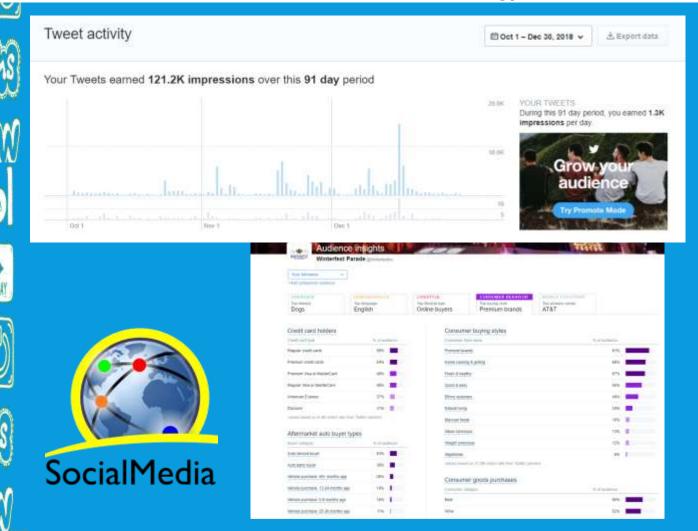




TWITTER: AUDIENCE INSITE: 121K impressions in 91 days 81% Buy Premium Brands 51% Drink Wine

30% Net Worth \$1,000,000+ 45% purchase a car +-2 years 60% Household income over \$89,000





# **TWITTER: DECEMBER:** Impressions: 54.6K Profile Visits: 3.3K

Analytics Hone Tweets Auderces Events Hore v

Dec 2018 - 11 days

#BelleOfTheBall

View Tweet activity

Top Tweet warned 5.400 improvements

Alyssa Lovitti #Black Tie Ball2018

pic.twitter.com/giFN8KyP50

A big Congrats to our Belle of the Ball.

#SeminoleHardRock #BlackTieEvent

#BlackTieBall #Winterfest #WinterfestFL

# **NOVEMBER:** Impressions: 48.4K Profile Visits:821

WriterheitSon/Ratade 🗸 🚢 🖌 East a the here Ann

hed insertions

54.6K

DCC 2018 ISCHRAFT

42

Profile verify.

3,312

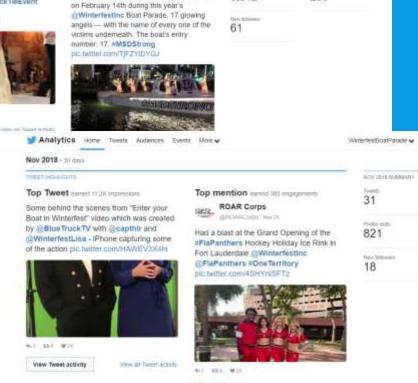
Top mention earned 5,534 engagements

Cohershill Will Gar mi-

Beautiful tribute to the students and staff lost.

