Launch Invitation



[Watch invitation in action](#)



# “It’s On” Teaser Swags



Buttons



Stickers

# Campaign Flyers and Handouts



**WE NEED YOUR HELP!**  
**IT'S ON!**

**ARE YOU A CITIZEN VOLUNTEER?  
THEN GIVE YOUR TIME AND HELP US MAKE  
IT'S ON, THE BEST EVENT EVER!**

There are volunteer opportunities on Oct. 25 and 26.

**POTENTIAL VOLUNTEER OPPORTUNITIES:**

- Greeters
- Ushers
- Pass out swag
- Event set up
- Event clean up
- Event logistics

**WANT TO HELP?**  
Email [drse@live.MissouriState.edu](mailto:drse@live.MissouriState.edu) for more information.  
Hours volunteered with It's On will be considered on-campus service hours and can be used for scholarship and fraternity and sorority life volunteer hour requirements.

**MISSOURI STATE IS ABOUT TO MAKE A BIG STATEMENT.  
COME BE A PART OF IT.**

Volunteer flyer



**HAVE YOU HEARD?**  
**IT'S ON!**

JOIN US FOR THIS EPIC EVENT  
**DOORS OPEN AT 5:30 P.M., OCT. 26, 2019,  
JUANITA K. HAMMONS HALL FOR THE PERFORMING ARTS**

There will be a HUGE announcement and a surprise guest. After the big reveal, the party moves to the heart of campus for a food truck fair, entertainment and more.

**WHAT'S IN IT FOR YOU?**

- **Free food!** All attendees will receive \$8 in Bear Bucks to cash in at an array of food truck vendors parked on campus. Value can only be redeemed during the event.
- **Free t-shirts** to the first 500 people.
- **Swag bags** for all attendees.
- **Photo ops.**
- And an awesome **fireworks finale.**

**YOU WON'T WANT TO MISS IT! SO, DON'T FORGET, IT'S ON!  
MISSOURI STATE IS ABOUT TO MAKE A BIG STATEMENT.**

Announcement flyer



**SCHEDULE OF EVENTS**

- 4:30 PM —  
**VIP RECEPTION**  
VIP tent located in lot between Bear Park North and Juanita K. Hammons Hall for the Performing Arts
- 5:30 PM —  
**DOORS OPEN**  
Juanita K. Hammons Hall

**IT'S ON!**

- APPROX. 7:00 PM —  
**FOOD TRUCK FAIR AND FIREWORKS FINALE**  
Lot 28  
Optimal location for fireworks viewing

**VIP PARKING**  
VIP Parking in Bear Park North, enter off Cherry St.

**DRESS**  
BearWear casual

**MISSOURI STATE UNIVERSITY**

The map shows campus streets including St. Louis, North, Kentwood Hall, Elm, Cherry, Harrison, Bear Blvd, Madison, Grand, Normal, and National. It also indicates locations for VIP Reception, VIP Parking, Food Truck Fair, Fireworks Staging Area, and various parking lots (P, BFP).

Parking map



2. Campaign Launch Day

# “Onward Upward” Logo Marks



THE CAMPAIGN FOR  
MISSOURI STATE UNIVERSITY



THE CAMPAIGN FOR  
MISSOURI STATE UNIVERSITY

# “Onward Upward” Campaign Videos



[Watch “Onward Upward” campaign video](#)



[Watch campaign launch event recap video](#)



[Watch scholarship support video](#)



[Watch program support video](#)



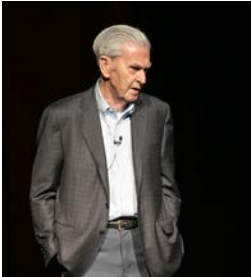
[Watch faculty support video](#)



[Watch capital support video](#)



# “Onward Upward” Event Images



# “Onward Upward” Social Media Engagement - Facebook

**Missouri State University**  
Published by Kevin Agee · October 26, 2019

WATCH LIVE: It's On!

