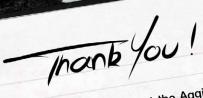
# NC A87 State University

# ACCURID STAGE



The State Farm Sound Stage at the Aggie FanFest is a family affair for the young and old; dancing together and enjoying the music from the latest dance crazes to old but goodies dance moves.

Over 23,662 enjoyed the sound stage activities and entertainment. The State Farm Sound Stage combines powerful performances from some of DCs hottest local R&B singers and GoGo Band. State Farm brings the energy and excitement with fun engaging contests and great prizes that the crowd loves!

### Thank You!

Diamond Life Concerts, Inc. would like to thank State Farm for the continued partnership of 2013 Aggie Fan-Fest as the sound stage sponsor. The following is a sponsorship recap report of State Farm's return on its investment.

involvement in the 2013 North Carolina A&T State University Homecoming Aggie FanFest.



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NC A8T State University

# ACCIE FRIFEST 8, SOUND STAGE 2013

### Estimated Talle

The sound stage continues to generate brand awareness and is a great opportunity to reach and engage State Farm's target market.

State Farm was an essential part of the promotions for the Aggie Fan-Fest Sound Stage. We estimated that you received a promotional value of \$34,713.

Please refer to the detailed Sponsorship Evaluation (ROI) breakdown included below.

## Sponsonship Evaluation

State Farm Cash Invested: \$10,000

#### **State Farm Received**

Radio Advertisement Value: \$30,000 Flyers value: \$200

#### On-site Marketing - Sound Stage

Sponsor Announcements (8) Value: \$1,217
Vice Versa Contest Value: \$1,268
Old School vs. New School Dance Contest Value: \$1,268
On-stage Signage (banner, flags, ) \$760

On-site Marketing Value: \$4,513

**Total NC A&T** 

Aggie Fan Fest Sound Stage Value: \$34,713

\*Promotional value calculated with sponsorship industry standard and accepted formulas to measure the value of impressions.

Formulas based on 15% of the overall attendance.











# 466 FRIFEST 8-SOUND STAGE 2013





# Homecoming Sound Stage

### WNAA & State Farm Homecoming Sound Stage Schedule of Activities

State Farm Sound Stage Aggie FanFest
Date: Saturday, November 2, 2013
Event Time: 11:00 a.m. to 5:00 p.m.
Location: War Memorial Stadium

Aggie FanFest Attendance: 33,000 (Saturday Only)

Estimated Stage Attendance: 23,662 attended the stage throughout the day

Start Time- End Time	Artist /Band
10:00am – 4:00pm	Set-up for State Farm and DJ Weatherman
10:10am- 10:45am	A&T Cold Steel Drum Line
10:45am- 11:30am	Derrell Dukes R&B
BREAK	BREAK
12:00pm - 1:00pm	Gav Beats R&B
1:45pm - 1:10pm	State Farm Activation 1 Activation Name: Vice Versa
1:15pm - 2:00pm	Soultrii R&B
2:00pm - 2:10pm	State Farm Activation 2 Activation Name: Old School Vs. New School Dance Contest
2:10pm - 3:00pm	Vanessa Ferguson R&B
3:00pm - 4:00pm	Von Neuman R&B
4:00pm - 4:10pm	Music played by DJ
BREAK	BREAK
4:10pm - 5:10pm	Faycez U Know Go Go



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# 466EFRIFEST 8, SOUND STAGE 2013

# Marketing Overview

#### **PRE-EVENT PROMOTIONS**

Radio was the primary marketing strategy to promote the Sound Stage. A two-week promotion was conducted on 102 Jamz to promote the State Farm Sound Stage. State Farm received name recognition on a total of 30 radio commercials to promote the events. The radio commercials aired October 18, 2013 - November 2, 2013. State Farm also received logo placement on 10,000 flyers.

#### **ONLINE MARKETING**

**Lead Generation Activation:** Facebook & Twitter Campaign: Launch Date October 1, 2013

**Timeline:** 5 weeks, Grand Prize winner was announced weekly, every Thursday.

**Grand Prize:** State Farm gave away 5 pairs of front tickets to the Erykah Badu concert.

#### **State Farm MicroSite:**

A State Farm Micro Site was created to collect all lead information and it was linked the Diamond Life Concert Page and the Greensboro Coliseum Facebook Page.

Online Marketing Vehicles: Facebook and Twitter were the marketing vehicles used to get the word out about the State Farm ticket give away. The Sweepstakes link was linked to our marketing partners Facebook and twitter followers also reaching over 62,000 people.

#### **Lead Results**

Face book hits: 36,482
Twitter hits: 27,454

Microsite Entries: 227









NC A87 State University

# 466 FRIFEST 8- SOUND STAGE 2013



# Marketing Overview

#### **ON-SITE MARKETING**

#### **Stage Activation**

Two State Farm contests were designed to promote the brand. Please see contests below.

#### Vice Versa

The contestants competed for \$75 State Farm Gift Card. Vice Versa is a singing contest with a twist. The contestants had to lip sync a song performed by the opposite sex (e.g. males performed female artists' songs and females performed male artists' songs). The crowd favorite was a local singer who wowed the crowd with a hot rendition of Miss Independent by Ne-Yo.

#### **Old School Vs. New School Dance Contest**

This contest was amazing and consisted of two rounds to win \$75 State Farm Gift Card. Round one was a qualifying round; the contestants competed against each other by conducting a dance that represents their era. Old School was 30 and older and new school had to be 25 and under. The one who performed the following dances the best and received the most crowd applause moved on to be a finalist.

#### **Old School Dances:**

Hammer Time (MC Hammer), Tootsie Roll, Doin The Butt

#### **New School Dances:**

Beef it up, Dougie, South Dallas Swag

In round two the finalist competed and the Old School contestant surprised the crowd by conducting both types of dances better than the new school contestant.

#### **DJ Announcements**

State Farm received 8 live announcements at Aggie FanFest Sound Stage.

#### **On-site Signage**

State Farm received a 30 x 40 customized banner that lined the top of the stage.

