

2021 TALKIN' *Tribe*

HOME OPENER
VIRTUAL EVENT



2021 CLEVELAND EVENT SUMMARY

971 REGISTRATIONS

SURVEY FEEDBACK

AVG. SCORE
OUT OF 10

Overall event satisfaction **9**

Satisfaction with the cleveland.com sports journalists discussion on the upcoming season: **9**

Percentage of people interested in future events on Cleveland sports teams: **95%**

Comments and questions from fans sent in event chat: **350+**

PROMOTIONAL CAMPAIGN WITH SPONSOR LOGOS INTEGRATION

DIGITAL CAMPAIGN – cleveland.com

10
high-impact positions
on cleveland.com
+ ROS campaign

2,278,478
impressions served
• 2,154 clicks

PRE-EVENT EMAIL + Weekly Real Deals email inclusion

2 emails
to PD newsletter list

- 34K recipients
- Avg. open rate 22.6%
- Total clicks: ____

5 emails
to AO database

- 7K recipients
- Avg. open rate 21.16%
- Avg. CTR 3.62%

POST-EVENT EMAIL

Virtual gift bag

- 640 recipients
- 62.39% open rate
- 8.56% CTR

Thank you email

- 640 recipients
- 56.46% open rate
- 20.63% CTR



ATTENDEE FEEDBACK

"I **loved** the candid talk by the reporters. It provided context for the current situation for MLB in general and the Indians in particular."

"The panelists are **extremely knowledgeable** and have integrity when it comes to Cleveland sports."

"I signed up for the pre – main event VIP as well as the Talkin Tribe Season Opener main event. **I really enjoyed** the VIP smaller group sessions and the ability to talk live with the participants."

"I now live in California, it **was great that the event was virtual**. I used to attend regularly when I lived in Cleveland & missed this part of Opening Day."

"I **liked everything**. It was easy to download and use the software."

"Thanks for sharing with everyone and great job! The **event was executed very well.**"

VIP EVENT

950+ sweepstakes entries to win tickets

2 Cleveland Indians Alumni Players



Carlos Baerga and Mike Jackson

SURVEY FEEDBACK

AVG. SCORE
OUT OF 10

Overall event satisfaction with the VIP EVENT **9**

Overall level of satisfaction with VIP discussion topics and breakout sessions **9**

Reporters:



Hoynes



Noga



Lesmerises



Pluto