



Sponsor Report 2021

2021 EVENT:



28,000
ATTENDEES



7
SAFETY PARTNERS



64
VENDORS



1300
GET MOVING!
MORAINE PARTICIPANTS



100+
CARS IN CAR CRUISE



400
BUTTERFLIES RELEASED



45
VOLUNTEERS



6
LIVE ENTERTAINERS

Media Statistics

FOR OUR 2021 EVENT, WE WORKED WITH NUMEROUS MEDIA PARTNERS FOR ADVERTISING, SOME OF WHICH ARE LISTED BELOW:

- **NEWSPAPER: BUTLER EAGLE**
 - The combined circulation of Butler Eagle and Cranberry Eagle on a Wednesday (when our primary ad ran) averages 39,692 (Source: Alliance for Audited Media). Accepted readership is 2.5 readers per copy, or 99,230.
- **MAGAZINE: NORTH HILLS MONTHLY**
 - Estimated 60,000 people read NHM each month. Distribution goes from Butler to the north side with places in between such as Fox Chapel, Sewickley, Beaver, Lawrenceville, Ross, Shaler, etc.
- **RADIO: K-LOVE 98.3FM**
- **BILLBOARDS: OLIVER OUTDOOR**
 - Ads were up 25,174 times for the month before the event. They were on all of the Butler Co LED billboards (Rt 8 Dinnerbell, Rt 8 Airport, Butler City (Hanson & NewCastle), Rt 68 Buttercup & Rt 68 Brandywine)
- **TELEVISION + PODCAST: ARMSTRONG**
 - Commercial ran over 1000 times in the Cranberry/ Butler region and the Grove City region, combined.

Earned Media

WE WELCOME YOU TO READ SOME OF OUR EARNED MEDIA COVERAGE HERE:

- [Ellwood City Ledger](#)
- [Westminster College News](#)
- [Next Pittsburgh](#)
- [New Castle News](#)
- [Pittsburgh Post Gazette](#)
- [Butler Eagle](#)
- [CBS Pittsburgh](#)

In addition, please feel free to view our promotional video [here](#).