

3Q 2017

IMPACT REPORT

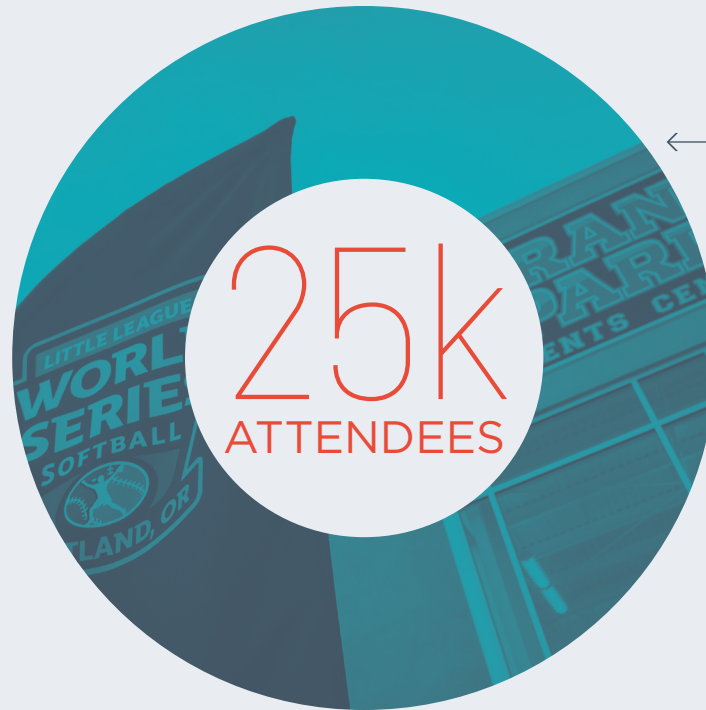
3RD QUARTER 2017



LITTLE LEAGUE

JULY (SOFTBALL)
& AUGUST (BASEBALL) 2017

- MARKETING
- SPORTS SALES
- GROUP SALES
- VISITOR EXPERIENCE



Sports Sales

Assistance with Opening Ceremonies Contacts

Marketing

Program Ad
Snapchat Filter

Visitor Experience

Hotel Welcome Signage
Onsite visitor information booth with foam mitt giveaway
Gift to Winning Teams

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THE GRAIL

JULY 2017

- MARKETING
- SPORTS SALES**
- GROUP SALES
- VISITOR EXPERIENCE



Sports Sales
Event Support Grant

Visitor Experience
Hotel Welcome signage
Onsite visitor information booth
Street clings for vendor area

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TENDERLOIN TUESDAY

JUNE & JULY 2017

MARKETING

SPORTS SALES

GROUP SALES

VISITOR EXPERIENCE

Hamilton County celebrated #TenderloinTuesday June 27-July 25, 2017. More than 25 local restaurants offered deals on their tenderloin meals each Tuesday during that time. HCT earned media placement include coverage on local TV stations and news outlets, like the IndyStar and NUVO. New this year was a partnership with Q95 Radio where on-air personality Crystal gave away 100 free tenderloins at Dooley O'Tooles. Digitally, HCT invested \$6,000 into Facebook advertising, driving more than 20,000 clicks to the Tenderloin Tuesday landing page and related blog content. As a result, reported tenderloin sales increased 60% compared to 2016.



Marketing

- TV Coverage
- Social Media Advertising
- Billboard Ads
- Radio Ads
- Locally designed and printed tenderloin inspired t-shirts
- Blog Posts
- Email
- Onsite Signage
- Microsite
- Passport
- Coloring Sheet

3RD QTR 2017

USA ARCHERY

AUGUST 2017

- MARKETING
- SPORTS SALES
- GROUP SALES
- VISITOR EXPERIENCE



Sports Sales

- Managed Event Set Up
- Event Support Grant

Marketing

- Social Media Contest
- PR

Visitor Experience

- Welcome signage
- Light Pole Banners at Grand Park
- Directional map
- Drawstring bag giveaway
- Vardagen sticker giveaway
- Gift bags for board of directors
- Onsite visitor information booth

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