



Leveraging Data to Support Events and Event Ticketing

MEGA-CONFERENCE 2018

Community Partnership





36 years



Arts



Culture



Diversity

Sponsorships

Print

Digital



REVENUE FOR ALL

SOMETHING NEW

▶ LEAP DIMENSIONS

- ▶ SUBSCRIBER DATA
- ▶ HOUSEHOLD DATA
- ▶ LIFESTYLE DATA

▶ CITY SPIN

- ▶ TICKETING PLATFORM
- ▶ DATA COLLECTION
- ▶ REVENUE STREAM

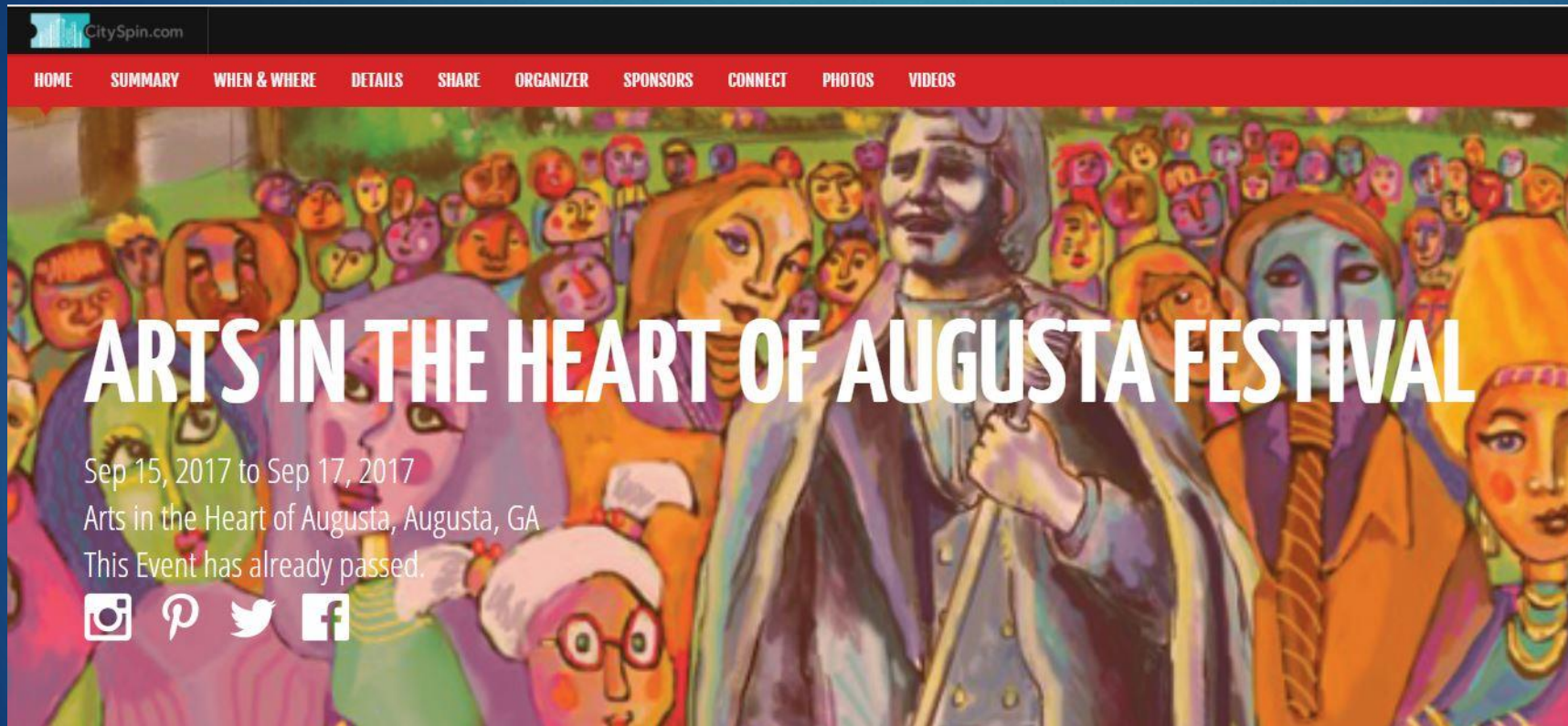
Arts in Heart

- ▶ CASH ONLY TICKETS
- ▶ PRE-PURCHASE AT 6 LOCATIONS
- ▶ NO DATA ON ATTENDEES
- ▶ 36 Years

WHERE TO GO AND HOW TO GET THERE

- ▶ Extend their reach
- ▶ Reduce cash risk
- ▶ Increase revenue

TICKETING SOLUTION



The screenshot shows a web page for the 'Arts in the Heart of Augusta Festival' on CitySpin.com. The page features a vibrant, colorful illustration of a diverse crowd of people. The event title is prominently displayed in large white letters, with the dates 'Sep 15, 2017 to Sep 17, 2017' and location 'Arts in the Heart of Augusta, Augusta, GA' below it. A note indicates the event has passed. A navigation bar at the top includes links for Home, Summary, When & Where, Details, Share, Organizer, Sponsors, Connect, Photos, and Videos. Social media icons for Instagram, Pinterest, Twitter, and Facebook are located at the bottom left of the page content.

