

ORANGE AND BROWN
**SEASON
KICKOFF**

SEPTEMBER 1, 2021

**2021 EVENT
SUMMARY**



1,284 EVENT REGISTRATIONS

SURVEY FEEDBACK

AVG. SCORE
OUT OF 10

Overall event satisfaction **8**

Satisfaction with our sportswriters: Terry Pluto, Mary Kay Cabot, Scott Patsko, Dan Labbe, Ellis Williams, and Doug Lesmerises **9**

Would you be interested in future cleveland.com events? **9 OUT OF 10 ANSWERED YES**



ATTENDEE FEEDBACK

"The sportswriters **having time to expand** on what they say in their column."

"The panel just talking football with **insight and knowledge.**"

"**I really liked the open discussion** about the upcoming season!"

"We really enjoyed **the discussion and the polls!**"

"**I had fun today** and learned a lot about our Browns."

SPEAKERS 6 CLEVELAND.COM SPORTSWRITERS



MARY KAY CABOT



DAN LABBE



SCOTT PATSKO



ELLIS L. WILLIAMS



DOUG LESMERISES



TERRY PLUTO

PROMOTIONAL CAMPAIGN

WITH PARTNER LOGO INCLUSION



DIGITAL CAMPAIGN - cleveland.com

- 8 high-impact positions
- Newsletter inclusion
- Digital multi-size campaign

2,175,092 impressions served

- 3,151 clicks



PRINT CAMPAIGN -

cleveland.com print publications

- 6 full-page ads
- 7 half-page ads

Reaching over **1.14 million** readers



SOCIAL - cleveland.com and Advance Ohio social channels

15+ social posts reaching over **700k** followers



Event Emails

18 Emails to cleveland.com email lists

36k+ recipients | **29.6%** Avg. open rate



Virtual Gift Bag

37% open rate

**FIVE
EVENT
PARTNERS**



Advisors

