

Griz Days 2020 – Sponsorship Report

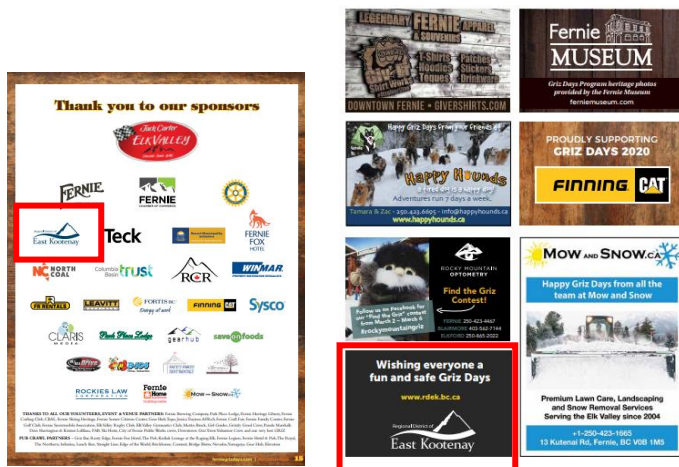
AXE LEVEL SPONSOR - RDEK

Print:

The RDEK logo was prominently placed on various print material throughout the Griz Days campaign. These included the Griz Days Magazine, Fernie Free Press, Fernie Fix, posters and signboards.

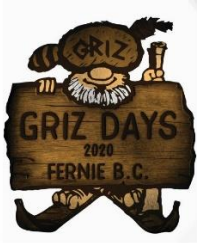
Griz Days Magazine: 3000 magazines were printed and distributed in Elkford, Sparwood, Fernie, Jaffray, Kimberley and surrounding areas. They were direct mailed to more than 1500 homes across the valley and distributed in Visitor Information Centers, hotels, cafes and restaurants.

The RDEK logo was placed on the inside back Sponsor page and an 1/8 page ad was placed on page 10.



Fernie Fix: Advertisement was placed in the March issue of the Fernie Fix Magazine. The RDEK logo was displayed in this ad.





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Fernie Free Press: A full detailed schedule of 2020 Griz Days was published in the Fernie Free Press Thursday March 5, with the RDEK logo was displayed. A Sponsors Thank You ad was published Thursday March 12.



Celebrating our Winter Heritage
March 6-8, 2020
www.ferniergrizdays.com
 for full details.
 @grizdays @ferniergrizdays

Downtown Griz Town

Saturday, March 7

All events take place in the Downtown core

Griz Station Stage Entertainment Line Up

- 2 pm - Fernie Community Choir
- 3 pm - The Legend of the Griz - Fernie Youth Theatre performance
- 4 pm - Fernie Station Social and Public House Kiosk
- 5:30 pm - Closing of the day, Main Street, Red Rock Award, Smooth Ski Race Award

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Griz Station Stage Entertainment Line Up

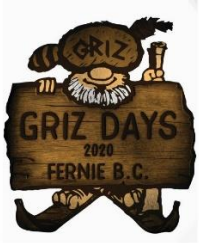
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Thanks for supporting Griz Days 2020

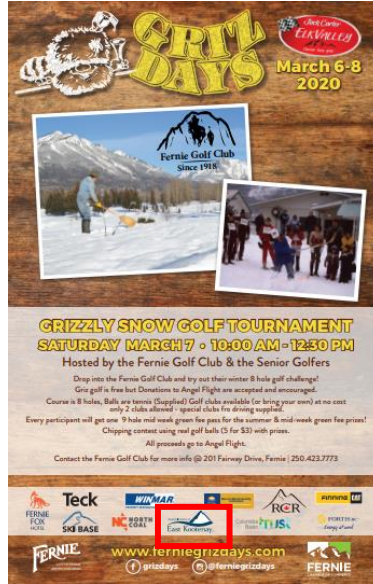


Sysco Claris Media Park Place Lodge Gear Hub Save-on-Foods
 The Drive - B104 Patti's Party Rentals Grow
 Rockies Law Fernie Home Hardware Mow & Snow
 Best Western Fernie Red Apple McGiver Woodworks
 Fernie Mechanical Polar Peak Books Keen Lash The Free Press
 Fernie Rentals Stephanie's Glass Griz Days Volunteers Extraordinaire



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Griz Days Posters: More than 100 posters were distributed around Fernie in key businesses and public areas. Below shows placement of your logo.