Daniel Cohen







View Tweet



# TWITTER\*: OCTOBER: Impressions: 18.4K Profile Visits: 387K

# SEPTEMBER: Impressions: 22.3K Profile Visits:441

Oct 2018 - 31 days			ā	CT 2018 SLIMMARY	
	-	n montion		weats	Tweet impressions
Top Tweet sarred 1.691 impres		op mention earner Seminole Har	e uo engagements	29	18.4K
This year's Family Fun Day was REAL ice skating rink! The tea	2 - 1 - 1 - 2 - 2 - 2 - 2 - 2 - 2 - 2 -	@HardRockHolly Oct #	Oct II		
Vinterfest wants to express a	HUGE thank	ur performers for a		sette vests 387	23
you to the @FlaPanthers for his amazing rink! Please note	a thora is a	vard presentation to	@WinterfestInc		2,0
mall rink fee for those who w	vant to Af	kes a picture with o fairs and Special Ev		ov followers	
sarticipate, pic.twitter.com/Yfv	MFKP8H1 Re	Rennelsen M#WinterfestFL18		32	
- LA	and the second s	HardRockHotel c.twitter.com/keleG/	NOURD		
An 1	the second				
View Tweet activity	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Towell Automotes Even	es. Necy	WheterBoalPands 🗸	÷ 🗸 🚺 III III III III III
				HEP TO A MARKANY	
	(MART PROPARITY			1814-1818 strandoorn	
	Top Tweet served 6	245 improvidence	Top mention and 11 ingiometer	inerest of	22.3K
	The second se	ting last night for the	Top mention sense to experiments	30	22.3K
	Top Tweet served 5. We had a great meet	Ging last night for the Winterfest Boat wDeck star and our	AAwesomelighting Consumpting the m In just 95 days from now, @wsvin wi	30 1be 441	22.3K
	Top Tweet served of We had a great meet Seminole Hard Rock Paradet Our @Balow	Eng last night for the Winterlest Boat wDeck star and our phtr, was in	Advesomelighting in just 55 days from now, Gweinh wi broadcasting inv. the 47th Annual Se Hard Rock and Casino Winterfest Bo	1 be micole st	22.3K
	Top Tweet armst. We had a great most Seminore Hard Rock Paradet Our @Balox Offical Captain, @ca attendance to show Watch it below. bRUy/3DSamSH	Eng last night for the Winterlest Boat wDeck star and our phtr, was in	Advectomelighting Description from now, Gewein with troadcasting live, the 47th Annual Se Hard Rock and Casino Winterfelt Bo Parade In Fort Laud, hosted by our In team, @beltysmercy + @cstevensor	tbe 441 works works works to the top	22.3K
	Top Tweet served. We had a great mee Servince Hard Rock Paradet Cur @Belon Official Captain, @isa altendance to show Watch it below. bttly/2DSamSH	ting Last Hight for the Winterfest Boat Works star and our gifthr, was in ase our new video?	Advectomelighting Description to a set In just 95 days from now, (jewtivh wi broadcasting live, the 47th Annual Se Hard Rock and Casimo Whitefest Bio Parade In Port Laud, hosted by our fit team, (theibysmerey + ()osterwando more into, go 2 ((Winterhesting)) Winterhesting	tbe 441 works works works to the top	22.3K
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* Numbers from	Top Tweet served. We had a great mee Servince Hard Rock Paradet Cur @Belon Official Captain, @isa altendance to show Watch it below. bttly/2DSamSH	ting Last Hight for the Winterfest Boat Works star and our gifthr, was in ase our new video?	Advectomelighting Description to a set In just 95 days from now, (jewtivh wi broadcasting live, the 47th Annual Se Hard Rock and Casimo Whitefest Bio Parade In Port Laud, hosted by our fit team, (theibysmerey + ()osterwando more into, go 2 ((Winterhesting)) Winterhesting	tbe 441 works works works to the top	22.3K
	Top Tweet served. We had a great mee Servince Hard Rock Paradet Cur @Belon Official Captain, @isa altendance to show Watch it below. bttly/2DSamSH	ting Last Hight for the Winterfest Boat Works star and our gifthr, was in ase our new video?	Advectomelighting Description to a set In just 95 days from now, (jewtivh wi broadcasting live, the 47th Annual Se Hard Rock and Casimo Whitefest Bio Parade In Port Laud, hosted by our fit team, (theibysmerey + ()osterwando more into, go 2 ((Winterhesting)) Winterhesting	tbe 441 works works works to the top	22.3K





# SAMPLE POSTS/ALBUM – GRAND MARSHAL RECEPTION

...

- JM Lexus and Sylvester Comprehensive Cancer Center :

Winterfest Boat Parade added 242 new photos to the album: 2018 Grand Marshal Experience — with Huey Lewis & The News and Lisa Scott-Founds at Seminole Hard Rock Hotel & Casino - Hollywood, FL. December 15, 2018 - 😋

This Winterfest Celebration welcomed our Grand Marshal including dignitaries and celebrities who joined us at the Seminole Hard Rock Hotel & Casino to celebrate, Winterfest style.

