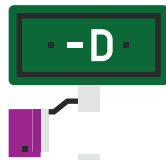


510,000

online ad impressions



12

print ads



Seen and Heard

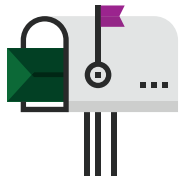
Paid and placed media in Greenville News, Fox Carolina, GVL Today, Greer Today, Upstate Biz SC, Community Calendars, Greer Citizen, Augusta Road Neighbors, Eventbrite, Facebook, LinkedIn, Twitter, Instagram, Google, Greenville Business, WSPA, WYFF, TOWN, Fairway, WJMJ, WSSL, ETV/NPR, GSA Business, Greenville Journal



Radio

24 spots on SC Public Radio to influencers and partners

107 spots on WSSL and WJMJ (traditional and online radio) and live radio remotes



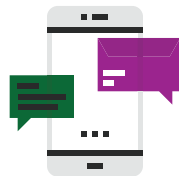
25,000

mailed invites to alumni, community partners and high schoolers



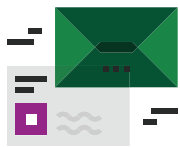
1,295 RSVPs

through Eventbrite



Social Engagement

More than 20 posts reaching our social network through Facebook Instagram LinkedIn Twitter



More than

32,000

email invites sent with

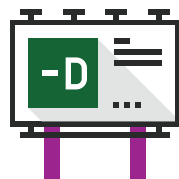
27%

open rate



Web Traffic

Nearly 6,000 pageviews with average time on page nearly three minutes



Billboard

5 weeks on 6 locations



COMMUNITY FEST @ GREEN ILLE TECH

Play. Discover. Experience.