MISSOURI STATE UNIVERSITY  
**It's On!**  
It's On — a transformational event for Missouri State — happens on Octob...

13,457 People Reached    2,944 Engagements    [Boost Post](#)

89    31 Comments    13 Shares

Live streaming post

**Missouri State University**  
Published by Buffer · October 26, 2019

Students need scholarships. Facilities. Professors. Programs. That's why we're introducing Onward, Upward: The Campaign for Missouri State University. #OnwardUpwardMSU

MISSOURI STATE UNIVERSITY  
**Onward, Upward: The Campaign for Missouri State University**  
When you're a supporter of Missouri State, you're a member of our Bear...

19,328 People Reached    2,968 Engagements    [Boost Post](#)

226    10 Comments    72 Shares

Campaign reveal post

**Missouri State University**  
Published by Kevin Agee · October 28, 2019

ICYMI: Alumnus John Goodman announced that he's chairing our biggest campaign in school history: A \$250 million goal. Get the details, including our specific vision for the Missouri State campus in the coming years thanks to Missouri State University Foundation donors. #OnwardUpwardMSU

NEWS.MISSOURI STATE.EDU  
**Onward, Upward: Enhancing student success - News**  
Missouri State announces \$250 million campaign to benefit students, facul...

13,974 People Reached    1,136 Engagements    [Boost Post](#)

156    2 Comments    33 Shares

ICYMI post

**Missouri State University** updated their cover photo.  
Published by Kevin Agee · October 28, 2019

A big round of Facebook applause for our INCREDIBLE students who provided the live music at It's On! Saturday night.

7,943 People Reached    420 Engagements    [Boost Unavailable](#)

164    4 Comments

Like    Comment    Share

Most Relevant

- Comment as Missouri State University
- Tami Arthaud They were amazing!!!
- Linda Lightner Hobbs They were fantastic!
- Margie Sage Rex They were all Awesomell!
- Thomas A. Peters Great music and singing

Event recap posts

**Missouri State University**  
Published by Kevin Agee · October 28, 2019

When you give to programs at Missouri State, you help students like those in the renowned Pride Band. "If we can give band students any additional financial assistance so they don't have to take a second job or a loan, that's a big help," director Brad Snow said. #OnwardUpwardMSU

BLOGS.MISSOURI STATE.EDU  
**Pride Band's marching orders from supporters: Be among the nation's best!**

13,757 People Reached    1,353 Engagements    [Boost Post](#)

232    10 Comments    50 Shares

**Missouri State University**  
November 1, 2019

It's On! Onward, Upward: The Campaign for Missouri State University. Re-live an incredible night that brought alumni John Goodman, David Glass and Clay Harbor back to campus. #OnwardUpwardMSU

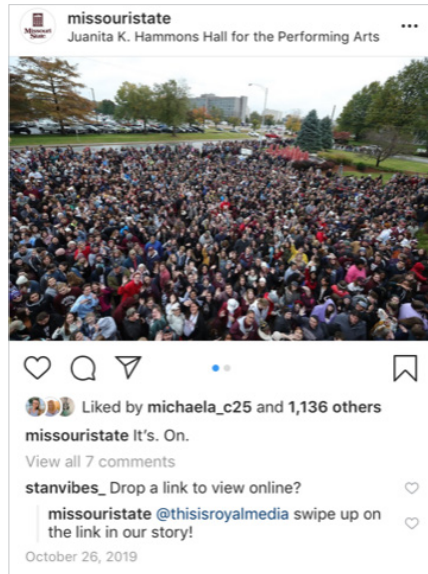
MISSOURI STATE UNIVERSITY/onwardupward

22,218 People Reached    1,764 Engagements    [Boost Post](#)

