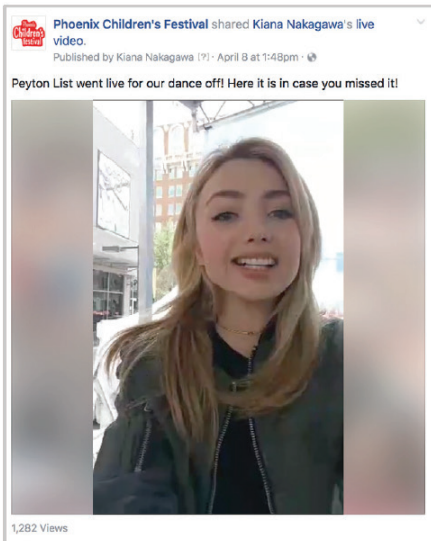


The Phoenix Famtastical Festival delivers a strong addition to the downtown Phoenix community. Through our partners and sponsors we successfully engage a new audience segment drawing families and children to the city core.



## Facebook

- 5,472 Facebook followers
- Day of event: average 1,831 views per post
- Posts reached 89,997
- Over 500 post clicks, reactions, shares per month
- Disney Channel's Peyton List - 1.2 million followers
- 2018 Celebrity Guest Peppa Pig followers totaled over 3.3 million

## Website

- 21,393 visitors to website
- 55,532 page views
- 75% male, 25% female
- 69% users are age 25 - 44
- 58% on website via mobile phone, 38% desktop

## Public Relations

- 12News Arizona MIDDAY: 10,000 viewership
- 3TV Good Morning Arizona - Saturday: 60,000 viewership
- 3TV Viewership | 125,000 viewers | 18-49 demographic
- Fox 10 Morning Show
- Arizona Republic: Sunday Circulation approx. 425,000



## Email

- Over 70,000 email contacts made

## Commercials

- Value exceeds \$40,000
- Reached over 550,000 households
- Coverage on the following networks