CitySpin.com

HOME SUMMARY WHEN & WHERE DETAILS SHARE ORGANIZER SPONSORS CONNECT PHOTOS VIDEOS

ARTS IN THE HEART OF AUGUSTA FESTIVAL

Sep 15, 2017 to Sep 17, 2017
Arts in the Heart of Augusta, Augusta, GA
This Event has already passed.

Instagram Pinterest Twitter Facebook

TARGETED AUDIENCE PROFILES

▶ Personix Clusters

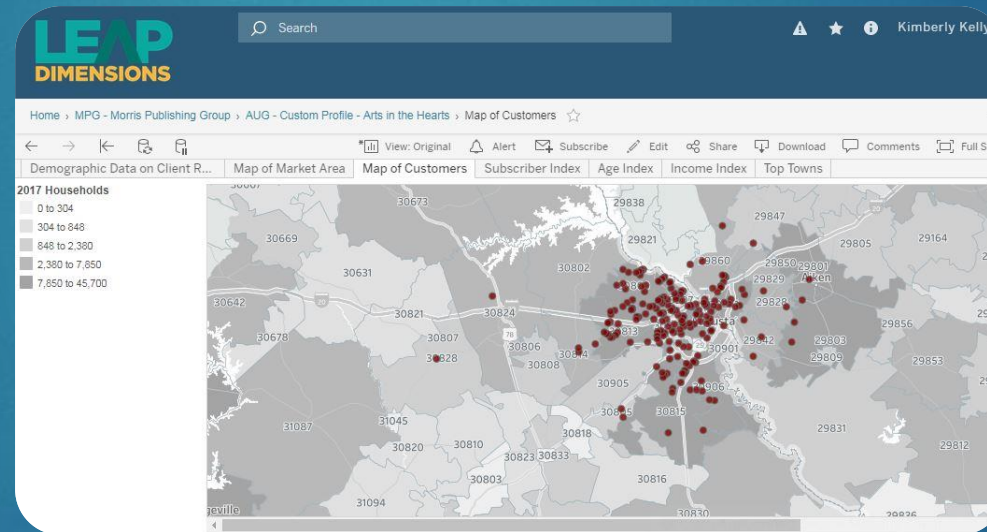
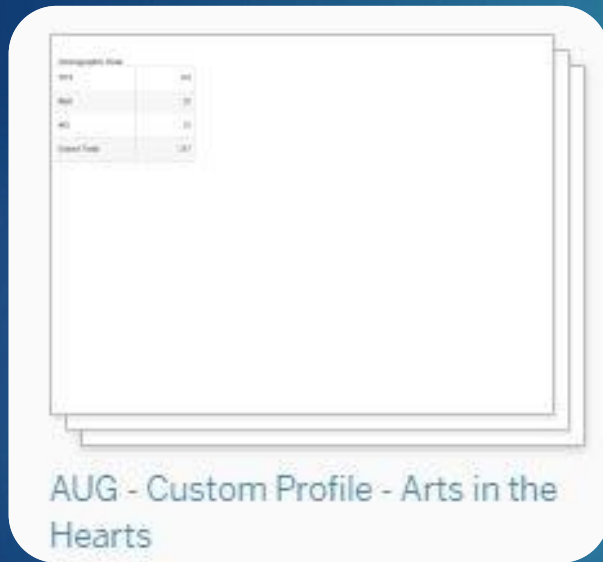
- ▶ KIDS and CLOUT
- ▶ TOTS and TOYS
- ▶ APPLE PIE FAMILIES
- ▶ CHILDREN FIRST
- ▶ RAISIN' GRANDKIDS
- ▶ MIDTOWN MINIVANNERS
- ▶ DOWNTOWN DWELLERS

▶ Interest

- ▶ Collectible Art
- ▶ Community
- ▶ Culture
- ▶ Donating to charities
- ▶ Parents with school age children

DATA PARTNERSHIP

► Client Profile



LEAP DIMENSIONS

Home > MPG - Morris Publishing Group > AUG - Custom Profile - Arts in the Hearts > Income Index

Household Income	Number of Records	Number of Records	% of Total Percent of Market along Table
0,000 - 19,999	82,748	247	1,429.39%
20,000 - 39,999	158,694	247	745.33%
40,000 - 59,999	141,643	247	635.05%
60,000 - 79,999	171,142	247	691.12%
80,000 - 99,999	85,969	247	1,375.84%
100,000 - 124,999	57,234	247	2,066.59%
125,000 - 149,999	13,850	247	8,540.01%
150,000 and ABOVE	61,055	247	1,807.26%
UNKNOWN	410,457	247	288.16%
Grand Total	1,182,792	247	100.00%

TARGETING PROSPECTS

- ▶ Facebook/Instagram
 - ▶ Direct Audience
 - ▶ Look-alike Audience
- ▶ Google
 - ▶ Target Audience

The Results

Online Ticket Sales

- ▶ 150 Cities
- ▶ 30 States
- ▶ Including Hawaii

The Results

- ▶ 27 Percent of online sales were new
- ▶ 2,800 Credit cards scanned at the gate
- ▶ \$90k online sales
- ▶ 6 Percent made additional donations

The Results

- ▶ Significant risk management
- ▶ Reduction of cash intake
- ▶ 88,000 attendees

RESULTS = REVENUE AND REFERRALS

- ▶ \$16,000 in revenue
- ▶ Recommended for other events across the US





The Augusta Chronicle

augustachronicle.com

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