

Estimated advertising value for performers at Reno Earth Day

(based on same marketing research used for sponsorships)

Each stage has a large dedicated audience that camps there at least 1/2 day. In addition, most of the 25,000 attendees roam the event & see each stage at least once during their tour. Stages also have frequent crowd engaging announcements, a radio station host sponsor, & are the most televised and photographed features, incl. posted to social media.

2017 Performer Advertising Value									
Description & Explanation of Value	Formulas					Est. Impressions	Type	Indiv Type Value	Total Value
		Baseline	# IMP	% crowd	% space			per CPM	
On Site Exposure									
5% of crowd camped at a stage at given time for multiple IMP. Performers encouraged to hang large sign on front of stage during performance.	Camped crowd=5% of crowd*20 IMP/hr (1 every 3 mins. For live music)	25000	20	5%	100%	25000	Live Music	\$ 35	\$ 875
Wandering crowd to see/hear each stage at least once.	Wandering crowd=1 IMP each divided by # acts = 25000/6	25000	1	100%	17%	4250	On Site Signage	\$ 27	\$ 115
Stage line up signs up all day listing each performer for that stage.	Camped Crowd=25000*1 IMP per hour* 7 hours	25000	7	100%	17%	29750	On Site Signage	\$ 27	\$ 803
Wandering crowd sees stage line up signs	80% crowd, IMP each, reads entire line up	25000	1	80%	100%	20000	On Site Signage	\$ 27	\$ 540
Large program maps in 3 hot locations of event IDing stages as landmarks listing each performer and time. 10% space on sign for general info maps	90% wandering crowd*3 locations*10%	25000	3	90%	10%	6750	On Site Signage	\$ 27	\$ 182
SCHWAG Booth-Avg. value of a 10x10 booth at this 25000 event is \$2955 for visibility & engagement.	\$2955 * 10% for proportion of performers merch in booth								\$ 296
Bonuses: Stages serve as the landmarks, security points & labeled radio locations for the entire event.	Extra Radio Station announcements, engagement and Shared Photos a bonus.					On site Impressions:			\$ 2,515
						85,750	Total Value:		
Additional Media Exposure									
		Baseline	# IMP	% crowd	% space			per CPM	
Newspaper Program ad for Entertainment: 1/2 Page, 1 week run, Each performer name and logo listed with time. Earth Day is a high demand feature)	RNR Reach 89400*2 for Entertainment ad (targeted & prominent placement)	89400	2	100%	10%	17880	Newsprint	\$ 27	\$ 483
Website= Prominent Banner for stages on Home Page + Listing performers +Dedicated Stage Page under Entertainment w/ link to listed performer sites	214,000 annual hits to Earth Day Home pg Stage banner+30% to Dedicated Stage Page	214000	1.3	100%	10%	27820	Digital Media	\$ 12	\$ 334
200 flyers dedicated Entertainment flyers distributed throughout the Reno area (venues, dorms, meeting spots, etc.)	200*100 avg. views per flyer per location before replaced.	20000	1	100%	10%	2000	Printed Signs	\$ 25	\$ 50
Social Media - Min. 2 posts=flyer & program to 7 SM sites. Avg reach per site 45,000.	2posts*7 sites= 14* reach* Avg. space per post	45000	14	100%	10%	63000	Social Media	\$ 5	\$ 315
Digital Program stage page, QR code on site+SM+website+email blast 10% CPM for general coverage	QR code hits=12,000,SM=90,000,email=1500; additional web IMP=15000 all * 10%	118500	1	100%	10%	11850	Dig+Social Media	\$ 9	\$ 107
Several TV stations usually cover event w/ live video usually incl stages.	Total Impressions for Additional media:					122,550		Total Value	\$ 1,288
100's of photos of bands posted & shared in social media by event attendees.	Total Exposure for every Performer at the Earth Day event:					208,300	Total Marketing Value:	\$	3,804

Performers who volunteer at least 8 hrs (any combination of people) receive the following additional exposure & benefits as a Sponsor of the event.

Additional Exposure for Volunteering Performers		Baseline	# IMP	% crowd	% space			per CPM	
All Sponsors listed on Sponsor signs in 3 hot locations within event.	Sponsor signs*3 locs*80% of crowd*10% space	25000	3	80%	10%	6000	On Site Signage	\$ 27	\$ 162
Dedicated Sponsor Webpage w/ logos and links	30% annual hits for dedicated page; 10% space for below fold	214000	1	30%	10%	6420	Digital Media	\$ 12	\$ 77
Performer will be specifically mentioned by name on our Radio PSA's	Min. 2 PSA's* Avg audience of 25,674 per quarter hour* 1 IMP for 1 name	25674	2	100%	100%	51348	Radio	\$ 27	\$ 1,386
Social Media - Event will write a prof. review for band and post to all 7 SM sites.	1 Post*7 sites* reach*100% dedicated post linked to Performer's site	45000	1	100%	100%	45000	Social Media	\$ 5	\$ 225
Allow Performer to hang sign near stage all day.	Wandering crowd increased impressions = 1 IMP ea. (minus 1/6 counted already above)	25000	1	83%	100%	20750	On Site Signage	\$ 27	\$ 560
Several TV stations usually cover event w/ live video usually incl stages.	Total Additional Impressions & Value for Volunteering Performers:					129,518		Total Value	\$ 2,411
100's of photos of bands posted & shared in social media by event attendees.	Total Value for Volunteering Performers at Earth Day Event:					(Impressions) 129,518	Total Marketing Value: \$		6,214

Estimated Value of a Booth at Earth Day:

Description & Explanation of Value	Formulas					Total Est. Impressions	Media Type	Indiv Type Value	Total AVE
		Baseline	# Locs	% crowd	% space		per CPM		
At least 60% of attendees engage with large feature activity areas. Exponential IMP's gained from handling out materials.	60% of crowd engaging w/ booth@5 IMP ea. (Distributed material a bonus).	25000	5	60%	100%	75000	Face to Face	\$ 50	\$ 3,750
We are flexible with the size of space you need for your performance area!						Total Value:	20x20+ booth		\$ 3,750