This fabulous reception presented by JM Lexus was the prelude to the parade. Many local VIP's, dignitaries, sponsors were on hand to welcome this year's celebrity Grand Marshal. Fort Lauderdale's Mayor, Dean Trantalis, gave the Grand Marshal a key to our beautiful city and Riverwalk, Inc. presented a brick in Huey Lewis' name for the Riverwalk Celebrity Walk of Fame on the banks of the staging area of the Parade. Winterfest recognized

Sylvester Comprehensive Cancer Center and Dolphins Cancer Challenge warrior Sonia Rodriguez, Commodore Johnny Williams and Jr. Captain Tommy Boegler. Celebrities from N'Sync Joey Fatone and Chris Kirkpatrick were also on hand.

Photos by Howie Grapek / Grapek Photography Online



#### Performance for Your Post 3,678 People Reached 902 Reactions, Comments & Shares # 508 475 33 On Post On Shares 🗂 Like 314 310 C Love On Post On Shares 0 2 🐸 Haha On Post On Shares 6 1 5 Wow On Post On Shares 56 6 50 On Post On Shares Comments 20 12 8 Shares On Post On Shares 895 Post Clicks 523 372 Photo Views Link Clicks Other Clicks 1

# **FACEBOOK\*:** Reach:356,957 Average Reach Per Post: 1,068

Winterfest Boat Parade is with Kathleen aft Like Page ..... Relater and 2 others. Published by Winterfaul, Int. 11 December 21, 2018 ie mite PM 10 - 69

On behalf of the Winterfest Team - we would like to wish all our supporters and friends - the Merriest of the Holiday Season/ Please tune into WSVN-TV television show and/or watch our live Parade airing. https://winterfestparade.com/watch-us/television-airings



Happy Holidays From Your Winterfest Family! 00:59

	30 to reach up to 27,000 peop	99 - C.
0	0	Bainet B
People Reached	Engagements	included in

\* Numbers from JLB Florida

NTERFES

#### Performance for Your Post O People Reached 8,872 Video Views 65 Reactions, Commenta & Shares # 74 O Like 34 Dr. Poet 40 On Shares 26 17 On Shares 9 On Pest 0: On Post On Starts an Hatre On Post te Sad 1 On Shares On Shares 1 On Pest Angry On Shares 3 3 On Peat Commente

18

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# **SocialMedia**

O People Reache	et.	
5,697 Viter V	1.41 B	
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443 O 1.144	188 Gr.Pist	255 On theme
53 0	22 On Post	at On Shares
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# **FACEBOOK: DECEMBER-JANUARY:** VOTE FOR YOUR FAVORITE BOAT – 10 posts promoting voting Impressions: 48.2K with various posts ranging in 3K-6K reach

#### Winterfest Boat Parade January 1 at 7 22 AM · O 3

Happy New Yearl Start 2019 by giving one of the Parade entries the gift of the People's Choice Award. You can vote once every 24 hours until Jan. 12. ONE lucky VOTER will have the chance to win Airline Tickets. What a great way to start the New Year - make someone an award winner and possibly win tickets to plan a great vacation for 2019. Thank you Seminole Hard Rock Hotel & Casino - Hollywood, FL - Southwest Airlines Thank you to all the boaters including our boat sponsors. South Florida Sinus and Allergy Center - FPL Connect - Nova Southeastern University -City of Fort Lauderdale - City News - South Florida Ford - Republic National Distributing Company - Celebrity Edge - BlueFoot Pirate Adventures iHeartRadio - Louie Bossi's Ristorante Bar Pizzena - BB&T - WSVN-TV -Shane Duncan - Two Men and A Truck - Sixth Star Entertainment - 1000 Mermaids - Children's Diagnostic & Treatment Center - Salah Foundation -Rockfest - The Galleria at Fort Lauderdale - Cruisin' Tikis Fort Lauderdale-TWO MEN AND A TRUCK - Sylvester Comprehensive Cancer Center-Marine Toys for Tots Foundation- 4ocean - Sun Dream Yacht Charters -Charter One Yachts - Carrie B Cruises - Biscavrie Yacht Charters -Anticipation Yacht Charters - Watertaxi

