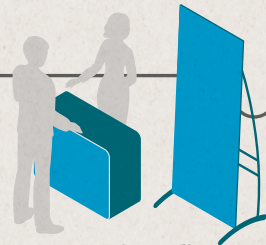


# 5

## TRADESHOWS ATTENDED

- NASC Annual Education Symposium (April)
- Connect Sports (August)
- SPORTS Institute (September)
- TEAMS Conference (October)
- USSSA Annual Convention (November)



36

New events



15,868

Welcome bags



5

Sports planner site visits



115,344

Room nights



138

Events



\$123 MM

Economic impact



## SPORTS PR COVERAGE

	TOTAL	REACH
ONLINE	61	2,268,143
NEWSPAPER	39	393,965
MAGAZINE	9	203,089
TELEVISION	27	814,832
<b>TOTAL</b>	<b>136</b>	<b>3,680,020</b>

1 PRESS TRIP

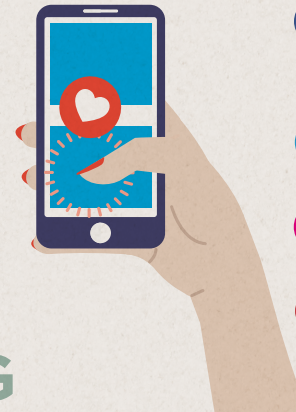


18 PRESS RELEASES



## SOCIAL MEDIA

- 6,701 fans with a 1,008,828 reach
- 2,374
- 1,195
- 433



## ADVERTISING

- Sports Events Magazine
  - Half page
  - 4 months (Jan, Feb, May, Dec)
- USSSA
  - Full page
  - 3 months (Mar, Jun, Sep)

## WEBSITE

221,265

Sessions

69.3%

New visits to site



# SPORTS COMMISSION