

THE PLAIN DEALER
cleveland.com

HIGH SCHOOL STANDOUTS

ON AND OFF THE FIELD

PRESENTED BY  University Hospitals Sports Medicine



 **588** REGISTRATIONS **75%** ATTENDANCE RATE



PROMOTIONAL CAMPAIGN WITH SPONSOR LOGO INCLUSION

-  DIGITAL CAMPAIGN – cleveland.com
 - 17 fixed high-impact positions
 - Targeted Digital Multi-size campaign
 - 1,213 ad clicks

2.1 MILLION impressions served

-  PRINT CAMPAIGN – PD and Sun News
 - 11 Full-page ads
 - 3 Half-page and Quarter-page ads
 - 2 Strip ads
 - Special Section highlighting the event and this year's High School Standouts Awards winners

Each print ad reached a full audience of over **170,000** readers

-  SOCIAL – cleveland.com and Advance Ohio social channels

20+ social posts reaching **40k+** over **40k+** followers

-  Event Emails with Sponsor Logo inclusion **12 Emails to Cleveland.com email lists**

40k+ recipients | **36.12%** Avg. open rate

PRESENTING SPONSOR:



EVENT SPONSORS:



ATTENDEE FEEDBACK

"This was my first time attending this kind of event and I was really very impressed."

"Great job recognizing some incredibly amazing students!"

"Stage was great; easy to see. Red carpet and photo back drop were a nice touch."

"Thank you for a wonderful event that highlighted students who dedicated so many years to their skills and craft."

"Scream Team made the event along with host! Venue was beautiful!"

"Great presenters, fun atmosphere."

AWARD SHOW GUESTS:



Joe Thomas



Aaron Goldhammer



Ethan Holmes



Lisa Quine



Sir Yacht



Terry Pluto



The Scream Team