

NC A&T State University

AGGIE FANFEST & SOUND STAGE 2013



Thank You!

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 DC's 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 FanFest as the sound stage sponsor. The following is a sponsorship recap report of State Farm's return on its investment.

This document will provide a complete summary of your involvement in the 2013 North Carolina A&T State University Homecoming Aggie FanFest.

 **State Farm**TM
SPONSORSHIP RECAP REPORT



AGGIE FANFEST & SOUND STAGE 2013

Estimated Value

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.

Sponsorship 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.





NC A&T State University AGGIE FANFEST & 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

 **State Farm™**

AGGIE FANFEST & 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**

Win FRONT ROW seats for Diamond Life Concert Inc.'s
AFTER DARK CONCERT
STARRING
ERYKAH BADU

Name: _____
Date of birth: _____
Address: _____
City: _____ State: _____
Zip: _____
Phone Number: _____
Email Address: _____

Would you like more information on the following State Farm products?
If so, which products interest you?
☐ Auto Insurance
☐ Life Insurance
☐ Bank Products
☐ Homeowners Insurance
☐ Renters Insurance
☐ Business Insurance
☐ Financial Services

☐ By checking I consent to being contacted by State Farm regarding products I may be interested in.

FRIDAY NOV 1st @ 10PM
WAR MEMORIAL AUDITORIUM

State Farm
Front Row
Sweepstakes





NC A&T State University

AGGIE FANFEST & 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.