167    10 Comments    50 Shares

# “Onward Upward” Social Media Engagement - Instagram, Linked In and Snapchat

## Instagram

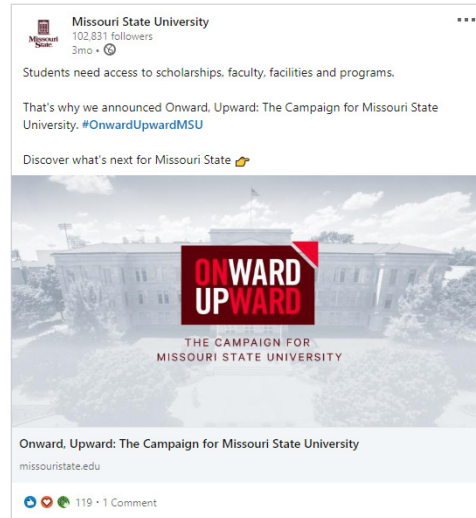


Launch day post



Campaign reveal post

## Linked In



Campaign reveal post



Launch day recap post

## Snapchat



Snapchat filter

# “Onward Upward” Social Media Engagement - Twitter



Launch day tweet

# Event Badges



Name badge for VIP guest



Name badge for staff

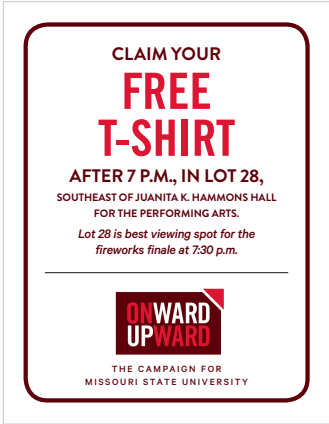
# “Onward Upward” Swags



Drawstring Bag



Popcorn label



T-shirt voucher



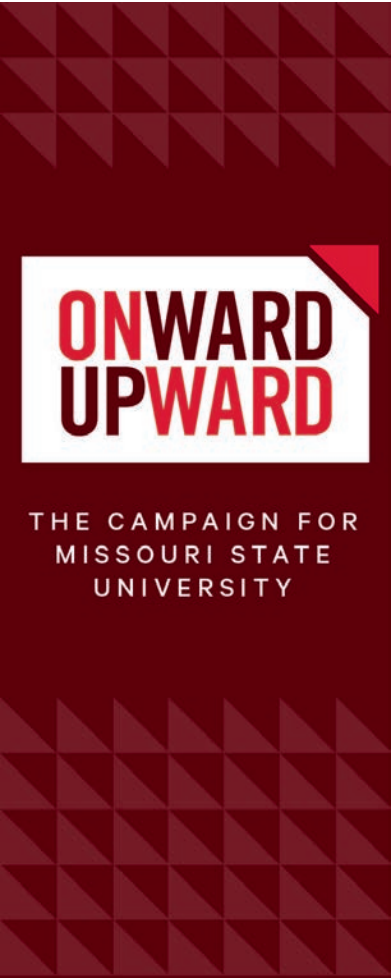
T-shirt



Bear Bucks

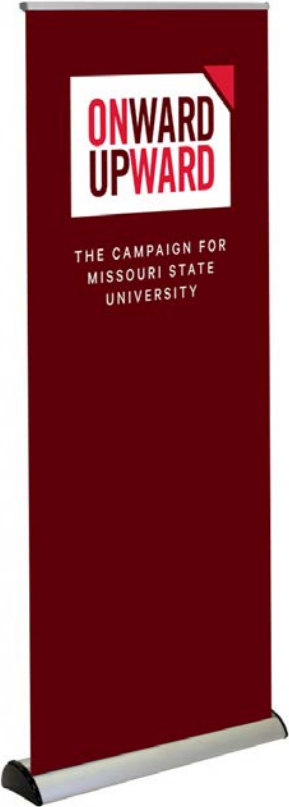
Water bottle

# “Onward Upward” Banner



Onward Upward banner unveiled after launch day, Oct. 26

# “Onward Upward” Signs



Retractable banner



Backdrop



Podium sign



Sandwich boards