THE FESTIVAL EXPERIENCE

MORE THAN **14,000 FESTIVAL ATTENDEES**

Hosted **61 ORGANIZATIONS** showcasing innovation, creativity & STEM:
- 36 Non-Profits
- 10 Start-Up Organizations
- 18 Educational Institutions
- 10 Student Organizations
- 8 Upstate Industry Leaders

Showcased organizations from counties across the Upstate:
- Anderson
- Pickens
- Greenville
- Spartanburg
- Oconee

MORE THAN **2,700 WEBSITE VISITORS**
MORE THAN **7,300 TWEET IMPRESSIONS**
MORE THAN **14,500 FACEBOOK IMPRESSIONS**

“My kids and I just spent most of the day enjoying the festival. We all had a **BLAST**, and I was **BLOWN AWAY** by what you accomplished. It’s so hard to believe that the event we enjoyed today existed only as an idea a year ago.” – Event Attendee

A WEEK OF EXPERIENCES

MORE THAN **21,000 PROGRAM PARTICIPANTS**

iMAGINE Upstate helped to support and host **18 EVENTS** promoting science, technology, engineering & mathematics. Events included:
- Millennium Drive Car Show & Cruise
- Impact Launch Competition
- Science On Tap
- Energize Your Mind Series at Duke Energy’s World of Energy

MORE THAN **8,600 WEBSITE VISITORS**
MORE THAN **29,000 TWEET IMPRESSIONS**
MORE THAN **235,000 FACEBOOK IMPRESSIONS**

“One question – What’s the date for **NEXT YEAR**? We’re coming back – bigger and better!!” – iU Partner

VOLUNTEER SUPPORT

**OVER 160 iMAGINE VOLUNTEERS** from organizations across South Carolina:
- Greenville Tech Charter High School
- Mauldin High School Key Club
- Rotaract Greenville
- Young Executives of the Commerce Club
- Fisher Middle School
- Bonds Career Center
- Bell Street Middle School Science Olympiad Team in Clinton, SC

Nearly **50 STUDENT VOLUNTEERS**!
WEEK OF EVENTS
MARCH 26TH - APRIL 4TH 2015
8,640 WEBSITE VISITORS
2 MINUTES AVERAGE VISIT
11,775 WEBSITE SESSIONS

FESTIVAL DAY
APRIL 4TH 2015
2,727 WEBSITE VISITORS
7,622 PAGE VIEWS
3,598 WEBSITE SESSIONS

WEBSITE VISITORS
2 MINUTES AVERAGE VISIT
WEEK OF EVENTS
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TRAFFIC BY DEVICE
- Mobile
- Desktop
- Tablet

TRAFFIC BY STATE

iMAGINE APP & GAME
661 ACTIVE USERS
77,485 ACTIONS
152 SURVEY PARTICIPANTS
77,485 ACTIONS

KLOUT SCORE
53
90 DAY HIGH
44
90 DAY LOW

Lisa Libertore posted an update:
Imagination Playground fun at The Children's Museum activity tent!
iMAGINE SOCIAL MEDIA ANALYTICS
MARCH 26TH - APRIL 4TH 2015

**Twitter**

1,003 FOLLOWERS
1.7K AVG DAILY IMPRESSIONS

**Week of Events**

MARCH 26TH - APRIL 4TH 2015

29.5K IMPRESSIONS

**Festival Day**

More Than 450 Mentions

530K Potential Twitter Reach

**Facebook**

AUDIENCE
67% FEMALE
32% MALE
AGES 25-45

ACROSS AMERICA

SOUTH CAROLINA
NYC
ATLANTA
Chicago
MIAMI
BOSTON
SAN FRAN
ASHEVILLE
denver
LA

519 AVERAGE ORGANIC POST REACH
1,336 LIKES

**Reach**

MARCH 26TH - APRIL 4TH 2015

ORGANIC REACH

2,246 DAILY ORGANIC REACH
22,457 TOTAL ORGANIC REACH
76,436 ORGANIC IMPRESSIONS

**Total Reach**

17,709 DAILY REACH
177,086 TOTAL REACH
237,148 TOTAL IMPRESSIONS

**LinkedIn**

8,418 TOTAL POST IMPRESSION
351 AVG POST IMPRESSION
60 FOLLOWERS
Festival Partner Survey Results

• 97% rated the Festival Good/Excellent Overall
• 97% Strongly Agree/Agree that iMAGINE Upstate met their organization’s expectations!
• 98% rated the downtown Greenville venue as Good/Excellent
• 97% rated the event management as Good/Excellent
• 93% believe their brand was effectively represented during the festival
• 93% Strongly Agree/Agree that iMAGINE Upstate inspired students to pursue STEM-related careers
• 86% believed the festival showcased a diverse range of workforce opportunities
• 100% Strongly Agree/Agree that the iMAGINE Upstate staff provided adequate resources and information for their organization to effectively prepare prior to the festival
• 100% Very Likely/Somewhat Likely to participate in future festivals based upon their experience at iMAGINE Upstate

Festival Attendee Survey Results

• 95% rated the Festival Good/Excellent Overall
• 75% Strongly Agree/Agree that they became more aware of STEM in their daily lives
• 81% Strongly Agree/Agree that they became more aware of STEM-related careers
• 85% Strongly Agree/Agree that they had fun and felt inspired by STEM
• 88% Strongly Agree/Agree that they learned something new at the festival

Festival Attendee Demographic Insights

SEX: 46% Male 54% Female
AGE: 31% 5-24 13% 25-34 37% 35-44 19% 45+
RACE: 81% White/Caucasian 7% Hispanic/Latino(a)
5% Black/African American 6% Other