2019 FESTIVAL OVERVIEW

APRIL 6TH 5TH ANNUAL FESTIVAL
OVERVIEW

15,000 FESTIVAL ATTENDEES

80 LEARNING EXPERIENCES:

- 29 NON-PROFIT/ADVOCACY GROUPS
- 25 EDUCATIONAL INSTITUTIONS
- 21 BUSINESS/INDUSTRY LEADERS

SCHOOLS & ORGS FROM:

- ANDERSON
- CLEMSON
- COLUMBIA
- TRAVELERS REST/TIGERVILLE
- SLATER-MARIETTA
- GREENVILLE/GREER
- SIMPSONVILLE/MAULDIN
- DUNCAN/SPARTANBURG
- SCRANTON/FLORENCE
SOCIAL MEDIA

FACEBOOK
- 2,809 FOLLOWERS
- 42,000 + IMPRESSIONS

FACEBOOK EVENT
- 17,200 + PAGE VIEWS
- 8,100 + ENGAGED
- 96,200 + REACH

INSTAGRAM
- 1,434 FOLLOWERS

TWITTER
- 1,483 FOLLOWERS
- 43,000 + IMPRESSIONS

SNAPCHAT
- USES: 200 +
- TOTAL REACH: 4,000 +

1. Data from July 1 2018 - June 1 2019
2. Data from April 6th, 2019
WEBSITE
APRIL 2019
• 5,900 + UNIQUE VISITORS
• 7,900 + VISITS
• 264,200 + HITS

JANUARY - JUNE 2019, EXCLUDING APRIL
• 7,200 + UNIQUE VISITORS
• 9,500 + VISITS
• 430,600 + HITS

E- NEWSLETTERS
• 5,900 + SUBSCRIBERS
• 13% AVERAGE OPEN RATE

1. A Unique Visit will tell you which individuals are visiting your site for the first time.
2. A Visit counts all visitors, no matter how many times the same visitor may have been to your site.
3. A Hit refers to the number of files downloaded on your site, this could include photos, graphics, or buttons clicked on.
SURVEY DATA

64% OF ATTENDEES SURVEYED HAD NOT ATTENDED IN THE PAST

85% OF ATTENDEES SURVEYED RATED STRONGLY AGREE/AGREE THAT THEY BECAME MORE AWARE OF STEAM IN THEIR DAILY LIFE

90% OF ATTENDEES SURVEYED RATED STRONGLY AGREE/AGREE THAT THEY HAD FUN AND FELT INSPIRED

HOW DID YOU HEAR ABOUT THE FESTIVAL?

WHAT IS YOUR AGE AND THE AGE OF THOSE WHO CAME WITH YOU?
"I'm a teacher and feel inspired. This was fun for my whole family, thank you!!"

"Awesome time showing my kids the future of science and how it affects our daily life."

"Best festival in Greenville!"

"Thank you for creating this for our kids!"
OTHER PARTNERS

2019 MEDIA PARTNERS

[Logos: 7 NEWS, UpstateSCAlliance, iHeart MEDIA]

TRANSPORTATION PARTNERS

[Logos: TEN at the top, greenlink]
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AFFILIATES