

CASE STUDY

STUDIOS

OUR CLIENT

The American Cancer Society (ACS) is a national voluntary health organization with the goal of eradicating cancer. ACS strives to work toward a cancer-free world through medical research, promoting healthy lifestyles, advocating for policy changes, providing emotional support, and everything in between. Through every service they provide, ACS' mission is to save lives.

THE PROJECT

- Live Performance Filming from CTS Main Stage
- Multi-City Televised Streaming

THE OBJECTIVE

Every year, the American Cancer Society hosts a fundraiser through which they aim to raise a certain percentage of their total annual funds. Although the typical fundraising event consists of an in-person banquet dinner, the 2020 pandemic altered ACS' plans, so they decided to pursue a virtual event that would be livestreamed to all four cities in the Tennessee Chapter of ACS (Chattanooga, Knoxville, Nashville, and Memphis). As each year's fundraiser centers around a specific theme, in 2020 ACS chose the theme of a talk show, which was fully produced from the CTS Main Stage.



OUR SERVICES

- Stage Design & Build
- Audio/Video/Lighting Design & Production from the CTS Main Stage
- On-Site Staffing/In-House Production Management
- Video Editing
- Pre-Recorded Content Capturing
- Hosted Livestream Service

THE RESULTS

The CTS production team was able to capture the content, host the livestream, and broadcast the recording in a virtual format to each of TN's Chapter cities. Despite the impact of COVID-19 on in-person events, the ACS virtual fundraiser was so widely viewed that they were still able to raise 95% of their annual target funds. In addition, the cost to produce the event at CTS was drastically less expensive compared to a downtown Nashville venue or studio, which made their fundraising efforts even more impactful since there was less cost involved for the client.



**CONNECT
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