



Central Florida Council Boy Scouts of America Presents
2018-2019 Space Coast Lightfest Return on Investment Report

Total Fair Market Value: \$357,521

Total estimated impressions: 114,899,596

Internal Lightfest Collateral Marketing Materials: Impressions 186,000

Value \$42,500

Lightfest Posters	On Air Mentions	Sales Packages
Lightfest Tickets	5K Materials	Fliers
Discount Coupons	Website Logo Tagging	Council Website
Banners	Facebook Tagging	Lightfest Website
Display Signs	Sponsor Packets	Logo Lights Sign
Event Recognition	Sign Up Packets	

Clear Channel Radio : (Contract Firm) Impressions 92,500,000

Value \$231,008.16

Coverage on all 3 stations for the duration of the event with Sponsor tagging options. See attached final contact

Clear Channel Outdoor: (Contract Firm) Impressions: 855,096

Value \$35,000

7 Digital Billboards to run throughout the duration of the event. See attached information for details. The ads will run for 8 seconds several times per day for a run of 45 days. Sponsor logos will be tagged

Value Pak : (Contract Firm) Impressions: 480,000

Value \$7,500

A 2 sided full color coupon tagged with sponsor logos will be distributed directly to 77,000 homes offering a \$2.00 discount. The coupon will also be available on Savings.com and Valuepak.com as well as distributed through mass mail.

Florida Today: (Contract Firm) Impressions: 1,116,000

Value: \$10,995

2 Half page ads to run promoting the light fest during November and December. Additional ½ page ad to run promoting the 5k run. Printing all of our promo posters. Website tagging.

Brevard Business News: (Contract Firm) Impressions: 386,000

Value: \$4,959

Weekly ads to run promoting the lightfest during the month of November and December.

Groupon Partnership: (Contract Firm) Impressions: 1, 500,000

Value: \$25,559

Email marketing pieces go out regularly and provide direct access to ticket purchasing.

Channel 13 News: Impressions: (Contract Firm) 1,556,000

Value: Unpriced

Florida on a Tank Full ½ hour Prime Time news coverage promoting the event running multiple times.

Florida on a Tank Full segment during the morning and evening news. This was a 5 minute segment showcasing the event and the Boy Scouts. The segment will also air prior to Thanksgiving for the 2015 event.

Channel 9 News

Value: Unpriced

Bob Opshal, leading news anchor for Channel 9 News will be doing a live remote at the Grand Lighting Ceremony as well as promoting the event during the entire season

Channel 6 News

Value: Unpriced

Morning News announcements and inclusion on the community calendar