



LETTING THE STARS SHINE.

HOW PR HELPS MAKE THE MCDONALD'S® MICHIANA HIGH SCHOOL
ALL-STAR BASKETBALL GAMES A PERENNIAL SUCCESS.



VILLING & COMPANY
marketing communications

EVENT PLANNING & PR. IT'S NEVER A GAME-TIME DECISION.

When it comes to event marketing, there are many variables to take into account and details to consider. This is especially true when the event is of the magnitude of McDonald's Michiana High School All-Star Basketball Games. Success depends on in-depth planning and exceptional attention to every detail. As the saying goes, "No one plans to fail, they simply fail to plan." However, when it comes to pulling off a special community event, failure is simply not an option.

Villing & Company has been the public relations partner for the McDonald's® Michiana High School All Star Basketball Games since its inception in 2012. We plan the event alongside the local McDonald's Co-op, Ronald McDonald House Charities® of Michiana and Bethel College. Before, during and after the event, we also provide PR services to bring about the best media coverage possible.

This event mirrors the national McDonald's High School All-American Games which are conducted annually to recognize America's premier players. South Bend successfully hosted those games in 2005, sparking the idea of creating the local All-Star games. The premise was that Michiana's thriving basketball community would support its own event, and indeed it has.

While the basketball games are obviously the marquee event, at the heart of it all is a celebration of community. As McDonald's regional PR partner, we take this community focus into consideration from the moment we begin planning the upcoming year's event.



Custom-Designed Artwork



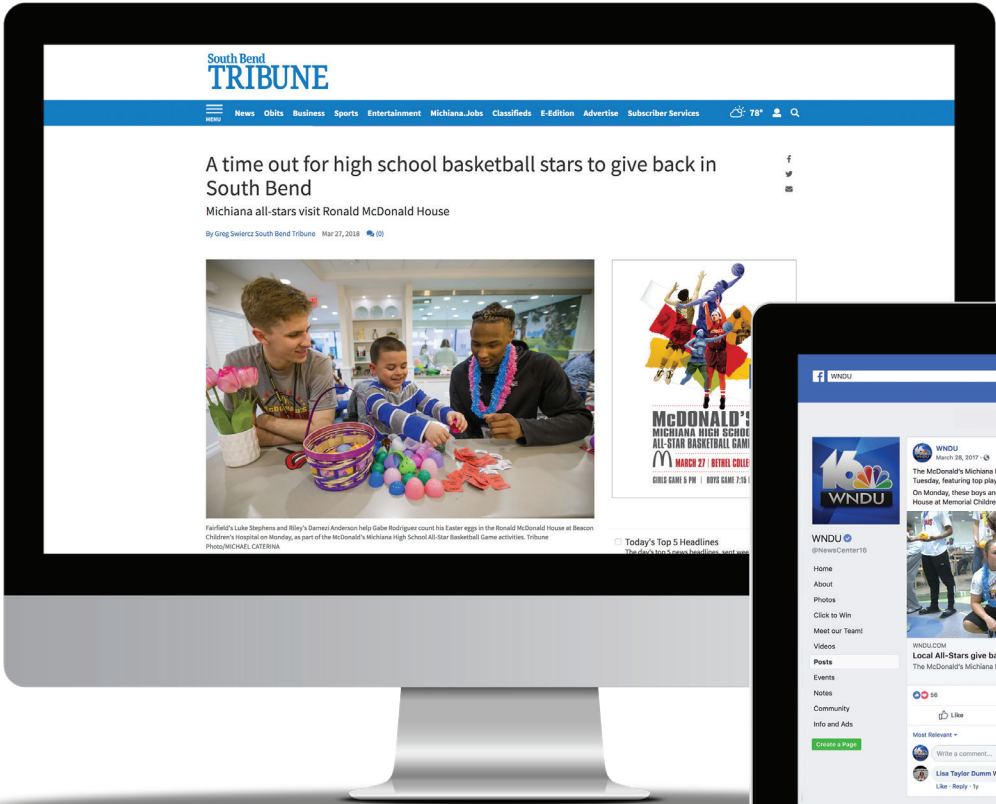
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McDONALD'S[®]
MICHIANA HIGH SCHOOL
ALL-STAR BASKETBALL GAMES