ROMANTIC VENICE



\* Numbers from JLB Florida

VOTE BY TEXTING: Beat I to 28000 or Inter //winterfestparade.com/peoples-choice-aware





People Reached	Engagements	Boost Post
OO Trisha Olney, Ren	e Korbel Quinn and 31 others	12 Shares

OO Trisha Olney, Renée Korbel Quinn and 31 others



SNAPCHAT FILTERS: OCTOBER - DECEMBER:





GRANDSTAND AREA 230 Swipes 145 Uses 4.4K Views 63% Usage





Hotwire fision

VIP AREA 1.1K SWIPES 138 USES 3.6K VIEW 12.9% USAGE



BLACK TIE BALL 286 SWIPES 49 USES 1.7K VIEWS 17.1% USAGE

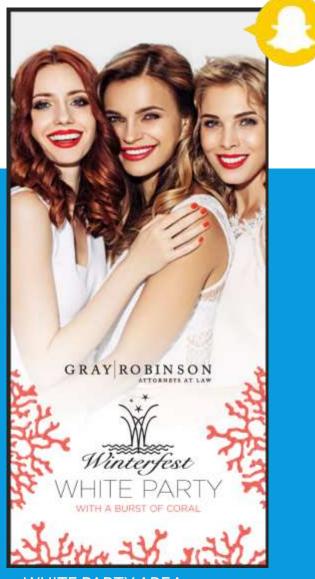


# SNAPCHAT FILTERS: OCTOBER - DECEMBER





FAMILY FUN DAY 255 SWIPES 89 USES 2K VIEWS 34.9% USAGE



WHITE PARTY AREA 131 SWIPES 27 USES 806 VIEWS 20.6% USAGE



# WEBSITE: DECEMBER:

WINTERFEST

What key words are used to find Winterfest



# SocialMedia

	Acquisition			Behavior			
Keyword	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	
	58,466 % af Total: 67.84% (86,179)	55,891 % of Total: 64.42% (86,760)	80,727 % of Total: 65.88% (122,538)	48.17% Avg for View: 50.99% (-5.52%)	2.94 Avg for View: 2.81 (4.90%)	00:02:37 Avg for View: 00:02:22 (10.51%)	
1. (not provided)	56,338 (95.68%)	53,945 (96.52%)	77,703 (96.25%)	48.35%	2.94	00:02:37	
2. winterfest boat parade 2018	<b>177</b> (0.30%)	144 (0.26%)	214 (0.27%)	32.71%	3.70	00:03:23	
3. winterfest 2018	102 (0.17%)	<b>96</b> (0.17%)	138 (0.17%)	44.20%	2.89	00:02:55	
4. fort lauderdale boat parade	<b>66</b> (0.11%)	<b>60</b> (0.11%)	85 (0.11%)	37.65%	3.36	00:02:17	
5. winterfest boat parade	<b>66</b> (0.11%)	52 (0.09%)	86 (0.11%)	31.40%	3.63	00:02:29	
6. fort lauderdale boat parade 2018	<b>64</b> (0.11%)	56 (0.10%)	77 (0.10%)	44.16%	3.09	00:02:33	
7. ft lauderdale boat parade	54 (0.09%)	52 (0.09%)	57 (0.07%)	40.35%	3.18	00:02:12	
8. fort lauderdale christmas boat parade 2018	53 (0.09%)	38 (0.07%)	<b>59</b> (0.07%)	40.68%	3.76	00:03:03	
9. ft lauderdale boat parade 2018	<b>47</b> (0.08%)	41 (0.07%)	51 (0.06%)	35.29%	3.10	00:02:24	
10. https://winterfestparade.com/	45 (0.08%)	15 (0.03%)	53 (0.07%)	41.51%	2.74	00:01:54	