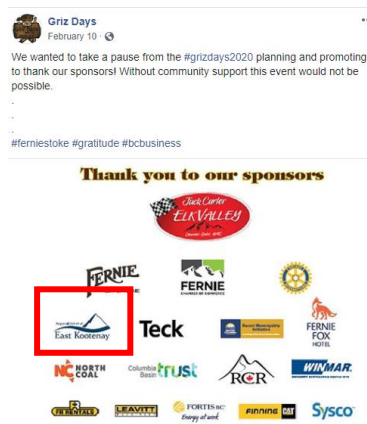
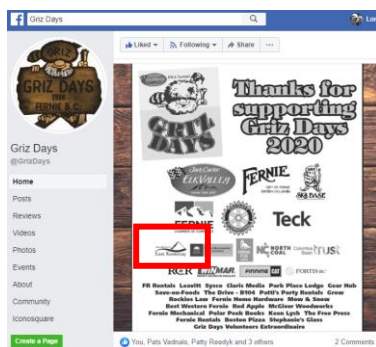


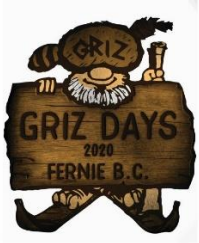
Radio:

A Griz Days promotional program ran on *B104* and *99 The Drive* radio stations from February 3 – March 5, 2020. There were approximately 100 announcer ad libs, with sponsor shout outs, during the time frame. The RDEK was mentioned in 75% of those ad libs and 75% of the live reports during the festival.

Social Media

Facebook: Promotions on Facebook commenced on December 12, 2019. Griz Days Facebook page has 2,520 followers. From February 14 – March 12th posts reached 53,070 people with 2,094 page views. This was a combination of organic and paid advertising. Below are examples of how your logo was used on Facebook posts.



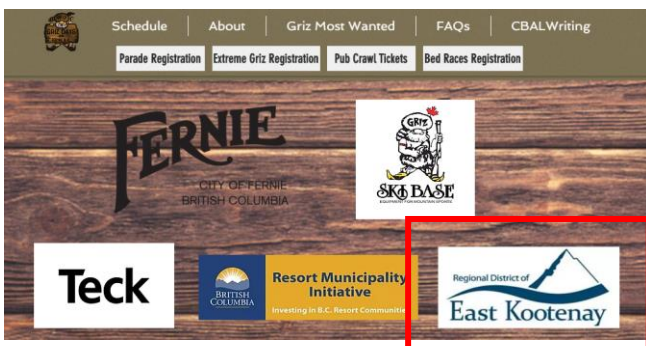


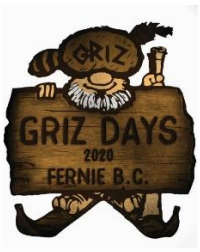
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Instagram: The Griz Days Instagram account has 1,270 followers. Griz Days promotions started January 6th. From February 28 – March 5th there were 36,857 impressions and 963 profile visits. In addition to posting on the Griz Days account, posts were also cross-posted on the Fernie Chamber Instagram account with 1,388 followers along with stories on both Instagram accounts and Facebook. Below are examples of how your logo was used on Instagram posts.



Website: The RDEK logo was placed prominently on www.ferniegrizdays.com – in the center of the main landing page. This year a concentrated effort was made to drive traffic to the website to increase visibility for our sponsors. A paid Facebook slideshow campaign focused on sending people to the Griz Days website for more information.





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On Site Promotion:

Sign Boards: The City of Fernie logo was printed on multiple sign boards and placed on the Griz Station Stage and the Beer Garden tent for high visibility. These are the most heavily trafficked areas of the festival.