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MARCH 27 | BETHEL COLLEGE

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GIRLS GAME 5 PM | BOYS GAME 7:15 PM



Outdoor



Social Media and Online News Coverage



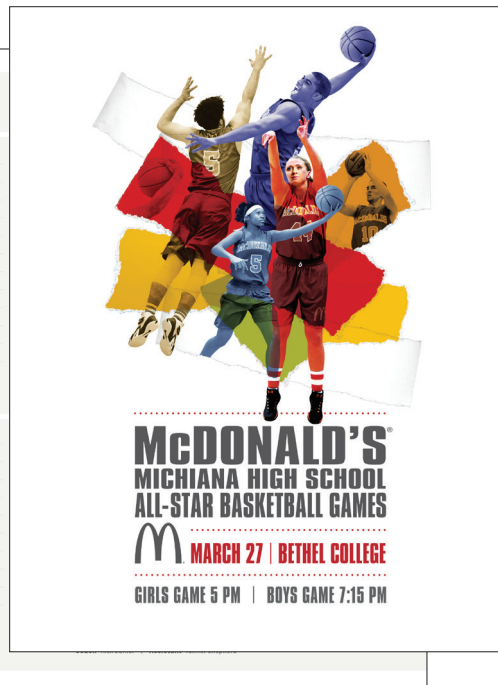
Player Participation Medal & Event Signage



Girls All-Stars

McDonald's Red vs. McDonald's Gray

	#	YR.	POS.	HIGH SCHOOL	
	Diamond Adams	2	SR	PG	S.B. Washington
	Trinitie Harris	3	JR	PG	Elkhart Central
	Bronce McKinley	10	SR	G	Northridge
	Sophie Bussard	12	JR	PG	Tippecanoe Valley
	Sara Dai	14	SR	G	Penn
	Kristen Hunt	21	SR	G	Elkhart Central
	Morgan Urbanski	22	SR	G	Mishawaka Marian
	Morgan Liewiller	23	JR	F	Northridge
	Tia Chambers	40	SR	F	Penn
	Karlee Feldman	Injured	JR	C	Bremen
	Emily Peterson	Injured	JR	G	Tippecanoe Valley
	Coach: Kelsey Key				
	Cyndee Lapczynski	0	SR	G	Elkhart Memorial
	Sierra Pette	1	SR	PG	Elkhart Memorial
	Riley Ott	5	JR	PG	LaPorte
	Mya Schendt	13	SR	G	Crown Point
	Mariah Plunkett	15	SR	SF	John Glenn
	Kearon Sullivan	20	SR	F	S.B. St. Joseph
	Alicia Strong	24	SR	C	S.B. Riley
	Savannah Faustina	30	SR	F	Northwood
	Maddy Payne	45	SR	F	Northwood
	Coach: Eric Dingerich				



Game Day Press Credentials & Program



Network Television Pre- and Postgame Coverage

THE OUTCOME

The 2018 All-Star Games were especially gratifying and successful. Not only was there an increase in overall attendance, but all of the week's activities garnered considerable media coverage and engagement. Players volunteered at the new Ronald McDonald House, lifting the spirits of families in need. Community partners like RMHC of Michiana were able to raise valuable funds to help their mission throughout the year. And local basketball fans saw the best high school talent from around Michiana put on a one-of-a-kind show.

To borrow another popular phrase, we "love it when a plan comes together." It's as true with event marketing and public relations as it is with any worthwhile endeavor. But those plans achieve an especially elevated status when they bring a community together in a very special way. That's what the McDonald's Michiana High School All-Star Games has been able to achieve.



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FOR MORE INFORMATION, EMAIL THOM VILLING: THOM@VILLING.COM