\* Numbers from JLB Florida



# **DIGITAL PROMOTIONS:**

Sun Sentinel Display

	Run Date	11/13 - 12/15
đ	Targeting	Run of Site
ÐÐ	Total Impressions	2,041,973
×	Click Rate	0.11%
努	Website Visits	2,301

SunSentinel

0



## SunSentinel



- Recommending on HTML5 retresh in efforts to maximize audience engagement
- Recommending shifting more budget into hogrammatic to match the increased engagement

www.pursterier.pu

## SunSentinel MEDIA GROUP



# **DIGITAL PROMOTIONS:**

	Emo	ail Blast
	Run Date	12/5
Ċ	Targeting	Entertainment Enthusiasts in MIA & FTL
@@	Sends	150,121
容	Opens	25,329 (16.87%)
13	Cicls	3,257 (2.17%)

- Open rate performed 113% above email industry average of 15%
- Click rate performed 145% above email industry average of 1.5%

## The Weekender Newsletter

- 10/25, 11/8, 1111 Run Date 11/15, & 12/6 Subscribed South Florida Targeting event enthusiasts 400,000 00 Sends R Opens 91,534 (22.88%) Total Clicks 9,285 (2.32%) æ Website Visits 435
- Open rate performed 153% above email industry average of 15%
- Click rate performed 155% above email industry average of 1.5%

## SunSentinel





HUZENGA PLAZA - NOV 25 15mm-3pm





# **DIGITAL PROMOTIONS:**

Facebook Handshake

:::::	Run Date	11/20
đ	Targeting	South Florida Parenting Facebook Audience
e e	Total Reach	38, 184
No.	Reactions	234
පු	Website Visits	1,528

SunSentinel



Facebook Handshake

## SunSentinel



- CTR of 4.00% performed 444% above the "Local Events" industry average of 0.90%
- High engagement was due to the South Florida audience being the perfect match for your business
- Recommending the next Handshake to include video in efforts to maximize audience engagement



- CTR of 155% performed 314% above the "Local Events" industry average of 0.90%.
- High engagement was due to the South Florida audience being the perfect match for your business
- Recommending the next Handshoke to include video in efforts to maximize audience engagement

## SunSentinel MEDIA GROUP





Facebook Handshake

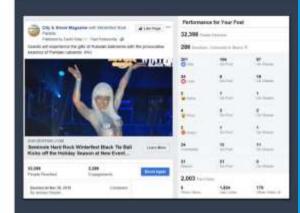
Su	nSe	nti	ne	L
			AGROU	



## SunSentinel

C Sade Partie San Sectorel orth Internet End Paralle	Performance I	br Your Post	
Transacto Incolferenti Fast I strategio Q	54.025		
This year, Bai Panale good back in the with IOs sure Heavy Lines. Add	588		
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State press method	44	an	
Resident of the C. 2018 Endprised	101	-	
Proper ALEM Law Color 2.0K	2,346		-
time first in		8.8FE	

- CTR of 434% performed 482% above the "Local Events" industry average of 0.90%
- High engagement was due to the South Florida audience being the perfect match for your business
- Recommending the next Handshake to include video in efforts to maximize audience engagement



- CTR of LL10% performed 655% obcym the "Local Events" industry average of 0.90%
- High engagement was due to the South Florida audience being the perfect match for your business
- Recommending the next Handshoke to include video in efforts to maximize audience engagement

NTERFES

October – December 2018 iHeart Social media pages promoted the Seminole Hard Rock Winterfest Boat Parade and Events



An approximate total of 21,214,600 impressions



# **SAMPLE POSTS:**



WINTERFEST





PLIY









....





Follow

# SAMPLE POSTS:

FRFFS



12:00 PM - Set 15 December 2018

Ioin @omoiaonair and @Stichiz as they heat the Semicola Hard Kick @Winterlesting today hear dee Grandstand Viewing Aran, Powered by Fard, Cates open at 3:30pm, see you there!



