

THURSDAY, NOV. 18



Cafecito Time con Equality Health 652 Registrations 26 Attendees

Video Views: 162

FRIDAY, NOV. 19

PHOENIX RISING FC

Show Us Your Best Moves

Soccer Player Demo by Joey Calistri 122 Registrations 22 Attendees Video Views: 1,148

Turkey Trot Fun Run - Isaac School District

Approximate number of student participants: **2,500**

- Pueblo Del Sol Elementary School 150 Turkeys
 875 students participated (largest event)
 Shirts with sponsor logos to each participant
- Esperanza Elementary School 75 turkeys
- JB Sutton Elementary School 75 turkeys
- Mitchell Elementary School 50 turkeys

SATURDAY, NOV. 20



Turkey and Healthy Bag Giveaway! 1,000 Turkeys 1,000 Healthy Bags

Media Coverage

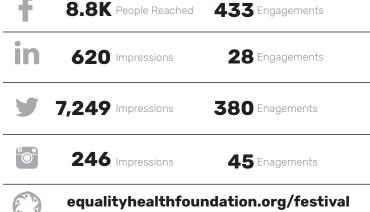
- Total Audience: 7,483,472
- Total Online News Audience: 7,314,378
- •Total National TV Audience: 169,094
- Total Local TV Audience: 169,094
- •Total Number of Clips: 15 ABC15, Good Morning Arizona, Telemundo Arizona, Phoenix Patch and more

Social Media Influencer Stats: Number of video views: **8,700** Shares: **73**

Comments: **52** Reach: **63,800**

2:23 Time on Page

Analytics Across Social Channels - All Events



2,607 Impressions

Engagement Highlights

Email Report

3 Eblasts

23,496 Emails sent

Paid Media Results

Total Facebook Ads	
Reach:	152,203
Engagements:	6,268
Clicks:	2,489
Shares:	411
Responses:	932

Isaac Middle School

District-wide distribution (6,540 students, 12 Schools)

Robocalls Two times per week (3 weeks)

E-Flyers Districtwide to parents' emails

Texts Districtwide week of event

Printed Flyers (Bi-lingual) door to door distribution (4k) Radio 2-week campaign













Cafecito #HealthyFallFestival