

# SUNCOAST SUPER BOAT GRAND PRIX FESTIVAL

## 2010 Estimated Logo Impressions

### Print / Media

Festival Brochures 40,000+

Festival Posters 3,000+

All Other Printed Festival Collateral Materials (Event Specific) 9,500+

\*(This would include tabletop signage, promotional materials for 16 individual events held during the Festival Week, along with any scheduled newspaper/magazine print ads. This also includes logos on Festival banners at every Festival event. 6 ads ran in the Sarasota Herald Tribune with 110,000+ readership circulation)

All press releases / press kits pre and post event 200+

### Festival Merchandise

Festival Merchandise 5,000+

\*(Festival shirts are sold within 19 area Walgreens stores prior to the Festival, as well as at 10 satellite retail locations throughout the county area, and on-site sales at all Festival events)

### Television

Television PSA's on Cable Networks 293 Spots on Brighthouse  
1,250 Spots on Comcast

\*(.30 spots airing on Bright House Networks - estimated viewership 2,500 households)

\*(.30 spots airing on Comcast Cable - estimated viewership 280,000 households)

Television coverage on official news channel SNN Local News 6 400 Spots

\*(This includes live shots throughout the Festival, .30 spots airing before and during the Festival and live race coverage on race day. Estimated viewership is estimated at 250,000)

### Radio

Clear Channel Radio 150 Spots

\*(Verbal recognition in .30 spots running prior to the Festival – Live broadcast on race day. Coverage is 275,000 listeners)

### Social Media

Logo listing on Super Boat International's website ([www.superboat.com](http://www.superboat.com)) with a link

\*(Average 30,000 hits per month – 140 countries visited this site in 2010)

Logo listing on Festival website ([www.suncoastoffshore.org](http://www.suncoastoffshore.org)) with a link

\*(Averages 100,000 hits per month April – July and 50,000 hits August – March)