## See you tomorrow at 3:30pm!



### Winterfest Parade @WinterfestInc

Tomorrow is the biggest night of the year! Our annual Seminole Hard Rock Winterfest Boat Parade is hitting the water at 6:30 PM! Make sure you're there so you can celebrate the best of the 80's with us!

### 5:16 PM - 14 Dec 2018





# SAMPLE POSTS:

ERFES





iHeart

MFI



# **SAMPLE POSTS:**

### BIG 105.9

NTERFES

The "Greatest Show on H20" takes place tomorrow at 6:30pm, along the New River in Ft. Lauderdale



The Seminole Hard Rock Winterlest Bost Parade 2018 | Dec 15, 2018 | New RL. The 47th Annual Holday Parate. 'Best of the 50s' "The Bost Parade will stage on the New River in downfown Fort Laudentale, along the docks west of Stranston Holog1509 Asset treet

ET.

435 PM 14 Dec 203

Tweet your reply



Written by Miduel Leon (\*) December 15, 2018 at 12:00

BIG 105.9 C

Write a comment.

PM Q





Like Page

0000



# **CONTESTS ON iHEART WEBSITE:**

https://y100.iheart.com/contests/seminole-hard-rockwinterfest-boat-parade-527764/ https://939mia.iheart.com/contests/the-seminole-hardrock-winterfest-527760/ https://wiod.iheart.com/contests/win-tickets-to-thewinterfest-525298/ https://big1059.iheart.com/contests/seminole-hard-rockwinterfest-boat-parade-528696/

With approximately **XXXXX** entering the contest.



WSVN Media has: Followers on the following platforms: Twitter: 377,811 Facebook: 545,676 Instagram: 56.6K SnapChat N/A

Engagement / Views on Winterfest posts averaged: Facebook: 51,512 Views

A fair number to access the impact of Winterfest on our social media is the reach or video views. This is a hard number on how many times a stream was watched.

WSV

Facebook Live total of 51,512 views Twitter Live (periscope) total views of: 5,000 (Twitter rounds numbers up and down) Live on <u>WSVN.com</u>: 2,503

# **SAMPLE POSTS:**

INTERFEST

# Facebook Live: 51,843 Views



	WSVN-TV was live
No. of the other	WINTERFEST BOAT PARADE - We're LIVE in Fort Lauderdale and going back to the 80s for the 2018 Winterfest Boat Paradel
	51,843 Views
	🖒 Like 💭 Comment 🔗 Share 🛷 -
	Most Relevant =
	Jenna Helen Galardi #winterlest018
449	Sughei Lee Rodriguez Montes Awsome





# RAD

## **10 OF THE BEST CHRISTMAS FESTIVALS IN THE WORLD**

HOME > CULTURE > MUSIC > NIGHTLIFE > 10 OF THE BEST CHRISTMAS FESTIVALS IN THE WORLD

## RADeember 9 - December 31, 2018 Location: Vorcemarty Square, Budgest, Hung

MAGAZINE

EVENTS

## 8 Christmas Festivals Across America That Will Get You In the Holiday Spirit

Plan a family getaway to one of these seasonal celebrations.

#### 3. Winterfest Boat Parade



COORDOX ON MEETINGED, BOYLENOYDE

Where: Fort Lauderdale, Florida

### 3. Winterfest Boat Parade - USA



#### Throw on some sandals and a Hawaiian tee, but don't forget the Santa hat..

Tired of the cold winter weather but still love Christmas celebration? Look no further than the spectacular Winterfest Boat Parade In Ft. Lauderdale, Florida, Take in the beauty of two-foot mega-yachts decked out in Christmas lights as they effortlessly float along the intracoastal Waterway. Make sure to get there early to secure a spot at one of the many bars or restaurants nearby for the best view.

Dates: December 15, 2018 Location: Downtown FL Lauderdale, Florida, USA